

# NEWPORT BOULEVARD SPECIFIC PLAN

## SP-96-01

JULY 1996



**NEWPORT BOULEVARD SPECIFIC PLAN  
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Adopted by Resolution #96-69

## SUMMARY OF NEWPORT BOULEVARD SPECIFIC PLAN AMENDMENTS

The Newport Boulevard Specific Plan was adopted by the Costa Mesa City Council in July 1996. Since adoption, the plan has been amended. The following table provides a list and a brief description of the amendment(s).

<u>AMENDMENT #</u>	<u>DATE OF ADOPTION</u>	<u>DESCRIPTION OF AMENDMENT</u>
SP-98-03	March 1, 1999	Prohibition of mini-warehouses in the specific plan area.



# NEWPORT BOULEVARD SPECIFIC PLAN

## NOTE TO THE READER

### SUBJECT: REZONE OF PROPERTIES IN THE SPECIFIC PLAN AREA

This Newport Boulevard Specific Plan includes an implementation program (2.3 Rezone Proposals p. 39) that resulted in the rezone of several properties in the plan area. The rezones were adopted in 1997. The following properties were affected:

Newport Boulevard Specific Plan Rezones	
ADDRESS	NEW ZONING
2060 Newport	R2-HD
2070 Newport	R2-MD
2072 Newport	R2-MD
2080 Newport	R2-HD
2250 Newport	R2-HD
2274 Newport	R2-HD
2278 Newport	R2-MD
2280 Newport	R2-MD
118 Albert Pl.	R2-MD
109& 109 ½ 23 <sup>rd</sup> St.	R2-MD
113 23 <sup>rd</sup> St.	R2-MD
120 Virginia Pl.	C1

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# 1.0 INTRODUCTION

## *Authority and Scope*

This specific plan has been prepared for the east side of Newport Boulevard in accordance with California Government Code Section 65450 et seq.. The plan area encompasses those properties fronting the east side of Newport Boulevard between Mesa Drive and 19th Street and generally consists of commercial properties, although there is some residential property.

The Costa Mesa 1990 General Plan authorizes the preparation of this specific plan to address the development issues resulting from the changed circulation patterns due to the recent completion of the Costa Mesa Freeway between Del Mar Avenue and 19th Street and its future extension to 15th Street. Policy #113 of the General Plan reads as follows:

113. Prepare a specific plan to ensure that the portion of the Route 55 extension from 19th Street through the Redevelopment Area is compatible with the Redevelopment Area and to review development related issues on the remainder of the alignment.

The area south of 19th Street includes the City's Redevelopment Project Area, however, this Plan shall only address that area north of 19th Street. Development issues with the long-range plan for the extension of the freeway through the Redevelopment Project Area will be addressed in a separate planning document. Specific issues that are addressed in this plan are as follows:

- Newport Boulevard's Identity
- Changing Land Use Patterns
- Motels
- Social/Crime
- Economics
- Lighting
- Signage
- Circulation/Access

## *Purpose*

The purpose of this specific plan is to provide the long-term vision for this important area of the community. Upon its adoption, the plan shall represent the culmination of many hours of citizen and City Staff involvement through an advisory committee, workshops and public hearings. It is the intent of this plan to encourage viable commercial businesses to continue and prosper along the boulevard, as well as to encourage marginal uses to redevelop. It is also the intent of this specific plan to

ensure land use compatibility and viability in the plan area and to reattract traffic back to the boulevard. This shall be accomplished by providing various programs and incentives which allow the private market the capability of developing projects which will stimulate vibrant economic activity in the plan area.

This plan is the framework which can be used proactively in implementing appropriate changes along the boulevard. Implementation of this plan will occur over a period of time, as private interests take advantage of the incentives in this plan which encourage redevelopment and upgrades of private property.

## **2.0 DEVELOPMENT SETTING**

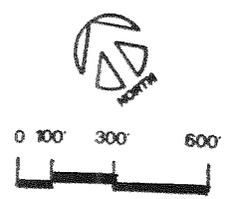
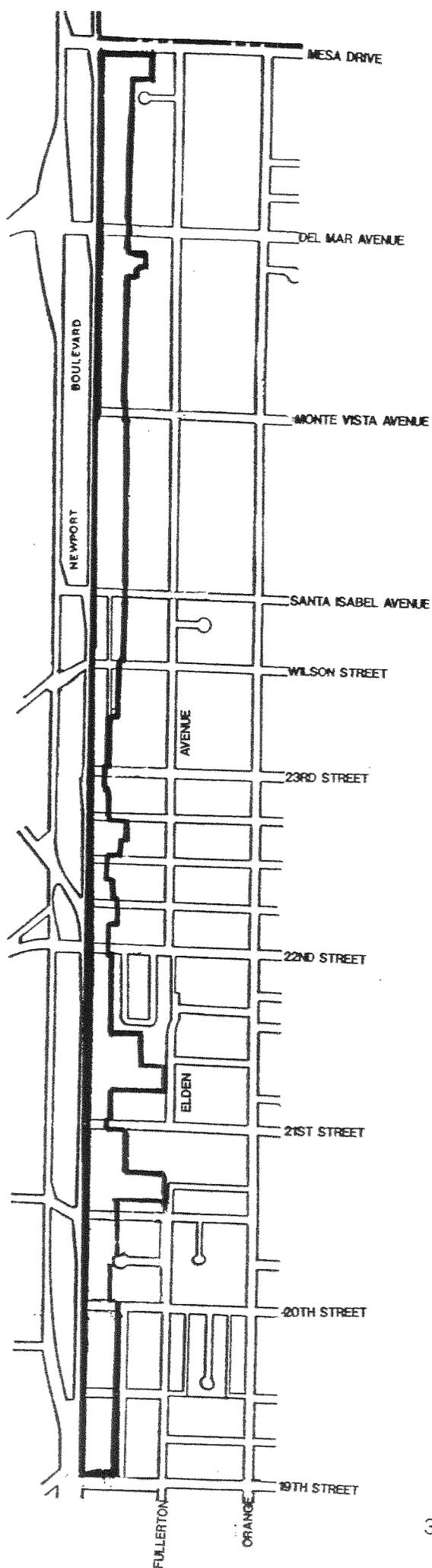
### *Location*

Costa Mesa's surrounding cities include Fountain Valley and Huntington Beach to the west, Santa Ana to the north and east, Irvine to the east, and Newport Beach to the south. John Wayne Airport is to the east of the city.

The plan area encompasses those properties fronting or adjacent to the east side of Newport Boulevard (northbound) between Mesa Drive and 19th Street; Newport Boulevard has been an historic thoroughfare in the City providing north/south access from the surrounding cities to the beach areas. The northbound and southbound lanes of Newport Boulevard are separated by the Costa Mesa Freeway (SR-55) from Bristol Street to approximately 19th Street. The Costa Mesa Freeway is depressed below grade by approximately 25 feet adjacent to the plan area.

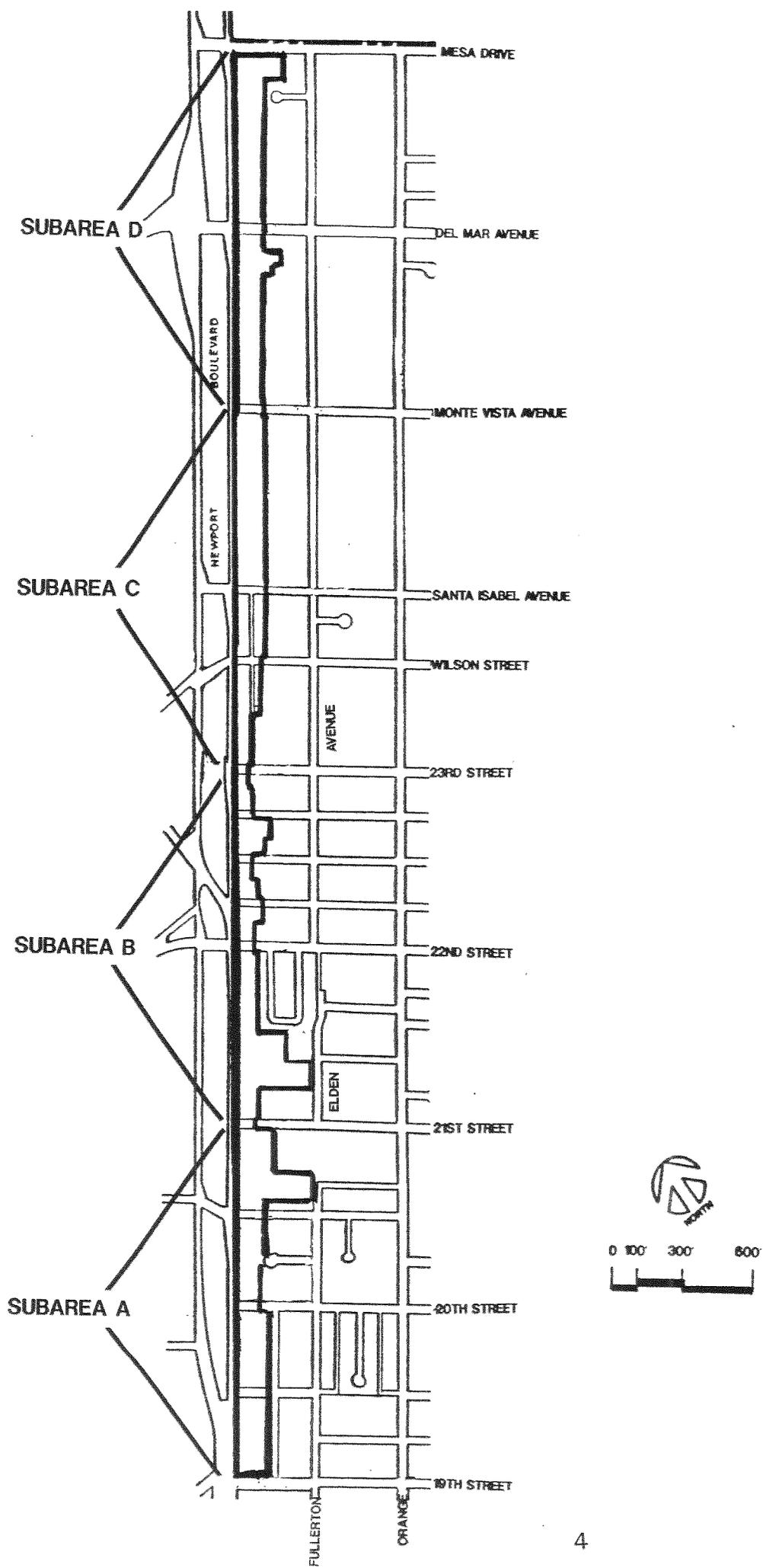
Figure 1 indicates the boundaries of the plan area. Due to the size of the plan area, it has been divided into four subareas, as shown in Figure 2.

NEWPORT BOULEVARD SPECIFIC PLAN



PLAN AREA

NEWPORT BOULEVARD SPECIFIC PLAN



SUBAREAS

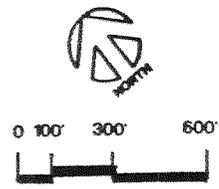
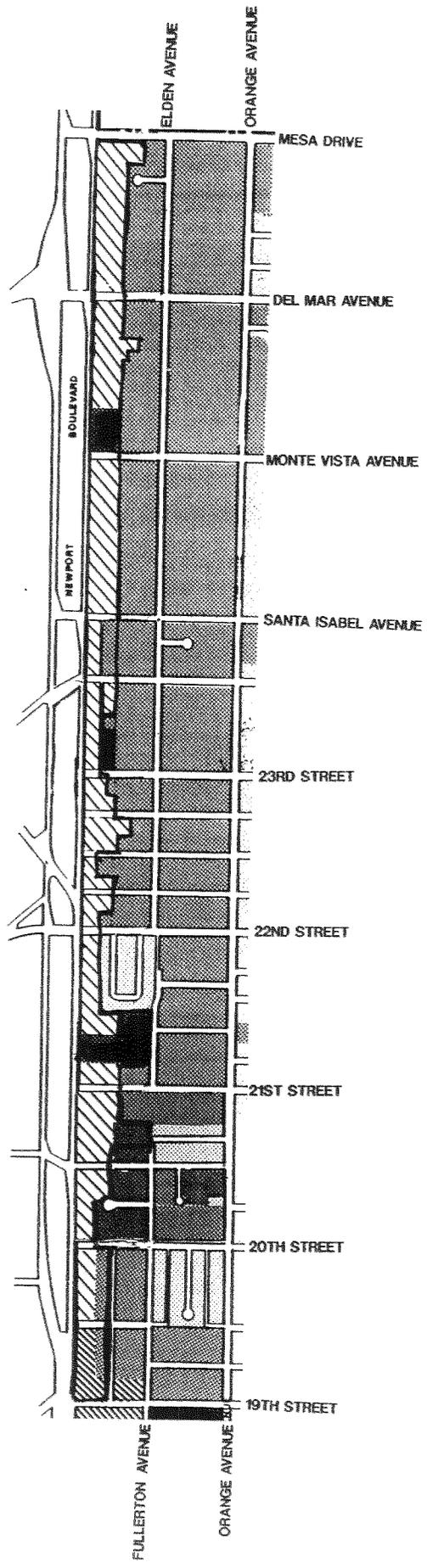
FIGURE 2

### *Existing General Plan and Zoning Designations*

Figure 3 indicates the General Plan designations for the plan area and Figure 4 indicates the accompanying zoning designations. The four land use designations that comprise the plan area are General Commercial, Neighborhood Commercial, Medium Density Residential and High Density Residential. Zoning includes AP, C1, C2, CL, PDC, R2-MD, R2-HD, R3, and PDR-MD.

Table 1 summarizes the development parameters of the General Plan designations, and the compatible zoning districts. The Floor Area Ratio (FAR) is established by the General Plan and is used to determine the maximum amount of building that is allowed on a lot or parcel. The FARs in many categories are stepped based on the traffic characteristics of the proposed land use. The General Plan does not allow the established FAR to be exceeded in any instance.

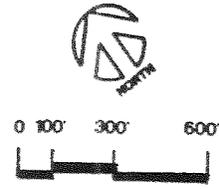
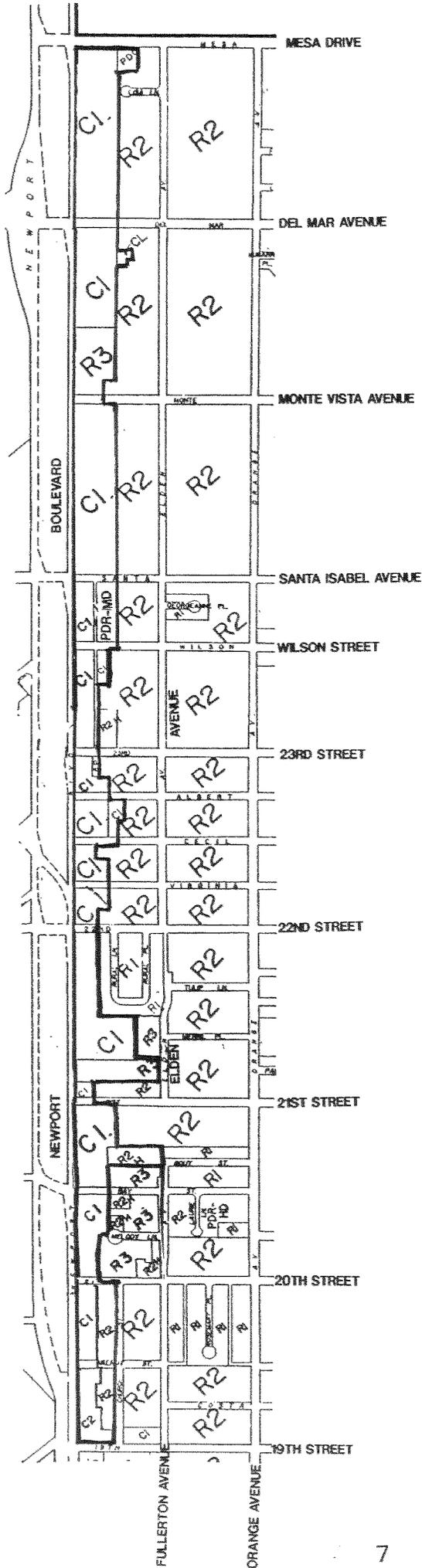
NEWPORT BOULEVARD SPECIFIC PLAN



- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- NEIGHBORHOOD COMMERCIAL
- GENERAL COMMERCIAL
- COMMERCIAL CENTER
- LIGHT INDUSTRY
- INDUSTRIAL PARK
- GOLF COURSE
- PUBLIC USE

GENERAL PLAN

NEWPORT BOULEVARD SPECIFIC PLAN



ZONING

FIGURE 4

**Table 1- 1990 GENERAL PLAN DESIGNATIONS  
Newport Boulevard Specific Plan**

DESIGNATION	TYPICAL USES	RESIDENTIAL DENSITY	NON-RESIDENTIAL FLOOR AREA RATIO	COMPATIBLE ZONING
Medium Density Residential	Single family attached units, multiple family units, senior congregate care facilities, convalescent hospitals, and group residential homes	Less than or equal to 12 units/acre	0.15 high traffic 0.25 moderate traffic 0.35 low traffic	R1, R2-MD, PDR-MD, I&R
High Density Residential	Multiple family units, senior congregate care facilities, convalescent hospitals, and group residential homes	Less than or equal to 20 units/acre	0.15 high traffic 0.25 moderate traffic 0.35 low traffic	R2-MD, R2-HD, R3, PDR-HD, PDR-NCM, I&R
Neighborhood Commercial	Markets, drug stores, retail shops, financial institutions, service establishments and support office uses	--	0.15 high traffic 0.25 moderate traffic 0.35 low traffic	CL, C1, PDC, AP, P
General Commercial	Uses found in Neighborhood Commercial, jr. department stores and specialty clothing stores, theaters, restaurants, hotels and motels, and automobile sales and service establishments	--	0.20 high traffic 0.30 moderate traffic 0.40 low traffic	CL, C1, C1-S, C2, PDC, AP, P

***Existing Land Uses***

Table 2 provides a summary of a land use survey that was recently conducted for the plan area. As can be noted in the table, the plan area contains a wide variety of commercial, as well as some residential land uses. Most of the buildings in the plan area are in average condition with some in notably poor condition, as well as some buildings in good condition. The age of the structures generally range from the 1950's to the 1980's, and the parcels are generally small. As a result of the small parcels, there are many different property owners.

The Downtown Redevelopment Project Area directly to the south of the plan area has a distinct Mediterranean theme; however, there is not a unifying theme in architecture or landscaping north of 19th Street. There are a myriad of styles evident and many structures lack architectural interest of any sort.

**Table 2- BLOCK PROFILE  
Newport Boulevard Specific Plan**

<b>BLOCK</b>	<b>LAND USES</b>	<b>AGE OF BUILDINGS</b>	<b>CONDITION OF PROPERTIES</b>
1900	This block contains 6 auto service related businesses, miscellaneous retail uses, a senior citizen center, school, 34 apartments and 4 single family units.	Buildings were constructed between the late 1950's and the late 1980's.	Conditions range from average to poor. Minimal landscaping at many of the businesses. The newer buildings have adequate onsite parking and landscaping.
2000	This block is dominated by quasi residential uses. There are 2 motels, 1 mobile home park (55 units), one apartment complex (8 units). There is also 1 auto repair use and several retail uses.	Buildings were primarily constructed in the 1950's and the 1960's. One motel was constructed in 1988; it is the most recent construction.	The majority of the businesses are in average condition. Landscaping is limited in a few areas; offstreet parking for some businesses is not up to code.
2100	This block contains a variety of uses: motels, 2 apartment complexes (120 apartments), auto repair (2), retail, mini storage and a supermarket.	Building construction occurred between the 1950's and the 1980's.	Overall this block is in average condition.
2200	There are 3 motels in this block as well as a variety of retail uses.	Building construction occurred between the 1950's and the 1980's.	Building conditions range from poor to average. All three motels are in poor condition.
2300	This block has a variety of uses including 3 auto accessory businesses, medical office, 1 motel and misc. retail.	Building construction occurred between the 1950's and the 1980's.	Building conditions range from very poor to good. Older buildings lack adequate landscaping and parking.
2400	This block includes 1 motel, 1 Single Room Occupancy (SRO) motel, 2 houses, and a variety of retail uses.	Many buildings do not contain original permits to determine date of construction. Remainder of buildings were constructed between 1950's and the 1980's. The SRO hotel was just recently remodelled.	Building conditions range from very poor to good. Older buildings lack adequate landscaping and parking.
2500	This block includes a section of residential and quasi-residential uses including a condo tract (63 units), a motel, a mobile home park (22 units) and a convalescent hospital. Other uses include misc. retail and a mini storage.	Building construction occurred from the late 1950's to the mid 1980's.	With the exception of the condo tract which is in good condition, this block is in average to very poor condition.
2600	This block contains two motels, offices, mini storage and misc. retail.	Building construction occurred from the early 1950's to the late 1980's.	Overall this block is in poor to average condition. The motel (2642) is in good condition.

### *Circulation System*

The Costa Mesa Freeway and Newport Boulevard provide essential north/south access between inland cities and the coast as well as serving as vital links in the City's internal circulation. The Costa Mesa Freeway has been a subject of controversy for many years. Originally adopted in 1944, the freeway was to have followed the present alignment of Newport Boulevard. In 1969, the adopted route was modified to travel west of Costa Mesa's traditional downtown from a point just south of Bay Street to the Pacific Coast Freeway (Route 1). When the Route 1 Freeway plans were abandoned in 1975, an alternate terminus was proposed, but not adopted, which would have reconnected the Route 55 Freeway with Newport Boulevard in the vicinity of 15th Street. Although excavations were made for the depressed portion of the freeway as far south as 23rd Street, construction was halted just south of Bristol Street. In 1982, the City endorsed an easterly alignment for the Route 55 Freeway between 19th and 15th Streets. Environmental documentation was completed in 1984. This alignment is indicated on the City's Master Plan of Highways. Extension of the freeway to 19th Street was completed in 1993. Caltrans does not have a construction date for the last leg of the freeway, i.e, to 15th Street.

The recent completion of the Costa Mesa Freeway has resulted in a shift of through traffic from Newport Boulevard to the freeway. Recent traffic counts indicate that traffic volumes have decreased by approximately 80% in some locations; see following table.

<b>Table 3- NEWPORT BLVD. TRAFFIC COMPARISONS (Northbound Only) Newport Boulevard Specific Plan</b>			
<b>STREET LINK</b>	<b>1991 COUNTS</b>	<b>1994 COUNTS</b>	<b>PERCENT DECREASE</b>
20th St.-Bay St.	21,930	8,790	-59%
Bay St.-21st St	21,930	10,760	-50%
21st St.-22nd St.	21,930	12,850	-41%
22nd. St.-23rd St.	26,040	19,910	-23%
23rd St.-Wilson St.	26,040	7,280	-72%
Wilson St.-Santa Isabel	26,040	11,200	-56%
Santa Isabel-Monte Vista	31,430	14,460	-53%
Monte Vista-Fair Dr.	31,430	20,540	-34%
Fair Dr.-Mesa Dr.	38,445	7,890	-79%
Mesa Dr.-Bristol St.	44,015	7,765	-82%

There are a total of 15 streets which intersect Newport Boulevard in the plan area. All of these streets are part of the circulation grid for the east side of Costa Mesa. The primary streets which provide a link to the west side of Costa Mesa are Fair/Del Mar, Victoria Street/22nd Street, and 19th Street.

Northbound freeway on-ramps are located at 19th Street, 22nd Street and Fair Drive/Del Mar Avenue. Northbound off-ramps are located at 22nd Street and Fair Drive/Del Mar Avenue.

### 3.0 ISSUE IDENTIFICATION

#### *Newport Boulevard's Identity*

Newport Boulevard has traditionally been a wide, divided street from its initial development. The Santa Ana and Newport Railroad Company ran a rail line which connected Santa Ana and Newport Beach in the late 1800's. Southern Pacific Railroad bought the railroad in 1899 and it continued to bring rail service to and through the area until 1933 when the line was abandoned. The tracks were removed two years later.<sup>1</sup> In 1944, the State adopted the alignment of the freeway to coincide with Newport Boulevard.

Newport Boulevard has always served as the main thoroughfare in Costa Mesa's traditional downtown area. The area's first commercial buildings were constructed along the boulevard, and by the late 1920's, a thriving commercial downtown district existed south of 19th Street. Many of the original buildings still stand today, particularly in the 1800 block.

However, north of 19th Street, the commercial uses have always had more limited exposure and visibility due to the one way traffic flow of the street and wide separation from land uses to the west. Although, the high regional traffic volumes along the boulevard supported motels and the local serving commercial businesses as well.

Landscaping treatments and plant materials are also inconsistent along the boulevard. Some properties have little to no landscaping either within the street setback or within the interior of the property. This adds to the street's lack of identity.

In summary, the boulevard's linear nature, one way traffic flow, diversity of ownership patterns and random mix of land uses contribute to its lack of unity and identity which in turn makes it difficult to attract new patrons and/or compatible businesses.

#### *Changing Land Use Patterns*

The recent completion of the Costa Mesa Freeway from Del Mar/Fair to 19th Street has permanently reduced traffic volumes on Newport Boulevard, north of 19th Street. (See Table 3). The overall decrease in traffic has the most profound impact on marginal commercial uses. There are several buildings in this area that are vacant or in very poor condition. Commercial uses such as restaurants, nightclubs and bars are further constrained by the residential uses that are developed directly behind the commercial areas. It is important to note the existing subdivision and land use

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<sup>1</sup> A Slice of Orange, The History of Costa Mesa. Edrick Miller 1976.

patterns that are evident in the plan area were primarily established in the early part of this century, and these patterns were reflective of a rural community. As the City approaches the close of this century, it is prudent to evaluate what changes can be made to meet the needs of the community in the next century.

The 1990 General Plan encourages the conversion of existing marginal or vacant commercial land to residential (Policy #285), since vacant land that is suitable for residential development in the City is extremely limited. Therefore, the replacement of marginal commercial development along Newport Boulevard with residential uses is an option that may be appropriate for some portions of the plan area. Provided below is a list of the pros and cons of encouraging marginal commercial property to convert to a residential use.

PROS

CONS

- |  |   |
|--|---|
| <ol style="list-style-type: none"><li>1. Reduced traffic volumes on Newport Blvd. increase practicality of residential uses.</li><li>2. Costa Mesa Freeway is depressed 25 feet below grade, thereby providing noise attenuation.</li><li>3. Improves overall Jobs/Housing balance in the City.</li><li>4. Existing residential uses directly behind plan area, therefore increasing land use compatibility.</li><li>5. Easy access to major circulation routes and commercial services.</li></ol> | <ol style="list-style-type: none"><li>1. Multiple property owners and relatively small parcels makes land assembly difficult.</li><li>2. Requires General Plan Amendment and Rezone.</li><li>3. Marginal commercial uses are interspersed with successful commercial development which would also make land assembly difficult.</li><li>4. Lack of incentives to encourage the conversion to residential.</li></ol> |
|--|---|

***Motels***

Motels are the most prevalent land use along the boulevard, consisting of 12 facilities and 527 units. While two of the motels pre-date the City's incorporation, the largest number (five) was built in the 1980's when traffic volumes along Newport Boulevard were at their peak. Given the high volume of drive-by traffic, proximity and accessibility to local tourist destinations and reasonable room rates, the area's motels were successful in attracting family vacationers.

However, completion of the Costa Mesa Freeway extension drastically changed the ability of local motels to attract new guests by severely restricting their visibility and accessibility. With the lack of exposure and restricted accessibility, many motels have turned to long-term occupancies as a means of survival. Also, lower occupancy and room rates have resulted in deferred maintenance and reduced managerial support/supervision. The combination of these factors have created an environment that attracts "undesirable" clientele who create adverse impacts on neighboring commercial uses and adjacent residential areas. Typical problems range from nuisances such as panhandling and loitering to more serious offenses such as prostitution and drug dealing.

In a 1995 study of police service calls to motels and hotels throughout the city, eight of the boulevard's motels ranked in the top 15 in terms of average calls for service per room ratios. The average annual calls-per-room ratio of the motels was 1.35, nearly 2½ times the city-wide average of 0.52. At the conclusion of the study, all motels and hotels were ranked in terms of their potential for problem situations based on a number of factors including age of facility, number and ratio of police service calls, affiliation with national or regional motel chains and Automobile Club ratings. Six of the area's motels were included in the list of eight motels designated as a "very high" priority and one as "high" priority for monitoring and possible enforcement action. Only two of the boulevard's motels were ranked as a "low" priority and three were ranked as a "moderate" priority.

Because of their large number, physical appearance and extent of problems associated with most of the motels, they have been identified as the most influential factor affecting the viability and image of the boulevard. While a few of the well maintained and managed facilities do provide positive reinforcement for the viability of the area, the majority of the motels are an unsettling and potentially dangerous influence on the long-term future of the boulevard if not addressed as a part of this specific plan or other enforcement actions.

### ***Social/Crime***

While serious crime is not a widespread problem along the boulevard, the amount of criminal activity and social problems do detract from its image. As indicated above, there are pockets of crime in the area, largely associated with occupants of problem motels. Typical concerns in this area include those often associated with the city's homeless population such as trespassing, loitering, sleeping on private property and aggressive panhandling to the more serious problems linked to problem motels such as prostitution and drug dealing.

There has also been concern expressed regarding newspaper racks in the public right-of-way which contain adult newspapers and/or materials. A recent court case enables cities to regulate the content of newsracks through the adoption of an ordinance.

## *Economics*

Businesses along Newport Boulevard have suffered the double effects of the recent economic recession and loss of business because of construction and detours associated with the extension of the Costa Mesa Freeway through the study area. A comparison of City business revenue from the area illustrates these effects. Since the 1989-90 fiscal year, business revenues (combination of business license fees, sales tax and transient occupancy tax) have steadily declined from \$500,726 to \$401,393. This is a drop of nearly 20 percent. Information from a local commercial real estate broker indicate that land values and lease rates for Newport Boulevard properties is about half that of the more desirable commercial districts in the community.

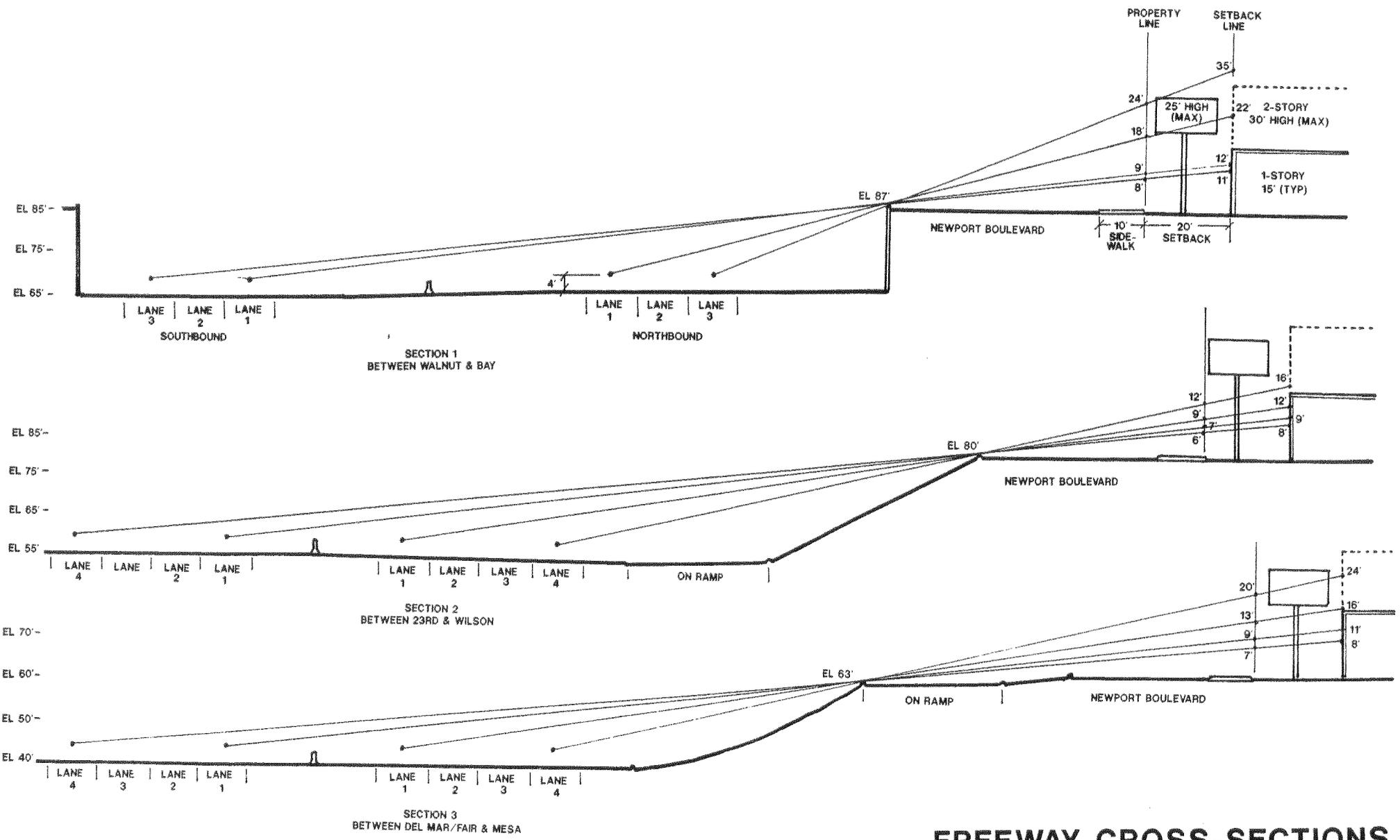
With an improved economic climate and stabilized traffic patterns, conditions along Newport Boulevard can likewise expect to improve, but, the average daily traffic volumes of 30,000 vehicles cannot be expected to fully return to pre-freeway extension conditions. However, with aggressive economic development efforts, substantial attraction of traffic back to Newport Boulevard is likely to occur. These efforts can be initiated by either the public or private sector or a combination of both sectors. A major goal of this specific plan is to provide a framework to accomplish and/or support these efforts.

## *Signage*

Signs are a major concern for all commercial businesses. This is especially true for those located along Newport Boulevard because of the depressed nature of the freeway through the plan area. Businesses south of Wilson Street have no visibility to freeway motorists because of the proximity of retaining walls to the travel lanes. North of Wilson Street, visibility is improved because of the sloped bank of freeway, but still is marginal when compared to other strip commercial districts. Figure 5 illustrates the lines of sight through 3 cross sections of the depressed freeway and adjacent private properties.

Although the City's Sign Ordinance was recently amended to liberalize regulations relative to total allowable sign area and sign height, these changes may have limited benefit to business owners along the boulevard. Reasons supporting this judgement include the narrow and deep configuration of a majority of the parcels which: 1) restricts the amount of building frontage on which signs can be mounted, and 2) can limit the amount of front setback landscaping. Limited landscaping restricts the business owner's ability to install larger pole signs, since freestanding signs must be located in a landscaped planter twice the size of the sign face. For example, a 100 square foot ground or pole sign is required to be located in a minimum 200 square foot landscaped planter. For these reasons, additional consideration is warranted for the special needs of Newport Boulevard businesses.

Another issue relates to directional sign alternatives which direct traffic to the boulevard from the freeway or promote the boulevard as a whole. This can be accomplished by a combination of freeway direction signs indicating "lodging next exit" or "local business district" and banners or other means (i.e. gateway arches over the street) to establish an identity for the Newport Boulevard business area.



# FREEWAY CROSS-SECTIONS & SIGHT LINES

FIGURE 5

### *Lighting*

Lighting within the plan area involves two issues; public street lighting and private, on-site lighting. With regard to public street lights, the length of the boulevard appears to be adequately lit throughout the plan area. However, lighting in some of the alleys which separate the Newport Boulevard commercial properties from the adjacent residential neighborhoods is inconsistent. Another area of large concern is the lack of consistency in the light standards; some standards are wood, some metal and some concrete.

On-site lighting is of particular concern to business owners as a means of securing their property from vandals and other criminal activity. It is also a concern shared by the community at large in terms of providing a potential deterrent for transient occupancy of the rear portions of some commercial properties, and alleys at the rear of the commercial properties. Additionally, photo sensitive light fixtures, as opposed to timing systems, are a more efficient way to ensure adequate lighting of private property.

### *Access*

Because of the one way nature of Newport Boulevard, access is a major issue. This is especially true just north of 19th street where traffic entering the freeway often conflicts with traffic heading northbound on Newport Boulevard. A similar but less significant problem exists just north of the Victoria/22nd Street intersection.

Other access issues relate to the number of side streets which intersect with Newport Boulevard and the public alleys which separate the commercial and residential properties. As will be explored in the Land Use Option section, thought has been given to abandoning alleys or installing cul-de-sacs at a few locations to provide incentives for redevelopment and/or to protect adjacent residential neighborhoods from encroaching commercial traffic.

## 4.0 LAND USE OPTIONS

### *General Overview*

Given the changes along the boulevard due to changing traffic patterns and related development, it is appropriate to consider policy changes that would encourage or stimulate private redevelopment in the plan area. Redevelopment could take the form of either compatible commercial uses or ownership type residential development. Based on the proximity of residential development that abuts the rear of many of the parcels along Newport Boulevard, neighborhood serving commercial and/or residential development are the most compatible land uses.

Proposed in this specific plan are several policy changes that are intended to encourage redevelopment in the plan area, as well as to set the course for appropriate land uses in the future (see Figure 6):

### *General Plan Amendment*

Concurrent with the adoption of this specific plan, an amendment to the 1990 Costa Mesa General Plan Land Use Element is proposed which would include a new land use designation of "Commercial-Residential". This designation would allow a complementary mix of residential and commercial zoning, unlike any other land use designation in the General Plan. It is anticipated that individual parcels would be developed as either a commercial or residential use. A mix of both commercial and residential on one parcel would only occur in a Planned Development zoning district. Residential development would be encouraged provided that certain development standards are met pursuant to the adopted Newport Boulevard Specific Plan. Density would range from 12 units per acre to 17.4 units per acre.

It would furthermore be the intent of this land use designation to allow commercial uses which serve and complement the residential neighborhoods to the east and within the Specific Plan area. Appropriate uses include markets, drug stores, retail shops, financial institutions, service establishments and support office uses. Restaurants and residency hotels such as single room occupancy (SRO) hotels may be appropriate if properly located to avoid adverse impacts to the surrounding residential areas. The establishment of such uses in various areas near to residential neighborhoods can reduce the need for longer vehicle trips to areas of more intense commercial activity in order to obtain goods or services which may be required on a frequent basis.

Development within this designation will accommodate a wide variety of retail uses, offices and service establishments housed in one-story commercial buildings. Two-story buildings should only be permitted where it can be shown that they will not adversely impact adjacent uses.

Figure 6- PROPOSED LAND USE CHANGES AND POLICIES

**STEP 1**

**GENERAL PLAN AMENDMENTS**

- Amend Land Use Element to include a new land use designation of **Commercial-Residential** which allows a complementary mix of residential and commercial zoning:
  - Residential densities would range from 12 to 17.4 units per acre.
  - The allowable Floor Area Ratios for commercial development would be 0.20, 0.30 and 0.40 for high, moderate and low traffic generating uses, respectively.
- Amend the Land Use Map to redesignate property from Neighborhood Commercial to Commercial-Residential in the plan area.

**STEP 2**

**(To occur concurrently or immediately following Step 1.)**

**SPECIFIC PLAN DEVELOPMENT STANDARDS**

- Adopt development standards which restrict certain uses in the plan area, such as motels and hotels, adult entertainment businesses.
- Adopt a development standard which encourages lot consolidation prior to rezoning to either a residential or planned development zoning district. The base density would be set at 12 units/acre and can be increased incrementally to either 14.5 or 17.4 units/acre depending on the size of the combined lots and street frontage.

**STEP 3**

**(To occur 2-3 months following Step 2.)**

**REZONE OF PROPERTIES**

- Identify areas in the plan area which are suited for future residential development, and subsequent to the adoption of the specific plan, the City of Costa Mesa will pursue the rezoning of these areas. This would not preclude a private interest from initiating a rezone on other properties in the plan area.

The allowable floor area ratios (FAR) are 0.20 for high traffic generating uses, 0.30 for moderate traffic generating uses, and 0.40 for low traffic generating uses. This is an increase of 0.05 FAR for each category compared to the current Neighborhood Commercial land use designation. An analysis of the commercial properties along the boulevard indicated that over 50% were overbuilt in terms of the current allowable FAR. On a block by block basis, the percentage of overbuilt sites ranges from a low of 27% in the 2600 block to a high of 88% in the 2200 block.

This higher FAR limit should act to encourage private commercial redevelopment. With these increased FARs, the percent of properties that are currently overbuilt would decline from 54% to 35%. Clearly additional properties can benefit from the added development potential.

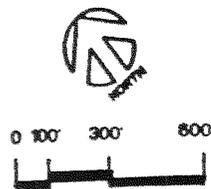
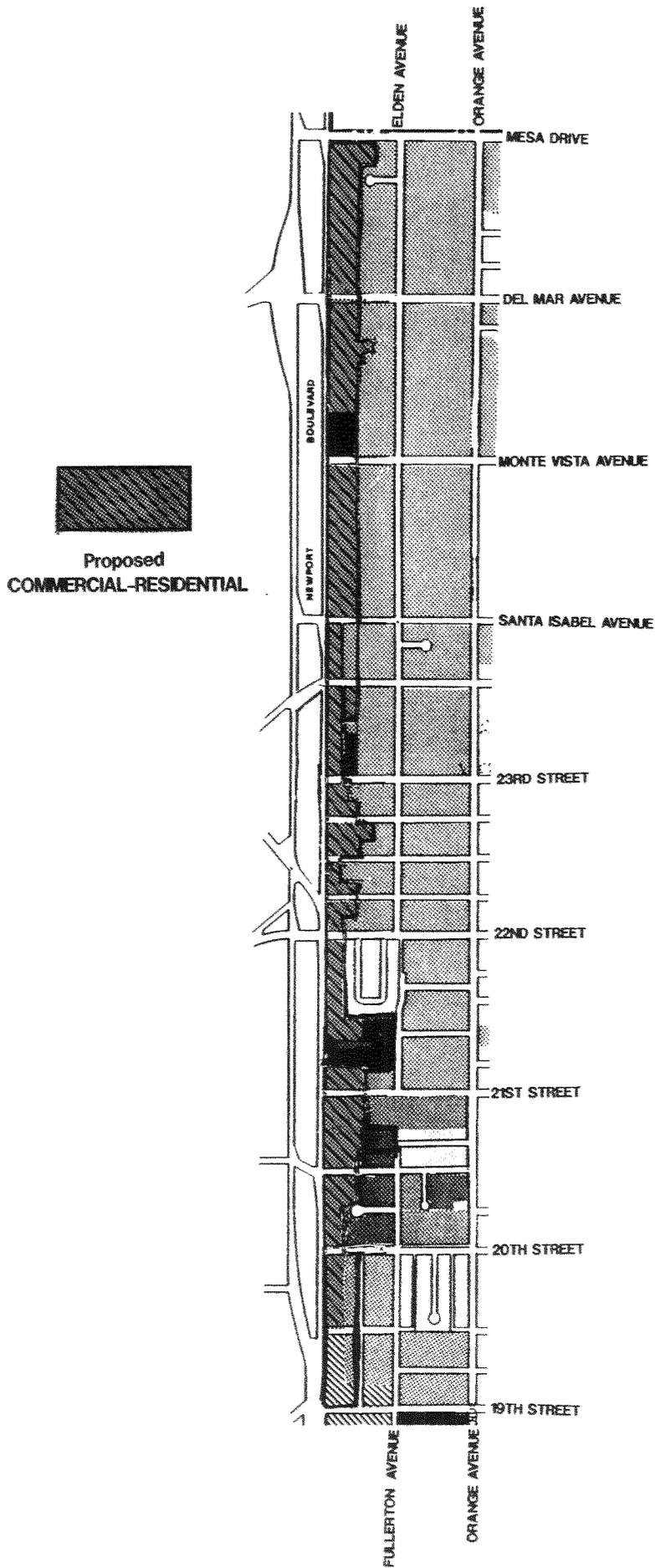
Along with the added development potential comes added employment generation, traffic generation and related impacts. Assuming moderate traffic uses, this general plan amendment could result in a possible increase of 53,500 square feet of commercial building in the plan area.

Residential, commercial and noncommercial uses may be integrated into a single development through the Planned Development process. Residential densities in planned development projects are not to exceed 17.4 units per acre pursuant to the development standards in the adopted Newport Boulevard Specific Plan. Noncommercial uses would be subject to the same floor area standards as commercial uses in this designation. Individual components of mixed use projects which include separate commercial and residential uses shall comply with the floor area ratio, density and all other development standards for the portion of the lot on which they are located. Parking between mixed uses may be permitted according to the provisions of the Municipal Code. Mixed use projects which combine complementary commercial and residential uses within a single structure shall not exceed the applicable floor area ratio and density standards and shall not be developed at an intensity that would exceed the traffic generation of the site if it was developed at the moderate trip generation rate.

Compatible zones for this new general plan designation would include AP, CL, C1, P, PDC, R2-MD, R2-HD, PDR-MD AND PDR-HD.

Concurrent with the adoption of this specific plan, it also proposed that within the plan area the General Plan land use map be amended to change the "Neighborhood Commercial" land use designation to "Commercial-Residential". See Figure 7.

NEWPORT BOULEVARD SPECIFIC PLAN



-  LOW DENSITY RESIDENTIAL
-  MEDIUM DENSITY RESIDENTIAL
-  HIGH DENSITY RESIDENTIAL
-  NEIGHBORHOOD COMMERCIAL
-  GENERAL COMMERCIAL
-  COMMERCIAL CENTER
-  LIGHT INDUSTRY
-  INDUSTRIAL PARK
-  GOLF COURSE
-  PUBLIC USE

**PROPOSED GENERAL PLAN  
LAND USE MAP AMENDMENT**

### ***Adopt Specific Plan Development Standards***

In order to ensure compatibility with surrounding residential neighborhoods and residential uses that may be developed in the plan area, it is necessary to identify land uses which are not consistent with the long-range intent of this plan. The development standards in this plan would prohibit certain uses within the plan area from establishing as a new use or prohibit the expansion of an existing use; the limitation may be for the whole plan area or be applied to a certain block. Provided below is a list of uses which are either prohibited and/or restricted from expanding in the plan area pursuant to the development standards in Section 6.0.

#### **RESTRICTED USES**

1. Motels and hotels
2. Adult entertainment businesses
3. Automotive, motorcycle and boat dealerships (including sales and service)
4. Automotive repair, automotive paint and body
5. Tire sales and installation
6. Mini-warehouses

It is also the intent of the plan to prohibit the approval of land uses and/or site designs that are detrimental to the purpose of this plan as stated in Section 1.0, Purpose. New commercial land uses should stimulate economic activity along the boulevard while considering compatibility issues with existing and future adjacent residential land uses, when applicable.

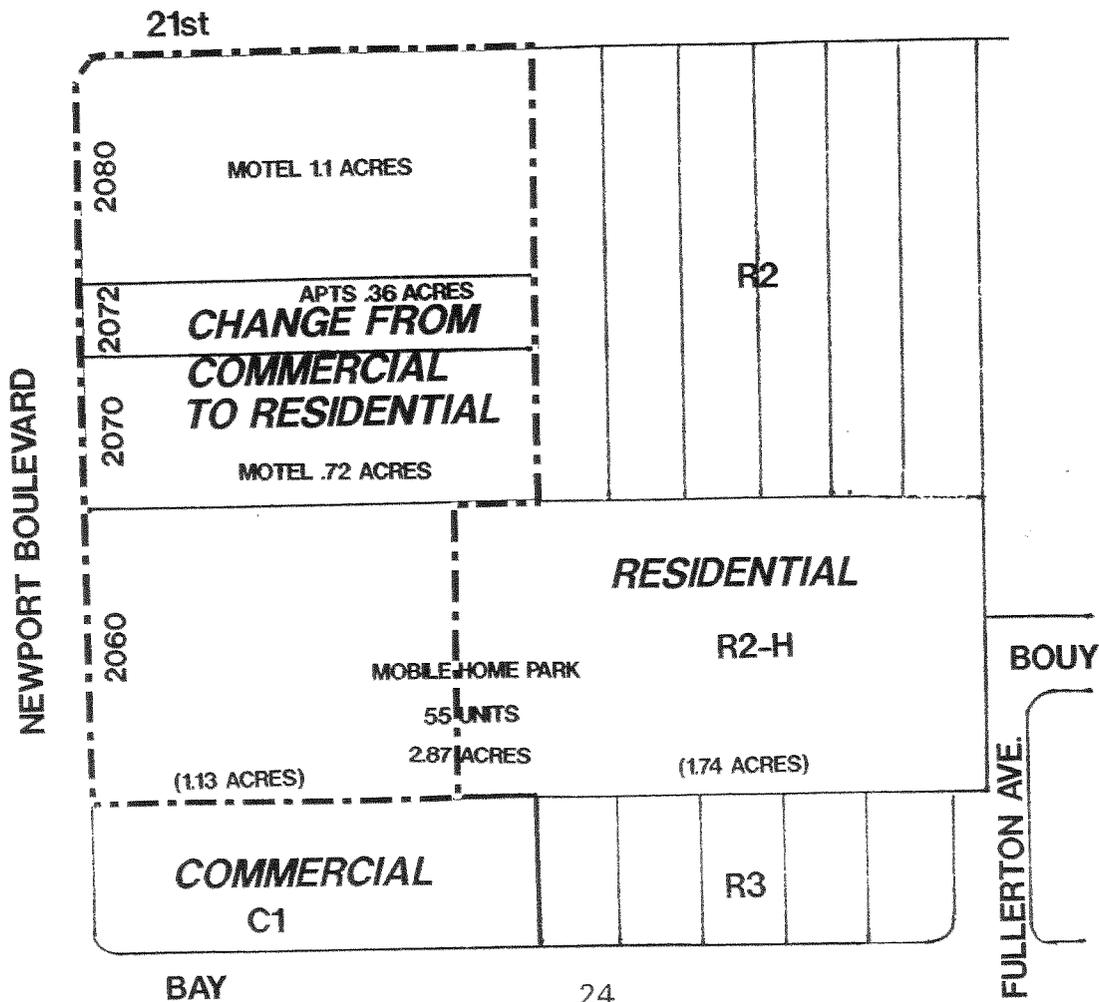
Additionally, it is the intent of this plan to encourage the consolidation of smaller lots for redevelopment to residential uses. Included in this plan is a development standard which encourages lot consolidation prior to rezoning to either a residential or planned development residential zoning district. The base density would be set at 12 units per acre and can be increased incrementally to either 14.5 units per acre or 17.4 units per acre depending on the size of the combined lots and street frontage.

### *Rezone of Certain Properties*

Two areas in the plan area are proposed for future residential redevelopment. Subsequent to the adoption of this specific plan, it is proposed that the City of Costa Mesa pursue the rezoning of these areas. This would not preclude a private interest from initiating a rezone on other properties in the plan area.

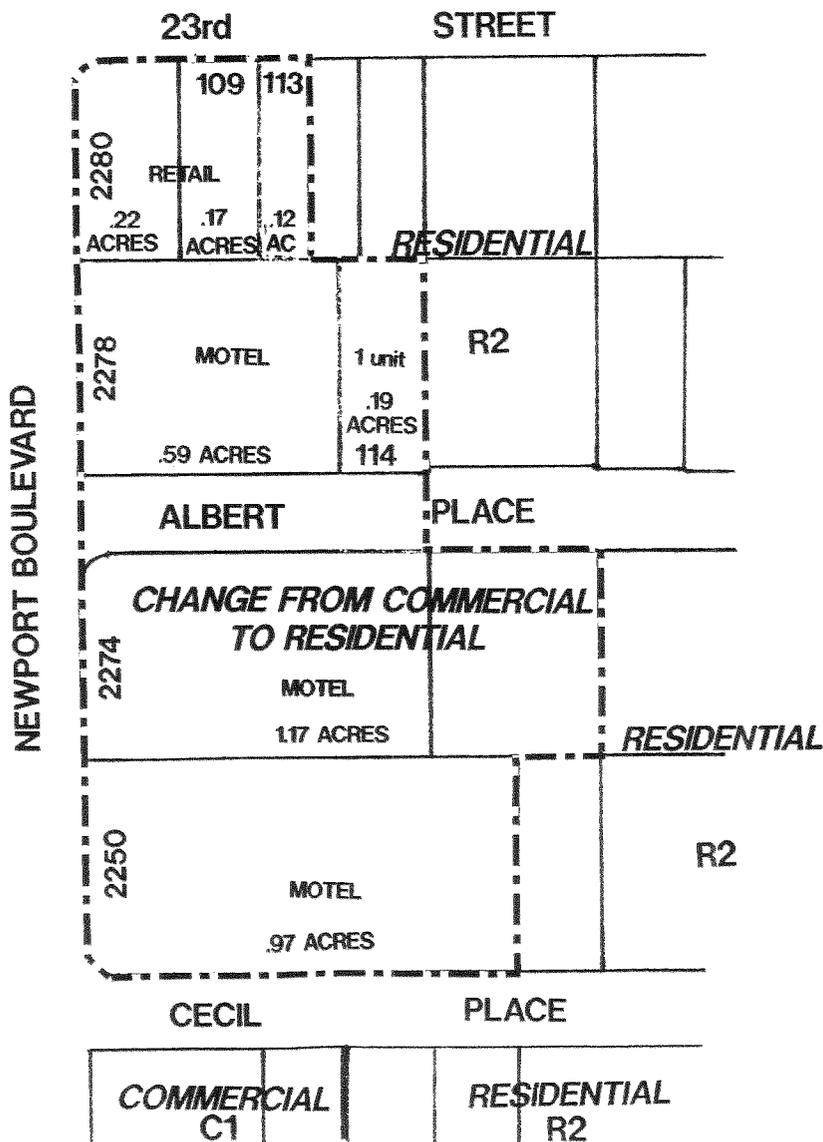
Subarea A Rezone Proposal: Redesignate the properties at 2060 - 2080 Newport Boulevard consisting of two motels, an apartment building and a mobile home park for residential land use. As indicated, the primary use is already quasi-residential with at least one motel that serves more as permanent living quarters. The proposed land use change would allow redevelopment of permanent residential development. The motels sites are both fairly large (.72 acres and 1.1 acres) and could accommodate viable residential development, particularly if combined with the adjacent lot (.36 acres), or if all the lots were combined together. Shown below is a map of the proposed land use change. It is also recommended that in conjunction with the redevelopment of this area to residential uses that alternative locations for a pocket park be explored in this general area.

Figure 8- SUBAREA A REZONE PROPOSAL



Subarea B Rezone Proposal: Redesignate the properties located between Cecil Place and 23rd Street consisting of three motels, three businesses and one dwelling unit for residential land use. As indicated, the primary use is already quasi-residential with at least one motel that serves more as permanent living quarters. The proposed land use change would allow redevelopment to more permanent residential development. Two of the three motel sites are fairly large (.97 acres, and 1.17 acres) and could accommodate viable residential development, particularly if combined, or if all the lots were combined together. (See page 28 which discusses a cul-de-sac of Albert Place and Cecil Place). Shown below is a map of the proposed land use change.

Figure 9- SUBAREA B REZONE PROPOSAL



### ***Other Land Use Recommendations***

There is one other specific land use recommendation for the plan area:

1. 125 Mesa Drive: This 0.89 acre site is presently used as an animal hospital and is zoned PDC (Planned Development Commercial). Should the animal hospital use be discontinued at this site, it is recommended that the property be rezoned to R2. This property is suitable for residential since it does not front or take access from Newport Boulevard and it abuts residential property on two sides. Approximately 10 units could be accommodated on this site.

### ***Other Potential Land Use Opportunities***

Other potential land use opportunities within the plan area include:

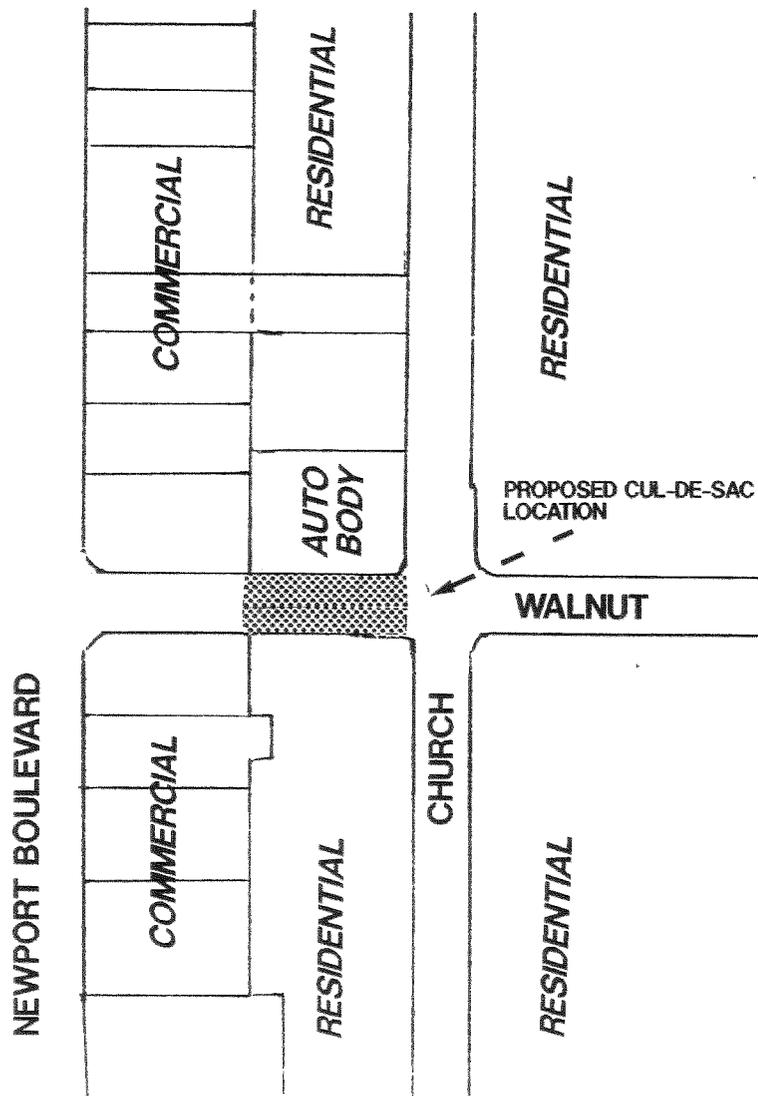
1. 2180 Newport Boulevard: This property is presently underdeveloped with a supermarket (Stater Brothers) which needs refurbishing, and there is the opportunity to upgrade the market. Additionally, the site is not built out to its maximum FAR, and the site could be furthered developed with an additional commercial pad at the corner (possibly a restaurant use).
2. 2028-2040 Newport Boulevard: This 1.45 acre property encompasses three parcels and is currently developed with a nursery and related small commercial buildings. Should the site transition to another use, a single use is encouraged rather than creating new parcels which are smaller than 40,000 square feet in size. The existing parcels range from 13,250 to 29,700 square feet in size.

## 5.0 CIRCULATION OPTIONS

In addition to the land use changes proposed in Section 4.0, a number of traffic circulation changes area also proposed to assist with the stabilization of both the commercial and residential areas.

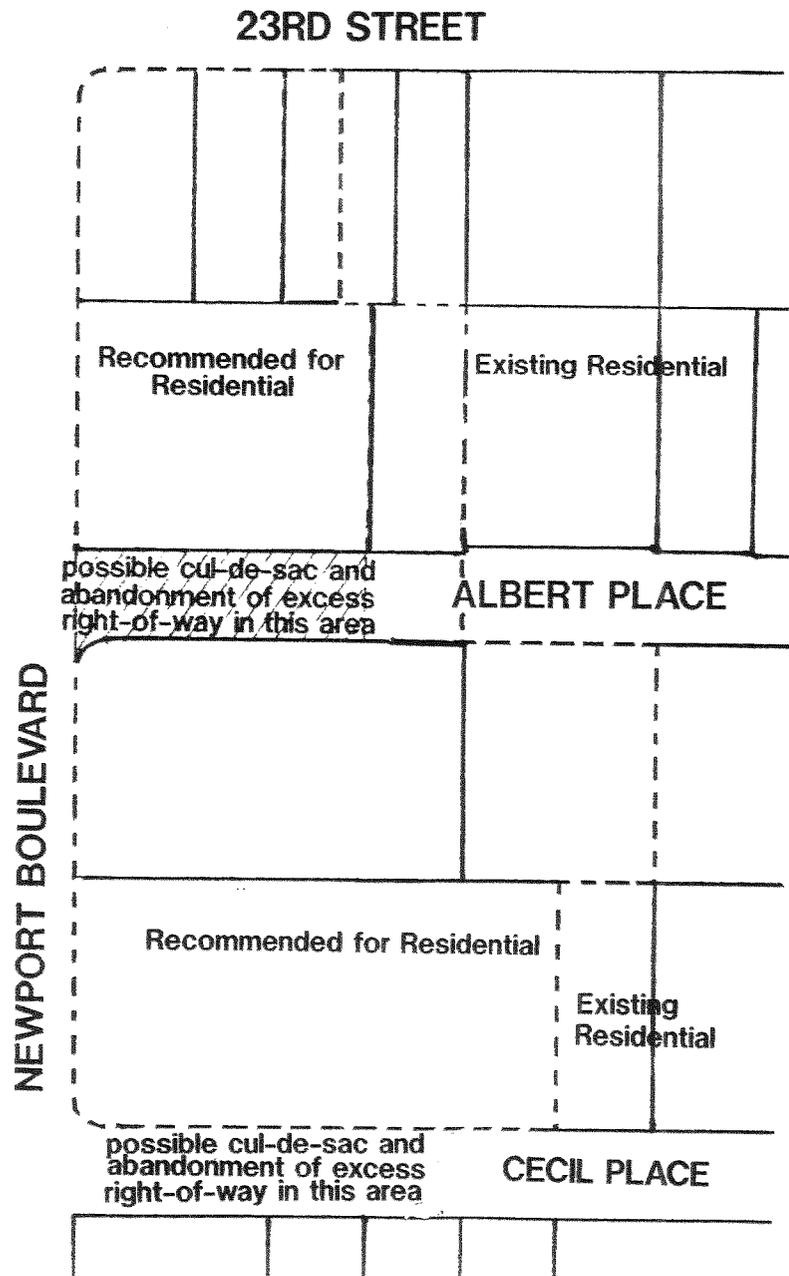
Within Subarea A, consideration should be given to creating a cul-de-sac along Walnut Street between Church Street and Newport Boulevard. A cul-de-sac in this area would minimize cut-through traffic along Church and Walnut which is a residential area. A legal nonconforming auto body shop is located within the residential zone at the northeast corner of Walnut and Church Street. This commercial use is nonconforming and an intrusion into the residential neighborhood along Church Street.

Figure 10- WALNUT STREET CUL-DE-SAC PROPOSAL



Within Subarea B, the option of abandoning part of Albert Place and/or Cecil Place and creating a cul-de-sac should be pursued. Depending upon the location of the cul-de-sac, abandoned street right-of-way could result that would then be available for other purposes. The following map shows the general location for the cul-de-sacs.

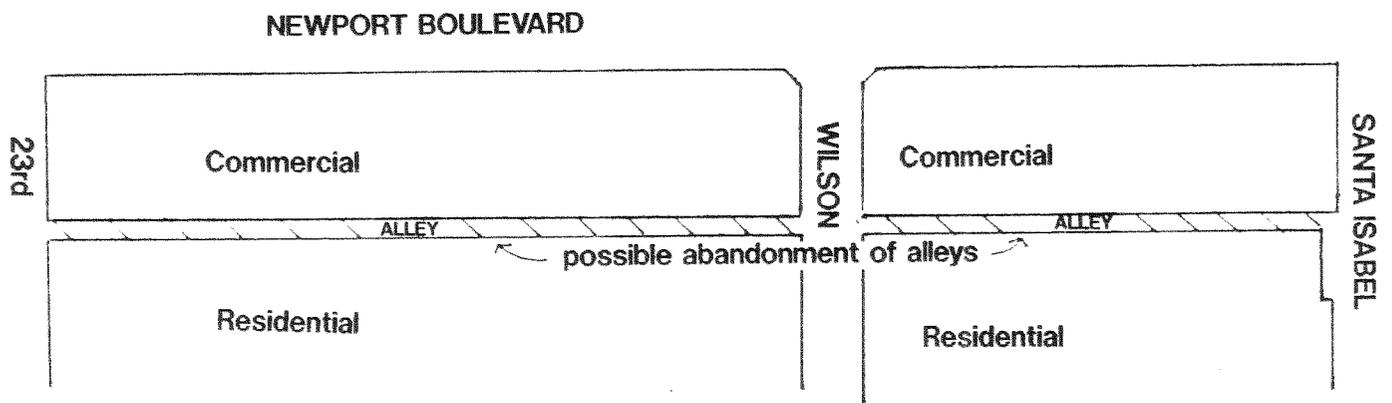
Figure 11- ALBERT PLACE AND CECIL PLACE CUL-DE-SAC PROPOSAL



Within Subarea C, the option of abandoning the alleys that run parallel to the boulevard should be considered. While serving a number of commercial businesses that front the boulevard and some residential developments to the east, the alleys may not be essential for access and could detract from the area by creating a gathering place for criminals. In some cases, abandonment of the alleys may facilitate redevelopment of adjacent properties.

It is recognized that there are several properties which have direct access from this alley, in addition to the utility services which exist there (such as sewer lines and fire hydrants). Any abandonment of the alley is considered a long-term possibility that requires further study and satisfactory alternative access and utility service arrangements. In the meantime, new developments should be designed to not be dependent upon alley access.

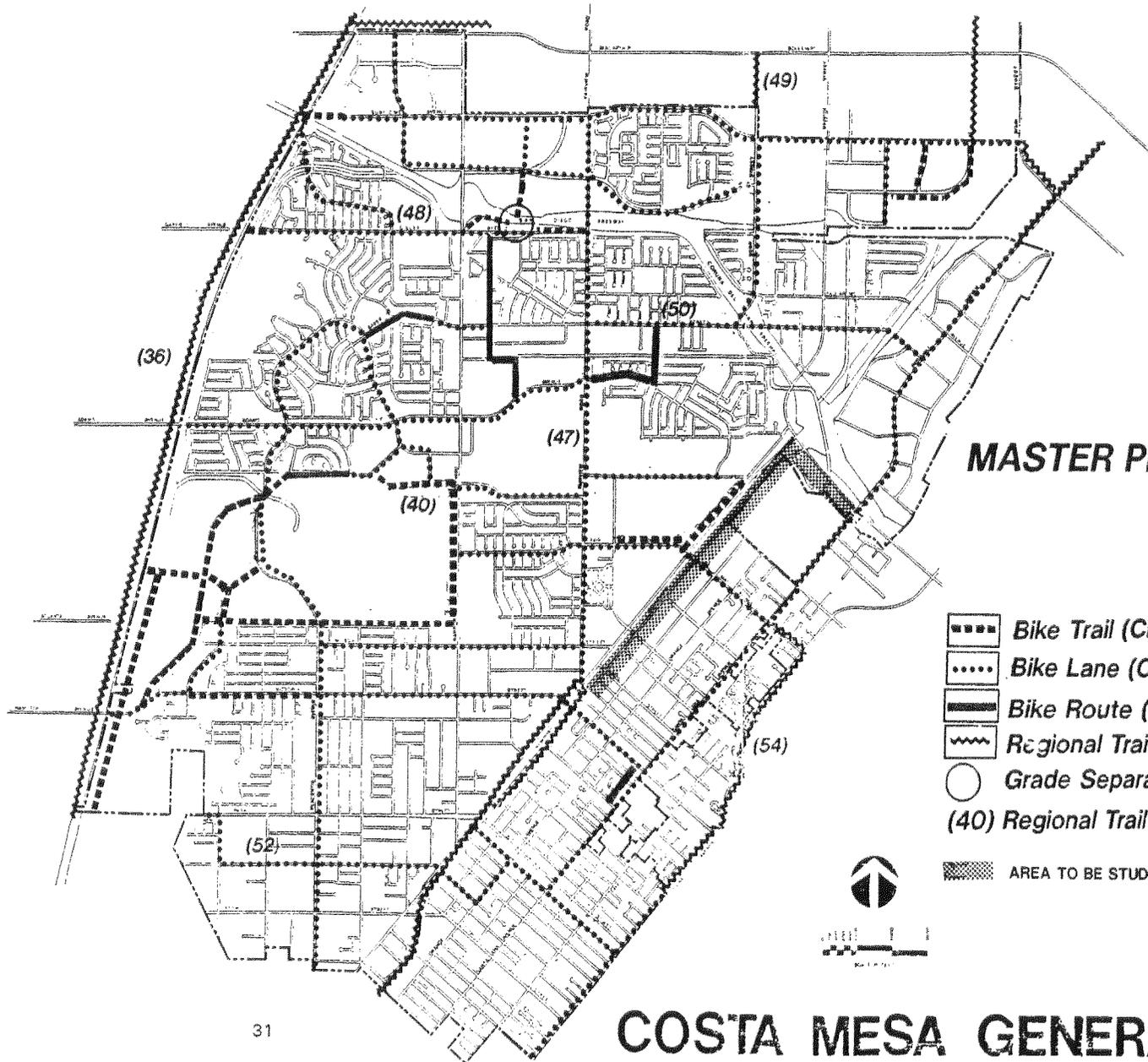
Figure 12- ALLEY ABANDONMENT PROPOSAL



### *Bicycle Trails*

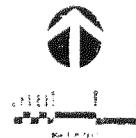
As shown in Figure 13, the 1990 General Plan's Master Plan of Bikeways indicates a future regional bike trail (#47) which follows the east side of Newport Boulevard between Walnut Street and Fairview Road, at which point the trail continues north on Fairview Road. No other bike trail is indicated on northbound Newport Boulevard beyond Fairview Road. No bike trails currently exist within the plan area.

Consideration should be given to amending the Master Plan of Bikeways to include a Class II bike lane on Newport Boulevard north of Fairview Road to Bristol Street, at which point a connection to Red Hill Avenue would also be required. This bike lane would provide additional northbound access to employment areas and other regional bike trails.



**MASTER PLAN OF BIKEWAYS**

-  *Bike Trail (Class 1)*
-  *Bike Lane (Class 2)*
-  *Bike Route (Class 3)*
-  *Regional Trail*
-  *Grade Separated Crossing*
- (40) Regional Trail Numbers*
-  *AREA TO BE STUDIED*



## 6.0 DEVELOPMENT STANDARDS

The following development standards shall be applied, as appropriate, to new development and new uses or expansion of uses requiring discretionary review and permits. Figure 14, at the end of this document, provides an overview of the entire plan area and depicts development standards and implementation programs that can be shown graphically. It should be noted that the information is intended to be illustrative and is not to be interpreted as the precise locations for future land uses or structures.

### 1.0 GENERAL

- 1.1 Additional development standards not specified in this Specific Plan shall be applied pursuant to the requirements of the underlying zoning district. Where there is a conflict, the provisions of this Specific Plan shall supersede the Municipal Code.
- 1.2 Land uses and/or site designs which are determined to be detrimental to the purpose of this Specific Plan, as specified in Section 1.0, shall be prohibited. New commercial land uses should stimulate economic activity along the boulevard while considering compatibility issues with existing and future adjacent residential land uses, when applicable.

### 2.0 COMMERCIAL USES

- 2.1 The Floor Area Ratio (FAR) limit of 0.20 high traffic, 0.30 moderate traffic and 0.40 low traffic shall be applied to commercial and institutional uses in the plan area.
- 2.2 Allowable land uses for commercially zoned property shall be governed by the Costa Mesa Municipal Code provisions for the applicable zoning district, with the following exceptions:

<b>Table 4- COMMERCIAL USES</b> <b>Newport Boulevard Specific Plan</b>	
<b>NEW USES PROHIBITED FROM ESTABLISHING IN THE PLAN AREA</b>	<b>EXISTING USES PROHIBITED FROM EXPANDING IN THE PLAN AREA</b>
<p>Pursuant to the provisions of the applicable zoning district with the following additions:</p> <ol style="list-style-type: none"> <li>1. Motels and hotels</li> <li>2. Adult entertainment</li> <li>3. Mini-warehouses</li> </ol> <p><b>Exception:</b> The following new uses are prohibited in that portion of the plan area between <b>20th Street and Mesa Drive:</b></p> <ol style="list-style-type: none"> <li>4. Automotive, motorcycle, and boat dealerships (including sales and service)*</li> <li>5. Automotive repair, automotive paint and body</li> <li>6. Tire sales and installation</li> </ol> <p>* Note: Pag Bros. Cycles is allowed to re-establish at 2380 Newport Boulevard pursuant to the</p>	<p>Pursuant to the provisions of the applicable zoning district with the following addition:</p> <ol style="list-style-type: none"> <li>1. Adult entertainment businesses</li> <li>2. Mini-warehouses</li> </ol> <p><b>Exception:</b> The following uses are prohibited from expanding in that portion of the plan area between <b>22nd Street and Mesa Drive:</b></p> <ol style="list-style-type: none"> <li>3. Automotive, motorcycle, and boat dealerships (including sales and service)</li> <li>4. Automotive repair, automotive paint and body</li> <li>5. Tire sales and installation.</li> </ol>

- 2.3 For any commercial use requiring a Conditional Use Permit, limitations on hours of operation, late night and early morning deliveries, and provision of an adequate buffer from adjacent residential shall be additional criteria for approval.
- 2.4 Neighborhood serving offices and retail businesses shall be encouraged within the Commercial-Residential designated areas. Where possible, complimentary or supporting commercial uses should be clustered or located in proximity to each other (i.e., veterinarian offices near existing animal feed and supply store or the concentration of existing auto-related uses in the 1900 block).
- 2.5 Automotive parts retail uses (with no service or installation) is a permitted use in the plan area. Automotive parts retail uses with service or installation shall require a conditional use permit.
- 2.6 Regarding the southeast corner of Newport Boulevard and Bay Street, encourage the future development of this property as a single use, and discourage the creation of any parcels that are less than 40,000 square feet in size.
- 2.7 Regarding 2180 Newport Boulevard (Stater Brothers), encourage the upgrade of this grocery store (including landscaping, signage, etc.) and the maximizing of the FAR with the addition of a commercial pad at the corner (possibly a restaurant use).
- 2.8 In conjunction with any discretionary project approvals, building setbacks and required landscaping for commercial uses fronting on Newport Boulevard may be reduced, without requiring a variance, to a minimum of 10 feet provided that a landscaped planter area, a minimum of 5 feet of width, is provided along the rear property line as an additional buffer to adjacent residential uses. The planter area shall contain appropriate plant materials to provide an immediate and effective screen. The plant materials shall meet with the approval of the Planning Division. The buffer planter area shall not be counted towards the interior landscaping requirements of the site.
- 2.9 In conjunction with new commercial development, deviations from required building setbacks on rear and side property lines may be approved by the Planning Commission without a variance, provided that the reduced setbacks improve the proposed development's compatibility with surrounding uses, particularly residential uses.

### 3.0 RESIDENTIAL USES

3.1 Lot consolidation for any residential development is a goal of this Specific Plan. To encourage/reward lot consolidation, the following table presents guidelines for determining the maximum allowable residential density. These are not mandatory specifications, and variations from these guidelines shall be based on the merits of a proposed project through the discretionary review process.

<b>LOT SIZE</b>	<b>STREET FRONTAGE</b>	<b>ALLOWABLE DENSITY</b>
40,000 sq. ft.	120 feet	1 unit/3,630 sq. ft. (Medium density at 12 units per acre)
60,000 sq. ft.	150 feet	1 unit/3,000 sq. ft. (High density at 14.5 units per acre)
80,000 sq. ft.	180 feet	1 unit/2,500 sq. ft. (High density at 17.4 units per acre)

- 3.2 The desired product type for residential redevelopment in the specific plan area is ownership housing; therefore for parcels zoned PDR, density increments above the base density established in the Costa Mesa Municipal Code will only be granted for ownership type housing development.
- 3.3 Acoustical analysis shall be required for new residential development to ensure that neither traffic noise nor noise from adjacent commercial uses impacts the proposed residential project.
- 3.4 Where a solid, opaque wall is needed to mitigate traffic noise impacts along a street frontage, a minimum 10 foot deep landscaped setback between the property line and wall shall be provided. An off-set of at least 2 feet shall be provided for every 75 linear feet of perimeter wall.
- 3.5 Residential projects located on corner parcels should, to the extent feasible, use side streets for primary access and should limit direct access onto Newport Boulevard.
- 3.6 In addition to meeting the required minimum lot size and width requirements, the site design shall include buffering of the proposed residential development from incompatible uses.

- 3.7 Proposed rezones from a commercial zone to a residential zone shall include an analysis of the interface and compatibility between the residential and adjacent nonresidential uses.
- 3.8 Regarding the block between Bay Street and 21st Street, explore alternative locations for a pocket park in the general area, in conjunction with the redevelopment of this block to residential land uses.

#### **4.0 CIRCULATION**

- 4.1 To facilitate the eventual closure of alleys, new development and new uses requiring discretionary permits shall eliminate alley access, whenever feasible.
- 4.2 Development of property in the vicinity of Walnut Street between Newport Boulevard and Church Street shall consider the possible placement of a cul-de-sac of Walnut. Therefore, development of lots not fronting on Newport Boulevard shall be reviewed in regard to dependency upon Newport Boulevard access.
- 4.3 Development of property in the vicinity of either Albert Place or Cecil Place at Newport Boulevard shall consider the possible placement of a cul-de-sac of Albert Place and/or Cecil Place. Therefore, development of lots which currently have access from Albert Place and Cecil Place shall be reviewed in regard to dependency upon Newport Boulevard access.

## **7.0 IMPLEMENTATION PROGRAMS**

Implementation programs are necessary to respond to the issues identified in the previous sections of this plan. Generally, implementation programs fall into three categories. The first type are those which involve the expansion or refinement of an existing City program, policy or ordinance, and the second type are those which require the establishment of a new City program, policy or ordinance. The last type of program requires action on behalf of the business community to initiate and move forward.

Each of the following programs have been formatted to provide a project description, and to identify the responsible agency/party, the time frame for implementation and the anticipated funding source. Also, the programs have been organized under the major issue headings discussed in Section 3.0.

### **1.0 NEWPORT BOULEVARD'S IDENTITY**

#### **1.1 Create a Newport Boulevard Organization**

Establish a formal organization of property owners, business owners and concerned residents to represent the interests of the plan area. This organization could be a sub-chapter of the Chamber of Commerce or an independent association. The organization would serve as an important link between the City and the plan area, and would also help implement many of the programs identified in this plan.

Responsible Parties: Private property, concerned residents and business owners and the Chamber of Commerce

Schedule: No set timing; dependent on the business and property owners

Funding: Self-funded through Membership fees

#### **1.2 Create a Business Improvement District**

Establish a Business Improvement District (BID) to fund programs and improvements of interest to businesses along the boulevard. BIDs are special assessment districts in which the business owners themselves establish an annual assessment to be collected by the City to finance activities, services and improvements which would not be possible on an individual basis. These could include private security patrols, special promotions such as a bicycle race or street fair or specialized improvements such as lighting, directional and promotional signage or

street landscaping. The BID could also be used as a marketing tool or promotional arm to bring both businesses and customers to the boulevard.

Responsible Parties: Private business owners, Newport Boulevard Organization and the City of Costa Mesa- Planning Division and Finance Department

Schedule: No set timing; dependent on the business owners.

Funding: City staff budget for implementation; BID's programs are self-funded.

### **1.3 Improve Business/City Communications**

Meet regularly (i.e. quarterly) with key representatives of City, business/property owners, Newport Boulevard Organization, and the Chamber of Commerce to discuss issues of common interest/concerns.

Responsible Parties: Private business and property owners, Newport Boulevard Organization, the Chamber of Commerce and City of Costa Mesa.

Schedule: Immediate after Specific Plan adoption

Funding: None necessary

### **1.4 Identification Signage**

Work with businesses to design and place street banners on existing street light standards or a unique street sign for the east side of the boulevard. Banners should include a colorful design and could include copy such as "Welcome to Newport Boulevard", "Shop the Boulevard", "Dine along the Boulevard" or other appropriate messages. Unique street signs could include special colors and typeface or a logo to establish a special identity. Another alternative could be arched gateway signs over Newport Boulevard just north of 19th and 22nd Streets.

Responsible Parties: Private business and property owners, the Chamber of Commerce and City of Costa Mesa- Planning Division.

Schedule: Dependent on formation of Business Improvement District

Funding: Business Improvement District

See also Section 6.0 SIGNAGE for additional programs.

## **1.5 Uniform Landscape Program**

Seek a professional consultant to develop a consistent landscape palette of plant materials for the east side of Newport Boulevard to further establish the area's identity. Include such organizations as ReLeaf Costa Mesa in formulating and implementing this program.

Responsible Parties: City of Costa Mesa - Planning Division, business and property owners, ReLeaf Costa Mesa

Schedule: 1997

Funding: Department Budget, Business Improvement District

## **2.0 CHANGING LAND USE AND CIRCULATION PATTERNS**

### **2.1 "Commercial-Residential" General Plan Amendment**

Amend the 1990 General Plan to create the "Commercial-Residential" land use designation. This designation would allow a complementary mix of residential and commercial zoning along the boulevard, unlike any other land use designation in the General Plan. It is anticipated that individual parcels would be developed as either a commercial or residential use. A mix of both commercial and residential on one parcel would only occur in a Planned Development zoning district. Residential development would be encouraged provided that certain development standards are met pursuant to this adopted Newport Boulevard Specific Plan. Density would range from 12 units per acre to 17.4 units per acre. Commercial uses would be allowed at the FAR limits of 0.20 high traffic, 0.30 moderate traffic and 0.40 low traffic.

Responsible Party: City of Costa Mesa - Planning Division

Schedule: Concurrent with adoption of Specific Plan

Funding: Department budget

### **2.2 General Plan Land Use Map Amendment**

Amendment of the 1990 General Plan to redesignate property from the existing Neighborhood Commercial designation to the proposed Commercial-Residential designation in the plan area.

Responsible Party: City of Costa Mesa - Planning Division

Schedule: Concurrent with adoption of Specific Plan

Funding: Department budget

### **2.3 Rezone Proposals**

Implement zone changes in the two areas identified in this specific plan, from commercial zoning to residential zoning. The appropriate residential zone and density shall depend on the size of the resulting lots, although the minimum density shall be 1 unit per 3,630 square feet of parcel area.

Regarding 125 Mesa Drive, consider a rezone to R2 should the existing animal hospital use be discontinued.

Responsible Party: City of Costa Mesa - Planning Division  
Schedule: 2 to 3 months after Specific Plan adoption  
Funding: Department budget

### **2.4 Cul-de-sac and Alley Abandonment Study**

Study the possible creation of cul-de-sacs and abandonment of portions of existing streets and the abandonment of alleys. Part of the study would entail evaluation of impacts on the circulation system, access to surrounding sites, utility services and public safety access. Through this evaluation, precise locations for the cul-de-sacs and abandonments would be determined.

Responsible Parties: City of Costa Mesa - Planning Division and Public Services Department  
Schedule: 1996/1997  
Funding: Department budgets

## **3.0 MOTELS**

### **3.1 Prohibit new motels and hotels**

Pursuant to the development standards of this Specific Plan prohibit new motels and hotels. Expansion of any existing motel or hotel shall require discretionary review (a conditional use permit). Review of the proposed expansion shall include an analysis of its compatibility with the surrounding uses (both commercial and residential). The motel's past history of problems related to crime, life safety, health and property maintenance shall also be reviewed.

Responsible Party: City of Costa Mesa - Planning Division  
Schedule: Concurrent with adoption of the Specific Plan  
Funding: None required

### **3.2 Continue Motel Strike Teams**

The motel strike teams are designed to address crime, life safety, health and property maintenance problems or violations in a concentrated and comprehensive manner.

Responsible Parties: City of Costa Mesa - Police and Development Services Departments and the County of Orange Health Agency.

Schedule: Ongoing

Funding: Department Budgets

### **3.3 Motel Occupancy/Operational Regulations**

Work with the Police Department to develop occupancy/operation regulations (require full-time on-site manager, enforce occupancy limits, require 2 forms of identification prior to renting rooms, require maid service at least every 2 days, cross-check problem guests, limit accumulation of personal goods/unit modifications, on-site security, etc.) to address problems associated with improper occupancy of motel rooms. The Fair Housing Council of Orange County should be consulted in the drafting of these regulations.

Responsible Parties: City of Costa Mesa - Police Department and Planning Division and Motel owners and managers

Schedule: 1996/1997

Funding: Department Budgets

## **4.0 SOCIAL/CRIME**

### **4.1 Targeted Police Enforcement**

Work with Police Area Commander to develop targeted or concentrated Police patrols and enforcement programs for businesses along the boulevard. Also, the concentrated or targeted enforcement could be used in conjunction with motel strike team operations (see Program 3.2). Since the current criminal and nuisance activities are often associated with transients occupying motels along the boulevard, the combined programs can complement each other.

Responsible Parties: City of Costa Mesa - Police Department and Planning Division and Motel owners and managers

Schedule: 1996/1997

Funding: Department Budgets

#### **4.2 Concentrated Code Enforcement**

Work with City Code Enforcement personnel to establish a concentrated code enforcement program to ensure continued maintenance of properties and compliance with adopted development standards along Newport Boulevard, including the residential areas directly adjacent to the boulevard. Specific areas of concern would be overall property appearance, front landscaped setbacks, outdoor storage, occupancy limits in apartments, etc.. It is envisioned that local businesses would work in tandem with City Code Enforcement staff to encourage other business and property owners to take pride in their investments for the overall benefit of the boulevard.

Responsible Parties: City of Costa Mesa - Planning Division, Newport Boulevard Organization  
Schedule: 1996/1997  
Funding: Department Budgets

#### **4.3 Cooperative Security**

Investigate use of cooperative Police and private security patrols for Newport Boulevard businesses. City Council Community Objective A-9 (Study of Feasibility of Private Patrol) seeks to develop a police-business alliance for the South Coast Metro Area as a model plan for private patrols. Initial steps would include a survey of existing business owners to determine level of interest in such a service and development of a specific work program, including costs and funding sources. One funding source may be a Business Improvement District as discussed in Program 1.2.

Responsible Parties: City of Costa Mesa - Police Department, Newport Boulevard Organization, and property and business owners.  
Schedule: 1996/1997  
Funding: Business Improvement District

#### **4.4 Excessive Police Call Ordinance**

The Municipal Code currently has provisions relating to fees for second calls for Police services to control large parties and gatherings on private property and for false fire and burglar alarms. This program entails adoption of a similar ordinance for repeated or excessive Police calls for service for businesses, especially motels with higher than average calls/room ratios. Since Police often recommend that motel managers/owners call when problems arise, provisions are needed to

respond to these types of instances without financial penalty. As such, it may be necessary to limit the applicability of such an ordinance to calls from third parties (i.e. residential neighbors, surrounding business owners, etc.) for bona fide code violations/disruptions.

Responsible Party: City of Costa Mesa - Planning Division and Police Department

Schedule: 1996/1997

Funding: Department Budget

#### **4.5 Business-to-Business Cooperative**

Establish a formal Business-to-Business cooperative network to address problems or issues unique to businesses along Newport Boulevard. This could be similar to neighborhood watch programs which have been successfully used in residential neighborhoods. A model for such a program is a Motel Watch Program established for many of the motels along Harbor Boulevard. As a part of this cooperative network, the Police department could provide training or written guidelines to businesses to deal with common problems associated with the area's transient population (trespassing, loitering, aggressive panhandling, etc.) and provide information of the variety of referral and support services that are available.

Responsible Parties: City of Costa Mesa Police Department, Newport Boulevard Organization, and the Chamber of Commerce

Schedule: 1996/1997

Funding: Department Budget

#### **4.6 Newsracks with Adult Publications**

In accordance with recent case law, adopt a city ordinance which prohibits newsracks located in the public right-of-way of the plan area from containing materials which are harmful to minors.

Responsible Parties: City of Costa Mesa - Planning Division

Schedule: 1996/1997

Funding: Department Budget

### **5.0 ECONOMICS**

#### **5.1 Economic Impact Consideration**

Consider the impacts of City actions on property values along Newport

Boulevard. An example of the type of action which would trigger this analyses would be the rezone from C2 to C1 which occurred after the adoption of the 1990 General Plan. This action reduced the attractiveness of properties along the boulevard because of the reduced development potential and range of uses which would be permitted in the area.

Responsible Party: City of Costa Mesa - Planning Division  
Schedule: Ongoing  
Funding: Department Budget

## **5.2 Development Incentives**

Adopt a City Policy which allows the reduction or waiver of fees that are applied to businesses and developments in the specific plan area. These fees could include processing and traffic impact fees for new developments or uses. For the citywide traffic fee, it is recommended that the fee be reduced to the legal minimum for an initial period of 5 years. After 5 years, the City Council will evaluate the effectiveness of this incentive and determine whether it is appropriate to continue with the traffic fee reduction. The fee reductions are recommended to provide an incentive to encourage private redevelopment or to attract new commercial ventures within the study area. These reductions could be permanent or limited to a specific time period. Other incentives include the increase in allowable building intensity floor area ratios, as discussed in Program 2.1.

Responsible Party: City of Costa Mesa - Planning Division  
Schedule: 1996/1997  
Funding: Department Budget

## **5.3 Low Interest Loans for Business Owners**

Investigate funding sources, such as Community Development Block Grant Funds, for low interest loans for business owners in the plan area.

Responsible Party: City of Costa Mesa - Planning Division, Community Development Division.  
Schedule: 1997  
Funding: Department Budget

## **6.0 SIGNAGE**

### **6.1 Freeway Directional Signage**

Provide directional signage to identify business opportunities along Newport Boulevard. These include two types of signs. The first type would be directional signage for northbound traffic at or just beyond the Newport/19th Street and 22nd Street intersections to direct motorists to the business opportunities along east Newport Boulevard. This should be implemented in conjunction with proposed freeway on-ramp improvements at both 19th and 22nd Streets. (See also Program 8.1).

The second type of sign would be installed on the freeway at the Fair Drive/Del Mar Avenue and 22nd/Victoria Street off-ramps directing traffic to business and lodging opportunities on both sides of Newport Boulevard. These would be standard Caltrans signs reading "Local Business District" or "Lodging".

Responsible Parties: City of Costa Mesa - Planning Division, CALTRANS, business and property owners

Schedule: 1996/1997

Funding: Department Budgets, Business Improvement District

### **6.2 Uniform Sign Standards**

Seek a professional consultant to investigate uniform sign criteria and standards for businesses and properties along the east side of Newport Boulevard to establish the area's special identity. Such a program could include standards for common sign typefaces, colors, placement, and type (sign cans or channel letters; pole or monument, etc.). Because of the number of long and narrow lots, the option of clustered signs for 3 to 4 adjacent lots may also be something to consider.

Responsible Parties: City of Costa Mesa - Planning Division, business and property owners

Schedule: 1996/1997

Funding: Department Budget, Business Improvement District

See also Program 1.4.

### **6.3 Special Sign Provisions**

Develop special sign regulations for business along Newport Boulevard, possibly in conjunction with Program 6.2. This would involve

amendments to the City's Sign Ordinance to provide special consideration for uses within the study area. These special provisions (additional sign height or area) could be justified because of the reduced visibility of businesses due to the depressed nature of the Costa Mesa Freeway extension. While the visibility of all businesses has been affected, those south of Wilson Street have been most adversely affected because of the narrowness of the freeway right-of-way and the extent of concrete retaining walls adjacent to the freeway. Placement of signs in the right-of-way between the freeway and the boulevard shall also be considered.

Responsible Parties: City of Costa Mesa - Planning Division, business and property owners  
Schedule: 1997/1998  
Funding: Department Budget, Business Improvement District

## **7.0 LIGHTING**

### **7.1 Street lighting**

Survey and inventory the various types of light standards that are located along the east side of Newport Boulevard. Also, the standards are served by overhead lines. The undergrounding of the service lines and the use of a consistent light standard would provide a more appealing and less cluttered streetscape to further enhance the image of the boulevard.

Responsible Parties: City of Costa Mesa - Public Services Department, Southern California Edison  
Schedule: 1997/1998  
Funding: Department Budget, Southern California Edison, Business Improvement District

### **7.2 On-Site Security Lighting**

This program would be a cooperative effort to improve security lighting on the individual businesses and properties within the study area. Working with the Police Department or qualified lighting/security consultants, the owners could identify appropriate type of lighting to fit their needs and property. Increased security lighting would make the properties less inviting to transient or other criminal activities.

As nearly all of the properties along the east side of Newport Boulevard are served by utilities along the rear property line or along the alleys

separating the business and residential neighborhoods, this provides an excellent opportunity for additional on-site security lighting. The Edison Company will work with property owners to select and install lighting as long as the lighting does not adversely affect adjacent residential areas. Private property owners would also be encouraged to use photo sensitive light fixtures as opposed to timing systems to ensure proper illumination of their property.

Responsible Parties: City of Costa Mesa - Police Department, Southern California Edison

Schedule: 1996/1997

Funding: Department Budget, Southern California Edison, Business Improvement District

## **8.0 ACCESS**

### **8.1 Freeway Ramp Improvements**

Widen and restripe Newport Boulevard immediately north of the 19th Street intersection to provide free access to northbound Newport Boulevard. This will provide greater separation of freeway-bound traffic from traffic wishing to proceed north on Newport Boulevard. This project has been approved and should be started in mid 1996.

This project should also be tied to the recommendations for improved access signage to direct traffic to the business opportunities along the boulevard. (See also Program 6.1).

Responsible Party: City of Costa Mesa - Public Services Department

Schedule: 1996

Funding: Department Budget

### **8.2 Review Traffic Flow Modifications**

Prior to any changes in traffic control devices or street modifications, the property and businesses owners shall be notified/consulted.

Responsible Party: City of Costa Mesa - Public Services Department

Schedule: Ongoing

Funding: Department Budget

### **8.3 Master Plan of Bikeways Amendment**

Consideration should be given to amending the Master Plan of Bikeways to include a Class II bike lane on Newport Boulevard north of Fairview Road to Bristol Street, at which point a connection to Red Hill Avenue would also be required. This bike lane would provide additional northbound access to employment areas and other regional bike trails.

Responsible Party: City of Costa Mesa - Public Services Department  
Schedule: 1996/1997  
Funding: Department Budget