



# CITY COUNCIL AGENDA REPORT

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MEETING DATE: OCTOBER 7, 2014

ITEM NUMBER:

**SUBJECT:** URBAN MASTER PLAN SCREENING REQUEST (UMP-14-04) FOR A 32-UNIT LIVE/WORK DEVELOPMENT LOCATED AT 1672 PLACENTIA AVENUE

**DATE:** SEPTEMBER 25, 2014

**FROM:** PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

**PRESENTATION BY:** ANTONIO GARDEA, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT:** ANTONIO GARDEA (714) 754-5692  
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## **RECOMMENDATION**

Provide feedback on a proposed Urban Master Plan for a live/work project within the Mesa West Bluffs Urban Plan. The project consists of 32 detached three-story units with roof decks.

## **BACKGROUND**

### ***Mesa West Bluffs Urban Plan***

The property (1672 Placentia Avenue) is located within the Mesa West Bluffs Urban Plan. On April 4, 2006, City Council adopted the Urban Plan to allow incentives for the development of ownership housing and mixed-use development projects. The intent of the urban plan is to provide development/economic incentives for private property owners to reinvest and redevelop their properties.

The Mesa West Bluffs Urban Plan area allows a maximum Floor Area Ratio (FAR) of 1.0 for live/work units. The proposed floor area ratio for the project is 0.97 (see attached preliminary plans for additional information). The applicant requests a deviation from the minimum building separation and parking requirements. The deviations may be approved through the master plan review process by the Planning Commission subject to specific findings. Please see the attached summary sheet for more information.

### ***Project Site***

The proposed 1.84-acre site is located on the east side of Placentia Avenue south of West 17<sup>th</sup> Street. The site is currently used as a boat storage yard with an industrial building approximately 4,000 square feet in area. The property abuts industrial condominiums to the north, a recreational vehicle storage use to the east, and a storage building to the south. The site is zoned MG (General Industrial) and has a General Plan land use designation of Light Industrial.

## **EVALUATION OF DEVELOPMENT CONCEPT**

This urban plan screening process will address the following issues:

- 1) Does the project meet Council's expectations for projects in the Urban Plan areas?  
The screening process is an opportunity to determine if the conceptual project meets Council's expectations for new projects in the urban plan areas. Council will be providing initial feedback to the applicants.
- 2) Does Council have any comments on any requested deviations? The screening process will highlight any requested deviations from the urban plans to Council's attention.

The screening process allows the applicant to consider Councils' initial comments and to refine the development concept based on their feedback.

## **CONCLUSION**

The screening process enables Council to address the central question about the proposed development: Does the project concept meet Council's expectations for new development in the Mesa West Bluffs Urban Plan area?

Council's general comments do not set precedent for approval/denial nor constitute final action on the development project. In addition, the applicant should expect the Planning Commission to have other comments/concerns on a proposed development concept that may not have been raised by City Council. The screening process allows the applicant to consider Council's initial comments and to refine the development concept based on their feedback.

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ANTONIO GARDEA  
Senior Planner

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GARY ARMSTRONG, AICP  
Economic and Development Services  
Director

Attachments:

1. [Urban Plan Screening Summary Sheet](#)
2. [Location Map](#)
3. [Zoning Map](#)
4. [Applicant's Request Letter](#)
5. [Conceptual Plans](#)

cc: Chief Executive Officer  
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