



## *CITY COUNCIL/PLANNING COMMISSION JOINT STUDY SESSION*

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MEETING DATE: SEPTEMBER 8, 2015

ITEM NUMBER: 2

SUBJECT: PROPOSED URBAN PLAN AMENDMENT TO AMEND THE SOBECA AND WESTSIDE URBAN PLANS

DATE: SEPTEMBER 2, 2015

FOR FURTHER INFORMATION CONTACT: CLAIRE L. FLYNN, AICP  
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### **DESCRIPTION**

The ***proposed project*** is City-initiated Urban Plan Amendment to amend development regulations and to provide additional clarification/discussion related to mixed-use, live/work, and residential development in the mixed-use overlay zone, for the following urban plans:

1. *SP-05-06 SoBECA Urban Plan:* This Urban Plan establishes provisions for mixed-use development, including live/work development, in the 39-acre SoBECA plan area.
2. *SP-05-07 19 West Urban Plan:* This Urban Plan allows horizontal and vertical mixed-use development in the 103-acre 19 West Urban Plan area.
3. *SP-05-08 Mesa West Bluffs Urban Plan:* This Urban Plan allows live/work or residential development pursuant in the 277-acre Mesa West Bluffs Urban Plan area. In the case of the Mesa West Urban Plan, this would represent the Second Amendment to the Plan.
4. *SP-05-09 Mesa West Residential Ownership Urban Plan:* This Urban Plan specifies residential development standards/incentives or a density bonus in the 238-acre plan area.

### **BACKGROUND**

#### ***SoBECA and Westside Urban Plans***

Adopted in April 2006, the SoBECA and Westside Urban Plans (*available for download at [costamesaca.gov](http://costamesaca.gov), Development Services webpage*) serve as “regulating plans” which establish provisions for mixed-use development and residential development in the mixed-use overlay district.

These regulating plans define the unique characteristics of the mixed-use overlay zone, including a matrix of permitted, conditionally permitted, and prohibited uses and development standards. The provisions of the urban plans are only activated by Planning Commission adoption of a site-specific Master Plan. City Council is required to screen every urban plan proposal in advance of application submission.

Following is a brief description of the each Urban Plan:

- *SP-05-06 SoBECA Urban Plan*: The SoBECA Urban Plan establishes provisions for mixed-use development in the 39-acre SoBECA plan area. This area is primarily characterized by light industrial, office, and general commercial uses and is bounded by Baker Street (north), Bristol Street (east), and SR-73 (west).
- *SP-05-07 19 West Urban Plan*: The 19 West Urban Plan area consists of 103 acres of industrial, commercial, and residential uses. The plan area is located in the Westside, generally along 19th Street, Superior Boulevard, and southeast of Victoria Street and Placentia Avenue. The mixed-use overlay zone allows horizontal and vertical mixed-use development pursuant to an approved site-specific Master Plan. Live/work development may also be approved, but the Mesa West Bluffs Urban Plan development standards related to live/work development must be applied.
- *SP-05-08 Mesa West Urban Plan*: The Mesa West Urban Plan area is approximately 277 acres in size. The plan area is generally located south of Victoria Street, west of Superior Avenue, and to the City's western and southern corporate limits. Light Industrial General Plan land use designations comprise the plan area. The mixed-use overlay zone allows live/work or residential development pursuant to an approved site-specific Master Plan. ***This Plan was amended by Council in 2009.***
- *SP-05-09 Mesa West Residential Ownership Urban Plan*: This overlay plan area consists of 238 acres of high- and medium-density residential uses. In the mixed-use overlay zone, applicants with qualified projects may apply for specified residential development standards/incentives or a density bonus pursuant to an approved site-specific Master Plan.

The Urban Plan boundaries are attached (Map Exhibit, Attachment 1).

## **ANALYSIS**

### ***Purpose of the Amendment to the Urban Plans***

The Urban Plans have been in place for nine years. During this time, the City processed 13 development projects which are selling, under construction, or pending plancheck. Over two dozen urban plan screening requests have also been considered by City Council. A summary table of the 13 development projects is attached (Attachment 2) and graphic exhibits (Attachment 3).

The purpose of the Urban Plan amendments is to accomplish the following:

- Make timely revisions to the documents based on experience gained with projects under construction.
- Provide additional guidance to applicants to promote architectural excellence, open space, and
- Address comments from City officials and the community on certain Urban Plan requirements.

### ***Summary Table of Text Amendments***

The following table briefly summarizes the overall amendments to the urban plans.

**Table A – Overall Summary of Proposed Amendments**

Proposed Text Amendment	SoBECA	19 West	Mesa West Bluffs	Residential Ownership
<i><b>*Is this change proposed in the Urban Plan?</b></i>				
<b><u>1. Urban Plan Boundaries and Architectural Exhibits:</u></b>				
• Reflect No Changes to Urban Plan Boundaries	No Change	No Change	No Change	No Change
• Develop new architectural exhibits and illustrative exhibits of desirable architectural prototypes to promote architectural excellence.	yes	yes	yes	yes
<b><u>2. Revise Certain Development Standards.</u></b>				
• Change minimum one-acre requirement or require that no deviation from the minimum lot size requirement shall be granted.	yes	yes	yes	■
• Increase 10-foot front setback requirement to to a 15-foot front setback.	yes	yes	yes	■
• Clarify that other development standards from different urban plans may apply to a project.	yes	yes	yes	■
• Increase minimum work space size from 250 sq.ft. to 500 sq.ft.	yes	yes	yes	■
<b><u>3. Increase Open Space Requirements.</u></b>				
• Increase minimum 10% open space requirement to 30%.	yes	yes	yes	■
• Allow square footage of roof decks to be counted towards the open space requirement.	yes	yes	yes	■
• Require minimum common open space amenity area for residents. This park space is required to be a minimum of 4,000 sq.ft.	yes	yes	yes	■
<b><u>4. Promote architectural excellence, transitioning, and integration.</u></b>				
• Require stepped elevations from two-story to three-story along street frontage.	yes	yes	yes	yes
• Require very distinct architectural treatment and varying surface materials/finishes among the different units of a proposed multi-story development.	yes	yes	yes	yes
• Require color board and materials submission to be approved by Planning Commission	yes	yes	yes	yes
<b><u>5. Promote and better define work space in live/work unit.</u></b>				
• Make important distinctions between live/work units and lifestyle loft development.	yes	yes	yes	■
• Mandate that work spaces cannot include a bathroom with a shower/or bath.	yes	yes	yes	■
• Preclude use of any units for short-term vacation rentals, boarding house use, Air B&B, etc.	yes	yes	yes	■
• Require that work spaces be specifically designated for office/commercial purposes and cannot be used as a bedroom. Buyer notification required.	yes	yes	yes	yes

Notes: “Yes” indicates that the change is proposed in the Urban Plan.  
 “■” not applicable.

### **Summary of Amendment No. 1 to Mesa West Urban Plan (2009)**

About three years after the plans were adopted, development activity in the urban plan areas was slow due to the economic downturn. At that time, staff completed a timely “clean-up” of the Mesa West Urban plan. Specifically, Amendment No. 1 addressed questions raised by applicants during the entitlement process and further refined the plan documents to serve as a better resource to developers in the design of quality projects.

On July 21, 2009, Council adopted Resolution No. 09-53 for an amendment to the Mesa West Bluffs Urban Plan. Following is a summary table of the changes:

**Table B – Amendment No. 1 to Mesa West Urban Plan**

<ul style="list-style-type: none"><li>• <u>**Remove references to “adequately sized” work spaces throughout document.</u> This is pursuant to the Planning Commission’s direction at the May 11<sup>th</sup> meeting. [Pages 7]</li><li>• <u>Include clarification that roof gardens shall not be considered a building story.</u> Therefore, a proposed 4-story building may include four building levels because a roof garden is not considered an extra story. [See Table A1, Page 11, of Urban Plan]</li></ul>
<ul style="list-style-type: none"><li>• <u>Include clarification that other mixed-use development standards from different Urban Plans may apply to a project.</u> For example, this would allow mixed-use projects proposed in the Mesa West Bluffs Urban Plan to adhere to the mixed-use standards set forth in the 19 West Urban Plan. These standards are not contained in the Mesa West Bluffs Urban Plan because it focuses on live/work units and residential loft standards. [See Table A, Page 11, of Urban Plan]</li></ul>
<ul style="list-style-type: none"><li>• <u>Include explanation of deviations (and justifications for deviations).</u> Applicants have asked for more guidance regarding justifications for requested deviations. Additional discussion is provided in the Urban Plans which better describe specific on-site and off-site improvements that could be incorporated into the project design to justify deviations. [See Page 10 of Urban Plan]</li></ul>
<ul style="list-style-type: none"><li>• <u>Include important distinctions between live/work units and residential lofts.</u> This discussion addresses the reversion of live/work units to residential uses. [See Page 8 of Urban Plan]</li></ul>
<ul style="list-style-type: none"><li>• <u>Include minimum interior dimensions of 10-foot wide by 38-foot long for two-car tandem garages.</u> [See Table A, Page 11, Urban Plan]</li></ul>

The Mesa West Bluffs Urban Plan, amended in 2009, is provided in a separately bound document.

## **BUYER PROFILE**

Staff surveyed the builders for the Urban Plan projects which have been sold and/or marketed to buyers. The SeaHouse project is the first urban plan development that is fully sold and occupied. Based on the input received from these builders, in addition to other general economic data sources regarding buyer profiles, it appears that the buyer profile of the Urban Plan projects could be generalized in the following categories:

### ***Target Buyers***

1. Young Professional Individuals: Earning twice the median income (\$65,000 salary)
2. Dual Income Professional Couples or Married Couples with no children: Both making at least median income or more.
3. Entrepreneurs; (Sole Proprietor, Telecommuter, Consultant)
4. Second home purchasers: Descendent Endowment, Professional Commuters, Investors
5. Move-up buyers: Residence Upgrade from Older Residence or Apartment
6. First Time Home Buyers: Luxury Apartment Dwellers seeking new property.

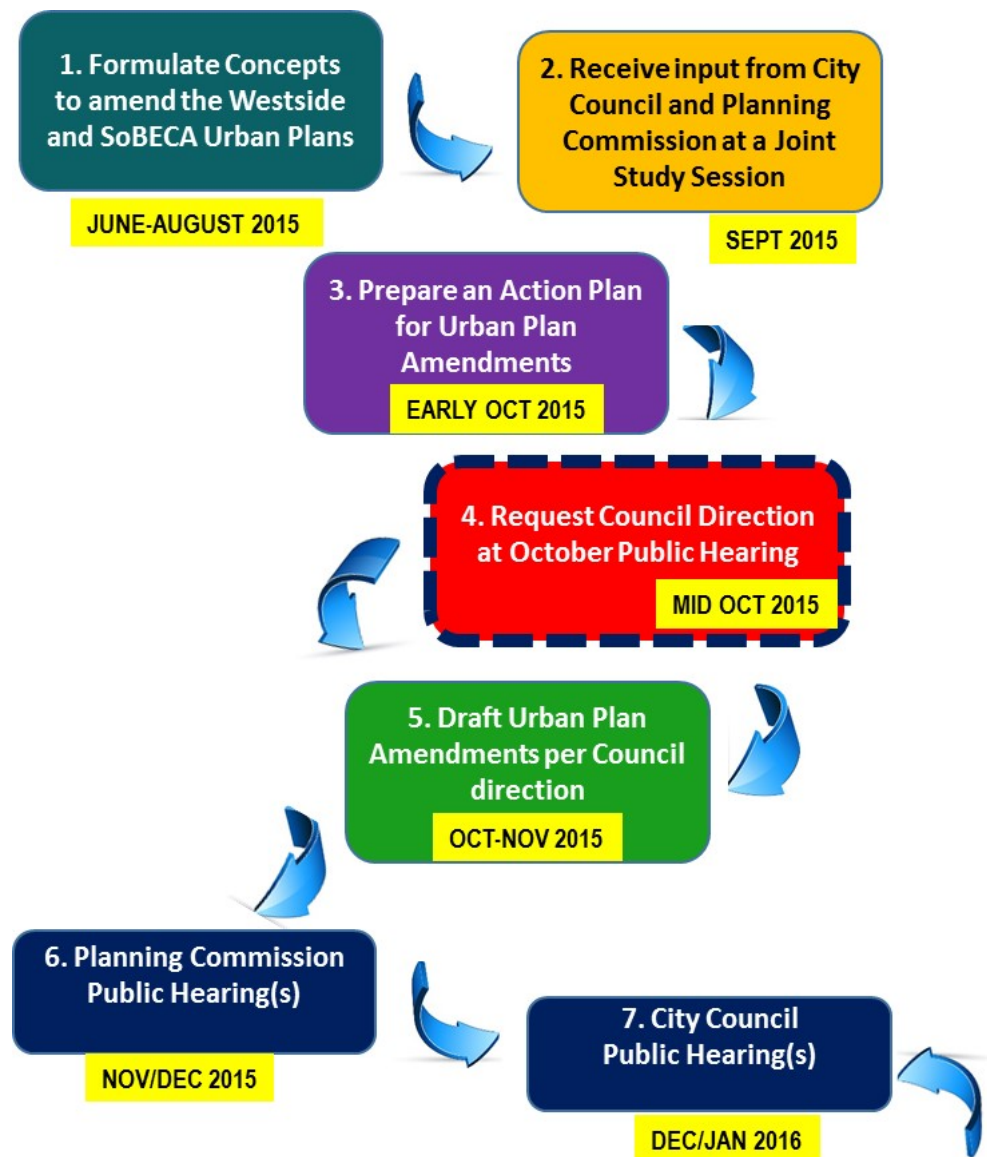
### ***Uninterested/Unlikely Buyers***

1. Median to Low Income Earners
2. Retirees
3. Mature Families: Families with older children
4. Large Families
5. Traditional Community Seekers
6. Young Professional Single-Income Couples/Families

## **NEXT STEPS: COUNCIL DIRECTION ON OCTOBER 6, 2015**

After incorporating comments received at the joint study session, staff will recommend a set of proposed changes to the Urban Plan documents to the City Council on October 6, 2015. Staff will ask for formal direction to proceed with specified amendments. No action will be taken to proceed with any amendment to the Urban Plans without Council authorization.

A flow chart of the planning process is shown in the exhibit below.



Attachments:

1. [Map Exhibit of Urban Plan Areas](#)
2. [Summary Table of Urban Plan Development Projects](#)
3. [Photo & Graphic Exhibits of Development Projects](#)
4. [Mesa West Bluffs Urban Plan \(bound copy\) separate cover](#)

Distribution:

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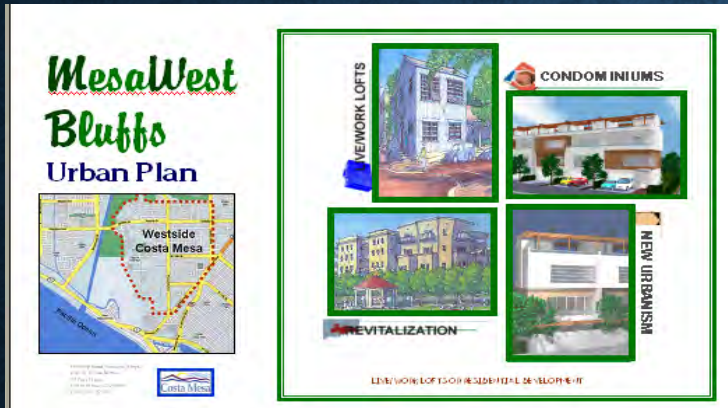


Westside  
Costa Mesa

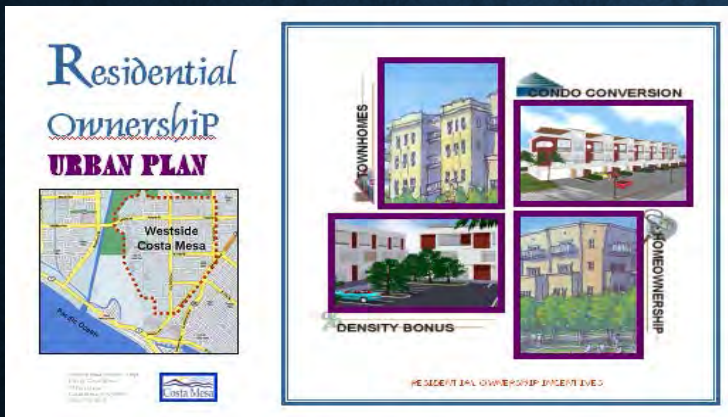




## Vertical & Horizontal Mixed-Use Development

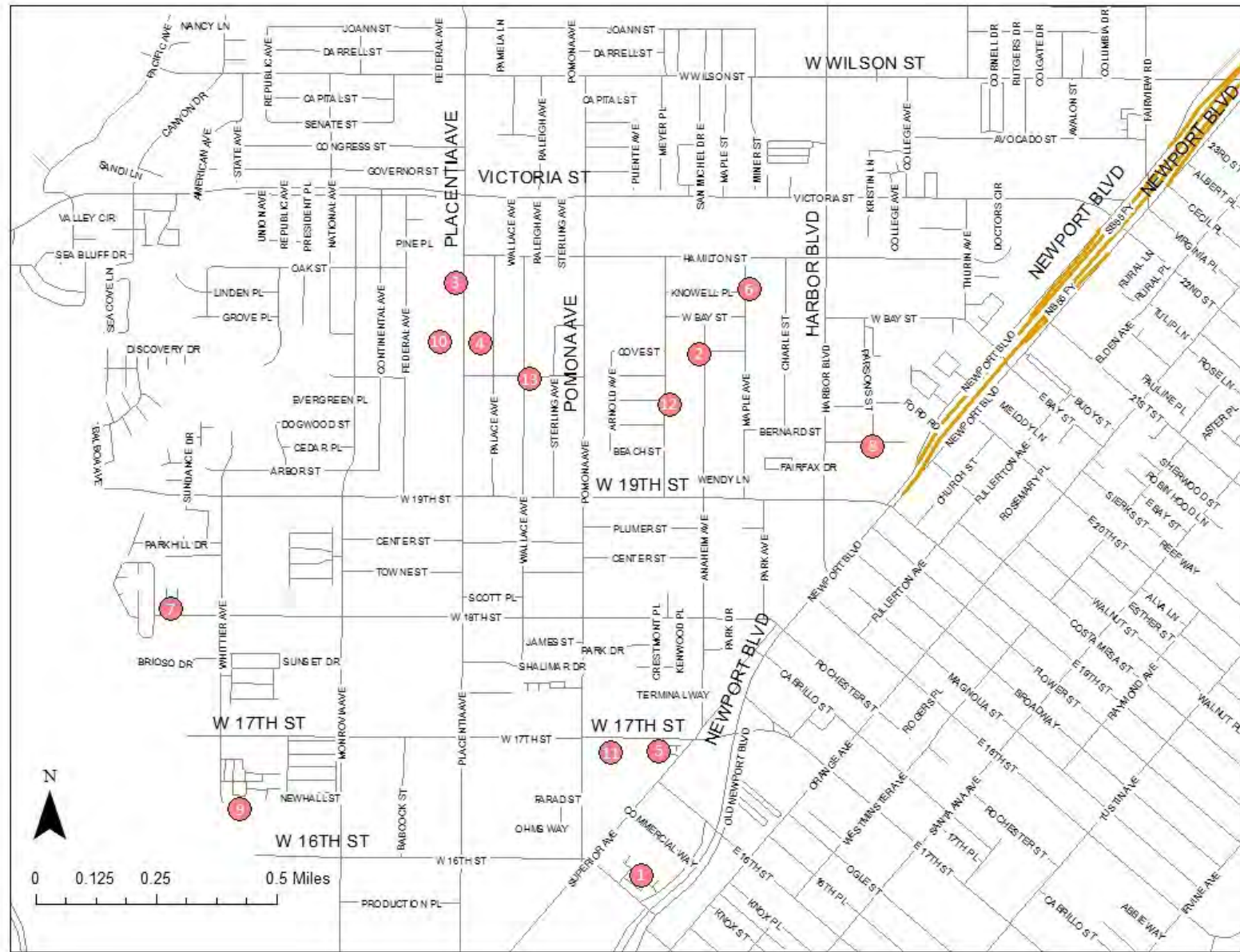


## Live/Work Lofts or Residential Development



## Residential Ownership Incentives





# Westside Urban Plan Projects



	A	B	C	D	E
	Address	Name	Status	Unit Square Footage	# Units
1					
2	1527 Newport Blvd.	Level 1	Now Selling	1,771 - 1,999 sq. ft.	40
3	2013-2029 Anaheim Ave.	Seabright	Now Selling	1,586 - 1,775 sq. ft.	26
4	2075 Placentia Ave.	Brickyard West	Under Construction	1,950 sq. ft.	14
5	2026 Placentia Ave.	Brickyard East	Under Construction	1,717 sq. ft.	15
6	1695/1677 Superior Ave.	Superior Pointe	Now Selling	1,941 - 1,999 sq. ft.	49
7	2070 Maple Ave.	Poet's Place	Now Selling	1,721 sq. ft.	6
8	1042 W. 18th St.	Sea House	Sold Out	1,587 - 1,796 sq. ft.	33
9	526 Bernard St.	Bernard Townhomes	Planning Approval	1,733 - 2,370 sq. ft.	10
10	1620-1644 Whittier Ave.	Lighthouse Project	Plancheck	1,750 - 2,290 sq. ft.	86
11	2025 Placentia Ave.	West Place	Now Selling	1,445 - 1,526 sq. ft.	36
	671 W. 17th St.	West Gateway	Planning Approval	1,670 - 1,998 sq. ft.	177

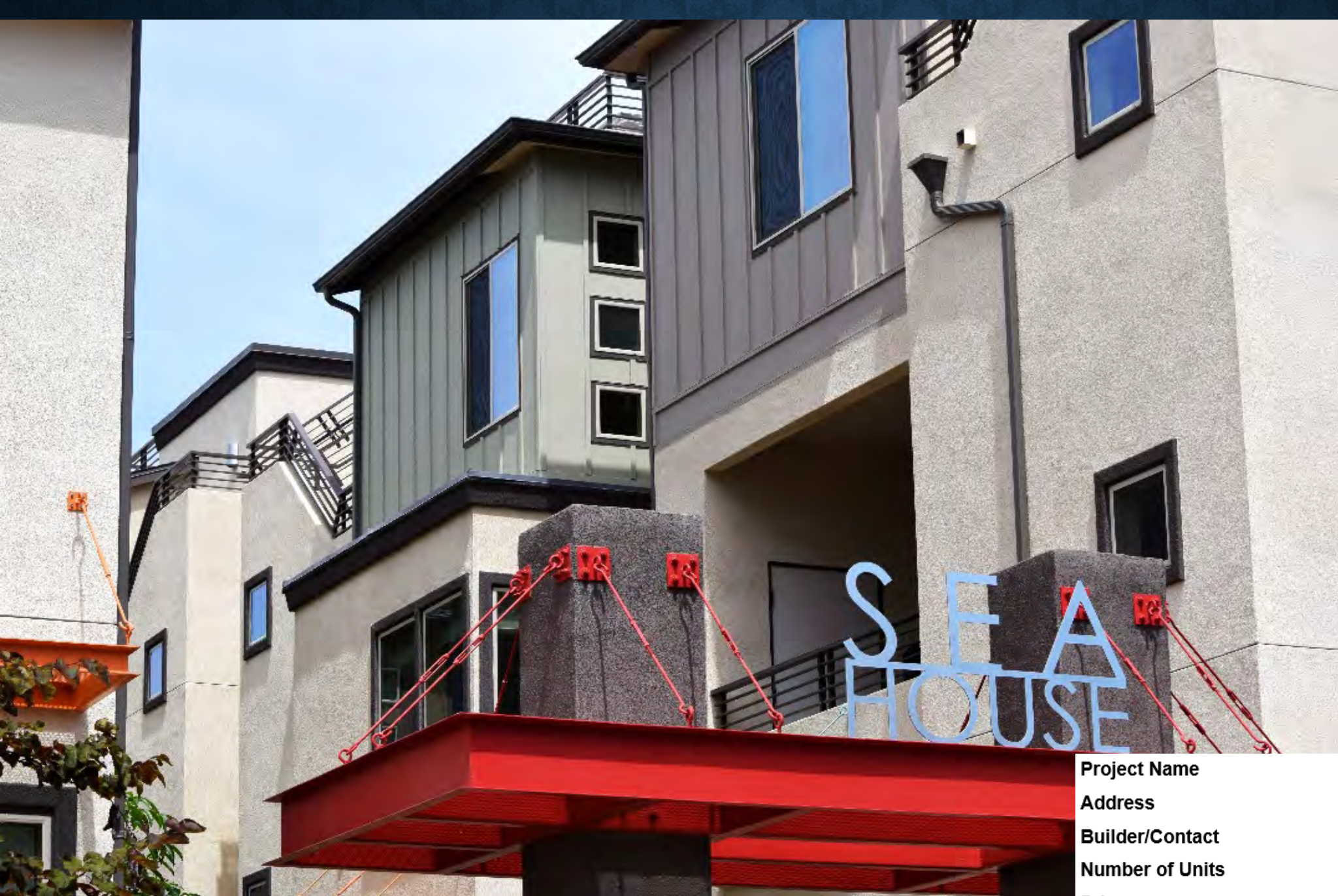
12					
13	1974 Meyer Pl.	Cadence	Under Construction	1,422 sq. ft.	5
14	743 W. 20th St.	Quattro	Under Construction	1,630 sq. ft.	4
15	2068 Maple Ave.	Maple Project	Planning Approval	1,482 sq. ft.	4
16	1672 Placentia Ave.	The Boatyard	Planning Approval	1,940 - 1,994 sq. ft.	32





1036 W. 18<sup>th</sup> Street – 33  
three-story Live/work  
Units





# SeaHouse

Project Name	Sea House
Address	1042 W. 18 <sup>th</sup> Street
Builder/Contact	MBK Homes
Number of Units	33 detached
Price	High \$500,000 - \$800,000
Status	Sold Out





SeaHouse – 1042 W. 18<sup>th</sup> Street

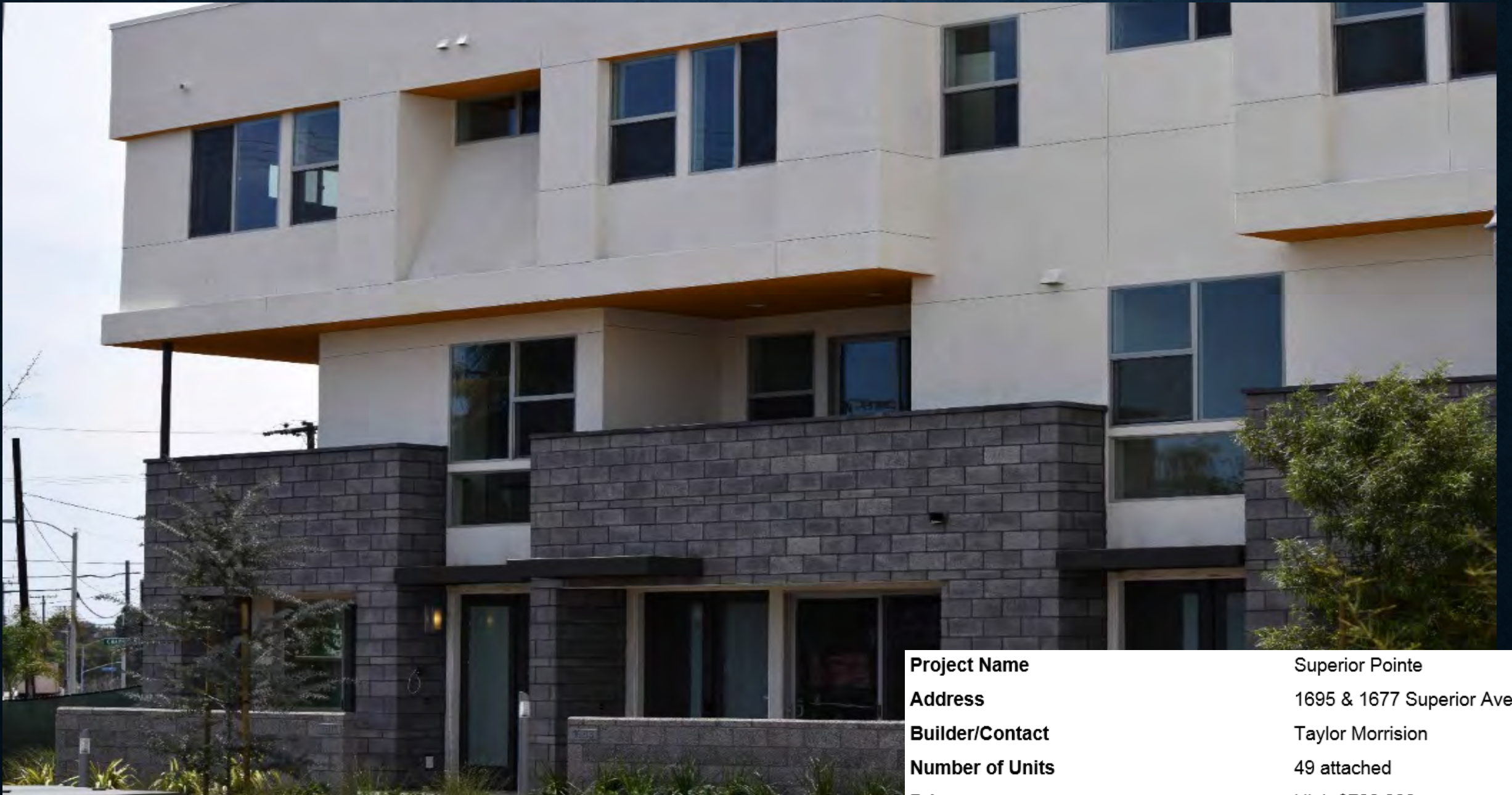




## Level One

<b>Project Name</b>	Level 1
<b>Address</b>	1527 Newport Blvd.
<b>Builder/Contact</b>	Taylor Morrison
<b>Number of Units</b>	40 attached live/work
<b>Price</b>	Mid \$700,000 – Mid \$800,000
<b>Status</b>	Now Selling





# Superior Pointe

<b>Project Name</b>	Superior Pointe
<b>Address</b>	1695 & 1677 Superior Avenue
<b>Builder/Contact</b>	Taylor Morrision
<b>Number of Units</b>	49 attached
<b>Price</b>	High \$700,000
<b>Status</b>	Now Selling





# SeaBright

<b>Project Name</b>	Seabright
<b>Address</b>	2013-2029 Anaheim Avenue
<b>Builder/Contact</b>	Brandywine Homes
<b>Number of Units</b>	26 attached
<b>Price</b>	From \$600,000
<b>Status</b>	Now Selling





## Poet's Place

<b>Project Name</b>	Poet's Place
<b>Address</b>	2070 Maple Avenue
<b>Builder/Contact</b>	Tom Lee
<b>Number of Units</b>	6 detached
<b>Price</b>	Mid \$700,000
<b>Status</b>	Now Selling



## BrickYard East

<b>Project Name</b>	Brickyard East
<b>Address</b>	2026 Placentia Avenue
<b>Builder/Contact</b>	Richmond American Homes
<b>Number of Units</b>	15 detached
<b>Price</b>	Under \$600,000
<b>Status</b>	Under construction



Brickyard East





# West Place

<b>Project Name</b>	West Place
<b>Address</b>	2025 Placentia Avenue
<b>Builder/Contact</b>	City Ventures
<b>Number of Units</b>	38 units
<b>Price</b>	Mid \$500,000
<b>Status</b>	Now Selling



# Cadence

<b>Project Name</b>	Cadence
<b>Address</b>	1974 Meyer Place
<b>Builder/Contact</b>	Westport Properties
<b>Number of Units</b>	5 units
<b>Price</b>	Mid \$700,000
<b>Status</b>	Under construction





# Quattro

Project Name	Quattro
Address	743 W. 20 <sup>th</sup> Street
Builder/Contact	Preface, Bryan Coggins
Number of Units	4 units
Price	Mid \$700,000
Status	Under construction





# Lighthouse

<b>Project Name</b>	Lighthouse Project
<b>Address</b>	1620-1644 Whittier Avenue
<b>Builder/Contact</b>	Preface, Bryan Coggins
<b>Number of Units</b>	86 detached
<b>Price</b>	To Be Determined
<b>Status</b>	In plan check





# West Gateway

<b>Project Name</b>	West Gateway
<b>Address</b>	671 W. 17 <sup>th</sup> Street
<b>Builder/Contact</b>	Westport Properties
<b>Number of Units</b>	177 units
<b>Price</b>	To Be Determined
<b>Status</b>	Planning approval



## Landscape Elements

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Sea Bright



Poet's  
Place



## Green Space

Sea House



Superior  
Pointe

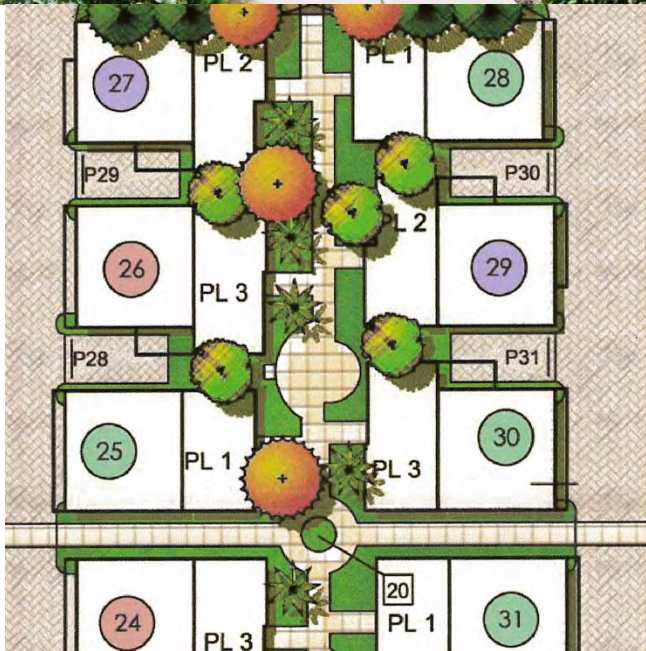




# GREEN SPACE



Sea House

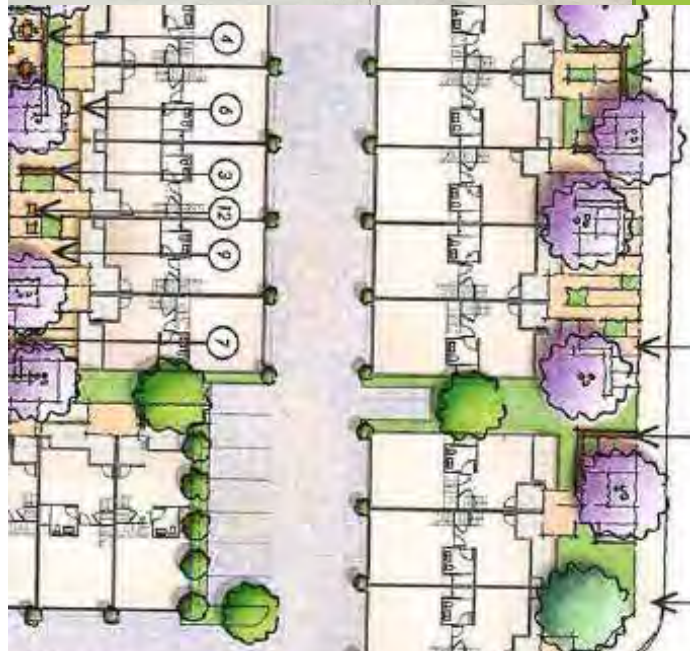


34%

TOTAL OPEN SPACE  
ON SITE



Superior  
Pointe



22%



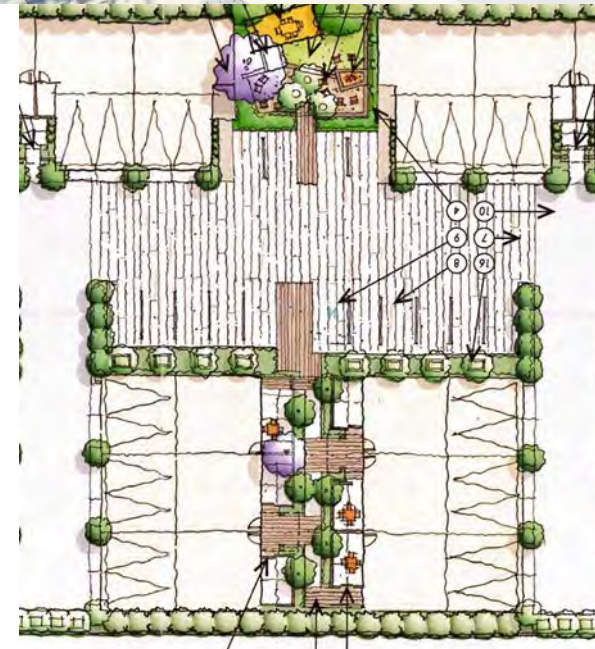
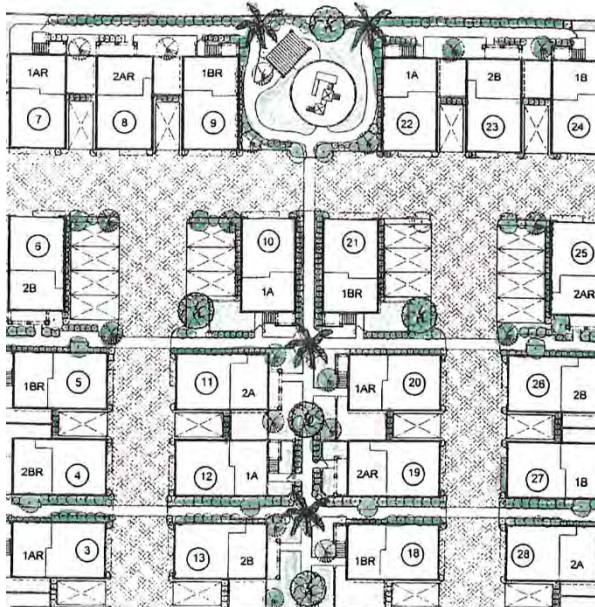
# COMMON OPEN SPACE



Bungalow  
7



Level 1



42%

TOTAL OPEN SPACE  
ON SITE

30%



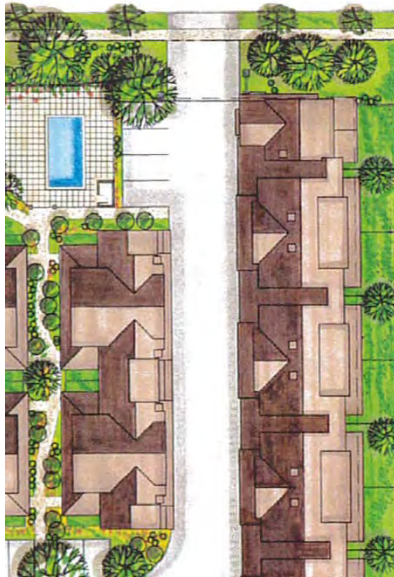
# PLANT ACCENTS



Sea Bright



Poet's Place



Not completely built yet and have 15 of 26 sold.



Completed and on market for months and none are sold.

40%

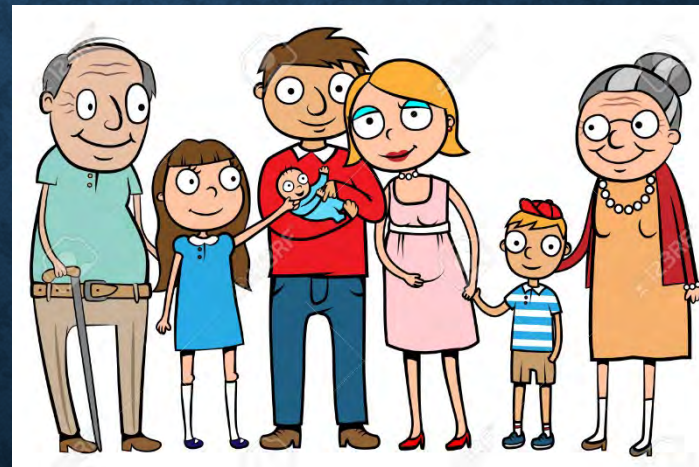
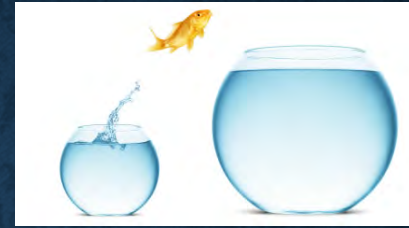
TOTAL OPEN SPACE  
ON SITE

30%





# Likely



# Unlikely





Proposed Text Amendment	SoBECA	19 West	Mesa West Bluffs	Residential Ownership
<i><b>*Is this change proposed in the Urban Plan?</b></i>				
<b><u>1. Urban Plan Boundaries and Architectural Exhibits:</u></b>				
• Reflect No Changes to Urban Plan Boundaries	No Change	No Change	No Change	No Change
• Develop new architectural exhibits and illustrative exhibits of desirable architectural prototypes to promote architectural excellence.	yes	yes	yes	yes

## Urban Plan Boundaries & Architecture



Proposed Text Amendment	SoBECA	19 West	Mesa West Bluffs	Residential Ownership
<i>*Is this change proposed in the Urban Plan?</i>				
<b><u>2. Revise Certain Development Standards.</u></b>				
• Change minimum one-acre requirement or require that no deviation from the minimum lot size requirement shall be granted.	yes	yes	yes	■
• Increase 10-foot front setback requirement to to a 15-foot front setback.	yes	yes	yes	■
• Clarify that other development standards from different urban plans may apply to a project.	yes	yes	yes	■
• Increase minimum work space size from 250 sq.ft. to 500 sq.ft.	yes	yes	yes	■

Development Standards



Proposed Text Amendment	SoBECA	19 West	Mesa West Bluffs	Residential Ownership
<i><b>*Is this change proposed in the Urban Plan?</b></i>				
<b><u>3. Increase Open Space Requirements.</u></b>				
<ul style="list-style-type: none"> <li>• Increase minimum 10% open space requirement to 30%.</li> </ul>	yes	yes	yes	■
<ul style="list-style-type: none"> <li>• Allow square footage of roof decks to be counted towards the open space requirement.</li> </ul>	yes	yes	yes	■
<ul style="list-style-type: none"> <li>• Require minimum common open space amenity area for residents. This park space is required to be a minimum of 4,000 sq.ft.</li> </ul>	yes	yes	yes	■

Open Space



Proposed Text Amendment	SoBECA	19 West	Mesa West Bluffs	Residential Ownership
<i>*Is this change proposed in the Urban Plan?</i>				
<b><u>4. Promote architectural excellence, transitioning, and integration.</u></b>				
• Require stepped elevations from two-story to three-story along street frontage.	yes	yes	yes	yes
• Require very distinct architectural treatment and varying surface materials/finishes among the different units of a proposed multi-story development.	yes	yes	yes	yes
• Require color board and materials submission to be approved by Planning Commission	yes	yes	yes	yes

Architecture & Massing



Proposed Text Amendment	SoBECA	19 West	Mesa West Bluffs	Residential Ownership
<i><b>*Is this change proposed in the Urban Plan?</b></i>				
<b><u>5. Promote and better define work space in live/work unit.</u></b>				
• Make important distinctions between live/work units and lifestyle loft development.	yes	yes	yes	■
• Mandate that work spaces cannot include a bathroom with a shower/or bath.	yes	yes	yes	■
• Preclude use of any units for short-term vacation rentals, boarding house use, Air B&B, etc.	yes	yes	yes	■
• Require that work spaces be specifically designated for office/commercial purposes and cannot be used as a bedroom. Buyer notification required.	yes	yes	yes	yes

Notes: **“Yes”** indicates that the change is proposed in the Urban Plan.

■ “not applicable.

**Live/Work Units**



The net change of existing conditions (Year 2005) compared to the projected development scenario (Year 2025) results in the following "proposed project development scenario":

- Addition of 3,771 residential units, including 1,398 live/work units
- Addition of 69,746 commercial square feet
- Reduction of 1,413,926 light industrial square feet
- Addition of 155 general commercial jobs
- Reduction of 3,008 light industrial jobs
- Addition of 1,398 live/work related jobs

*(See detailed project description in Section III.A).*

## Westside Development Scenario



The net change of existing conditions (Year 2005) compared to the projected development scenario (Year 2025) results in the following “proposed project development scenario”:

- Addition of 455 residential units, including 171 live/work units
- Reduction of 68,115 commercial square feet
- Reduction of 75,477 light industrial square feet
- Reduction of 151 general commercial jobs
- Reduction of 161 light industrial jobs
- Addition of 171 live/work related jobs

*(See detailed project description in Section III.A).*

# SOBECA Development Scenario





Next Steps