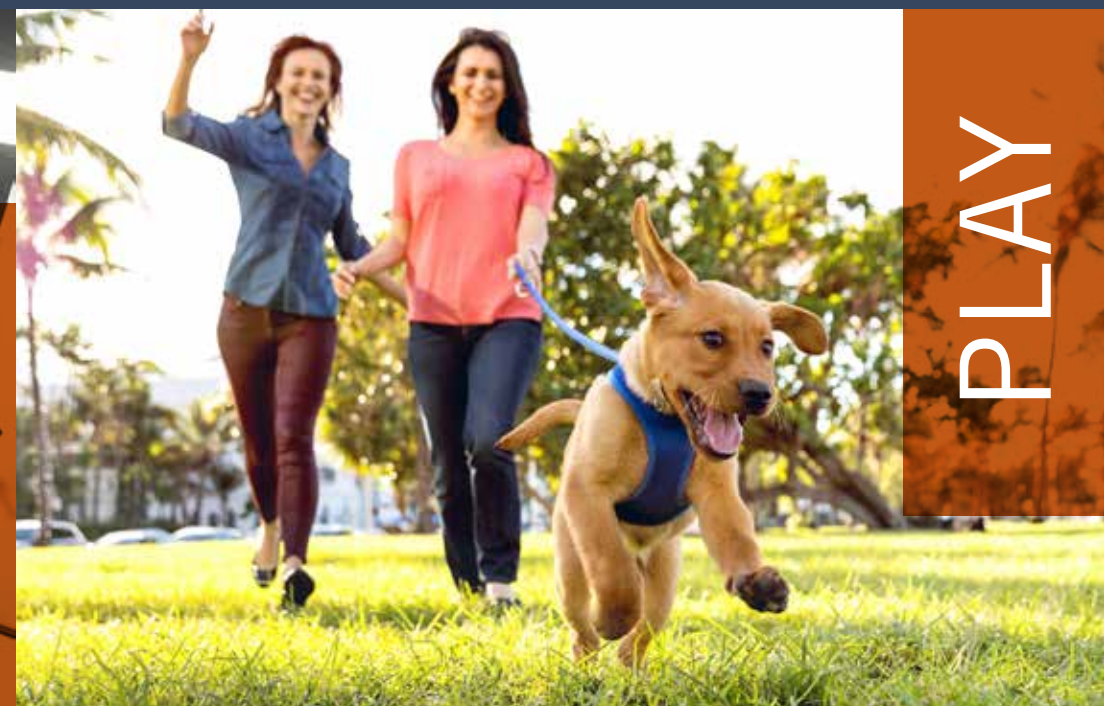




LIVE



WORK



PLAY

# ONE | METRO | WEST

Costa Mesa, CA

Summary Booklet  
General Plan Screening

**February 2019**

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Honorable Mayor Katrina Foley:

Rose Equities is pleased to present our General Plan Screening Application for ONE METRO **WEST**. The materials included with this letter will introduce you, the honorable members of the City Council and the city staff to our vision for a dynamic new community that is planned to contribute to the economically vibrant and culturally diverse future of Costa Mesa.

ONE METRO **WEST** is a mixed-use community that will bring multi-family rental residences, creative office space, retail, a park and an event plaza to Costa Mesa. Located on 15.23+/- acres in the northwest corner of the city, adjacent to and north of the 405 Freeway, near the Santa Ana River, and on the border with the city of Fountain Valley, ONE METRO **WEST** will become the new gateway to Costa Mesa.

Our vision for ONE METRO **WEST** is to design, build and own a creative, high-quality mixed-use community that offers its residents and visitors distinctive and diverse living, shopping and working opportunities. Rose Equities is an owner-builder that began more than 70 years ago as a family-owned business and remains so today. We are committed to being a generational member of the Costa Mesa community.

ONE METRO **WEST** responds to current and projected housing demands for this and future generations who wish to live, work and play without total reliance on driving. The community will offer its residents various designs – from studio apartments to three-bedroom units – for young singles, established professionals, knowledge workers and others seeking a more urban, sustainable living experience.

ONE METRO **WEST** will replace aging manufacturing buildings that are at the end of their functional life with a new community that is the highest and best use for land with its proximity to acclaimed shopping, dining, the people-centric Santa Ana River Trail and creative/professional office space.

The neighborhood around ONE METRO **WEST** is already organically evolving into one of the most eclectic and engaging areas of Costa Mesa, indeed in all of Orange County. Critically acclaimed restaurants, trend-setting shops and cutting-edge design destinations are right next-door at South Coast Collection (SOCO).

Across from SOCO is the world headquarters for Vans, a global icon of creative expression for youth culture that has 500 employees. Within a mile of Vans is HIVE, a creative office campus that includes the headquarters for the Los Angeles Chargers. Next door to HIVE is The Press, a mixed-use development that will offer creative works spaces for some 3,300 employees who will need thousands of residences. ONE METRO **WEST** can provide those new homes.

As you know, just two miles from HIVE and The Press are Costa Mesa’s world-class destinations: South Coast Plaza, Segerstrom Center for the Arts and OCMA’s new interim location in the city.

ONE METRO **WEST** will offer a high quality of life to its residents while also bringing improvements to the entire community. North of the 405, ONE METRO **WEST** has proposed enhancing bikeways and walkways on Sunflower and Hyland Avenues, as well as significantly improving the existing bike path that connects Sunflower Avenue to the Santa Ana Regional Trail. ONE METRO **WEST** will also contribute to improved wayfinding in the neighborhood, including the proposed addition of super graphic signage for SOCO at the corner of Hyland and Sunflower Avenues and for ONE METRO **WEST** at the entry to our community on Sunflower.

Costa Mesa remains a city of neighborhoods, where generations of families have chosen to live, raise and educate children in excellent schools, and retire. ONE METRO **WEST** will contribute to the protection of that lifestyle by adding much-needed residential options for new employees and others coming to Costa Mesa, but clustering it north of the 405.

ONE METRO **WEST**, with its varied residential opportunities, recreational amenities, creative office space, and specialty retail establishments, builds from its unique location to provide opportunities for a lifestyle that many desire, but is rare today in Orange County.

This style of infill community, near jobs and other amenities, is a critical pillar to a variety of regional plans that Costa Mesa is a party to, including SCAG’s Regional Transportation and Sustainable Community Plan and OCTA’s long-term transportation plan.

Furthermore, these communities offer numerous benefits, while facilitating economic growth and reducing dependence on the automobile. This is why a wide range of advocates, such as Orange County Business Council and Orange County Chapter of the Sierra Club, broadly support this type of growth.

Rose Equities is built upon a strong relationship between owner and community that successfully creates and sustains special places to live, shop and work. As a long-term owner-builder, we believe the community deserves, and thus ONE METRO **WEST** will provide, the finest amenities available in today’s market.

We have enclosed a site plan and accompanying graphics that portray the vision for ONE METRO **WEST**. Our eco-friendly community, with a focus on wellness, will included the following highlights:

- Three buildings with distinctive architecture
  - Over 2-acres of residential amenities including 54,500 square feet of indoor and 32,800 square feet of outdoor space.
  - An “Equinox”-style 24/7 fitness center with on-demand fitness programs, a yoga and aerobic studio and wellness room with oxygen stations and cryotherapy
  - Multiple rooftop amenity terraces and open spaces for recreating and lounging
  - Three resort-style, saltwater swimming pool, including a rooftop junior Olympic-sized pool, all with spas and cabana areas
  - A clubhouse with a bowling alley, coffee bar, high-tech gaming center, and chef’s demonstration kitchen
  - Community spaces for discovery, ideal for a victory garden, hammock park, fireplace pavilion, bark park and citrus grove
  - Electric vehicle charging stations
  - A commitment to sustainability and Zero Net Energy, including solar panels on south facing roofs
  - A 1.7 +/- acre park and event plaza designed to hold intimate musical performances, theatrical productions, community-sponsored meetings, celebrations and exercise classes
  - 25,000 square foot jewel box creative office with a roof garden and event space within the park
  - 6,000-square-feet of specialty retail
  - Bicycle-friendly living, including upgraded biking paths and facilities around the community, bike lockers, bike storage, repair facilities, bike parking/active transportation hub and community-wide bike programs and events
  - Public art
  - Inclusionary affordable housing

ONE METRO **WEST** will be a positive contributor to Costa Mesa’s general fund. Key elements of this increase include a dramatically higher assessed property tax value after the construction of the property and the additional sales tax generated by the community’s residents.

The City of Costa Mesa is known for its world-class shopping and arts venues, as well as alternative and eclectic retail opportunities. The city’s vast network of parks, valued suburban neighborhoods and renowned arts district are directly and indirectly supported by the fiscal strength of the South Coast Metro District. All these attributes help make Costa Mesa one of the best cities in Orange County to live, work, learn and play. ONE METRO **WEST** will contribute an innovative new residential and lifestyle destination element that will amplify the allure of Costa Mesa and add to its world-class reputation.

Sincerely,



Brent Stoll  
Rose Equities



Purpose of This  
Summary Booklet

Rose Equities submits this booklet to provide the City of Costa Mesa with sufficient information on the General Plan Screening Application for ONE METRO **WEST** so as to allow the City Council to make a decision to continue with a General Plan Application.

This document represents the Summary of the Vision for ONE METRO **WEST** and its relationship to the larger Costa Mesa community, including neighbors in the northwest part of the city north of the 405. It has been prepared to help inform and advise the City of Costa Mesa, residents and other local stakeholders, and the property owner to as to the plans and vision for ONE METRO **WEST** in coming years.

As we understand it, the purpose of the General Plan Screening process for the City and the community is to have a preliminary review of the vision for this project and how it fits into the surrounding area. It also outlines the rationale of why the proposal is a sound land use decision for the City of Costa Mesa. Additionally, it identifies the General Plan Vision and Goals for the City's growth.



Purpose of The General  
Plan Screening Submittal  
and Technical Appendix

The 3-ring binder submitted with this Summary Booklet provides the City of Costa Mesa with the details on the General Plan Screening Application.

It is intended to address all that is required and typically submitted in General Plan Screening Applications, plus much more. This 3-ring binder covers many of the subjects that will be required by CEQA when preparing an EIR, only in less detail. It also identifies how ONE METRO **WEST** is consistent with the applicable General Plan Goals and Policies.

The Technical Appendix sister document submitted with this Summary Booklet provides the background and statistical support for the General Plan Screening Application.



## Vision Statement

ONE METRO **WEST** will be a creative, mixed-use community that offers its residents and visitors distinctive and diverse living and working opportunities. This dynamic community will turn a current industrial park into a true “people place” for all age groups. ONE METRO **WEST** is responsive to residential market needs and desires of singles, couples and families. Residents will be able to choose from among studio, one-bedroom, two-bedroom and three-bedroom apartment homes in buildings that surround open plazas and recreational courtyards.

ONE METRO **WEST** is positioned to provide new residential opportunities to the surrounding area which includes current businesses that employ more than 25,000 people and future offices and creative campuses that will attract 8,000 or more engaged and entrepreneurial individuals to Costa Mesa. The Press creative campus, just a few blocks from ONE METRO **WEST** will be the workplace of some 3,300 employees.

ONE METRO **WEST** will also include a resident-serving retail center with a select mix of unique stores offering everyday goods and services to the community.

Healthy lifestyle opportunities will be central to ONE METRO **WEST**. There will be world-class fitness facilities including a rock-climbing wall, three pools including one rooftop Junior Olympic swimming pool, all with cabanas and spas. The 1.7 +/- acre METRO Park and Event Plaza will be a community gathering place for residents and visitors alike, designed to host small music performances, outdoor theater, community-sponsored meetings or celebrations, exercise classes, and group fitness, cultural and art activities.

ONE METRO **WEST** will also host gatherings and meetings for local citizenry and organizations in the 1,500-square-foot Public Community Rooms.

ONE METRO **WEST** is committed to reducing residents’ dependence on automobiles through biking and walking improvements in the community and connecting to nearby neighborhoods. ONE METRO **WEST** has proposed enhanced bikeways and walkways on Sunflower will substantially upgrade the existing bike path that connects to the Santa Ana Regional Trail system. A nearby bike parking/active transportation hub will also be installed.

Integrated at the edge of Metro Park and Event Plaza is a Creative Office Building designed to attract new creative professional businesses eager to contribute to Costa Mesa’s growing global brand.

Around the world, the most memorable and desirable districts (for both residents and businesses) are those that appropriately mix jobs, retail and residential in a walkable/bike friendly plan. These environments become a tremendous source of civic pride.

ONE METRO **WEST** will be a significant new addition to the dynamic live-work-play source of pride that is organically developing north of the 405. This part of the city has long served as the economic engine of the city, and remains the best place to continue smart planning to both add to the economic vitality of Costa Mesa and preserve the traditional neighborhoods throughout the city. ONE METRO **WEST** protects this dynamic.

Costa Mesa residents love the unique “must visit” attractions and amenities dotting their 15-square-mile home in the heart of Orange County. ONE METRO **WEST**, a vibrant, walkable, contemporary community planned according to sustainable principles, is designed to become another one of these destinations. Here, workers, residents and visitors alike will have the opportunity to experience a people-oriented, timeless new community designed for 21st century living.

## Guiding Principles

ONE METRO **WEST** community and its owner-builder Rose Equities follow important principles of planning, community and business practices that help create healthy, sustainable, modern yet timeless living. Those principles include the following:

### Create a Community for Live, Work and Play

Design and develop an innovative community that focuses on people’s needs and desires. Evoke “pride of place” for residents, creative professionals, and business owners who will become invested in the community. Reinforce and capitalize on the unique aspects of ONE METRO **WEST** and surrounding environment through smart land planning, architecture and landscape design.

### Protect Traditional Neighborhoods

Costa Mesa north of 405 is a magnet for career building jobs. Professional job growth north of the 405, including South Coast Metro and nearby areas, over the next several decades will create economic benefits citywide. ONE METRO **WEST** will provide revenue to improve traditional neighborhoods and the parks and open space that make Costa Mesa a great hometown. Clustering new creative businesses and new residences north of the 405 as ONE METRO **WEST** does will minimize impact on roads, schools, and parks in Costa Mesa’s traditional neighborhoods.

### Create a New Vision for the Planning Area

Design and develop a community that responds to current and anticipated future market demands. Amending the General Plan will facilitate replacing underutilized industrial space with mixed-uses that will revitalize the site and its surrounding vicinity while also increasing tax revenues for the City.

### Optimize the Mix of Uses

Design residential, office, retail, entertainment and recreational spaces within the community. Include gathering places and public spaces to stage events easily accessible by community residents and visitors. Provide retail and entertainment uses sufficient to serve residents and commercial tenants of ONE METRO **WEST**. Mixed Use design incorporates multiple residential opportunities, creative office space, resident-serving retail, and recreational facilities within the community, including a park and event plaza, “Equinox”-style 24/7 fitness center, yoga and aerobics studio, wellness room, swimming pools, bicycle storage/services, and a bike parking/active transportation hub.

### Improve the Balance between Jobs and Housing

ONE METRO **WEST** will provide employment opportunities for new businesses and offices, and provide additional residential choices for new employees. The many new and innovative businesses opening and operating north of the 405 want assurances of adequate housing for their employees. ONE METRO **WEST** will help meet those needs.

### Provide Opportunities for Alternate Forms of Transportation

ONE METRO **WEST** is planned with pedestrians and bicyclists as a priority, offering infrastructure, programs and facilities to support non-motorized transportation, with easy access to existing and future mass transit facilities.

### Enhance Sustainability

Encourage and implement environmentally responsible practices in planning, design, construction and operation of the community. ONE METRO **WEST** will include progressive energy technology and design for healthy, highly efficient and cost saving green buildings.

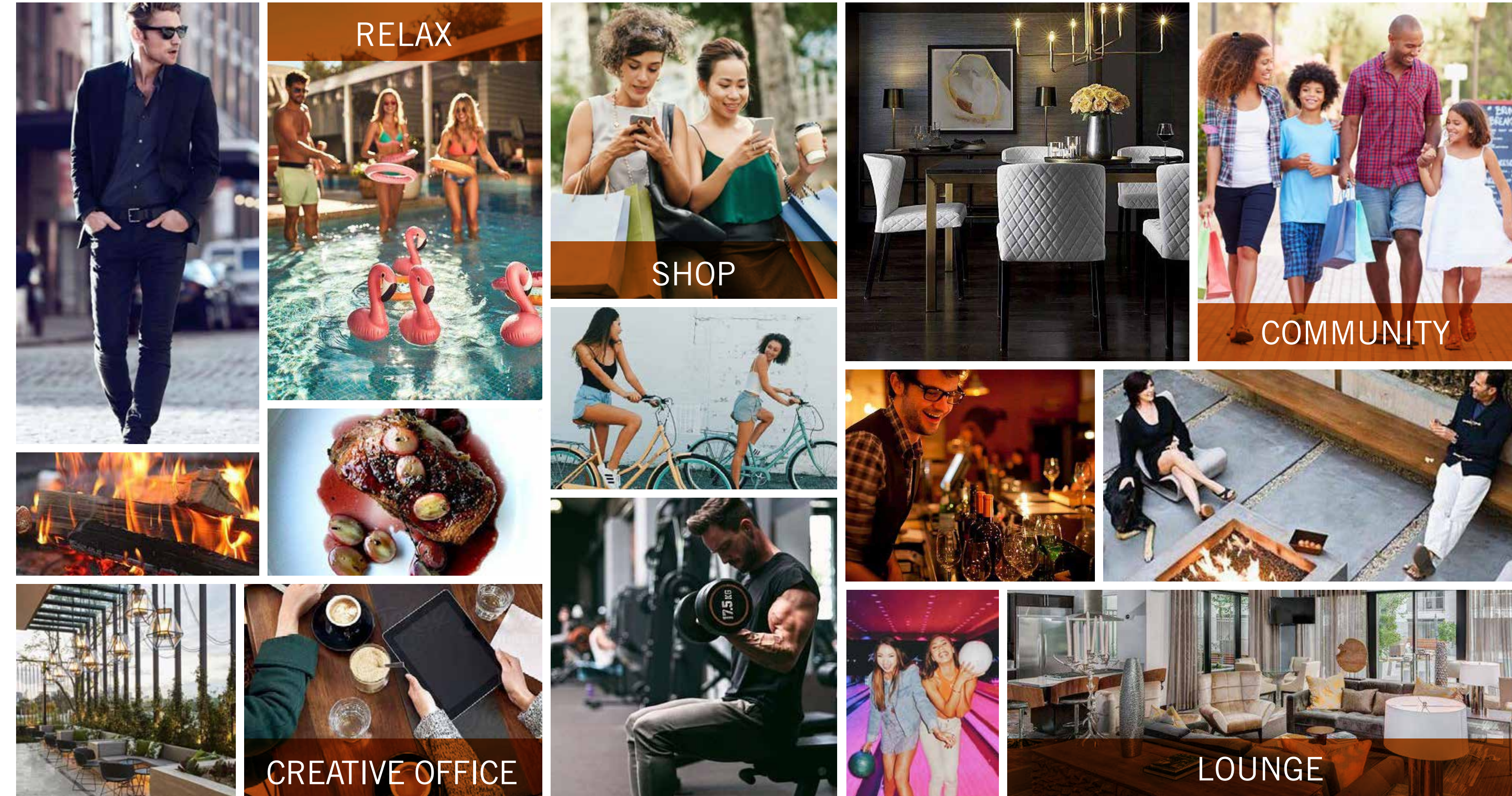
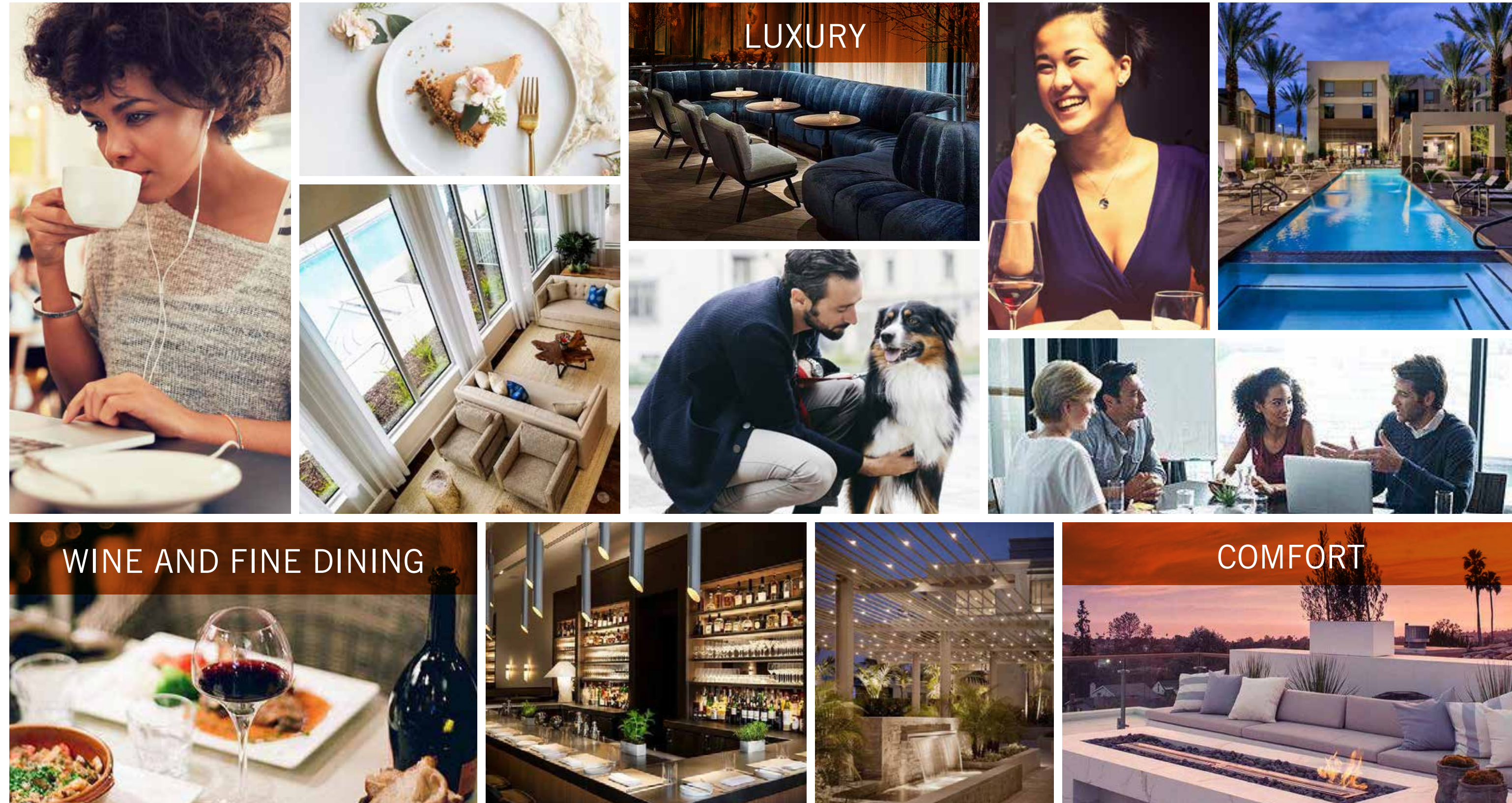
### Improve Commute Times

The new community will provide housing close to employment centers in order to help reduce commuting distances and times, as well as help lower fuel consumption and greenhouse gas emissions. ONE METRO **WEST** will improve the quality of life for existing and future Costa Mesa residents and employees by making it possible for them to live and work in close proximity, and providing a progressive, unique mixed-use residential environment.

### Bringing a Generational Owner-Builder to the Community

Costa Mesa has benefited from visionary families who have created great value to the community. Rose Equities is an owner/builder with a 70-year legacy of long-term, generational ownership. ONE METRO **WEST** exemplifies our commitment to creating new communities that add to the pride of place Costa Mesa citizens already have for their city, and which they are actively involved in protecting and preserving.







Location Map

1.1

ONE METRO **WEST** is a 15.23+/- acres mixed- use community that will replace the Sakura Paper manufacturing plant at 1683 Sunflower Avenue in the northwesterly portion of the City of Costa Mesa, California, north of the 405 Freeway. ONE METRO **WEST** is easily accessible from the west and east via the San Diego Freeway (I-405), from the south via the San Joaquin Hills Transportation Corridor (State Route 73), and the east via the Costa Mesa Freeway (State Route 55). Locally, Harbor Boulevard and Sunflower Avenue are the major roadways that provide access to ONE METRO **WEST**.

ONE METRO **WEST** can also be accessed by bicyclists and pedestrians traveling along the nearby Santa Ana River Trail, a very popular route that runs 30 miles from the ocean at Huntington Beach to the Orange County/Riverside border. There is an existing path that connects the River Trail to the new community. That path will benefit from a major upgrade as part of ONE METRO **WEST**.

John Wayne Airport is less than six miles away, making ONE METRO **WEST** convenient for businesses and residents needing easy access to travel for work and pleasure.

The Santa Ana Train Station is less than eight miles from ONE METRO **WEST**, and the Tustin Station is less than ten miles away. The stations provide mass transit access to greater Orange County, Los Angeles County, Riverside County and San Diego County via commuter trains.



Vicinity Map

1.2

ONE METRO **WEST** will serve as the gateway to the city of Costa Mesa where the San Diego Freeway crosses over the Santa Ana River. Nearby are commercial, industrial and logistics businesses in Costa Mesa and the adjacent cities of Santa Ana and Fountain Valley.

Within walking distance of ONE METRO **WEST** is the very successful South Coast Collection (SOCO) retail and dining destination, which will be a next-door neighbor of ONE METRO **WEST**. Across the street from SOCO is the world headquarters for Vans, a global icon of creative expression for youth culture. The 182,000-square-foot headquarters on 14 acres is home to 500 employees, with room for more. Other attractions and businesses that are easily walkable and bikeable from ONE METRO **WEST** include the Santa Ana River Trail, IKEA Costa Mesa, The Observatory music venue, Moon Park, National University, HIVE creative office campus, including The Lost Bean Coffee & Tea, The Press and the former site of Whittier Law School.

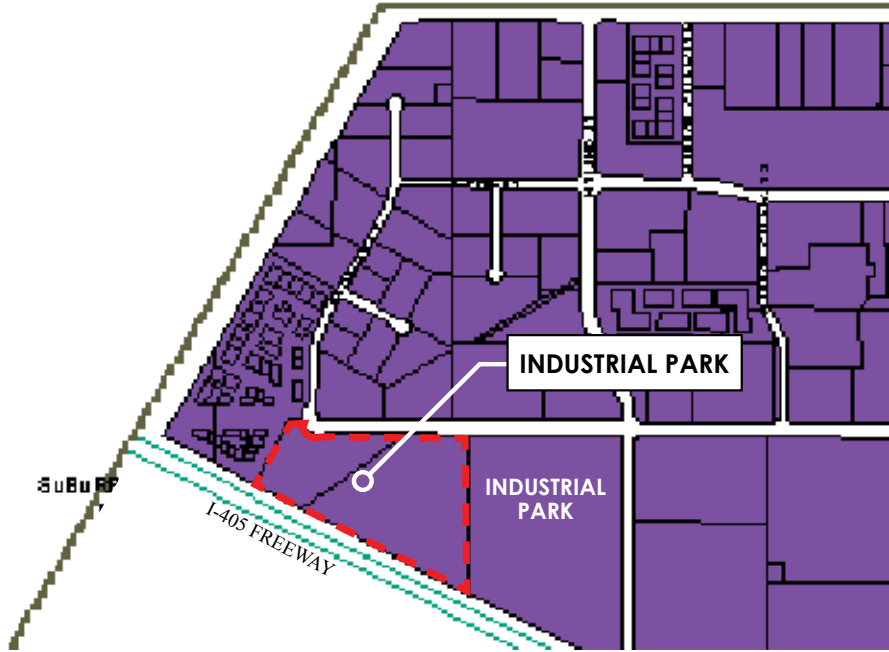
ONE METRO **WEST** enjoys easy access to South Coast Plaza, with its collection of more than 275 retail and dining opportunities, and the South Coast Plaza Metro District.

Also within three miles is Orange County's premier cultural venue – the Segerstrom Center for the Arts, a world-renowned performing arts campus featuring more than 6,400 seats in seven concert halls, theaters and studios, as well as gardens, plazas and open space. It is also near centers of higher education, including Orange Coast College, Vanguard University, the Art Institute of California, and University of Redlands, SCM Campus, and other specialty campuses.

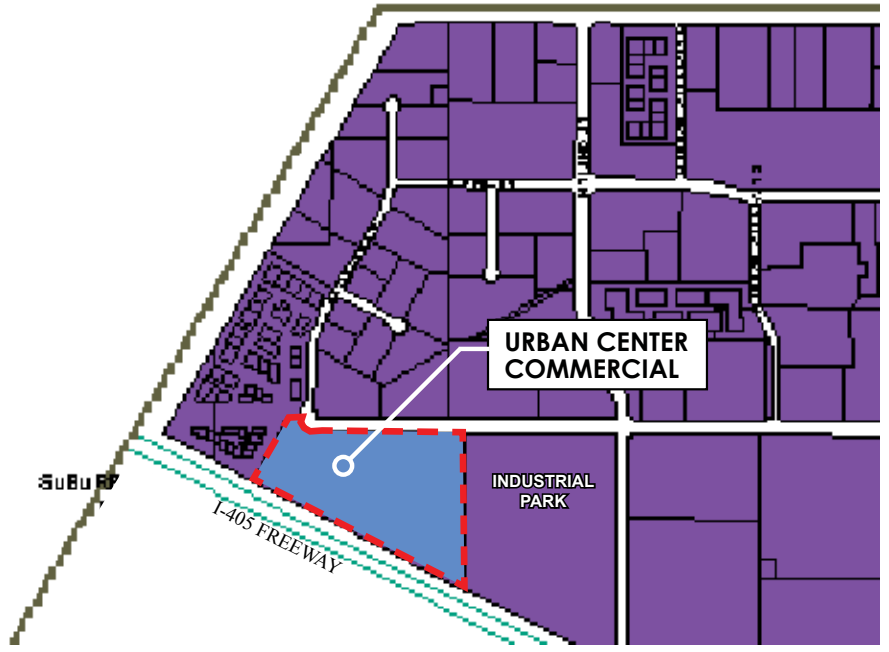


Aerial Photo  
1.3

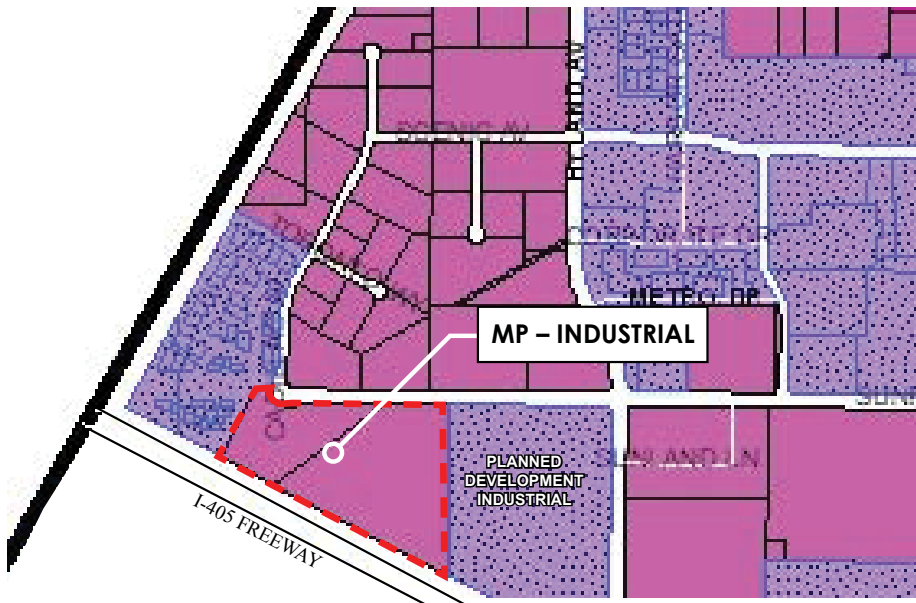
The underutilized industrial Sakura Paper property where ONE METRO WEST is proposed will be reduced to 15.23 +/- acres following the I-405 Improvement Project that will expand the freeway to 16 lanes. The site has approximately 1,350 feet of freeway frontage and is immediately adjacent to the mixed-use South Coast Collection (SOCO) property to the east. Other adjacent and nearby properties include major employment centers north of the 405.



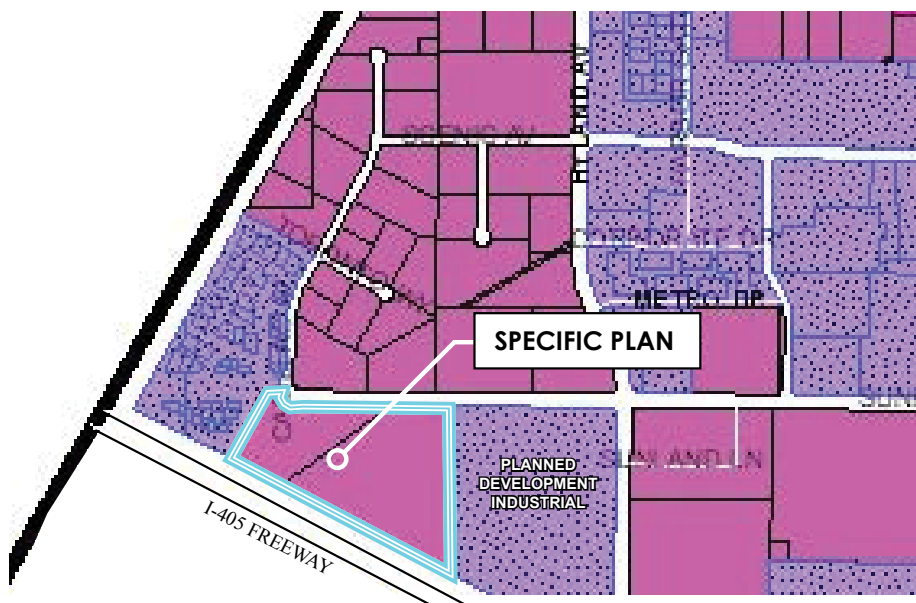
EXISTING GENERAL PLAN: INDUSTRIAL PARK



PROPOSED GENERAL PLAN: URBAN CENTER COMMERCIAL



EXISTING ZONING: MP – INDUSTRIAL PARK



PROPOSED ZONING: SPECIFIC PLAN

General Plan and Zoning  
1.4

City Designations

General Plan Designation Summary

Existing

Industrial Park

Proposed

Urban Center Commercial with site-specific base density (80 Dwelling Units per acre) requested and site-specific base building height of 7-stories of residential and parking garage.

Zoning Designation Summary

Existing

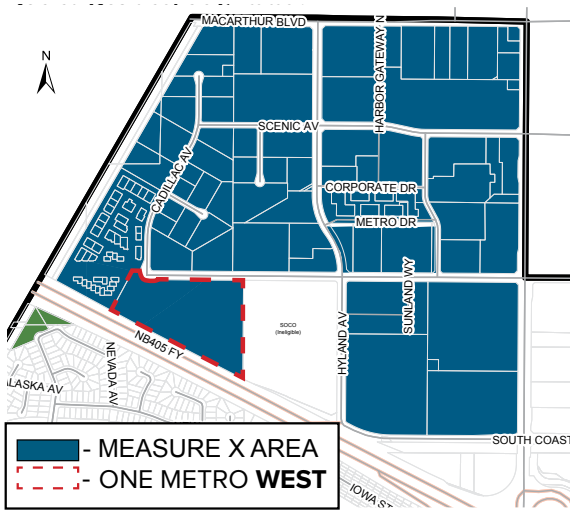
MP-Industrial Park

Proposed

Specific Plan

Medical Marijuana Measure X Area

ONE METRO WEST does not anticipate having any measure X Medical Marijuana uses within its community boundaries.







## South to North View

### 1.5

ONE METRO WEST is located in the far northwest corner of Costa Mesa, in the area north of the 405 adjacent to the cities of Fountain Valley and Santa Ana. The area is separated from greater Costa Mesa, tucked within the triangle formed by the freeway, the Santa Ana River and Harbor Blvd. Arterials connecting the community to greater Costa Mesa and other cities include Harbor Blvd. and Fairview Rd. Other significant streets within the neighborhood include South Coast Drive, which connects SOCO to South Coast Plaza, and Sunflower Avenue, which extends from near the 55 Freeway to its terminus at ONE METRO WEST.





## Local Employers

### 2.1

The vast majority of those who have lived and worked in Orange County since World War II commuted from home, and without a second thought. The generation born since the 1980s, which now accounts for approximately 50% of Costa Mesa's workforce, prefers walking to driving by a wider margin than any other generation, according to polls and surveys. They prefer living in attached housing, living within walking distance of shops and restaurants, and having a short commute, and they are the most likely age group to make use of public transportation.

So where in Costa Mesa can approximately 50% of our workforce, who prefer a different lifestyle to the suburban norm, live, work, shop, dine and play in close proximity? The answer, with limited exceptions, is they cannot. ONE METRO WEST will offer that option, and in so doing help employers attract creative workers to the jobs that drive the economy.

Costa Mesa north of 405 is a magnet for those jobs, including 25,000 in the area now and 8,000 or more entitled in future projects, including 3,300 that will work at the new creative campus The Press. ONE METRO WEST responds to current and projected housing demands by this and future generations who wish to live, work and play without total reliance on driving.

To remain attractive to new businesses and their employees and stay economically and culturally competitive, Costa Mesa needs to "anticipate, adapt, and plan ahead," as the General Plan advises. Approving new mixed-use communities like ONE METRO WEST where the jobs are, and will be in the future, is part of smart planning.



Analysis  
2.2

SIGNIFICANT TRAFFIC INCREASES  
WITHOUT NEW HOUSING

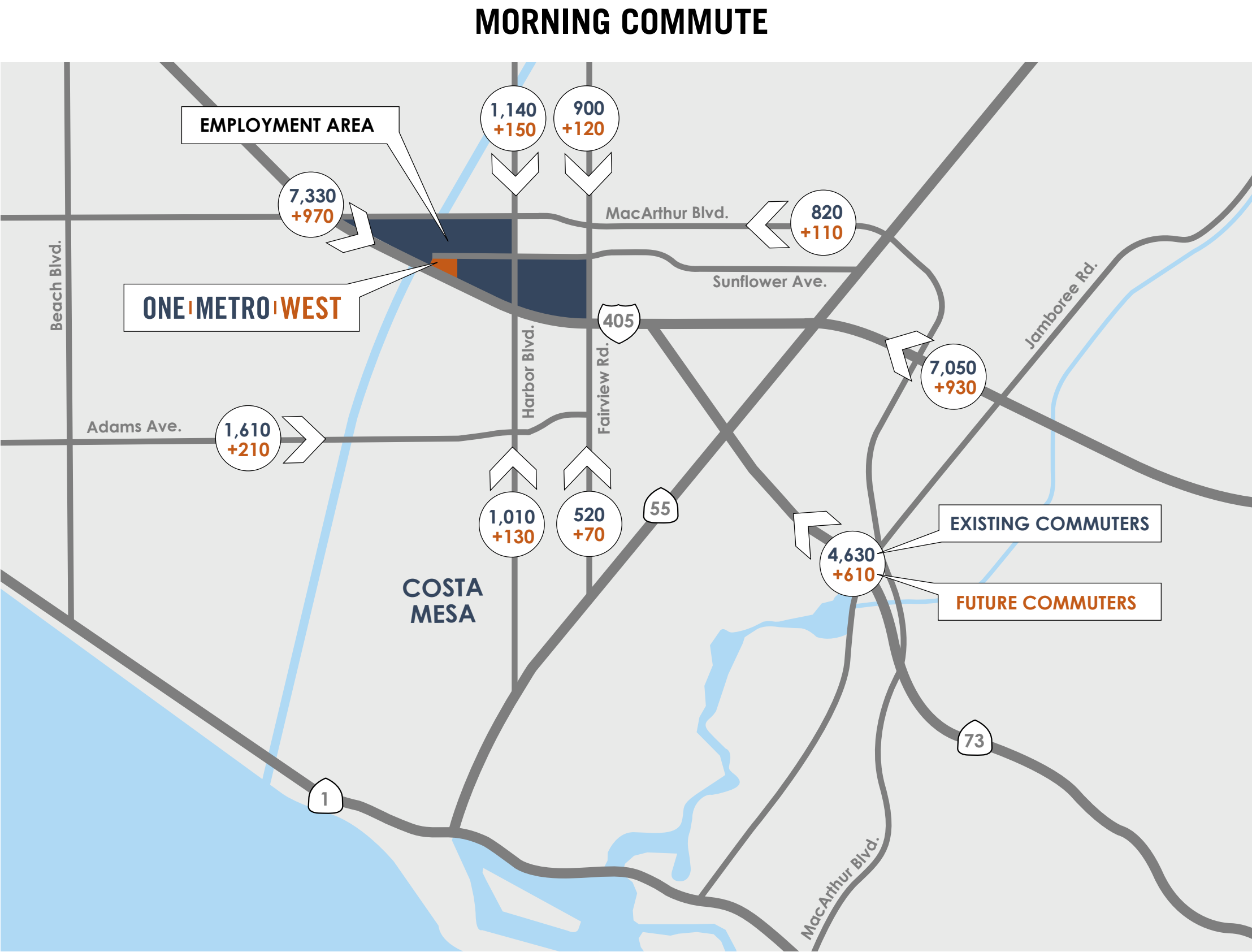
Approved offices and creative campuses in the ONE METRO **WEST** area will attract 8,000 or more engaged and entrepreneurial individuals in the coming years. The Press alone is anticipated to generate 3,300 of these workers in the next 1-4 years. With no new housing to the area, the approximately 3,300 new morning (and evening) commuter trips will come from the regional roads most Costa Mesa's use on a daily basis. This means more vehicle miles traveled and more regional traffic. New housing opportunities in the area will not only mitigate traffic, air pollution and environmental costs from these workers, but the 25,000 current employees in the area as well.

ONE METRO **WEST** AREA COMMUTERS

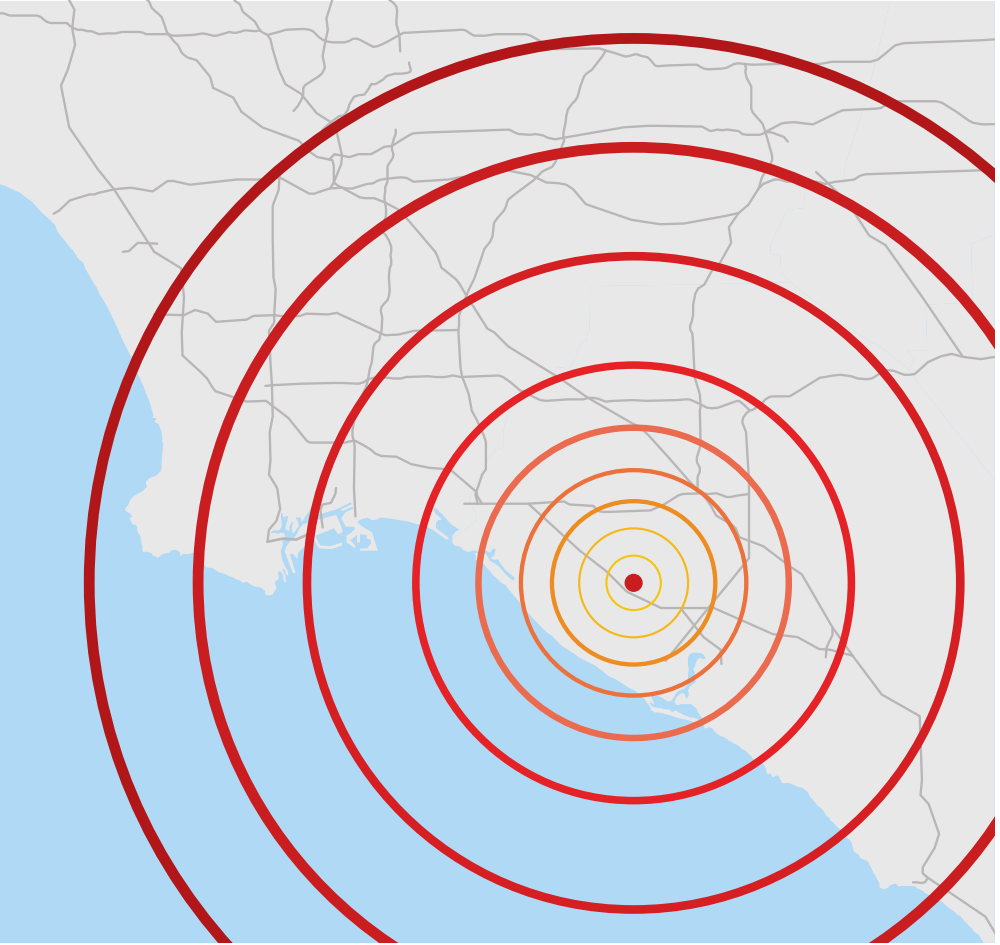
Existing Commuters	25,000
Future Commuters (The-Press)	3,300

ONE METRO **WEST** Area  
Estimated Total Commuters  
(Within 5 Years)

28,300



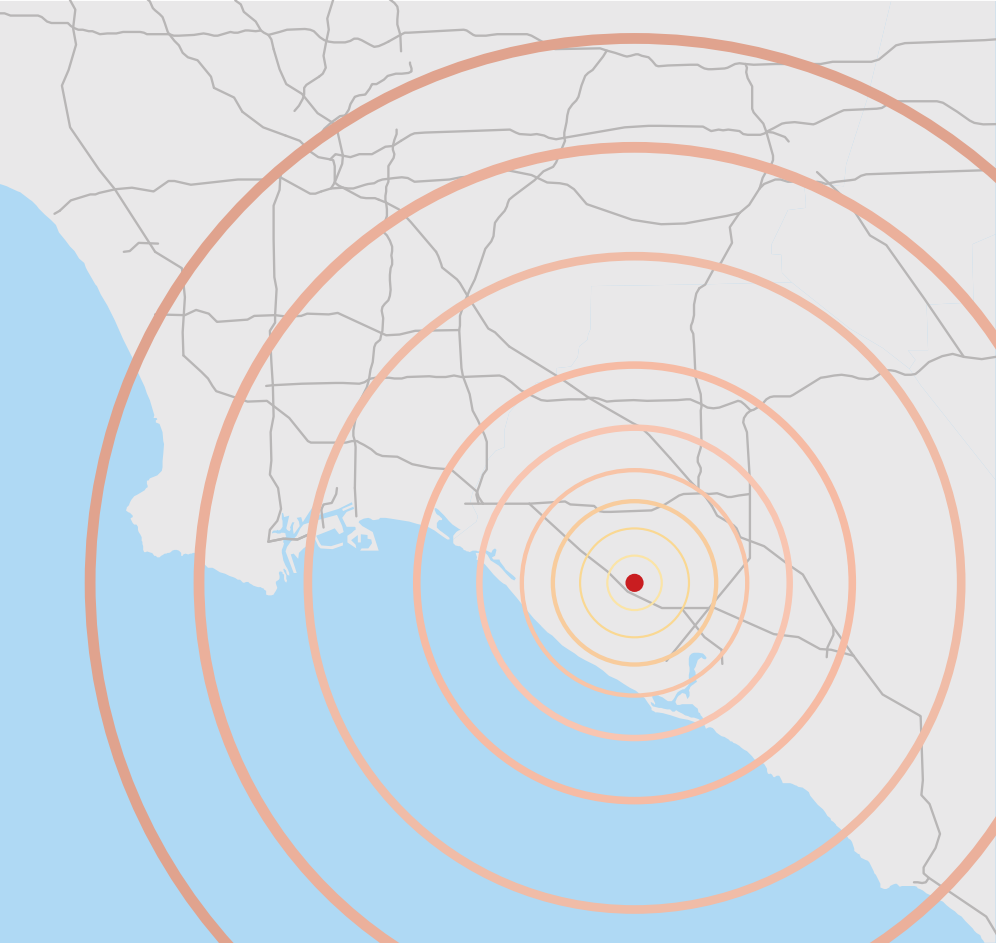
WITHOUT 1,000 NEW  
ONE METRO **WEST**  
RESIDENCES



LONG COMMUTES FOR  
1,000 AREA EMPLOYEES

9 MILLION ANNUAL MILES  
TRAVELLED

WITH 1,000 NEW  
ONE METRO **WEST**  
RESIDENCES



300 AREA EMPLOYEES  
LIVE WHERE THEY WORK

6 MILLION ANNUAL MILES  
TRAVELLED

ONE METRO **WEST** IS EXPECTED TO  
REDUCE COMMUTING BY APPROXIMATELY 3 MILLION ANNUAL MILES  
TRAVELLED

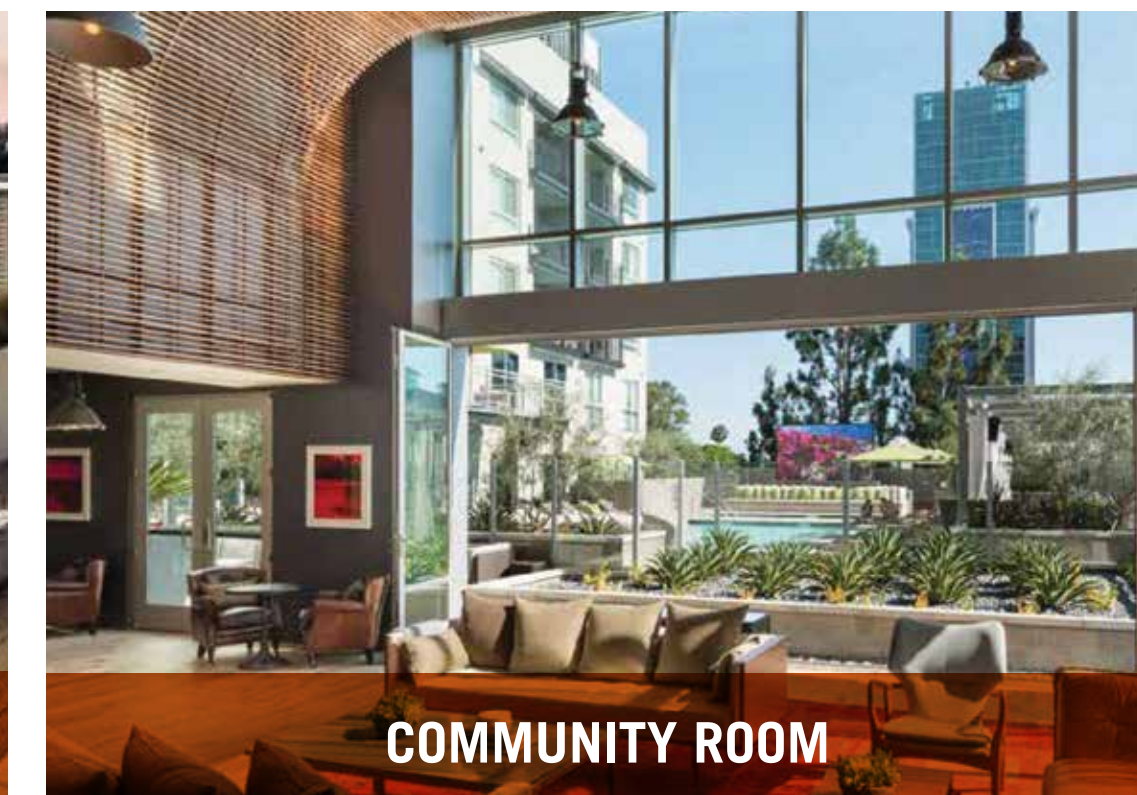
CURRENT  
JOB/HOUSING IMBALANCE

Orange County has one of the worst jobs/housing balances in the state. Costa Mesa has one of the worst jobs/housing balances in Orange County. California has approximately 1.27 jobs for every home. Meanwhile, the numbers for Orange County and Costa Mesa are 1.54 and 1.60 respectively. The estimated 25,000 workers today in the ONE METRO **WEST** area need about 20,000 homes. There are less than 1,000 in this area today. By adding homes near jobs, opportunities to reduce environmental and traffic impacts are high.

**Source:** To show the power of the connectivity between land use and transportation, a preliminary study of where current Costa Mesa workers live \*\* by conducted by Competitive Analytics and LSA. Study looks at where new workers in the area might live with and without nearby housing. Study does not look at the driving habits of the remaining 700 residents that might live in ONE METRO **WEST**. But we can assume these drivers will travel in the opposite direction of workers coming in to the area in the morning and out of the area in the evening.

\*\*State of California Department of Finance, State of California Employment Development Department, U.S. Bureau of Statistics and Experian.





## Community Site Plan & Amenities

### 2.3

ONE METRO **WEST** is set between Sunflower Avenue and the 405 Freeway, adjacent South Coast Collective (SOCO), with quick connectivity to the Santa Ana River Trail. The community site plan, with its varied residential opportunities, creative office space, retail, wellness, fitness and recreational amenities, reflects its unique location.

The easily walkable and bikeable nature of the neighborhood is reflected in the community itself, with multiple points of entry offering easy access to the surroundings, and landscaped paseos, bike paths, rooftop terraces and open spaces within ONE METRO **WEST**. There will also be 6,000-square-feet of specialty retail offering goods and services for residents, further reducing the number of car trips from the community.

Three residential buildings with distinctive and timeless architecture offer resort-style living. The community includes three saltwater swimming pools—including a rooftop junior Olympic-sized pool—all with spas and cabana areas. The clubhouse is planned to include a bowling alley, coffee bar, high-tech gaming center, and chef's demonstration kitchen. A private "Equinox"-style 24/7 fitness center will provide residents with on demand fitness programs, a yoga and aerobic studio and wellness room with oxygen stations and cryotherapy.

The Community Room is available to the public, and can be scheduled for meetings and events for the City of Costa Mesa, as well as gatherings for nonprofits, businesses, and families.





## Community Site Plan & Amenities

### 2.3

ONE METRO **WEST** residences are clustered together, affording more space to the 17-acre METRO Park. Open to residents and the public, the park is designed to hold intimate musical performances, outdoor theatrical productions, community-sponsored meetings, celebrations, exercise classes and an exercise course. Within the park is a 25,000 square foot jewel box creative office with a roof garden and event space.

METRO Park is also the center of the community's bicycle-friendly amenities, including a bike parking/active transportation hub. The community also will include upgraded biking paths and facilities around the community, and community-wide bike programs and events.

Adjacent to the park, an existing path offers easy access to the remarkable recreational and transportation opportunities of the Santa Ana Trail. As an extension of the METRO Park at ONE METRO **WEST**, the path to the river trail will be significantly improved and preserved, for residents of the community and the public.





## Architectural Theme

### 2.4

The imagery of ONE METRO **WEST** will be as impressionable and relative when built as it will be decades from now. Key components of this elegant but contextual Southern California-based design will be its clean lines, natural materials and complementary color palettes. The interplay between indoor and outdoor living will be witnessed in its variety of social gathering places and roof top terraces. The architecture, location and programming of the spaces will invite both the employee or resident to explore the surrounding area, while still creating an intimate place to work or call home.



**Rooftop Terraces** Natural Materials  
**Contemporary**  
Timeless Design VARIETY OF SOCIAL GATHERING PLACES  
Elegant Indoor/Outdoor Living  
SOUTHERN CALIFORNIA LIFESTYLE COMPLIMENTARY COLOR PALETTES  
**CLEAN LINES**  
*Resort-like Setting*





## Park & Event Plaza

### 2.5

One of the primary public amenities of ONE METRO WEST is the 1.7 +/- acre METRO Park and Event Plaza, a key element of the community's innovative design. The park is planned to be a fully activated space for outdoor events and activities, including fitness courses, performances, meetings and celebrations. METRO Park and Event Plaza could serve as the finish line for a community 10K and a meet-up location after a 100-mile "century" cycling ride that includes the Santa Ana River Trail. When the LA Chargers win a Super Bowl, they and their fans may celebrate at METRO Park.

METRO Park is designed to be a living work of art - a sculpted landscape with swirling berms of natural turf, large shade trees, and a water element that will serve as the aesthetic focal point in the unique outdoor environment.

It is a fundamental part of The City of Costa Mesa's General Plan that residents of the city and their representatives are committed to maintaining and improving the parks and open space in the community:

"The City's commitment to well-maintained parks will ensure that residents can continue to enjoy them. At the same time, we are committed to providing flexible new gathering spaces adaptable to the evolving needs of residents of all ages."

However, opportunities to add more parkland in the city are limited. A review of Google Earth or other aerial maps reveals very little that is green in the area of Costa Mesa north of the 405, and most of that is within the confines of residential complexes.





## Park & Event Plaza

### 2.5

METRO Park will be a significant addition of open space to the area. The new park will be similar in size to both Moon Park, a City of Costa Mesa park that's located south of the 405 in the Mesa Verde neighborhood, and California Scenario, the iconic sculpture garden created by artist Isamu Noguchi located between office towers in South Coast Metro.

METRO Park complements each of these much-loved parks, while being unique from each.

Moon Park has playground equipment, a broad green lawn, and a "moonscape" play feature honoring the Apollo 11 landing. It is well suited to serve the Mesa Verde neighborhood. California Scenario is a place to contemplate the Zen-like design and quiet of Noguchi's masterwork.

METRO Park, while green like Moon Park and a creative place like Noguchi, will be a fully activated space, with an ongoing schedule of creative uses and innovative events.

At times it will be an outdoor art studio to encourage the cultural development of both children and adults alike. It may include Frisbee golf holes, part of a larger course connecting to SOCO. Outdoor games such as bocce, giant checkers/chess and super-sized Jenga may be part of the colorful scene.

The park will not only offer green space to ONE METRO **WEST** residents and those who live, work and shop in the area. It will also help develop a strong sense of place in the corner of Costa Mesa north of the 405, while also serving as a new threshold to the wonders of the Santa Ana River Trail via an improved path that will connect METRO Park to the river trail.





## SANTA ANA RIVER TRAIL

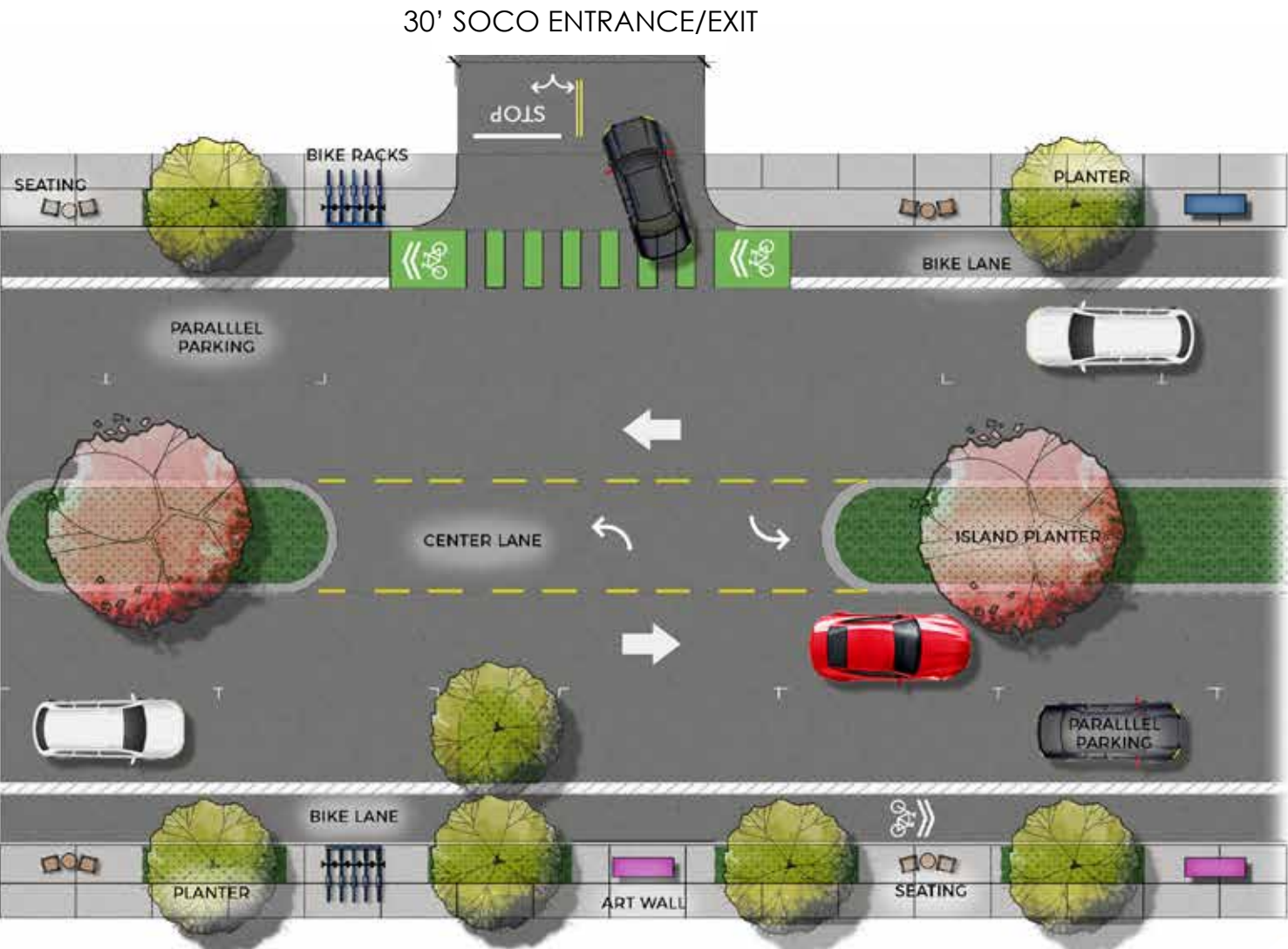


## Path Connectivity 2.6

ONE METRO **WEST** will offer options of automobile-free connectivity to nearby businesses, recreation and retail well beyond what's available in most Orange County neighborhoods. The Santa Ana River Trail is one of the longest paved bike paths in the United States that does not intersect with surface streets. The trail, which stretches for 28 miles through Orange County and ends at the ocean in Huntington Beach, passes within a few hundred feet of ONE METRO **WEST**. An existing path offers easy access to the remarkable recreational and transportation opportunities the trail provides. As an extension of the METRO Park at ONE METRO **WEST**, the path to the river trail will be significantly improved and preserved, for residents of the community and the public.



POTENTIAL STREETSCAPE (ALONG PROPERTY FRONTAGE)



Off-Site Placemaking  
2.7

ONE METRO **WEST** will contribute to improved connectivity in the neighborhoods north of the 405. It will be easier for residents of our community, as well as others who may work or visit the area, to travel by bike or on foot. They will easily move between home, work, and their retail and dining favorites at SOCO and beyond.

ONE METRO **WEST** has proposed enhancing bikeways and walkways along the property frontage and potentially all the way to Hyland. Complete Street elements could include buffered bikeways, added wayfinding, additional landscaping, art, street furniture and other improvements.

These and other improvements will increase connectivity, improve safety and encourage residents and others to explore the many attributes of this neighborhood north of the 405.



Summary of Studies

3.1

TRAFFIC

Locating well-designed, transportation amenity-rich residential communities within a dense multimodal network and complementary land uses (office, retail, etc.) will reduce vehicular trip making and will diminish the level of congestion, vehicle miles traveled (VMT) and harmful emissions locally and regionally. The ONE METRO **WEST** community will fulfill many of these contemporary planning objectives. The ONE METRO **WEST** community has the potential to provide mobility choice, to promote short trip making by locating within a future service-rich community, and to reduce vehicular congestion in the greater Costa Mesa area, especially south of Interstate 405 (I-405).

AIR

Due to project design features and with emission reduction measures for construction and upgraded HVAC systems, the community is not anticipated to result in significant air quality or health risk impacts.

NOISE

Due to project design features and with the implementation of noise insulation features, the community is anticipated to meet the City's interior noise standards.

GREENHOUSE GASES

South Coast Association of Government's (SCAG's) Regional Transportation Plan – Sustainable Community Strategies, which was prepared as the regions blueprint for achieving the greenhouse gas reduction targets established by AB 32, is to develop land uses in Complete Communities. The land use designations proposed as part of the ONE METRO **WEST** community are anticipated to result in fewer, as well as shorter commute trips due to the shorter distance between employment destinations and the proposed housing. This reduction in VMT is a key element in the implementation of the State's greenhouse gas reduction goals.

SCHOOL

Located in the Newport-Mesa School District ("NMUSD"), residents of ONE METRO **WEST** will attend California Elementary, TeWinkle Middle School and Estancia High School. Based on 2017-2018 enrollment, each school has more than adequate capacity using current facilities to handle the projected number of students generated by the community. After all expenses are accounted for to educate the community's projected students, NMUSD will net approximately \$600,000 in additional revenues annually. An estimated \$2,000,000 of one-time fees will be created by the community.

CIVIL/INFRASTRUCTURE

ONE METRO **WEST** will benefit from the existing street and utility infrastructure which is anticipated to more than adequately provide access and utility service to the community. The proposed utility designs will provide appropriate, feasible, creative and technologically advanced utility systems within the community that will enhance the existing site conditions and which can be implemented into the existing City and County infrastructure. The available infrastructure enables this community to easily join the existing neighborhood and the City of Costa Mesa.

FISCAL

A preliminary fiscal analysis, using a simple "multiplier approach", yields a positive annual fiscal outcome for the City. This is consistent with the recent paradigm shift for this type of land use. Once the planning of the community and its amenities have been finalized, a more detailed "case study approach" will be used to more accurately assess the required costs of City services specifically designated for the community itself (including public safety services), as opposed to City cost averages. This case study approach would enable the fiscal analysis to better reflect economies of scale associated with existing City departments, the specific demographics of the community (e.g., household size) and the specific City services that are provided directly to community residents and employees.

Is this the right location for a new residential community?

Unlike other recent urban Costa Mesa communities, which some consider an attack on the traditional Costa Mesa neighborhoods, ONE METRO **WEST** is a mixed-use community located strategically away from these neighborhoods, next to South Coast Metro (SOCO), the Santa Ana River Trail, and the northwest Costa Mesa employment centers north of the 405 Freeway. Planning new communities in transitioning job-rich areas, adjacent to residential friendly amenities, is both economically and environmental ideal, but also considered as a part of a number of goals within the City's General Plan.

Successful examples can be seen from the inclusion of housing in the South Coast Metro area. Residential central projects such as 580 Anton and The Enclave integrated seamlessly with hotels, office buildings, cultural activities, restaurants, and retail in the area. ONE METRO **WEST** is furthering the transition from underutilized industrial property to a true mixed-use, walkable/bikeable community. It is the missing link to complete and solve the housing problem in northwest Costa Mesa. With its strong mixture of nearby land uses, its relatively narrow streets and surrounding pedestrian friendly infrastructure, ONE METRO **WEST** will be the best example in Orange County of a mixed-use, walkable/bikeable community.

Are the residents expected to work in the immediate area?

The placement of ONE METRO **WEST** will enable as many as 40 percent of new residents to work in the immediate area, reducing the need to commute long distances. This is similar to the number of residents in the Irvine Spectrum which work in the surrounding area and could result in an estimated 2.8 million fewer miles per year in commuting distances in and around Costa Mesa. Making our roads and transportation grid more efficient is very attractive not only to the City, but also to current and future employers in the immediate area, including in other approved but not yet built office buildings north of the 405.

Questions & Answers

3.2

How Does This Design Help Fight Traffic?

The mixed-use ONE METRO **WEST** community will have an on-site market and other resident-serving convenience oriented retail uses that further promote pedestrian trips rather than auto trips. The adjacent restaurants, retail businesses and services in the South Coast Collection (SOCO) will reinforce the synergy within the community. The intensity of ONE METRO **WEST** allows for the park and event plaza to be highly amenitized, unlike any other park in Costa Mesa. Upgraded biking paths and facilities around the community, bike lockers, bike storage, repair facilities, a bike parking/active transportation hub and community-wide bike programs and events will all be programmed to facilitate taking cars off the roads.

What happens when new jobs are added to existing ones and no new housing is provided north of the 405?

An estimated 25,000 jobs exist in the surrounding area, north of the 405. An estimated 3,300 future jobs will be created with the development of the new PRESS site. New housing to the area will not only reduce commuter miles for the existing 25,000 jobs, but if no housing is added, new commuters to the area will be forced to travel to work from other regional locations. Not only will this exasperate the housing crisis, but it will increase traffic on regional roadways most Costa Mesans use, including the 405, 73, 55, Bristol Street, Harbor Boulevard and Fairview Road. ONE METRO **WEST** is both an opportunity to improve the commuting patterns for the existing 25,000 area employees and a solution to the future community patterns of projects such as The PRESS.

Can the City of Costa Mesa program events in the new METRO Park?

Yes. Not only will ONE METRO **WEST** program events in the park, it will also be available for city-programmed events. Additionally, the City of Costa Mesa will operate their own community rooms on site for municipally-led activities.



## Reasons to Proceed

### 3.3

ONE METRO **WEST** improves the balance between jobs and housing in the immediate area north of the 405.

ONE METRO **WEST** will reduce unnecessary vehicle miles traveled throughout the region, including many places within Costa Mesa.

ONE METRO **WEST** will improve non-motorized transportation modes and promote public health by improving the existing bicycle trail and bike paths, and including extensive active recreational facilities as part of the walkable community.

ONE METRO **WEST** will leverage the surrounding compatible urban land uses (jobs, shopping and bike trails) by adding a privately maintained, walkable and bikeable public park and event space.

ONE METRO **WEST** will generate Measure Z proceeds that will supplement local park fees that will be spent on existing city parks south of the I-405 Freeway.

ONE METRO **WEST** will replace an underutilized and outdated industrial building with an innovative and contemporary design for new mixed uses.

ONE METRO **WEST** will generate additional taxes for city and school district use.

ONE METRO **WEST** is a land use which addresses a significant number of regional, state and global challenges. This type of growth is broadly supported by a wide range stakeholders and leaders, including local policy advocates such as the Orange County Business Council and Orange County Chapter of the Sierra Club.

Rose Equities is an owner-builder that began more than 70 years ago as a family-owned business, and remains so today. We are committed to being a generational member of the Costa Mesa community.

## Benefits to the City of Costa Mesa

### 3.4

ONE METRO **WEST** provides development-specific infrastructure and financial benefits to the City of Costa Mesa.

The mixed-use nature of ONE METRO **WEST** responds to a demand for additional housing for existing and future employees of businesses in Costa Mesa, particularly north of the 405.

**Community-specific benefits include:**

- Privately funded, public park and event space
- Improved bicycle trail and connectivity to Santa Ana River Trail
- New, much needed, market rate and affordable housing
- Creative office space
- A city operated community room
- Improved area bike/walkability
- Retail for ONE METRO **WEST** residents

**Infrastructure benefits of ONE METRO WEST include:**

- Improvements to Sunflower and Hyland Avenues that include an improved bicycle trail, pocket center island tree well, new supergraphic signage and decorative lighting
- Freeway sound wall

**Financial benefits of ONE METRO WEST include:**

- Additional sales tax revenue generated by retail establishments
- Additional property tax revenue generated from the new uses
- Additional City of Costa Mesa fees for public improvements in the city
- Generation of Measure Z funds for park improvements throughout the city
- Generation of temporary construction jobs
- Generation of long-term employment for approximately 100 people within the creative office building (4 employees/1,000 square feet)
- Generation of additional long-term employment opportunities related to management and maintenance of 1,057 new apartments and 6,000 square feet of retail use.

Up to 40 percent of ONE METRO **WEST** residents will work north of the 405 in surrounding employment center, which will reduce commuting distances and traffic in the city.

ONE METRO **WEST** residents and employees will frequent local restaurants and retail businesses, adding to the economic vitality of the area north of the 405, and the entire city.



How ONE METRO WEST  
Responds to the General  
Plan’s Vision and Goals  
3.5

Anyone looking to gain a deeper understanding of what makes Costa Mesa a great and successful city need look no further than the City’s General Plan. The vision and goals set forth in the General Plan clearly demonstrates what matters to the City’s residents and their representatives, now and in planning for the future.

“Costa Mesa’s focus remains on protecting and enhancing our diverse residential neighborhoods, accommodating an array of businesses that both serve local needs and attract regional and international spending, and continuing to provide cultural, educational, social, and recreational amenities that contribute to the quality of life in the community.”

ONE METRO **WEST** applies Costa Mesa General Plan Goals and Policies to its design and operation as a unique mixed-use community. The General Plan Goals and Policies are intended to define and guide the General Plan Vision of ensuring new development in the City is economically and environmentally sustainable, while being compatible in scale and character with City neighborhoods.

This Vision, from its broadest goals to most specific policies, will be realized in ONE METRO **WEST**. The location, design and amenities of the new community are closely aligned with the General Plan’s goals and vision.

ONE METRO **WEST** meets the vision and goals of the broader Costa Mesa General Plan and the more specific North Costa Mesa Specific Plan in many ways, including:

- Fostering vibrancy within Costa Mesa by creating a place for the youthful and eclectic and established residents alike to live near thriving creative and technologically driven businesses.
- Developing a balance of land uses within the individual neighborhood communities to minimize length of trips traveled.
- Improving bicycle connectivity.
- Improving walkability
- Providing job and housing opportunities to reduce trips and overall, and creating a higher quality of life.
- Encouraging young, creative individuals to live and work in Costa Mesa who might otherwise look elsewhere for the lifestyle ONE METRO **WEST** will provide.

Certain statements in the General Plan seem written with ONE METRO **WEST** in mind:

“Costa Mesa residents live in single-family neighborhoods... as well as townhomes, apartments, and live/work units that provide places for people to live near commercial activity centers, to which they can easily walk and bike.”

“We place transit, bicycle, and pedestrian connectivity on par with traditional roadway improvements.”

“We plan accordingly so our residents can get around easily without a car, and recreational cyclists have many opportunities to enjoy the outdoors.”

The vision for Costa Mesa set forth in the General Plan is also focused on anticipating, adapting and planning ahead to respond to regional influences and to ensure new development in the City is economically and environmentally sustainable.

That adaptation includes the vision to “create a more multi-modal circulation network and encourage reinvestment in districts and neighborhoods where it is most needed.”

The area north of the 405 is one of those neighborhoods where a new vision and investment is needed, and which in turn will serve to “protect and enhance” the city’s traditional neighborhoods.

While ONE METRO **WEST** is not within the boundaries of the North Costa Mesa Specific Plan, it is in the “immediate surroundings,” and thus the City’s vision for North Costa Mesa is illuminating:

“The plan area and its immediate surroundings contain a variety of land uses that range from single family residential homes to high-rise offices which provide a good mix of housing opportunities, commercial goods and services, entertainment, and employment opportunities in a relatively small geographical area. This mix allows people the opportunity to live near their jobs, and gives residents and employees a full range of commercial services near their homes or jobs. This reduces traffic congestion and improves air quality. Mass transit opportunities are also more easily developed in this type of community setting.”

The General Plan is meant to maintain everything that is good and great about Costa Mesa, while also planning for the future of the City and its people. ONE METRO **WEST** is the unique community that meets those goals, and aspires to fulfill the vision of the city and its people.



ONE | METRO | WEST

Costa Mesa, CA



