

19th West

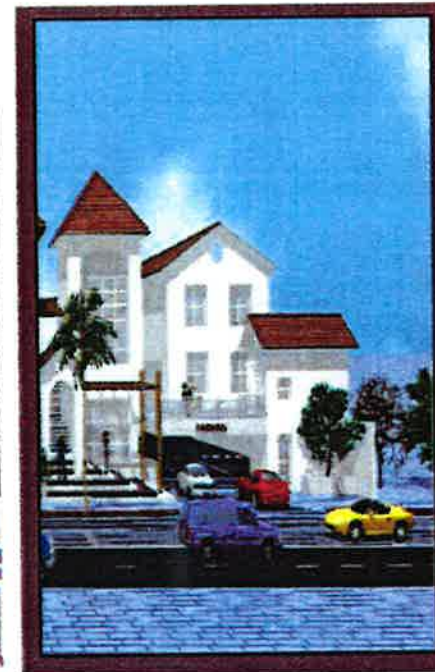
Urban Plan



Development Services Dept.
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TOWNHOMES



COMMERCIAL



RETAIL STORES

CONDOMINIUMS



Mixed-Use Development

AMENDED APRIL 5, 2016

HISTORICAL CONTEXT

The City of Costa Mesa was incorporated in 1953. The Westside was among the earliest areas in the City to develop and is characterized by a diverse population, land uses, job opportunities, and housing choices. Some positive aspects of the Westside include its diverse land uses and convenient access to Fairview Park, beaches, and other recreation areas.

The Westside area is located as follows: Fairview Park and the Costa Mesa Golf Club to the north, the Santa Ana River to the west, the City of Newport Beach to the south, and Harbor Boulevard and Superior Avenue to the east. The area contains approximately 1,788 acres, or 2.8 square miles (see Figure 1).

The Westside Specific Plan was prepared in October, 2000. While this planning document was not formally adopted, some of the revitalization strategies in the plan have been used as a guide to stimulate area-wide improvement. In addition, the Westside Revitalization Oversight Committee (WROC) was convened to recommend revitalization strategies and identify specific areas for further improvement. The recommendations of the WROC assisted the City Council in identifying the Live/Work Overlay Zone and providing policy direction.

Relationship to other Westside Urban Plans

The Westside Implementation Plan was adopted in March 2005. Three Urban Plans were created to establish overlay zones in specific areas of the Westside: (1) 19 West Urban Plan, (2) Mesa West Bluffs Urban Plan, and (3) Mesa West Residential Ownership Urban Plan. (See Figure 2.) Each Urban Plan provides guidance to property owners and Developers for new development and redevelopment. All together, these plans will provide a framework for major private market

reinvestment and improvements for the Westside. However, the Urban Plans avoid being excessively restrictive by not dictating architectural design guidelines or establishing exterior building colors.

Figure 1: Vicinity Map of Westside



WESTSIDE URBAN PLAN AREAS

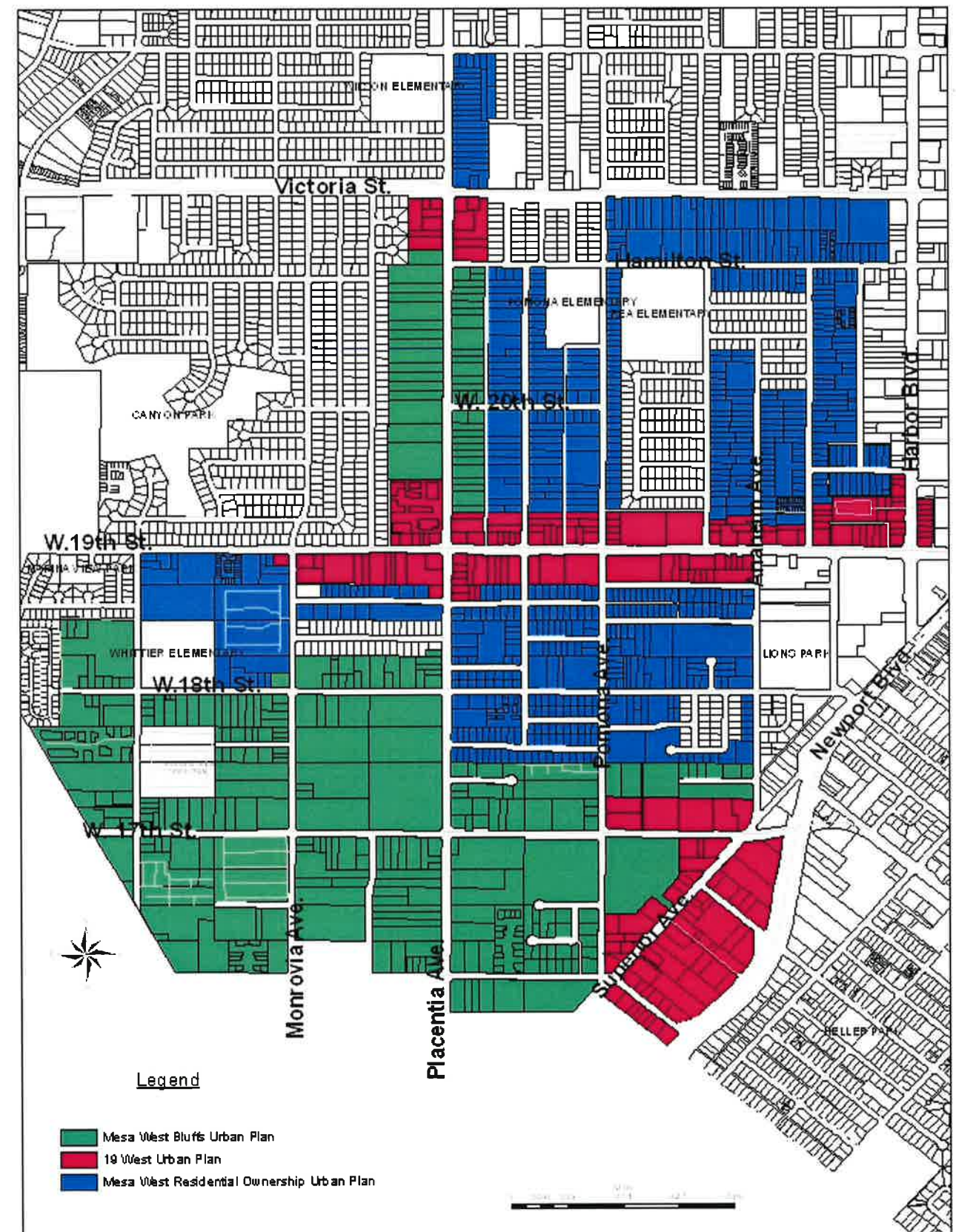


Figure 2: Identification of three separate Urban Plan areas for revitalization of Westside

WROC COMMITTEE

Many cities face similar situations where incompatible land uses are located side-by-side, and where public safety programs are consistently being impacted by a high demand for services from concentrated problem areas within the community. These problems often tend to spread, thus impacting adjoining neighborhoods or business areas. In August, 2003, the Redevelopment Agency appointed 40 members to the Westside Revitalization Oversight Committee (WROC). The WROC's objective was to build upon previous work completed by the Community Redevelopment Action Committee (CRAC). Through the efforts of an intense citizen participation program, the WROC assisted City Council/Redevelopment Agency in developing a long-term vision for the Westside.

Citizen participation was a critical part of the Westside Revitalization Program. The City wished to encourage all residents, especially those living adjacent to industrial properties, to participate in its planning process. In addition, other representatives from the business community were invited. The members of the Westside Revitalization Oversight Committee consisted of representatives of the following groups:

- Homeowners
- Industrial Business and Property Owners
- Rental Property Owners
- Commercial Business and Property Owners
- Residential Tenants
- Community Service Organizations

The public participation process was based on the premise that community planning begins with open communication and the exchange of information and ideas. With this exchange, a comprehensive revitalization plan could be developed which had both effective actions to implement in the short-term future and also broad public support.

The WROC provided all persons interested in the Westside with the opportunity to participate and provide feedback on what they envisioned for the future of the Westside (Figure 3). This concept was unusual because seldom is a committee encouraged to have a large membership. However, this committee of forty members proved that multiple diverse opinions and interest groups could come together to provide valuable input to its City leaders. This was demonstrated by the WROC through their intense commitment, a strong desire for change, diverse representation of the community, and numerous varying ideas and opinions. Compromise was not easily achieved, but when reached it was supported by a supermajority of the membership. The WROC's final report and implementation plan are significant since both documents represent the consensus of this 40-member committee (Figure 4). The City of Costa Mesa's Redevelopment Agency and City Council used the WROC's findings and recommendations in their decision-making process to identify the Urban Plan areas and to apply General Plan land use policies promoting mixed-use development.

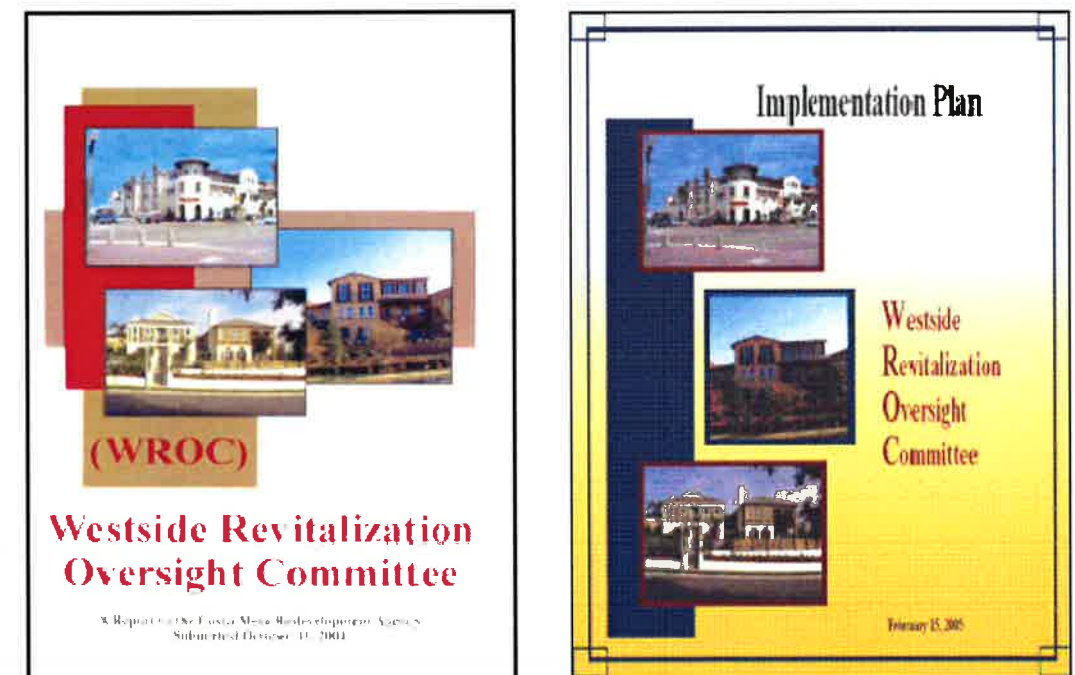
The primary difference between this urban plan and the WROC recommendations for the commercial/residential overlay zone lie in the scope of the overlay zone. The WROC recommendations identified two areas for this type of development. The first is a PUD Commercial/Residential overlay zone for properties located south of West 19th Street, between Anaheim and Monrovia Avenues. The second was a PUD Commercial/ Industrial/ Residential Live/Work overlay zone for properties located north of West 19th Street, between Maple Avenue and 840 West 19th Street, with a two-story height limit. The overlay zone included in this urban plan includes an expanded West 19th Street area, plus additional areas located at the south corners of Victoria Street and Placentia Avenue, and west of Newport Boulevard, and along Superior Avenue, and West 17th Street between Pomona and

Anaheim Avenues, with a four-story height limit in the entire throughout the plan area.

Figure 3
Several
Westside
Revitalization
Oversight
Committee
members
making public
comments at
City Council
meeting.



Figure 4
WROC Planning
documents



IDENTIFICATION OF 19 WEST MIXED-USE OVERLAY ZONE

Identifying 19 West Urban Plan Area

On March 15, 2005, the Costa Mesa City Council unanimously approved several revitalization strategies aimed to improve the Westside. City Council identified the 19 West Urban Plan area as a commercial/residential hybrid overlay area. This area is north and south of West 19th Street and the area between Newport Boulevard and Superior Avenue. The Zoning Map was amended on [date pending] to reflect this overlay zone for the plan area.

The 19 West Urban Plan area is approximately 106.3 acres in size. Some major roadways in the plan area include West 19th Street, West 17th Street, Superior Avenue, and Placentia Avenue.

Adoption of the Urban Plan

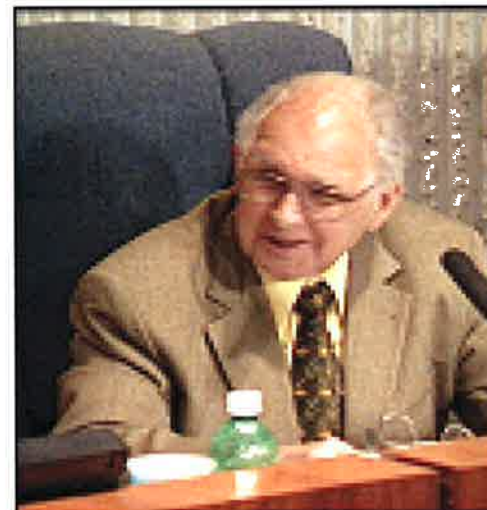
On February 13 and March 13, 2006, Planning Commission conducted public hearings on the three proposed Westside Urban Plans. The Planning Commission (Figure 5A) reviewed these plans at a total of five study sessions and two public hearings and unanimously recommended approval of the plan to City Council.

On April 4, 2006, City Council (Figure 5B) adopted the 19 West Urban Plan.

Chair Bill Perkins



Vice Chair Donn Hall



Commissioner Eleanor Egan

Commissioner James Fisler



Commissioner Bruce Garlich

PLANNING COMMISSION (Figure 5A)

CITY COUNCIL (Figure 5B)

Mayor Allan Mansoor



Council member Linda Dixon



*Mayor Pro Tem
Eric Bever*



*Council member
Katrina Foley*



Council member Gary Monahan

OBJECTIVES OF URBAN PLAN

Purpose of Overlay Zoning

Overlay zoning is a useful tool in promoting the long-term goals of the 19 West Urban Plan. By giving a plan the weight of law, an overlay zoning district helps ensure successful implementation of the plan's strategies. The overlay zone applies zoning provisions to the 19 West Urban Plan area. When activated by an approved Master Plan, the underlying zoning district is superseded by the zoning regulations of the 19 West Urban Plan, unless otherwise indicated.

The 19 West Urban Plan does not propose any major intensification of land uses. The emphasis is on improving the Urban Plan area by providing visual enhancement and encouraging the development of mixed-use urban villages along specified areas of W. 17th Street, W. 19th Street, and Superior Avenue.

Thus, future traffic will be supported by the General Plan roadway network. In this regard, it should be emphasized that the 19 West Urban Plan would not redirect traffic to any neighborhood streets in the area, and essentially maintains the existing traffic patterns.

With regard to the Commercial/Residential Overlay Zone, the 19 West Urban Plan implements General Plan goals/objectives/policies for mixed-use development by regulating allowable land uses and development standards.

The objectives of the 19 West Urban Plan include:

- **Identify development regulations** to realize the vision of the Urban Plan. These regulations address mixed-use development standards as well as public streetscapes and urban design improvements and amenities.

- **Provide a Land Use Matrix of allowable uses** that recognizes the development potential of the plan area and the need to sensitively integrate new development with the surrounding areas, and therefore, promote both resident and business community confidence in the long term.
- **Encourage Commercial/Residential mixed-use development** that combines residential and nonresidential uses in a single building (vertical mixed-use development) or in proximity on the same site (horizontal mixed-use development). This type of development includes office, retail, business services, personal services, public spaces and uses, and other community amenities to revitalize the area without exceeding the development capacity of the General Plan transportation system.
- **Attract more residents and merchants** by allowing mixed-use development in a single-use zoning area - specifically, vertical or horizontal mixed-use development offering first floor retail/office and upper story residential condominium units.
- **Encourage adaptive reuse** of existing industrial or commercial structures, which would result in rehabilitated buildings with unique architecture and a wider array of complementary uses.
- **Stimulate improvement in the 19 West Urban Plan area** through well-designed and integrated urban residential development that is nontraditional in form and design with flexible open floor plans and which complements the surrounding existing development.
- **Meet demand for a new housing type** from artists, designers, craftspeople, professionals and small-business entrepreneurs.

- **Promote new type of urban housing** that would be target-marketed to people seeking alternative housing choices in an industrial area. An urban loft would be an alternative to a traditional single-family residence, tract home, or small-lot subdivision.
- **Encourage the design and development of urban residential structures** reflecting the urban character of the surrounding area both in the interior and exterior design.

Figure 7:
Illustration of
mixed-use
development,
including
live/work units.

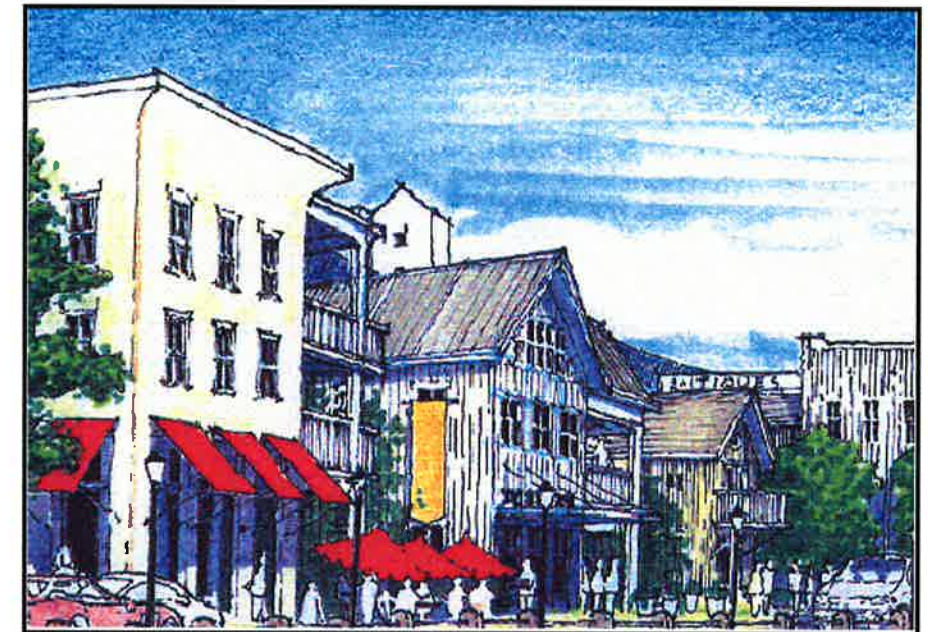


Figure 6:
Artist
Rendering of a
Vertical Mixed-
Use
Development
Project



GENERAL PLAN AND ZONING

The 19 West Urban Plan area is characterized by a wide variety of land uses. The plan area is composed of the following General Plan land use designations:

- High Density Residential
- Neighborhood Commercial
- General Commercial
- Commercial Center
- Light Industry

The plan area consists of the following zoning classifications:

- R3 - Multi-Family Residential
- CL - Commercial Limited
- C1 - Local Business District
- C2 - General Business
- AP - Administrative Professional
- MG - General Industrial

The General Plan land use designations (Figure 9A) and Zoning districts (Figure 9B) are shown.

EXISTING LAND USE CONTEXT

The Westside's primary uses are single- and multi-family neighborhoods, and industrial uses. The single-family neighborhoods are located north and south of 19th Street and, in some areas, are undergoing increased renovation activities. Multi-family neighborhoods are found throughout the Westside, with a substantial number of units both north and south of 19th Street. The industrial areas of the Westside are concentrated south of 19th Street and along Placentia Avenue, north of 19th Street.

Multi-family residential uses are located adjacent to general commercial areas in the 19 West Urban Plan area. Light industrial uses are located along Superior Avenue, Placentia Avenue, and West 17th

Street. There are approximately 680 dwelling units (general estimate only) located in the plan area. A wide range of land uses are shown in Figure 8 below.



Figure 8: Collection of site photos of residential structures and existing businesses in 19 West Urban Plan area.

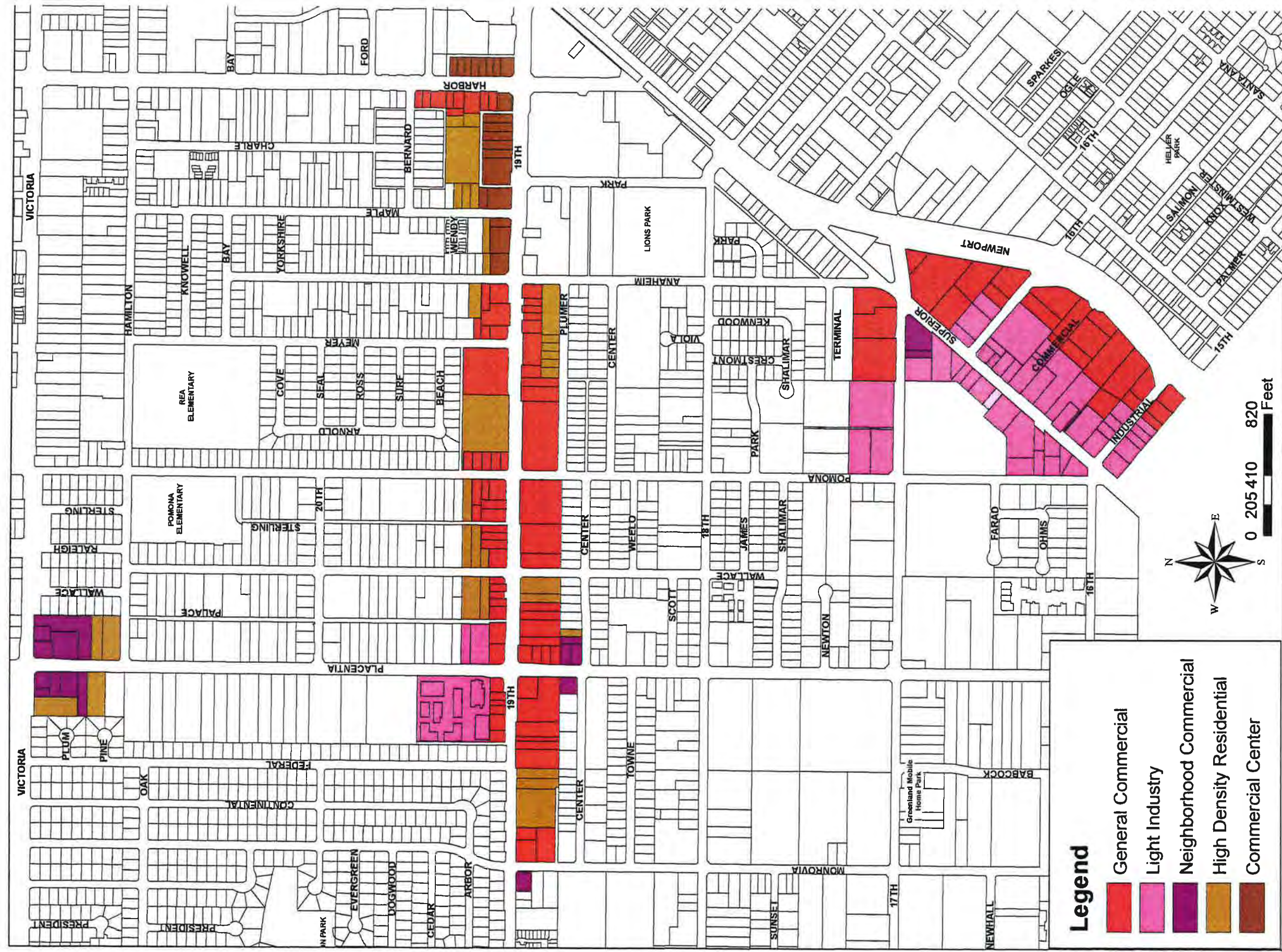


FIGURE 9A

Legend

- Multiple Family Residential (Medium Density)
- Multiple Family Residential (High Density)
- Multiple Family Residential
- Local Business
- Administrative and Professional
- General Business
- Commercial Limited
- General Industrial
- Institutional and Recreational

19 West Village Mixed-Use Overlay District
Proposed to be added to the 19 West Urban Plan in June, 2006

19 West Zoning Designations

PLANNING PROCESS

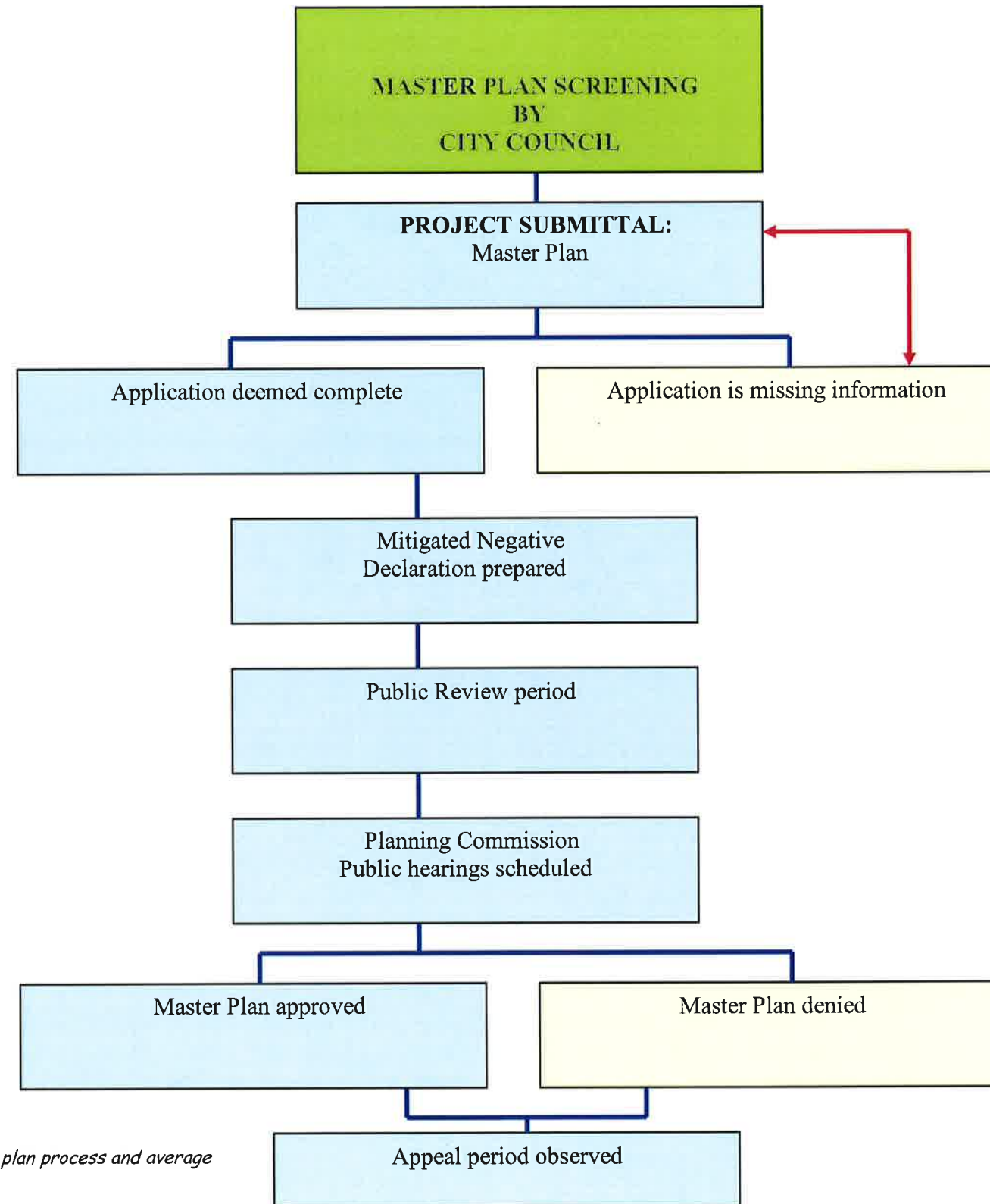
It is the express intent of the 19 West Urban Plan to allow existing businesses to continue to operate and expand consistent with existing General Plan and zoning requirements. Opportunities for mixed-use development in the 19 West Urban Plan area involve properties that may be redeveloped, rehabilitated, or adaptively re-used.

The land use regulations for mixed-use development may only be activated through an approved Mixed-Use Master Plan. Specific mixed-use development regulations supersede those of the underlying zoning district (e.g. commercial and industrial), unless otherwise indicated.

Mixed-Use development proposed in the 19 West Urban Plan area requires approval of a Master Plan pursuant to Title 13, Chapter II, Planning Applications, of the Costa Mesa Municipal Code. In accordance with City procedures, the Planning Commission reviews and considers Master Plans. Refer to Section 13-28(g), Master Plan, of the Zoning Code regarding the review process for preliminary Master Plans and amendments to the Master Plan.

A deviation from the 19 West district's development standards (as shown in Table A of the 19 West Urban Plan) may be approved through the Master Plan process provided that specific findings are made pursuant to the Zoning Code.

Master Plan for Mixed-Use Overlay Project



Timeline:
About 4 months

PROJECT SUBMITTAL

Week 1

Week 4

Week 5-8

Week 9-11

Week 12-13

If denied, six months before similar application can be submitted

Week 14

Figure 10: Flowchart of master plan process and average processing time.

DEFINITIONS

Live/Work Loft or Live/Work Unit. A mixed-use development composed of commercially- or industrially-oriented joint work and living quarters in the same building, where typically the primary use is a place of work and where there are separately-designated residential and work areas. A live/work unit consists of the following: (a) living/sleeping area, kitchen, and sanitary facilities in conformance with the Uniform Building Code and (b) adequate work space accessible from the living area, reserved for, and regularly used by the resident(s).

Master Plan. The overall development plan for a parcel or parcels, which is depicted in both a written and graphic format.

Mixed-use development - Horizontal. A type of mixed-use development where nonresidential and residential uses are located adjacent to one another on the same or adjoining lots of the same development site and are typically sited in separate buildings.

Mixed-use development - Vertical. A type of mixed-use development where nonresidential and residential uses are located in the same building and where the dwelling units are typically located on the upper levels and the nonresidential uses on the lower levels.

Mixed-use overlay zoning district. A zoning district superimposed over a base zoning district, which modifies the regulations of the base zoning district to allow mixed-use development. The provisions of the mixed-use overlay district shall be distinct from and supersede, in some instances, the zoning regulations of the base zoning district when activated through an approved Master Plan.

Nonresidential component. Areas of the mixed-use development including, but not limited to, commercial/industrial buildings, work spaces, storage areas, public spaces, and parking areas primarily or exclusively used by the tenants of the businesses.

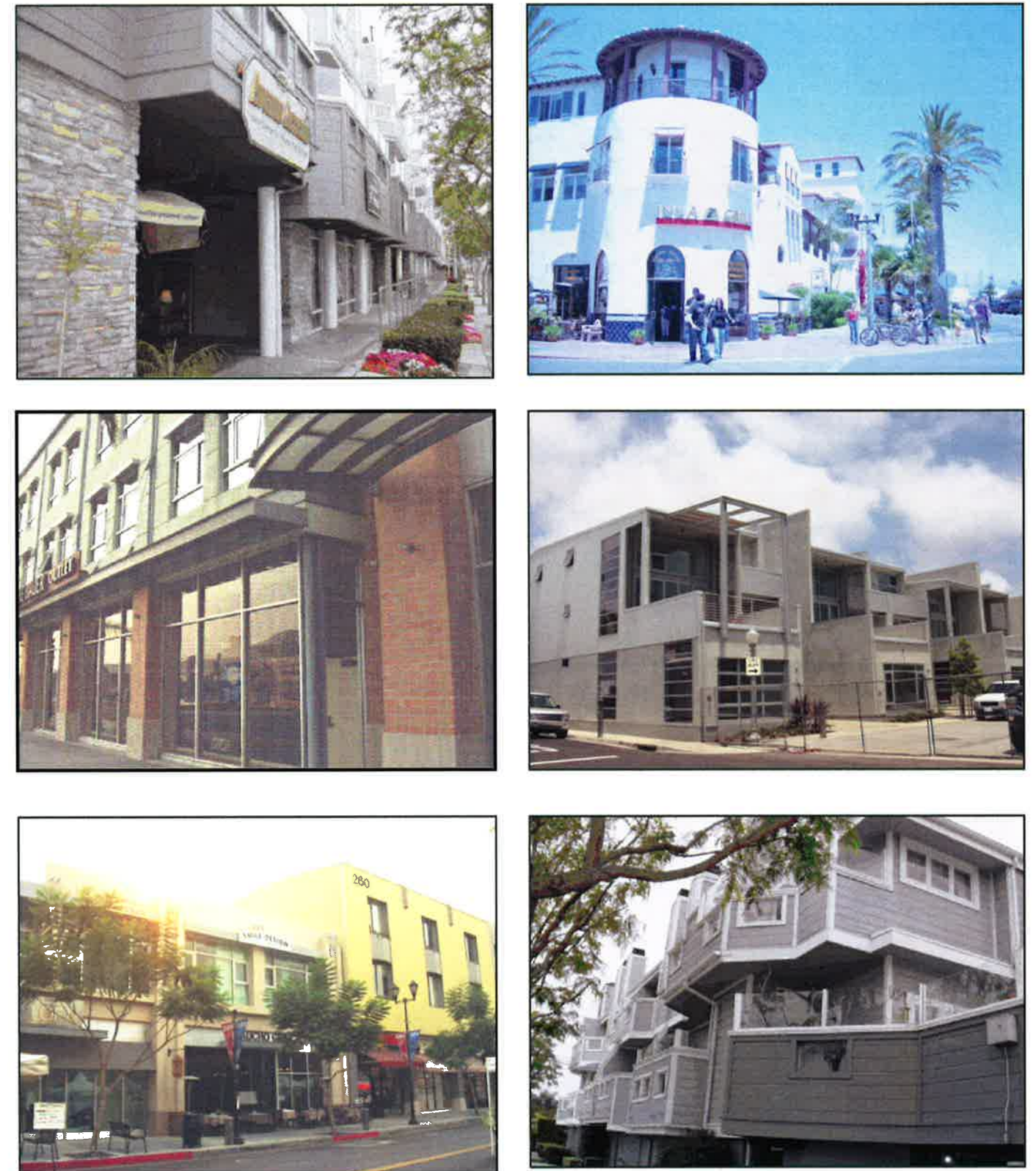
Overlay Zone - Zoning district that applies another set of zoning provisions to a specified area within an existing zoning district. The overlay zone supersedes the zoning regulations of the base zoning district, unless otherwise indicated.

Residential component. Areas of the mixed-use development, including buildings, habitable spaces, common spaces, recreational facilities, and parking areas primarily or exclusively used by the residents of the dwelling units.

Residential Loft/Urban Loft: A residential loft is a multiple-family residential dwelling unit with an open or flexible floor plan designed to accommodate a variety of activities, including a but not limited to living, sleeping, food preparation, entertaining, and work spaces in a single housekeeping unit. Residential lofts can include multi-level townhomes and single-level stacked flats. Residential lofts typically have floor-to-ceiling dimensions in excess of 10 feet and may have open ceilings with exposed duct work, overhead lighting, fire sprinklers, etc.

Urban Plan. An implementation document adopted by ordinance by the City Council that sets forth development standards and land use regulations relating to the nature and extent of land uses and structures in compliance with the City's General Plan. An Urban Plan is designed to establish the vision, development framework, and historical/local context for a specified area.

Figure 11: Photos of mixed-use development projects in Orange County cities.



VERTICAL MIXED-USE DEVELOPMENT

Vertical mixed-use development involves nonresidential and residential uses located in the same building, where the dwelling units are typically located on the upper levels and the nonresidential uses on the lower levels.

VERTICAL MIXED-USE ILLUSTRATIVE

The following live/work development is a representation of a project that may be constructed in the plan area.

Project Site: 1 acre
 Project Type: Commercial Building
 & Two-Bedroom
 Residential Units
 No. of Stories: 3 stories total

Commercial Component

Building Size: 6,777 sq.ft.
 No. of Stories: one story
 Parking: 27 commercial
 Parking spaces
 (4 spaces/1,000sf)

Residential Component

Unit Size: 1,200 sq.ft.
 Two-bedroom units
 No. of Stories: 2 stories
 No. of Units: 37 dwelling units
 Parking: 93 parking spaces
 (Each unit has enclosed
 garage)

FAR: 1.17 FAR

Figure 12: Illustrative example of a vertical mixed-use development with commercial uses on the ground floor and two-bedroom units on the upper floors. All parking provided on the ground level.



ILLUSTRATIVE PERSPECTIVE

VERTICAL MIXED USE



ILLUSTRATIVE PERSPECTIVE

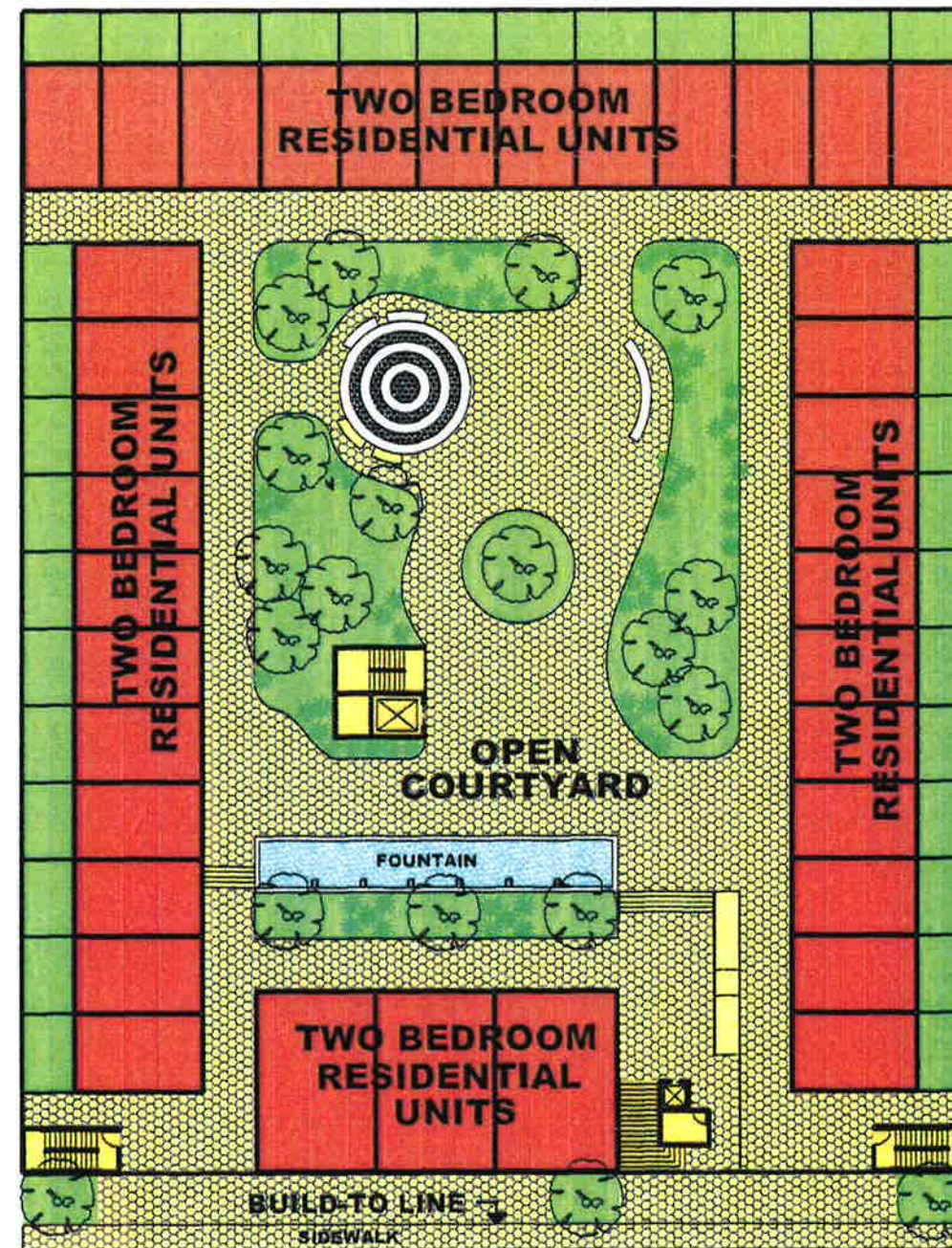
VERTICAL MIXED USE



ILLUSTRATIVE PLAN

VERTICAL MIXED USE

SCALE: 1/32" = 1' 0"



PODIUM LEVEL

PUBLIC STREET

PROJECT SITE: 1 ACRE SITE,
PROJECT TYPE: COMMERCIAL BUILDING AND TWO BEDROOM
RESIDENTIAL UNITS

COMMERCIAL COMPONENT:
BUILDING SIZE: 6777 SQ.FT.
NO. OF STORIES: 1 STORY
PARKING: **27** COMMERCIAL PARKING SPACES

RESIDENTIAL COMPONENT:
UNIT SIZE: 1,200 SQ. FT.
NO. OF STORIES: 2 STORIES
NO. OF UNITS: 37 DWELLING UNITS
PARKING: **93** RESIDENTIAL PARKING SPACES (EACH UNIT HAS
TWO COVERED PARKING SPACES)
FAR: 1.17 FAR

- RESIDENTIAL SPACE
- CIRCULATION SPACE
- FOUNTAIN
- LANDSCAPE
- VERTICAL CIRCULATION

M-BA

HORIZONTAL MIXED-USE DEVELOPMENT

Horizontal mixed-use development involves nonresidential and residential uses located adjacent to one another on the same or adjoining lots of the same development site and are typically sited in separate buildings.

VERTICAL MIXED-USE ILLUSTRATIVE

The following live/work development is a representation of a project that may be constructed in the plan area.

Project Site: 2 acres
Project Type: Commercial Building
& Three-Bedroom
Residential Units
No. of Stories: 3 stories total

Commercial Component

Building Size: 4,620 sq.ft.
No. of Stories: one story
Parking: 18 spaces required
34 spaces provided
(4 spaces/1,000sf)

Residential Component

Unit Size: 2,528 sq.ft.
Three-bedroom units
No. of Stories: 3 stories
No. of Units: 20 dwelling units
Parking: 60 parking spaces
(Each unit has enclosed garage)

FAR: 0.64 FAR

Figure 13: Illustrative example of horizontal mixed-use development with a freestanding commercial building surrounded by three-bedroom residential units.



ILLUSTRATIVE PERSPECTIVE

HORIZONTAL MIXED USE



HORIZONTAL MIXED USE

SCALE: 1/32" = 1'-0"

PROJECT SITE: 2 ACRE SITE
PROJECT TYPE: COMMERCIAL BUILDING AND
3-BEDROOM RESIDENTIAL DWELLING UNITS

COMMERCIAL COMPONENT:
BUILDING SIZE: 4620 SQ. FT.
NO. OF STORIES: ONE STORY
PARKING: 34 COMMERCIAL PARKING SPACE
(MIN. 18 PARKING SPACES REQUIRED)

RESIDENTIAL COMPONENT:
UNIT SIZE: 2,528 SQ.FT.
NO. OF STORIES: 3 STORIES
NO. OF UNITS: 20 DWELLING UNITS
PARKING: 60 RESIDENTIAL PARKING SPACE
(EACH UNIT HAS A SINGLE CAR GARAGE)

FAR: 63 FAR

COMMERCIAL SPACE

RESIDENTIAL SPACE

CIRCULATION SPACE

PARKING CIRCULATION SPACE

PARKING SPACE

LANDSCAPE

MAINTENANCE SPACE



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MORSE • BOUDREAU ARCHITECTS

PUBLIC STREET

M-BA

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ILLUSTRATIVE PERSPECTIVE

HORIZONTAL MIXED USE



ILLUSTRATIVE PERSPECTIVE

HORIZONTAL MIXED USE



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ILLUSTRATIVE PERSPECTIVE

HORIZONTAL MIXED USE



PAGE 9E

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DEVELOPMENT STANDARDS

The land use regulations for allowable mixed-use development are activated by a Master Plan. The development regulations of the base zoning district shall be superseded by those contained in the 19 West Urban Plan, unless otherwise noted (Table A, Development Standards).

(Amended by Council Resolution No. 16-14 on 4/05/16)

TABLE A - 19 WEST URBAN PLAN MIXED-USE DEVELOPMENT DEVELOPMENT STANDARDS AND DESIGN GUIDELINES	
DEVELOPMENT STANDARD	Deviations from development standards may be granted through the master plan approval process with consideration to existing development configuration, compatibility of adjacent uses, inclusion of pedestrian-oriented space, and/or inclusion of amenities along the street side.
Maximum Floor Area Ratio for mixed-use development project (including residential uses) <ul style="list-style-type: none">Commercial Base Zoning DistrictIndustrial Base Zoning District	1.0 FAR 1.0 FAR
Minimum Floor Area Ratio for nonresidential component of development <ul style="list-style-type: none">Commercial Base Zoning DistrictIndustrial Base Zoning District	0.15 FAR 0.175 FAR
Overall Maximum Building Height for Mixed-Use Project <ul style="list-style-type: none">Max. Building Height for Nonresidential Component: Max. Building Height for Residential Component:	4 stories/ 60 feet (Roof gardens/terraces in mixed-use development projects shall not be considered a story). 2 stories/ 40 feet 4 stories/60 feet Lofts, as defined in Section 13-6 of the Zoning Code, without exterior access and having only clerestory windows will not be regarded as a story.
Minimum Lot Size	Minimum One Acre Exception: Development lots of less than one acre may be allowed as a deviation from this requirement provided that all other development standards are met.

TABLE A - 19 WEST URBAN PLAN MIXED-USE DEVELOPMENT DEVELOPMENT STANDARDS AND DESIGN GUIDELINES	
Attics	Attics shall not be heated or cooled, nor contain any electrical outlets or operable windows. Attics above the maximum number of stories shall be an integral part of the building roofline and not appear as an additional story on any building elevation. Windows in any attic space above the maximum number of stories shall be incidental and limited to a dormer style.
Maximum Lot Coverage	90%
Minimum Open Space Development Lot: Residential Open Space:	Minimum 30% open space required. (This minimum open space requirement strictly applies to the overall development lot area at grade. However, the square footage of roof decks may be partially counted towards the minimum open space requirement by a maximum 10 percent allowance.) Minimum 200 sq.ft. per dwelling unit of residential component (This requirement does not apply to live/work units) Residential open space may be any combination of private and common open space areas. Common open space may be distributed throughout the residential component of the mixed-use development and need not be in a single large area. Common open space areas may be satisfied by common roof gardens, common recreational/leisure areas, recreational facilities featuring swimming pools, decks, and court game facilities. Private open space may be provided for each dwelling unit above the first floor in the form of a private patio or balcony.
FRONT BUILD-TO-LINE AND SETBACKS FOR MAIN BUILDINGS AND ACCESSORY BUILDINGS Minimum distances given, unless otherwise noted. All setbacks from streets to development lots are measured from the ultimate property line shown on the Master Plan of Highways. Increased side and rear setbacks may be required pursuant to Uniform Building Code requirements.	
Front Build-To-Line <ul style="list-style-type: none">Abutting public street	Build-To-Line of 15 feet along all public streets

TABLE A - 19 WEST URBAN PLAN MIXED-USE DEVELOPMENT DEVELOPMENT STANDARDS AND DESIGN GUIDELINES	
Side Setback <ul style="list-style-type: none">InteriorAbutting a public streetAbutting a publicly-dedicated alleyAbutting residential zone	0 feet 10 feet along Anaheim Avenue, Industrial Way, Monrovia Avenue, Placentia Avenue, Pomona Avenue, Superior Blvd., Victoria St., W. 16 th Street, W. 17 th Street, 5 feet for all other streets 5 feet 20 feet
Rear Setback <ul style="list-style-type: none">Abutting a public streetAbutting residential zoneAll other rear property lines	10 feet along all public streets 20 feet 0 feet
Distance between main buildings	Minimum 10 foot distance between main buildings on the same site.
Distance between accessory structures.	Minimum 6 foot distance between accessory structures and main buildings.
PARKING <p>(1) Vehicle parking is required either on-site or on another lot within a distance deemed acceptable by the Planning Commission. A reduction in the vehicle parking requirements shall be determined as outlined in “City of Costa Mesa Procedure for Determining Shared Parking Requirements.” The parking reduction for the mixed-use development project and may be approved in conjunction with the master plan approval.</p> <p>(2) Parking spaces shall be specifically designated for nonresidential and residential uses by the use of posting, pavement markings, and physical separation. The parking area design may include the use of alternative parking techniques such as mechanized stacked parking systems to satisfy parking requirements, subject to review and approval by the Planning Commission. Parking design shall also consider the use of separate entrances and exits, or a designated lane, for residents, so that residents are not waiting in line behind shoppers or moviegoers. Parking structures shall be architecturally integrated with the project design.</p> <p>(3) Parking structures shall be screened from view at street level and include architectural detailing, artwork, landscape, or similar visual features to enhance the street facade. Screening of parking structure levels above street grade is encouraged through the use of vines or architectural screening detail that is compatible with the project.</p> <p>(4) Tandem garages and tandem open parking spaces are expressly prohibited.</p>	

TABLE A - 19 WEST URBAN PLAN																	
MIXED-USE DEVELOPMENT																	
DEVELOPMENT STANDARDS AND DESIGN GUIDELINES																	
Nonresidential Component																	
Commercial or Industrial Uses	1. Parking requirements for commercial or industrial uses shall comply with off-street parking requirements for nonresidential uses in the base zoning district. See Table 13-89, Nonresidential Parking Standards in the Zoning Code.																
Residential Component	<div>1. Parking requirements for dwelling units in a mixed-use development shall be applied as follows:</div> <table><tr><th>Dwelling Unit</th><th>Tenant Parking Space^(1a)</th><th>Guest Parking</th></tr><tr><td>Studio/Loft/Bachelor</td><td>1.0 space</td><td>.5 guest</td></tr><tr><td>1 Bedroom</td><td>1.5 spaces</td><td>.5 guest</td></tr><tr><td>2 Bedrooms</td><td>2.0 spaces</td><td>.5 guest</td></tr><tr><td>3 Bedrooms</td><td>2.5 spaces</td><td>.5 guest</td></tr></table> <div>(1a). <u>Assigned Tenant Parking</u>. A minimum of 50 percent of the total number of parking spaces required for the dwelling units shall be covered, with no less than 1 covered assigned parking space being provided for each dwelling unit.</div>		Dwelling Unit	Tenant Parking Space ^(1a)	Guest Parking	Studio/Loft/Bachelor	1.0 space	.5 guest	1 Bedroom	1.5 spaces	.5 guest	2 Bedrooms	2.0 spaces	.5 guest	3 Bedrooms	2.5 spaces	.5 guest
Dwelling Unit	Tenant Parking Space ^(1a)	Guest Parking															
Studio/Loft/Bachelor	1.0 space	.5 guest															
1 Bedroom	1.5 spaces	.5 guest															
2 Bedrooms	2.0 spaces	.5 guest															
3 Bedrooms	2.5 spaces	.5 guest															

TABLE A - 19 WEST URBAN PLAN MIXED-USE DEVELOPMENT DEVELOPMENT STANDARDS AND DESIGN GUIDELINES	
SIGNAGE A Planned Signing Program is required. Total area of all freestanding signs may not exceed 50% of total allowed sign area per street frontage pursuant to the City's Sign Ordinance.	
Building Wall Sign	Wall signs shall not exceed one square foot of sign area for each linear foot of building frontage or portion thereof.
Freestanding Sign along Placentia Avenue, Pomona Avenue, Anaheim, Avenue, Superior Blvd., 19 th Street, 17 th Street	Maximum 25 feet in height including the base.
Freestanding Sign along all other public streets	Maximum 7 feet in height including the base
	Total area of all freestanding signs may not exceed 50% of total allowed sign area per street frontage pursuant to the City's Sign Ordinance.
POOLS AND SPAS	
Above-ground pools and spas shall not be located in the required front setback from a public street and are subject to rear and side yard setbacks for main structures. Additional setbacks may be applicable pursuant to Uniform Building Code requirements.	
PROJECTIONS (Maximum depth of projections given)	
Roof or Eaves Overhang; Awning	2 feet 6 inches into required side setback or building separation area. 5 feet into required front or rear setback.
Open, unenclosed stairways.	2 feet 6 inches into required setback area.
Chimneys	2 feet above maximum building height.
Fireplaces	2 feet into required setback or building separation area
ADDITIONAL DEVELOPMENT STANDARDS	
Architectural Design Guidelines	<div>1. Architectural elevations with emphasis on front elevations and street-facing elevations:<div><div>a) Building elevations should feature stepping forms both horizontally and vertically to soften and provide appropriate transitions among second-story, three-story and four-story elevations.</div><div>b) Building elevations should incorporate enhanced detailing, which may include articulations, projections, and use of varied building materials.</div><div>c) Architectural projections are encouraged to provide visual focus and emphasize some aspect of design such as an entryway or major window.</div><div>d) Long, unbroken building facades should be avoided, and variety should be accomplished through variation in building heights and forms.</div></div></div> <div>2. Distinct architectural treatment and varying surface materials/finishes among the different units of a proposed multi-story development should be provided.</div> <div>3. Significant deviations from the originally-approved color palette and materials for the project should not be approved unless a master plan amendment is processed and approved by the Planning Commission.</div>
Common Interest Developments	Required. Exception: Small lot, single-family detached common-interest developments are not permitted.

TABLE A - 19 WEST URBAN PLAN MIXED-USE DEVELOPMENT DEVELOPMENT STANDARDS AND DESIGN GUIDELINES	
19 th Street Frontage Requirement	Lots abutting the rear of properties that have frontage on W. 19 th Street shall be considered to create a resultant parcel with frontage on W. 19 th Street prior to approval of any mixed-use Master Plan for such properties.
Other Applicable Development Standards	The Mesa West Bluffs Urban Plan provides additional development standards related to live/work development and residential loft development. These development standards for these types of uses shall be applicable to the 19 West Urban Plan.
Prohibited Uses	<div>The use of live/work units and residential lofts within an urban master plan project shall expressly exclude short-term vacation rentals, board & care facilities, and boarding houses.</div> <div>The work spaces in a live/work unit shall not function as a bedroom and shall have bathroom facilities limited to a bathroom with a toilet and sink only; (no shower facilities or full bath facilities are allowed in the work space area).</div>

DENSITY AND INTENSITY

Density and Intensity of Mixed-Use Development

The floor-area-ratio and vehicle trip generation work in concert to ensure that new developments, as measured by average daily trip generation, do not exceed the capacity of the circulation system.

Maximum Allowable Intensity (Floor-Area-Ratio)

Intensity in mixed-use development is measured by floor-area-ratios, which determine the maximum amount of mixed-use development that is allowed on a lot or parcel. Intensity is therefore not exclusively measured by the number of dwelling units per acre of land.

Any increase from the maximum 1.0 FAR (up to a maximum of 1.25 FAR) or any decrease from the minimum FAR standards may be approved if appropriate findings can be made related to excellence in design, site planning, integration of uses and structures and protection of the integrity of the neighborhood. These findings are described in Article 11 of the Costa Mesa Municipal Code.

Table B provides maximum FARs for mixed-use development and average daily trip generation.

Table B
FARs for Mixed-Use Development

Development Standard	Commercial Base Zoning District	Industrial Base Zoning District
Maximum Floor-area-ratio for mixed-use development project	1.0 FAR	1.0 FAR
Minimum Floor-area-ratio for nonresidential component of development	0.15 FAR	0.175 FAR

Vehicle Trip Generation

Intensity refers to the magnitude of vehicle traffic activity generated by the mixed-use development. Successful mixed-use development requires a critical balance of building area (density) and vehicle traffic (intensity). The Urban Plan intends to stimulate development that both provides for the critical mass without exceeding the development capacity of the General Plan transportation system.

It is anticipated that as mixed-use projects develop over time in the plan area, overall vehicle trip generation will decrease when compared to more traditionally zoned and developed properties in Costa Mesa.

General Plan Conformance

The 19 West Urban Plan is consistent with the following 2000 General Plan circulation policies:

- CIR-1A.8 Encourage the integration of compatible land uses and housing into major development projects to reduce vehicle use.*
- CIR-1A.9 Encourage General Plan land uses which generate high traffic volumes to be located near major transportation corridors and public transit facilities to minimize vehicle use, congestion, and delay.*
- CIR-1A.16 Maintain balance between land use and circulation systems by phasing new development to levels that can be accommodate by roadways existing or planned to exist at the time of completion of each phase of development.*

Traffic Study (Required as determined by Transportation Services Division)

The primary objective of new development, redevelopment and adaptive reuse of the properties in the 19 West Urban Plan area is to revitalize the area without exceeding the development capacity of the General Plan transportation system. Independent traffic studies may be required by Transportation Services Division if there is a potential that the proposed Master Plan would adversely affect roadway conditions.

Table C: LAND USE MATRIX

ALLOWABLE USES

A variety of small-scale services are encouraged with limited larger offices and commercial uses being permitted in ground-level units. No proposed nonresidential uses shall be designed or operated so as to expose residents to offensive odors, dust, electrical interference, and/ or vibration. Proposed new development will be required to provide onsite mitigation of impacts associated with surrounding nonresidential land uses.

The land use matrix shown in Table C provides a list of permitted and conditionally permitted in mixed-use development, including live/work units. Similar to the role of a land use matrix in Planned Development Commercial (PDC) and Planned Development Industrial (PDI) zoning districts, the Urban Plan land use matrix provides a distinct listing of allowable uses that is customized for mixed-use development projects.

For example, uses permitted by right in a mixed-use development are considered compatible with residential uses on the same development site. These permitted uses may include artist studios, retail stores, neighborhood grocery stores, coffee/sandwich shops, and neighborhood dry cleaners. Conditionally permitted uses may include photography studios, physical fitness facilities, dance studios, or movie theaters.

While the overlay zone emphasizes mixed-use development projects, any other type of mixed-use development (e.g. live/work unit) requires a conditional use permit in the plan area.

LAND USE MATRIX	
P= Permitted, MC = Minor Conditional Use Permit, C= Conditional Use Permit	
LIVE/WORK UNITS	
• Artists, craftspeople, sculpture studios (woodworking, furniture restoration, painting, ceramics, etc.)	P
• Barber and beauty shops	P
• Catering	P
• Commercial art, graphic design, website designers	P
• Computer and data processing	P
• Legal, Engineering, Architectural, and Surveying services	P
• Offices: Professional, central admin., general, services to business	P
• Photocopying; Blueprinting and related services; photo finishing	P
• Printing and publishing	P
• Offices: medical/dental	MC
• Photography: Commercial	MC
• Photography: Portrait Studio	MC
• Recording studios	MC
• Studios: Dance; Martial arts; Music, Yoga, etc.	MC
• Retail Store	C
• Furniture repair and refinishing with incidental sales	C
VERTICAL/HORIZONTAL MIXED-USE DEVELOPMENT WITHOUT A LIVE/WORK COMPONENT REQUIRE A CONDITIONAL USE PERMIT IN THE MESA BLUFFS URBAN PLAN AREA	
1. Pursuant to an approved master plan which specifies these operational characteristics and/or location of the business.	
2. All other uses not specified in this table are either prohibited or may require a Conditional Use Permit, as deemed by the Development Services Director.	
3. All other zoning classifications not specified in this table are not compatible with overlay district.	

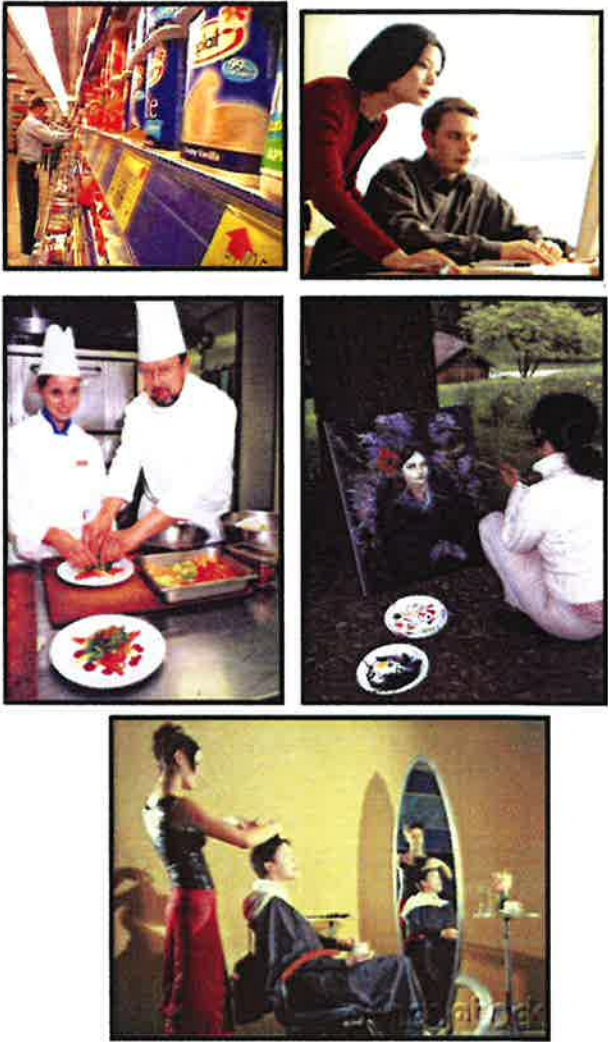


Figure 14: Examples of businesses that may be established in the nonresidential component of mixed-use development

Notes: Laundry/dry cleaners allowed in a mixed-use development refer to neighborhood drycleaners and not commercial drycleaning plants involving large scale hazardous solvents storage and chemical use.

Master Plan Land Use Matrix

A Master Plan is required to be approved for all development projects proposed in the overlay zone. As part of the Master Plan approval, a project-specific land use matrix of permitted, conditionally permitted, and prohibited land uses will be identified by refining the listing shown in the Urban Plan land use matrix.

A developer may choose to refine this Urban Plan land use matrix by identifying certain permitted and conditionally permitted uses for the specific Master Plan proposal. This "Master Plan" land use matrix will be approved by the Planning Commission in conjunction with the overall approval of the development project, and it will supercede the land use matrix in this Urban Plan. If the Master Plan approval does not include such a matrix, the land use matrix in this Urban Plan shall be applied.

Thus, the purpose of a separate land use matrix in this Urban Plan is to supersede the more generalized matrix currently provided in the Zoning Code and thereby allow further specification of uses for a mixed-use planned development.

Only the conditionally approved land uses would require subsequent review and action by the Planning Commission, at the time the land use is proposed. Parking requirements, lease space size restrictions, hours of operations, and other related conditions of approval would be stipulated for these conditional uses.

After a Master Plan is approved, a conditional use permit would be referred to the Planning Commission for review and action, if: (1) an applicant seeks approval of a land use designated in the Master Plan land use matrix as requiring a conditional use permit, or (2) an applicant seeks approval of land use that requires a conditional use permit pursuant to the Urban Plan land use

matrix, because it is not listed in the applicable Master Plan land use matrix.

Additional Uses

Other than residential uses and those uses identified in this Land Use Matrix, uses that are prohibited in the base zoning district shall also be prohibited in overlay district. All other uses not specified in the Land Use Matrix may be considered by the Development Services Director.

Depending upon the project location and/or site and building design, additional permitted and conditionally permitted uses may be appropriate. These additional uses shall be considered on a project-specific basis as a part of the master plan review process. If deemed appropriate, the master plan approval shall list the additional uses allowed within the project. Conversely, additional prohibited uses could also be identified through this same process.

LAND USE COMPATIBILITY

New development in the mixed-use overlay district shall be evaluated for compatibility with existing development on a case by case basis.

The following considerations shall be incorporated into the proposed project:

- Standard Condition of Approval: For proposed development adjacent to residentially-zoned properties that exceeds two stories, developer shall submit a shade/shadow analysis prepared by a professional aesthetic consultant. The conclusions of the aesthetic analysis shall specifically demonstrate that adequate daylight plane requirements for the abutting residential uses are provided.
- Land use compatibility studies are required in the form of a Health Risk Assessment Study and Phase 1 Environmental Assessment Study be for all mixed-use development projects. Other equivalent compatibility analysis may be approved by the Development Services Director. The studies should recommend mitigation measures to reduce any environmental concerns to below a level of significance. These measures or project design features should be incorporated into the proposed project and disclosed in the environmental document.

At the discretion of the Development Services Director and in consideration of specific site characteristics, additional or modified development standards and conditions of approval may be added to include, but not be limited to,

increased setbacks, increased wall height, enhanced landscaping, and other appropriate edge treatments aimed at enhancing the compatibility of urban infill projects.

DISCLOSURES

As part of the Master Plan approval, a condition of approval may require that the Covenants, Conditions, and Restrictions (CC&Rs) disclose the existing noise environment and any odor-generating uses within and surrounding the mixed-use development.

The provision of the CC&Rs that relates to disclosures will be reviewed/approved by the City Attorney's office prior to recordation. A provision to the CC&Rs will also stipulate that any subsequent revisions to the CC&Rs related to this issue must be approved by the City Attorney's office.

A condition of approval may be included which would require that written notice of the then-existing noise environment and any odor generating uses within the mixed-use development and within a specific radius of the mixed use development be distributed to any prospective purchaser or tenant at least 15 days prior to close of escrow, or within three days of the execution of a real estate sales contract or rental/lease agreement, whichever is longer.

The City Attorney's office shall determine the legal mechanism employed to ensure disclosure of noise and odor generating uses. For example, if this disclosure is required as a deed restriction, it would not need to be included in the CC&Rs.

ON-SITE LANDSCAPING

A detailed landscape plan shall be approved by the Planning Division prior to issuance of any building permits. Chapter VII, Landscaping Standards, of the City's Zoning Code provides on-site landscaping requirements for mixed-use development.

Developers should include extensive on-site landscaping, plazas and courts, art, fountains, seating, and shade shelters for shoppers and pedestrians. Consistent rows of street trees, ground landscape, pedestrian-oriented lighting fixtures, well-designed signage, distinctive paving, and public art should be used to enhance the aesthetic quality and distinguish the area.

Streetscape elements should be linked with the higher intensity improvements planned for the Mesa West Bluffs Urban Plan. The streetscape improvements should also contribute to the enhancement of the visual quality and value of the mix of commercial, residential, and community service uses located along major public streets.

LANDSCAPE

The amount of required on-site landscaping is prescribed in Title 13, Chapter VII, Landscaping Standards, of the Municipal Code. All required landscaped areas, including landscaped areas within parking lots, shall consist of predominately California native plants. Following is the recommended landscape palette for the plan area. Other landscape materials that meet the intent of this plan may be approved by the Planning Division.

LARGE DECIDUOUS TREES

Platanus racemosa (California Sycamore)

- Fast growing deciduous tree 50+ feet tall.
- Nice naturalized look with arching branches.
- Good tree for wildlife/birds.

Cercidium floridum (Palo Verde Blue)

- Deciduous tree grows up to 20-30 feet tall.
- Yellow flowers in spring March or April.
- Bare much of the year, but seems to have nice blue-green branches.
- Takes heavy soil.

Figure 15: Palo Verde Blue



Cercis occidentalis (Western Redbud)

- Nice small, single or multi-trunked tree, deciduous, grows to 20 feet tall.
- Very nice magenta flowers along branches in spring (more when mature).
- Loses leaves in winter, but very graceful branching when mature and will allow for more sun below tree for shrubs, ground cover.

Figure 16: Western Red Bud



Arctostaphylos refugioensis (Manzanita)

- Evergreen tree reaching 15 feet tall and 10 feet wide.
- Showy white flowers in spring and nice reddish/brown bark.
- Nice specimen tree - nice arching branches.
- Good companion plant is Rhamnus. Hummingbird attractant.
- Needs only monthly irrigation once established.

Figure 17: Manzanita

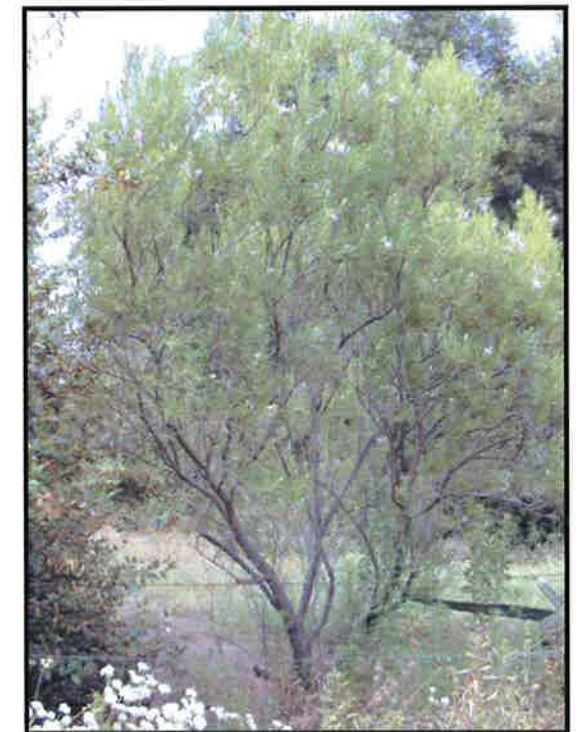


SMALL TREE (UNDER 20' IN HEIGHT)

Chilopsis linearis (Desert Willow)

- Deciduous, fast-growing tree that grows to about 20 feet tall.
- Needs summer water (twice monthly).
- Main appeal is the large pink blossoms.

Figure 18: Desert Willow



LARGE EVERGREENS*Pinus torreyana* (Torrey Pine)

- Fast growing evergreen to 40-60 feet tall.
- Open habit in coastal area and more symmetrical inland.
- Nice pine in right conditions - seems to prefer coastal climate.
- Resistant to oak root fungus.

SHRUBS*Arctostaphylos 'Sunset'* (Sunset Manzanita)

- Evergreen shrub that grows to about 3' by 6'.
- Dark red bark with white flowers.
- Considered one of cleaner/neater manzanitas and compact.
- Tolerates clay soil and drought tolerant.

Figure 19: Sunset Manzanita

*Ceanothus* (Skylark)

- Evergreen shrub 3-6' x 5' tall, but can be kept at 3'x3'.
- Glossy dark green leaves with bright blue flowers in spring.
- Tolerant to summer and garden watering. Blooms over long season.

Rhamnus californica 'Eve Case' and 'Mound San Bruno' (Coffeeberry)

- Nice evergreen mounding shrub that grows to about 4-6'x6'.
- Adaptable to most soils and can be shaped.
- Mound San Bruno is a little smaller than Eve Case.
- Good replacements for Indian Hawthorn, Photinia, Pittosporum, etc.

Figure 20: Sky Lark

GROUNDCOVERS*Ceanothus gloriosus* (Anchor Bay)

- Grows to 1-1 ½' tall and 6-8' wide. Very dense
- Nice blue flowers in spring and good at holding down weeds.

Figure 21: Anchor Bay

*Ceanothus griseus horizontalis* (Yankee Point)

- Mounding ground cover or very small shrub that grows 2-3'x10'.
- Dark green glossy leaves with blue flowers in spring.

Figure 22: Yankee Point

*Baccharis 'Pigeon Point'* (Dwarf Coyote Brush)

- Grows 1-foot tall and about 12 feet wide dark green ground cover.
- Stays low and clean. Tolerates bad soil.

REQUIRED STUDIES

The following studies shall be submitted with the project application.

Noise Study (Required)

In the Noise Study, a qualified acoustical engineer shall certify that the proposed construction shall meet the City's Noise Ordinance requirements. Specifically, residential interior noise levels shall be 45 CNEL or less, and residential exterior noise levels in private open space areas shall be 65 CNEL or less.

The General Plan describes the indoor environment as inclusive of bathrooms, closets, corridors, and living/sleeping areas of the dwelling unit. The residential area of a live/work unit is subject to the interior residential noise requirements.

The exterior noise standards of the City's Noise Ordinance shall not apply to the following exterior areas of multi-family residential development or live/work units located within a Mixed-Use Overlay District, approved pursuant to a Master Plan, and subject to the land use regulations of the Urban Plan,

- (1) Private balconies or patios regardless of size;
- (2) Private or community roof decks/roof terraces;
- (3) Internal courtyards and landscaped walkways that do not include resident-serving, active recreational uses such as community pool, spa, tennis courts, barbeque, and picnic areas.

Proper design may include, but shall not be limited to, building orientation, double pane or extra-strength windows, wall and ceiling insulation, and orientation and insulation of vents. Where it is necessary that windows be closed in order to achieve the required level, adequate means shall be provided for ventilation/cooling to provide a

habitable environment. Commercial uses shall be designed and operated, and hours of operation limited, where appropriate, so that neighboring residents are not exposed to offensive noise, especially from traffic, routine deliveries, or late night activity. No use shall produce continual loading or unloading or heavy trucks at the site.

Phase I Environmental Assessment (Required)

In the Phase 1 Environment Assessment, disclosure of and measures to remediate onsite hazardous wastes/substances shall be provided. Where applicable, a letter of case closure is required from the County of Orange Health Care Agency for mixed-use development sites, as applicable.

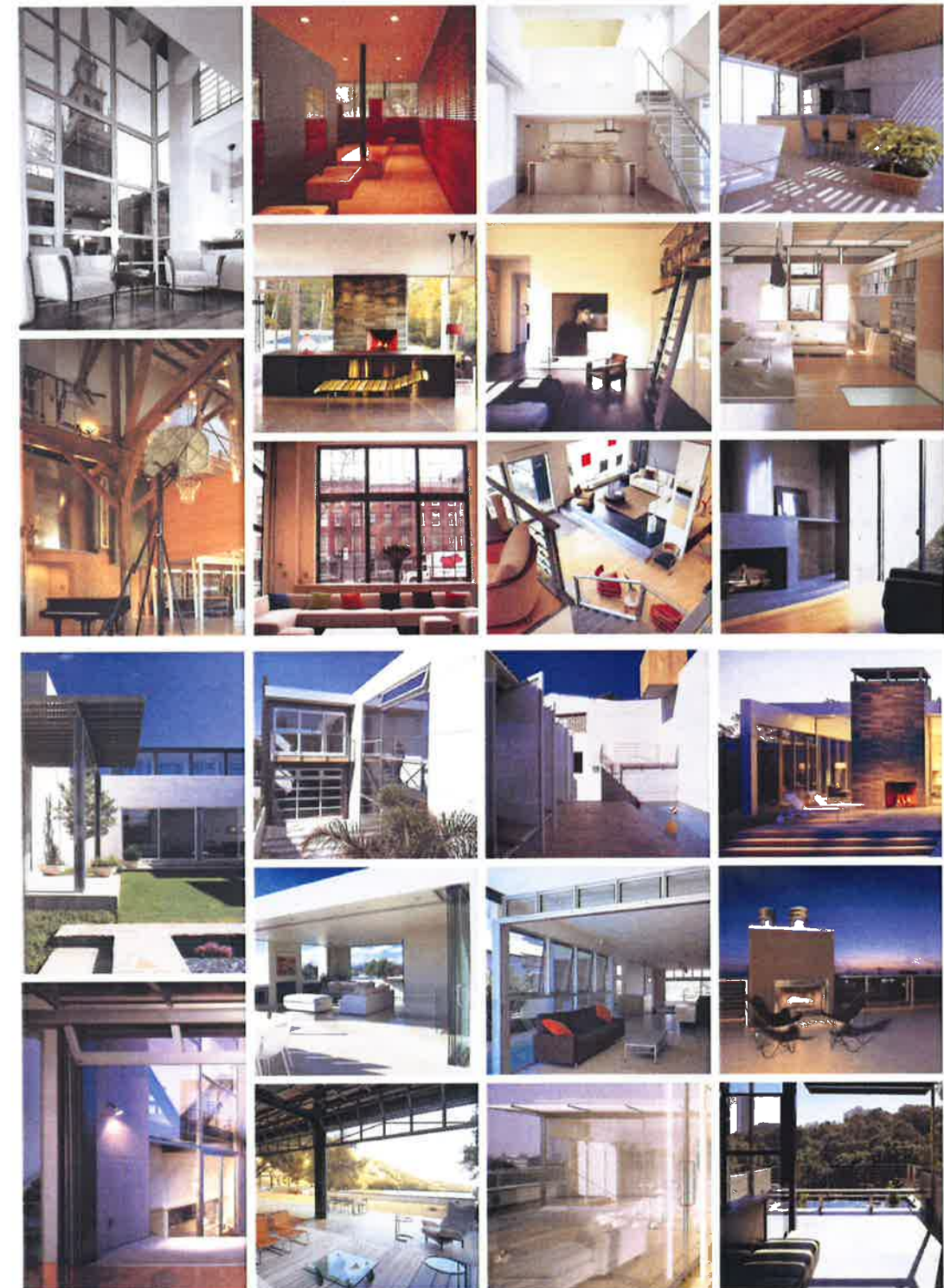


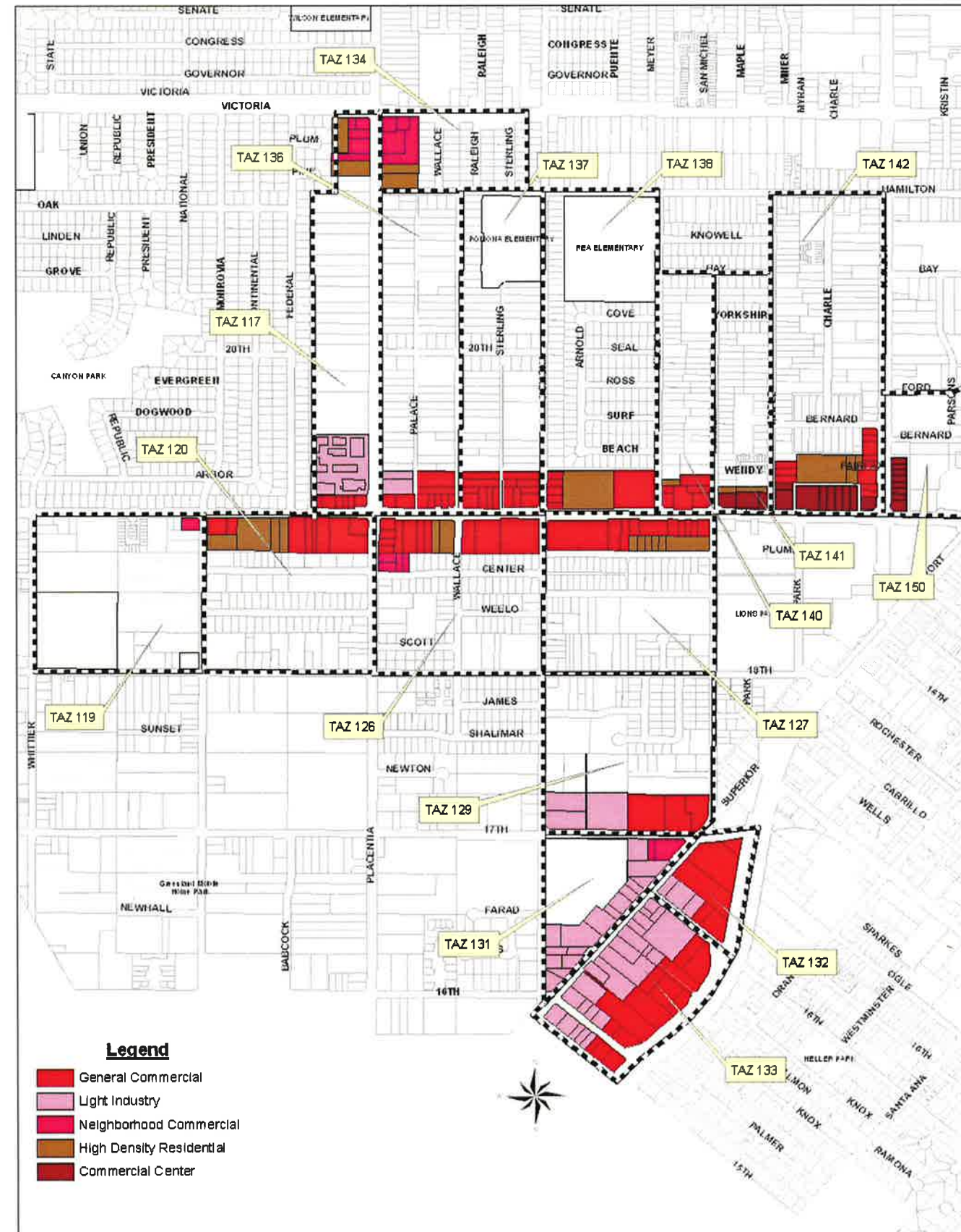
Figure 23: Collection of photos showing outdoor and indoor living spaces of mixed-use development projects in the United States.

Project Traffic Analysis & Annual Traffic Monitoring

In conjunction with each Master Plan submittal, Transportation Services staff will analyze the following: (a) the proposed development project's anticipated traffic/circulation impacts on the surrounding circulation system; (b) the project's consistency with the City's traffic model for the affected traffic analysis zone (TAZ), (c) trip generation characteristics of other land uses in the TAZ, and (d) any appropriate mitigation measures for significant traffic impacts that are identified. If needed, Transportation Services staff may require the applicant to provide a supplemental traffic analysis.

Additionally, through the City's annual Development Phasing and Performance Monitoring Program, Transportation Services staff will monitor traffic conditions of the affected traffic analysis zones for the plan area to ensure that traffic generation assumptions are correct and that the circulation system is operating consistent with adopted Master Plan of Highways and General Plan goals and policies.

Figure 24:
Traffic
Analysis Zones
in the plan
area.



THE PUBLIC REALM

Improvements to both public and private property will enhance the overall plan area and make it more attractive to potential Developers and users. To establish a clearly defined and visually attractive entry into the 19 West Mixed-Use District, the City may study and implement, where feasible and practicable, the following:

- Public right-of-way and streetscape elements such as street trees, street furniture, pedestrian-scaled lighting that illuminate the pedestrian walks, bollards, banners, public art, and decorative crosswalk paving in this area.
- Wider sidewalks facing West 19th Street to accommodate and foster high levels of pedestrian traffic and also accommodate outdoor seating for restaurants and shops.
- Streetscape improvements along West 19th Street to visually indicate the transition from the large-scale, suburban development at Newport and Harbor Boulevards, to the urban village scale development of the 19 West Mixed-Use District.

Public realm improvements also could be jointly implemented by the City and the Developer of a mixed-use development. The Developer's level of participation in public realm improvements will be determined on a case-by-case basis during the Master Plan approval process. These improvements are intended to accomplish the following objectives:

- Reinforce the identity of the 19 West Urban Plan area through the creation of an aesthetically-pleasing pedestrian network and public spaces.

- Create a mixed-use district focus through the provision of human-scale features such as landscape and streetscape.

Landscape in Public Right-of-Way

Landscape materials have been identified for use because they do well in the area, are drought tolerant California native plants, and require low maintenance. Following is the suggested landscape palette in the public right-of-way in the 19 West Urban Plan area *with the exception* of any Council-approved plant palette for medians, such as medians at West 19th and Placentia.

Street Tree:

Platanus racemosa (California Sycamore)

Groundcover:

Ceanothus gloriosus (Anchor Bay)

Shrubs:

Arctostaphylos 'Sunset' (Sunset Manzanita)

Streetscape

Streetscape improvements include planting materials (i.e. trees, vines, shrubs, and groundcover in landscaped parkways) and street furnishings (i.e. seating, paving, lighting, and trash receptacles). Following are some suggested streetscape improvements that may be implemented by the City in conjunction with mixed-use development:

Decorative Crosswalks

- Decorative paving of crosswalks (either a continuation of the existing pattern that is used at the intersection of 19th Street and Harbor Boulevard or a new, bolder pattern and color may be installed at this signalized intersection to make it safer and easier for pedestrians to cross. The decorative pattern should be in the crosswalks only (not in the center of the intersection) to emphasize the crosswalks.

- Priority may be given to installation of decorative crosswalks at the following intersections with West 19th Street: Federal Avenue, Placentia Avenue, Wallace Avenue, and Pomona Avenue.
- Decorative crosswalks along Superior Avenue at W. 17th Street and 16th Street will be studied. One potential location is the concrete median at Superior Avenue and W. 16th Street.

Figure 25: Examples of crosswalk treatments and decorative paving.



Street Furnishings for Major and Secondary Streets in Urban Plan Area

To provide continuity within the 19 West Urban Plan and to comply with Citywide standards, a complementary collection of street furnishings will be used. The proposed street furniture on this page are provided for informational purposes only and serve as illustrative examples of what types of furnishings may be used in the plan area. The Planning Commission may exercise creativity and flexibility in departing from any of these suggested examples. The Planning Commission may allow different types of street furniture that complement the mixed-use development projects in conjunction with Master Plan approval.

- The City's adopted "Downtown Bench" (Dwg. No. DS.104), Timberform "Renaissance" or approved equal, color Ameron #2103 or approved equal should be used along sidewalks and in public spaces. (Figure 27)
- The City's adopted trash container (Dwg. No. DS.105) should be used, with a minimum of one trash container for each 300 feet of street frontage and should be maintained (regular trash pickup and cleaning) by the City. (Figure 29)
- The City may design or select a standard news rack system to complete the family of approved street furnishings. The news rack system should permit the grouping of up to five news racks.
- Criteria for the placement of news racks should be developed. In developing those criteria, it is recommended that at least the existing number of news rack be permitted. Placement criteria may include:
 - To avoid visual obstructions that may create safety and security hazards, not more than five

individual news racks should be grouped in one location and news racks should not be stacked above a height of 3'-6".

- News racks should be located in front of businesses with high volumes of pedestrian activity, including restaurants and grocery stores.
- Groups of news racks should be placed at least 300 feet apart where feasible.
- New bus shelters shall exhibit the same design and color palette as those shelters recently installed along West 19th Street. (Figure 28).

Following is a comprehensive list of suggested parkway improvements or public right-of-way improvements that may be required in the 19 West Urban Plan area.

Since all projects shall include specific, mandatory base elements to create a unifying theme, these elements are identified in the list below. ADA compliance is required where applicable.

Required Base Elements

- Various landscaping & irrigation improvements in public right-of-way
- Street Trees per 19 West Urban Plan
- Grated tree wells
- Benches & trash receptacles
- Standard & ornamental street light poles
- Enhanced color & textured treated sidewalks
- Decorative crosswalks
- Increased sidewalk widths or sidewalk re-alignments

Other Suggested Elements

- Architectural retaining walls (outside public right-of-way)
- Undergrounding of utilities
- Repair of adjacent parkway, curb & gutter
- Entry node monuments



Figure 26: Tree Grate

Figure 27: Photo showing street furniture.



Figure 28: Bus Shelter on West 19th Street

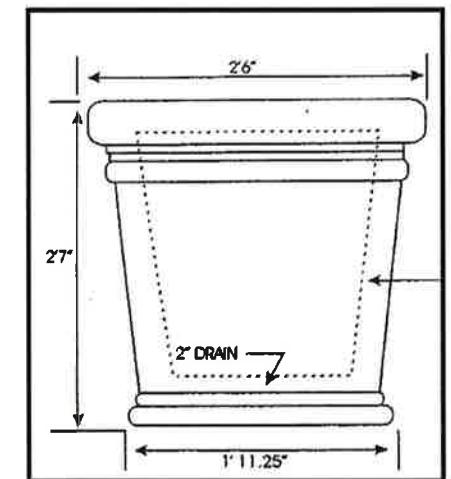


Figure 29: City's adopted trash container (Dwg. No. DS.105)

PUBLIC NODES

The 19 West Urban Plan will largely be developed with separate architectural identities. The best way to achieve cohesiveness and identity is through use of general physical elements that can be used consistently, or in some cases, complementarily throughout the mixed-use district. Unique gateway and street signage will create an appealing and consistent design/color theme throughout the district.

Gateway Monument Signs

The entry monuments will identify gateways to the 19 West Urban Plan area and enhance visibility of this area. The community identification signage will hopefully encourage property owners to redevelop their properties into mixed-use development, construct new residential development, or adaptively reuse existing buildings. The entry signage will reinforce a sense of community and value for a successful revitalization.

A monument sign, designed as a smaller scale version of the approved City entry monument sign (Figure 30) may be installed at the following locations. The exact sign dimensions and locations will be determined by the City's Planning and Transportation Services Divisions as mixed-use development is proposed..

Harbor Blvd. and W. 19th St. (Figures 31 and 32)

Two potential sign locations have been chosen in the medians of the above intersection. The first median is located on W. 19th St., east of Harbor Blvd. The second median is located on W. 19th St., west of Harbor Blvd.



Figure 30: Visual simulation of suggested monument signage.

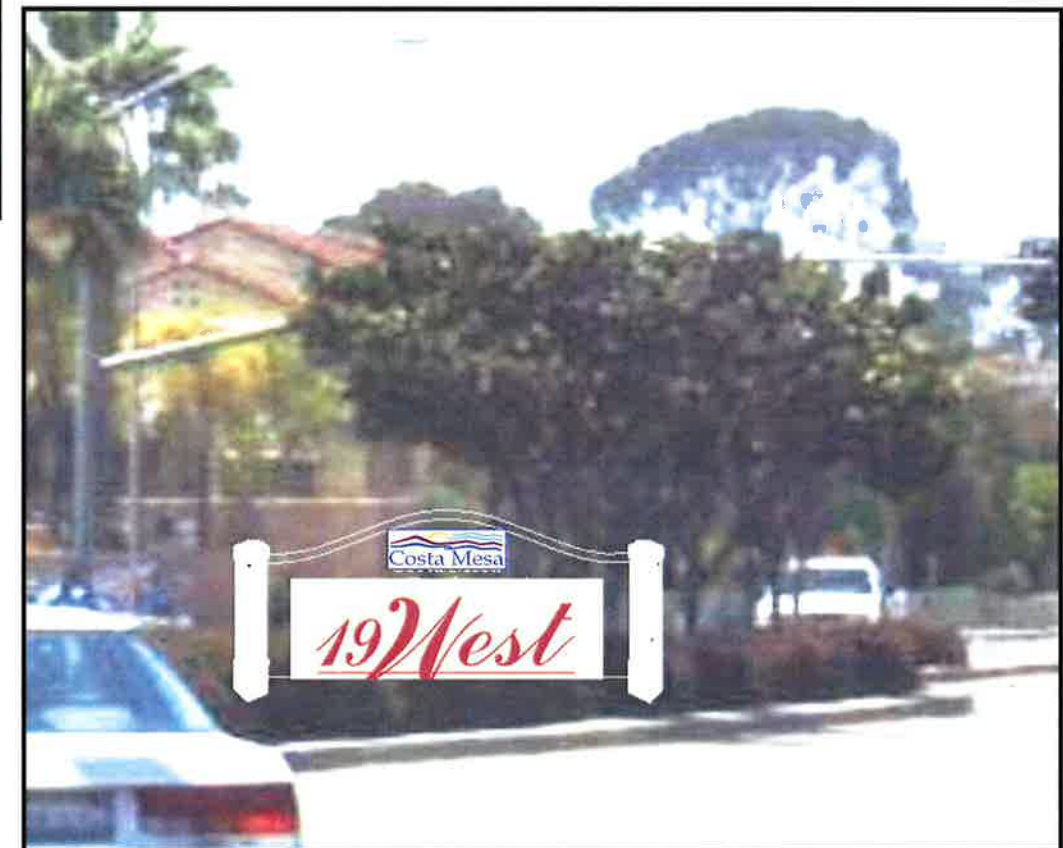


Figure 31 and 32: Illustrative examples of suggested monument signage at Harbor Blvd. & West 19th Street.
Note: Not to Scale

Banner Signs

As major mixed-use development occurs in 19 West Urban Plan area and properties are redeveloped, a banner signage program is suggested for the area. Banners on private property may be displayed only in conjunction with current or pending cultural events in the district, in conjunction with existing permanent structures in the district, or as free-standing display of original works of artistic merit. Banners on private property shall not be displayed for any reasons other than furtherance of broad cultural goals. The banners throughout the district will make visitors aware that they have entered the 19 West Urban Plan area. An illustrative example of a banner design is provided in (Figure 34).

Streetlights

A mix of different streetlight types are found throughout the City. The most common along the majority of arterials are the concrete "Marbelite" poles with cobra head light fixtures, providing either single or dual mast-arms (Figure 35). Within the Downtown area, surrounding the Triangle Square development are the "Triangle Square" streetlights, which are owned and maintained by Triangle Square Development (Figure 36).

The nostalgic streetlights were installed along West 19th Street. For continuity with the SoBECA Urban Plan, Mesa West Bluffs Urban Plan and the East 17th Street Lighting Plan, the "Carpinteria" ornamental street light is also recommended for the 19 West Urban Plan area (Figure 33).

A uniform citywide plan is needed to designate areas for special decorative streetlights in conjunction with mixed-use development projects. For example, the following street lighting plan is proposed for the 19 West Urban Plan area:

Street Lighting for 19th Street

- Install ornamental pedestrian lighting on 12-foot poles 50 feet on center.

The decorative streetlights may be the same style and color used at the east end of West 19th Street or another complementary style to be specified by the City for the remainder of West 19th Street and Placentia Avenue.

Figure 33:
Carpinteria-style
light standard
currently being
used on E. 17th
Street



Figure 34: Illustration of potential banners on light standards in Urban Plan area



Figures 35 and 36: Marbelite and
nostalgic style light standards.

APPENDIX A: Architectural Prototypes



Typical 4-Plex Spanish Colonial Style



Typical 6-Plex Spanish Colonial Style



Typical 8-Plex Spanish Colonial Style



Spanish Colonial Style



Side View Spanish Colonial Style



Typical 4-Plex Spanish Colonial Style



Typical 6-Plex Spanish Colonial Style



Typical 8-Plex Spanish Colonial Style



Typical 4-Plex Craftsman Style



Typical 6-Plex Craftsman Style



Typical 8-Plex Craftsman Style



Craftsman Style



Side View Craftsman Style



Typical 4-Plex Craftsman Style



Typical 6-Plex Craftsman Style



Typical 8-Plex Craftsman Style



Typical 4-Plex California Bungalow Style



Typical 6-Plex California Bungalow Style



Typical 8-Plex California Bungalow Style



California Bungalow Style



Side View California Bungalow Style



Typical 4-Plex California Bungalow Style



Typical 6-Plex California Bungalow Style



Typical 8-Plex California Bungalow Style