

## DRAFT

### COMMUNITY REDEVELOPMENT ADVISORY COMMITTEE February 27, 2003 Meeting Notes

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#### CITY STAFF ITEMS

Mike Robinson noted that the next Redevelopment Agency meeting on the preliminary redevelopment plan will be held on Monday, March 10<sup>th</sup> at the Neighborhood Community Center.

He also distributed a newsletter prepared for the East Garrison project in Monterey County as an example of a Visioning effort. He noted that the Community Redevelopment Action Committee project is somewhat different in that it deals with a community-wide program rather than a site-specific project like East Garrison.

#### MEETING NOTES

Approval of the November 21<sup>st</sup>, December 19<sup>th</sup> and January 23<sup>rd</sup> meeting notes was postponed to allow Committee members additional time for review.

#### WORKSHOP

The facilitators introduced the workshop by giving the following overview of the purpose of the next two meetings:

##### Tonight:

- Refine the draft Vision Statement
- Identify key community qualities the Committee wants to build upon in the future
- Identify potential actions to bring the vision to reality

##### March meeting

- Confirm the Vision Statement
- Develop consensus on implementation actions
- Make personal commitments for follow-through

Between tonight and the March meeting, Committee members should talk to their colleagues and neighbors to ensure that as many people as possible are aware of the direction the Committee is headed with it's vision and action plan. This outreach effort will increase the chances that the Committee's recommendations will be embraced by the community at large and the City Council.

The first exercise was to review and discuss the following draft Vision Statement:

##### **Draft Vision Statement**

***Westside Costa Mesa is a physically attractive, safe, socially and economically vibrant, and accessible community characterized by a balanced and compatible variety of residential neighborhoods, businesses, cultural and recreational amenities, and organizations supporting the social fabric of the community.***

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This preliminary Vision Statement was developed by the facilitators based on comments from the Committee over the past several months. It is intended to be a starting point for discussion and will be refined by the Committee tonight and at the next meeting.

The draft Vision Statement is intended to convey the major community qualities desired by the Committee – *physically attractive, safe, socially vibrant, and accessible*. The key concept from the second half of the Vision Statement is *balanced and compatible variety*. This aspect of the Vision provides a guidepost for identifying specific actions that would help bring about the four community qualities.

The relationship between the Vision, the community qualities, and specific actions is illustrated by the following diagram.



Next, the facilitators handed out a list of ideas and potential actions that were developed previously by the Committee. The list was sorted into the four qualities contained in the draft Vision Statement, plus a fifth category containing actions or statements that relate to how the desired ends can be accomplished. The Committee then broke into small discussion groups and was asked to address the following questions:

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1. *Did we capture all the right qualities in the Vision Statement?*
2. *Did we collect and register all the suggested actions?*
3. *Are the actions in the right place?*

(Copies of individual group notes are found in Attachment 1)

The Committee then reconvened and discussed how the draft Vision Statement could be refined to better reflect the consensus of the group. The following revised Vision Statement was supported by a consensus of the Committee:

#### **Revised Vision Statement**

***Westside Costa Mesa is a physically attractive, safe, socially vibrant, economically desirable and accessible community characterized by a balanced and compatible variety of residential neighborhoods, businesses, cultural and recreational amenities, and organizations supporting the social fabric of the community.***

The next part of the workshop focused on developing a clearer image of what is meant by *a balanced and compatible variety*. This portion of the Vision Statement provides a “filter” with which to screen possible actions to determine whether they would help achieve the vision. The Committee broke into small groups and discussed these questions:

1. *Is balanced and compatible variety what you're seeking?*
2. *What does balanced and compatible variety look like in terms of*
  - businesses*
  - neighborhoods*
  - cultural and recreational amenities*
  - organizations supporting the social fabric of the community*

Due to time constraints this discussion was not completed and will be continued at the next meeting.

## NEXT STEPS

The next meeting will be held on Thursday, March 27<sup>th</sup> from 6:00 to 9:00 p.m. at the Neighborhood Community Center, 1845 Park Avenue. At that meeting, the Committee will continue its work on developing consensus on specific action items to achieve the vision.

The committee also agreed to reserve Thursday, April 24<sup>th</sup> for an additional meeting if necessary.

The meeting was adjourned at approximately 9:10 p.m.

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**ATTACHMENT 1  
GROUP DISCUSSION NOTES**

**Discussion Part One**

1. Did we capture all the right qualities?
2. Did we collect and register all the suggested actions?
3. Are the actions in the right place?

1

1. Close enough
2. No  
Incentive property owners to remodel landscape, etc.  
Keep 18<sup>th</sup> Street west of Placentia to Whittier, to Monrovia. (this needs more study)
3. There are many mutually exclusive qualities or actions. How can this group address those?  
Does any of this matter?

2

1. All okay.
2. Physically  
Improve and physically establish commercial/retail design criteria  
Signage – control, fewer signs  
Screen parking areas  
  
Safe  
Bike patrols  
Bicycle trails  
Improve pedestrian control and safety  
Citizen/volunteer patrol  
  
Socio/Econ  
Create a village center  
Bluffs become a community park  
  
Access  
Accommodate greater pedestrian use and bicycles  
Easier parking
3. Bridge is a socio/econ value  
Bluff rezone is economic value  
Apt occupancy limit not safety value

3

1. Yes
2. Almost  
Skate park

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3. No  
Make social and economic separate categories  
Some things in safety area economic or physically attractive  
“American Dream” too vague

4

1. A+  
Keep the job center open to discourage loitering
2. Polluting emission controls  
Landscape with nature plants protecting Talbert Nature Reserve supporting Orange County River Park
3. Separation of socially/economically vibrant

5

1. Rezone Placentia/Superior to commercial
2. Don't rezone Placentia/Superior to Commercial
3. Don't rezone bluffs
4. Consider road extension of 19<sup>th</sup> Street to the beach
5. Consider other access to the beach
6. Need increased access to and from the industrial area.
7. Limit density-less density in industrial and residential
8. Make variance/zoning process simpler and less expensive

New quality title:

Less pollution:

- Less noise
- Less bad smells
- Less chemicals

6

**Add**

To safe:

Remove pollution and pollution generators

To socially and economically viable:

More senior housing

7

1. No  
Accessibility? Delete  
Social and economically vibrant (separate them)  
Recategorize undergrounding of utilities as a physical characteristic  
Small town feel recategorize as Social characteristic  
Reword to Economically Compatible

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2. Parks for people
3. Completely rework

# Community Vision

## Physically Attractive

### Landscape

1. Streetscapes
2. Nicely landscaped areas with wide sidewalks.
3. Open space
4. Landscaped medians
5. Beautiful entrance to high-end residential neighborhood
6. Clean, landscaped, safe streets
7. Business owners taking care of landscaping areas
8. City should install landscaping, parkways and greenbelts and bike and pedestrian paths or at least include them in planning and zoning for the future.
9. Incentive to property owners to remodel landscape

### Blight

1. Eliminate blight
2. Tear down obsolete apartments
3. Redevelop blighted areas
4. Poor maintenance of buildings

## Safe

### Law Enforcement

1. Stronger law enforcement
  - transients
  - graffiti
2. Reporting crime
3. Increase police presence
4. Enforce laws that we have
5. Community policing
6. Effective enforcement of laws and codes

### Safety

1. Well lighted commercial areas with nice shops and restaurants that you could walk around safely at night.

### Housing

1. Limit apartment occupancy (e.g. 2 adults per bedroom)

### Code Enforcement

1. Enforce municipal codes
  - no garages as apartments
2. Stronger code enforcement
3. A more effective code enforcement program

## Economically Desirable

### Housing

1. Affordable housing
2. 4plexes are one-owner with rental units – private initiative to improve housing
3. Gentrification, consolidate rental properties & develop larger managed rental properties – lower density
4. Bluff area is all residential

### Development

1. Develop City Center and supermarket shopping areas
2. Like to see a creation of centralized area
3. Redevelop smaller parcels
4. Encourage redevelopment of all 2+ story blighted apartment areas
5. Encourage renewal/development incentives

## Socially Vibrant

### Housing

1. Housing density
2. Encourage owner occupancy
3. Less renters more owners
4. Single families in apartments

### Community Programs

1. More drug and gang prevention programs to help at-risk kids
2. Youth center on the far west side
3. Job center gone because no longer needed
4. Create a city gallery for residents
5. Bring unity to the West side to develop programs and activities for our youth and seniors

### Community Events

1. Events that include/involve the entire community (i.e. art shows)
2. More West side community events
3. Yearly cultural event

### Development

1. Development incentives (i.e. low interest loans)
2. Corner of 19<sup>th</sup> & Placentia shopping center

## Accessible

### Infrastructure

1. Infrastructure was built quickly, a long time ago – not much has been done since then
2. Better structure public transportation
3. Top-of-the-line infrastructure
4. Improved infrastructure
5. 19<sup>th</sup> Street bridge with sound walls and parkways

### Repairs

1. Fix street
2. We think we will have a 50% chance that Monrovia Street will be resurfaced
3. Repaired streets
4. Widen N. boulevard to the 55 to North Beach
5. Repair 19<sup>th</sup> Street problems

### Pedestrians

1. Footpaths
2. Pedestrian friendly
3. Pedestrian friendly newly rezoned shopping area
4. Make 19<sup>th</sup> Street from Pomona to Placentia a walking Village with shops
5. Roads/utilities/pedestrian

**Physically Attractive  
Cont.**

Improvements

1. Some new improvements
2. Underground utilities and street improvements
3. Individual property ownership improvements
4. Code enforcement, pot holes, undergrounding
5. Beautify 19<sup>th</sup> Street with trees and paths and continue a bicycle pedestrian bridge across river to Huntington Beach
6. Encourage residents to participate in city beautification by adding matching funds to park bench sponsor project and more publicity and expanding it to include other landscaping features

Housing

1. Low cost housing loans and grants
2. More homeowners, less renters

Misc.

1. Support open spaces and nature resources
2. Uniform sign program and street sign welcoming you to west side over the street

**Safe Cont.**

Misc.

1. Fewer bars/liquor stores
2. Loitering reduction/ jaywalking
3. No bridge
4. No graffiti and potholes

**Economically Desirable  
Cont.**

Mixed-Use

1. Allow mixed land use – residential and commercial
2. A focal point – artists district, live/work zoning designation
3. Mixed-use is okay – we just need a better plan with a new set of rules
4. Results in more mixed use arts community – lofts designed for artists
5. Southwest corner of 19<sup>th</sup> and Placentia is mixed-use residential over shops/restaurants, artist lofts, cafes, village feel
6. Continue mixed-use as it is today
7. Higher quality, but still mixed use, small community uses and buildings

Commercial

1. Work with eclectic mix of small businesses
2. Grocery store
3. Boutiques, restaurants, roller-skating rink for kids
4. Upscale businesses
5. Vibrant 19<sup>th</sup> street commercial corridor
6. Successful small businesses
7. Eclectic restaurants and shops (no chains)
8. Artist center with coffee shops
9. Bring markets that everyone can go to
10. Business friendly

**Socially Vibrant  
Cont.**

Misc.

1. Encourage civic pride
2. Charities ok if they can play by our rules
3. Diverse, ethnically neutral neighborhoods
4. Consider the needs of property owners
5. Stop luring people who cannot afford to live here
6. Create a sense of place by: village center with social recreational and retail facilities, strong landscape/hardscape theme along main streets.

**Accessible Cont.**

Open Space

1. more open space and parks and bike paths
2. 19<sup>th</sup> bike bridge to river, bike path

Traffic

1. Improved traffic
2. Intelligent intersections
3. Pedestrian/auto traffic
4. Improve 17<sup>th</sup> Street Superior N. Boulevard intersection

Misc.

1. The ocean is a plus, but accessibility is limited
2. Developing new codes: parking/unit
3. Having success on the West side
4. Homeownership American dream
5. Underground utilities



*Economically Desirable  
Cont.*

*Zoning*

1. Rezoning – HUD funds for remodeling
2. Creative up-zoning
3. Rezone areas based on the predominant use today
4. Rezone Placentia Ave commercial
5. Rezone and widen Superior Ave
6. Bluff zone for both residential and industrial and let the market place determine the direction it will take
7. Keep 18<sup>th</sup> Street zoned industrial/commercial
8. Allow zoning to reflect current dominant land use

*Incentives*

1. Remove most or all free riders
2. City should remove disincentives
3. City should remove disincentives and initiate incentive program

*Misc.*

4. Industrial core south on Placentia (only is bridge is environmentally and economically viable)
5. Economic resources
6. Historical vehicle district? Like “hot rod night” downtown.
7. Support artist community, art shows, concerts in the park, eclectic places to gather