

Implementation Plan



**Westside
Revitalization
Oversight
Committee**



January 27, 2005

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE (WROC)

IMPLEMENTATION PLAN

January 27, 2005

TABLE OF CONTENTS

1.0 Introduction.....1
2.0 Implementation Strategies.....5
3.0 Implementation Schedule.....34
4.0 RDA Responsibility/Assistance.....38

TABLES

Table 1 City Department Responsibilities.....3
Table 2 Preliminary Implementation Schedule.....35
Table 3 RDA Responsibility/Assistance.....39

1.0 INTRODUCTION

BACKGROUND

In August 2003, the Redevelopment Agency appointed 40 members to the Westside Revitalization Oversight Committee (WROC). The Committee included a mix of Westside residents, property and business owners, and community service organizations. The WROC's charge was to build on the recommendations of the Community Redevelopment Action Committee, which established an initial vision for the Westside, and to develop specific recommendations to improve conditions in Westside Costa Mesa.

The WROC presented its final report and eighteen recommendations to the Redevelopment Agency (RDA) on October 11, 2004. The RDA accepted the WROC report, and directed Agency staff to prepare an Implementation Plan to carry out the recommendations.

WROC IMPLEMENTATION PLAN

Although the WROC was appointed by the RDA, many, if not all, of its recommendations fall under the jurisdiction of the City. Also, many of the recommendations involve a number of different City Departments and the Costa Mesa Sanitary District. For these reasons, the RDA directed staff to return a comprehensive Implementation Plan to both the WROC and Agency for final review and approval. In addition, because all the recommendations are under the City's jurisdiction, City Council will also review and approve the Implementation Plan. Therefore, review and approval of the Implementation Plan is tentatively scheduled as follows:

REVIEW BODY	DATE
WROC	January 27, 2005
RDA	February 15, 2005
City Council	March 7, 2005

As part of the final approval of the Implementation Plan, staff will seek direction for prioritization of the recommendations, and the Implementation Schedule shown in Section 3.0 will be adjusted to reflect any changes that may occur.

The following table indicates the City departments that have primary and secondary responsibility for implementing the WROC's recommendations.

Furthermore, Section 4.0 will provide an overview of the strategies that may be implemented or assisted should the Redevelopment Agency direct staff to expand the downtown redevelopment area to include West 19th Street.

**TABLE 1
WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE
IMPLEMENTATION PLAN
CITY DEPARTMENT RESPONSIBILITIES**

RECOMMENDATION	PRIMARY RESPONSIBILITY	SECONDARY RESPONSIBILITY
REZONING WESTSIDE BLUFFS		
A1 – Whittier Avenue MDR General Plan Overlay	Development Svcs.	NA
A2 – West 19 th Street Commercial/Residential Overlay (4-stories)	Development Svcs.	NA
A3 - West 19 th Street Commercial/Industrial Overlay (2-stories)	Development Svcs.	NA
A4 – Industrial Live/Work Overlay Zone	Development Svcs.	NA
A5 – Commercial Truck Route Signs	Public Services	NA
A6 – West 19 th Street Lights & Landscaped Medians	Public Services	NA
ARTS AND MIXED-USE		
B1 – Live/Work, Artist Loft Residential Overlay Zone	Development Svcs.	NA
REGULATIONS & CODE ENFORCEMENT		
C1 – West 19 th Street Foot/Bicycle Patrol	Police	NA
C2 – CUP Requirement for Service and Non-Profit Organizations	City Attorney	Development Svcs.
C3 – Billboard Moratorium	City Attorney	Development Svcs.
C4 – Garbage Dumpster Standards	Development Svcs.	Sanitary Dist.
C5 – Citizen-Based Code Enforcement Oversight Committee	Development Svcs.	NA
C6 – Mandatory Time-of-Sale Property Inspection Program	Development Svcs.	City Attorney & Fire

**TABLE 1 CONTINUED
CITY DEPARTMENT RESPONSIBILITIES**

RECOMMENDATION	PRIMARY RESPONSIBILITY	SECONDARY RESPONSIBILITY
REVITALIZATION INCENTIVES		
D1 – Residential Ownership Incentives Overlay Zone	Development Svcs.	NA
D2 – Condominium/Cluster Housing Minimum Lot Size Ordinance	Development Svcs.	NA
D3 – Flexible Development Standards Ordinance	Development Svcs.	NA
D4 – R2/R1 Buffer Zone Standards	Development Svcs.	NA
D5 – West 19 th Street Development Streamlining	Development Svcs.	NA
D6 – West 19 th Street Fee Waivers	Development Svcs.	Finance & Public Svcs.
D7 – BID Policy Support	Development Svcs.	City Mgr. & Finance
D8 – Investigate License Fee vs. Property Assessment BID	Development Svcs.	Finance
D9 – Incorporate BID Concept into West 19 th Street Planning	Development Svcs.	NA
IMPROVED INFRASTRUCTURE		
E1 – West 19 th Street Pedestrian Access Study	Public Services	Development Svcs.

2.0 WROC RECOMMEDATIONS IMPLEMENTATION STRATEGIES

This section provides a detailed implementation strategy for each of the WROC's eighteen (18) recommendations. Information is provided on the overall strategy, schedule and budget/funding requirements.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: A1 – Whittier Avenue MDR General Plan Overlay

Description: The maximum allowable density for the existing residential overlay on the General Industrial zone west of Whittier Avenue and south of West 19th Street should be increased from the present Low Density (less than 8 units per acre) to Medium Density (8 to 12 units per acre).

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Implementation of Recommendation A1 will require a General Plan amendment to change the text of the Light Industry land use designation to allow Medium Density residential instead of Low Density residential development under certain conditions in the 30-acre area west of Whittier Avenue. The text change will need to be accompanied by appropriate environmental documentation and analysis to comply with CEQA requirements.

Implementation Schedule: City Council established a regular schedule for reviewing General Plan amendments. The amendments are introduced at the first Planning Commission meetings. In February, June, and October. Due to its limited scope, the required amendment can be scheduled for the June 13, 2005 Planning Commission hearing. If approved at that time, the amendment will be forwarded to City Council on July 5, 2005 for final action.

Budget/Funding Requirements: Processing of the required General Plan amendment can be accomplished using existing staff personnel and financial resources. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: A2 – West 19th Street Commercial/Residential Overlay (4-stories)

Description: The allowable land use on the south side of W. 19th Street in the approximate area proposed to be added to the existing Downtown Redevelopment Project Area (with the possible exception of the southeast corner of W.19th and Monrovia) which is now zoned for Local Commercial, should be changed by applying a Planned Unit Development – Commercial/Residential Overlay, allowing mixed use not to exceed 4 stories (only if first floor is commercial; three floors without commercial) in height. We suggest exploring how restrictions might be placed on the residential units to keep them owner-occupied, and how restrictions might be applied so that existing owners of businesses would have the first priority to continue their businesses in the new facilities or receive assistance to relocate in the area subject to demonstrating the financial feasibility of such plans. We would recommend that added incentives and priority be given to attracting a market of over 50,000 sq ft in size to this area.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Implementation of Recommendation A2 will require a General Plan amendment to change the text of the General Commercial land use designation to allow for the creation and application of a commercial/residential overlay zone. A text amendment to the Zoning Code is also required to create the overlay district. It should be noted that a similar work effort is presently underway for Bristol Street area, north of the Corona del Mar Freeway. This work effort will use much of the research and data that has been collected for Bristol Street. These General Plan and Zoning Code text changes will need to be accompanied by appropriate environmental documentation and analysis to comply with CEQA requirements.

Implementation Schedule: City Council established a regular schedule for reviewing General Plan amendments. The amendments are introduced at the first Planning Commission meetings in February, June, and October. Due to its scope and the necessary environmental documentation, the required General Plan and Zoning Code amendments can be scheduled for the October 10, 2005

Planning Commission hearing. If approved at that time, the amendments will be forwarded to City Council on November 7, 2005 for final action.

Budget/Funding Requirements: Processing of the required General Plan and Zoning Code amendments can be accomplished using existing staff personnel and financial resources. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: A3 – West 19th Street Commercial/Industrial Overlay (2-stories)

Description: The allowable land use on the north side of W. 19th Street the area proposed to be added to the existing Downtown Redevelopment Project Area which is now zoned for Local Commercial should be changed by applying a Planned Unit Development – Commercial/Industrial Live-Work Overlay allowing mixed use not to exceed 2 stories in height.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Implementation of Recommendation A3 is very similar to Recommendation A2. A General Plan amendment to change the text of the General Commercial land use designation to allow for the creation and application of a commercial/industrial live-work overlay zone. A text amendment to the Zoning Code is also required to create the live-work overlay district. It should be noted that a similar work effort is presently underway for Bristol Street area, north of the Corona del Mar Freeway. This work effort will use much of the research and data that has been collected for Bristol Street. These General Plan and Zoning Code text changes will need to be accompanied by appropriate environmental documentation and analysis to comply with CEQA requirements.

Implementation Schedule: City Council established a regular schedule for reviewing General Plan amendments. The amendments are introduced at the first Planning Commission meetings in February, June, and October. Due to its scope and the necessary environmental documentation, the required General Plan and Zoning Code amendments can be scheduled for the October 10, 2005 Planning Commission hearing. If approved at that time, the amendments will be forwarded to City Council on November 7, 2005 for final action.

Budget/Funding Requirements: Processing of the required General Plan and Zoning Code amendments can be accomplished using existing staff personnel and financial resources. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: A4 – Industrial Live/Work Overlay Zone

Description: The allowable land use on the east side of Whittier from 18th Street to south of 17th Street, on the west side of Placentia between Towne and 18th Street, and on the north side of 18th Street to west of Monrovia which is now zoned for General Industrial should be changed by applying a Planned Unit Development – Industrial Live-Work Overlay allowing mixed use not to exceed 2 stories in height.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Implementation of Recommendation A4 is very similar to Recommendation A3. A General Plan amendment to change the text of the Light Industry land use designation to allow for the creation and application of an industrial live-work overlay zone. A text amendment to the Zoning Code is also required to create the industrial live-work overlay district. It should be noted that a similar work effort is presently underway for Bristol Street area, north of the Corona del Mar Freeway. This work effort will use much of the research and data that has been collected for Bristol Street. These General Plan and Zoning Code text changes will need to be accompanied by appropriate environmental documentation and analysis to comply with CEQA requirements.

Implementation Schedule: City Council established a regular schedule for reviewing General Plan amendments. The amendments are introduced at the first Planning Commission meetings in February, June, and October. Due to its scope and the necessary environmental documentation, the required General Plan and Zoning Code amendments can be scheduled for the October 10, 2005 Planning Commission hearing. If approved at that time, the amendments will be forwarded to City Council on November 7, 2005 for final action.

Budget/Funding Requirements: Processing of the required General Plan and Zoning Code amendments can be accomplished using existing staff personnel and financial resources. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: A5 – Commercial Truck Route Signs

Description: Signs should be placed at 18th Street and Monrovia Avenue prohibiting commercial truck traffic on Monrovia Avenue north of 18th Street.

Primary Department: Public Services

Project Manager: Raja Sethuraman

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Transportation Services staff will prepare the necessary work order forms identifying the truck prohibition signs to be placed as well as appropriate locations for installation of signs. These signs will be installed by the Maintenance Services Division staff within four to six weeks following the receipt of the work order.

Implementation Schedule: Upon approval of the implementation strategy by the City Council, the signs would be installed within eight weeks.

Budget/Funding Requirements: It is anticipated that the signs can be installed with the funds available in the existing traffic maintenance account.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: A6 – West 19th Street Lights & Landscaped Medians

Description: Improved street lighting similar to that recently installed along W. 19th Street and landscaping (similar to W. Mesa Verde Drive or Victoria Street) should be extended west along 19th Street to Whittier. The enhanced landscaping and use of medians would create an upscale entry to this residential neighborhood.

Primary Department: Public Services

Project Manager: Fariba Fazeli

Secondary Department: NA

Project Manager: NA

Implementation Strategy:

1. Retain a landscape architect to prepare preliminary landscaped median layouts.
2. Conduct public meeting and present the preliminary median layouts. Meet with each affected property and/or business owner to obtain their opinion on the proposed landscaped medians.
3. Present the proposed landscaped median concept plans to the Parks and Recreation Commission for their approval and conformity with the Streetscape and Median Development Standards.
4. Present funding requirements, and implementation schedule for decorative street lights and landscaped medians for City Council consideration.
5. As funding becomes available, prepare final construction drawings, cost estimates, and specifications for the construction of landscaped medians and installation of decorative street lights.
6. Advertise for bids; contract qualification/award; construction.

Implementation Schedule:

1. Preliminary landscaped Median Layouts by December 2006.
2. Public outreach by December 2007.
3. Parks and Recreation Commission consideration for the proposed median layouts by February 2008.
4. City Council consideration for funding by June 2007.
5. Preparation of construction documents by June 2008.

6. Construction phase: One (1) to five (5) years, depending on annual funding allocations.

***Budget/Funding Requirements:**

1. Preliminary and final design (Decorative Street Lights): \$50,000
2. Preliminary and final design (Landscaped Median): \$100,000
3. Preliminary and final design (Pavement Rehabilitation): \$ 130,000
4. Construction (Decorative Street Lights): \$192,000
5. Construction (Landscaped Median): \$610,000
6. Construction (Pavement Rehabilitation): \$1,300,000

Total Costs = \$2,382,000 (Note: All costs are in 2004 dollars.)


Potential funding sources to implement this recommendation include, Measure M, Gas Tax and Community Development Block Grant (CDBG) funds.

WROC Recommendations from January 27th, 2005 meeting:

The Implementation Schedule should be significantly accelerated.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: B1 – Live/Work, Artist Loft Residential Overlay Zone

Description: It is the recommendation of the Arts/Mixed Use subcommittee that the most advantageous zoning for Costa Mesa on the W. 19th Street corridor is the implementation of a combination of a mixed-use zoning for the commercial properties and a live-work, artist loft, or residential overlay for all appropriate MG zoned properties on the west side of Costa sa.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: See Recommendations A2, A3, and A4.

Implementation Schedule: See Recommendations A2, A3, and A4.

Budget/Funding Requirements: See Recommendations A2, A3, and A4.

**WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE
IMPLEMENTATION PLAN**

Recommendation: C1 – West 19th Street Foot/Bicycle Patrol

Description: Creation of a CMPD foot or bicycle patrol along the W. 19th Street corridor.

Primary Department: Police

Project Manager: Lieutenant Dale Birney

Secondary Department: NA

Project Manager: NA

Implementation Strategy: In October 2003 the Police Department assigned two officers to patrol West 19th Street in both a bicycle and foot patrol capacity. The officers were asked to concentrate their initial efforts meeting the business owners and employees in the area, and determine their service need.

Implementation Schedule: The two officers are scheduled in such a manner as to insure patrol coverage of the area seven days a week, during business hours.

Budget/Funding Requirements: These positions are currently funded by the 2004-05 Operational Budget, and expectations are that it will be funded in the subsequent budget.

WROC Recommendations from January 27th, 2005:

WROC recommends a more visible police presence with the capability to adequately patrol the area including the evening hours.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: C2 – CUP Requirement for Service and Non-Profit Organizations

Description: Creation of a conditional use permit or other requirement designed to impose restrictions on the operations of organizations along the West 19th Street corridor, including businesses and non-profit organizations, in order to reduce the negative impacts on the surrounding public and private property.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: City Attorney's Office

Project Manager: Marianne Milligan

Implementation Strategy: Implementation of Recommendation C2 can be accomplished by either a “specific plan” or “overlay zone”. In either instance the West 19th Street corridor area will be defined, as well as the types of land uses requiring additional regulation in the corridor area. At that time, restrictions and/or prohibitions for these land uses will be identified. The Newport Boulevard Specific Plan is an example of this type of land use regulation.

As part of the overlay zone or specific plan preparation, existing land use regulations (both City and State regulations) that apply to the West 19th Street will be identified. For instance, existing conditional use permit requirements and restrictions on Alcoholic Beverage Control licenses.

The WROC Report does mention some negative impacts. The Report (at page 26) lists the following:

“Ongoing undesirable activity:

- The ongoing existence and tolerance of drug dealers and gangs.
- Drinking in public areas.
- Sexual activity, perhaps prostitution, in public areas.
- Aggressive panhandling”

The City Municipal Code (and State Penal Code) already contain prohibitions covering these activities, e.g., there is an aggressive panhandling regulation that the City enacted in 1995 in CMMC sec. 11-177 through 11-181. The mere presence of a person who is a member of a “gang” does not constitute a crime. However, there are existing criminal laws that can be enforced against persons (e.g., gang members) when they engage in criminal activities, such as selling

illegal drugs or spraying graffiti. Therefore, it appears that the four undesirable activities listed in the Report will be addressed by implementation of Recommendation C1 that calls for greater police enforcement of criminal laws.

Implementation Schedule: It is expected that the draft ordinance or specific plan could be scheduled for Planning Commission review within three to four months of authorization to proceed; the City Council would also hold a public hearing on the draft ordinance within three weeks of Planning Commission's recommendation. Staff's overall workload of the entire WROC Implementation strategies related to land use regulation might require that priority be given to certain recommendations.

Budget/Funding Requirements: Preparing and processing of either a West 19th Street Specific Plan or Overlay Zone can be accomplished using existing staff personnel and financial resources provided that the land use regulation recommendations are prioritized. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: C3 – Billboard Moratorium

Description: Creation of a moratorium, effective immediately, no billboards on W. 19th Street.

Primary Department: City Attorney

Project Manager: Marianne Milligan

Secondary Department: Development Services

Project Manager: Kimberly Brandt

Implementation Strategy:

As for new billboards, the City Attorney's Office suggests there may be no need for a moratorium prohibiting new billboards due to the City's existing regulations in the Municipal Code. Based on these existing regulations, billboards are treated as any other sign that a property owner is allowed to install. There is a 25-foot height limitation; there is a limitation on the total square footage for any sign (including a billboard) based upon the amount of lineal feet along a property's frontage; and there is a prohibition against roof signs. Because of these restrictions, it is very unlikely that a property owner's site along W. 19th Street would allow for there to be a large enough or high enough billboard to make it practical for an advertising company to pay to lease a site for a new billboard. It is probably because of these regulations that for the past 20 or 30 years no one has requested approval for a new billboard along W. 19th Street that anyone in the Planning Division can remember. Since there is not urgency to forestall new billboard installation, there is no legal basis to establish a moratorium. Finally, by state law, moratoriums are only short-term solutions (maximum life of two years).

As for existing billboards, the City has only limited authority to require the immediate removal of any billboard that was legally erected. The City may adopt a requirement that billboards be removed after an adequate amortization period has run. Before enacting such a new Code requirement the City would have to have a study done to determine what would be an acceptable period to satisfy the amortization requirement. Part of such a removal program could include a provision that the City requires the immediate removal of a billboard, but the City would have to compensate the owner for the loss of this asset. Staff's preliminary research for compensation of such signs varies according to whether the signs are freeway proximate, surface street or poster panel. As freeway proximate signs provide the greatest visibility, they subsequently receive the

greatest compensation when removed. These costs can be as high as \$1 million dollars per sign. Compensation for surface signs are generally around \$200,000 plus per sign, while poster panels are compensated at between \$40,000 to \$60,000 each.

Implementation Schedule: If the City Attorney's Office receives direction to implement an ordinance prohibiting billboards in this area, we could prepare such an ordinance for the council meeting following that direction.

Budget/Funding Requirements: Any proposed ordinance could be prepared within the City Attorney's existing budget.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: C4 – Garbage Dumpster Standards

Description: Creation of a city code that within the W.19th Street area, all garbage dumpsters should be affixed with a lid and should be entirely screened from public view – no exceptions.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: Costa Mesa Sanitary District and City Attorney

Project Manager: Tom Fauth and Kimberly Hall Barlow

Implementation Strategy: Implementation of Recommendation C4 will require an amendment to the City's Property Maintenance Regulations (Title 20 of the CMMC) to mandate lids on trash dumpsters and the screening of dumpsters from public view; this effort will be coordinated with the Costa Mesa Sanitary District. For properties with limited areas to screen the dumpsters, the ordinance should give staff the authority to approve reductions in required parking, landscaping, and/or open space in order to screen the trash dumpster.

Implementation Schedule: This ordinance involves an amendment to an existing Municipal Code provision (Section 20-7(j)). It is expected that the draft ordinance could be scheduled for City Council review within eight weeks of authorization to proceed. A phased implementation program will be developed to bring all the affected properties into compliance with the new code provision within a reasonable timeframe.

Budget/Funding Requirements: Processing of the required Municipal Code amendment can be accomplished using existing staff personnel and financial resources. Code Enforcement and Planning Staff would be involved in bring all affected properties into compliance with the new requirement. It is anticipated that the work effort could be phased in such a way that no additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE (WROC) IMPLEMENTATION PLAN

Recommendation: C5-Citizen-Based Code Enforcement Oversight Committee

Description: Creation of a citizen-based code enforcement oversight committee made up of volunteer Costa Mesa residents and business owners from the W. 19th Street area.

Primary Department: Development Services

Project Manager: Edward Roberts, Code Enforcement Officer

Secondary Department: Administrative Services

Project Manager: Lance Nakamoto

Implementation Strategy: Based on WROC recommendation C5, a Code Enforcement Volunteer Program (CEVP) will be created.

It is recommended that the CEVP be developed by the Code Enforcement Division with the Administrative Services Department assisting with additional responsibilities in a secondary role. The City of Costa Mesa has an existing volunteer program that is administered by personnel from AS. In order to expedite implementation of the CEVP, staff recommends making the CEVP a component of this volunteer program. Given the current staffing level, it is further recommended that the CEVP be limited to no more than 4 volunteers.

A Code Enforcement Officer will administer the CEVP. The assigned officer will interview, train and guide volunteers through the volunteer experience. Upon completion of training, volunteers will assist Code Enforcement Officers by assuming tasks as designated by the Chief of Code Enforcement.

Volunteers will be asked to donate a maximum of twenty (20) hours per week. Scheduling of volunteers will include evening hours and weekends. Generally, a volunteer will work with a partner under the supervision of a regular Code Enforcement Officer.

Implementation Schedule: Implementation of WROC recommendation (C5) will see creation of the volunteer program during calendar year 2005. The logistic material (i.e. applications, and training guidelines, manuals) will be produced during the first quarter and the program implementation will commence at the beginning of the second quarter 2005.

Budget/Funding Requirements: Creating the volunteer program can be accomplished using existing staff time, but will require additional financial resources. Some of the following budget considerations are necessary:

- Code Enforcement Officers assigned to coordinate the program will have to allocate approximately 15% of their time to monitor and coordinate the volunteers work load. Annual cost: \$11,726.00
- Coverage by workman's compensation insurance and the city's liability insurance per volunteer: $\$97.51 \times 4 = \390.04
- Screening through the Department of Motor Vehicles and Department of Justice per volunteer: $\$50.00 \times 4 = \200.00
- Penal Code 832 class, laws of arrest, \$118.00 per individual $\times 4 = \$472.00$
- Individual Uniform shirts priced at \$25.00 or 4 shirts per volunteer = \$400.00

Total Estimated Cost: \$13,188.04

Estimated Cost for CEVP is based on anticipation of a full program consisting of four (4) volunteers.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: C6 – Mandatory Time-of-Sale Property Inspection Program

Description: Creation of a mandatory inspection program that focuses on a specific property before the property title changes and/or usage changes on that parcel. The goal of the inspection program is to review building interior, exterior, landscaping, and exterior signage to ensure compliance with codes related to those features. The program should focus on all core requirements and city regulations in place at the time of construction. It is recommended that the RDA and City Council should take into consideration a similar program in place in Newport Beach.

Primary Department: Development Services

Project Manager: Building Official

Secondary Department: City Attorney, Fire Department

Project Manager: Kimberly Hall Barlow, Fire Chief Jim Ellis

Implementation Strategy: Implementation of Recommendation C6 requires the creation and adoption of an ordinance. Staff will research and analyze the City of Newport Beach’s Residential Building Records Inspection Program and other cities with a similar program. Title 5 of the Costa Mesa Municipal Code currently requires a “report of residential building records” in conjunction with the sale of residential property containing 4 units or more. Inspection of the property is voluntary.

Implementation Schedule: This ordinance involves an amendment to an existing Municipal Code provision (Title 5, Chapter VIII). It is expected that the draft ordinance could be scheduled for City Council review within twelve weeks of authorization to proceed.

Budget/Funding Requirements: Processing of the required Municipal Code amendment can be accomplished using existing staff personnel and financial resources. No additional funding or budget considerations are necessary for this portion of the program. Mandated inspections of property at the time of sale will be an ongoing demand on Building Division staff resources. An appropriate fee schedule would need to be adopted to recover staff’s cost related to the inspections and potentially new staff would be needed. The City of Newport Beach’s program has been in place for 25 years, and the City has one full-time inspector dedicated to these inspections. Current fees fully fund this inspection program, and they are as follows:

Single-family dwelling unit	\$162.00
Duplex	\$195.00
More than 2 units	\$195.00 + \$10.00 for each additional unit above 2.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendations:

- D1 – Residential Ownership Incentives Overlay Zone
- D2 – Condominium/Cluster Housing Minimum Lot Size Ordinance
- D3 – Flexible Development Standards Ordinance
- D4 – R2/R1 Buffer Zone Standards

Descriptions:

D1- Encourage development of new owner-occupied condominium and clustered homes by creating an overlay zone for high-density residences in areas that are currently zoned R-2 medium density (12 units per acre), R-2 high density (14.5 units per acre) and R-3 (20 units per acre), to allow R-3 high density (20 units per acre). The proposed overlay area is approximately bounded by Hamilton Street to the north, 18th Street to the south, Placentia to the west, and Maple/Bernard/Charle Street to the east.

D-2- Encourage higher-quality land use design, amenities, and maintenance of new condominium or clustered homes by establishing a minimum project size of 1.5 or 2.0 acres.

D-3- Encourage appealing exterior design themes and avoid solid massing, by allowing flexibility in height, setbacks, and alley usage consistent with City codes, but do not allow variances to current City parking standards.

D-4- Protect the integrity of existing single-family home (R-1 zoning) neighborhoods. All parcels currently zoned R-2 medium density that abut R-1 properties shall remain R-2 medium density as a buffer around the R-1 properties, and R-1 properties shall not be included in the high-density overlay zone.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Recommendations D1 through D4 have been combined so they can be comprehensively addressed in one overlay zoning district. Implementation of these recommendations will require a Zoning Code amendment to create an overlay zone that specifically allows a density bonus in the R2-MD and R2-HD Zones for the development of owner-occupied condominiums and clustered homes, establishes a minimum lot size and flexible

development standards, and creates R2/R1 buffer standards. The overlay zone would be specific to the study area described above.

Implementation Schedule: This ordinance involves an amendment to the Zoning Code. It is expected that the draft ordinance could be scheduled for Planning Commission review within three to four months of authorization to proceed; the City Council would also hold a public hearing on the draft ordinance within three weeks of Planning Commission's recommendation.

Budget/Funding Requirements: Processing of the required Zoning Code amendment can be accomplished using existing staff personnel and financial resources. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: D5 – West 19th Street Development Streamlining

Description: Streamline the development approval process for 19 West developers in overlay areas. Establish an ombudsman in City Planning Division.

Primary Department: Development Services

Project Manager: Kimberly Brandt/Building Official

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Implementation of Recommendation D5 will require the creation of a Development Services Department policy that addresses review procedures for the West 19 developers. This might be similar to the procedures used for “Energy Star” projects citywide, which allows these projects to be given priority over other projects in terms of the review and approval process. A staff member will be identified and advertised as an ombudsman for West 19th developers.

Implementation Schedule: The streamlined approval process involves creation of a Development Services Department policy and appointment of a staff member as the ombudsman. It is expected that the policy could be drafted and in place within four to six weeks of authorization to proceed

Budget/Funding Requirements: The streamlined review process can be established using existing staff personnel and financial resources. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: D6 – West 19th Street Fee Waivers

Description: Reduce or omit certain fees for overlay developments (traffic impact fees for example).

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: Finance & Public Services

Project Manager: Marc Puckett, Ernesto Munoz, and Peter Naghavi

Implementation Strategy: Implementation of Recommendation D6 will require staff to identify one-time fees that could be waived by City Council for new development within the overlay zones. These include zoning approval fees, plan check and building permit fees, parkland fees (when applicable), traffic impact fees, and engineering permit fees. As an alternative to a 100% fee waiver, a fee reduction should also be researched, similar to the Newport Boulevard Specific Plan area traffic fee reduction program. The anticipated impact on the City's programs that are funded by these fees will also be identified.

This program will also require modification to the City's Economic Development Strategy (#500-12), which explicitly states that fees will not be waived for developers, property owners, and business owners.

Implementation Schedule: In conjunction with the adoption of the overlay zone(s), City Council could adopt a fee waiver policy/resolution for new development in the overlay area(s). The anticipated timeframe for adoption is November 7, 2005. (See Recommendations A2, A3, and A4.)

Budget/Funding Requirements:

The fee waiver program will result in lost revenues that are used to cover staff costs for processing development projects, improve and maintain the City's streets, and develop additional parkland. The Finance Department will estimate the lost fee revenue and compare it to the anticipated increase in property values and related property tax revenue to the City over the short and long term.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: D7 – BID Policy Support

Description: The City Council/Redevelopment Agency (RDA) shall declare its interest in supporting the formation of a 19 West Business Improvement District (BID) by affected property owners and businesses.

Primary Department: Development Services

Project Manager: Hilda Veturis

Secondary Department: City Manager and Finance

Project Manager: Ann Shultz & Colleen O'Donoghue

Implementation Strategy: The first step in creating a Business Improvement District is the adoption of a resolution of intention by the City Council. Adoption of this resolution will declare the Council's support and intent to move forward with the BID formation. By law, the resolution must:

1. Identify the BID boundaries.
2. State the name of BID.
3. Identify types of improvements or programs to be funded by the BID.
4. State that an assessment will be levied on an annual basis.
5. State the method and basis of the assessment in sufficient detail so that affected businesses can estimate their assessment.
6. Determine if new businesses will become part of or be exempt from the BID.
7. Announce the time and place of the hearing to establish the BID and levy the assessment.
8. State that public testimony will be accepted at the hearing.

Copies of the resolution of intention with the above information must be sent to all affected business and properties owners prior to adoption by City Council. Two public hearings area required on the resolution.

Since the BID is created as an assessment district, its formation must be supported by a majority of affected business and/or property owners. To solicit support for its formation, staff would suggest that a BID steering committee be established to build support of the business community and to identify potential programs and projects to be funded by the BID. This committee would work with staff to develop the base information required for the resolution of intention.

Implementation Schedule: The resolution of intention and supporting documentation can be presented to City Council within six to eight months of authorization to proceed.

Budget/Funding Requirements: Processing of the required resolution of intention can be accomplished using existing staff personnel and financial resources.

**WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE
IMPLEMENTATION PLAN**

Recommendation: D8 – Investigate License Fee vs. Property Assessment BID

Description: The City Council shall direct staff to investigate license fee vs. property assessment BID funding alternatives.

Primary Department: Development Services

Project Manager: Hilda Veturis

Secondary Department: Finance

Project Manager: Colleen O'Donoghue

Implementation Strategy: The methodology for establishing the BID assessment is an integral part of the BID formation process. As such, the investigation of the most appropriate type of assessment will be included in this analysis. The methodology will also be dependent upon the type and range of services and programs to be funded by the BID. All of this background information must be included as a part of the resolution of intention to establish the BID. See Recommendation D7.

Implementation Schedule: See Recommendation D7.

Budget/Funding Requirements: See Recommendation D7.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: D9 – Incorporate BID Concept into West 19th Street Planning

Description: Businesses and developers shall incorporate the Business Improvement District (BID) concept into planning for 19 West commercial and residential projects, to enhance short- and long-term livability and attractiveness of new 19 West residential and commercial projects.

Primary Department: Development Services

Project Manager: Kimberly Brandt

Secondary Department: NA

Project Manager: NA

Implementation Strategy: Implementation of Recommendation D9 is dependent upon the successful formation of a BID on West 19th Street. See Recommendations D7 and D8. Once formed, the Planning Division staff will facilitate identification of projects and improvements that will enhance the long-term viability of 19 West.

Implementation Schedule: This recommendation can be implemented immediately upon formation of the BID.

Budget/Funding Requirements: Promoting the BID concept in 19 West commercial and residential projects can be accomplished using existing staff personnel and financial resources generated by the BID. No additional funding or budget considerations are necessary.

WESTSIDE REVITALIZATION OVERSIGHT COMMITTEE IMPLEMENTATION PLAN

Recommendation: E1 – West 19th Street Access Study

Description: It is recommended that the City Council/Redevelopment Agency (RDA) direct the City staff to study the pedestrian traffic across W. 19th Street between Park Avenue and Monrovia Avenue and prepare a report on the estimated traffic volumes (both vehicle and pedestrian), with recommendations on how the combination can best be serviced. The primary consideration should be safety, followed by simplicity, ease of movement for both groups, and cost (both for implementation and maintenance). The report should specifically consider pedestrian overpasses, coordinated traffic signals, and additional marked pedestrian crosswalks.

Primary Department: Public Services

Project Manager: Raja Sethuraman

Secondary Department: Development Services

Project Manager: Kimberly Brandt

Implementation Strategy: Services of an outside consultant would be required for implementation of this recommendation. The steps necessary for this study include surveys of existing pedestrian amenities in the study area including sidewalks, crosswalks, pedestrian signal timing and landscape treatments. Pedestrian as well as vehicular traffic counts will need to be conducted throughout the study area. In addition, pedestrian surveys will be conducted at various times of the day to better understand the issues and needs of the community. Considering the data from pedestrian surveys, counts and existing amenities, strategies to improve pedestrian access in the area will be developed. Costs for implementation and maintenance of recommendations will be developed as part of the process.

Implementation Schedule: The pedestrian access study would be completed within 4 to 6 months following the receipt of authorization to proceed. This time frame would allow for preparation of a Request for Proposal, consultant selection process and preparation of the pedestrian access study.

Budget/Funding Requirements: It is estimated that the budget for consultant services for this task would be approximately \$75,000. A potential funding source to implement this recommendation is Community Development Block Grant (CDBG) funds.

3.0 IMPLEMENTATION SCHEDULE

The following table indicates the expected timeframe for implementation of the various strategies. As can be noted, Development Services, (specifically, the Planning Division) has been identified as the Primary Department for implementation **of 10 of the 18 recommendations.** Given existing Planning Division staff resources; it will not be feasible for staff to begin implementation of all the strategies at once. Therefore, it is necessary to prioritize the various strategies in respect to implementation.

The recommendations involving Development Services as the primary department may be prioritized as follows:

Phase 1 (approximately 8 months to complete): A1, A2, A3, A4, B1, D5 and D6

Phase 2 (approximately 2-4 months to complete): C2 and C4

Phase 3 (approximately 4 months to complete): D1-D4

4.0 RDA RESPONSIBILITY/ASSISTANCE

As noted earlier, nearly all of the WROC recommendations fall under the jurisdiction of the City Council, especially those related to general plan and zoning ordinance provisions. However, implementation of some could be accelerated or assisted if the amendment to the Downtown Redevelopment Project Area is expanded to include properties along West 19th Street. This could be accomplished through the Agency's power of eminent domain to acquire and assemble land for future development projects or by use of new tax increment funds to finance new public improvements or promotional programs. Recommendations that could benefit from Agency assistance are identified in Table 3.

**TABLE 3
RDA RESPONSIBILITY/ASSISTANCE**

RDA RESPONSIBILITY	RDA ASSISTANCE
<p>A2 West 19th Street Commercial/ Residential Overlay (4-stories)</p> <p>A3 West 19th Street Commercial/ Industrial Overlay (2-stories)</p>	<ul style="list-style-type: none"> • Consolidation of parcels
<p>A6 West 19th Street Lights & Landscaped Medians</p>	<ul style="list-style-type: none"> • Infrastructure improvements not already proposed or underway
<p>C3 Billboard Moratorium</p>	<ul style="list-style-type: none"> • Acquisition of billboards
<p>D7 BID Policy Support</p> <p>D8 Investigate License Fee vs. Property Assessment BID</p> <p>D9 Incorporate BID Concept into West 19th Street Planning</p>	<ul style="list-style-type: none"> • Establishing a BID for West 19th Street • Establishing a marketing program for “19 WEST” • Creating a commercial revitalization program
<p>E1 West 19th Street Pedestrian Access Study</p>	<ul style="list-style-type: none"> • Obtain consultant for Pedestrian Access Study

IMPLEMENTATION SCHEDULE

The following table indicates the expected timeframe for implementation of the various strategies. As can be noted, Development Services, (specifically, the Planning Division) has been identified as the Primary Department for implementation of 10 of the 18 recommendations. Given existing Planning Division staff resources; it will not be feasible for staff to begin implementation of all the strategies at once. Therefore, it is necessary to prioritize the various strategies in respect to implementation.

The recommendations involving Development Services as the primary department may be prioritized as follows:

Phase 1 (approximately 8 months to complete): A1, A2, A3, A4, B1, D5 and D6







Phase 2 (approximately 2-4 months to complete): C2 and C4

Phase 3 (approximately 4 months to complete): D1-D4

Table 1

PRELIMINARY IMPLEMENTATION SCHEDULE

Note: This schedule does not reflect prioritization of recommendations

RECOMMENDATION	MONTH1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10
A1- Whittier Avenue MDR General Plan Overlay Dev.Svcs./Plan										
A2- West 19 th Street Commercial/Residential Overlay (4 stories) Dev.Svcs./Plan										
A3- West 19 th Street Commercial/Industrial Overlay (2 stories) Dev.Svcs./Plan										
A4-Industrial Live/Work Overlay Zone Dev.Svcs./Plan										
A5- Commercial Truck Route Signs Pub. Svcs./Trans.										
A6- West 19 th Street Street Lights and Landscaped Medians Pub. Svcs.										4-8 years for Project completion
B1- Live/Work, Artist Loft Residential Overlay Zone Dev.Svcs./Plan										
C1-West 19 th Street Foot/Bicycle Patrol Existing Program										
C2- CUP Requirement for Service and Non-Profit Organizanzations Dev.Svcs./Plan	