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**First Amendment (DA-20-05) to  
AAA Development Agreement (DA-94-01)**

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**August 6, 2024  
City Council**





# REQUESTS

- AAA requests a 20-year time extension that will expire October 31, 2044, to complete Phase II of the DA.
- To date, AAA has completed Phase I improvements, which total 235,825 square feet of the 500,000-square-foot expansion.
- Amend setback related to a future parking structure



# PROJECT LOCATION AND ZONING





# EXISTING CONDITIONS





# PROPOSED DEVELOPMENT





# FINDINGS

- **Development Agreement is:**

- Consistent with the objectives, policies, general land uses, and programs specified in the General Plan;
- Compatible with the uses authorized in, and the existing land use regulations prescribed for, the zoning district in which the real property is and will be located; and
- Is in conformity with and will promote public convenience, general welfare, and good land use practice.

- **Development Agreement will not:**

- Be detrimental to the health, safety, and general welfare; and
- Adversely affect the orderly development of property or the preservation of property values.





# ANALYSIS



- No change to the scope of work
- Consistent with the General Plan policies and objectives
- Consistent with the existing development north of the 405 Freeway



# PLANNING COMMISSION RECOMMENDATION

- At the July 22, 2024 Planning Commission Hearing, the Planning Commission recommended that the City Council approve the proposed development agreement amendments and Ordinance.
- 5 commissioners voted. Resulting in 4 ayes, 1 nay, and 2 abstaining.
- Comments in support:
  - “AAA is an excellent local business” and “AAA facility has great employee amenities that attract high-quality jobs to the City.”
- Comments not in support:
  - “The project is generally not consistent with certain General Plan Policies that encourage multi-modal transportation.”



# RECOMMENDATION

- Find, pursuant to CEQA Guidelines Section 15162, that the project is within the scope of the June 20, 1994 - Certified Final Environmental Impact Report #1045 (State Clearinghouse No. 94021036)
- Ordinance adoption approving the First Amendment (DA-20-05) to the Automobile Club of Southern California Development Agreement (DA-94-01) to:
  1. Allow for a 20-year time extension that would expire October 31, 2044.
  2. Amend provisions pertaining to the rate and methodology for calculating traffic impact fees.
  3. Amend provisions related to the setback of a future parking structure.



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**First Amendment (DA-20-05) to  
AAA Development Agreement (DA-94-01)**

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**August 6, 2024  
City Council**





# BACKUP SLIDE 1

## PLANNING ACTION SUMMARY - COMMERCIAL/INDUSTRIAL

**Location:** 3333 Fairview Road and 9 acre site to the west **Application:** PA-94-15

**Request:** Final Development Plan for a 500,000 sq. ft. expansion (in two 250,000 sq. ft. phases), including two 4-story buildings and a 4-level parking structure and a Conditional Use Permit for reduction of vehicle trips through a Transportation Demand Management Program for the Automobile Club of So. California

**SUBJECT PROPERTY:** **SURROUNDING PROPERTY:**

**Zone:** PDC (pending) **North:** (acr. Sunflower) Marenatha School, City of Santa Ana

**General Plan:** Urban Cen. Comm. (pending) **South:** PDI (acr. S. Coast Dr.) Segerstrom Headquarters, agricultural

**Lot Dimensions:** Irregular shape **East :** PDR-MD (acr. Fairview) Wimbledon Vil.

**Lot Area:** 29.5 acres and 9 acres; tot. 38.5 acres **West :** Greenville-Banning Channel; PDR-MD - agricultural fields

**Existing Development:** 467,000 sf processing center and service facilities for Automobile Club of Southern California

### DEVELOPMENT STANDARD COMPARISON

<u>Development Standard</u>	<u>Code Requirement</u>	<u>Proposed/Provided</u>
<b>Lot Size</b>		
Lot Width	<u>NA</u>	<u>irregular</u>
Lot Area	<u>NA</u>	<u>38.5 acres</u>
<b>Floor Area Ratio</b>	<u>0.60</u>	<u>0.58</u>
(Mod.Traffic generator)		
<b>Building Height</b>	<u>NA</u>	<u>4 stories/69.4'-buildings</u>
		<u>4 level/35' parking structure</u>
<b>Open Space</b>		
(25 sf/parking space* + landscape perimeter)	<u>Phase I</u> <u>Phase II</u> <u>53,775 sf</u> <u>26,025 sf</u> <u>+ landscape perimeter</u>	<u>Phase I</u> <u>Phase II</u> <u>107,150 sf min.</u> <u>107,150 sf min.</u> <u>+ landscape perimeter</u>
<b>Setbacks</b>		
Front	<u>25' (Fairview)</u>	<u>25'</u>
Side (left/right)	<u>25'/25'</u>	<u>25'/25'</u>
Rear	<u>25' (Susan St.)</u>	<u>25'</u>
<b>Parking</b>		
Standard Size (9' x 18')	<u>Phase I</u> <u>Phase II</u> <u>1,581</u> <u>2,137</u>	<u>Phase I</u> <u>Phase II</u> <u>2,133</u> <u>2,936</u>
Compact (25% of reqd. pkg)	<u>538 (25%)</u> <u>725 (25%)</u>	<u>none shown</u>
Handicapped	<u>32</u> <u>39</u>	<u>32</u> <u>40</u>
<b>TOTAL</b>	<u>2,151</u> <u>2,901</u>	<u>2,165</u> <u>2,976</u>
<b>Driveway Width</b>	<u>20'</u>	<u>35'</u>

NA = Not Applicable or No Requirement

**CEQA Status:** EIR #1045

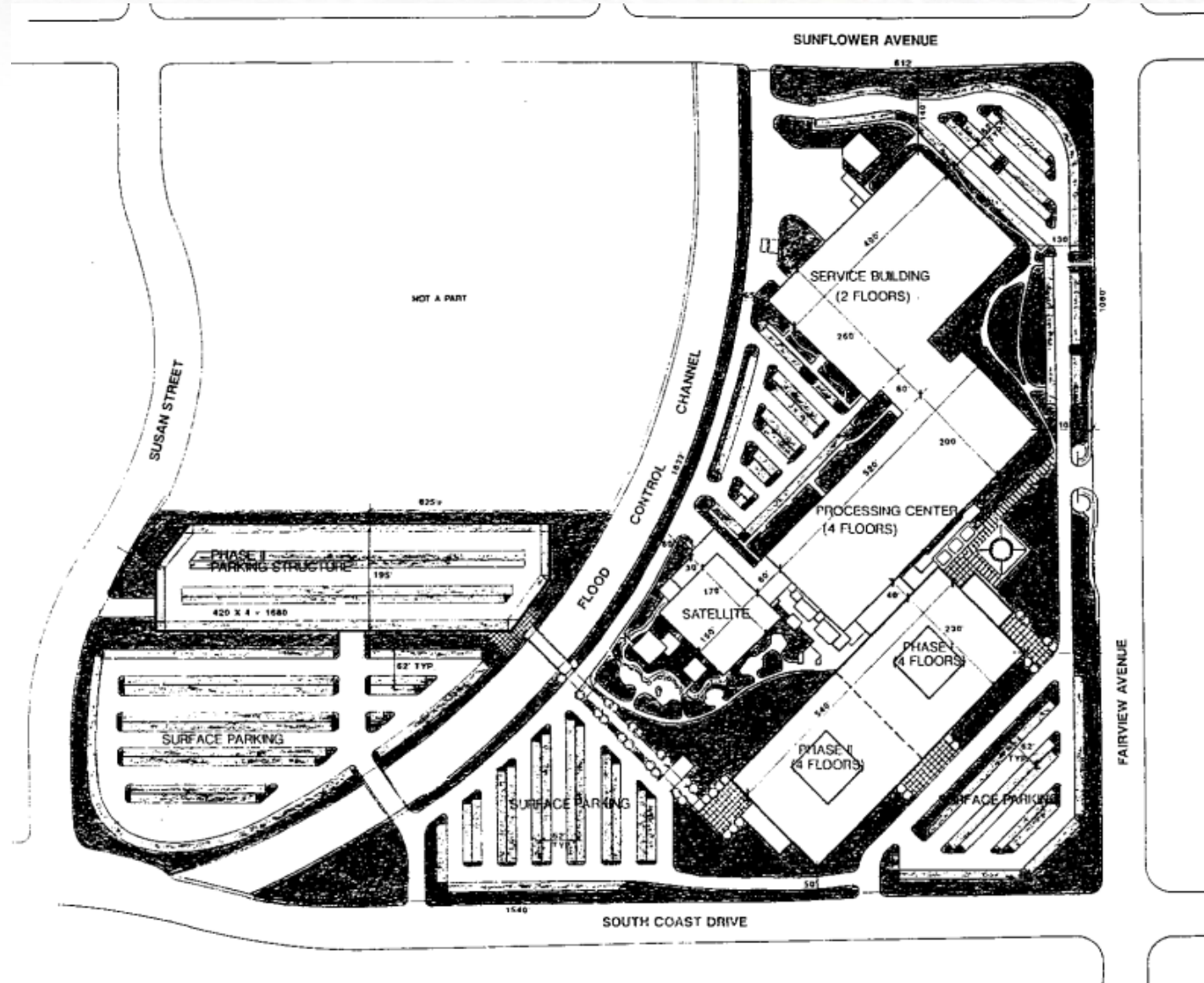
**Final Action:** City Council

\* excludes parking spaces in parking structures

Note: current parking provided as required for original develop  
ment is 1,256 spaces.

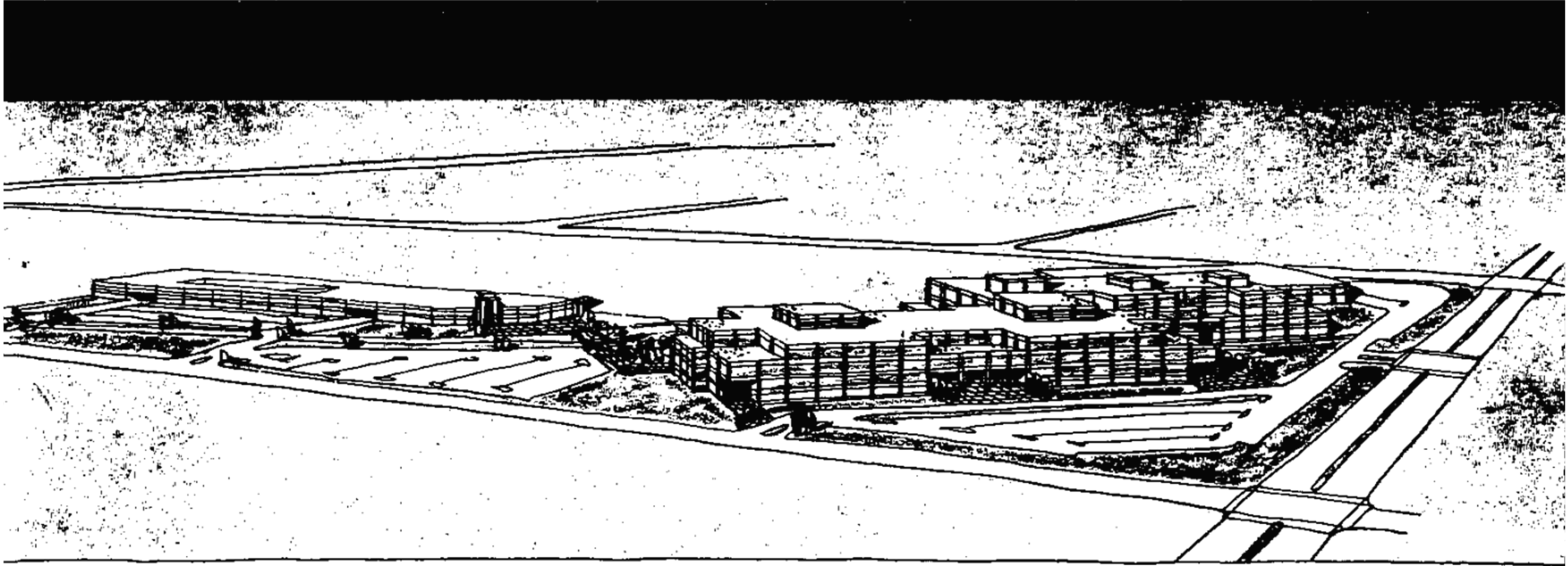


## BACKUP SLIDE 2





## BACKUP SLIDE 3



PHASE II



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# Affordable Housing Ordinance & In-Lieu Fee Resolution

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August 6, 2024  
City Council





# Background

- **January 16, 2024** – City Council considered the Affordable Housing Ordinance and directed staff to return with an In-Lieu Fee.
- **February 27, 2024** – In-Lieu Fee Study Session, comments included:
  - Ensure Costa Mesa is competitive with nearby cities.
  - Fee does not result in an impediment to the production of housing.
- **April 2, 2024** – City Council considered the In-Lieu Fee and requested it be brought back at a later date.
  - Affordable Housing Ordinance applies to developments with 50 units or more.
  - Only applies to rental housing development, not ownership.
- **June 18, 2024** – City Council continued the Affordable Housing Ordinance and In-Lieu Fee resolution to July 16, 2024. Requested additional analysis for 30+ units threshold.



# Affordable Housing Ordinance

- The proposed Affordable Housing Ordinance requires a percentage of affordable housing to be provided with rental housing projects.
- The applicability threshold was previously set at 50+ rental units.
- June 16, 2024, the City Council requested additional information if the threshold was set at 30+ units or more.

## DRAFT AFFORDABLE HOUSING ORDINANCE REQUIREMENTS

PROGRAM COMPONENT	PROPOSED REQUIREMENTS
<b>Project Threshold</b>	50 units
<b>Number of Affordable Units/Required Income – Rental Project</b>	<ul style="list-style-type: none"><li>• 60+ dwelling unit (du)/acre: 10% at low-income or 5% at very-low income</li><li>• Under 60 du/acre: 6% at low-income or 4% at very-low income</li></ul>
<b>Covenant Period – Rental</b>	At least 55 years
<b>Affordable Unit Minimum Size</b>	No more than 15% smaller than average market rate unit
<b>Affordable Unit Bedroom Mix</b>	Proportional to market rate units
<b>Affordable Unit Location</b>	Evenly distributed/dispersed throughout the residential project
<b>Alternatives for Compliance</b>	<ul style="list-style-type: none"><li>• Land dedication</li><li>• Offsite construction of affordable units</li><li>• Payment of in-lieu fees</li></ul>
<b>Incentives</b>	<ul style="list-style-type: none"><li>• Allow residential uses in commercial/industrial corridors</li><li>• Increased densities</li><li>• Allow low-income rents to be charged based on 80% AMI vs. 60% AMI (required by State density bonus)</li><li>• Reduced parking requirements</li><li>• Concurrent processing</li></ul>



# Housing Site Inventory and Affordable Housing Ordinance Threshold Applicability

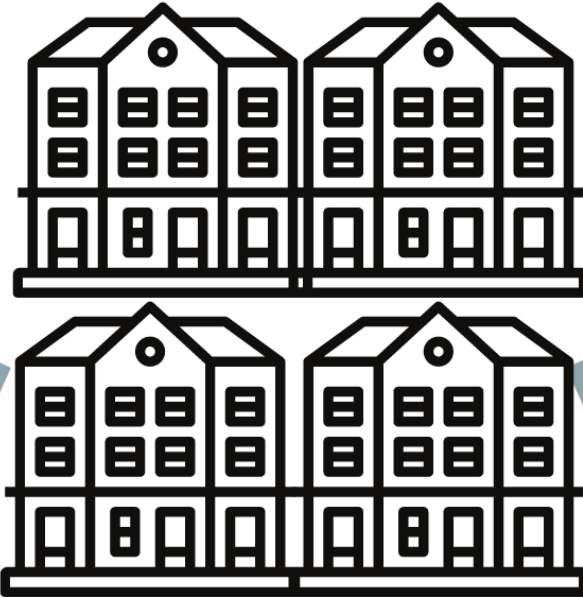
Affordable Housing Ordinance Threshold	Number of Opportunity Sites Included	% of Opportunity Sites Included	Number of Opportunity Dwelling Units
<b>50 units+</b>	<b>47</b>	<b>48%</b>	<b>15,184 units (91% of total units)</b>
45 units+	55	57%	15,422 units (92% of total units)
40 units+	63	65%	15,785 units (95% of total units)
35 units+	73	75%	16,154 (97% of total units)
<b>30 Units+</b>	<b>81</b>	<b>84%</b>	<b>16,375 (98% of total units)</b>
25 units+	87	90%	16,536 (99% of total units)
20 Units+	89	92%	16,579 (99% of total units)
10 Units+	94	97%	16,659 (99.9% of total units)



# Parcels Versus Net Units

## COMPARING PARCEL SIZES

**One 15-Acre Parcel = 900 units**  
(60 du/acre)



**One Half-Acre Parcel = 30 units**  
(60 du/acre)





# In-Lieu Fee

- The proposed Affordable Housing Ordinance requires a percentage of affordable housing, **or an in-lieu fee**, to be provided with qualifying rental housing projects (Gov Code, Sec 65850, 65850.01, & 65583(a)).
- The proposed fee is calculated to support future affordable housing production.
- The City completed an Affordability Gap Analysis to ensure fee is commensurate with producing the affordable units required by the Ordinance.
- Section 65583(a) requires the City to analyze potential and actual constraints placed on the housing development to ensure requirements do not create a constraint to housing development.
- Recommended fee is based on Costa Mesa specific data only.
- Based on extensive analysis, Keyser Marston Associates (consultant), has recommended an In-Lieu Fee that meets City's goal.





# Proposed In-Lieu Fee

## Proposed Affordable Housing In-Lieu Fee Amounts

In-Lieu Fee Payment Schedule Per Square Foot of Total Leasable Area in an Apartment Development	
Developments greater than 60 units per acre	Developments less than 60 units per acre
\$19.50 PSF	\$13.80 PSF

This fee is based on a housing development affordability gap and is divided into two categories: housing projects that are greater than 60 units per acre and housing projects that are less than 60 units per acre.





# Comparison of Nearby Cities In-Lieu Fees

CITY	REQUIREMENT
Santa Ana	<ul style="list-style-type: none"> <li>5-19 Units: \$6-\$12 per SF</li> <li><b>20+ Units: \$15 per SF</b></li> <li>Only applies to changes in land use and zoning designations</li> <li>Set Aside: <b>5-15% Rental</b>, &amp; 5% Ownership</li> <li>Affordability Requirement: 15% low, or 10% very low, or 5% extremely low, or 5% very low + 5% low + 5% moderate</li> </ul>
Long Beach	<ul style="list-style-type: none"> <li>Rental: <b>\$38 per SF</b></li> <li>Ownership: \$29.10 per SF</li> <li>Affordability Requirement: 11% very low (rental), 10% Moderate (ownership)</li> </ul>
Huntington Beach	<ul style="list-style-type: none"> <li>3-30 Units: \$3.58-\$35.80 per SF</li> <li><b>30-100 Units: \$35.80 per SF</b></li> <li>100+ Units: Must build on-site</li> </ul>
Mission Viejo	<ul style="list-style-type: none"> <li>Threshold: 10+ Units</li> <li><b>Rental: \$41.90 per SF</b></li> <li>Ownership: \$58.20 per SF</li> <li>For rental projects, the in-lieu fee can only be paid for projects between <b>10 and 20 units. For projects exceeding 20 units, production is required to be on-site.</b> Ownership, any project with 10 or more units can pay the in-lieu fee.</li> </ul>





# Comparison of Nearby Cities In-Lieu Fees

CITY	REQUIREMENT
Encinitas	<ul style="list-style-type: none"><li>• 1-6 Units: sliding scale</li><li>• <b>7+ Units: \$23.79 per SF</b></li><li>• Affordability Requirement: 10% Very Low or 15% Low</li></ul>
Oceanside	Fee: <b>\$20 per SF</b> Affordability Requirement: 10% Low (rental), 10% Moderate (ownership)
San Diego	<ul style="list-style-type: none"><li>• <b>\$25 per SF</b></li><li>• Affordability Requirement: 10% Very Low or Low (Rental), 10%-15% Moderate (Ownership)</li></ul>
Irvine	<ul style="list-style-type: none"><li>• Formula: based on the cost of land and affordability gap for each project</li><li>• Affordability Requirement: 5% Very Low + 5% Low + 5% Moderate</li></ul>
Santa Monica	<ul style="list-style-type: none"><li>• <b>Rental: \$35.70 per SF</b></li><li>• Ownership: \$41.70 per SF</li><li>• Affordability Requirement: 5% to 30% Very Low, Low and Moderate</li></ul>

# Comparison of Nearby Cities

City	General Fund Budget (FY 24-25)	Population	Property Tax	Property Tax (% of GF)	Property Tax (per Capita)	Median Home Price	ZHVI
Costa Mesa	\$189,894,159	111,918	\$60,473,546	32%	\$540.34	\$959,800	\$1,375,865
Santa Ana	\$400,217,738	310,227	\$93,894,320	23%	\$302.66	\$624,000	\$818,774
Newport Beach	\$311,251,957	85,239	\$149,296,403	48%	\$1,751.50	\$2,000,001	\$3,343,231
Huntington Beach	\$299,995,281	198,711	\$108,152,472	36%	\$544.27	\$976,800	\$1,396,820
Mission Viejo	\$74,127,778	93,653	\$43,967,772	59%	\$469.48	\$883,600	\$1,245,826
Encinitas	\$100,052,992	62,007	\$67,050,000	67%	\$1,081.33	\$1,354,600	\$2,038,064
Irvine	\$263,133,648	307,670	\$97,919,816	37%	\$318.26	\$1,025,700	\$1,789,381
Long Beach	\$720,087,012	466,742	\$161,710,432	22%	\$346.47	\$709,700	\$914,989
Oceanside	\$218,696,890	174,068	\$89,742,690	41%	\$515.56	\$644,600	\$909,041
Santa Monica	\$458,615,156	93,076	\$83,895,666	18%	\$901.37	\$1,654,800	\$2,491,267
San Diego	\$2,147,600,000	1,386,932	\$817,400,000	38%	\$589.36	\$783,300	\$1,164,577



## Next Steps

- Citywide rezoning efforts
- Develop policies and procedures manual
- Develop Inclusionary Housing agreement templates



# Recommendation

Staff recommends the City Council:

1. Find that the project is categorically exempt from the California Environmental Quality Act (CEQA), Section 15061(b)(3) (“General Rule”).
2. Adopt Ordinance No. 2024-02, approving the Affordable Housing Ordinance and amending Title 13 to establish the affordable housing requirements for certain new residential development projects.
3. Adopt a fee resolution establishing the affordable housing In-Lieu Fee.



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# Affordable Housing Ordinance & In-Lieu Fee Resolution

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August 6, 2024  
City Council





# Fee Schedule Breakdown Based On Units

## In-Lieu Fee Payment Schedule Per Square Foot of Total Leasable Area in an Apartment Development

Units	In-Lieu Fee
15	\$2.79
16	\$5.57
17	\$8.36
18	\$11.14
19	\$13.93
20	\$16.71
21+	\$19.50





# Staff Previous Proposed Fee Schedule

The amount was based on a different requirement, of 11% of low-income, or 7% of very low-income. Currently set at 10% of low-income, or 5% of very low-income.

Recommended In-Lieu Fee Payment Schedule Per Square Foot of Total Leasable or Saleable Area in a Residential Development			
Total Units	Apartment Development		Ownership Housing Development
	Density: 60+ Units Per Acre	Density: <60 Units Per Acre	
15	\$3.73	\$1.97	\$2.53
16	\$7.46	\$3.94	\$5.06
17	\$11.19	\$5.91	\$7.59
18	\$14.91	\$7.89	\$10.11
19	\$18.64	\$9.86	\$12.64
20	\$22.37	\$11.83	\$15.17
21+	\$26.10	\$13.80	\$17.70



# In-Lieu Fee Analysis

Estimated Base In-Lieu Fee Payment Amounts Per Square Foot of Total Leasable Area in an Apartment Development	
Low Income Units	\$23.80
OR	
Very Low Income Units	\$19.50

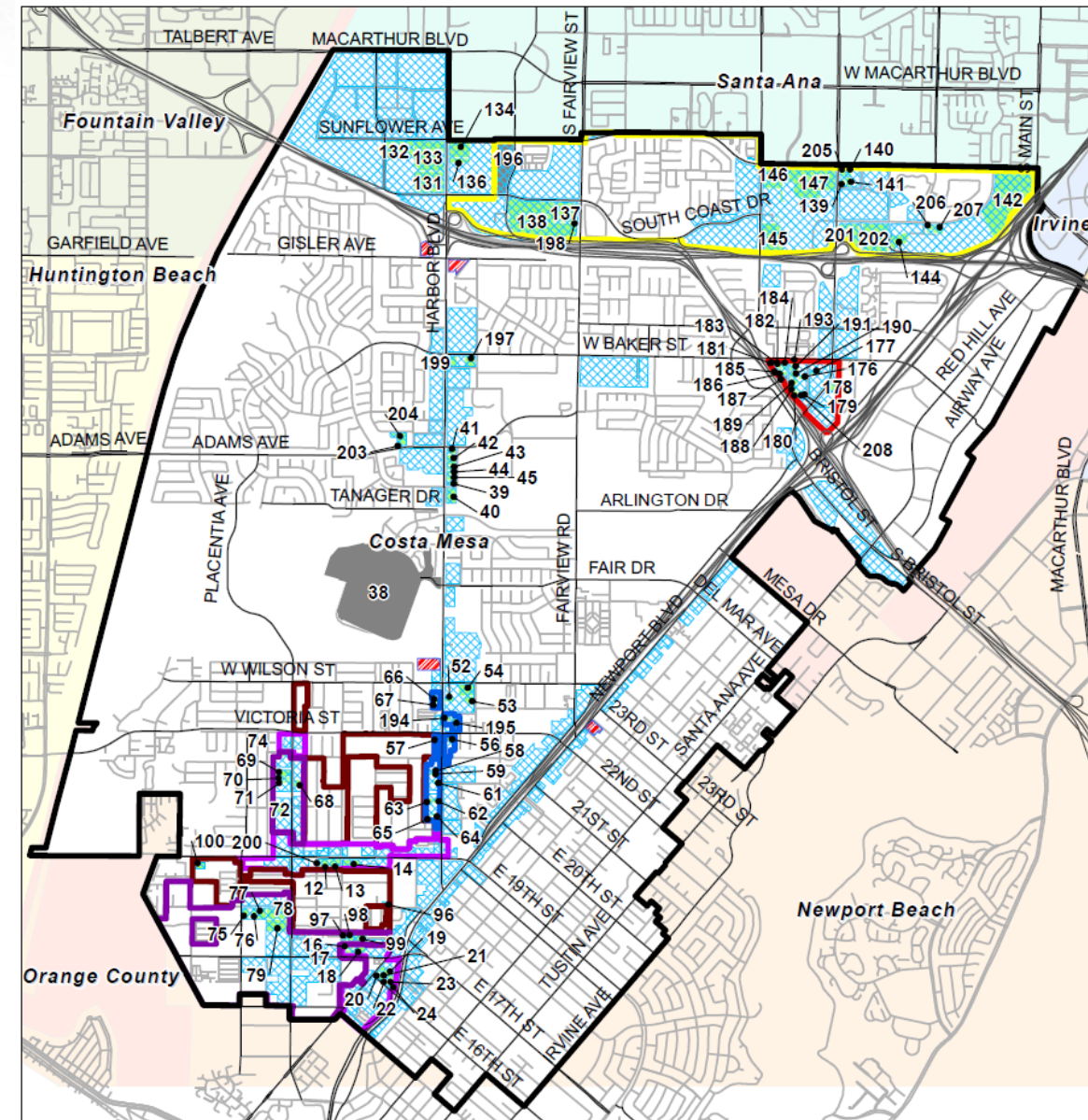
Under the Ordinance terms Developers can choose between the low and very low income Inclusionary Housing requirements. As such, it is appropriate to set the in-lieu fee payment at the lower of the two amounts derived from the Affordability Gap analyses. The resulting recommended in-lieu fee payment amount is \$19.50 per square foot of total leasable area in an apartment development.





# Affordable Housing Ordinance Applicability

- City has 97 housing opportunity sites identified in our Housing Element.
- All sites are located in Measure K Overlay.
- 47 of the 97 sites are anticipated to have 50+ units.



# City's RHNA Allocation



AFFORDABILITY LEVEL	TOTAL UNITS
Very-Low Income (<50% of AMI)	2,919
Low Income (50-80% of AMI)	1,794
Moderate Income (80-120% of AMI)	2,088
Above Moderate Income (>129% of AMI)	4,959
<b>TOTAL</b>	<b>11,760</b>

	Very Low	Low	Moderate	Above Moderate	TOTAL
Total Units Towards RHNA	3,015	1,819	3,228	8,979	17,042
Capacity Over RHNA	103%	102%	155%	181%	145%



# Mission Viejo Requirements – Approved 6/11/24

- The threshold project size is 10 units.
- For rental projects, the in-lieu fee can only be paid for projects with between 10 and 20 units.
- For ownership projects any project with 10 or more units can pay the in-lieu fee.

Income and Affordability Standards Proposed Inclusionary Housing Program		
Income Category	Apartment Development	Ownership Housing Development
Very Low	7.5%	
Low	7.5%	5%
Moderate		10%

In-Lieu Fee Payment Amounts Affordability Gap Analyses	
Apartment Development	
Per “Inclusionary Unit”	\$323,200
Per Square Foot of Total Leasable Area in the Development	\$41.90
Ownership Housing Development	
Per Inclusionary Unit	\$642,200
Per Square Foot of Total Saleable Area in the Development	\$58.20

# Developer Feedback on In-Lieu Fee Amounts

- **Higher in-lieu fee** amounts would **encourage onsite** production, which is preferred and is best practice.
- Generally, **preferred to pay the in-lieu fee** at a flat rate versus a sliding scale based on project size.



## Potential Alternative

- Incremental increase of In-Lieu Fee.
- Initially set a fee at a lower amount and increase it over time.

Example: Evaluate a fee of \$12 in Year 1, with increases over a 3-year period ( or longer) to an eventual amount of \$19.50.
- Thereafter, consider an annual adjustment based on an industry index such as changes in new home value.





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**Screening for 40 Residential Units**  
**220 Victoria Place**

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**August 6, 2024**  
**City Council**





# SCREENING REQUEST

- Applicant proposes to redevelop a 1.77 acre site within the General Commercial Land Use district with 40 residential units at 220 Victoria Place through a General Plan Amendment
- City Council Policy 500-2 establishes a procedure for processing privately-initiated General Plan amendments. This procedure involves a City Council screening of these requests prior to their acceptance for formal processing
- General Plan Screening is the first step in the process of amending the General Plan Land Use element for the proposed residential development with a density of 22.6 du/acre
- The General Plan Screening is not a public hearing but direction from City Council to proceed with the General Plan Amendment application

# SCREENING REQUEST

## 1. General Plan Amendment

- Add the Residential Incentive Overlay to the project site

## 2. Review and comment on project components

- Design
- Site Plan Layout
- Building Architecture

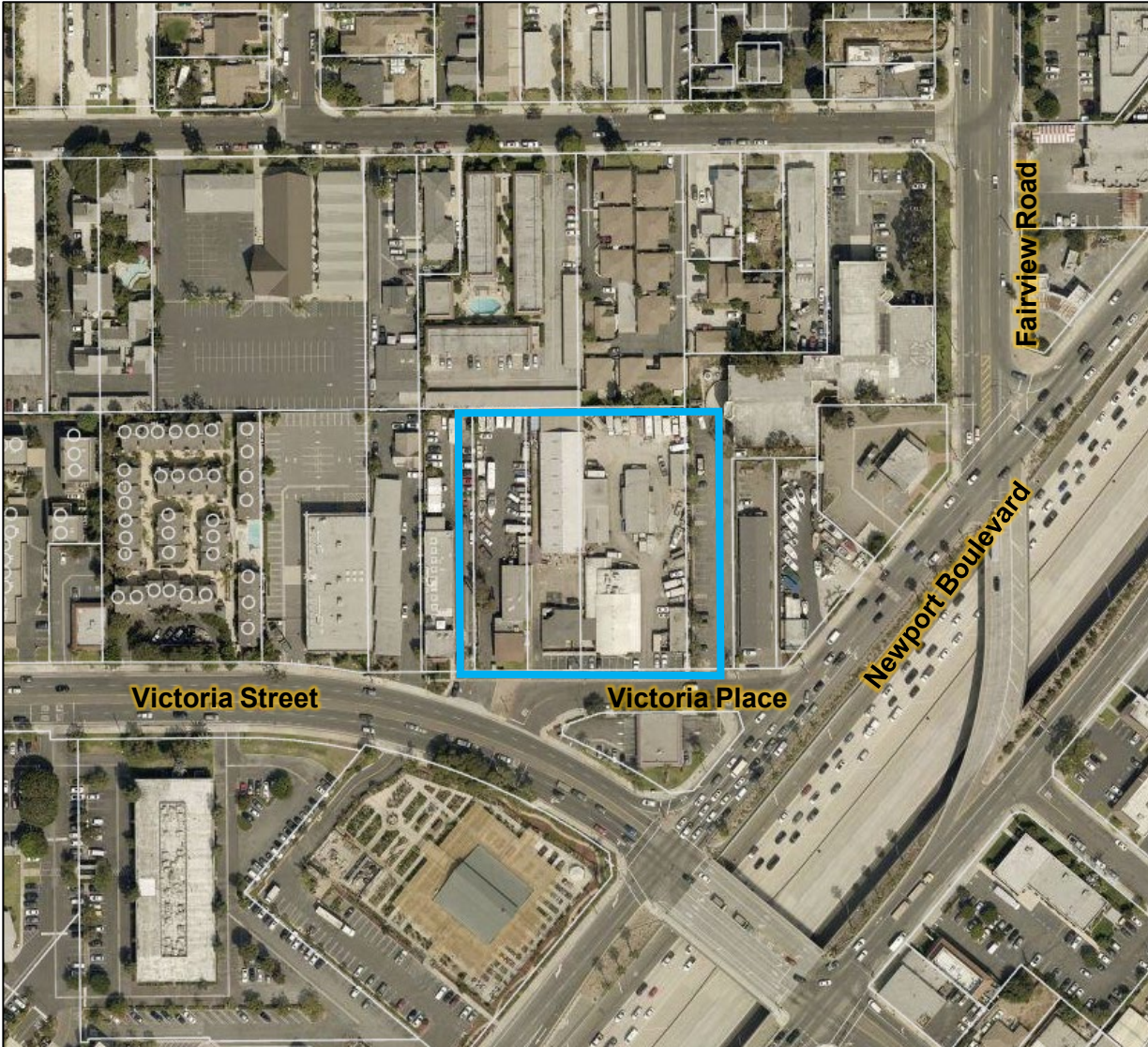


# SCREENING REQUEST

The project referred to as “Victoria Place” would involve:

- General Plan Amendment
- Rezone
- Master Plan
- Tentative Tract Map
- CEQA Environmental Review

# PROJECT SITE



- 1.77 Acre Site
- General Commercial Land Use
- C2 General Business Zoning
- Measure K site
- Nearby residential development



# GENERAL PLAN LAND USE ELEMENT POLICY 1.3

## *Policy:*

*"Strongly encourage the development of residential uses and owner-occupied housing (single-family detached residences, condominiums, townhouses) where feasible to improve the balance between rental and ownership housing opportunities."*



# SURROUNDING DEVELOPMENT

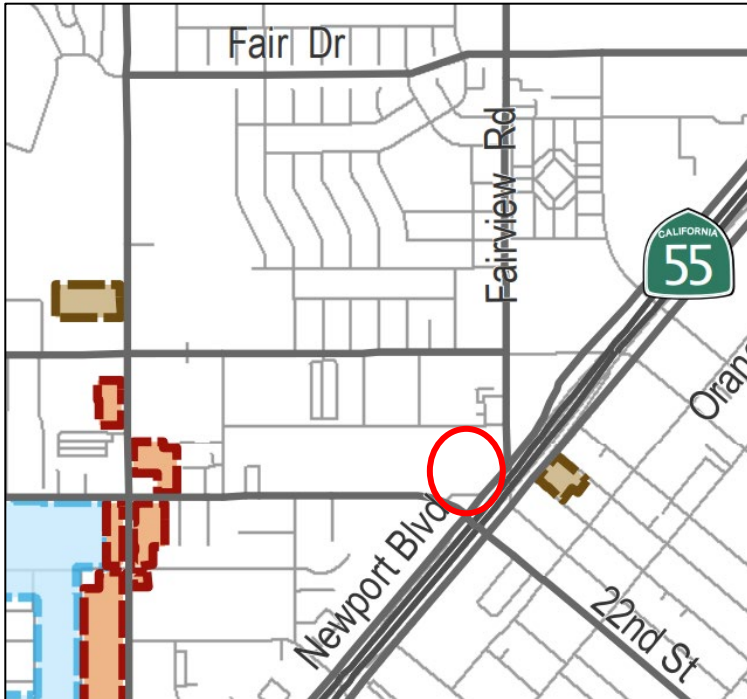





# GENERAL PLAN AMENDMENT SCREENING

- Updates maps, figures, text, and tables to include property in the Residential Incentive Overlay District
- General Commercial land use designation will not change

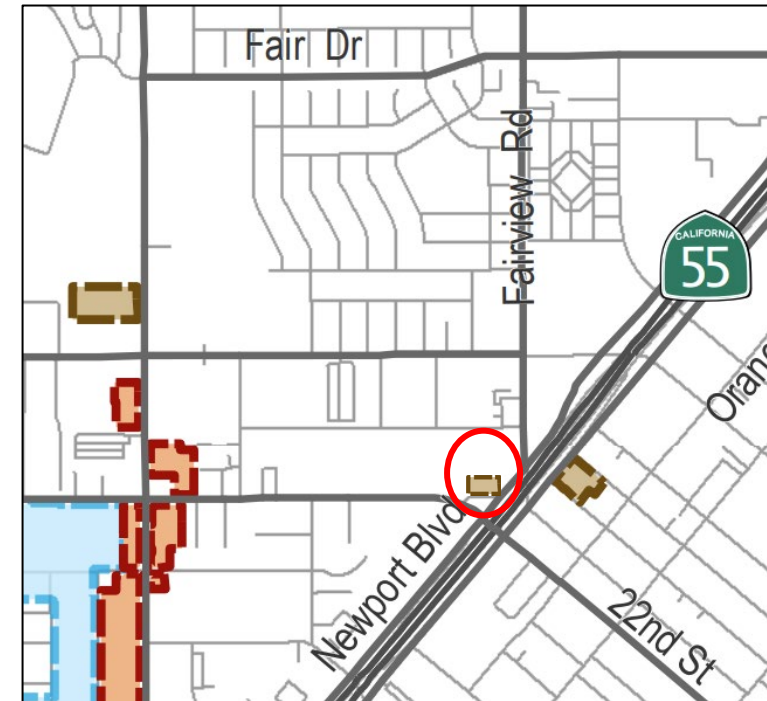
Existing



**Overlays**

 Residential Incentive Overlay

Proposed



# RESIDENTIAL INCENTIVE OVERLAY

- **September 2016:** City Council adopted Residential Incentive Overlay District
- Existing zoning does not allow residential development
- Overlay helps achieve other city goals on top of existing zoning
- Residential Incentive Overlay District allows a maximum of 30 dwelling units per acre
- Measure K site
- Property's base zoning will not change







# CONCEPT DESIGN – SITE PLAN





# PARKING

Requirement	Minimum Requirements	Proposed
Tenant Parking	140	102
Guest Parking	20	8
Total	160	110

# CONCEPT DESIGN - FLOOR PLANS



Duplex Unit



Detached Unit





# CONCEPT DESIGN - ARCHITECTURE



# CONCEPT DESIGN



- Project must exhibit excellence in design
- Meets goals and policies of the General Plan
- Location is appropriate for residential
- Increases ownership housing opportunities



# NEXT STEPS

- City Council to discuss project and provide feedback concerning:
  - Overall design
  - Potential deviations
  - Other comments/concerns
- Planning Commission reviews the Master Plan and associated applications
- City Council final approval for the General Plan Amendment and Rezoning



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**Screening for 40 Residential Units**  
**220 Victoria Place**

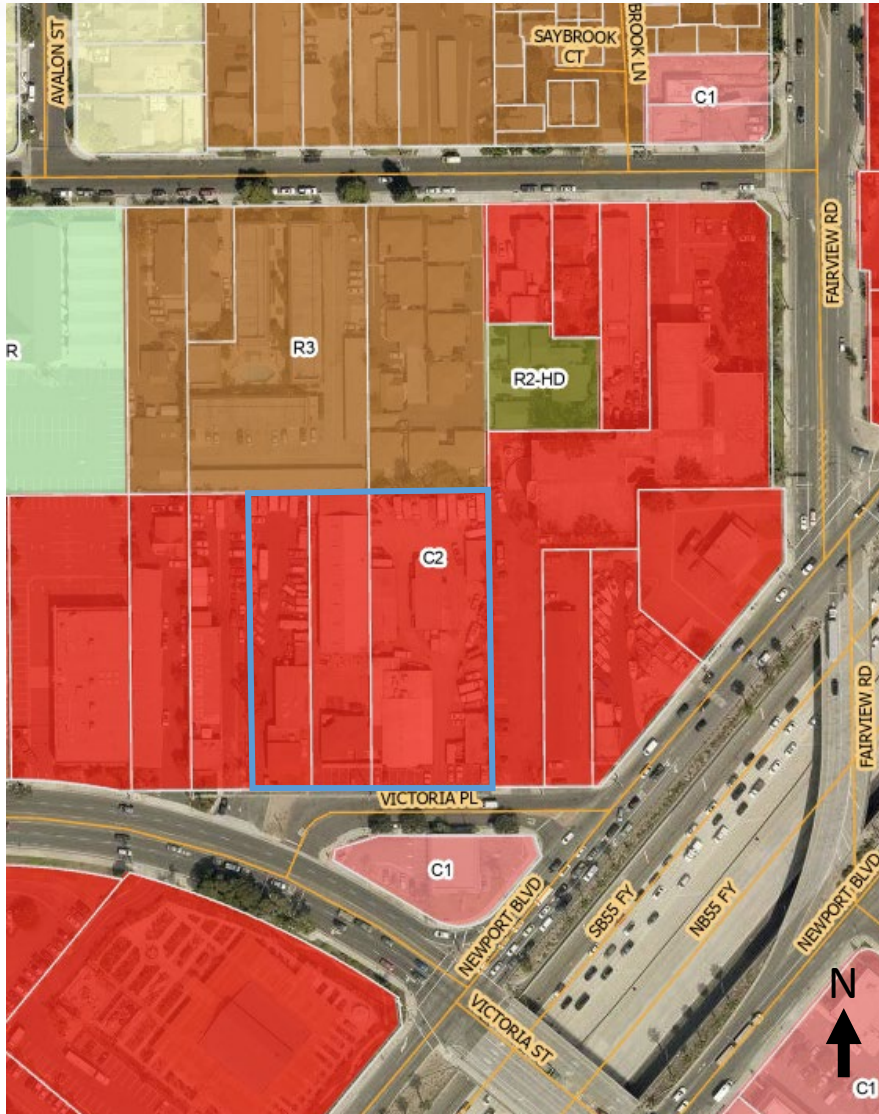
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**August 6, 2024**  
**City Council**

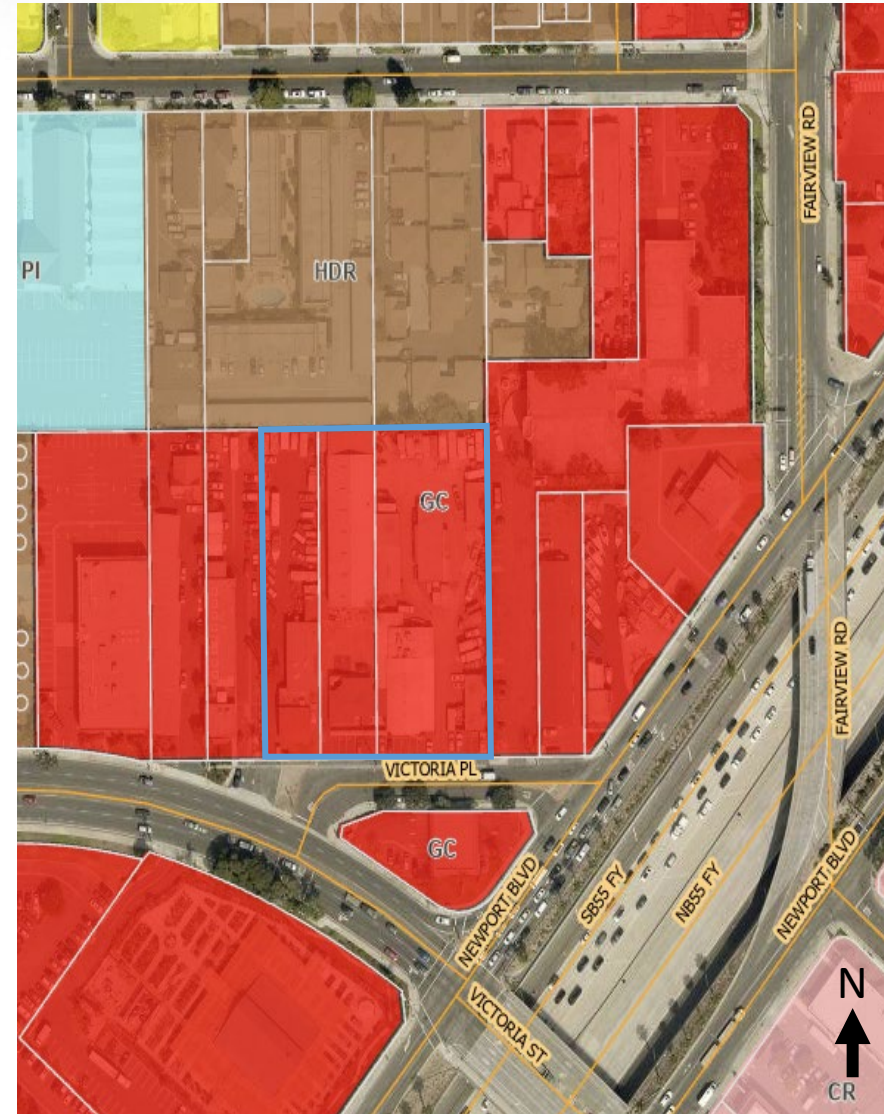




# EXISTING ZONING AND LAND USE



Zoning – C2 General Business



Land Use – General Commercial

# DEVELOPMENT STANDARDS

Requirement	C2 General Business	Residential Incentive Overlay District Requirement	Proposed
Max Residential Density	NA	30 DU/acre	22.6 DU/acre
Max Height	2 Stories (30 ft)	3 Stories	3 Stories (approx. 39 ft)
Min Perimeter Open Space	NA	20 ft abutting PROW	20 ft abutting PROW
Min Open Space	NA	40%	Unknown



# SOUTH ELEVATION







# Shalimar Park Renovation

CITY COUNCIL

August 6, 2024







# Background Information



## HISTORY AND PARK AMENITIES

- Shalimar Park is located at 782 Shalimar Drive, Costa Mesa.
- The park was dedicated in 1999 and consists of a playground featuring elements for young children, trees, seating area, and benches.
- Its area is less than a half-acre, approximately 0.16 acre, but despite its small size, it provides a vital recreational amenity to this underserved community.





# FUNDING SOURCES

- Funds received through state Senator David Min in the amount of \$1.0 million for Shalimar Park upgrades and recreation amenities.
- Other funding sources include \$1.3 million in other City funds budgeted in prior fiscal years.
- Altogether, approximately \$2.3 million allocated for the Shalimar Park upgrades.





## PRELIMINARY DESIGN AND CONSULTANT SELECTION

- City contracted in 2023 with Pat West, LLC and City Fabrick to conduct several community outreach meetings for major park upgrades.
- Preliminary park design options and renderings were discussed with the Parks and Community Services (PACS) Commission on August 10, 2023.
- City staff conducted a comprehensive Request for Proposals (RFP) in which the City Council selected Community Works Design Group (CWDG) as design consultant on January 16, 2024.





# Community Outreach & Engagement



# Shalimar Park Improvement Project

- Initial Community Engagement
  - May/June 2023 – 3 pop-up events
  - Pat West LLC
  - City Fabrick
- Survey Feedback
  - Better visibility and lighting
  - More play area
  - Space for families and community to gather
  - Multi-purpose, active space for back area (i.e. soccer, basketball)
  - Vertical and overhead climbers





# Shalimar Park Improvement Project

- Project Website
- Neighborhood Canvassing
- Community Partners
- Social Media
- E-notifications & Newsletters
- Local School
- Costa Mesa Minute
- Park Posting
- Survey



**DON'T FORGET!**

Public Meeting for the Improvements of Shalimar Park

**FREE!**  
CDMX TACO TRUCK, MUSIC & MUCH MORE!

**LOCATION** SHALIMAR PARK  
782 Shalimar Drive

**DATE** FRIDAY  
MAY 17th

**TIME** 6:00 PM-8:00 PM

More information or project updates: Call 714-754-5105 or scan the QR Code.  
Please note this is the fourth in a series of outreach meetings that will take place.



**¡ESTAS INVITADO!**

Reunión pública sobre mejoramientos del Parque Shalimar

**¡GRATIS!**  
MÚSICA, COMIDA, JUGUETES, MOBILE REC Y MUCHO MÁS!

**UBICACIÓN** PARQUE SHALIMAR  
782 SHALIMAR DRIVE

**FECHA** VIERNES  
17 DE MAYO

**HORA** 6:00 PM-8:00 PM

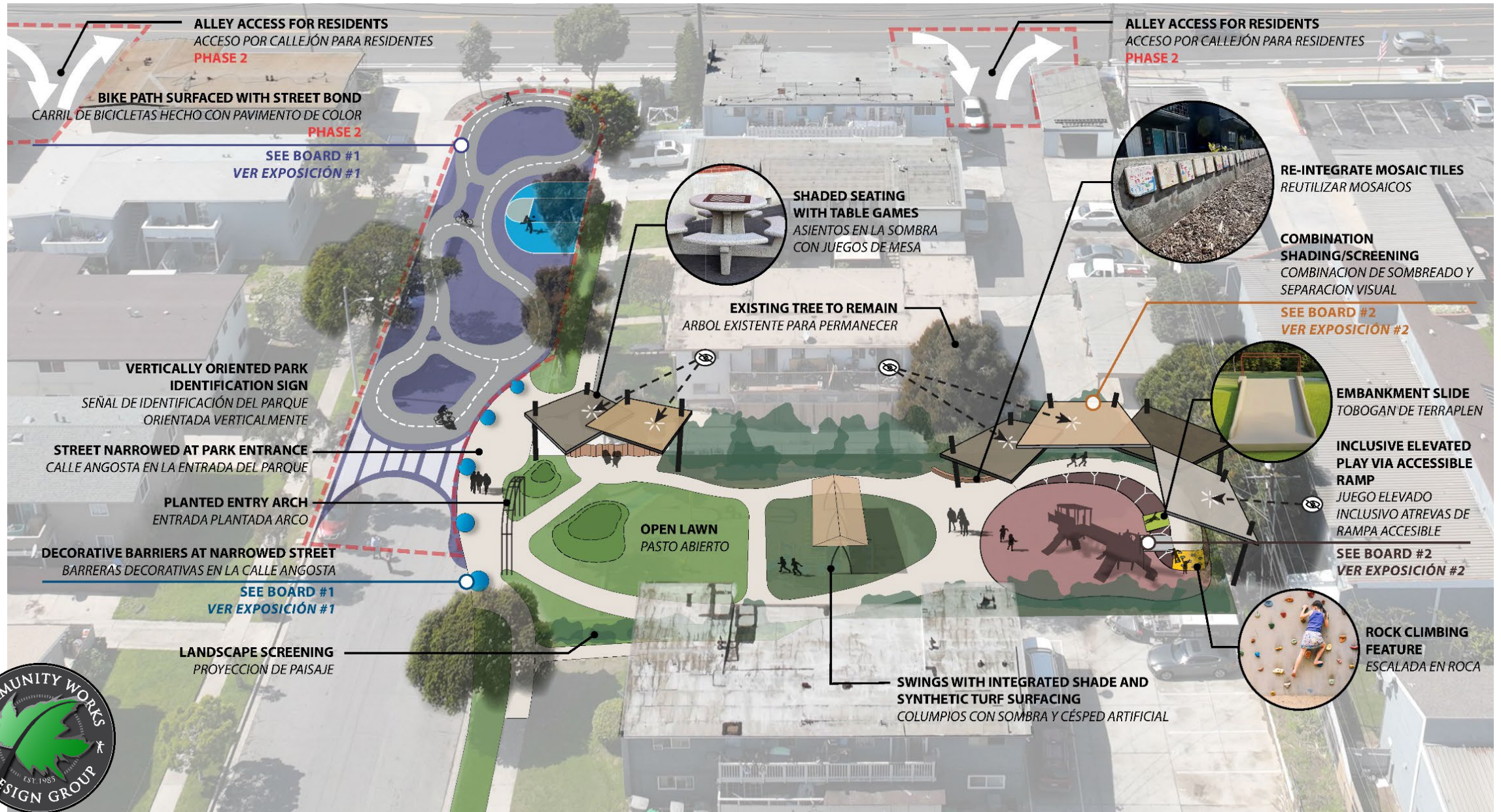
Más información o actualizaciones del proyecto: llame al 714-754-5105  
Tenga en cuenta esto es la cuarta en una serie de reuniones de alcance público.





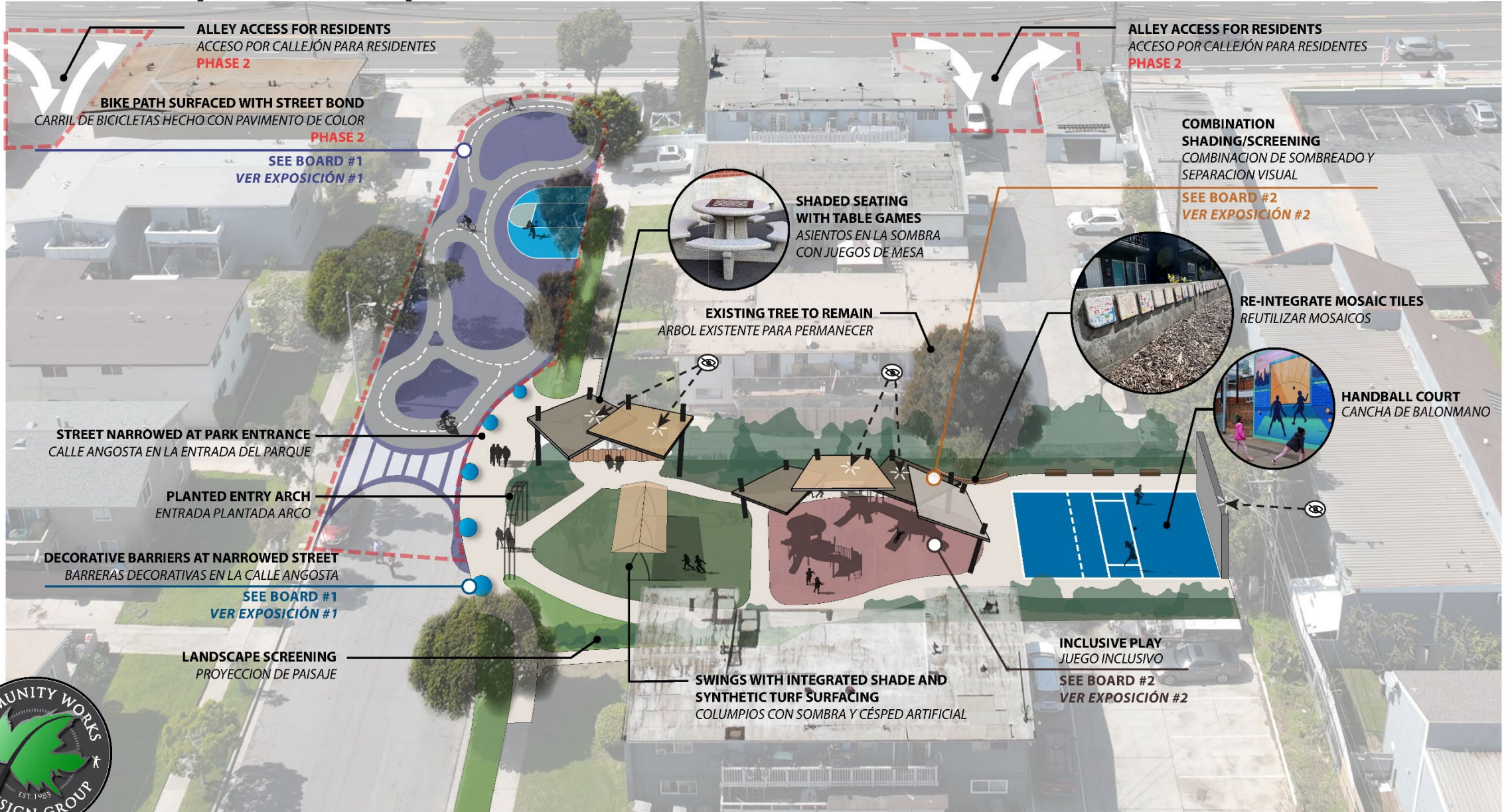


# Conceptual Option A.1





# Conceptual Option A.2





# Conceptual Option B





# Outreach Event

May 17, 2024

- 100+ Participants
- Feedback activities were facilitated in English and Spanish.





# Board #1: Amenity Options / Summary of Results

## ASPHALT PAVEMENT MARKINGS (MARCACIONES EN PAVIMENTO ASFALTICO)



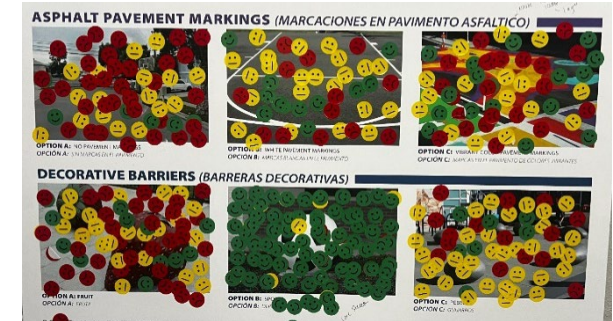
**OPTION A:** NO PAVEMENT MARKINGS  
**OPCIÓN A:** SIN MARCAS EN EL PAVIMENTO



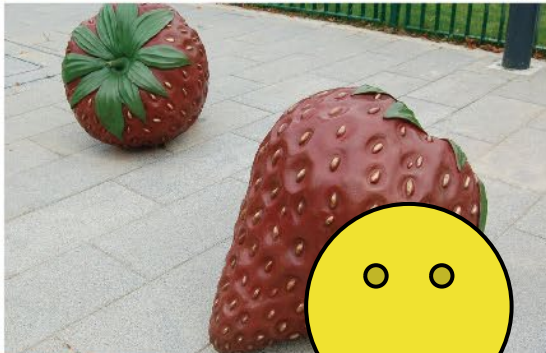
**OPTION B:** WHITE PAVEMENT MARKINGS  
**OPCIÓN B:** MARCAS BLANCAS EN EL PAVIMENTO



**OPTION C:** VIBRANT COLOR PAVEMENT MARKINGS  
**OPCIÓN C:** MARCAS EN EL PAVIMENTO DE COLORES VIBRANTES



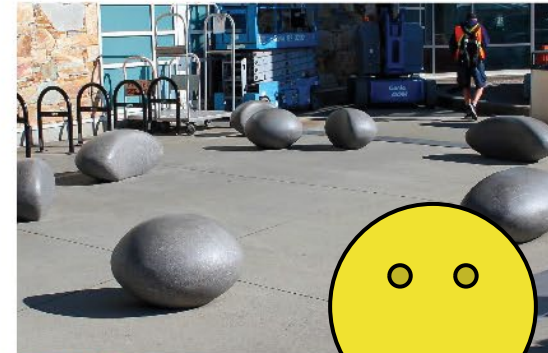
## DECORATIVE BARRIERS (BARRERAS DECORATIVAS)



**OPTION A:** FRUIT  
**OPCIÓN A:** FRUTA



**OPTION B:** SPORTS  
**OPCIÓN B:** DEPORTES



**OPTION C:** PEBBLES  
**OPCIÓN C:** GUADARROS





# Board #2: Amenity Options - Summary of Results

## PLAYGROUND STYLE (ESTILO DE PARQUE INFANTIL)



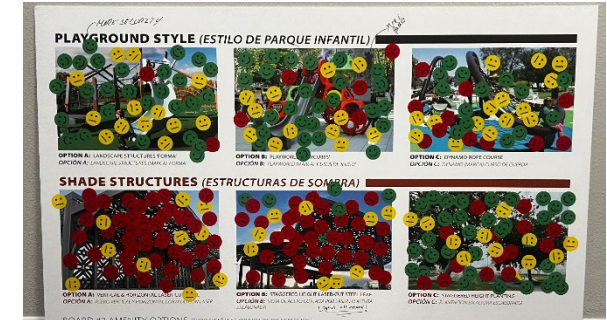
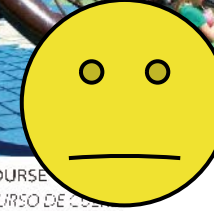
**OPTION A:** LANDSCAPE STRUCTURES  
**OPCIÓN A:** LANDSCAPE STRUCTURES (MARCA)



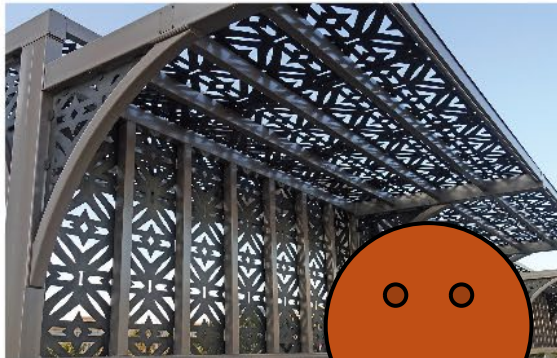
**OPTION B:** PLAYWORLD 'PLAYCUBES'  
**OPCIÓN B:** PLAYWORLD (MARCA) 'CUBOS DE JUEGO'



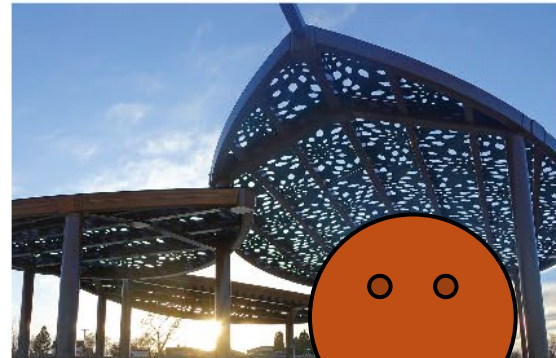
**OPTION C:** DYNAMO ROPE COURSE  
**OPCIÓN C:** DYNAMO (MARCA) CURSO DE CORDÓN



## SHADE STRUCTURES (ESTRUCTURAS DE SOMBRA)



**OPTION A:** VERTICAL & HORIZONTAL  
**OPCIÓN A:** ACERO VERTICAL Y HORIZONTAL (MARCA) LASER



**OPTION B:** STAGGERED HEIGHT LATTICE  
**OPCIÓN B:** HOJA DE ACERO CORTADA POR LASER, ESCALONADA



**OPTION C:** STAGGERED HEIGHT PLANTING  
**OPCIÓN C:** PLANTACIÓN EN ALTURA ESCALONADA



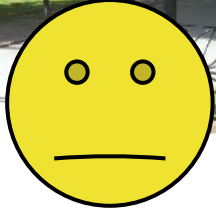


# Board #3: Amenity Options - Summary of Results

## MONUMENT SIGN (SEÑAL DE MONUMENTO)



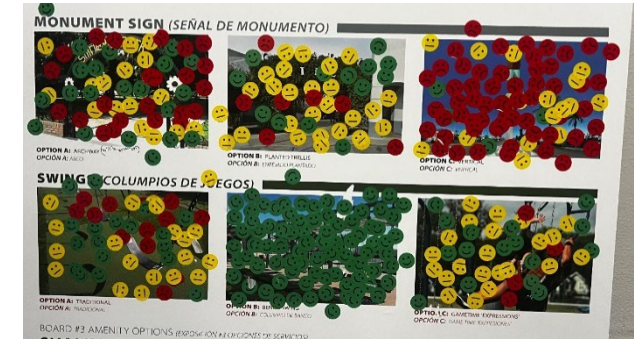
**OPTION A:** ARCHWAY  
**OPCIÓN A:** ARCO



**OPTION B:** PLANTED TRELLIS  
**OPCIÓN B:** ENREJADO PLANTADO



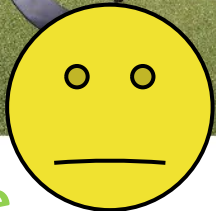
**OPTION C:** VERTICAL  
**OPCIÓN C:** VERTICAL



## SWINGS (COLUMPIOS DE JUEGOS)



**OPTION A:** TRADITIONAL  
**OPCIÓN A:** TRADICIONAL



**OPTION B:** BENCH SWING  
**OPCIÓN B:** COLUMPIO DE BANCO



**OPTION C:** GAMETIME 'EXPRESSION'  
**OPCIÓN C:** 'GAMETIME' EXPRESIONLS



Add Shade  
over swings!





# Board #4: Amenity Options - Summary of Results

## MOSAIC TILE DISPLAY (EXHIBICIÓN DE MOSAICOS)



**OPTION A:** SEATWALL  
**OPCIÓN A:** PARED DEL ASIENTO



**OPTION B:** ART WALL  
**OPCIÓN B:** PARED DE ARTE



**OPTION C:** COLUMNS  
**OPCIÓN C:** COLUMNAS DE ARTE



## PARK THEME (MARCA VECINAL PARA PARQUE)



**OPTION A:** AGRICULTURE  
**OPCIÓN A:** AGRICULTURA



**OPTION B:** ART/CREATIVITY  
**OPCIÓN B:** ART/CREATIVIDAD



**OPTION C:** NATURE  
**OPCIÓN C:** NATURALLZA



Consider Soccer Theme!







# Parks and Community Services Commission Meeting

- On July 27, 2024, our team presented the City staff-recommended Conceptual Plan Option B to the Parks and Community Services Commission for approval.
- The PACS Commission voted for approval of Option B with a note to review the potential for a restroom facility to be reviewed by City Staff.



# Conceptual Plan B



## LEGEND

- |                     |  |                    |                                |   |
|---------------------|--|--------------------|--------------------------------|---|
| 1 PLAY STRUCTURE    | 5 SWING GLIDERS                        | 9 ENTRANCE ARBOR   | 13 RE-PURPOSED TILE ARTWORK    | 17 HALF-COURT STREET BASKETBALL (SEE KEY MAP) |
| 2 SWINGS WITH SHADE | 6 NATURAL GRASS LAWN                   | 10 SOCCER BOLLARDS | 14 GREENSCREEN (12' HT.)       |   |
| 3 MINI-PITCH SOCCER | 7 DRINKING FOUNTAIN WITH BOTTLE FILLER | 11 RAISED CROSSING | 15 DECORATIVE FENCING (4' HT.) |   |
| 4 BASKETBALL HOOP   | 8 GAME TABLE                           | 12 SEAT WALL       | 16 SECURITY LIGHTING           |   |





# Renderings

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# Plan B

## Entry Arbor







# Plan B

## Cul-De-Sac Improvements







## Plan B Front Entry







# Plan B Playground







## Plan B

### Mini-Pitch Soccer with Handball Court







## Plan B

### Mini-Pitch Soccer with Handball Court







## Plan B Security Lighting







## Plan B Security Lighting







# Plan B Playground







# Questions?





# COSTA MESA CHAMBER OF COMMERCE REQUEST

City Council Meeting  
Tuesday, August 6, 2024





# Background

- **2020:** COVID-19 pandemic established a state of emergency across the nation, with mandatory social distancing and limiting gatherings.
- **2020 - Early 2022:** Continued mandates to socially distance and limit event attendance, according to the County levels of Coronavirus.

## ORANGE COUNTY IS CURRENTLY IN **PURPLE TIER**

- Orange County expected to reach **red tier (substantial)** next Wednesday

Sectors	Widespread (Tier 1)	Substantial (Tier 2)
Gatherings	Outdoor only; max 3 households	Indoor with strong modifications
Hair Salons & Barbershops	Open indoors w/ modifications	Open indoors w/ modifications
All Retail	Open indoors; 25% capacity	Open indoors; 50% capacity
Shopping Centers (Malls, Swapmeets)	Open indoors; 25% capacity	Open indoors; 50% capacity; food courts – 25% capacity
Movie Theaters	Outdoor only w/ modifications	Open indoors; 25% or 100 people
Hotels and Lodging	Open w/ modifications	Open w/ mods; fitness centers – 10%
Gyms and Fitness Centers	Outdoor only w/ modifications	Open indoors; 10% capacity; climbing walls
Restaurants	Outdoor only w/ modifications	Open indoors; 25% or 100 people
Bars	Closed	Closed





# Prior Financial Assistance to Businesses

- **\$2.0 million** in Small Business Grants funded by ARPA
  - Two rounds of funding in Fiscal Year 2021
- A total of **\$600,000** in financial relief for Travel Costa Mesa due to loss of hotel tax revenue
  - Approximately \$164,000 per year for Fiscal Years 2020, 2021, 2022, and 2023
- A total of **\$80,000** in financial relief to the LA Chargers due to closed training practices
  - For Fiscal Years 2021 and 2022





# Analysis: Loss of Revenue

- COVID-19 pandemic affected the Chamber's two primary sources of revenue, membership dues and events registration.
  - While the Chamber received the annual \$25,000 contribution from the City during these years, there was still significant losses due to the pandemic.
- Actual losses amounted to **\$252,570** in both 2020 and 2021.
  - Events revenue was decreased by **84%** in 2020.
  - Membership revenue was decreased by **44%** in 2020.
- The Chamber of Commerce is asking the City for a one-time support payment of **\$123,759**.
  - Recent leadership changes delayed the processing of this request until this time.





# Analysis: Loss of Revenue

CHAMBER EVENTS	2019	2020	2021	Yr to Yr Diff	Yr to Yr Diff	Combined Loss
				2019 - 2020	2019 - 2021	2020 & 2021
Gross Income	\$210,704	\$30,899	\$114,190	(\$179,805)	(\$96,514)	
Total Expense	\$99,518	\$13,147	\$29,008	(\$86,371)	(\$70,510)	
<b>Net (Total)</b>	<b>\$111,187</b>	<b>\$17,752</b>	<b>\$85,182</b>	<b>(\$93,435)</b>	<b>(\$26,005)</b>	<b>(\$119,439)</b>

MEMBERSHIP	2019	2020	2021	Yr to Yr Diff	Yr to Yr Diff	Combined Loss
				2019 - 2020	2019 - 2021	2020 & 2021
<b>Total Revenue</b>	<b>\$215,375</b>	<b>\$120,233</b>	<b>\$177,385</b>	<b>(\$95,142)</b>	<b>(\$37,990)</b>	<b>(\$133,131)</b>





# Recommendations

Staff recommends the City Council authorize financial support from losses using eligible funding sources to provide relief to the Costa Mesa Chamber of Commerce due to the financial impacts of COVID-19 and the resultant revenue.

