

Santa Ana Renaissance Specific Plan

Frequently Asked Questions – The Downtown District

- *Does the Specific Plan replace existing Downtown merchants with new merchants?*

No. The Specific Plan recommendations for the Downtown do not affect existing merchants. Commercial uses, such as we have today along 4th Street, are exactly the type of uses that the Plan seeks to protect and even expand along other streets that have no significant retail uses today.

- *There are new sign regulations in the Specific Plan. Will the merchants have to replace their existing signs when the Plan is adopted?*

No. Just as it is today, illegal signs would need to be removed, but existing signs that were installed with an approved sign permit would be permitted to remain until such time as the business owner decided to change them.

- *The City's Latino heritage is a very important component of Santa Ana. How does the Specific Plan honor this heritage?*

As a result of the community input process, the Plan identifies a place that could serve as a Zócalo, or community gathering place, on the parking lot at 3rd Street and Bush Street. This parking lot would be improved with new decorative paving, landscaping and lighting, but would still be available as a parking lot during times when it was not being used for public events. In addition, continuing the tradition of hosting special cultural events in the Downtown would be strengthened through the improvement of pedestrian facilities and parking structures.