

## Comments from November 15, 2017 Sunshine Ordinance Meeting regarding 2525 N. Main Street

A presentation by the Applicant's team was made to outline the development process and the review that the City of Santa Ana will conduct including the environmental review. A brief description of the project design was provided as well as discussion of anticipated benefits to the community. Comments and questions were received from the attendees. Responses have been provided.

### Land Use:

1. Why buy a property to rezone?
  - *The site was identified in 2015 by the City of Santa Ana as a likely rezone site and the City placed it on its Envision Map, designating it as residential with unlimited height and unlimited density. In addition, the site should be residential because the proposed residential use next to single family residential is a prototypical manner in which cities are planned. Typically, it is much more common for home owners to resist commercial uses next to their homes, not a residential use. In fact, the State of California is now focusing on requiring EIRs to study the impacts of commercial uses adjacent to homes.*
2. Build an office project.
  - *Office would create significantly more traffic than the existing use, for instance, a 5-story office building would generate approximately 10,000 daily trips compared to approximately 2,812 daily trips for the proposed use (if the existing building were occupied it would create 2,938 daily trips). Additionally, office vacancy in this sub-market is approximately 20%, whereas multi-family vacancy is less than 3%. Clearly the need for housing in Santa Ana is one of the most extreme. It is well known that Santa Ana is one of the most overcrowded/dense cities in terms of people to housing ratios (for every 1 housing unit, there are 4.5 people; whereas Irvine is 1 to 2.6 and Newport Beach is 1 to 2.2). The existing housing ratio in Santa Ana is detrimental, by creating a shortfall of housing results in over-crowding and unaffordable housing options.*
3. Putting Single family units on site will solve crime issue.
  - *We are in the process of researching and studying the effects that a larger amount of people will have on crime in the area. We will share the data with the community once it is completed.*
4. No apartments.
  - *We are hopeful that the quality of the community will change these opinions and the neighbors will take the time to learn and better understand about the community and City benefits.*
5. No re-zoning.

- *We are hopeful that the quality of the community will change these opinions and the neighbors will take the time to learn and better understand about the community and City benefits.*
- 6. Need to disclose previous mortuary use on site to people.
  - *As a part of the environmental impact report, it will investigate all former uses and of course the report will be made public.*
- 7. Would you rezone a property next to your neighborhood?
  - *We believe in urban areas the future of housing is denser than in years past. The data is overwhelming that developing multi-family in close proximity to job centers will reduce traffic, reduce environmental issues, and is less taxing on the infrastructure.*
- 8. On this site you can put 40 single family/for sale homes and they will sell.
  - *The cost of urban infill sites such as this one (17mm) make it cost prohibitive to develop single family. In addition, this is a major thoroughfare with a mixture of uses and significant freeway noise, all making for the site to be incompatible for single family residences.*
- 9. Oppose apartments of any kind.
  - *It is our understanding the neighbor's impression of an apartment project is not consistent with what we intend to develop. In the upcoming weeks, we will launch a website detailing the quality of construction and vast amenities. The project will resemble a fine resort, not some of the underwhelming projects from years ago. Keep in mind, the folks that will occupy this community will make a minimum income of \$58,000 per year, with an average income of \$85,000 a year.*
- 10. Our neighborhood is a jewel, don't want your project it will damage our neighborhood.
  - *It is our intention to leave the community better than we found it. We intend to post on our website all of the benefits the project will bring to the City and the Community.*
- 11. Rezone would take away our quality of life, some business use ok.
  - *Again, we are hopeful that the quality of the community will change these opinions and the neighbors will take the time to learn and better understand about the community and City benefits.*
- 12. If the rezoning is going to happen, why are we even talking?
  - *The City of Santa Ana has a process for review of the application that includes an environmental review before Planning Commission and City Council hearings. The developer would not have acquired this site had City staff not identified it as an unlimited density and unlimited height residential site over 3 years ago. Nevertheless, the site is not re-zoned, City staff, Planning Commission and City Council will take into account both the needs of the City and the existing community in coming to a determination if the site is ultimately rezoned. Please be mindful that Main Street and its businesses, which include the hospitals, retail and services, are supportive of more quality housing stock to its workforce. In addition, the project application will be following the process of City*

*review including the CEQA environmental process before any decisions are made.*

13. . So it is a foregone conclusion that the re zone will happen?

- *The City of Santa Ana has a process for review of the application that includes an environmental review before Planning Commission and City Council hearings. The developer would not have acquired this site had City staff not identified it as an unlimited density and unlimited height residential site over 3 years ago. Nevertheless, the site is not re-zoned, City staff, Planning Commission and City Council will take into account both the needs of the City and the existing community in coming to a determination if the site is ultimately rezoned. Please be mindful that Main Street and its businesses, which include the hospitals, retail and services, are supportive of more quality housing stock to its workforce. In addition, the project application will be following the process of City review including the CEQA environmental process before any decisions are made.*

14. Why bring apartments to this neighborhood?

- *Office vacancy in this sub-market is approximately 20%, whereas multi-family vacancy is less than 3%. Clearly the need for housing in Santa Ana is extreme. . It is well known that Santa Ana is one of the most overcrowded/dense cities in terms of people to housing ratios (for every 1 housing unit, there are 4.5 people; whereas Irvine is 1 to 2.6 and Newport Beach is 1 to 2.2). The existing housing ratio in Santa Ana is detrimental, by creating a shortfall of housing results in over-crowding and unaffordable housing options.*

15. We need apartments but not on this site. There are a lot of apartments planned for adjacent areas.

- *We find the location of this site, adjacent to both public transportation and major thoroughfares (the 5 Freeway and the 22 Freeway) make it ideal for multi-family housing, not to mention the adjacent retailers and employers are in desperate need for high income households in the sub-market, along with knowledgeable workers (those workers with specific skill sets). Please keep in mind that the culture has changed in that professionals today are renting in far greater numbers than the previous generation. In addition, we would sell these units as condominiums, once the market allows us to do so, however, post – recession lenders still have not loosened their requirements making it difficult for many to qualify for mortgage financing.*

16. Not appropriate for our neighborhood.

- *We find the location of this site, adjacent to both public transportation and major thoroughfares (the 5 Freeway and the 22 Freeway) make it ideal for multi-family housing, not to mention the adjacent retailers and employers are in desperate need for high income households in the sub-market, along with knowledgeable workers (those workers with specific skill sets). Please keep in mind that the culture has changed in that professionals today are renting in far greater numbers than the*

*previous generation. In addition, we would sell these units as condominiums, once the market allows us to do so, however, post – recession lenders still have not loosened their requirements making it difficult for many to qualify for mortgage financing.*

17. Is there any research about how it works to have apartments adjacent to older neighborhoods?
  - *The site is situated on a main thoroughfare with all different types of uses, situating a multi-family community next to services will reduce the use of cars and support the other adjacent retailers. We are studying potential means to mitigate cut-through traffic into Santiago Park either through reconfiguration of the existing egress, or a gate. In general, most cities are planned with multi-family housing next to single family housing with commercial next to the multi-family. The site makes much more sense as a multi-family residential use. Typically residents are unhappy when commercial uses are next to their homes, not residential uses. That is why this site was identified three years ago by staff to be rezoned for residential. In addition, the park is having vagrant issues and this problem will be somewhat mitigated with professionals living at this location, because it will create a deterrent via a nighttime presence.*
18. Our community opposed apartments being built in our vicinity in the 1960's and they did not get built.
  - *The vision and the needs of the City have changed. The City now is greatly in need of housing stock in order to prevent overcrowding and to provide affordable housing options. Again, the previous generations were able to navigate their families into home ownership, but the environment has changed and the barriers to acquire a home are significant and real.*
19. What is the Sunshine Ordinance?
  - *A City Ordinance that requires a community meeting to be held by the applicant after the application is filed to educate about the proposed project and obtain input.*
20. Why doesn't developer put money in a property in a broken neighborhood in Santa Ana?
  - *The developer has been active in Orange County and has developed in all types of neighborhoods. The existing office building was developed as a boiler room/call center for Wells Fargo; it is now obsolete because this type of use has been farmed out to other countries. The site will be developed, and again, this type of use will provide for needs of the retailers, of the adjacent employers, produce significant revenue for the City, and is situated on a public transit corridor, ideal for reducing the use of automobiles.*
21. This neighborhood has been here for 100 years.
  - *We know this is a fantastic neighborhood and it is our objective to leave the neighborhood better than we found it. Again, the site is not in Park Santiago, it is on a main thoroughfare, and its position is ideal to work*

*in harmony with the adjacent retail, restaurants, office and main transit corridors. Keep in mind that for decades, this site has been a different use than the single family homes located in Park Santiago and it is our understanding that the issues were minimal.*

22. No rezoning, no GPA, no apartments
  - *Please refer to responses to comments 4 and 5.*
23. Don't want to be packed in like sardines.
  - *The density of this project is consistent with hundreds of other Southern California projects, including those found in Santa Ana, Irvine, Newport Beach, Costa Mesa, Anaheim and Huntington Beach. The projects have added tremendous value to both the cities and the communities they are situated in by providing quality housing, bringing quality folks to the neighborhood, and supporting local businesses. The proposed project will provide more than 10x the revenue compared to the existing structure, thereby helping to reduce any fiscal challenges the City currently faces. The City is in need of a variety of new services and better services and this can only be achieved through expansion of its tax base.*
24. Concerned about privacy, people would be able to see into backyards of adjacent houses.
  - *We have purposely oriented the unit windows toward the park, toward the courtyards and away from any of the adjacent neighbor homes. We currently are studying sight lines and in the event it is determined that this is an issue, the developer will either revise the design, pay for fencing and/or landscaping to screen the backyards. It is our understanding that the adjacent 9-story office building (which is far higher) has not created privacy issues for the adjacent homes. It is also our intention to bury existing power lines, thereby beautifying the adjacent neighborhood.*
25. This project would ruin our quality of life.
  - *Please refer to responses to comments 21, 23 and 24.*

### **Traffic and Parking:**

1. Where are the 900 cars?
  - *There will be a parking structure that the buildings are wrapped around. The center of the site will contain a 7-level parking structure; the residences will be constructed around the garage, allowing residents to park on the same level as their home. This type of development is both ideal for the residents and screens and screens the parking structure from surrounding area views.*
2. Streets aren't wide enough to accommodate apartments.
  - *We will work with our traffic engineers, architects and City staff to make the egress away from Park Santiago community and towards Main Street.*
3. Cowan Heights residents cut through our streets already.

- *We believe you have a wonderful community and we will look into any means to mitigate this and any existing nuisance.*
4. Nearby Apartments are not full and traffic is already miserable.
    - *Santa Ana is among the worst cities in terms of housing shortages in the nation, in fact, Santa Ana's housing share of the housing stock in 2000 was 34% of the housing in the vicinity (including Santa Ana, Costa Mesa, Newport Beach, Irvine, Tustin); however, by 2015 Santa Ana's share was down to 27%. As noted above, Santa Ana vacancy rate is less than 3%, it is virtually impossible to have a lower vacancy rate; it is clearly indicative of a housing under-supply. There have been countless studies and articles over the last 3.5 years documenting Orange County's housing shortage, resulting in folks paying far too much for housing, increasing traffic, increasing pollution, and destroying the quality of life (because people end up spending hours a day in their cars commuting). If Orange County's housing shortage is not solved, it will drive out workers and drag down the region's robust economy. Without more places for workers to live, more 20 and 30-somethings will leave and business will struggle to recruit high quality employees.*
  5. Need to account for all the future apartments in Santa Ana and Orange in area in traffic analysis.
    - *The traffic study area is extensive and will address the appropriate area as determined by City staff and will analyze up to 2040 traffic.*
  6. Need to assume 2 persons per apartment, this is Santa Ana, there won't be 1 person in an apartment.
    - *We have taken into account data from apartment communities in determining the quantity of parking that is necessary to operate an organized and quality community.*
  7. There is a huge problem with cars running through Park Santiago now.
    - *We will work with our traffic engineers, architects and City staff to make the egress away from Park Santiago community and towards Main Street.*
  8. You think there will be a benefit of reduced traffic with apartments instead of commercial?
    - *Office would create significantly more traffic than the existing use, for instance a 5-story buildings would generate approximately 10,000 daily trips compared to the approximately 2,812 daily trips for the proposed residential use (if the existing building were fully occupied it would create approximately 2,938 daily trips).*
  9. What is a trip?
    - *The movement of one car in or out.*
  10. How many trips anticipated for project? You have to assume 90% of people will leave in the morning and come home at same time in evening.
    - *Based on the traffic engineer's study, the proposed project would generate 2,812 trips per day, whereas the existing building if fully used would generate 2,938 trips per day.*
  11. How many parking stalls are currently on site?

- There are 441 stalls on site.
- 12. The number of parking spaces on site don't correlate to traffic.
  - *Business uses highlight cars coming in and out all day, in addition, they have visitors and services that create trips throughout the day. Employees also contribute to the trip count with multiple daily trips.*
- 13. Look at current traffic now.
  - *Please keep in mind that the proposed project will result in less daily trips than the current structure would if fully leased and operational.*
- 14. People park on our streets on Spurgeon now, it will get worse.
  - *We are providing ample parking, it will exceed the parking needs of the project. In fact, we would be open to discussion of providing guest parking for the Park Santiago community.*
- 15. Where will Discovery Science Center park?
  - *The Discovery Science Center has plans for a new garage on their rocket lot. Discovery Science Center fully supports our project.*
- 16. Take into consideration, Park Santiago only has three access points, traffic at Edgewood and Main is already impacted.
  - *Our main egress will be off of Main Street. Residents leaving the project on Edgewood can only turn right out to Main. In addition, we are open to exploring other means to help any existing issues with cut-thrus.*
- 17. More traffic will result in more accidents.
  - *As stated previously, the current use produces more daily trips than the proposed use.*
- 18. There should be no entrance to the project on Edgewood, keep project traffic on Main.
  - *Our main egress will be off of Main Street. Residents leaving the project on Edgewood can only turn right out to Main. In addition, we are open to exploring other means to help any existing issues with cut-thrus.*
- 19. Parking on neighborhood streets is already a problem.
  - *2525 N. Main is not in Park Santiago. Residents will be provided with ample parking on site. The logistics of parking blocks away from their homes makes little sense. Again, the community will be over-parked, not under-parked.*
- 20. Can we see the traffic study?
  - *The City will review the traffic analysis and it will be a part of the environmental document, which will be an EIR, which the community will be able to review and comment on as a part of the City review process.*

### **Affordable Housing:**

1. What is a market rate unit?
  - *It is housing that is either sold or leased at the price the market bears.*
2. Would you save money including inclusionary housing?
  - *No.*

3. Will there be inclusionary housing, the application says there will be low and very low units included?
  - *When the application was submitted on site inclusionary was considered, but the project will propose to pay in-lieu fees and not include on site.*
4. Have you made any promises to groups about affordable housing?
  - *No, in our business we meet with affordable housing developers to see what projects are planned, This project will require payment of a fee in excess of \$6,500,00 in order to subsidize much needed affordable housing throughout the City.*
5. No affordable units on site
  - *It is not our current plan to provide any affordable units on site.*

**Crime:**

1. Is there security on site?
  - *Currently there are workers on site during the day, after dusk and until dawn we have on site security.*
2. Is the property as is bringing crime to the neighborhood?
  - *Yes, we have had significant vandalism and theft of copper pipes, copper wire and fixtures. The damage is in excess of hundreds of thousands of dollars. Currently there are dozens of vagrants camping/living in the riverbed and under the overpass from Main Street.*
3. Increasing the population won't decrease crime.
  - *Crime is simply a reality of a urban location. We believe putting residents at this location will result in a nighttime presence, especially in the park, thereby deterring crime. In addition, we will have 24 hour security that will patrol the park and Park Santiago (if the community would like this benefit provided).*
4. 1.2 million a year to the General Fund will provide 3 police officers that is nothing.
  - *This amount of revenue will provide significantly more than 3 officers. Importantly, the City, like most City's needs to find more sources of revenue to provide much needed services. The proposed project, unlike others, is a budget surplus for the City, it is a wonderful opportunity to bring much needed professional housing to the City and additional revenue.*
5. Putting single family on the site will solve the crime issue.
  - *We believe the more people the greater, in deterring crime in the area.*
6. We have one of the first neighborhood watch groups, why haven't you come to talk to us?
  - *We have reached out to the community group and to date they were not available to meet.*
7. It is insulting that you talk about crime in our neighborhood.
  - *We are hopeful that crime will be mitigated in the future.*
8. Was there vandalism when the building was used as a call center?
  - *We do not have a crime report for the area, we have made a request for any such reports.*

### **Environmental:**

1. How many persons will the project bring?
  - *Approximately 850 people.*
2. We have a drought where will water come from?
  - *Currently we are not in a drought, but we are aware historically there has been an issue. We have verified that there is more than enough water for this and many other projects. In addition, this question will be addressed in the environmental review.*
3. Look at all surrounding projects, will they be considered?
  - *Existing and proposed development will be addressed in the environmental review.*
4. What is the impact on current water supply?
  - *This will be addressed in the environmental review.*

### **Other:**

1. Are you on the Next Door site?
  - *No.*
2. Have you made any contributions to City Council persons, have you been promised anything?
  - *The project entity has not and nothing has been promised.*
3. Don't care if project brings money for Santa Ana, we shop in Orange.
  - *We hope and suspect it is not the sentiment of the majority of the homeowners in Park Santiago. We want to make the community better than we found it and we are confident we will do that. Keep in mind that current Park Santiago residents will have access to all the onsite amenities, that includes pools, spas, full size gym, rock climbing wall, lounge, roof top pool and much more.*
4. How many developments has Vineyard been involved in that required zone changes, were they successful? Did they back up to residential neighborhoods?
  - *The ownership group has been involved in dozens of like projects, and many of these involved successfully rezoning. Many were adjacent to single family homes and in our experience, this type of zoning is most compatible with single family homes (not an office building). Most cities are planned with single family next to multi-family, then retail and commercial uses (typically there is a mixed-use area with multi-family and commercial). This is why more than 3 years ago the City targeted this site for multi-family housing and this use would be most beneficial to the City. A recent project was approved at Dyer and Red Hill in an industrial area.*
5. Is the powerpoint available to the Park Santiago HOA?
  - *We will shortly launch a website with all the information that we attempted to present at the Sunshine meeting.*
6. Why didn't you meet with us before you submitted the application?

- *We tried to meet but the meeting agenda had already been set, we are trying to set a meeting soon.*
- 7. Will you meet with the HOA?
  - *Yes.*
- 8. We don't need this project for Santiago Park to be restored, we have paid taxes and City owes us the park restoration.
  - *It is our understanding the City does not have funding and certainly has not committed funds to rehab the park. The project will pay significant taxes that go directly to the City's general fund.*