Is the long-range guide for land use and physical development in the City to promote quality of life.

Existing Land Use Goals (1998)

**Goal 1** Promote a balance of land uses to address basic community needs.

**Goal 2** Promote land uses which enhance the City's economic and fiscal viability.

**Goal 3** Preserve and improve the character and integrity of neighborhoods.

**Goal 4** Protect and enhance development sites and districts which are unique community assets that enhance the quality of life.

**Goal 5** Ensure that the impacts of development are mitigated.

**Goal 6** Reduce residential overcrowding to promote public health and safety.
Existing Citywide Land Use Map

Land Use Designations
- LR-7 (Low Density Residential)
- LMR-11 (Low-Medium Density Residential)
- MR-15 (Medium Density Residential)
- UN (Urban Neighborhood)
- GC (General Commercial)
- IND (Industrial)
- INS (Institutional)
- OS (Open Space)
- DC (District Center)
- PAO (Professional & Administration Office)
- OBPDC (One Broadway Plaza District Ctr.)

Community Factors
- Our PEOPLE
- Demographic Characteristics
- Environmental Considerations
- Infrastructure
Population Change and Projected Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Current Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>45,533</td>
</tr>
<tr>
<td>1960</td>
<td>100,350</td>
</tr>
<tr>
<td>1970</td>
<td>156,601</td>
</tr>
<tr>
<td>1980</td>
<td>203,713</td>
</tr>
<tr>
<td>1990</td>
<td>293,742</td>
</tr>
<tr>
<td>2000</td>
<td>337,977</td>
</tr>
<tr>
<td>2010</td>
<td>324,528</td>
</tr>
<tr>
<td>CURRENT POPULATION:</td>
<td>341,341</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau Decennial Census (1950-2010) and the Orange County Progress Report (2016)

Existing Land Use Distribution

- Single Family: 41.7%
- Multi-Family: 17.0%
- Commercial: 15.2%
- Industrial: 14.3%
- Public Parks: 8.8%
- Vacant/Agricultural: 3.0%

Source: Santa Ana General Plan (1998)
Household Size of OC’s Largest Cities

- **Irvine**: 2.67 persons per household
- **Anaheim**: 3.46 persons per household
- **Santa Ana**: 4.47 persons per household

Source: California Department of Finance Population and Housing Estimates (2016)

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Mobility

- **55%** of residents do not have access to a vehicle
- **55** of the top 100 OC Transit stops are in Santa Ana
- **1350** # of Santa Ana Unified School District students ride a bike to school

Source: Safe Mobility Santa Ana Plan (2016), OC Transit (2014), Santa Ana Draft Bikeway Planer Plan
Median Household Income Projections

- **Orange County Median**
  - Santa Ana Median:
    - 2010: $55,115, 2.3% increase
    - 2015: $55,813, 1.3% increase
    - 2020: $63,392, 13.6% increase

**Source:** U.S. 2010 Decennial Census, American Community Survey, ESRI Business Analyst

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Employment

- **71% of Santa Ana residents work outside the City**
- **Jobs in Santa Ana:** 154,753
- **Santa Ana Job Pool:** 144,284

**Live & Work:** 29%

**Source:** Santa Ana Economic Development (2015)
Existing Land Use Plan

Legend
Project Area
- District Center
- Harbor Specific Plan
- Metro East
- Transit Zoning Code

Metro East Overlay Zone (2007)
200 Acres, 5,551 Units
Existing Land Use Plan

450 Acres, 4,272 Units

Existing Land Use Plan

Harbor Mixed Use Corridor SP (2014)
305 Acres, 1,700-4,600 Units
Our Core Values

HEALTH  EQUITY  SUSTAINABILITY  CULTURE  EDUCATION

FIVE (5) COMMUNITY CORE VALUES IN EACH TOPIC AREA

These core values will be discussed and expressed throughout each of the elements and sections of the new General Plan

The principles that guide our decision-making

Land Use Group Exercise

Three (3) Groups

Yellow Group (CN)

Blue Group (VC)

Red Group (MM)
Core Values (POV)

STEP 1: Facilitator will provide a Citywide Map

STEP 2: Group will select three corridors or districts to study potential areas for future growth

STEP 3: One person from each group will share two takeaways from exercise.

Next Steps

• GPAG Meeting #14 - November 29
  Land Use Part II
  Goal/Policy Review

• General Plan website contains updated information, materials and meeting summaries
  www.SantaAna.org/GeneralPlan
Next Steps

THANK YOU!