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.

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**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

Existing Land Use Plan

Legend
Project Area
- District Center
- Harbor Specific Plan
- Metro East
- Transit Zoning Code
GPAG Focus Corridors & Districts

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

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 Element Goals / Policies

4 Goals, 35 Policies
FOUR (4) Groups

Red Group (MM)  Goal #1- Quality of Life

Yellow Group (VC)  Goal #2- Balance of Land Uses

Green Group (CN)  Goal #3- Preserving Character

Blue Group (RS)  Goal #4- Sustainable Santa Ana

Land Use Goal & Policy Review

STEP 1 (7 Minutes):
Independent review of Goal and Each draft Policy. Provide edits on sheets as follows:

Compelling- _Underline Text_

Clarify- Wavy Underline

Word Choice- _Circle Text_

More Thoughts- Add Notes in Sidebar
STEP 2: (18 Minutes)
Each person will choose 1 policy and explain some suggested edits with the group.

STEP 3: Facilitator moves to next group. Members keep individual packets.

Next Steps

• Thank You!

• Recognition of GPAG members

• City Council Update  Vision Statements
  Core Values
  Goal/Policy Overview

• General Plan Draft will be next step with future input from GPAG and Community

• www.SantaAna.org/GeneralPlan
Next Steps

THANK YOU!