1. **Introductory Remarks**

   Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the eleventh General Plan Advisory Group (GPAG) meeting. The topic of the meeting was the Urban Design Element.

2. **Video Presentation**

   A video depicting David Lewis, a notable architect and urban designer, and his thoughts on city design was presented. The video highlighted Mr. Lewis’ ideas regarding urban design being greater than the architecture of individual buildings and explored the concept that cities are inherited. Mr. Lewis spoke about cities being inherited from our forefathers with subsequent generations continually altering and adding to those cities. Also, the video discussed the argument that the sum of the buildings, public spaces, and places people congregate in are the elements of urban design.

3. **Guest Speaker**

   Mr. Carvajal introduced guest speaker Jill Arabe, Senior Planner in Urban Design of the Planning and Building Agency. Ms. Arabe is the first planner with the City whose role has been dedicated to the creation and implementation of an urban design program.

   Ms. Arabe then gave a brief explanation of the meaning of urban design. She elaborated and expanded on the concept that urban design is ultimately about creating places for people. That involves the design of buildings, spaces, landscape—the environment created. Those spaces evoke emotions and create experiences that all form part of the essence of urban design.
4. **Design Concepts**

Melanie McCann of the Planning and Building agency then provided a presentation of
Kevin Lynch’s design concepts that will be utilized and inform the draft goals and polices
of the Urban Design Element. Ms. McCann explained concepts such as districts,
gateways, focus intersections, and nodes. A list of terms and concepts discussed during
this presentation is provided at the end of these meeting notes.

5. **Draft Goals and Policies – Group Exercise**

The GPAG was then divided into small groups, and members were asked to review and
critique the draft goals and policies using the same approach used in previous meetings,
a “POV” approach; an approach by which each member critiques the policy from the
perspective, or point-of-view, based on the group they represent within the community.
Each small group included a City staff facilitator to record the comments and feedback
to refine draft Urban Design Element goals and policies.

6. **Next Steps and Acknowledgements**

Mr. Carvajal then stated that there are approximately two topics left to cover: Historic
Preservation and Land Use, respectively.

The next GPAG meeting will cover the Historic Preservation Element and will be held on
October 18, 2017.

7. **Design Concepts/Terms Discussed**

**District.** Broad portions of the City that have consistent design features. City places
with homogenous character.

**Edge.** A break, an interruption or a simple change in the continuity of form in the built
environment or open space, or a barrier along the predominant line of sight. A threshold
where change occurs which can have the effect of separating or joining.

**Focus Intersections.** Urban spaces with intense activity at the encounter point of two
paths. A local apex or points where paths meet and appear like peaks.

**Gateways.** An Urban space or architectural element that announces the arrival to, or
departure from a place. A point of arrival.

**Landmark.** A focal point or conspicuous object used as a point of orientation in
reference to other objects.

**Nodes.** Urban elements of compatible, intense activity.

**Path.** In city form terms a path if a traveling route which can take the form of a street,
road or other pedestrian or vehicular route which is a fundamental part of the urban
fabric of the city and the means by which people circulation throughout the city.

**Public Realm.** The space around, between and within buildings that is publicly
accessible, including streets, squares, parks and open spaces.
Adaptive Reuse. The modification of buildings in order to accommodate a land use other than that for which the building was originally constructed.

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Public Realm. The space around, between and within buildings that is publicly accessible, including streets, squares, parks and open spaces.

Scale. Proportional relationship of the size of parts to one another and to the human figure.

Streetscape. The scene as may be observed along a public street or way composed of natural and manmade components, including buildings, paving, planting, street hardware, and miscellaneous structures.

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**List of GPAG Member Attendees:**

Claudia Arellanes, Downtown Business Owner  
Phil Bacerra, Planning Commission  
Peter Katz, Santa Ana Communication Linkages Forum  
Laura Morfin, Former Community Redevelopment and Housing Commission  
Soledad Valentin, Multi-Family Housing Representative  
Orin Williams, Santa Ana Unified School District  
Kathi Davis-Bowman, WisePlace  
Gilad Salmon, Environmental and Transportation Advisory Committee  
Tish Leon, Senior Advocate-Downtown Neighborhood  
Ekta Naik, Alliance Development  
Nancy Mejia, Latino Health Access  
Barry Cottle, C & C Development  
Alberto Cruz, Youth Commission

Absent:  
Lynette Guzman, Parks and Recreation Board  
Marlene Buitron, Youth Commission  
Isaac Michaca, Santa Ana Building Healthy Communities  
Beatriz Mendoza, Planning Commission  
Ken Nguyen, Planning Commission

Note: the PowerPoint presentation used for the meeting is available at [http://www.santa-ana.org/generalplan/default.asp](http://www.santa-ana.org/generalplan/default.asp)