1. **Introductory Remarks**

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

2. **Video Presentation**

A video depicting the changing nature of human habitation on Earth and how urbanization has and will continue to change our environment was shown. The video highlighted opportunities that urbanization presents, such as being centers or hubs of technological innovation which can lead to change. Urbanization and cities also present the opportunity to take a leadership role as a force for sustainable development. Lastly, the video highlighted how sustainable urban ecosystems can lead to improved health for residents and curb environmental degradation.

3. **Land Use Element**

Melanie McCann of the Planning and Building agency then described the Land Use Element is and its significance. Ms. McCann also discussed the current Land Use map, which depicts land use designations using a color coded system to identify the type, location, and intensity of the development and land uses permitted in the City. The primary objective of this Element is to assist in the management of future growth, to improve the City’s overall physical appearance, to minimize potential land use conflicts, and to facilitate growth and development reflecting the community's vision.

A series of statistics including projected population growth, existing land use distribution, and projected median household incomes were also presented and discussed. After the statistics were discussed, Ms. McCann then shared a map depicting existing land use plan areas in the city that have been recently approved to accommodate growth and currently allow high-density development. The map included the Metro East Overlay District (2007), Transit Zoning Code (2010), Harbor Mixed-Use Corridor (2014) and existing District Center (DC) land use areas. The statistics and map
were shared to inform the group exercise that followed, which focused on identifying new areas to accommodate future development and growth.

4. **Growth Opportunity Sites – Group Mapping Exercise**

The GPAG members met in three small groups. Each group was then given a blank map of the city and asked to identify three corridors or districts for further study as target areas for potential future growth. Members were also reminded of the five (5) core values that the community and GPAG has identified as being critical to the General Plan update and should be expressed throughout each element: Health, Equity, Sustainability, Culture, and Education.

Members then analyzed corridors and districts and discussed why they believed these areas of the city could accommodate growth and what type of growth they envisioned. Members also wrote notes on the maps and indicated the corridors and districts identified as they discussed. A representative from each small group then reported out to the larger group and described the areas which they had identified and why. Areas identified included Main Street, Willowick Golf Course, and areas adjacent to the proposed fixed guideway (OC Streetcar). Staff documented the discussion and feedback, as well as the maps, which will be used to inform the future Land Use Map.

5. **Policy Discussion**

Mr. Carvajal then led a brief discussion asking GPAG members if the City is headed in the right direction, or if they believe the City has missed an opportunity which should be addressed in the General Plan update. Topics discussed included the “missing middle”: medium density developments such as duplexes, small townhouse developments, and bungalow courts that can buffer traditional single-family residential from large scale housing development and also provide new housing opportunities. Health and equity were also discussed, and how the City should be intentional in how equitable outcomes are created instead of relying on a piecemeal developer led approach. Members of the GPAG also discussed applying the Business Improvement District model, which has been traditionally utilized in commercial settings, to residential settings to empower community members to effectuate the change they want to see in their own neighborhoods.

6. **Next Steps and Acknowledgements**

Mr. Carvajal then concluded the meeting and informed the group that the draft goals and policies for the Land Use Element would be discussed at the next GPAG meeting, scheduled for November 29, 2017.
List of GPAG Member Attendees:

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

Absent: Lynette Guzman, Parks and Recreation Board
Isaac Michaca, Santa Ana Building Healthy Communities
Orin Williams, Santa Ana Unified School District
Phil Bacerra, Planning Commission

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