General Plan Land Use Community Workshop
April 29, 2019 – 55 Freeway/Dyer Road Area
Receive Future Updates

https://www.santa-ana.org/general-plan

General Plan Update

Community Land Use Workshops
Workshop Flyers [English | Spanish]

South Main Street Area Workshop
Tuesday, April 9, 2019
6:30 PM – 8:00 PM
Hosted by Pacific Park Neighborhood Association
Roosevelt-Walker Community Center
816 East Chestnut Avenue
Santa Ana, CA 92701

Grand Avenue/17th Street Area Workshop
Wednesday, April 17, 2019
7:00 PM – 8:30 PM
Hosted by Meredith Parkwood/Portola Park Neighborhood Association
John Muir Fundamental Elementary
1951 Mabury Street
Santa Ana, CA 92705

Community Land Use Survey
Help guide the City's future by taking the survey.
[English | Spanish]

Meetings & Events
Upcoming and Past Events.
[Visit]

Schedule
Review the Progress.
[Updates]

Current General Plan
Review the Current Elements.
[Read More]

Multimedia
Latest Documents & Videos.
[View]

About the General Plan
Learn More.
Goals for the Workshop

• Icebreaker – Voting Device
• General Plan Overview
• 55 Freeway/Dyer Road Focus Area
• General Plan Land Uses
  • Existing and Proposed
• Review the Potential Land Use Alternatives
If you could travel in time, would you want to see....

A. The Past
B. The Future
General Plan Overview

• City’s long-term blueprint or plan for the shared vision of the future.

• Contains goals and policies that guide the physical development and quality of life of the City, is organized into “elements”.
General Plan Elements

- Land Use
- Urban Design
- Historic Preservation
- Economic Prosperity
- Open Space
- Conservation
- Safety
- Public Services
- Noise
- Community
- Mobility/Circulation *
- Housing *
“Santa Ana is a city that promotes the health & wellness of all residents, it has a civic culture that actively embraces the power of diversity; our city invests in resources that create economic opportunities for the next generation, and it is a community that celebrates our past while working together to create a sustainable future.”
Getting to Know You: Values

Which of the General Plan’s Core Values are most important to you? (select 2)

A. Culture
B. Health
C. Equity
D. Sustainability
E. Education
Which statement best describes your relationship with Santa Ana?

A. I live in Santa Ana
B. I work in Santa Ana
C. I live and Work in Santa Ana
D. I do not live or work in Santa Ana
What zip code do you reside in?

A. 92701
B. 92703
C. 92704
D. 92705
E. 92706
F. 92707
G. Other
What is your age?

A. Under 18
B. 18-24
C. 25-34
D. 35-44
E. 45-54
F. 55-64
G. 65+
Policy Framework & Focus Areas

- Community Engagement - Community Considerations
- General Plan Advisory Group (GPAG)
- General Plan Technical Advisory Committee (GPTAC)
Focus Areas

Land Use Focus Areas:

1. South Main Street
2. Grand Avenue / 17th Street
3. West Santa Ana Boulevard
4. 55 Freeway / Dyer Road
5. South Bristol Street
Focus Areas Objectives

• Protect and enhance our cultural and community assets
• Create a land use pattern that promotes healthy and active lifestyles
• Ensure equitable outcomes and land use distributions
• Create a sustainable and livable city
• Promote lifelong education and prosperity
55 Freeway/Dyer Road Focus Area

Focus Areas

Base Map Features

- Santa Ana Regional Transportation Center
- OC Streetcar and Stations (Planned)
- City Boundary
- Sphere of Influence
- Santa Ana River
Goals for the Focus Area

- Protect industrial & office employment base
- Enhance opportunities for corporate offices
- Attract economic activity into the City from surrounding communities
- Provide complementary housing at the City’s edge
- Maintain hotel and commercial uses
Why Here?

Regional Job Corridor

• Proximity to
  • 55 Freeway
  • OC’s Business Complex
  • Regional Airport

• Changing Economy

• Jobs & Housing Balance
Existing General Plan Land Uses
General Commercial (GC)

General Commercial

- General Retail
- Supportive Commercial
- Hospitality
Industrial (IND)

- Industrial Uses
- Vehicle Storage
Professional and Administrative Office (PAO)

• Industrial and Business Parks
District Center (DC)

District Center

- Large Scale Residential Mixed Use Developments
NEW STUDY AREA DESIGNATIONS
District Center – 6-stories

- Mixed-use Commercial and Residential Development
- Building Heights up to 6 Stories
Industrial / Flex – 5-story

- Research & Development and Clean Manufacturing

- Office-Industrial Flex Spaces
- Corporate Office
Industrial / Flex – 10-story

• Corporate Headquarters and Campuses

• Office-Industrial Flex Spaces

• Research and Development
District Center (up to 6 stories)
- Mixed-Use & Live/Work

Industrial/Flex (up to 5 stories)
- Large-scale industrial
- Multi-level corporate offices
- Research development uses
District Center (up to 6 stories)
- Mixed-Use & Live/Work

Industrial/Flex (up to 10 stories)
- Large-scale industrial
- Multi-level corporate offices
- Research development uses
ALTERNATIVE 2
Land Use Alternatives:
55 Freeway/Dyer Road Focus Area

Which option best reflects what this area should look like in the future?

A. Alternative 1
B. Alternative 1, with a few changes

C. Alternative 2
D. Alternative 2, with a few changes

E. Keep current general plan with no changes
F. Something completely different
Land Use Alternatives:
55 Freeway/Dyer Road Focus Area

Which option best reflects what this area should look like in the future?

A. Alternative 1
B. Alternative 1, with a few changes
C. Alternative 2
D. Alternative 2, with a few changes
E. Keep current general plan with no changes
F. Something completely different
Next Steps

• Next Land Use Workshop – South Bristol Street Area Workshop (April 30th)
  • 2701 South Bristol Street – South Coast Global Medical Center

• Affirm Land Use Study Areas
  • Planning Commission (May 2019)
  • City Council (June 2019)

• Kickoff for Environmental (Summer 2019)
• General Plan EIR Complete (Spring 2020)
• Adoption of General Plan (Summer 2020)
Receive Future Updates

https://www.santa-ana.org/general-plan

General Plan Update

Quick Links

Contact

Upcoming Events

Community Land Use Workshops
Workshop Flyer [ English | Spanish ]

Community Land Use Survey
Help guide the City's future by taking the survey.

Visit

Meetings & Events
Upcoming and Past Events.

Visit

South Main Street Area Workshop
Tuesday, April 9, 2019
6:30 PM – 8:30 PM
Hosted by Pacific Park Neighborhood Association
Roosevelt-Walker Community Center
816 East Chestnut Avenue
Santa Ana, CA 92701

Grand Avenue/17th Street Area Workshop
Wednesday, April 17, 2019
7:00 PM – 8:30 PM
Hosted by Meridith Parkwood/Portola Park Neighborhood Associations
John Muir Fundamental Elementary
1851 Mabury Street
Santa Ana, CA 92705

Current General Plan
Review the Current Elements.

Read More

Multimedia
Latest Documents & Videos.

View

About the General Plan

Learn

Schedule
Review the Progress.

Updates
golden city beyond
A SHARED VISION FOR SANTA ANA

Q & A - THANK YOU!