General Plan Land Use Community Workshop
April 30, 2019 – South Bristol Street Area
Receive Future Updates

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

General Plan Update

Upcoming Events

Community Land Use Workshops
Workshop Flyer [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
316 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 Associations
John Muir Fundamental Elementary
1961 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>
Goals for the Workshop

- Icebreaker – Voting Device
- General Plan Overview
- South Bristol Street 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
• 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.”
Core Values

Culture

Health

Sustainability

Equity

Education
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
Existing Plans and Focus Areas

Focus Areas
- West Santa Ana Boulevard
- 55 Dyer South
- Grand/17th
- South Main
- South Bristol Street

Existing Plan Areas
- Harbor Mixed Use Transit Corridor Specific Plan
- Metro East Mixed-Use Overlay Zone and Expansion
- Transit Zoning Code
- Midtown Plan
- Adaptive Reuse Project Incentive Areas
- Bristol Street Corridor Specific Plan

Base Map Features
- Santa Ana Regional Transportation
- OC Streetcar and Stations (Planned)
- City Boundary
- Sphere of Influence
- Santa Ana River
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
South Bristol Street Focus Area
Goals for the Focus Area

• Capitalize on the success of the South Coast Metro area

• Introduce elements of a mixed-use urban village in an auto-centric environment

• Encourage experiential commercial uses that are oriented to alternative modes of transportation

• Provide for mixed-use opportunities while protecting adjacent established single-family homes
Santa Ana’s Southern Gateway

- Major entrance into the south end of the City
- Retail uses are evolving along corridors
- Connecting existing District Centers (DC) to South Bristol Plan
Existing General Plan Land Uses

- General Commercial
- Medium Density Residential
- District Center
- Open Space
CURRENT STUDY AREA DESIGNATIONS
General Commercial (GC)

- Shopping Centers
- General Retail
- Medical Offices
District Center (DC)

- Large Scale Commercial Centers
Medium Density Residential (MR)

- Primarily Multi-Family
NEW STUDY AREA DESIGNATIONS
District Center – up to 4 stories

- Mixed-use commercial and residential development
District Center – up to 5 stories

- Mixed-use residential and commercial development
- Experiential spaces
Urban Neighborhood – up to 4 stories

- Low-rise mixed-use commercial and residential
- Live/work, Townhomes
- Neighborhood-serving commercial

[Images of urban neighborhoods with buildings and commercial areas]
District Center (up to 4 stories)
- Mixed-use residential and commercial opportunities
Urban Neighborhood (up to 4 stories)
- Mixed-use residential and commercial
- Live/work
- Neighborhood-serving commercial uses

District Center (up to 5 stories)
- Mixed-use residential and commercial opportunities
ALTERNATIVE 2
Alternative 1 and 2
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:
South Bristol Street 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

• 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)
golden city beyond
A SHARED VISION FOR SANTA ANA

Q & A - THANK YOU!