General Plan Land Use Community Workshop
April 17, 2019 – Grand Avenue/ 17th Street Area
Receive Future Updates

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

General Plan Update

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Upcoming Events

Community Land Use Workshops
Workshop Flyer [English | Spanish]

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

Feedback

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 Mirada Parkwood/Portola Park Neighborhood Associations
John Muir Fundamental Elementary
1651 Mabury Street
Santa Ana, CA 92705

Current General Plan
Review the Current Elements.

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Goals for the Workshop

- Icebreaker – Voting Device
- General Plan Overview
- Grand Avenue/17th Street 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
• City’s long-term blueprint or plan for the shared vision of future growth.

• 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 *
General Plan Vision Statement

“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
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 Development

- 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 Area
- 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
Grand Avenue / 17th Street Focus Area
Goals for the Focus Area

- Create suburban villages
- New opportunities for underperforming sites
- Community spaces and neighborhood-serving amenities
- Maintain compatible commercial uses
Existing General Plan Land Uses

- General Commercial (GC)
- Professional and Administrative Office (PAO)
- Open Space (O)
General Commercial (GC)

- Commercial Centers
- General Retail
- Eating Establishments/Service Uses
Professional and Administrative Office (PAO)

- Predominantly professional and/or administrative offices
Open Space (O)

- Rail right-of-way
- Parks, water channels, cemeteries and other open space uses.
NEW STUDY AREA DESIGNATIONS
Medium Density Residential – 3 stories

- Condominiums, Apartments, Townhomes
- Small-lot subdivisions
Urban Neighborhood – up to 4 stories

• Duplexes, Triplexes, Apartments • Neighborhood-serving commercial

• Mixed-Use and Live/Work
Example – Urban Neighborhood (up to 4 stories)
Urban Neighborhood – up to 5 stories

- Duplexes, Triplexes, and Apartments
- Neighborhood-serving commercial uses
- Mixed-Use (5 story)
Example – Urban Neighborhood (up to 5 stories)
Industrial / Flex – 3 story

- Cleaner Industrial and Commercial uses
Medium Density Residential (up to 3 stories)
- Townhomes, Condominiums, Small-Lot Subdivisions

Urban Neighborhood (up to 4 stories)
- Duplexes, Triplexes
- Mixed-Use & Live/Work
- Neighborhood-serving commercial uses

Industrial/Flex (up to 3 stories)
- Cleaner Industrial and Commercial uses
Urban Neighborhood (up to 5 stories)
- Mixed-use residential and commercial villages
- Neighborhood-serving commercial uses

Industrial/Flex (up to 3 stories)
- Cleaner Industrial and Commercial uses
Land Use Alternatives: Grand Avenue / 17th Street

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
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 – West Santa Ana Boulevard (April 23\textsuperscript{rd})
  • 2701 West Fifth Street – Romero Cruz Elementary

• 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)
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