General Plan Update – City Council
October 16, 2018

A Shared Vision

City of Santa Ana
Recap: Our Core Values

- HEALTH
- EQUITY
- SUSTAINABILITY
- CULTURE
- EDUCATION
Santa Ana’s Regional Setting
# Key Plan Objectives

<table>
<thead>
<tr>
<th>1. PROTECT, ENHANCE &amp; TRANSFORM</th>
<th>2. ADDRESS PRIORITIES</th>
<th>3. BUILD ON ASSETS</th>
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<tr>
<td>• Further the draft General Plan core values of <strong>Health, Equity, Sustainability, Culture, and Education.</strong></td>
<td>• Provide opportunities for people of all income ranges to find suitable <strong>housing options</strong> in Santa Ana.</td>
<td>• Capitalize on the presence of the new <strong>OC Streetcar.</strong></td>
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<td>• Preserve and improve the character and <strong>integrity of existing neighborhoods</strong> and districts.</td>
<td>• Accommodate and encourage a range of businesses that provide <strong>goods and services locally</strong> for Santa Ana residents (“Mini Main Street”).</td>
<td>• Be the <strong>authentic Downtown</strong> for all of Orange County.</td>
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<td>• Recognize <strong>incompatibilities</strong> related to the interface of higher and lower development intensity.</td>
<td>• Promote access and linkages to <strong>parks, leisure amenities, and open space.</strong></td>
<td>• Accommodate businesses that <strong>capture the tourist market</strong> to regional destinations.</td>
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<td>• <strong>What kind of City</strong> do we want to be? (Regional, State, National, International)</td>
<td>• Preserve <strong>industrial land</strong> for productive manufacturing and emerging technology uses, and for businesses that provide skilled jobs.</td>
<td>• Identify and prioritize <strong>“Development Ready” areas.</strong></td>
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<td>• Concentrate development along transit corridors to promote <strong>alternative modes of transportation.</strong></td>
<td>• Capitalize on <strong>economic potential</strong> along City boundaries.</td>
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Protect, Preserve & Enhance
OC Streetcar Neighborhood

Preliminary Goals

- Aim is to gradually eliminate noxious industrial uses.
- Preferred development approach is low-density mixed-use, with neighborhood amenities and gathering places for new and existing residents.
- Preserve and design to include single-family development.
- Potential for small clean industrial/maker type spaces
- Include pedestrian paths that connect across the streetcar line to the surrounding...
Focus Area Two
Focus Area: 55 Dyer South

LEGEND
- 55 Dyer South
- City Boundary

Preliminary Goals
- Two divergent land use approaches: (1) allow mixed-use or (2) protect industrial/office employment.
Focus Area: Grand/17th

LEGEND
- Grand/17th

Preliminary Goals

- The planned rail line grade separation will affect access to properties.
- Accommodate neighborhood-serving retail and service uses.
- Consider small-lot single-family neighborhoods, with townhomes and similar home ownership opportunities.
- Incorporate usable public plazas and spaces.
Focus Area Main Street

Preliminary Goals

- Implement parkway improvements to encourage more pedestrian use from adjacent neighborhoods.
- Redevelop infill areas with neighborhood amenities and residential projects that address “missing middle” housing.
- Maintain the relatively low-scale character of the street, with taller buildings only at key nodes as identified as part of Gensler plan.
- Encourage/facilitate façade improvements and other easy property improvements.
- Develop public realm and private realm design palettes that celebrate Santa Ana’s culture and history.
Focus Area: Main Place Mall

LEGEND
- Main Place Mall
- City Boundary

Preliminary Goals
- Expand the idea of a regional center. Instead of serving Central Orange County, the uses in this area could serve Orange County, the Los Angeles Metropolitan area or even the greater Southern California region.
- Have uses that are complementary to Downtown, but do not compete with the historic city center.
- Maintain uses that have a regional draw and benefit from freeway visibility and accessibility.
- Do not overwhelm with residential.
- Have new development provide a public benefit, such as a large urban plaza that can provide space for entertainment and public gathering.
- Capitalize on existing cultural/science uses such as the Discovery Center, the Bowers Museum and the Kids Museum.

City of Santa Ana
EDIBT 10/8 Considerations

- Embrace our Global Economy and Regional Assets
  - Innovation Districts that are Creative
- Embrace New Localism Asset
- Human/Small Business/Maker “Made in Santa Ana”
- Clean Medical, Biotech, Capitalize on Regional Proximity to John Wayne Airport and UCI, environs
- Consider South Bristol Street as Focus Area
- Activate our Civic Center
- More Housing Opportunities
- Consider Dyer Road as a Workforce Village
Upcoming Meeting - Drilling Down

Place Types

(From left to right) Tower-on-Podium; Flex Block; Lined Block; Stacked Dwellings

(From left to right) Hybrid Court; Courtyard Housing; Live/Work; Rowhouse

(From left to right) Tuck-Under; Bungalow Court; Duplex/Triplex/Quadplex; House
Next Steps

December 4, 2018- Draft Policy Framework and present Land Use Alternatives

January, 2019- Focus Area Land Use Concepts
Next Steps

THANK YOU!