A Shared Vision

City of Santa Ana

General Plan Update – City Council EDIBT
October 8, 2018
Since our Last Council Update:

- Community Outreach Phase II (2018)
- Developing Land Use Alternatives (2018)
- Policy Framework Complete (2018)
- General Plan Adoption (2020)
Recap: Our Core Values

HEALTH  EQUITY  SUSTAINABILITY  CULTURE  EDUCATION
The Big Picture

• This is Santa Ana’s Opportunity to do something great—what type of City do we want to be?
• Protect, Enhance and Transform the Community
• Address Priority Areas
• Build on Santa Ana’s Assets
# 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>• <strong>Preserve 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</strong>” <strong>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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Current Land Use Plan

Land Use Designations

- LR-7 (Low Density Residential)
- LMR-11 (Low-Medium Density Residential)
- MR-15 (Medium Density Residential)
- UN (Urban Neighborhood)
- GC (General Commercial)
- IND (Industrial)
- INS (Institutional)
- OS (Open Space)
- DC (District Center)
- PAO (Professional & Administration Office)
- OBPDC (One Broadway Plaza District Ctr.)
Existing Plans and Focus Areas
Focus Areas

- Street Car Neighborhood
- S5 Dyer South
- Grand/17th
- South Main
- MainPlace Mall

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

Base Map Features
- Santa Ana Regional Transportation Center
- OC Streetcar and Stations (Planned)
- City Boundary
- Sphere of Influence
- Santa Ana River
Protect, Preserve & Enhance

Land Use Designations
- LR-7: Low Density Residential (7 du/acre)
- LMR-11: Low-Medium Density Residential (11 du/acre)
- MR-15: Medium Density Residential (15 du/acre)
- UN: Urban Neighborhood (FAR 0.5-1.5)
- DC: District Center (90 du/acre and FAR 1.0)
- PAO: Professional & Administration Office (FAR 0.5-1.0)
- GC: General Commercial (FAR 0.5-1.0)
- OBPDC: One Broadway Plaza District Center (FAR 2.9)
- IND: Industrial (FAR 0.45)
- INS: Institutional (FAR 0.5)
- OS: Open Space (FAR 0.2)

Base Map Features
- Santa Ana Regional Transportation Center
- OC Streetcar and Stations (Planned)
- City Boundary
- Sphere of Influence
- Santa Ana River
Focus Areas
Focus Area One
OC Streetcar Neighborhood

LEGEND
- Streetcar Neighborhood
- OC Streetcar and Stations (Planned)

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: 55 Dyer South

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 Four
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.
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

October 16, 2018 - City Council Study Session

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

THANK YOU!