General Plan Update - Project Snapshot
Planning Commission
“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.”
General Plan Elements & Core Values

- Land Use
- Urban Design
- Historic Preservation
- Economic Prosperity
- Open Space
- Conservation
- Safety
- Public Services
- Noise
- Community
- Mobility/Circulation *
- Housing *
- Environmental Justice *

HEALTH | EQUITY | SUSTAINABILITY | CULTURE | EDUCATION
Plan and Focus Area 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
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 Zones 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
Protect, Preserve & Enhance
Why Now?

Transit Oriented Development benefits:

- Create Linkages between existing mixed use plans
- Improve public health
- Create a more sustainable community and reduce greenhouse gas
- Strengthen local economies
- Provide additional housing options
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
South Main Focus Area
Goals for the Focus Area

- Redevelop infill areas
- Maintain character of the street
- Encourage/facilitate property improvements
- Protect established residential neighborhoods
- Support transit, pedestrian, and non-motorized travel
Urban Neighborhood (UN)

- Low-rise mixed use commercial/residential
- Live/work, Townhomes
- Neighborhood-serving commercial
Industrial Flex (IND/FLEX)

- Small-scale Manufacturing & Retail
- Live/work with small-scale Maker
- Artist Galleries/Craft Maker
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
Urban Neighborhood (UN)

- Low-rise mixed use commercial/residential
- Live/work, Townhomes
- Neighborhood-serving commercial
Industrial Flex (IND/FLEX)

- Small-scale Manufacturing & Retail
- Live/work with small-scale Maker
- Artist Galleries/Craft Maker
Medium Density Residential

- Village Community of Low-Rise Residential
- Live/work, Townhomes
- Small Lot Subdivisions
Goals for the Focus Area

- Buffer industrial land uses and residential neighborhoods
- Opportunities for clean industrial/maker-type spaces
- Infill development while respecting established neighborhoods
- Housing and mixed-use opportunities near streetcar stations
• Low-rise mixed use commercial/residential
• Live/work, Townhomes
• Neighborhood-serving commercial
Industrial Flex (IND/FLEX)

- Transition to new Industrial uses
- Small-scale research/development
Corridor Residential

• Multi-Family Residential
• Examples included Condominiums, Townhomes and Apartments
Medium Density Residential

- Village Community of Low-Rise Residential
- Live/work, Townhomes
- Small Lot Subdivisions
55 Freeway/Dyer Road Focus Area
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
District Center (DC)

- Mixed-use commercial and residential development
- Research/development
Industrial Flex (IND/FLEX)

- Large scale industrial and experimental commercial campus
- Freeway adjacent multi-level gateway corporate
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
District Center (DC)

- Expand mixed-use residential and commercial opportunities
- Experiential commercial and complementary mixed-use
Urban Neighborhood (UN)

- Low-rise mixed use commercial/residential where appropriate along South Bristol
- Buffer from existing single-family
CITYWIDE AND FOCUS AREA SURVEY
Land Use Survey Evaluation

• Citywide Survey Tool produced over 650 responses

• Over 300 participants in attendance at Citywide Focus Area Workshops

• Considerations and Feedback being Evaluated at Present
Land Use Survey Quick Facts

653 Total Responses
- 622 English
- 31 Spanish

12 Minutes Typical time spent

454 (70% of total) noted a relationship to the City

Of those:
- 86% live in Santa Ana
- > 34% of those who live in Santa Ana also work there
- 12% work but do not live in Santa Ana
- 2% neither live nor work in Santa Ana

93.1% were in Santa Ana
Other areas of the City to consider for land use change?

- Yes: 72.7%
- Skipped: 27.3%

Top 5 Community Topics:

- Density/Height
- Maintenance
- Parks/Open Space
- Parking/Traffic
- Other
General Plan Update

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
810 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
1851 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 >
Next Steps

- Land Use Focus Area Presentations
  - Planning Commission (TONIGHT)
- Present Results to City Council and Refine Areas
- Kickoff for Environmental (Summer 2019)
- Targeted Completion General Plan EIR (Spring 2020)
- Targeted Adoption of General Plan (Summer 2020)