General Plan Update - Project Snapshot
Santa Ana Chamber of Commerce
“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
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

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
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
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
NEW STUDY AREA DESIGNATIONS
District Center – 4-story

• Mixed-use commercial and residential development
District Center – 6-story

- Mixed-use Commercial and Residential Development
- Building Heights up to 6 Stories
Industrial / Flex – 3-story

• Small-scale manufacturer & retailer

• Live/Work with associated small-scale maker space

• Artist Gallery, Craftmakers
Industrial / Flex – 5-story

- Research & Development and Clean Manufacturing
- Office-Industrial Flex Spaces
- Corporate Office
Industrial / Flex – 10-story

- Corporate Headquarters and Campuses
- Office-Industrial Flex Spaces
- Research and Development
Urban Neighborhood – 4-story

- Low-rise mixed-use commercial and residential
- Live/work, Townhomes
- Neighborhood-serving commercial
Corridor Residential – 3-stories

• Multi-family residential (condominiums, townhomes, apartments)
General Plan Update

Community Land Use Workshops
Workshop Flyer [ English | Spanish ]

South Main Street Area Workshop
Tuesday, April 9, 2019
8:30 PM ~ 8:30 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 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 this survey.
English | Spanish
Visit >

Meetings & Events
Upcoming and Past Events.
View >

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

• Survey Remains Open through Friday, May 10th

• Affirm Land Use Study Areas
  – Planning Commission (May 28)
  – 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!