GOLDEN CITY BEYOND: 2045
SANTA ANA GENERAL PLAN

• Purpose and Elements of General Plan
• Organization of Draft General Plan Elements
• Highlights of Draft Policies and Implementation Actions
• Land Use Focus Area Overview
• Next Steps
PURPOSE & ELEMENTS
IN THE SANTA ANA GENERAL PLAN

Provides long-term policy direction to guide the physical development, quality of life, economic health, and sustainability of our Santa Ana community through 2045

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

CULTURE
SUSTAINABILITY
HEALTH
EDUCATION
EQUITY
LAND USE ELEMENT
IN THE SANTA ANA GENERAL PLAN

Document Organization:

• Community Considerations
• Policy Framework
• Implementation Actions
• Figures & Tables
• Related Items
LAND USE ELEMENT
IN THE SANTA ANA GENERAL PLAN

Document Organization:

LAND USE

The purpose of the Land Use Element is to provide a long-range guide for land use and physical development in the City to reflect the community's vision for a quality of life. This element guides the distribution, location, and size of new development, ensuring that residential neighborhoods are protected and that future growth is sustainable and minimizes potential conflicts.

Through its focus on the pattern of land use, this element is also a tool to promote public health, reduce infrastructure costs, enhance local economies, and address long-term environmental issues such as climate change and water resources.
LAND USE ELEMENT IN THE SANTA ANA GENERAL PLAN

Policy Framework:

• Goal and Policies

• Core Values Identified
Implementation Plan:

- **Element Goal**
- **Implementation Actions**
- **Lead City Agency**
- **Timeframe**

An Implementation plan is a coordinated series of actions the City desires to take in the future that are intended to advance, over the long term, the City’s Shared Vision, Core Values, and the General Plan goals and policies. An implementation plan is thus a follow-up measure for this element. Taken as a whole, these programs represent the City’s best thinking today on what actions should be taken to make sure that the Plan’s aspirations are achieved.

Implementation is in large part contingent upon adequate funding. Many of these actions can be pursued through initiatives already underway. Other programs will require additional resources.

As such, the exact mix and timing of programs the City may pursue will in part be opportunity-driven, dependent on the availability of funding, staffing, and other necessary resources.

The Element may be implemented by amendments to existing plans, ordinances, development standards and design guidelines, capital investment projects, and interagency/inter-jurisdictional coordination. The following table identifies the implementation actions, the responsible City agency, and targeted timeline for accomplishment.

(Notice: Timeframe to be updated in future draft.)

### TABLE HP-2. HISTORIC PRESERVATION ELEMENT IMPLEMENTATION

<table>
<thead>
<tr>
<th>Ref HP</th>
<th>Implementation Action</th>
<th>Agency/Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP-2.1</td>
<td>Amend Specific Development No. 19 and Specific Development No. 40 zoning districts to streamline development processes, incorporate best practices, and make documents user-friendly.</td>
<td>PPA</td>
</tr>
<tr>
<td>HP-2.2</td>
<td>Develop process to identify and designate a neighborhood as a Historic District.</td>
<td>PPA</td>
</tr>
<tr>
<td>HP-2.3</td>
<td>Restructure historic designation and Title IV application and administration processes to reflect industry standards and prioritize resources at risk of being lost.</td>
<td>PPA</td>
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<tr>
<td>HP-2.4</td>
<td>Comprehensively update Chiricahua Design Guidelines to reflect current best practices for facades related to Historic Structures and Downtown Santa Ana.</td>
<td>PPA</td>
</tr>
<tr>
<td>HP-2.5</td>
<td>Update historic design standards for preserving historic setting and context, incorporating best practices related to landscape design, entries and entries, and other property features.</td>
<td>PPA</td>
</tr>
<tr>
<td>HP-2.6</td>
<td>Conduct survey of all City-owned historic resources to identify condition, maintenance and repair needs, and sources of funding for upgrades.</td>
<td>PPA/PPA</td>
</tr>
<tr>
<td>HP-2.7</td>
<td>Seek funding to continue local one history program to capture Santa Ana’s historic and cultural narrative.</td>
<td>RSDA</td>
</tr>
<tr>
<td>HP-2.8</td>
<td>Seek funding and create historic program for Downtown Santa Ana facades and signage improvement program.</td>
<td>EDA</td>
</tr>
<tr>
<td>HP-2.9</td>
<td>Update the Adaptive Reuse Ordinance to provide more flexibility and options for the reuse of historic buildings/structures.</td>
<td>PPA</td>
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<tr>
<td>HP-2.10</td>
<td>Establish criteria for all historic districts, which include landscaping, streets, sidewalks, lighting, curb cut standards, and pedestrian amenities.</td>
<td>PPA</td>
</tr>
</tbody>
</table>
WHAT WE HEARD
CHANGES TO THE CITY POLICY

NEW TOPICS
• health & wellness
• environmental justice
• climate adaptation & resiliency
• historic preservation

LAND USE FOCUS AREAS
• active urban places
• corridor residential
• creative industrial

GREATER EMPHASIS
• community empowerment
• alternative transportation
• equitable parks & recreation
• sustainable development
• economic prosperity

NEXT STEPS
• public hearings
• City Council adoption

• VISION
• VALUES
• POLICIES
• POTENTIAL ACTIONS
What we heard

• Reduce exposure to particulate matter (waste recycling sites) and other forms of air pollution
• Provide access to healthy foods, especially in underserved areas
• Increase public engagement
• Promote safe and sanitary housing
• Remove conflicting and incompatible land uses

NEW TOPICS
ENVIRONMENTAL JUSTICE

• New Community Element
• HEALTH as a Core Value

POTENTIAL ACTION
Collaborate with residents and industry stakeholders to create an incentive and amortization program to relocate existing heavy industrial uses adjacent to sensitive uses.
Land Use Plan and Focus Areas

- Community Survey & Outreach
- One on One City Council Meetings
- General Plan Core Values & regional goals
LAND USE FOCUS AREAS
AND ADOPTED PLANNING AREAS

Focus Areas
1. South Main Street
2. Grand Ave/17th Street
3. West Santa Ana Boulevard
4. 55 Fwy/Dyer Road
5. South Bristol Street

Adopted Planning Areas
A. Adaptive Reuse Project Incentive Area
B. Bristol Street Corridor Specific Plan
H. Harbor Mixed Use Transit Corridor Specific
M. Midtown Plan
Me. Metro East Mixed Use Overlay Zone
Mn. Main Place Specific Plan
T. Transit Zoning Code
LAND USE FOCUS AREAS
SOUTH MAIN STREET

- Facilitate redevelopment and property improvements along Main Street
- Create more active and dynamic streetscape
- Realize a more intense, multi-story frontage along the corridor
- Support transit, pedestrian, and non-motorized travel
**LAND USE FOCUS AREAS**

**SOUTH MAIN STREET**

- **Low Density Residential**: Single family neighborhoods.

- **Urban Neighborhood**: Low density urban neighborhoods with a mix of single and multi-family housing; mixed-use residential with ground floor retail, services, and restaurants; cultural uses; and public and private open spaces.

- **Industrial/Flex**: Office/industrial flex spaces, small-scale R&D, clean manufacturing.

- **Institutional**: Government facilities, public service facilities, public institutions.
LAND USE FOCUS AREAS
GRAND AVENUE/17TH STREET

• Create mixed-use corridors and urban villages
• Realize a more intense, multi-story frontage along the corridor
• Promote infill development while respecting established neighborhoods
• Foster community spaces and neighborhood-serving amenities
• Develop opportunities for live/work, artist spaces, and small-scale manufacturing
• Maintain compatible nodes of commercial activity
**LAND USE FOCUS AREAS**

**GRAND AVENUE/17TH STREET**

<table>
<thead>
<tr>
<th>District</th>
<th>FAR</th>
<th>Density</th>
<th>Stories</th>
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</thead>
<tbody>
<tr>
<td><strong>District Center</strong></td>
<td>2.0 FAR</td>
<td>90 du/ac</td>
<td>6 stories</td>
</tr>
<tr>
<td><strong>Urban Neighborhood</strong></td>
<td>1.5 FAR</td>
<td>40 du/ac</td>
<td>4 stories</td>
</tr>
<tr>
<td><strong>Industrial/Flex</strong></td>
<td>1.5 FAR</td>
<td></td>
<td>3 stories</td>
</tr>
<tr>
<td><strong>General Commercial</strong></td>
<td>1.0 FAR</td>
<td></td>
<td>2 stories</td>
</tr>
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</table>

**District Center**: Transit-oriented urban village with a wide range and mix of residential, live/work, commercial and employment-generating uses.

**Urban Neighborhood**: Medium-high density urban neighborhood with a mix of attached single and multi-family housing; mixed-use residential with ground floor retail, services, and restaurants; cultural uses; public and private open spaces.

**Industrial/Flex**: Office/industrial flex spaces, small-scale R&D, clean manufacturing.

**General Commercial**: Shopping, restaurants, entertainment, service commercial.
LAND USE FOCUS AREAS
WEST SANTA ANA BOULEVARD

• Develop multi-story housing and mixed-use opportunities near streetcar stations.
• Promote infill development while respecting established neighborhoods.
• Buffer industrial land uses and residential neighborhoods.
• Create opportunities for clean industrial/maker-type spaces.
LAND USE FOCUS AREAS
WEST SANTA ANA BOULEVARD

General Commercial: Shopping, restaurants, entertainment, and service commercial.

Professional & Administrative Office: Professional and administrative office and supportive service commercial and restaurants.

Industrial/Flex: Office/industrial flex spaces, small-scale R&D, clean manufacturing.

Institutional: Governmental facilities, public service facilities, and public institutions.

Open Space: Recreational and green spaces, public infrastructure, and rail facilities.
**LAND USE FOCUS AREAS**

**WEST SANTA ANA BOULEVARD**

- **Low Density Residential**: Low-rise single family residential.
- **Low-Medium Density Residential**: Single-family homes, duplexes, small lot subdivisions, and mobile home parks.
- **Medium Density Residential**: Mix of low- and medium-rise single and multi-family housing, including small lot subdivisions, townhomes, live/work units.
- **Corridor Residential**: Medium urban density housing such as attached townhomes and apartments—adjacent to GC, and UN.
- **Urban Neighborhood**: Medium density urban neighborhood with mix of attached, single and multi-family housing; mixed-use, cultural uses; and public and private open space.
• Provide housing opportunities at an urban level of intensity at the City’s edge.
• Enhance opportunities for large, multi-story office and industrial space.
• Attract economic activity into the City from surrounding communities.
• Protect industrial and office employment.
• Maintain hotel and commercial uses.
**General Commercial**: Shopping, restaurants, entertainment, service commercial.

**District Center**: High density urban villages consisting of visually stunning and vibrant buildings and spaces with a wide range and mix of residential, live/work, commercial, hotel, and employment-generating uses.

**Industrial/Flex**: Office/industrial flex spaces, R&D, clean manufacturing, corporate headquarters and campuses.

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<td>2.0 or 90 du/ac</td>
<td>6</td>
</tr>
<tr>
<td>Industrial/Flex</td>
<td>3.0</td>
<td>10</td>
</tr>
</tbody>
</table>
• Capitalize on the success of the South Coast Metro area.
• Introduce mixed-use urban villages and encourage experiential commercial uses that are more walkable, bike-friendly, and transit-oriented.
• Realize an intense, multi-story presence along the corridor.
• Provide for mixed-use opportunities while protecting adjacent low density neighborhoods.
**District Center**: Transit-oriented and high density urban villages consisting of visually striking and dynamic buildings and spaces with a wide range and mix of residential, live/work, commercial, hotel, and employment–generating uses.

**Urban Neighborhood**: Medium density urban neighborhoods with a mix of single and multi-family housing; mixed-use residential with ground floor retail, services, and restaurants; cultural uses; and public and private open spaces.
FUTURE PC SESSIONS

- Circulation Element
- Urban Design Element
- Open Space Element
- Balance of Elements of Interest
Draft EIR Alternatives and Findings

- Significant and Unavoidable
- Alternatives
- Future EIR Discussion
• Draft General Plan Environmental Impact Report (EIR) Released for 45 day review – **August 3, 2020**
• Draft General Plan Policies & Land Use Maps - **August 3, 2020**
• City Council Study Sessions – **August & September**
• Planning Commission Study Sessions – **August & September**
• Adoption Hearings - **Target Fall 2020**
Virtual Community Workshops

- July 31, 2020 – 70 participants
- August 1, 2020 – 50 participants

Virtual Community Outreach Roundtable

Overarching Feedback

- Environmental Justice
- GP Timeline – COVID 19
- Increased community outreach/engagement
- Multi-language access
- Increased transparency
- Arts/Culture, Open Space, and Displacement
www.santa-ana.org/general-plan

ewngeneralplan@santa-ana.org

(714) 667-2781