Santa Ana General Plan Update

- Where we are today
- Objectives of the General Plan Update
- Overview of new topics and major changes
- Next steps
- Q & A
Spanish Interpretation / Interpretación en Español

- Call Zoom line / Llame al (669) 900-9128
- Meeting ID is 542-334-173# /Ingres el ID de la reunión: 542-334-173 #
Ways to Participate during the meeting

Following the presentations, there are two ways to participate in the meeting:

• Raise Your Hand
  • If you have a comment to make or want the organizers attention use this function.

• Ask a Question
  • If you have a question during the meeting. Type it in the Questions box on your control panel. For mobile devices it’s the question mark on the top bar.
• Where we are today
• Objectives of the General Plan Update
• Overview of new topics and major changes
• Next steps
• Q & A
• A local government’s long-term blueprint for the community’s vision of future growth.
• Long-range constitution that sets forth all of the goals, policies, and programs to accomplish the City’s vision.
• Seven minimum required Elements (chapters):
  • Land Use
  • Circulation
  • Housing
  • Conservation
  • Open Space
  • Noise
  • Safety
  • Environmental Justice*
• Zoning Development regulations
• Capital Projects
• Programs
GENERAL PLAN ADVISORY GROUP

COMMUNICATION LINKAGE FORUM

NEIGHBORHOOD ASSOCIATIONS IN EJ AREAS
Artesia Pilar ● Cedar Evergreen ● Centennial ● Central City ● Cornerstone Village ● Delhi ● Downtown ● Flower Park ● French Court ● French Park ● Heninger Park ● Lacy ● Logan ● Lyon St ● Madison Park ● Memorial Park ● Pacific Park ● Pico Lowell ● Riverview West ● Sandpointe ● Willard

YOUTH PROGRAMS
City of Santa Ana Youth Commission ● Santa Ana Public Library TeenSpace ● Nicolas Academic Center ● Resilience Orange County ● Invest in Youth Santa Ana

BUSINESSES
Santa Ana Chamber of Council ● Santa Ana Business Council ● Santa Ana Merchants Association ● South Main Street businesses ● Downtown Inc

COMMUNITY BASED ORGANIZATIONS AND COALITIONS
Delhi Center ● El Centro Cultural de Mexico ● Latino Health Access ● Kennedy Commission ● KidWorks ● Orange County Communities Organized for Responsible Development ● Orange County Environmental Justice ● Santa Ana Building Healthy Communities ● Santa Ana Senior Center ● Southwest Senior Center ● The LGBT Center Orange County
• Protect and enhance our cultural, historic, and community assets
• Create a land use pattern that promotes healthy/active lifestyles that addresses current and future needs
• Ensure equitable distribution of resources
• Create a sustainable and livable city
• Promote lifelong education and economic prosperity
• Protect, Enhance and Transform our City, Address Key Priorities and Build on our Key Assets

• Dynamic, working document with 12 new elements to embrace current topics, practices and philosophies with 5 Core Values as Guiding Principles

- Land Use
- Urban Design
- Historic Preservation
- Economic Prosperity
- Open Space
- Conservation
- Safety
- Public Services
- Noise
- Community
- Mobility/Circulation
- Housing
Timeline of Events

**2015**
- October: PC & CC Work Program Overview
- November: Kick Off Meeting & 1-1 City Council member Meetings
- December: Community Meetings

**2016**
- January - March: Community Meetings
- April - June: CC 1-on-1 Interviews
- April - September: Youth Outreach
- October: CC Outreach Update
- February - November: 14 General Plan Advisory Group (GPAG) Meetings

**2017**
- February: GPAG Recognition
- June: CC Status Update
- July: CC Study Session
- August - September: Pop-Up Events
- December: Policy Framework

**2018**
- March - May: Land Use Online Survey
- April: 5 Land Use Community Workshops
- May: Chamber of Commerce Meeting
- June: PC Study Session
- February: GPAG Recognition
- June: CC Status Update
- July: CC Study Session
- August - September: Pop-Up Events

**2019**
- March: EIR Scoping Meeting
- July: EJ presentation/video, HRC presentation
- July - August: 2 Virtual Community Workshops
- May: Chamber of Commerce Meeting
- June: PC Study Session

**2020**
- March: EIR Scoping Meeting
- July: EJ presentation/video, HRC presentation
- July - August: 2 Virtual Community Workshops
- May: Chamber of Commerce Meeting
- June: PC Study Session

**Timeline of Events**

- October: PC & CC Work Program Overview
- November: Kick Off Meeting & 1-1 City Council member Meetings
- December: Community Meetings
- February - November: 14 General Plan Advisory Group (GPAG) Meetings
- March - May: Land Use Online Survey
- April: 5 Land Use Community Workshops
- May: Chamber of Commerce Meeting
- June: PC Study Session
- February: GPAG Recognition
- June: CC Status Update
- July: CC Study Session
- August - September: Pop-Up Events
- December: Policy Framework
MAKING OF A GENERAL PLAN
DOCUMENTS AVAILABLE FOR REVIEW
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 Community Element
• HEALTH as a Core Value
Policy LU  Hazardous and Polluting Uses. Improve the health of residents, students, and workers by limiting the operation of noxious, hazardous, dangerous, and polluting uses that are in close proximity to sensitive receptors, with priority given to discontinuing such uses in environmental justice area boundaries.
NEW TOPICS
ENVIRONMENTAL JUSTICE

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.
What we heard
• Lack of access to healthy food
• More open space and community centers
• Provide safe, active mobility choices to all ages and abilities
• Equitable access to public spaces and services

Proposed changes to city policy
• New Community Element
• HEALTH as a Core Value
Policy CM-1.5 Equitable Recreational Spaces. Promote the development and use of municipal buildings, indoor facilities, sports fields, and outdoor spaces for recreation that serve residents throughout the City, with priority given to areas that are underserved and/or within environmental justice area boundaries.
NEW TOPICS
HEALTH AND WELLNESS

POTENTIAL ACTION
Coordinate with community residents, property owners, and other stakeholders to identify vacant and potentially underutilized properties and strategize how such properties could be repurposed into public parks or commercial recreation facilities.
What we heard

• Preserve architectural heritage
• Ensure new development respects and is compatible with existing community
• Maintain unique character, sense of place, and identity
• Preserve buildings through creative/adaptive reuse

Proposed changes to city policy

• New Historic Preservation Element
• CULTURE as a Core Value
Policy HP-1.3 Historic Districts and Design Standards. Explore opportunities to preserve neighborhoods with largely intact historic buildings and character through the creation of historic districts or neighborhood design standards.
NEW TOPICS
HISTORIC PRESERVATION

POTENTIAL ACTION
Establish public realm plans for all historic districts, which include landscaping, street, sidewalk, lighting, curb cut standards, and pedestrian amenities.
What we heard
• Increase community participation
• Inclusive public policy making
• Better communication from city and outreach to non-English speaking communities

Proposed changes to city policy
• Build upon collaboration between City, Neighborhoods and Community Organizations
• Strengthen Neighborhood Identity through urban design and preservation
Policy LU-3.9 Empower Community. Facilitate community engagement and dialogue in policy decisions and outcomes affecting land use and development.
GREATER EMPHASIS
COMMUNITY EMPOWERMENT

POTENTIAL ACTION
Strengthen partnerships with local community organizations to enhance community engagement efforts and identify how to overcome obstacles for engagement.
What we heard
- Create safe environment for pedestrians and cyclists
- Ensure all sidewalks and curbs at intersection are ADA accessible
- Plan for and provide walkable neighborhoods
- Improve safety and connections to transit system

Greater emphasis to city policy
- The Circulation Element promotes a safe and efficient multi-modal circulation system
Policy CE-1.6 Complete Streets. Transform travelways to accommodate all users through street design and amenities, such as sidewalks, trees, landscaping, street furniture, and bus shelters.
GREATER EMPHASIS
ALTERNATIVE TRANSPORTATION

POTENTIAL ACTION
Conduct a study of the existing street network to identify streets that can be more complete. Based on findings from the study, the City shall prepare and submit recommendations to the City Council on a priority list of complete streets improvements.
What we heard

• Lack of community centers and libraries to match population
• Not enough parks/open space
• More services/programs for youth
• Provide safer and better maintained parks/open space

Greater emphasis to city policy

• Completion of a Parks Master Plan
• Open Space Element, Land Use Element, Community Element, and Public Service Element all have policies that speak to these concerns
Policy OS-1.1 Park Master Plan. Create and maintain a Santa Ana parks master plan that incorporates data on need, demographics, and health outcomes.
GREATER EMPHASIS
EQUITABLE PARKS & RECREATION

POTENTIAL ACTION
Review and amend ordinances (as necessary) to require sufficient park dedications or in-lieu fees to meet the open space standards outlined in the General Plan and Park Master Plan.
What we heard
• Attract businesses that provide community benefits outside of just tax revenue
• Distribution of funding for commercial improvements, citywide
• Capitalize on tourism
• Investments and programs to assist low-income residents

Greater emphasis to city policy
• The proposed policies have a stronger emphasis on the city’s role to protect existing businesses, facilitate investment, and improve the city’s health and image.
Policy EP-2.4 Community-led Economic Development. Support community-based economic development initiatives, such as buy-local campaign, marketing strategies, and worker cooperatives.
Partner with the Chamber of Commerce, local business organizations, and college business programs to explore the feasibility of establishing a business incubator.
Spanish Interpretation / Interpretación en Español

• Call Zoom line / Llame al (669) 900 -9128
• Meeting ID is 542-334-173# /Ingrese el ID de la reunión: 542-334-173 #
Ways to Participate during the meeting

Following the presentations, there are two ways to participate in the meeting:

• Raise Your Hand
  • If you have a comment to make or want the organizers attention use this function.

• Ask a Question
  • If you have a question during the meeting. Type it in the Questions box on your control panel. For mobile devices it’s the question mark on the top bar.
Land Use Plan and Focus Areas

- Community Survey & Outreach
- One on One City Council Meetings
- General Plan Core Values & regional goals
Focus Areas
1. South Main Street
2. Grand Ave/I-7th 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
Mp. 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

- **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**

<table>
<thead>
<tr>
<th>Category</th>
<th>FAR</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Commercial</td>
<td>1.5</td>
<td>2</td>
</tr>
<tr>
<td>Professional &amp; Administrative Office</td>
<td>2.0</td>
<td>3</td>
</tr>
<tr>
<td>Industrial/Flex</td>
<td>1.5</td>
<td>3</td>
</tr>
<tr>
<td>Institutional</td>
<td>2.0</td>
<td>2</td>
</tr>
<tr>
<td>Open Space</td>
<td>N/A</td>
<td>2</td>
</tr>
</tbody>
</table>

- **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.
**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.
LAND USE FOCUS AREAS
55 FREEWAY/DYER ROAD

- 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.

**Urban Neighborhood**: 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.

<table>
<thead>
<tr>
<th>Zone</th>
<th>FAR</th>
<th>Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Commercial</td>
<td>1.5</td>
<td>2</td>
</tr>
<tr>
<td>District Center</td>
<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>
LAND USE FOCUS AREAS
SOUTH BRISTOL

• 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.
LAND USE FOCUS AREAS
SOUTH BRISTOL

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.
• 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 Session – **August 18, 2020**
• Planning Commission Study Session – **August 24, 2020**
• Adoption Hearings - **Target Fall 2020**