

### **III. PROJECT DESCRIPTION**

#### **A. PROPOSED LAND USES**

The Specific Plan encompasses 25.71 acres. The first phase of the Specific Plan, consisting of office retail, warehouse, and restaurant has been built on approximately 8.7 acres. The remaining 17 acres of undeveloped land in the PacifiCenter Anaheim Specific Plan site is planned as a high quality mixed-use center including offices, retail, restaurants, and a hotel site with supporting services and facilities to encourage transit usage and facilitate business operations. The Site Plan is shown in Exhibit 2.

The proposed uses are compatible with the goals and policies established in the General Plan that relate to business office/service/industrial land uses. The Specific Plan guidelines for future development promote a mix of complementary uses within the project site. Potential uses within the project include additional office space, a hotel, restaurants, and retail. Land uses have been located to integrate the project with surrounding development as well as to take advantage of the site characteristics.

The remaining amounts of allocable square footage will be determined by the maximum number of permitted trips allowed under this Specific Plan. So long as a development does not cause the Specific Plan area to exceed the thresholds set forth in Appendix 7, no further environmental or discretionary review is required for individual development projects provided they are permitted uses as set forth in IV.C.1.a. If a development exceeds any of the thresholds, then additional environmental and discretionary review will be required.

The potential mix of land uses will serve the surrounding area and Anaheim Canyon Metrolink Station. Multi-story office buildings will be located to take advantage of freeway and rail exposure and access opportunities and will also be compatible with the noise levels from the Riverside Freeway. The project will provide needed area office, retail, and restaurant facilities. The hotel will be conveniently accessible from the proposed office buildings and restaurants on site. The hotel is planned as a 150-room mid-priced suite facility designed to serve the lodging demand generated by the office development and surrounding area. Hotel amenities may include meeting rooms, coffee shop, a gift shop/news stand and cocktail lounge.

**Exhibit 2 - Site Plan**

The adjacent Metrolink Station provides transit opportunities for area residents and businesses, as well as on-site employees and visitors. Metrolink's Orange County Line provides direct service to several communities throughout Orange County, as well as service to Los Angeles Union Station. Additionally, the mixed-use nature of the development allows for shared parking opportunities. As a result, demand for parking spaces will be reduced. A shared parking program analysis has been prepared and approved by the City and is included in Appendix 8. The overall number of parking spaces will meet the requirements and standards of the Shared Parking Program. The Specific Plan will complement the surrounding industrial area with office, retail, restaurant, and hotel uses.

## B. DESIGN OBJECTIVES

The Development Plan has been designed to meet the following objectives:

1. Organize and develop a well-designed high-quality commercial mixed-use center which meets the needs of the surrounding area and is compatible with existing and future surrounding land uses.
2. Establish a strong design element to allow for a diversity of commercial, office, hotel, and retail uses. This design element will feature the following aspects:
  - Continuation of existing design features.
  - Promotion of architecture complementary to the surrounding development.
  - Entry monument and tenant wall signage complementary with the Specific Plan architecture and landscaping.
  - Perimeter landscaping to blend with the surrounding natural environment.
  - Screening of mechanical equipment, loading and service areas through careful site planning, landscaping, and screen walls.
  - Provision of linkages and ease of access to Metrolink Station.

### C. DEVELOPMENT CONCEPT

The development concept is designed to reflect the following considerations:

- Integration of the uses with internal and external circulation;
- Establishment of a well designed mixed-use center developed to meet the office and retail needs of the surrounding community;
- Implementation of internal infrastructure (roadway and utility) improvements in conjunction with project development on-site;
- Facilitation of access for the Metrolink Station;
- Promotion of use of fiber optic line along La Palma Avenue;
- Relationships between development and market absorption potentials; and
- Development and timing of infrastructure and available financing mechanisms.

The Parking Program for the buildout of the Specific Plan has been reviewed and approved by the City Traffic and Transportation Manager and Planning Department and is included in Appendix 8. Parking will meet the standards and requirements set forth in the Shared Parking Program.

The Planning and Community Development Departments shall review each development project for compliance with the requirements of this Specific Plan and, if in compliance, issue a Project Plan Compliance. Requirements for compliance are as follows:

1. Development does not exceed the trip thresholds set forth in Appendix 7.
2. Payment of all required development and permit fees.
3. Installation of parking spaces on the site will comply with the guidelines set forth in the Parking Program.

4. All driveways shall be constructed with minimum fifteen (15) foot radius curb returns as required by the City Engineer.

5. Project shall comply with adopted Signage Plan (set forth in Appendix 10).

#### D. CIRCULATION PLAN

The Circulation Plan for the PacifiCenter Anaheim establishes the roadway network and basic standards for safe vehicular movement to and from the project area. The Plan provides for circulation improvements to existing arterial roadways and the SR-91/Tustin Avenue interchange. Parking has been dispersed throughout the site to facilitate pedestrian access. Further identification of pedestrian walkways will be incorporated into each precise plan.

The Circulation Plan for PacifiCenter Anaheim reflects the following considerations:

- The existing circulation network and planned improvements within and around the project area, including arterial widening and intersection improvements, are intended to enhance mobility and encourage transit usage.
- The implementation of a modified "critical intersection" at La Palma Avenue and Tustin Avenue, which has been completed;
- Projected future traffic volumes generated by the project and traffic resulting from area-wide growth;
- Traffic generation characteristics anticipated for the uses (including internal interaction between uses), based on trip generation factors;
- The City's goals, objectives and policies pertaining to circulation, as delineated in the General Plan Circulation Element; and
- Inclusion of traffic measures and appropriate signalization that will enhance accessibility to and usability of Specific Plan land uses.

The circulation system for the project area includes La Palma Avenue, Tustin Avenue, and the SR-91/Tustin Avenue interchange immediately adjacent to the site. The planned improvement options for these facilities are described below:

- Tustin Avenue and La Palma Avenue Intersection. Provision of a third southbound through lane on the north leg of Tustin Avenue by restriping the right-turn lane as a through/right lane. Provision of a portion of a third through lane eastbound on La Palma by widening the south side of the west leg.
- Tustin Avenue and the SR-91 Freeway Westbound Ramps. Provision of a separate southbound right-turn lane by widening the existing pavement and restriping the north leg of Tustin Avenue.
- Implementation of the SCOOT system along La Palma Avenue, Kraemer Boulevard and Tustin Avenue for a total of thirteen (13) intersections within the vicinity of the Specific Plan.

In addition to the foregoing improvements, the project driveway and Tustin Avenue will be signalized prior to development on the site.

#### Vehicular Access Points

Primary access to the project area shall be from Tustin Avenue and La Palma Avenue at the locations shown on Exhibit 2. The precise location, design and geometries of these primary access points shall be submitted and approved by the City Traffic and Transportation Manager/Public Works Director.

#### Funding and Construction of Improvements

On an annual basis, the Anaheim Redevelopment Agency has funded or participated in the funding of area-wide circulation improvements within the Northeast Industrial Area as part of the City's Capital Improvement Program. A number of the area-wide improvements identified as mitigation measures in the environmental impact report are improvements which may be funded as part of the City's Capital Improvement Program.

#### E. LANDSCAPING

Landscaping will be used to create continuity within the project area. Internal landscaping is shown on the site plan. The Landscape Concept Plan is included in Appendix 9. In general, the concept is intended to:

- Establish a general theme for the Specific Plan and create a consistent character throughout.
- Complement the architecture of on-site structures.
- Enhance the parking areas by creating landscaped nodes which will break up the expanses of parking spaces.

#### F. SIGN PROGRAM

All signage will comply with the Anaheim Municipal Code Chapter 18.05, Outdoor Advertising - Signs and Billboards. Additionally, project signage will comply with the Sign Program as set forth in Appendix 10. The Signage Plan depicts the location of the primary and secondary signage needed to identify the project. Signage for individual buildings and storefronts will also be permitted as specified in the Signage Plan. Signage will be high quality and reflective of existing signage on-site.