

## 1.0 INTRODUCTION

The Platinum Triangle Master Land Use Plan envisions an exciting future for the area surrounding Angel Stadium of Anaheim and Honda Center. This plan provides for mixed-use development to create a dynamic mix of uses and upscale, high-density urban housing integrated by a carefully planned network of pedestrian walkways, streetscape improvements and recreation spaces – that will create an urban environment of a scale never before seen in Orange County.

Located in the City of Anaheim, at the confluence of the I-5 and SR-57 Freeways, the 820-acre Platinum Triangle is traversed by a major intercity/commuter railroad line, encompasses Angel Stadium of Anaheim and the Arrowhead Pond of Anaheim, and has tremendous visibility (see Figures 1 and 2).

On May 25, 2004, the Anaheim City Council approved a comprehensive citywide General Plan Update which included new land use designations to implement the vision for The Platinum Triangle. The General Plan Update changed the General Plan designations within

the area from Commercial Recreation and Business Office/Mixed Use/Industrial to Mixed-Use, Office High, Office Low, Industrial, Open Space and Institutional (see Figure 3) to provide opportunities for existing uses to transition to mixed-use, residential, office and commercial uses. The General Plan Update also established the maximum development intensity for The Platinum Triangle to be 9,500 dwelling units, 5,000,000 square feet of office space, and 2,254,400 square feet of commercial uses, industrial development at a maximum floor area ratio of 0.50 and institutional development at a maximum floor area ratio of 3.0.

On October 25, 2005, the Anaheim City Council approved General Plan Amendment No. 2004-00420, which added an additional 325 dwelling units and 210,100 square feet of additional commercial square footage to the maximum development intensity for The Platinum Triangle.

On June 5, 2007, the Anaheim City Council approved General Plan Amendment No, 2006-00449, which added an additional 67 dwelling units to the maximum development intensity for The Platinum Triangle.

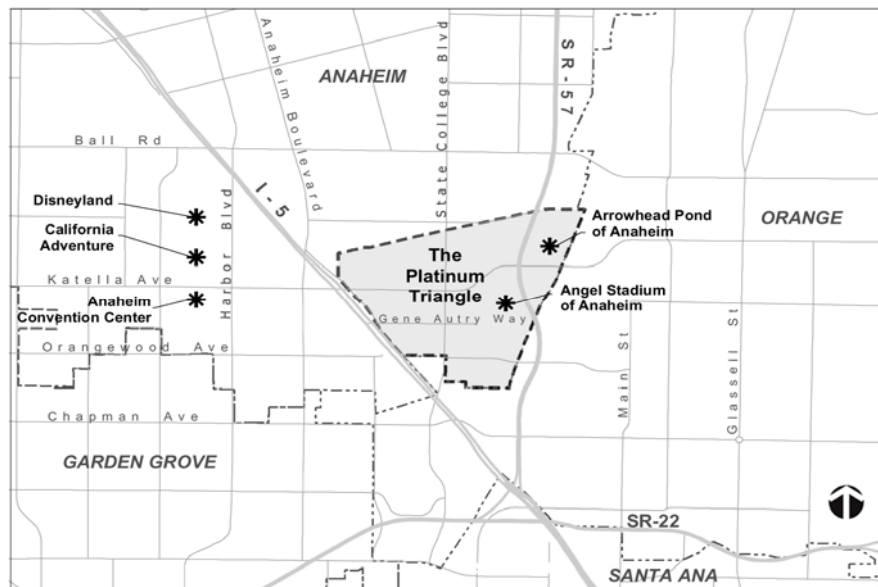


Figure 1: Location Map

On August 21, 2007, the Anaheim City Council approved General Plan Amendment No. 2006-00446, which added an additional 699 dwelling units to the maximum development intensity for The Platinum Triangle.

On August 21, 2007 the Anaheim City Council approved General Plan Amendment No. 2006-00455, an amendment to the Platinum Triangle Master Land Use Plan and Zoning Code Amendment No. 2007-00060 to add an additional 50,550 square feet of office uses and 10,000 square feet of commercial uses to The Platinum Triangle and to create the PTMU Overlay Zone, Office District with up to 590,000 square feet of office uses and 10,000 square feet of commercial uses.

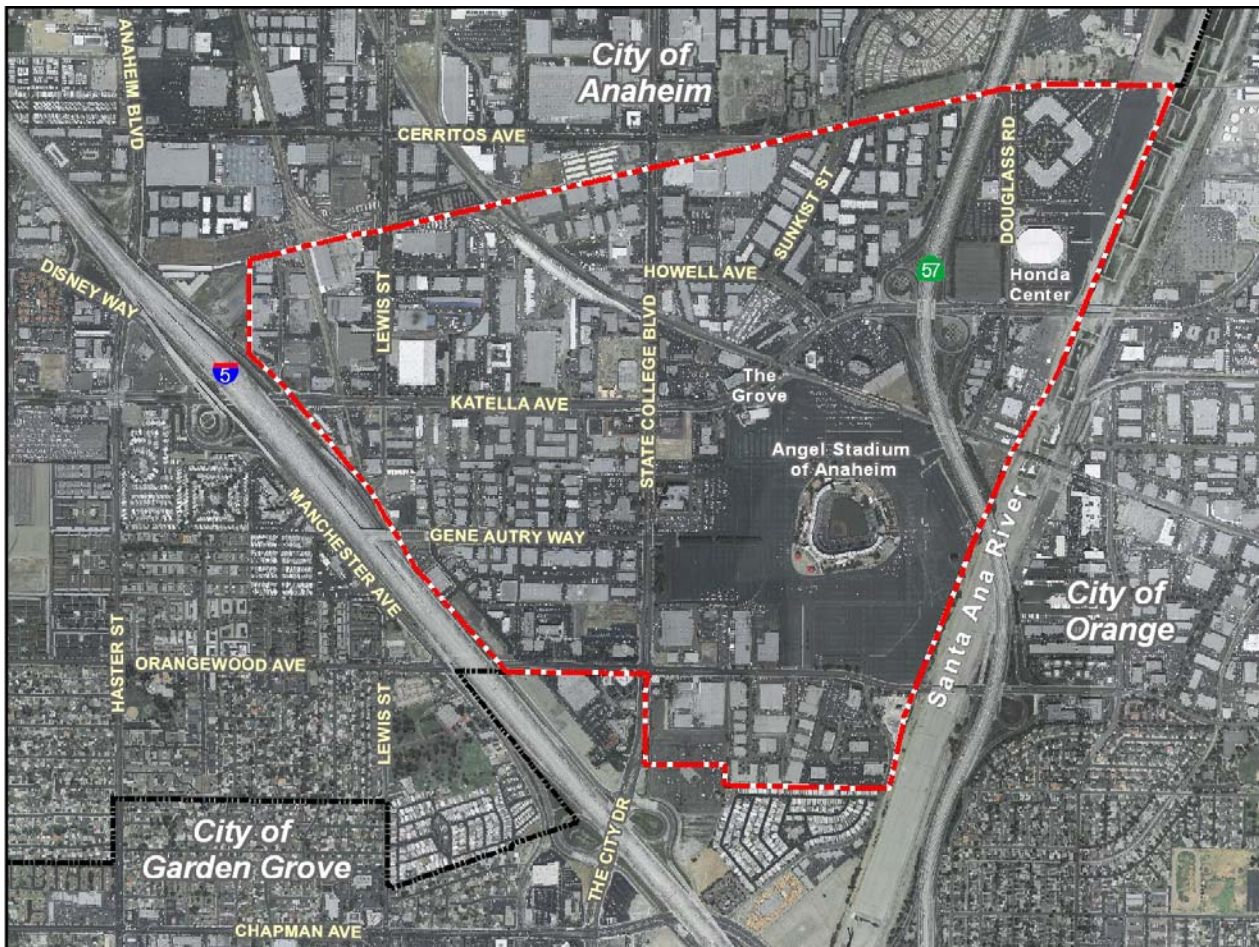


Figure 2: Aerial Photo

The Platinum Triangle Master Land Use Plan serves as the blueprint for public improvements within The Platinum Triangle including conceptual park locations, a proposed street network and streetscape design. Private development will be regulated through The Platinum Triangle Mixed Use (PTMU) Overlay Zone (hereinafter referred to as “PTMU Overlay Zone”) and The Platinum Triangle Standardized Development Agreement (see Appendices A and B).

A previous planning study, Anaheim Stadium Area Master Land Use Plan, provided a plan for office, sports, entertainment and retail uses around a sports entertainment destination known as Sportstown. The Platinum Triangle Master Land Use Plan replaces and supersedes the Anaheim Stadium Area Master Land Use Plan.

The PTMU Overlay Zone replaces and supersedes the (SE) (Sports Entertainment Overlay) Zone, which was the implementing zone for the Anaheim Stadium Area Master Land Use Plan. However, unlike the (SE) Overlay Zone, the PTMU Overlay Zone does not apply to all of the properties within The Platinum Triangle Master Land Use Plan. The PTMU Overlay Zone applies to properties designated by the General Plan for Mixed-Use and to a 3.8-acre area on the south side of Orangewood Avenue between East and West Dupont Drive designated for Office High land uses (this 3.8-acre area is the PTMU Overlay, Office District). In addition, to utilizing the PTMU Overlay Zone, these properties will continue to be able to develop using their underlying zones, which vary from I (Industrial), O-L (Low Intensity Office), PR (Public Recreational), T (Transitional) to CG (General Commercial). The underlying zones for properties within the area designated for Mixed-Use by the General Plan are shown on Figures 6-10.

Properties within The Platinum Triangle that are not designated for Mixed-Use by the General Plan are designated for Office High, Office Low, Open Space, Industrial and Institutional uses. The respective implementing zones are O-H (High Intensity Office), PTMU Overlay Zone, Office District, O-L (Low Intensity Office), I (Industrial), OS (Open Space) and SP (Semi-Public).



## 1.1 General Plan Framework

As mentioned previously, the General Plan provides the overall vision for The Platinum Triangle. Goal 15.1 of the General Plan's Land Use Element envisions The Platinum Triangle as a thriving economic center that provides residents, visitors and employees with a variety of housing, employment, shopping and entertainment opportunities that are accessed by arterial highways, transit systems and pedestrian promenades. This goal is implemented through the following policies:

- Continue more detailed planning efforts to guide the future development of The Platinum Triangle.
- Encourage a regional inter-modal transportation hub in proximity to Angel Stadium of Anaheim.
- Encourage mixed-use projects integrating retail, office and higher density residential land uses.
- Maximize and capitalize upon the view corridor from the Santa Ana (I-5) and Orange (SR-57) Freeways.
- Maximize views and recreation and development opportunities afforded by the area's proximity to the Santa Ana River.

The Community Design Element provides further policies related to development within The Platinum Triangle:

- Develop comprehensive, Mixed-Use Overlay Zone and Design Guidelines to implement the vision for The Platinum Triangle.
- Provide a mix of quality, high-density urban housing that is integrated into the area through carefully maintained pedestrian streets, transit connections, and arterial access.
- Develop a Public Realm Landscape and Identity Program to enhance the visibility and sense of arrival into The Platinum Triangle through peripheral view corridors, gateways, and specialized landscaping.

- Develop a strong pedestrian orientation throughout the area, including wide sidewalks, pedestrian paths, gathering places, ground-floor retail, and street-level landscaping.
- Encourage extensive office development along the highly visible periphery of the area to provide a quality employment center.
- Develop criteria for comprehensive property management agreements for multiple-family residential projects to ensure proper maintenance as the area develops.
- Identify and pursue opportunities for open space areas that serve the recreational needs of Platinum Triangle residents and employees.

### 1.1.1 Land Use Designations

The General Plan provides several land use designations for The Platinum Triangle (see Figure 3). Below is a description of these uses.

#### *Mixed-Use*

Located in the heart of The Platinum Triangle, the area designated for Mixed-Use allows office, retail and residential uses to occur in close proximity or within the same building. An eclectic mix of land uses, building types and walkable streets will provide an exciting new live/work environment. The maximum density for The Platinum Triangle Mixed-Use designation is 9,500 dwelling units, 3,265,000 square feet of office uses and 2,254,400 square feet of commercial uses. The designation will be implemented through the PTMU Overlay Zone which will provide for quality neighborhoods and building design through carefully created zoning regulations. The PTMU Overlay Zone allows existing underlying zoning to remain in place. Property owners may either develop or continue operating under the existing zoning designation or, if they choose, they could take advantage of the opportunities to develop under the requirements of the PTMU Overlay Zone.

**Office High and Office Low**

Located along the freeways and the periphery of The Platinum Triangle, the high and low density office areas will be implemented through the O-H (Office High), PTMU Overlay, Office District and O-L (Office Low) Zones and will provide new workplace opportunities within easy access to a variety of housing, retail, entertainment and sports facilities within the Mixed-Use areas. The maximum amount of allowable office square footage in these office high and low designations is 1,790,550 square feet.

**Industrial**

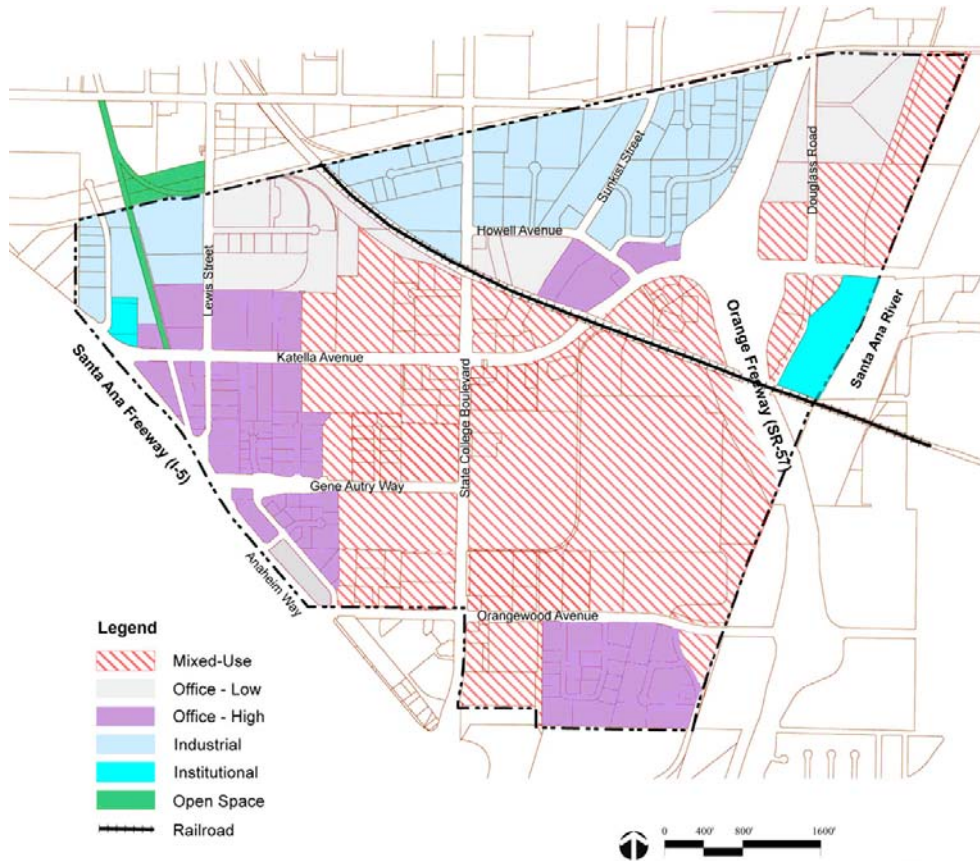
At the northern periphery of The Platinum Triangle there are industrial uses, which will continue to provide needed jobs for the area. Industrial uses may have a FAR ranging from 0.35 to 0.50. The implementing zone for these uses is the I (Industrial) Zone.

**Open Space**

The Open Space designation includes those areas intended to remain in natural open space including utility easements that will provide recreational and trail access to Anaheim’s residents. The implementing zone is the OS (Open Space) Zone.

**Institutional**

The Institutional designation covers a wide variety of public and quasi-public land uses and is applied to existing public facilities. Institutional uses may have a FAR of 3.0. The implementing zone is the SP (Semi-Public) Zone.



**Figure 3: General Plan Designations**

## 1.2 Environmental Requirements

An Environmental Impact Report (EIR) for the General Plan Update (EIR No. 330), which included an analysis of the maximum development intensity for The Platinum Triangle, was prepared in compliance with the California Environmental Quality Act (CEQA) and the State CEQA Guidelines.

EIR No. 330 identified impacts associated with the General Plan Update Program, including the intensity and types of land uses set forth in the General Plan for The Platinum Triangle and recommended mitigation measures to lessen these impacts. Since EIR No. 330 was a general plan level of environmental analysis, a subsequent EIR was prepared for The Platinum Triangle (EIR No. 332) to further analyze environmental impacts related to the implementation of The Platinum Triangle Master Land Use Plan and other associated actions. This EIR modified and updated the mitigation measures from EIR No. 330 (see Appendix C – Updated and Modified Mitigation Monitoring Program No. 106A for The Platinum Triangle).

EIR No. 335 was prepared for The Gene Autry Experience project, a mixed-use project located on 17.6 acres at the southeast corner of Gene Autry Way and State College Boulevard. This project includes the development of up to 1,208 residential units; 50,000 square feet of commercial uses and, 100,000 square feet of office uses. The project required amendments to the General Plan, Platinum Triangle Master Land Use Plan and PTMU Overlay Zone to add 699 residential units to the number of units permitted in the Gene Autry District of The Platinum Triangle.

## 1.3 Existing Opportunities

A number of factors are creating an impetus for The Platinum Triangle to transition from a low density industrial area to an urban, mixed use center including:

- A strong residential market demand combined with a lack of available land in the region for new housing;
- An existing stock of aging, low density industrial buildings; and,
- A key location at the confluence of three freeways.

Two other factors provide an unusual dimension to the ultimate character of the district. First is the opportunity for entertainment related development associated with Angel Stadium of Anaheim, Honda Center (formerly the Arrowhead Pond) of Anaheim and The Grove of Anaheim. Previous planning studies have explored how the stadium can provide an anchor for sports and entertainment related food, shopping and other experiential commercial uses. Second is the existing and future transit opportunities. The Anaheim Regional Transportation Intermodal Center (ARTIC) is proposed to provide enhanced access to existing bus, Amtrak and Metrolink services as well as a link to both the proposed California High Speed Rail system and the California/Nevada maglev rail line. The proposed location incorporates the existing Amtrak/Metrolink station and parking lot, and property adjacent to Douglass Road, south of Katella Avenue. While this station is still in the planning stages, it could provide the engine for a major high density Transit Oriented Development that could be a model for Smart Growth.