

INTRODUCTION

From its beginnings in 1857 as a small German farming community, Anaheim has grown to one of the largest cities in the State. With a population over 330,000, the City is home to a diverse population, a vibrant economy and world-class tourist destinations. The City has taken pride in developing a positive climate for economic development. To this end, the City has created a responsive, business-friendly atmosphere and an infrastructure backbone that allows both small and large businesses to flourish.

The purpose of the Economic Development Element is to guide the City in expanding the local economy, which provides jobs, attracts and retains businesses, supports diverse and vibrant commercial areas, and brings in sufficient revenue to support various local programs and services. To achieve a balanced and healthy economy, the Economic Development Element sets forth the goals and policies necessary to ensure a prosperous economic future. The Economic Development Element is not a State-mandated Element of the General Plan, but the City of Anaheim has long recognized the importance economic development plays in helping to ensure the quality of life within its community.

RELATIONSHIP TO OTHER ELEMENTS

Economic Development Element is intricately related to the Land Use, Circulation, Public Services and Facilities, Housing and Green Elements. A healthy economy not only provides the tax base for local services and infrastructure, but also affects the demand for a variety of land uses. A proper balance of land uses and carefully tailored General Plan policies help the local economy by providing the business community with a skilled workforce; housing, recreational, cultural and retail opportunities for employers and employees; and supporting infrastructure facilities and services that foster economic growth. It is also related to the Community Design Element as community identity enhances the economic vitality and marketing efforts of the City.



ACHIEVING THE VISION

General Plans are not static documents; they are blueprints for an active future.

Following is a summary of the major economic goals the City has embraced:

- Continue to support and enhance tourism as a driving force in Anaheim's economy.
- Retain, expand and diversify the economic base of the City.
- Attract new industries and associated employment with a business-friendly climate.
- Continue to develop a highly-skilled labor workforce connected to a strong, local employment base.
- Revitalize Anaheim's major corridors to provide an attractive setting for the business community.
- Introduce and/or expand retail and commercial opportunities in key areas of the City.
- Make Downtown Anaheim the City's cultural, civic, and historic center.
- Preserve and enhance the quality and image of Anaheim's residential neighborhoods as a driving force in the local economy.
- Provide incentives in Redevelopment Areas to stimulate desired development.
- Continue to coordinate closely with the Anaheim Chamber of Commerce to attract and retain businesses in the City.

LAND USE STRATEGIES

Achieving the goals described above requires a comprehensive effort anchored by visionary land use planning and a strong City commitment. This Economic Development Element, linked to the policies in the Land Use Element, provides consistent and powerful guidance for the City. In turn, the Land Use Element facilitates continued prosperity and helps to enhance the City's economic and fiscal health through the following land use strategies.

Citywide Land Use Strategies

- Redirect and consolidate commercial development at strategic locations and introduce mid-block residential development as an alternative to under-performing commercial properties.
- Assemble key parcels for expanded housing, retail and/or office opportunities.
- Encourage mixed-used development in specified areas of the City.
- Encourage the development of "cleaner", light industrial uses that promote higher skilled, higher income jobs in appropriately designated areas.

☞ Land use patterns that reflect these strategies are identified on Figure LU-3 of the Land Use Element.

Area-Specific Land Use Strategies

- Develop appropriate regulations to facilitate the transition of The Platinum Triangle into a major, economic center of regional significance, which exemplifies a dynamic place where people live, work and visit.
- Promote the continued revitalization of Downtown Anaheim as a vibrant town center with major civic, cultural, retail, office and residential uses.
- Revitalize the South Anaheim Boulevard corridor as an important link between Downtown Anaheim, The Anaheim Resort® and The Platinum Triangle with a mix of retail, office, employment and residential uses.
- Enhance the long-term viability of The Canyon by preserving the integrity of industrially-designated land uses; improving urban design standards; providing additional employment-generating uses, such as commercial and mixed-use development; and enhancing water recharge basins as visual and recreational amenities, where appropriate.
- Revitalize the North Euclid Street Area, including the areas around the North Orange County Community College campus, as a major gateway into the City, offering educational and employment training opportunities for Anaheim's workforce and residents and new mixed-use development opportunities for the surrounding neighborhoods.
- Expand The Anaheim Resort to include those areas along the Harbor Boulevard corridor south of Orangewood Avenue to the southern City limit.
- Encourage the development of a new mixed-use village at the northwest corner of State College Boulevard and Lincoln Avenue.
- Pursue commercial opportunities in the Hill and Canyon Area provided by the additional retail demand created by the development of the Mountain Park Specific Plan.
- Encourage the development of quality, mid-block residential land uses and while concentrating future commercial uses at major intersections and other strategic locations in West and East Anaheim, as designated on the General Plan Land Use Plan.
- Preserve and enhance "Tile Mile" along State College Boulevard, the well-known concentration of tile and stone distributors and their associated showrooms, as a major regional attraction.
- Continue discussions with the Orange County Water District in an effort to explore the commercial viability of strategically-located groundwater recharge basins.



COMPONENTS OF ECONOMIC DEVELOPMENT

Anaheim's economic development strategies must address key issues of growth and adaptation to ensure continued prosperity. The strategies must enable the City to grow in ways that benefit the most residents and build on its existing dynamic base, all while allowing the City to adapt to changes in the economy.

The City defines economic development as "attracting and supporting sustainable, desirable growth that brings a variety of companies, investment and jobs to Anaheim." The components of this process include the following City efforts.

City Coordination Efforts

Economic activity and job creation are generally thought to be primarily private-sector activities. Anaheim has always strived to maintain the right mix of land uses, planning policies, and programs to facilitate growth. Through the years, Anaheim has updated its General Plan, refined zoning regulations, expanded its infrastructure through capital improvements, streamlined development processes and created new opportunities through redevelopment tools, and expanded its services to facilitate growth. The goal of promoting economic development is built in to the City's governmental structure, with a number of municipal bodies charged with furthering economic growth, including the Redevelopment Agency, the Workforce Investment Board, and a number of City boards and commissions. Furthermore, many City departments play a role in expanding economic activity and promoting job growth in Anaheim. Table ED-1 identifies these departments and identifies the responsibilities of each.

Redevelopment Activities

The City of Anaheim has maintained an active redevelopment program since the 1970s when it first began efforts to revitalize its Downtown. The City's redevelopment efforts have since greatly expanded, encompassing six major project areas (see Figure ED-1) as of 2004. As these project areas have progressed and property values increased, the Redevelopment Agency, headed by the City Council and staffed by the Community Development Department, has used the resulting increases in tax revenue for a variety of public purposes, including the provision of affordable housing. The Agency coordinates City efforts associated with industrial, retail, office and residential development within redevelopment project areas including the provision of off-site public improvements; financing, redevelopment assistance, site evaluation, and infrastructure analysis.

ECONOMIC DEVELOPMENT ELEMENT

**TABLE ED-1
CITY DEPARTMENTS WITH ECONOMIC PLANNING RESPONSIBILITIES**

Agency	Responsibilities
City Manager's Office	<ul style="list-style-type: none"> • Provide leadership and facilitate major economic development initiatives • Oversee The Anaheim Resort activities • Track business trends • Develop marketing initiatives and oversee creation of marketing materials • Serve as liaison between City departments and businesses and ensure intergovernmental relationships • Ensure appropriate coordination of the most complex development projects
Planning Department	<ul style="list-style-type: none"> • Provide guidance through clear General Plan policies, appropriate zoning standards, and site design assistance for developers • Streamline project processing • Provide major project coordination
Economic Development Division (Planning Department)	<ul style="list-style-type: none"> • Formulate, coordinate and implement economic policy planning, business incentive programs and services; distribute marketing materials • Small Business Assistance Program
Community Development Department	<ul style="list-style-type: none"> • Provide tactical initiatives to address targeted areas – including redevelopment, affordable housing, infrastructure, job training
Utilities Department	<ul style="list-style-type: none"> • Provide utility services at competitive rates • Evaluate and address customer needs • Provide rate incentives and energy-saving programs such as Anaheim Advantage Services Program
Public Works Department	<ul style="list-style-type: none"> • Plan necessary capital improvements • Keep businesses informed of capital improvement construction schedules and strive to minimize business disruption during construction
Redevelopment Agency	<ul style="list-style-type: none"> • Coordinate City efforts for industrial, retail, office and residential development within redevelopment project areas.
Convention, Sport and Entertainment	<ul style="list-style-type: none"> • Market Anaheim as a site for conventions, corporate meetings, business entertaining and business relocation
Finance Department	<ul style="list-style-type: none"> • Provide professional support to City Management for making fiscal and organizational decisions necessary to plan and implement the optimum use of City resources.

Redevelopment Project Areas - The City of Anaheim has a comprehensive and diverse redevelopment program currently containing six redevelopment project areas:

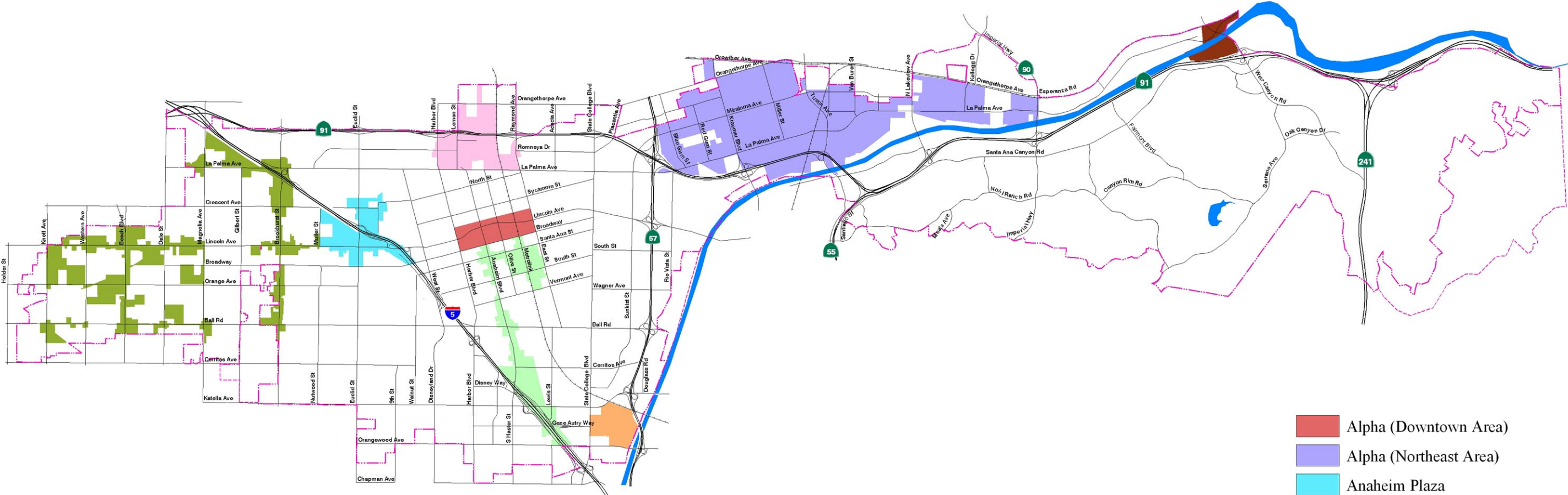


- **Alpha:** The largest redevelopment project area encompassing over 2,500 acres, it includes the City's Downtown and the light industrial center north of the Riverside (SR-91) Freeway known as The Canyon.
- **Anaheim Plaza:** This project area, centered near the Santa Ana (I-5) Freeway and Euclid Street, contains retail and light industrial uses anchored by Anaheim Plaza, a revitalized regional shopping center and encompasses approximately 326 acres.
- **Anaheim Stadium:** This 159-acre project area surrounds Angel Stadium of Anaheim and is generally bordered by State College Boulevard on the west, the Santa Ana River and Orange (SR-57) Freeway on the east, Katella Avenue on the north, and Orangewood Avenue on the south.
- **Anaheim Commercial/Industrial Redevelopment Project Area (2 subareas):**
 - **North Central Industrial Area:** This project area is located on both sides of the Riverside (SR-91) Freeway, generally between La Palma Avenue on the south, Orangethorpe Avenue on the north, Harbor Boulevard on the west and Raymond Avenue on the east. The project area includes approximately 409 acres.
 - **South Anaheim Boulevard Corridor:** This area generally includes the commercial and industrial areas along both sides of South Anaheim Boulevard and the Downtown industrial area in the southeastern portion of the Colony and encompasses nearly 500 acres.
- **River Valley:** This 138-acre commercial area lies just north of the Riverside (SR-91) Freeway, generally west of Weir Canyon Road.
- **West Anaheim:** This project area of nearly 1,100 acres is focused on the revitalization of commercial corridors west of Euclid Street.

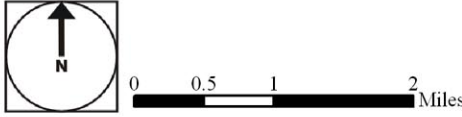
City Revenues

Economic development is addressed, in large part, through the City's revenue stream. Anaheim has several unique and interesting characteristics. First, compared to most other cities in the region, a much greater proportion of its revenues come from hotel bed taxes – known as transient occupancy taxes. These revenues are generated primarily from the large concentration of hotels in The Anaheim Resort, home to the Anaheim Convention Center, and encompassing The Disneyland Resort®. The City also has a municipally-owned water and electric utility, enabling it to offer competitive rates and more localized service. City revenues are also provided through a variety of other sources, including sales and use taxes, property taxes, fees and permit charges, business license taxes, and motor vehicle license fees, among others.

Redevelopment Project Areas



- Alpha (Downtown Area)
- Alpha (Northeast Area)
- Anaheim Plaza
- Anaheim Stadium
- Anaheim Commercial/Industrial (North Central Industrial Area)
- Anaheim Commercial/Industrial (South Anaheim Blvd. Corridor)
- River Valley
- West Anaheim
- City Boundary
- Sphere-of-Influence



City of Anaheim

General Plan Program



This page intentionally left blank

Business Assistance

The City of Anaheim is oftentimes thought of as a place where the world comes to live, work and visit. The City accomplishes this recognition through a wide variety of services and public/private partnerships. The Economic Development Division coordinates and administers incentive programs and services for the business community. The Public Utilities Department provides incentives and assistance for energy conservation. The Workforce Center and Small Business Assistance Programs are designed to help area businesses stay as competitive as possible. The City works with the Anaheim Chamber of Commerce to actively promote business opportunities and events within the City.

ECONOMIC DEVELOPMENT SETTING AND OUTLOOK

The City of Anaheim is centrally located within a dynamic County and within one of the nation's largest metropolitan regions. Home to world-class amenities, such as The Anaheim Resort, the Anaheim Convention Center, the Arrowhead Pond of Anaheim, and Angel Stadium of Anaheim, and accessible by major freeways and rail lines, the City of Anaheim is highly visible and well positioned to continue to support a robust local economy. As the second largest city in Orange County and one of the nation's largest tourist destinations, Anaheim has a key role to play in the regional economy as well.

City Profile

Location: Anaheim has the advantage of being in the heart of Orange County. Bordered by Fullerton, Placentia, Yorba Linda, Orange, Garden Grove, Stanton, and Buena Park and traversed by four major freeways and a major toll road, the City of Anaheim is extremely well positioned to continue to take advantage of regional transportation and economic opportunities.

Dynamic Region: Orange County has traditionally outperformed many neighboring counties in terms of economic growth and maintains the second highest number of jobs in California, second only to Los Angeles County. Due to a multiplicity of factors, including its great climate and beaches, desirable quality-of-life, and expanding employment, entertainment and educational centers, the region has seen strong economic growth rates over the last fifty years.

Anaheim's Economy: There are over 11,000 businesses operating within the City. A variety of industry types comprise Anaheim's economy and include: services; manufacturing; wholesale and retail trade; construction; transportation, communications and utilities; finance, insurance and real estate; and mining. Compared to many cities in the County, Anaheim has a large manufacturing and tourist-related economic base and is interested in maintaining these important sectors.



Major Employers: Many of the City's largest employers are from the resort, hospitality, manufacturing, and entertainment employment sectors. With over 20 million visitors annually, this is consistent with the service-oriented nature of the local economy.

Anaheim's Workforce: Compared to Orange County as a whole, Anaheim's labor force is younger and originates from larger households. This represents a large labor pool available to local and regional employers. A major goal for the City continues to be developing a highly skilled workforce and ensuring a strong, local employment base.

Economic Development Outlook

Promoting economic development through careful planning and business promotion has been a key to Anaheim's impressive growth and success. It has become a nationally recognized city with famous amenities and dynamic companies. Even though the City is largely built-out, new opportunities and challenges present themselves. Anaheim must position itself to provide more jobs for its growing local labor force and adapt to changes in the regional and national economy.

Both short and long-term trends are positive. Combining the shortage of developable land in Central Orange County and the City's locational and amenity advantages, Anaheim has a strong opportunity to maximize its future economic growth. There is strong development potential for all uses including commercial, industrial and office development; however, the proximity of regional-serving retail centers in nearby cities combined with limited opportunities within the City has historically meant that many residents find shopping opportunities in neighboring cities. This represents a challenge for the City to proactively encourage more successful retail activity— a major goal of this Element.

In order to take advantage of development opportunities and to attract quality employers, the City will continue its efforts to improve the skill levels of Anaheim's workforce through ongoing workforce education and training programs.

GOALS & POLICIES

To guide the City in implementing its goals of economic vitality, this Economic Development Element sets forth goals and policies in six key areas: 1) Business Retention, Growth and Attraction; 2) Redevelopment/Revitalization; 3) Workforce Development – Job Promotion, Training and Career Education; 4) Public Facilities and Community Services; 5) Housing Diversity and Affordability; and 6) Area-Specific Goals and Policies.

Business Retention, Growth and Attraction

The City of Anaheim has taken pride in developing a positive climate for economic development. The City has implemented many programs designed not only to make Anaheim a better place to live, but also a better place to do business. For example, the City has undertaken both capital improvement efforts - corridor beautification programs, extensive redevelopment activities, expansion of existing tourist amenities, and ensuring reliable power supplies and infrastructure upgrades. It has also experienced staff development programs, such as customer service training, customer surveys and roundtable discussions with the business community. The City also established the Economic Development Division and the Anaheim Workforce Center to help local businesses prosper.

The prospect for office development is favorable. Anaheim has traditionally been competitive in terms of commercial rents - an advantage that can continue to help the City retain and attract business clients. Favorable trends also exist for industrial development for many of the same reasons. The industrial land supply in Orange County is limited, and industrial rents in the City have been regionally competitive. Proximity to major transportation systems also gives Anaheim a competitive advantage for continued industrial development. The future also looks bright for Anaheim's world-renowned tourism industry. With room to expand in both The Anaheim Resort and The Platinum Triangle, tourist-related development will remain a potent economic engine for the City. While an important component of future development in Anaheim, significant growth in research and development/high technology uses will face strong competition from



regional centers in south Orange County. Nevertheless, various strategies contained in this Element will serve to ensure that the City is positioned to attract such uses to the community.

GOAL 1.1:

Continue and expand the City's marketing and promotional campaign.

Policies:

- 1) Continue to market Anaheim as a business-friendly city and implement the following strategies to promote the City's special activity areas and neighborhoods:
 - Continue to market the Anaheim Convention Center as a showcase for the community and an opportunity for new and existing businesses to network.
 - Market The Anaheim Resort, Angel Stadium of Anaheim, The Grove Theater and the Arrowhead Pond of Anaheim as major entertainment amenities for local regional and national businesses.
 - Promote The Platinum Triangle as a unique and special urban place where a wide variety of people come together to work, live, shop and recreate.
 - Promote Downtown Anaheim/Colony as the cultural, artistic, historic and civic center of the City.
 - Continue to promote The Canyon as a high profile, business center in Orange County.
 - Promote West and East Anaheim as areas with emerging high quality housing and retail opportunities.
- 2) Continue to market and promote redevelopment project areas and business districts throughout the City.
- 3) Continue to utilize the City's Geographic Information Systems (GIS) capabilities and other technological resources to help identify sites for future development and redevelopment.

GOAL 1.2:

Attract new businesses and help existing ones through effective Public Utilities programs.

Policies:

- 1) Maintain public/private partnerships through the Business Savings Programs, the Anaheim Advantage Services Program and Business Development Program.

☞ Refer to the Public Services and Facilities Element for a description of goals and policies related to Anaheim's public utilities.

ECONOMIC DEVELOPMENT ELEMENT

- 2) Continue to provide information on current programs and services through the Anaheim Public Utilities Department web page on the City's website.
- 3) Continue and expand energy efficiency programs to new and existing businesses through the Anaheim Public Utilities Department.
- 4) Continue to update and refine the City's Public Utilities Department outreach program for both residents and businesses.

GOAL 1.3:

Attract businesses through an efficient development approval process.

Policies:

- 1) Maintain a well-publicized, informative and competitive fee structure for development and construction-related permits.
- 2) Continue to enhance user-friendly permit assistance activities.
- 3) Periodically review and update Zoning Code provisions to address the latest development trends.
- 4) Continue to identify ways to streamline the zoning entitlement process.

GOAL 1.4:

Attract businesses through an efficient public works program.

- 1) Plan for and strive to provide the necessary public infrastructure to enable businesses to operate successfully and direct new businesses to areas that can adequately serve their infrastructure needs.
- 2) Continue to publicize the purpose, phasing, and goals of major capital improvements to offer assurances to business owners and potential developers regarding the City's commitment towards providing a quality infrastructure system.

☞ Refer to the Public Services and Facilities Element for a description of goals and policies related to maintaining and enhancing Anaheim's infrastructure and public facilities.

GOAL 1.5:

Ensure institutional activities that support business growth and promotion.

Policies:

- 1) Continue to coordinate various Citywide and Department-specific economic development initiatives through the Economic Development Division.



- 2) Maintain strong public/private partnerships between the City and the business community.

Redevelopment/Revitalization

In order to maintain and enhance its quality of life, the City of Anaheim has focused on economic revitalization in a wide variety of ways. It continues to maintain an active and comprehensive redevelopment program through the administration of six project areas. It is working to maximize retail sales tax revenue by consolidating future commercial development at strategic locations. It is improving the quality of its corridor retail development by redirecting retail development to major intersections and introducing mid-block residential uses as an alternate land use for under-performing retail projects. By making Anaheim a more desirable place to shop and to do business, the City gains revenue by minimizing retail sales tax “leakage” to neighboring communities.

The City is also pursuing the enhancement of key, high visibility areas. It has developed design guidelines to implement the new visions for the Downtown Area which will serve as the City’s cultural, civic and historic center, and will stimulate economic activity and increase revenue to the City (see section – Area-Specific Goals and Policies at the end of this Element). In The Anaheim Resort, the City is expanding the existing Specific Plan boundary to include those portions within Anaheim along the Harbor Boulevard corridor south of Orangewood Avenue to enhance the visual appeal of the area and to encourage new development consistent with the adjacent tourist-oriented area.

GOAL 2.1:

Continue to implement the revitalization goals of the City’s redevelopment project areas and other strategic locations.

Policies:

- 1) Consolidate future retail development in premium locations.
- 2) Encourage the construction of new housing opportunities identified in redevelopment project area plans, the Housing Element and Land Use Element.
- 3) Continue to improve the appearance of major commercial corridors through implementation of the City’s Streetscape Beautification Program.
- 4) Continue to provide civic uses – parks, libraries, and community centers – which provide key services for residents.

☞ Refer to Green Element for information relating to corridor landscape improvement plans.

- 5) Expand The Anaheim Resort to include the Harbor Boulevard corridor south of Orangewood Avenue.

GOAL 2.2:

Enhance the quality of commercial development along major corridors.

Policies:

- 1) Redirect and consolidate underutilized/underperforming strip commercial development to high-activity locations, particularly at key corners of major street intersections.
- 2) Facilitate the transition of mid-block strip commercial to residential uses in selected areas.
- 3) Ensure that the development of new commercial centers provide for quality design, pedestrian amenities, convenient access, and distinctive architecture.

☞ Refer to Figure LU- 3 in the Land Use Element for locations for commercial development

☞ Refer to the Community Design Element for design policies for retail centers.

Workforce Development – Job Promotion, Training and Career Education

An educated and well-trained workforce is the backbone of a healthy economy. To that end, the City established the Anaheim Workforce Investment Board (WIB) to provide a broad range of workforce development services to businesses seeking employees and to individuals looking for work, education, training and skills upgrade. The WIB is a 33-member business-led board responsible for setting policy, strategic planning and providing oversight to the local workforce investment system, in a “one-stop” setting.

The One-Stop system is a network of funding streams and numerous partnering agencies including educational institutions, colleges, non-profit groups, community based organizations and government agencies. One-Stop services are delivered through the City’s/WIB’s comprehensive One-Stop center – the Anaheim Workforce Center which provides a full range of services for businesses and job seekers alike. Job seeker services include employment, training, education and supportive services. Job search and placement assistance are available to everyone through the One-Stop’s core services.

Business services include recruitment activities and labor market information, matches employer needs with qualified job seekers, and offers wage subsidies and paid internships. In addition, the WIB hosts a Small Business Development Center business advisor at the One-Stop Center to further assist small business owners with their marketing, financial and operating processes.



Anaheim has seven school districts which have facilities in the City, including several public high schools. Many of these schools have active career education programs such as career academies, adult education and the Regional Occupation Program. Anaheim's business community, represented by the Chamber of Commerce, is strongly supportive of the schools and supports school-to-work programs.

GOAL 3.1:

Expand the scope of the City's comprehensive job-training and workforce development programs.

Policies:

- 1) Continue to support, publicize and expand the Anaheim Workforce Development system (One-Stop), in cooperation with the Economic Development Division.
- 2) Support career education programs such as the Regional Occupation Program, career academies, internships, job shadowing, Career Speaker Programs, Career Day, Youth in Government Day, and other programs.
- 3) Tailor job training and placement programs to all economic segments of the City.
- 4) Continue to provide translation services and liaisons to help integrate the City's non-English speaking population into the workforce.

Public Facilities and Community Services

A reliable and high quality system of public services helps promote economic development and provide the quality of life necessary to attract and retain residents and businesses. The City of Anaheim has prided itself on providing its residents with quality parks, fire and police services, community facilities, recreation and enrichment classes, public utilities and infrastructure. Quality of life depends on essential services such as police and fire protection, while variety of life relies on enrichment programs such as adult classes, recreation programs and community events. The City's Community Services Department plans and sponsors a wide array of such programs and services. The Public Services and Facilities Element of this General Plan provides the latest information and policies on maintaining and improving these vital City services.

☞ Refer to the Public Facilities and Services Element for more detailed discussion and goals and policies regarding the City's public services and facilities.

GOAL 4.1:

Continue to provide high quality and reliable public safety and community services and facilities.

Policies:

- 1) Continue to proactively plan, publicize and implement a high-quality and responsive program of public safety and community services.
- 2) Evaluate resident needs and satisfaction with public safety and community services on a periodic basis.
- 3) Continue efforts to attract a greater proportion of Anaheim's residents in Community Service programs, classes and events.
- 4) Implement the goals and strategies of the Anaheim Community Services Strategic Plan.

Housing Diversity and Affordability

A diverse and high quality housing stock is an important ingredient in the economic success of any community. Quality residential development not only provides strong neighborhoods, but also serves as home to a local pool of labor, and a convenient customer base for City businesses. Anaheim is addressing the issue from three perspectives. First, the City works to maintain a broad range of housing types and prices. This means high quality, single-family homes as well as affordable, livable multiple-family development. Second, the City is planning for more residential opportunities in Downtown Anaheim and The Colony and in The Platinum Triangle. This will not only increase new housing supplies, it will provide easier access to retail and employment centers due to their concentration adjacent to various transit opportunities. Finally, the City is continuing its efforts to rehabilitate its existing housing stock through Community Development Block Grant funds, other funding sources and redevelopment activities.

GOAL 5.1:

Expand housing opportunities for all economic segments of the community.

Policies:

- 1) Expand the City's housing rehabilitation program through the Community Development Block Grant Program and other funding sources.
- 2) Evaluate and pursue incentives for providing both affordable and market rate housing of all forms.



- 3) Continue efforts to target high-quality residential opportunities along major corridors throughout East, Central and West Anaheim.
- 4) Ensure quality development through adherence to Community Design Element design policies and applicable zoning provisions.

Area-Specific Goals and Policies

To identify target strategies that promote economic development in specific areas of the City, the following section is divided into five sub-areas:

Hill and Canyon Area

The primarily residential Hill and Canyon Area of the City is expected to generate additional demand for retailers. The area's in-place demand is currently served by a regional retail center (The Festival), but limited leakage of retail dollars still occurs. Projected increases in population will support the need for additional large-scale retailers, but will not likely support the need for any additional retail centers.

GOAL 6.1:

.....
Attract new retailers to help strengthen existing commercial centers.
.....

Policies:

- 1) Develop strategies to attract retailers to the Hill and Canyon Area and to capture any demand generated by future residential development.

The Canyon

The Canyon is the largest industrial area in the City, constituting approximately 60% of Anaheim's industrial inventory. Due to its size and diversity of employment, The Canyon represents a very important economic engine. Stretching in an east/west direction along the northern side of the Santa Ana River through the eastern portion of the City, The Canyon is served by rail, the regional arterial highway system, and the Orange (SR-57) and Riverside (SR-91) Freeways. While the predominant land use direction of The Canyon will remain industrial, the potential exists for additional office and research/development activity due to the area's high visibility and easy access from major corridors and the freeway. A mixed-use retail/office/residential node is also designated in the vicinity of the Metrolink Station.

Challenges for the area include a shortage of vacant land, demand by non-industrial users, and desire to provide higher skill, higher wage employment opportunities.

GOAL 6.2:

Maintain and enhance The Canyon as one of the region's major industrial/office employment centers by improving the area's visibility, vitality and image and by taking advantage of its transportation links.

Policies:

- 1) Discourage land uses that compromise the integrity of the area's industrial and office park setting.
- 2) Enhance the physical appearance of The Canyon through better "edge" identification, entry monumentation, signage, and landscaping.
- 3) Improve the architectural quality of buildings through façade improvements and design guidelines.
- 4) Encourage strategically-located convenience retail development for the benefit of workers and visitors.
- 5) Encourage additional office development along the southern edge of La Palma Avenue as indicated in the Land Use Element.
- 6) Encourage mixed-use development around the Anaheim Canyon Metrolink Station as indicated in the Land Use Element.
- 7) Explore opportunities to introduce retail, restaurant or entertainment uses adjacent to the area's strategically-located groundwater recharge basins.

☞ Refer to the Community Design Element for design – related policies for industrial areas.

The Platinum Triangle

The 807-acre Platinum Triangle, bounded by the Santa Ana (I-5) and Orange (SR-57) Freeways and south of the Southern California Edison easement, represents the greatest commercial and office expansion opportunity for the City. Its proximity to major amenities such as the Angel Stadium of Anaheim, the Arrowhead Pond of Anaheim, and The Anaheim Resort along with its visibility from local freeways and railways make it a strong candidate to become a major regional economic center. The area's visibility, central location and underutilized land combine for a potential large market capture of office, industrial and retail development. In addition, the employment, entertainment and retail opportunities provided in the area, combined with the high demand for housing, presents tremendous opportunities for high-quality residential uses for the area's future workforce and those seeking an urban, mixed-use living environment.

The vision of The Platinum Triangle goes far beyond that of the area's historic land use patterns – the area will become a vibrant, mixed-use urban center serving the entire



region. By including a diverse mix of retail, office, entertainment and high quality residential uses and an extensive pedestrian-oriented public space network, The Platinum Triangle can realize its potential as an exciting urban center.

To recognize and eventually achieve the development potential of this economic center requires a creative, proactive approach. Streamlined planning approaches, well-defined, yet flexible, development standards and attention to design, for example, will be pursued.

GOAL 6.3:

.....
Create a major, mixed-use regional center in The Platinum Triangle providing employment, shopping, entertainment, and housing for residents, employees and visitors.
.....

Policies:

- 1) Implement a creative, proactive approach in designing a strategic planning process for the development of The Platinum Triangle, including the preparation of a Mixed-Use Overlay Zone and identity programs.
- 2) Encourage mixed-use and higher density development within The Platinum Triangle.
- 3) Introduce large-scale residential development to provide a market for growing retail and office uses in the area.
- 4) Plan for and encourage creativity in design in order to adapt to changing situations, circumstances and challenges that may arise as the area undergoes transition.

Downtown Anaheim

Another important opportunity for the City relates to the on-going revitalization of its Downtown. Located within the Anaheim Colony Historic District, Anaheim's Downtown is undergoing exciting and carefully orchestrated change. The overriding goal is to create a vibrant, comfortable downtown with a dynamic blend of civic, cultural, retail, office and residential development while preserving and taking advantage of the historic character of the Colony. By use of the Anaheim Colony Design Guidelines, the City is encouraging downtown development that reflects the history and architectural character of the area while providing residents and visitors with a pedestrian-friendly environment. The area will offer shopping, employment and recreational opportunities. The economic benefits of higher sales and property tax revenue will be a by-product of the Downtown's growing popularity and strong sense of place and history.

GOAL 6.4:

Promote the revitalization of Downtown Anaheim as a pedestrian-oriented, civic town center, enhanced with diverse retail, residential and cultural opportunities.

Policies:

- 1) Promote the Anaheim Colony Historic District as a destination for local residents and regional visitors thereby creating a stimulus for economic revitalization.
- 2) Encourage quality design through implementation of the Anaheim Colony Vision, Principles, and Design Guidelines.
- 3) Encourage mixed-use development incorporating ground-floor retail and high quality architecture that is consistent with the historic nature of the area.
- 4) Encourage well-designed, convenient parking structures, distinctive street furniture, and ample pedestrian amenities as stimuli to Downtown shopping and commercial activity.

Regional Commercial Centers

In addition to the regional attractions in The Platinum Triangle, The Anaheim Resort and Downtown Areas, Anaheim is home to Regional Commercial Centers such as the Anaheim Plaza in Central Anaheim and The Festival in the Hill and Canyon Area. These centers provide significant sales tax revenue for the City, which in turn, results in the improved provision of services and facilities. Other locations are designated as future Regional Commercial Centers in the Land Use Element (see Figure LU-4, Land Use Plan), but commercial opportunities on this scale are somewhat limited due to similar, nearby uses in adjacent cities and limited market demand. Given the valuable revenue that these centers generate and the limited opportunities for future centers, it is imperative that the City maximizes the potential of existing and planned centers and develops strategies to attract an on-going supply of quality retail businesses.

GOAL 6.5:

Maximize the potential of existing and planned Regional Commercial Centers and develop strategies to attract quality development.

Policies:

- 1) Encourage the development and/or attraction of retail businesses within Regional Commercial Centers which serve a regional market and maximize tax revenue.
- 2) Pursue public infrastructure improvements that will support and facilitate development of Regional Commercial Centers.



- 3) When necessary, work with owners of Regional Commercial Centers to develop signage programs that effectively identify and promote the centers.
- 4) Continue to enhance marketing and business retention/attraction programs to effectively compete with neighboring cities in attracting and retaining regional-serving businesses.