

## 1.0 Executive Summary

### 1.1 Introduction

On September 27, 1994, the Anaheim City Council adopted Ordinance No. 5453 relating to the establishment of Zoning and Development Standards for the Anaheim Resort Specific Plan (ARSP) No. 92-2 by the addition of Chapter 18.48 to the Anaheim Municipal Code, and Ordinance No. 5454, amending the zoning map to reclassify approximately 549.5 acres of certain real property into the ARSP. The ARSP was specifically designated by the City's General Plan for recreation and tourist/convention-related activities. Since the adoption of the ARSP, proposed modifications to the specific plan have included 14 amendments and 6 adjustments, which have included an expansion of the ARSP area to include 31.8 additional acres, increasing the total acreage of the ARSP area to 581.3 acres.

**ARSP Amendment No. 1.** In June 1997, the City Council approved General Plan Amendment No. 344, Amendment No. 1 to the ARSP, and Conditional Use Permit No. 3917. These actions designated 4.67 acres, located on the northern side of Orangewood Avenue and east of Harbor Boulevard, for Commercial Recreation land use and incorporated the site into the Anaheim Resort Specific Plan (SP92-2) Zone. Conditional Use Permit No. 3917 approved the conversion of an existing 139-unit, 2-story, 8-building apartment complex on this site into a 136-unit Vacation Ownership Resort known as "Dolphin Cove."

**ARSP Amendment No. 2.** In October 1998, Amendment No. 2 to the ARSP was proposed to amend Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) to add "coffee house" as a Conditionally Permitted Accessory Use in conjunction with an Automotive Service Station. The Planning Commission denied the amendment and the Applicant subsequently withdrew the petition at the January 26, 1999, City Council meeting.

**ARSP Adjustment No. 1.** In May 1999, the City Council approved Adjustment No. 1 to the ARSP, which amended Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) to modify the setback and yard requirements to reflect the local street status of Convention Way.

**ARSP Amendment No. 3.** In August 1999, the City Council approved General Plan Amendment No. 364 and Amendment No. 3 to the ARSP. These actions designated an approximate 0.73-acre site, located at the northwestern corner of Casa Grande Avenue and Casa Vista Street, for Commercial Recreation land use and reclassified the site into the Anaheim Resort Specific Plan (SP92-2) Zone. The site is developed with 44 guest rooms of a 100-room motel. Prior to the amendments, the site was designated for Medium Density Residential land uses, while the balance of the motel (lobby and 56 guest rooms) was included in the SP 92-2 Zone and designated for Commercial Recreation land uses. As a result of the amendments, the entire hotel site is designated for Commercial Recreation land use and located in the SP 92-2 Zone.

**ARSP Adjustment No. 2.** In September 1999, the City Council approved Adjustment No. 2 to the ARSP, which amended Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) to modify the minimum landscape setback requirement for properties adjacent to Manchester Avenue between Katella Avenue and the southern boundary of the ARSP area.

**ARSP Adjustment No. 3.** In May 2001, the City Council approved Adjustment No. 3 to the ARSP, which amended the Zoning and Development Standards set forth in Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) relating to temporary parking requirements including time limitations, landscape and screening requirements, and permitted fence and wall materials.

**ARSP Adjustment No. 4.** In April 2004, the City Council approved Adjustment No. 4 to the ARSP, which amended Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) to permit office uses in legal nonconforming buildings subject to the approval of a Conditional Use Permit.

**ARSP Amendment No. 4.** In June 2004, the City Council adopted Zoning Code Amendment No. 2004-00029, a comprehensive update of Title 18 (Zoning) of the Anaheim Municipal Code. This code amendment incorporated ARSP Amendment No. 4, which included modifications to Chapter 18.116 (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) intended to streamline the project review process.

**ARSP Amendment No. 5.** In June 2004, the City Council approved Amendment No. 5 to the ARSP in conjunction with a comprehensive update of the City's General Plan and Zoning Code. Amendment No. 5 expanded The Anaheim Resort™ to the southern City limits by incorporating approximately 26.4 acres, located along Harbor Boulevard, south of Orangewood Avenue, into the Anaheim Resort Specific Plan (SP92-2) Zone.

**ARSP Amendment No. 6.** In February 2005, the City Council approved Amendment No. 6 to the ARSP. This amendment modified Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) to permit convenience markets to sell beer and wine for off-premises consumption, as an accessory use to service stations in conjunction with the relocation of an existing service station, if such service station is relocated from a location with street frontage on Harbor Boulevard to a location not fronting on Harbor Boulevard.

**ARSP Adjustment No. 5** In August 2006, the City Council approved Adjustment No. 5 to the ARSP, which amended Chapter 18.116 of the Anaheim Municipal Code (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) in its entirety to provide consistent formatting with Title 18 (Zoning Code) along with minor modifications and clarifications.

**ARSP Amendment No. 7** In August 2006, the City Council approved General Plan Amendment No. 2006-00042 and Amendment No. 7 to the ARSP to create a residential overlay that would allow the development of residential uses in certain targeted areas when such uses are fully integrated into a minimum 300-room full service hotel.

**ARSP Amendment No. 8.** In April 2007, the City Council approved General Plan Amendment No. 2006-00448 and Amendment No. 8 to the ARSP to allow for wholly-residential development, fifteen percent of which must be comprised of rental units affordable to low or very-low income households, on a designated 26.7-acre site located south and east of Katella Avenue and Haster Street.

**ARSP Amendment No. 9.** In November 2007, City Council repealed General Plan Amendment No. 2006-00448 and initiated Amendment No. 9 to the ARSP to repeal Amendment No. 8 to the ARSP. In March 2008, City Council approved Amendment No. 9, which removed all provisions in Chapter 18.116 (Anaheim Resort Specific Plan 92-2 (SP92-2) Zoning and Development Standards) related to wholly-residential development, with the exception of residential uses in certain targeted areas when such uses are fully integrated into a minimum 300-room full service hotel (as approved by Amendment No. 7).

**ARSP Amendment No. 10.** In February 2008, Planning Commission reviewed a proposal for a General Plan Amendment, Specific Plan Amendment (Amendment No. 10 to the ARSP), Zoning Reclassification, Conditional Use Permit, Final Site Plan, Development Agreement, Tentative Parcel Map, and Tentative Tract Map to allow a 102-room hotel with 14,714 square feet of accessory commercial uses and a 191-unit condominium complex on approximately 5 acres located at 2232 Harbor Boulevard, in the southern portion of the ARSP area. Prior to the City Council taking final action on this request, the applicant withdrew the proposal due to the approval of the “SOAR” Initiative.

**ARSP Amendment No. 11.** In March 2008, under General Plan Amendment No. 2008-00466 and Amendment No. 11 to the ARSP, City Council adopted an initiative measure, known as the “SOAR” Initiative, to amend the General Plan and ARSP to generally prohibit residential development within The Anaheim Resort unless such a project included environmental and economic analysis, City Council approval, and voter approval at a city election.

**ARSP Amendment No. 12.** In October 2008, City Council approved Amendment No. 12 to the ARSP, which increased the allowable density on a 5.9-acre project site from C-R Low Density (50 hotel rooms per gross acre) to C-R Low Medium Density (75 hotel rooms per gross acre). The site was divided into two separate parcels, allowing development of 154 hotel rooms on Parcel 1 and up to 288 hotel rooms on Parcel 2 for a total of up to 442 hotel rooms.

**ARSP Amendment No. 13.** In March 2009, City Council approved General Plan Amendment No. 2008-00470, Amendment No. 13 to the ARSP and an amendment to the Anaheim Resort Public Realm Landscape Program. These amendments modified the text in the General Plan Land Use Element and the ARSP to reflect a new density category created for the Commercial Recreation District, called “Low Medium Density (Modified); modified the Central Core and Special Intersection Landscape Treatment exhibits to allow special landscape and hardscape treatments at the corner of Harbor Boulevard and Katella Avenue; modified the sign code to allow a greater number and larger signs than currently permitted for hotels and accessory retail; allowed changeable copy signs for hotels when not visible from any public right-of-way, murals, and building integrated multi-tenant signs subject to approval of a conditional use permit.

**ARSP Adjustment No. 6.** In June 2012, City Council approved Zoning Code Amendment No. 2012-00106, which included Adjustment No. 6 to the ARSP. This adjustment modified the Code references and terminology for Restaurants with Outdoor Dining, Restaurants with Accessory Entertainment, Dance Venues, Massage Establishments, Amusement Devices, Amusement Arcades and Health Clubs to be consistent with Chapters 18.16 (Regulatory Permits) and 18.92 (Definitions) of Title 18 (Zoning Code).

**ARSP Amendment No. 14.** In December 2012, City Council approved General Plan Amendment No. 2010-00482 and Amendment No. 14 to the ARSP to update the ARSP to reflect current development conditions and regulations and increase the maximum allowable square footage in the Public Recreational (PR) district to accommodate future expansion of the Anaheim Convention Center.

## 1.2 Purpose of the Specific Plan

The purpose of the ARSP is to provide a long-range comprehensive plan for future development of approximately 581.3 acres within The Anaheim Resort, which encompasses 1,078 acres generally located adjacent to and southwest of Interstate 5 (I-5). To achieve this, the ARSP establishes an overall identity and land use plan that is intended to maximize the area's potential, guide future development, and ensure a balance between growth and infrastructure. The ARSP additionally includes specific zoning and development standards, design guidelines, a streetscape program, and a public facilities plan, which describe how the Plan's goals and objectives will be realized. The ARSP will permit the development of hotel, convention, retail, and other visitor-serving uses as well as the infrastructure improvements that will be needed to support future development.

## 1.3 Organization of the Specific Plan Document

The ARSP is divided into eight sections:

- Section 1.0** Executive Summary
- Section 2.0** Planning Context
- Section 3.0** Land Use Plan
- Section 4.0** Public Facilities Plan
- Section 5.0** Design Plan
- Section 6.0** General Plan Consistency
- Section 7.0** Zoning and Development Standards
- Section 8.0** Legal Description

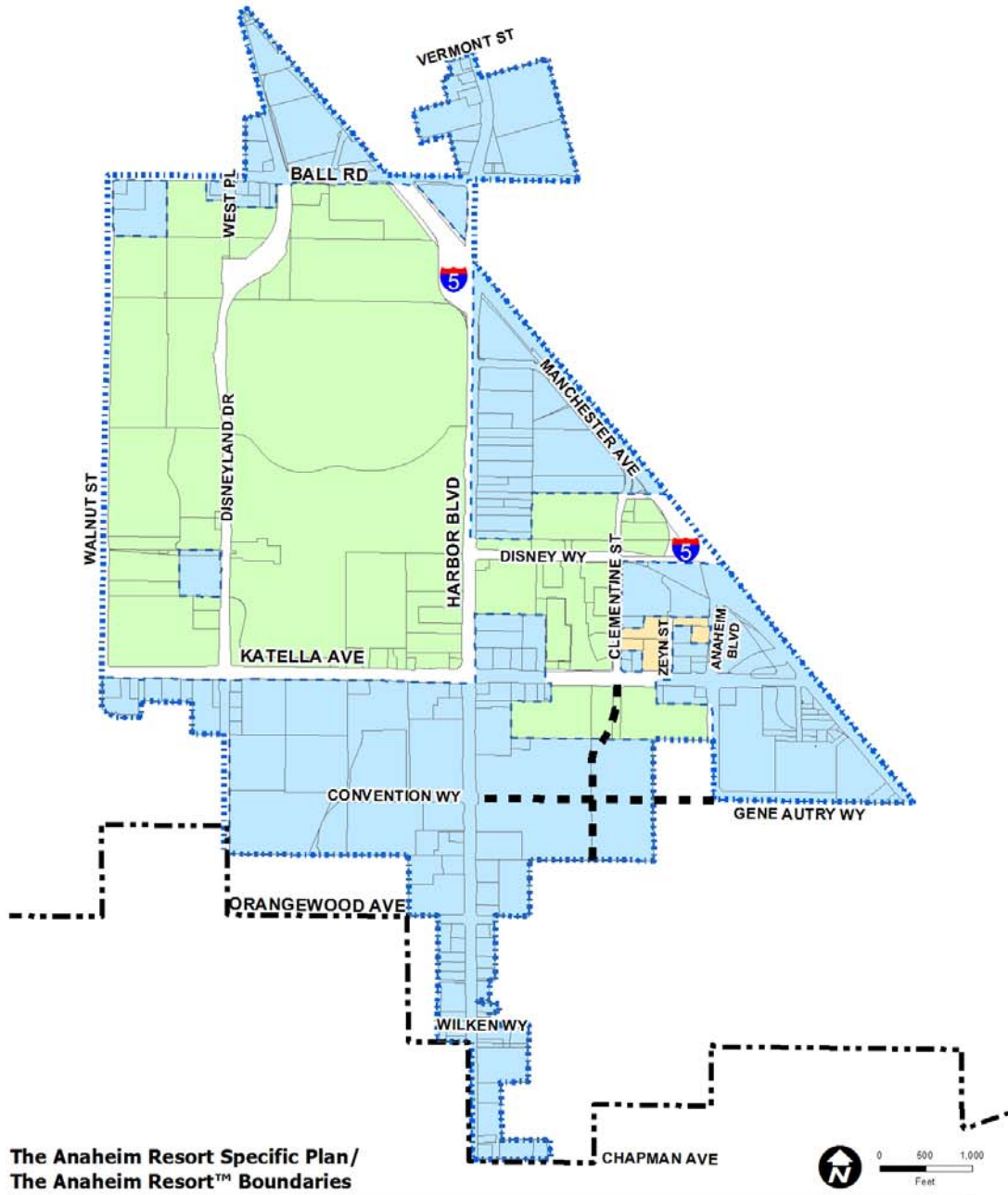
Section 1.0, the Executive Summary, is a brief overview of the ARSP. Section 2.0, the Planning Context, discusses the purpose of the ARSP, the City planning policies that affect development of the ARSP area, the authority and scope of the ARSP, and its relationship to other City planning documents. Section 3.0 contains the Land Use Plan and describes existing land uses and

conditions within the ARSP area, and describes the proposed land uses and development densities. Section 4.0 contains the Public Facilities Plan. In Section 5.0, the Design Plan establishes the design criteria for the ARSP area. Section 6.0, General Plan Consistency, describes how the ARSP is consistent with the City's General Plan. Section 7.0 contains the detailed Zoning and Development Standards that will regulate development within the ARSP area. Section 8.0, contains a legal description of the ARSP area. For informational purposes, the Anaheim Commercial Recreation Area Maximum Permitted Structural Height Map, The Anaheim Resort Public Realm and Landscape Program, The Anaheim Resort Identity Program and Planning Standard Details 5-8 are also located at the back of this document, as appendices.

## 1.4 Existing Setting

The ARSP area encompasses 581.3 acres within the 1,078-acre Anaheim Resort, a portion of the City of Anaheim specially designated by the City's General Plan for recreation and tourist/convention-related activities and supporting uses. The Anaheim Resort is located 35 miles southeast of downtown Los Angeles and 7 miles northwest of Santa Ana, in Central Orange County. As shown in Exhibit 1.4-1, ARSP/The Anaheim Resort Boundaries, The Anaheim Resort is located generally west of the I-5 corridor, south of Vermont Avenue, east of Walnut Street, and north of Chapman Avenue. In addition to the ARSP, two other specific plans, The Disneyland Resort Specific Plan and the Hotel Circle Specific Plan, have been approved for the remaining 496.5 acres of The Anaheim Resort.

**Exhibit 1.4-1 ARSP/The Anaheim Resort Boundaries**



**The Anaheim Resort Specific Plan/  
The Anaheim Resort™ Boundaries**

- Anaheim Resort Specific Plan Boundary
- Specific Plan 92-1 Boundary
- Specific Plan 93-1 Boundary
- The Anaheim Resort™ Boundary
- Anaheim City Boundary
- Designated for Future Extension in General Plan Circulation Element

### **1.4.1 The Disneyland Resort Specific Plan**

On June 29, 1993, the City of Anaheim adopted The Disneyland Resort Specific Plan (SP 92-1) to provide for the development of an international multi-day vacation destination resort encompassing approximately 489.7 acres of The Anaheim Resort. The Disneyland Resort Specific Plan permits the development of a new theme park, additional hotels and entertainment areas, new parking facilities, and an internal transportation system. In addition, the Disneyland Resort Specific Plan permits the existing Disneyland theme park to continue to be modified with new attractions and other improvements. Although they are separate projects, the ARSP and The Disneyland Resort Specific Plan have been prepared to complement one another by incorporating similar zoning and development standards, streetscape and signage programs, and infrastructure improvements for the overall enhancement of The Anaheim Resort.

### **1.4.2 The Hotel Circle Specific Plan**

On August 16, 1994, the City of Anaheim adopted the Hotel Circle Specific Plan (SP 93-1) for the remaining 6.8 acres of The Anaheim Resort. This specific plan allows for the development of up to 969 hotel rooms. All of the parcels within the specific plan area are developed with a total of 818 hotel rooms.

## **1.5 Implementing the General Plan**

The ARSP implements the City's General Plan. In 1994, when the ARSP was adopted, the following General Plan Policies, relevant to the ARSP, were in place:

- To maintain and encourage Anaheim's position as a nationally recognized tourist, convention and recreation center;
- To increase sales tax yields and further enhance the economic base of the community, thereby lessening the tax burden on real property;
- To encourage the development of quality facilities that complement conventions, family entertainment, and recreation within appropriate areas of the community; and,
- To maintain the integrity of the Commercial Recreation Area (now referred to as The Anaheim Resort) by permitting only compatible land uses within this designated area.

In 2004, the Anaheim City Council adopted a comprehensive update of its General Plan. Table 1.4-1 indicates the updated General Plan Goals and Policies relevant to the ARSP.

A complete discussion of the relationship between the ARSP and the Anaheim General Plan is found in Section 6.0, General Plan Consistency.

**Table 1.5-1 General Plan Goals and Policies**

City of Anaheim General Plan Goal or Policy	
Land Use	
Goal 2.1	Continue to provide a variety of quality housing opportunities to address the City's diverse housing needs.
Policy 4	Encourage the development and integration of residential land uses into mixed-use development where appropriate.
Policy 6	Ensure quality development through appropriate development standards and by adherence to related Community Design Element policies and guidelines.
Goal 3.1	Pursue land uses along major corridors that enhance the City's image and stimulate appropriate development at strategic locations.
Policy 3	Ensure quality development along corridors through adherence to established development standards and Community Design Element goals, policies and guidelines.
Policy 4	Continue to pursue additional open space, recreation, and landscaping amenities along major transportation routes.
Goal 4.1	Promote development that integrates with and minimizes impacts to surrounding land uses.
Policy 1	Ensure that land uses develop in accordance with the Land Use Plan and Zoning Code in an effort to attain land use compatibility.
Policy 2	Promote compatible development through adherence to Community Design Element policies and guidelines.
Policy 3	Ensure that developers consider and address project impacts upon surrounding neighborhoods during the design and development process.
Policy 4	Require new or expanded uses to provide mitigation or buffers between existing uses where potential adverse impacts could occur.
Goal 5.1	Create and enhance dynamic, identifiable places for the benefit of Anaheim residents, employees and visitors.
Policy 4	Promote development that is efficient, pedestrian-friendly, and served by a variety of transportation options.
Goal 6.1	Enhance the quality of life and economic vitality in Anaheim through strategic infill development and revitalization of existing development.
Circulation	
Goal 1.1	Provide a comprehensive multimodal transportation system that facilitates current and long-term circulation of people and goods in and through the City.
Policy 3	Require that major new development proposals include traffic impact analyses that identify measures and financing to mitigate traffic impacts.
Policy 6	Ensure the provision of needed transportation improvements through the site plan and environmental review process.
Goal 1.2	Support improvements to highways passing near and through the City.
Policy 1	Continue working with Caltrans and the Federal Highway Administration to address traffic flow along State highways that traverse the City.
Policy 3	Work with Caltrans to identify needed improvements to its facilities in the City as necessary.
Policy 4	Work with Caltrans and adjacent jurisdictions to improve the operational performance of highways within and adjacent to the City.
Policy 5	Work with Caltrans in analyzing the performance of freeway interchanges located in the City and seek appropriate improvements.
Goal 2.1	Maintain efficient traffic operations on City streets and maintain a peak hour level of service not worse than D at street intersections.



City of Anaheim General Plan Goal or Policy	
Policy 1	Make improvements to streets and intersections experiencing conditions worse than the applicable Level of Service standard by providing appropriate improvements, including, but not limited to: <ul style="list-style-type: none"> <li>• Landscaped median islands to restrict left turns, with median opening spacing occurring a minimum of 400 feet apart, and preferably limited to signalized locations.</li> <li>• Adequate driveway spacing of 125 feet (at 30 mph) to 230 feet (at 45 mph) between driveways on arterial highways.</li> </ul>
Goal 2.2	Provide a safe circulation system.
Policy 1	Promote the principle that streets have multiple uses and users, and protect the safety of all users.
Policy 3	Design access onto major arterial streets in an orderly and controlled manner.
Policy 6	Implement street design features such as the use of medians, bus turnouts, consolidated driveways and on street parking prohibitions to minimize mid-block traffic congestion.
Goal 5.1	Promote bus service and paratransit improvements.
Policy 5	Intensify land uses in close proximity to future BRT stop(s) where appropriate.
Policy 6	Improve pedestrian access to transit facilities.
Goal 8.1	Protect and encourage pedestrian travel.
Policy 1	Encourage and improve pedestrian facilities that link development to the circulation network and that serve as a transition between other modes of travel.
Policy 5	Add raised, landscaped medians, and bulbouts, where appropriate, to reduce exposure to cross traffic at street crossings.
Policy 6	When appropriate, walkways should include pedestrian amenities such as shade trees and/or plantings, trash bins, benches, shelters, and directional kiosks.
Policy 7	Ensure that streets and intersections are designed to provide visibility and safety for pedestrians.
Goal 12.1	Ensure adequate parking is made available to City residents, visitors, and businesses.
Policy 1	Assess the adequacy of existing or proposed on- and off-street parking as needed, especially in urban and commercial areas, to ensure that an adequate supply is provided.
Policy 5	Encourage the use of well-designed, aesthetically-enhanced parking structures as an alternative to large, expansive surface parking lots.
Green	
Goal 5.1	Continue Anaheim’s water conservation efforts to ensure that all City facilities are water efficient.
Policy 3	Specify and install water-conserving plumbing fixtures and fittings in public facilities such as parks, community centers, and government buildings.
Goal 6.1	Develop a Groundwater Protection Management Program to ensure the quality of groundwater drinking supplies.
Policy 3	Continue to coordinate groundwater protection efforts with the Orange County Water District, neighboring cities and other relevant agencies.
Goal 7.1	Reduce urban run-off from new and existing development.
Policy 1	Ensure compliance with the Federal Clean Water Act requirements for National Pollutant Discharge Elimination System (NPDES) permits, including developing and requiring the development of Water Quality Management Plans for all new development and significant redevelopment in the City.
Policy 2	Continue to implement an urban runoff reduction program consistent with regional and federal requirements, which includes requiring and encouraging the following: <ul style="list-style-type: none"> <li>• Increase permeable areas and install filtration controls (including grass lined swales and gravel beds) and divert flow to these permeable areas to allow more percolation of runoff into the ground;</li> <li>• Use natural drainage, detention ponds or infiltration pits to collect runoff; and,</li> <li>• Prevent rainfall from entering material and waste storage areas and pollution-laden surfaces.</li> </ul>
Policy 4	Require new development and significant redevelopment to utilize site preparation, grading and best management practices that provide erosion and sediment control to prevent construction-related contaminants from leaving the

<b>City of Anaheim General Plan Goal or Policy</b>	
	site and polluting waterways.
Goal 8.1	Reduce locally generated emissions through improved traffic flows and construction management practices.
Policy 1	Reduce vehicle emissions through traffic flow improvements, such as traffic signal synchronization, Intelligent Transportation Systems, the Scoot Adaptive Traffic Control System, and related capital improvements.
Policy 2	Regulate construction practices, including grading, dust suppression, chemical management, and encourage pre-determined construction routes that minimize dust and particulate matter pollution.
Goal 11.1	Encourage land planning and urban design that support alternatives to the private automobile such as mixed-use, provision of pedestrian amenities, and transit-oriented development.
Policy 1	Encourage commercial growth and the development of commercial centers in accordance with the Land Use Element.
Goal 14.1	Conserve natural habitat and protect rare, threatened and endangered species.
Goal 16.1	Continue to monitor and improve the Anaheim Recycle program.
Policy 2	Provide adequate solid waste collection and recycling for commercial areas and construction activities.
Goal 17.1	Encourage building and site design standards that reduce energy costs.
Policy 1	Encourage designs that incorporate solar and wind exposure features such as daylighting design, natural ventilation, space planning and thermal massing.
<b>Public Services and Facilities</b>	
Goal 1.1	Provide sufficient staffing, equipment and facilities to ensure effective fire protection, emergency medical and rescue services, permitting and fire inspection, and hazardous material response services that keep pace with growth.
Policy 1	Maintain adequate resources to enable the Fire Department to meet response time standards, keep pace with growth, and provide high levels of service.
Policy 3	Maintain and/or upgrade water facilities to ensure adequate response to fire hazards.
Goal 2.1	Meet the community's needs for public safety and law enforcement by ensuring adequate resources for the prevention, detection, and investigation of crime, and response to calls for service.
Policy 1	Maintain adequate resources to enable the Police Department to meet response time standards, keep pace with growth, and provide high levels of service.
Goal 4.1	Provide a water system that produces high quality water, sufficient water pressure, and necessary quantities of water to meet domestic demands
Policy 1	Provide for the efficient and economic distribution of adequate water supply and pressure to all residential, commercial, industrial, and public areas served by the Public Utilities Department.
Policy 2	Continue to provide municipal water service that meets or exceeds State and Federal health standards and monitor water quality according to established criteria, with respect to health standards.
Goal 5.1	Provide a safe and effective sewer system that meets the needs of the City's residents, businesses, and visitors.
Policy 1	Ensure that appropriate sewer system mitigation measures are identified and implemented in conjunction with new development based on the recommendations of prior sewer studies and/or future sewer studies that may be required by the City Engineer.
Goal 6.1	Maintain a storm drain system that will adequately protect and enhance the health, safety and general welfare of residents, visitors, employees, and their property.
Policy 1	Improve the City's storm drain system to address current deficiencies as well as long-term needs associated with future development to minimize flood damage and adequately convey rainfall and subsequent runoff from a 25-year frequency storm.
Policy 2	Develop Anaheim's flood control system for multi-purpose uses whenever practical and financially feasible (i.e., recreational, water quality/treatment, infiltration, etc.).
Goal 7.1	Minimize, recycle and dispose of solid and hazardous waste in an efficient and environmentally sound manner.

City of Anaheim General Plan Goal or Policy	
Policy 2	Reduce the volume of material sent to solid waste sites in accordance with State law by continuing source reduction and recycling programs and by ensuring the participation of all residents and businesses.
Goal 8.1	Coordinate with private utilities to provide adequate natural gas and communications infrastructure to existing and new development in a manner compatible with the surrounding community.
Goal 9.1	Provide a dependable fiber optics system that meets existing and future needs.
Policy 1	Maintain and, when desirable, expand fiber optics capacity to ensure Anaheim businesses and educational and governmental institutions enjoy adequate high-speed communications access.
Goal 10.1	Improve the City's appearance by mitigating the visual impacts of utility equipment and facilities.
Policy 1	Continue to implement the Underground Conversion Program in public rights-of-way and increase the number of underground utility districts, as appropriate.
Policy 2	Use a combination of architectural enhancements, equipment undergrounding, screen walls and landscaping to reduce or eliminate visibility of utility equipment and facilities, whenever feasible.
Growth Management	
Goal 1.1	Provide a balance of housing options and job opportunities throughout the City.
Policy 3	Ensure a balance of retail, office, industrial and residential land uses to enhance the economic base of the City when considering land use changes.
Goal 1.4	Develop land use strategies and incentives to reduce the amount of vehicle miles traveled within the City.
Goal 2.1	Reduce traffic congestion on the City's arterial highway system.
Policy 5	Promote the use of public transportation and alternative modes of transportation by increasing access to public transit, including Bus Rapid Transit, through land use planning (e.g., locating higher density residential projects near transportation corridors), ensuring direct and convenient pedestrian access to public transit stops, implementing bicycle routes, encouraging pedestrian-friendly developments, and supporting High Occupancy Vehicle (HOV) lanes.
Goal 2.2	Evaluate the traffic-related impacts of proposed developments and/or intensification of existing land uses and address said impacts.
Policy 1	Continue to review development projects to ensure traffic-related impacts are addressed appropriately.
Policy 4	Prior to issuing building permits for new development forecast to generate 100 or more peak hour (morning or evening) trip ends, require traffic impact analyses be completed that identify arterial and intersection improvements that may potentially be needed to provide no worse than LOS E along Interstates/State Routes/Smart Streets (unless current operation is LOS F), and not worse than LOS D along the balance of the arterials on the City's Circulation Element that are measurably impacted by the new development and are under the City's jurisdiction.
Policy 5	Require development projects that exceed LOS standards beyond acceptable levels to provide necessary improvements and/or funding to mitigate said impacts, if determined necessary by the City.
Safety	
Goal 1.1	Minimize the risk to public health and safety and disruptions to vital services, economic vitality, and social order resulting from seismic and geologic activities.
Policy 1	Minimize the risk to life and property through the identification of potentially hazardous areas, adherence to proper construction design criteria, and provision of public information.
Goal 3.1	Reduce, to the greatest extent possible, the risk to life, property, public investment, and social order created by flood hazards.
Policy 1	Evaluate all development proposals located in areas that are subject to flooding to minimize the exposure of life and property to potential flood risks.
Goal 4.1	Decrease the risk of exposure for life, property and the environment to hazardous materials and hazardous waste.
Policy 2	Promote the proper handling, treatment and disposal of hazardous materials and hazardous waste.

City of Anaheim General Plan Goal or Policy	
Policy 4	Implement Federal, State and local regulations for the disposal, handling, and storage of hazardous materials.
Noise	
Goal 1.1	Protect sensitive land uses from excessive noise through diligent planning and regulation.
Policy 2	Continue to enforce acceptable noise standards consistent with health and quality of life goals and employ effective techniques of noise abatement through such means as a noise ordinance, building codes, and subdivision and zoning regulations.
Policy 3	Consider the compatibility of proposed land uses with the noise environment when preparing, revising or reviewing development proposals.
Goal 2.1	Encourage the reduction of noise from transportation-related noise sources such as motor vehicles, aircraft operations, and railroad movements.
Policy 3	Require that development generating increased traffic and subsequent increases in the ambient noise level adjacent to noise-sensitive land uses provide appropriate mitigation measures.
Goal 3.1	Protect residents from the effects of “spill over” or nuisance noise emanating from the City’s activity centers.
Policy 1	Discourage new projects located in commercial or entertainment areas from exceeding stationary-source noise standards at the property line of proximate residential or commercial uses, as appropriate.
Policy 3	Enforce standards to regulate noise from construction activities. Particular emphasis shall be placed on the restriction of the hours in which work other than emergency work may occur. Discourage construction on weekends or holidays except in the case of construction proximate to schools where these operations could disturb the classroom environment.
Policy 4	Require that construction equipment operate with mufflers and intake silencers no less effective than originally equipped.
Policy 5	Encourage the use of portable noise barriers for heavy equipment operations performed within 100 feet of existing residences or make applicant provide evidence as to why the use of such barriers is infeasible.
Economic Development	
Goal 1.1	Continue to expand the City’s Marketing and promotional campaign
Policy 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: <ul style="list-style-type: none"> <li>• Continue to market the Anaheim Convention Center as a showcase for the community and an opportunity for new and existing businesses to network.</li> <li>• Market The Anaheim Resort...as major entertainment amenities for local, regional and national business.</li> </ul>
Goal 1.2	Attract new businesses and help existing ones through effective Public Utilities programs.
Policy 3	Continue and expand energy efficiency programs to new and existing businesses through the Anaheim Public Utilities Department
Goal 1.3	Attract businesses through an efficient development approval process.
Goal 1.4	Attract businesses through an efficient public works program.
Goal 2.2	Enhance the quality of commercial development along major corridors
Community Design	
Goal 1.1	Create an aesthetically pleasing and unified community appearance within the context of distinct districts and neighborhoods.
Policy 4	Pursue unifying streetscape elements for major corridors, including coordinated streetlights, landscaping, public signage and street furniture, to reinforce Anaheim’s community image.
Policy 5	Identify and preserve/enhance view corridors for major landmarks, community facilities, and natural open space in the planning and design of all public and private projects.

<b>City of Anaheim General Plan Goal or Policy</b>	
Policy 7	Screen public and private facilities and above-ground infrastructure support and equipment, such as electrical substations, and water wells and recharge facilities, with appropriately scaled landscaping or other methods of screening.
Policy 8	Construct public and private facilities and support structures (e.g., water pipes, irrigation and electrical controls, vents) to blend with the surrounding environment.
Policy 9	Minimize visual impacts of public and private facilities and support structures through sensitive site design and construction. This includes, but is not limited to: appropriate placement of facilities; undergrounding, where possible; and aesthetic design (e.g., cell tower stealthing).
Goal 2.1	Attractively landscape and maintain Anaheim’s major arterial corridors and prepare/ implement distinctive streetscape improvement plans.
<b>Housing Element</b>	
Guiding Principle D	Sustainable design and the efficient utilization of resources create more livable neighborhoods and can have both environmental and financial benefits.

## 1.6 Specific Plan Goals

The General Plan is implemented through the following overall goals of the ARSP:

- To foster the growth of the City's economic potential by revitalizing The Anaheim Resort;
- To treat all landowners and users in The Anaheim Resort fairly, while recognizing the economic and social needs of the entire City;
- To ensure that development complements the City's investment in the Anaheim Convention Center and other area resources and interests;
- To maintain and enhance existing recreation and convention-oriented land uses;
- To protect adjacent residential land uses by buffering them from potential land use impacts associated with development of The Anaheim Resort;
- To maintain or enhance traffic and circulation in and around The Anaheim Resort;
- To provide convenient access to all hotel, restaurant, and retail opportunities in The Anaheim Resort to enhance the area-wide tourist experience;
- To protect adjacent residential neighborhoods from unnecessary intrusion by vehicles traveling to and from The Anaheim Resort;
- To accommodate potential future regional transportation networks into the Plan;
- To provide for necessary public infrastructure and services to maximize the development potential of The Anaheim Resort;
- To create a coherent, unique resort identity that reinforces The Anaheim Resort's image as a high-quality destination resort;
- To establish a high-quality pedestrian environment; and,

- To improve the aesthetic character of The Anaheim Resort by visually defining the boundaries with appropriate landscape treatments.

## 1.7 The Development Plan

The Development Plan establishes the basic framework for land use and development standards, which will govern development of the ARSP area. It defines the permitted uses, development density, building setbacks, building heights, and other design standards that will be complied with by individual property owners and developers when building new or renovating existing projects.

### 1.7.1 Land Use

The land uses permitted within the ARSP area will be consistent with the overall goal of maximizing the area's potential, while establishing an overall identity. The primary intent is to provide for the needs of visitors to the area's attractions. Consequently, the permitted uses are primarily those that, by their nature, are related to tourism and entertainment.

The 518.5-acre Commercial Recreation (C-R) District (Development Area 1), which encompasses the entire ARSP area, except the Anaheim Convention Center and the Hilton Anaheim hotel, provides for the development of hotels, motels, convention and conference facilities, as well as restaurants, retail shops, and entertainment uses. Since the uses are oriented towards entertainment, retail uses such as neighborhood shopping centers will not be permitted. In addition, to discourage use of automobiles, drive-through restaurants and other similar uses will not be permitted.

The C-R District also includes three properties on approximately 31.5 acres, which are within the Mobilehome Park (MHP) Overlay. The MHP Overlay encompasses two existing mobile home parks and a recreational vehicle (RV) park. The requirements set forth in Chapter 18.26 of the Anaheim Municipal Code provide development standards, regulations, and procedures to mitigate relocation problems and adverse effects of effects of displacement upon mobilehome owners when a park is converted to another land use.

Also located within the C-R District, the 59.3-acre Anaheim Resort Residential (ARR) Overlay allows for conditionally permitted residential uses in conjunction with the development of a full-service hotel having at least 300 hotel rooms and where (i) hotel uses comprise at least half of the site density, (ii) residential uses on the site are fully integrated into the hotel, and (iii) adjacent to public rights-of-way, residential uses are at least two stories or 25 feet above ground level.

The 62.8-acre Public Recreation (PR) District (Development Area 2) encompasses the City of Anaheim Convention Center and associated parking complexes, and the 1,600-room Hilton Anaheim hotel. The PR District allows up to 2,158,363 square feet of convention center/meeting space; 100,000 square feet of outdoor programmable space; 2,500 hotel rooms; and 180,000 square feet of commercial space. Development within this district is subject to the requirements of the Public Recreational (PR) Zone. The purpose of the PR Zone, which is set forth in Chapter 18.14 of the Anaheim Municipal Code, is to preserve, regulate and control the orderly use of City-owned property and adjacent private property.

### **1.7.2 Development Density**

Because of the location of the ARSP area in an urban setting, the density at which particular areas are developed is an important planning consideration. In particular, the timing and availability of infrastructure (such as vehicular access, water and sewer capacity, and storm drainage facilities) is the critical determinant for the future development potential of the ARSP area. In addition, proximity to the area's attractions, and the relationship to surrounding land uses was considered. For the allowable development densities within the ARSP area, refer to Section 3.3 of the Land Use Plan.

### **1.7.3 Development Standards and Guidelines**

In addition to regulations that will govern development density, the ARSP contains development standards which regulate building mass and setbacks from property lines. The ARSP also contains regulations which define required landscape treatments both within the public right-of-way and in required setbacks, as well as guidelines for site planning, service area design, parking facility design, building appearance, signs, and other landscaping.

In recognition of the importance of the Harbor Boulevard and Katella Avenue corridors to the identity of The Anaheim Resort, the plan establishes special standards and guidelines for the central portion of The Anaheim Resort. This area, known as the Central Core, encompasses lots or parcels in the ARSP area with frontage on Harbor Boulevard between I-5 and Orangewood Avenue, and on Katella Avenue between Walnut Street and Haster Street/Anaheim Boulevard.

### 1.7.4 Development Summary

The maps and accompanying tables on the following pages summarize the Development Plan for the ARSP. Exhibit 1.7-1, Development Summary Plan, shows the location of the C-R District (Development Area 1), the PR District (Development Area 2), the Central Core, the Mobilehome Park (MHP) Overlay, and the Anaheim Resort Residential (ARR) Overlay. It is accompanied by Table 1.7-1, which summarizes the Development Plan; and Table 1.7-2, which summarizes the existing and permitted development in the C-R and PR Districts.

As shown in Table 1.7-2, the ARSP permits up to 32,500 hotel rooms or hotel room equivalents within the C-R District. There are 11,587 hotel rooms or hotel room equivalents that are currently developed within the ARSP area. For impact analysis, commercial uses are converted to hotel room equivalents on a ratio of 600 square feet of commercial development to one hotel room.

The PR District includes the 1,712,004 square foot (sf) Anaheim Convention Center and the 1,600-room Hilton Anaheim hotel. The PR District allows development of up to 2,158,363 square feet of convention center/meeting space; 100,000 square feet of outdoor programmable space; 2,500 hotel rooms; and 180,000 square feet of commercial space.

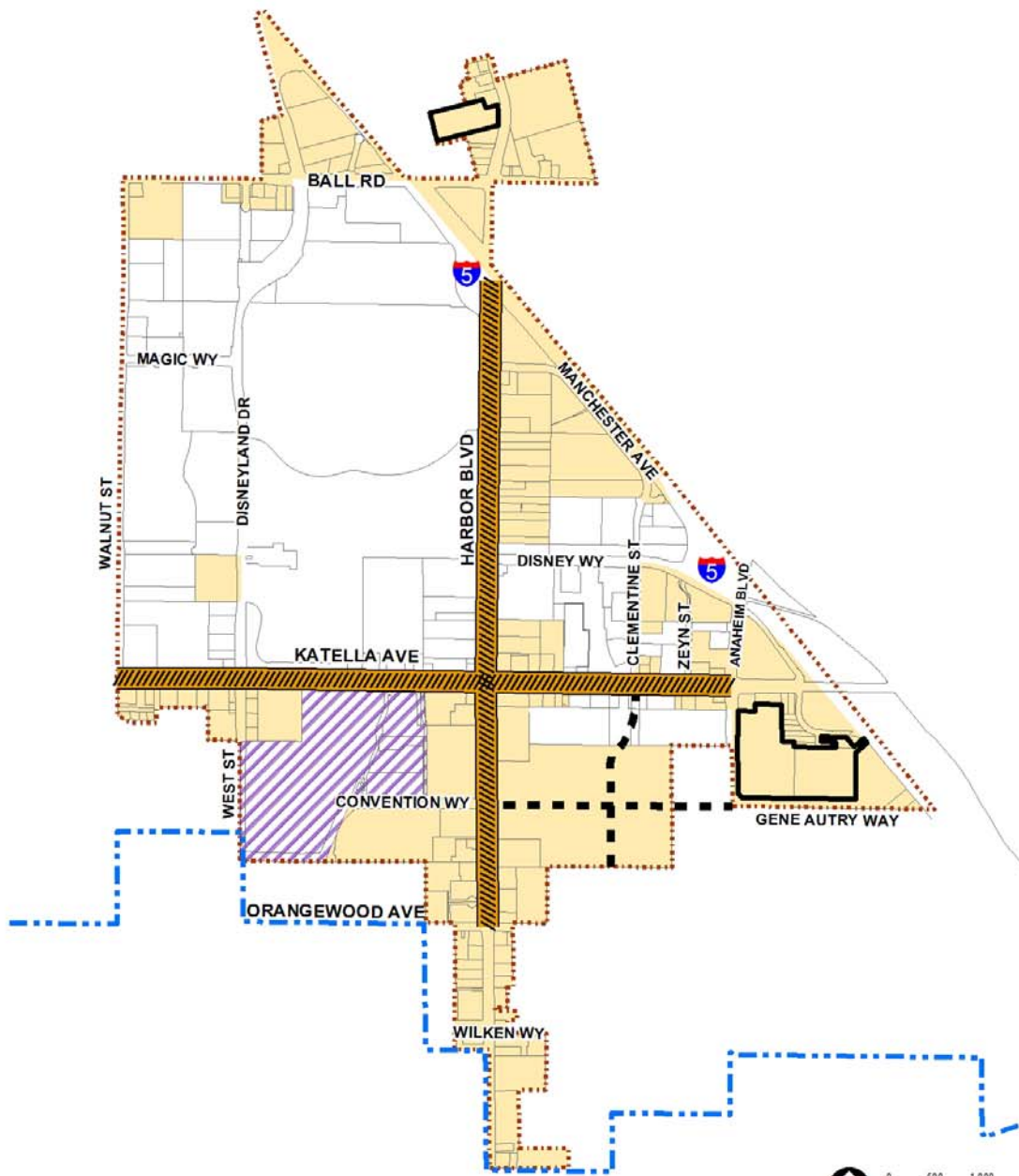
### 1.8 Implementing the Specific Plan

The sketches, diagrams, and plans included in the ARSP are intended to convey the overall design intent of the ARSP. As individual properties are developed, additional site planning, design review and approval will be required prior to the issuance of building permits.

In order to convey the design intent of the ARSP, the trees and other plants shown in sketches and cross-sections have been drawn to show their sizes at maturity.



**Exhibit 1.8-1 Development Summary Plan**



**Development Summary Plan**

-  The Anaheim Resort™ Boundary
-  Anaheim City Boundary
-  Designated for Future Extension in General Plan Circulation Element
-  C-R District (Development Area 1)
-  P-R District (Development Area 2)
-  Mobilehome Park (MHP) Overlay Zone within the C-R District
-  Central Core



**Table 1.8-1 Development Summary**

Districts/Rights-of-way	Land Use	Approximate Acreage
Commercial Recreation (C-R) District (Development Area 1)	Hotel/motel, restaurant and other visitor-serving uses	518.5
Public Recreation (PR) District (Development Area 2)	Anaheim Convention Center, hotels, and accessory uses	62.8
<b>TOTAL 581.3</b>		
Mobile Home Park (MHP) Overlay in C-R District	Existing mobile homes	31.5
Anaheim Resort Residential (ARR) Overlay in C-R District	Allows residential uses in conjunction with a full-service hotel	59.3

**Table 1.8-2 Existing and Permitted Development**

District	Existing Development	Permitted Development
C-R District	<ul style="list-style-type: none"> <li>• 11,587 hotel rooms*</li> </ul>	<ul style="list-style-type: none"> <li>• 32,500 hotel rooms</li> </ul>
P-R District	<ul style="list-style-type: none"> <li>• 1,600 hotel rooms</li> <li>• 1,712,004 sf convention center</li> </ul>	<ul style="list-style-type: none"> <li>• 2,500 hotel rooms</li> <li>• 2,118,363 sf convention center</li> <li>• 180,000 sf commercial development</li> <li>• 40,000 sf of additional hotel meeting and ballroom space</li> <li>• 100,000 sf outdoor programmable space</li> </ul>
<p>* Commercial uses are converted to hotel room equivalents on a ratio of 600 square feet of commercial development = 1 hotel room</p>		