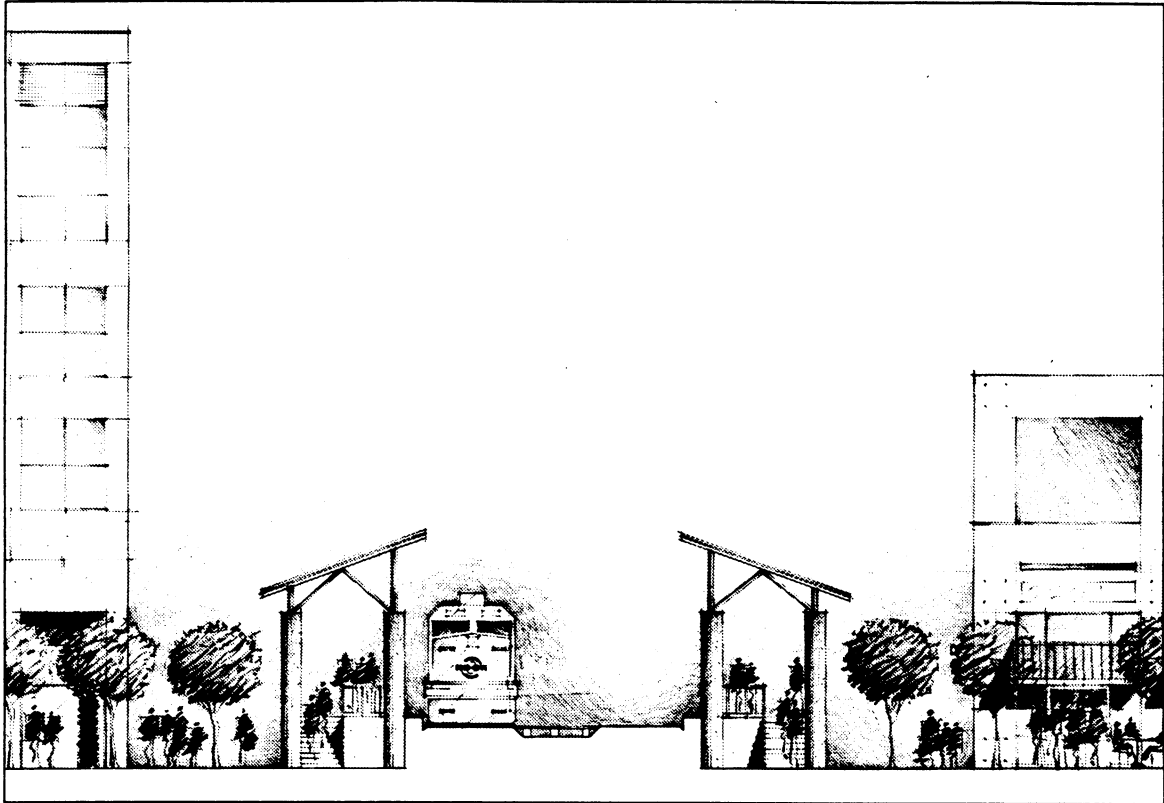


## ***EXECUTIVE SUMMARY***

**A N A H E I M**  
**NORTHEAST AREA SPECIFIC PLAN**  
**ANAHEIM CANYON BUSINESS CENTER**



**EXECUTIVE SUMMARY**

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## Northeast Area Specific Plan—Executive Summary

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### 1.0 LOCATION

The Specific Plan area, covering approximately 2,645 acres in the City of Anaheim (*Exhibit #1, Regional Location*, and *Exhibit #2, Specific Plan Area*) is located in Santa Ana Canyon between Anaheim Hills to the east and downtown Anaheim to the west. The project area is almost twenty miles southeast of downtown Los Angeles in north-central Orange County.

The City of Anaheim is part of the Southern California region, a maturing, urbanized area served by a well-developed network of freeways. Four major corridors pass through Anaheim in close proximity to the Specific Plan area, including the Riverside Freeway (SR-91), the Santa Ana Freeway (I-5), the Orange Freeway (SR-57), and the Costa Mesa Freeway (SR-55).

In 1990 the Anaheim Redevelopment Agency, with the support of the Planning Commission, and Community Redevelopment Commission, engaged a team of experts to conduct a comprehensive planning and development study of the Northeast Area and its environs.

The Planning Area was expansively defined at the start of the process to facilitate a comprehensive approach aimed at addressing the full range of issues facing the Agency, the City, property owners, public utilities, and neighboring jurisdictions. The Planning Area includes a total of 3,199 acres (*Exhibit #3, Planning Area*) including 238 acres in the City of Placentia and 295 acres of unincorporated County territory.

### 2.0 EXISTING CONDITIONS

The Specific Plan area currently consists of a patchwork of industrial-related service uses, corporate headquarters, and business parks in addition to limited retail and office uses distributed throughout (*Exhibit #4, Existing Land Use*). While many existing uses are successful enterprises, there is little cohesiveness or consistency among developments, particularly with regard to transportation corridor landscape treatments and land uses.

The current Anaheim General Plan designates the entire Northeast Area for General Industrial development (*Exhibit #5, Existing General Plan Map*). Although exceptions to the industrial land use designation are allowed under the City's Zoning Code, this method of encouraging a diversity of business activity in the Specific Plan area through issuance of Conditional Use Permits (CUPs) has proven inefficient and time consuming.

The Specific Plan adoption process will include an amendment to the General Plan Land Use Map (*Exhibit # 6, Proposed General Plan Map*). The addition of designated office and retail areas will make it possible for the Northeast Area to more efficiently accommodate a healthy, market responsive mix of uses.

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## Northeast Area Specific Plan—Executive Summary

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Currently, under the City's Zoning Code, except for a small area along Imperial Highway, the entire Specific Plan area is zoned for industrial uses (*Exhibit #7, Existing Zoning*). With this limitation and to accommodate a mix of business and support service uses, the City processed a significant number of Conditional Use Permits. The Specific Plan proposes land use zone changes to better accommodate a market-driven mix of businesses anticipated in the next two decades (*Exhibit #8, Development Areas*).

### 3.0 SPECIFIC PLAN GOALS

The Northeast Area Specific Plan has been designed to meet the goals of the City of Anaheim General Plan and Redevelopment Project Alpha. The Specific Plan will implement the General Plan by establishing the following goals:

- Establishing the best mix of land uses based on long-range economic, planning, and environmental considerations;
- Improving the marketability of existing land uses;
- Redeveloping and improving underutilized parcels;
- Optimizing municipal revenues from sales and property taxes;
- Generating sufficient revenue to fund necessary public improvements;
- Establishing appropriate mechanisms to fund improvements;
- Providing adequate public services and facilities to all properties;
- Improving the overall appearance of the area;
- Protecting and enhancing the integrity and desirability of industrial sites within the planned industrial areas of the community; and
- Establish a blueprint to facilitate a dynamic mix of uses and ensure compatibility between the various elements by creating a distinctive public-realm and a pedestrian-oriented employment setting.

### 4.0 ELEMENTS OF THE PLAN

The overall objectives of the plan will be met through adoption of the Northeast Area Specific Plan which provides the regulatory framework to foster the development of a well-designed, high-quality business and employment complex which meets the needs of a growing population and is compatible with existing and future surrounding land uses. The Plan contains the following detailed elements:

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- Design guidelines for architecture, landscape, and public facilities aimed at creating a distinctive public realm and a pedestrian-oriented employment setting;
- Development standards, which, through flexibility, will provide for a market-responsive development pattern in line with local and regional growth projections;
- A Land Use Plan that promotes successful enterprises within the Northeast Area and focuses on the expansion, upgrading, or conversion of blighted areas and dilapidated businesses;
- A Circulation Plan which allows efficient movement of people, goods and services within, through and around the Northeast Area;
- A Landscape Plan which provides continuity within the Northeast Area, focusing on arterials, intersections, and critical development potentials;
- A Public Services and Facilities Plan which meets the needs of the Specific Plan area with adequate resources delivered by all local service providers; and
- An Implementation Plan which is sensitive to market constraints, maximizes municipal revenues, and optimizes infrastructure expenditures.

The Specific Plan lays out a long-range, comprehensive planning approach to a significant development which cannot be accomplished on a parcel-by-parcel basis. This comprehensive approach provides the necessary flexibility for success as well as consistency with City policies, sensitivity to existing conditions, a program to provide the necessary infrastructure for the project, and a phased development program designed to be responsive to the dynamic and changing Southern California economy.

The Specific Plan proposes to allow only the addition of 7.5 million square feet of building area to the existing inventory of 21.8 million square feet (*Exhibit #9, Development Program Summary*) for a buildout of 29.3 million square feet. The plan anticipates that this additional building area will be provided in several ways: Approximately 3.3 million square feet of existing buildings will be replaced by new development; new construction will account for approximately 10.8 million square feet of building area, a total which includes replacement of the 3.3 million square feet and the addition of 2.7 million square feet of building area from expansion of existing facilities (*Exhibit #10, Development Potential Summary - Supply Analysis*, and *Exhibit #11, Development Program Comparison Summary Charts*).

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## Northeast Area Specific Plan—Executive Summary

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### 5.0 HOW THE SPECIFIC PLAN WAS CREATED

The planning methodology involved market analysis and demand projections as well as detailed study of existing conditions in the Specific Plan area. A parcel-level computer database originating with the County Assessor was utilized to assist in this analysis.

At the start of the planning process, the Specific Plan area was divided into five (5) geographic Planning Sub-Areas to facilitate analysis (*Exhibit #3, Planning Area*). These areas were the subject of extensive analysis including various aspects of existing development. In addition, a site analysis was undertaken to document the physical aspects of the area with regard to development potential (*Exhibit #12, Opportunities and Constraints*).

As part of the planning process IBI Group also updated an existing market study and concluded that cumulative, residual demand for space in the Northeast Area would exceed the available supply of land and plant expansion opportunities. Estimated demand for space by 2010 ranged from 11.3 to 21.8 million square feet. These amounts of development would theoretically be allowed under the existing Anaheim General Plan and Zoning Code because neither planning document includes an explicit density limit or a development cap for the Specific Plan area.

While demand is projected to be significant in the coming decades, the planning team's analysis of land uses and a detailed inventory of vacant and underutilized land provided a realistic measure of the land available for development (*Exhibit #13, Land Supply*).

### 6.0 SPECIFIC PLAN HIGHLIGHTS

From an area-wide land use data- and site-analysis emerged the land use plan which is made up of six distinct Development Areas (*Exhibit #8, Development Areas*). Each Development Area will be controlled by development standards designed to meet the overall Specific Plan objectives.

The Development Areas are:

1. Industrial Area
2. Expanded Industrial Area
3. La Palma Core Area
4. Transit Core Area
5. Commercial Area
6. Open Space

The **Industrial Area (1)** is intended to provide for and encourage the development of industrial uses and related facilities and is intended to recognize as unique and valuable the industrial resources of the City of Anaheim. This resource is found to have both local and regional significance due to an ideal industrial environment, including central geographic location, regional access and circulation, availability of utilities and services and a well-

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established industrial base (*Exhibit #14, Industrial Area (1) - Supply Analysis, and Exhibit #15, Industrial Area (1) - Map*).

The **Expanded Industrial Area (2)** is intended to provide increased opportunity for development of a mix of light industrial and corporate headquarters/R&D uses with essential support services at strategic locations (*Exhibit #16, Expanded Industrial Area (2) - Supply Analysis and Exhibit #17, Expanded Industrial Area (2) - Map*).

The **La Palma Core Area (3)** is intended to provide opportunities for development of a mix of land uses designed to take advantage of the excellent Riverside Freeway visibility and close proximity to the proposed commuter rail station at La Palma and Tustin Avenues (*Exhibit #18, La Palma Core Area (3) - Supply Analysis and Exhibit #19, La Palma Core Area (3) - Map*).

The **Transit Core Area (4)** is intended to provide for the development of business, professional and retail uses and to recognize the unique development potential which exists around a commuter rail station. These resources are found to have both local and regional significance due to the City's central geographic location and ideal relationship to regional markets. These mixed use areas and their continued development in a quality manner are found to be a resource essential to the community's economic health and to the preservation of a competitive growth potential in Anaheim (*Exhibit #20 Transit Core Area (4) - Supply Analysis and Exhibit #21, Transit Core Area (4) - Map*).

The **Commercial Area (5)** - The Specific Plan area currently has an imbalance with regard to the amount of community-serving retail space. Development industry standards indicate that a ten-to-one ratio of office/industrial space to ancillary retail space is optimal. Currently, with approximately 20.3 million square feet of non-retail development, served by 1.5 million square feet of retail uses, there exists a ratio of almost 14-to-1; this represents a shortage of 600,000 square feet of retail space. The Specific Plan addresses this imbalance by zoning strategically located areas for commercial retail use and by allowing retail support services throughout the area to more efficiently serve the businesses and their employees.

The **Open Space Area (6)** - includes all of the water-related uses of the Orange County Water District and the Orange County Flood Control District. Together these open space areas account for approximately 950 acres or 35 percent of the total Specific Plan area.

Highlights of the changes to the zoning and development standards are summarized in *Exhibit #22, Land Use and Development Standards Summary*. This exhibit shows a comparison of selected standards now applicable in the Specific Plan area compared to the revised standards for all new development in the Specific Plan area.

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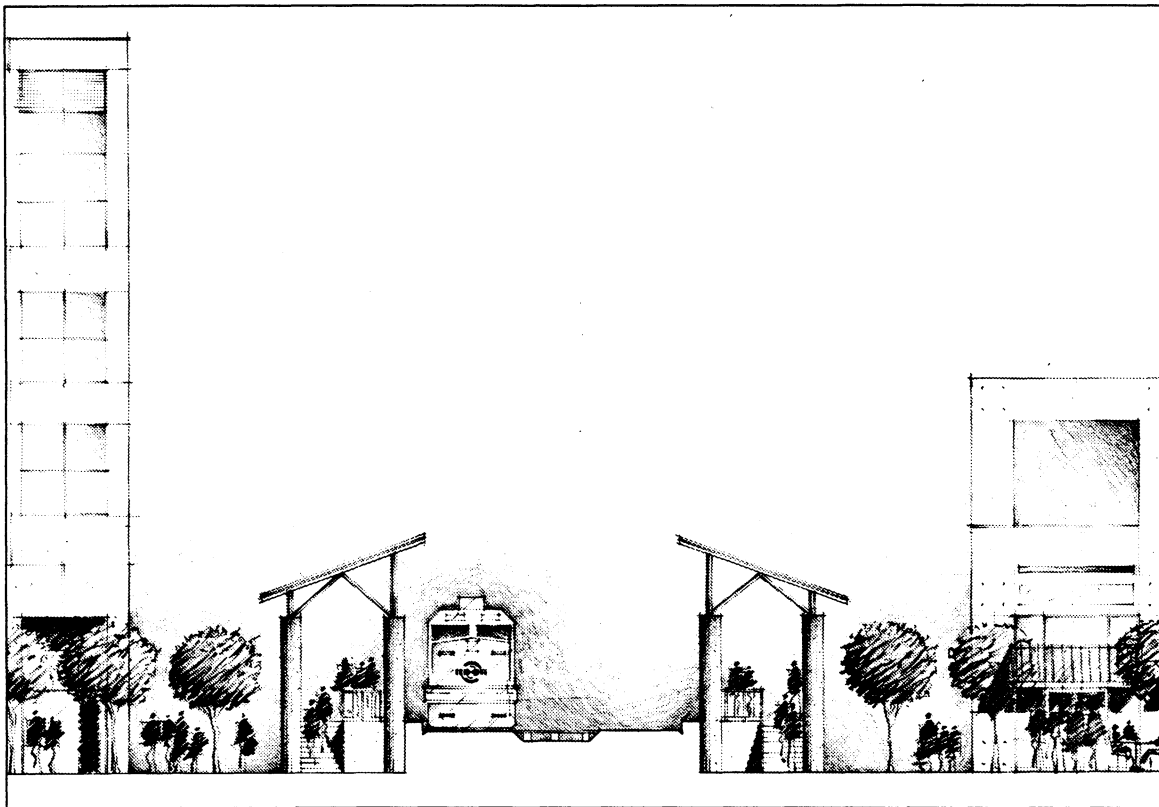
Changes of note are the reductions in parking standards, specifically in new transit-related development, and enhanced landscaping requirements for setback areas along arterial highways and in off-street parking areas. Also important are limits on the intensity of new development being proposed throughout the Specific Plan area to ensure that incremental growth does not outstrip the buildout scenario analyzed in the Program Environmental Impact Report.

To enhance the overall appearance of the Specific Plan area a Corridor Landscape Enhancement Plan is also proposed (*Exhibit #23, Landscape Plan*). The Landscape Plan includes enhanced standards for arterial streets, including the landscaping of private frontage, parking areas, and public rights-of-way. In addition, the 91 Freeway edge is to be enhanced to improve the image of the area.

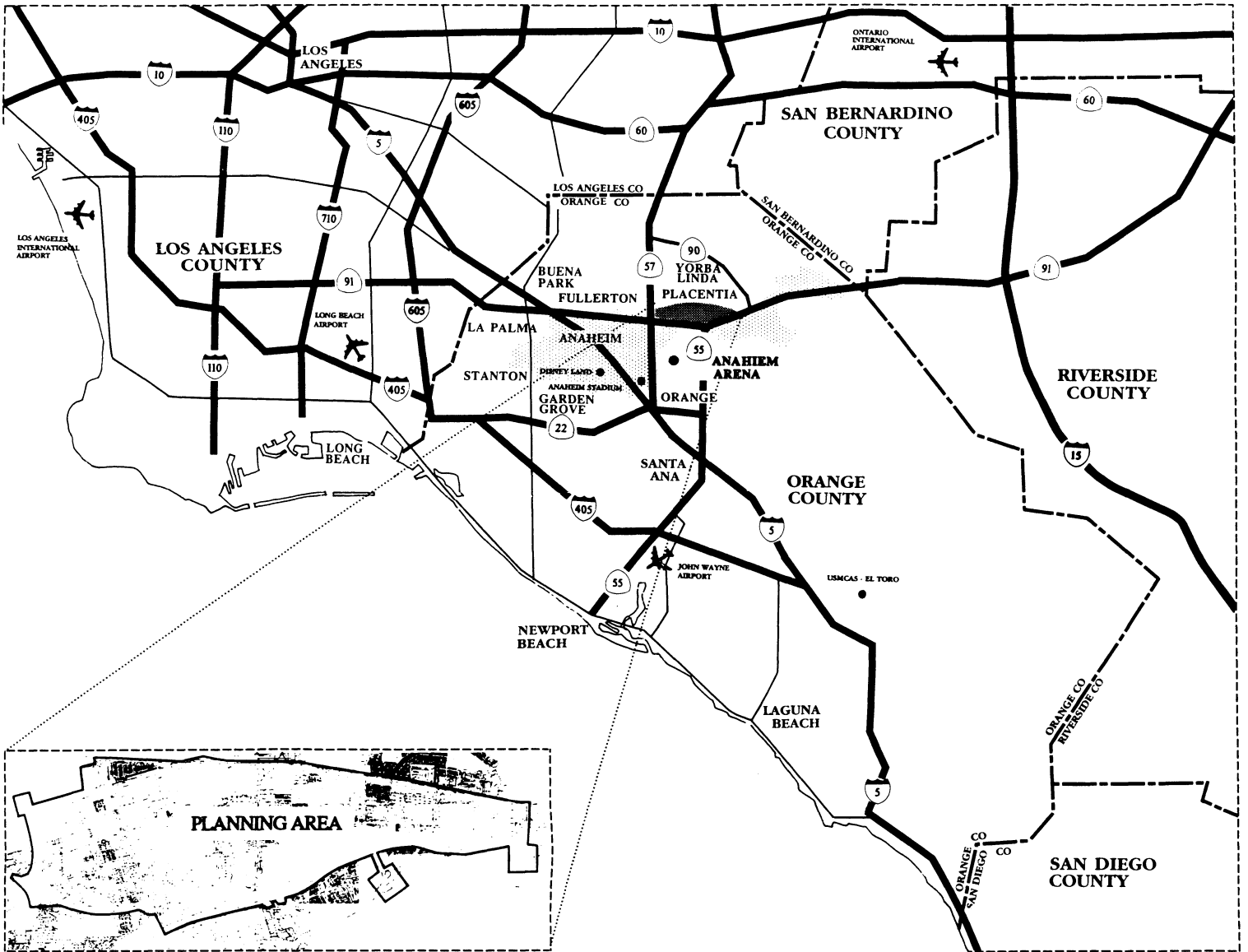
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**ANAHEIM  
NORTHEAST AREA SPECIFIC PLAN  
ANAHEIM CANYON BUSINESS CENTER**



**VOLUME I  
SPECIFIC PLAN NO. 94-1  
(FORMERLY KNOWN AS SP93-1)**



REGIONAL LOCATION

NORTHEAST AREA SPECIFIC PLAN  
 ANAHEIM REDEVELOPMENT AGENCY

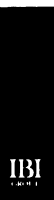
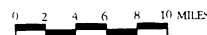


Exhibit #1