

City of Anaheim: Center City Corridors Existing Conditions and Opportunities Analysis

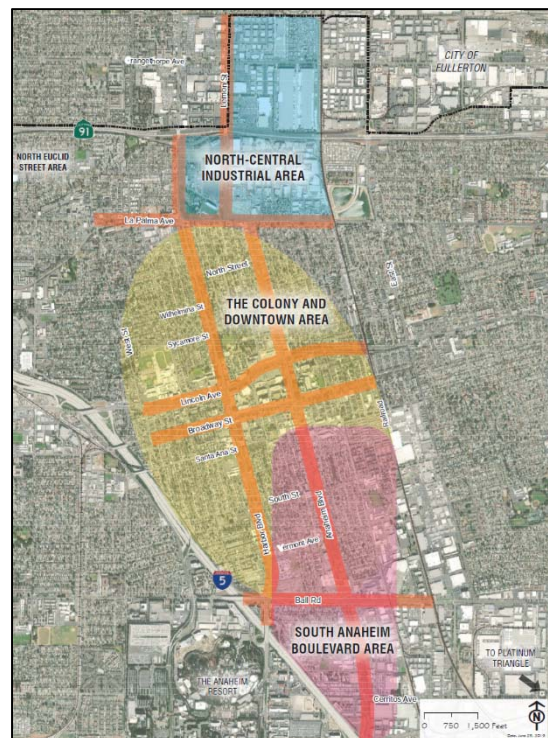
*Study Outreach Phase One: Summary of Stakeholder Meetings
Conducted on May 1, 2019, May 2, 2019 and June 30, 2019*

OVERVIEW

As part of the initial phase of community outreach for the Center City Corridors Existing Conditions and Opportunities Analysis study, the City held stakeholder meetings to introduce the scope of the effort and to explore and understand the issues facing the Study Area. City staff coordinated the logistics of the stakeholder meetings and the City’s consultant (RRM Design Group) facilitated the individual meetings. On three different dates, the City’s consultant conducted back-to-back 30-minute meetings at Anaheim City Hall with representatives of various organizations, agencies, businesses, and citizens at-large.

At each meeting, the consultant provided an introduction of the study effort, including a brief description of the geographic area and grant goals. Following the introduction, the consultant led a discussion with the stakeholders, tailored to the specific area of interest of participants. The consultant also provided the stakeholders with postcards with project information, contacts, and online survey access details. In addition, the consultant encouraged participants to follow up with any additional thoughts or materials relevant to the study effort.

The stakeholder discussion process helped provide early insights into potential issues, available information and plans, and future aspirations of the community. Below is a summary of key themes identified from the stakeholder meetings.



KEY THEMES

Land Uses & Urban Form

The Study area covers a broad range of geography and neighborhoods and can be characterized as a patchwork of existing land uses. Stakeholder themes included repositioning areas to capture economic opportunities, create more housing options, protect existing stable neighborhoods and historic resources, offer more community facilities, and establish more a more cohesive community character



founded on authentic Anaheim roots. Revisiting allowable uses and developing public realm concepts would help further these goals.

- Downtown is the historic and cultural heart of Anaheim
- Consider more entertainment uses
- More housing and mixed uses needed
- The Anaheim Resort needs more room to expand, including across freeway
- Incorporate local art into placemaking, schools, neighborhoods
- Some industrial buildings are vacant/not being used
- Anaheim Boulevard is the new “happening boulevard” and should be focused on as a key corridor between The Anaheim Resort and Center City
- More community centers are needed
- Consider high-tech for industrial area, leverage adjacency to railroad
- Look into capturing growth in the medical industry and gaming industry
- Need to streamline zoning and reuse process
- Enhance streetscapes to create/connect identity
- Protect historic character of The Colony and older neighborhoods
- Development patterns are disjointed, inconsistencies sometimes jarring
- Consider lower densities as well
- Undergrounding utilities is important
- Need better lighting for buildings and public areas
- Lowlands area of Anaheim has very diverse character – eclectic, authentic
- Consider creative treatments for crosswalks
- Create incentives for Anaheim Boulevard – restaurant hub?
- Street trees should provide shade
- Need distinctive gateways at 91 Freeway, I-5 Freeway, Anaheim Boulevard – first impressions matter
- Address hodge-podge appearance along corridors
- Identity shifts throughout the study area and the public realm should appropriately reflect this
- Consider establishing a “funk zone” in the northern industrial area and near Claudina
- Application of the Mills Act is the main historic preservation tool
- Inventory of approximately 1400 historic properties, mostly residential
- Consider adaptive reuse for smaller, historic homes
- New development should reflect the area’s history in an authentic way
- Multiple visioning documents address downtown
- Consider expanding brewery uses
- Need for neighborhood services such as grocery stores (especially healthy options) and drug stores
- Lower Harbor Boulevard area needs improvement plans
- Anaheim Boulevard could use medians, wider sidewalks, make more pedestrian friendly
- Retail uses should be safe and inviting

Housing

There is a substantial need for more housing, both affordable and market rate options, to address a broad range of individual needs and provide a variety of housing types. Transportation and support services are an important part of addressing housing needs.

- Housing should consider all income spectrums, not be an afterthought
- More housing is needed to help reduce overcrowding
- Guinida Lane – concerns about displacement and safety issues
- Programs include Mayor’s neighborhood investment program, motel conversion ordinance, office adaptive reuse
- Need mobility and amenities to compete well for affordable housing funding
- Target homeless and sensitive populations
- Residential characteristics vary quite bit block by block
- Infrastructure pinch point at Ball Road constrains development
- Potential housing site near 91 Freeway to include health services – “super campus”
- Potential housing opportunities on Anaheim Boulevard (between Lincoln and La Palma) with single owner larger parcels
- Address privacy between residential uses and other uses

Mobility

Residents, workers and visitors in the Study area primarily rely on autos to move about. Feedback themes included the need for improved pedestrian sidewalks and crossings, more frequent and reliable transit headways, integration with changing options such as ridesharing services (for example, Uber and Lyft) and micro-transit (for example, FRAN), expanded bicycle facilities, and better parking management and supply, are important elements to create greater mobility and reduce reliance on the single-occupant vehicle.

- Make it easier to bike/walk downtown
- Improve parking availability for business patrons
- Families generally rely on cars and some walking
- Diverse population wants a range of mobility options
- People want transit to act more like Uber or Lyft
- Look into expanding Free Rides Around the Neighborhood (FRAN) services
- Anaheim Transit Network (ATN)/Anaheim Resort Transit (ART) – consider expanding and exploring fee structure
- Look into curb management approaches
- Need for mobility signage/wayfinding (ex., destination name and number of miles)
- Need for designated bicycle facilities on streets, more than a striped lane
- Sidewalks should be wider to encourage walking
- Big parking issues around Packing House
- Need more bicycle parking and safe bicycle routes
- Transit needs to be convenient

- Need to revisit parking permit programs, neighborhood parking issues cause arguments and shifting impacts
- Nicer/bigger bus shelters should be provided and address homeless use
- Sports Center needs more parking and/or wayfinding guidance
- Consider better ways to manage parking
- Crossing guards help, but need more resources
- Issue with speeding traffic near schools
- Many schools stagger start times to address traffic flows
- Need more accessibility for buses, better headways, more convenient stops
- Widening of Lincoln west of Harbor is controversial
- Consider local trolley system for up/down corridors or loop system (Ball, Harbor, Anaheim, La Palma) with regular schedule every 15 minutes
- Planned improvements include bus stops, all-door boarding
- Look at narrowing lanes for complete streets concepts
- Consider amending Master Plan of Arterial Highways (MPAH) for Harbor and Lincoln number of lanes (must be justified based on volumes)
- Overall lack of bicycle connectivity and bicycle facilities should connect to regional destinations
- Provide buffered bike lanes and good bicycle route signing
- Ball and Lemon may be good streets for bicycle facilities (Harbor difficult due to resort traffic)
- Need consistent and affordable transit
- Look at midblock crossing opportunities – maybe Anaheim Boulevard
- Circulation around Center Street is challenging, improve access and wayfinding
- Consider roundabouts

Economic Vitality

The Study area offers many elements to be leveraged for economic benefit including location near major freeways, The Anaheim Resort, Platinum Triangle, Anaheim Sports Center and medical uses such as the Anaheim Global Medical Center. More housing and infrastructure improvements as well as streamlining regulatory processes could help entice investment to the area.

- More residential uses would be good for businesses
- High speed internet bandwidth would help grow investment
- Look at how tourism is an asset for economic development
- People want to go where locals go
- Leverage sports center such as providing nearby restaurants, lodging, parks
- Need to better connect with The Anaheim Resort and Platinum Triangle
- Missing housing and mixed-uses to support economics
- Downtown investments are working, but need better range of affordability
- Environmental restrictions hamper investment
- Opportunity zones are helpful for investment
- Infrastructure age and deficient capacity limits development potential (such as sewer)
- Many rental properties with remote landlords create issues

- Pursue public/private partnerships

Community Amenities & Conditions

Neighborhood conditions and demographic characteristics greatly vary throughout the Study area. A range of good community services and programs are in place. Themes to improve the quality of life for residents included improving existing parks, expanding recreation opportunities, partnering with schools and other public and private organizations, coordinating community services, establishing more community facilities, and creating safer environments. Creativity and collaboration are needed to optimize benefits with limited resources.

- Schools are touchstones in the community
- Need more community centers
- More special events desired, need more volunteers
- Some nice areas, but some neighborhoods not as safe
- Improve appearance of older, neglected areas
- La Palma park known as “homeless park”, needs to be cleaned up, safer and add play amenities
- Graffiti is an issue, reporting app helps
- Need opportunities for youth to exercise (ex. urban scavenger hunt app)
- Encourage neighborhood pride and ownership of the community
- Most schools are adjacent to parks, leverage opportunities (Ponderosa Park is a good example)
- Many schools are landlocked, but enrollment is growing
- Apply Crime Prevention Through Environmental Design (CPTED) principles
- Future funds are needed for bike patrols and railroad patrolling
- Homeless characteristics have shifted to chronic homelessness and more criminal activity
- There are 4-5 gang areas - gang violence is down, but property crimes are higher
- Neighborhood watch programs help
- Better maintenance needed, improve graffiti and litter abatement
- Get creative on how to address more amenities such as soccer fields – maybe lease, not buy?
- Better manage city resources
- Impacted neighborhoods South/Harbor
- Need more opportunities for greenspaces and parks, look for even small pockets
- Concept of “human infrastructure” related to full wellbeing
- Previous alley cleanup event was successful, consider doing again
- Anaheim Outdoors Connectivity Plan provides implementation policies for parks, trails, cultural, sustainability, economics
- Potential youth entrepreneurial center and community uses at former Northgate Market site
- Currently lacking cultural and arts opportunities
- Look into better linking Center City with Pearson Park Amphitheater
- Consider interpretive panel for last orange grove at Harbor/Santa Ana
- Future park near city hall needs better connectivity, identity and campus-feel
- Consider using the Edison right-of-way as a greenbelt and remnant Caltrans right-of-way for park/green space



- Manage amenities for potential unintended consequences (example, USB and electrical outlets)
- Increase agency partnerships such as city/schools
- Consider community garden(s)
- Need for better communication with residents, more transparency, townhalls

Branding/Marketing

Stakeholders shared that building upon the Center City branding to reinforce a more cohesive brand and coordinating marketing efforts could entice visitors and investment. Themes should consider celebrating the unique and authentic identity of Anaheim's original downtown that is distinct, but complementary, to other areas of Anaheim.

- Need for more awareness of Center Street
- Advertise to locals, not just resort visitors
- Consider sports theme or creative businesses theme
- Create a destination master plan
- Provide more banners celebrating local pride (example, where students are heading for college)
- Incorporate local art
- Focus on branding and streetscapes to develop feel of corridors
- Emphasize local qualities that are distinct from the resort area
- International flair is a component
- Play up Anaheim's history
- Branding as "original downtown of Anaheim"
- Look for offering more niche events
- Public Wi-Fi needed
- More amenities for pets would be a draw
- Streetlights would make area more inviting
- Expand upon good Anaheim Boulevard restaurants
- Create better awareness of existing transportation options to/from area



PARTICIPANTS

Representatives from a range of Anaheim organizations, agencies, businesses and neighborhoods engaged in the stakeholder meetings, including:

- Local Business – Hummus Bean
- Community Members – District 3
- Developers – Taormina Industries, The Lab, Resort Partners
- Anaheim Youth Commission
- Anaheim First/Residents
- Anaheim Transportation Network (ATN)
- Historic Preservation Committee
- Center City Association
- Muzeo Museum and Cultural Center
- Anaheim Elementary School District
- Anaheim Union High School District
- Orange County Transportation Authority (OCTA)
- Visit Anaheim
- California Walks
- City of Anaheim Police Department – Community Policing
- City of Anaheim Community & Economic Development Department – Housing
- City of Anaheim Community Services Department – Parks & Facilities
- City of Anaheim Community Services Department – Neighborhood Services
- City of Anaheim Planning & Building Department – Historic Preservation
- City of Anaheim Planning & Building Department – Code Enforcement