Opportunities Analysis

December 5, 2019
Overview

1. Where We Are in the Process
2. Community Outreach
3. Study Area and Preliminary Vision Principles
4. Area-Wide Opportunities
5. Individual Areas
6. Next Steps
Where Are We in the Process?

1. Initial Due Diligence and Summary Memorandum – Complete
2. Phase 1 Community Outreach – Complete
3. Background Research Report – Complete
4. Opportunities Analysis – Draft Complete
7. Specific Plan (Caltrans Grant) – Future Effort (anticipated to begin mid-2020)
Community Outreach

Phase 1 - Completed

• Community Outreach Kick-off Event
• 3 days of Stakeholder Interviews
• Pop-Up Outreach Events
  ▪ Cinco de Mayo
  ▪ Children’s Festival
  ▪ Family Series Fridays
• District 3 and 4 Meetings
• Anaheim Realtor Caravan Meeting
• Online Survey
• Project Website
Community Outreach

**Phase 2 - Underway**

- Pop-Up Outreach Events
  - Tree Lighting Ceremony – Dec 7, 2019
  - Additional Pop-Ups – Early Jan 2020
- Planning Commission Workshop (Jan 6, 2020)
- Community Open House (Jan 9, 2020)
- **Online Survey** (now available)
- Project Website
Study Area Boundaries

- **North:**
  91 Freeway

- **South:**
  SCE transmission line, abuts Platinum Triangle

- **East:**
  East Street, portions of the Metrolink rail line and Lewis Street

- **West:**
  5 Freeway and West Street, abuts The Anaheim Resort
Preliminary Vision Principles

Top Ten Preliminary Vision Principles Based on Community Feedback

- Support and enhance existing neighborhoods and historic resources
- Provide a wider range of new housing options
- Expand economic opportunities and promote the attraction and retention of high-quality jobs
- Continue to evolve the downtown area, also referred to as the Center City Core, as an active, urban center
- Foster new events and entertainment options within the Study Area
Preliminary Vision Principles

Top Ten Preliminary Vision Principles Based on Community Feedback

1. Ensure Center City continues to meet the day-to-day needs of the local community
2. Enhance pedestrian, bicycle, automobile, and transit mobility opportunities
3. Create an attractive pedestrian realm and provide pedestrian amenities
4. Integrate additional community facilities and services
5. Create a cohesive community character while celebrating each individual neighborhood’s identity
Area-Wide Opportunity Topics

Land Use

Urban Design

Mobility

Parks and Community Facilities
Land Use Opportunities

• Focus areas of opportunity on portions of primary corridors, area north of La Palma Avenue, and area south of Ball Road just west of the railroad track.

• Break out large area into separate areas/sub-areas to allow guiding of individual character, land uses, and implementation.

• Conduct market feasibility study to determine demand for various land uses.

• Continue to allow Historic Preservation Plan to guide historically designated neighborhoods and structures.

• Incentivize high-tech, creative gaming, e-sports, and other cleaner light industrial land uses.

• Maintain existing industrial land uses east of UPRR rail spur.

• Prepare a parking management plan with a ‘toolkit’ of parking management and mobility solutions.
Urban Design Opportunities

- Enhance primary corridors and neighborhood streetscapes with public art, signage, and branding to build upon community and neighborhood identity. Utilize a combination of these elements at key locations to create sense of place.
- Enhance activity nodes through introduction of streetscape elements, plazas, intersection improvements, and other treatments.
- Identify areas to fill in sidewalk/street tree gaps and widen sidewalks. Prioritize areas within ¼ mile of all transit stops.
- Identify furnishings palette for each area/sub-area or primary corridor.
- Revisit and consolidate street tree palettes for the Study Area.
- Landscape medians and parkways along key arterials for enhanced continuity and character of Study Area.
- Enhance visibility of Center City through freeway corridor signage.
- Identify locations for expanded wayfinding signage opportunities.
Urban Design Opportunities (cont.)

• Continue conversion of Santa Ana Street and Sycamore Street into pedestrian-friendly, residential neighborhood streets.

• Identify targeted underutilized land and/or infill sites for potential new plazas, parklets, and pocket parks along key pedestrian and neighborhood corridors.

• Encourage infill developments, public spaces, and public art to take inspiration from historic elements and creative environment of the site or area, where appropriate (branding, architecture, etc).

• Encourage the development of higher-quality shared amenities and open space to be utilized by residential, visitors and employees (for example co-working spaces, fitness facilities, etc).

• Continue to use the Anaheim Colony Design Guidelines to guide enhancements within the historic districts to ensure consistency.

• Apply Crime Prevention Through Environmental Design (CPTED) principles to promote safety and ensure durable, easily-maintained design.
Potential Corridor Opportunities

- a. Widened and improved sidewalks
- b. New restaurant and outdoor dining
- c. Enhanced streetscape elements – benches, paving, trash cans, etc.
- d. Improved pedestrian and street lighting
- e. Additional street trees to fill in gaps and provide shade
- f. Enhanced transit stops
- g. New bicycle lanes with improved wayfinding signs

Note: Improvements shown above are hypothetical and do not reflect proposed changes to any particular street within the Study Area.
Mobility Opportunities

• Identify areas to close sidewalk network gaps.
• Provide clearly defined pedestrian routes to parks, schools, and other community amenities.
• Improve bicycle network for both commuters and recreational users. Prioritize facilities on Ball Road, Lemon Street, and Anaheim Boulevard due to access to local/regional designations.
• Conduct trail study to determine bicycle facility and/or other transit mode along rail spur and Santa Ana Street and Sycamore Street.
• Work with public transit providers to determine need for expanded service to Downtown Fullerton Metrolink Station and Anaheim Regional Transportation Intermodal Center (ARTIC).
Mobility Opportunities (cont.)

- Work with OCTA to enhance bus stop facilities. Use bus stops as unifying streetscape element.
- Explore expansion of ART service and stops to improve frequency and reliability.
- Expand micro transit service, such as FRAN, in immediate Center City Core area in short-term. Consider long-term micro transit expansion to capture broader Center City area.
- Develop a comprehensive parking management approach with existing and new shared parking facilities (including parking structures, on-street parking, etc.) to facilitate quality development and limit spillover parking into existing neighborhoods.
Bicycle Classifications

- **Class I**
- **Class II**
- **Class III**
- **Class IV**
Potential Bike Boulevard Opportunities

**Short-Term Concept**

- a. Enhanced pedestrian crossings
- b. Sidewalk bulbouts with new landscaping
- c. Bike boulevard installations
- d. Right-turn vehicle circulation

**Long-Term Concept**

- a. Enhanced pedestrian crossings
- b. Separated bicycle path
- c. Park space and pedestrian amenities
- d. One-way vehicle circulation
- e. Sidewalk bulbouts with new landscaping

*Note: Improvements shown above are hypothetical and do not reflect proposed changes to any particular street within the Study Area.*
Potential Alley Opportunities

Explore opportunities to enhance alleys and create opportunities for additional green space, stormwater capture and infiltration, and reduction of local flooding.

- a. Enhanced permeable paving that also allows for stormwater infiltration
- b. Improved landscaping and planting areas to capture stormwater
- c. Pedestrian amenities and lighting for safety
- d. Enhanced bicycle and pedestrian safety
- e. Reduce urban heat island effect

Note: Improvements shown above are hypothetical and do not reflect proposed changes to any particular street within the Study Area.
Parks & Community Facilities Opportunities

- Identify potential new park sites, expand existing parks, and pursue joint use school facilities to address current 10-minute walk (1/2 mile) shortfalls.
- Pursue implementation of currently identified park improvement and expansion projects – La Palma Park expansion and conversion of Edison right-of-way.
- Ensure larger developments provide public open space and/or amenities
- Explore feasibility of providing a park, community facility and/or youth center within the area south of Ball Road.
- Work with the Chamber of Commerce, non-profits, and local businesses to expand events and entertainment options within the Center City area.
- As part of a market study, determine feasibility for additional accessibility to fresh foods and groceries.
- Identify public, private, faith-based, and non-profit partnerships to build and program joint-use community facilities that serve the existing, surrounding community (Northgate center, etc.).
Area Boundaries

**Uptown**
- North Street as northern terminus of The Colony
- Beginning of character change north of North Street

**Center City**
- Greater definition of existing character – somewhat defined by The Colony
- Center City Core as Sub-Area of larger area

**Midtown**
- Central point between Platinum Triangle, Anaheim Resort, and Center City
- Change in character south of Vermont St.
Uptown Area

Principles

- Celebrate La Palma Park as a focal point
- Provide opportunities for new residential and mixed-use
- Enhance neighborhood serving uses at activity nodes
- Allow transitioning of industrial uses adjacent to existing residential uses
- Support and enhance existing residential neighborhoods and historic resources
- Extend and enhance streetscape improvements
Uptown Area

Focused Areas of Opportunity
Uptown Area

Urban Design
Uptown Area

Parks and Community Facilities
Center City Area

Principles

• Support and enhance existing residential neighborhoods and historic resources
• Provide opportunities for new, context appropriate residential and mixed-use along corridors
• Enhance neighborhood and corridor mobility through pedestrian and bicycle improvements
• Extend and enhance streetscape character and appearance
• Encourage preservation of existing resources
Center City Area

Center City Core Sub-Area

Principles

• Continue to promote as cultural, artistic, and civic center of City
• Celebrate Center Street as a focal point, Pearson Park as the “Central Park of Anaheim”
• Maintain a community and a regional destination focus
• Integrate mixed-use, infill, and higher density uses
• Enhance pedestrian-friendly and walkable urban environment
Center City Area

Focused Areas of Opportunity
Center City Area

Urban Design Concepts
Center City Area

Mobility Concepts
Center City Area
Parks and Community Facilities Concepts
Midtown Area

**Principles**

- Promote both a community and regional focus
- Embrace opportunities for residential, mixed-use, hospitality, community spaces, and neighborhood serving uses
- Attract higher quality jobs by transitioning remaining industrial areas to lighter industrial and clean tech uses
- Build upon existing health and commercial recreation uses for new economic opportunities
- Extend and enhance streetscape improvements where needed
Midtown Area

Focused Areas of Opportunity
Midtown Area

Urban Design Concepts
Midtown Area

Mobility Concepts
Midtown Area

Parks and Community Facilities Concepts
Next Steps

Upcoming Opportunities for Community Engagement

• Pop-Up Outreach Events
  • *Tree Lighting Ceremony – Dec 7, 2019*
  • *Additional Pop-Ups – Early Jan 2020*

• Planning Commission Workshop *(Jan 6, 2020)*

• Community Open House at the Anaheim Downtown Community Center *(Jan 9, 2020 6-8 p.m.)*
  • *(Jan 9, 2020)*

• **Online Survey** *(now available)*

• **Project Website**