Center City Corridors Vision Plan

April 2020
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*Note: Refer to separate PDF document to review Appendices.*
Preamble

This document reflects the vision of the Anaheim community for the Center City Corridors area. This vision has been developed through extensive outreach and discussion with a broad cross-section of the community during this Vision Plan process. The Vision Plan is intended to serve as a starting point for further community discussion and planning related efforts. The next step in Anaheim’s planning for the future of the Center City Corridors area will be preparation of a Specific Plan document. Planning processes taking place during Specific Plan preparation will include expanded community outreach, stakeholder involvement, and technical analysis.
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Introduction

Purpose

This Vision Plan (Plan) provides a broad and overarching vision for the future of the Center City Corridors area (Study Area). It contains guiding principles and themes to inform the evolution of the Study Area to enhance the connection between land use and transportation in order to create a more sustainable community plan, as detailed further within this document.

Grant

Funding for this Plan was provided by the Southern California Association of Governments (SCAG) as part of their Sustainable Communities Grant program. Objectives of the Sustainable Communities Grant include:

- Engage with the local community and affected agencies;
- Develop strategies for infill and investment around transit;
- Enhance mobility, infrastructure, open space, land use, and urban design;
- Support sustainability and climate action planning;
- Promote strategies of the 2016 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS); and
- Identify projects and programs for future implementation (foundation for future grants and funding).

How to Use This Document

The following Plan is intended to be utilized as a guide for the City and the community as they continue forward from this high-level visioning study to the next step in the process, preparation of a Specific Plan. This Plan captures the extensive input received from stakeholders and the community at-large during the public outreach process and will inform preparation of the Specific Plan going forward. It is intended to serve as a starting point for further discussion and community engagement of the Center City Corridors effort. Planning efforts taking place during the Specific Plan portion of this process will include expanded community engagement, stakeholder involvement, and technical analyses; for more information on the Specific Plan preparation and process, refer to Chapter 7 - Next Steps.

For ease of reference, this plan has been divided into seven chapters – Introduction, Areawide Vision, North Area, Center Area, Center Core Sub-Area, South Area, and Next Steps.

Planning Process

To understand the existing planning framework and policy context applicable to the Study Area, a robust due diligence and background research process was undertaken. This included preparing a Due Diligence and Summary Memorandum to identify existing City documents and studies relevant to the Study Area.

Building upon these initial efforts, a Background and Community Context Report was prepared. This report captured a more detailed review of existing City policies relevant to the Study Area and paired this information with themes received during the initial phase of community and stakeholder engagement. City documents and studies reviewed included existing policies related to land use, mobility, public health, community amenities, and infrastructure.

Existing Planning Framework

During the initial community and stakeholder engagement, both The Anaheim Colony – Vision, Principles, and Design Guidelines as well as the Citywide Historic Preservation Plan were highlighted as important to the current and future evolution of the Study Area.
Introduction

Study Area Location

The Study Area is comprised of approximately 2,600 acres and is centrally located within the City of Anaheim, as shown in Exhibit 1-1. It is generally bound by the SR-91 Freeway to the north, Interstate 5 and Platinum Triangle to the south, East Street and the Metrolink Railroad to the east, and Interstate 5 and West Street to the west. While the Study Area is large in geographic scope, specific focus is placed on the primary corridors that traverse through the Study Area. These primary corridors include Harbor Boulevard, Anaheim Boulevard, East Street, La Palma Avenue, Lincoln Avenue, Broadway, and Ball Road.

History and Context

The Study Area includes the original Anaheim Colony boundaries – the place where the town founders put down roots in 1857 and placed into motion the beginning of the City the community knows and loves today. The Anaheim Colony was defined generally by North Street, South Street, East Street, and West Street and continues to be a defining element of the Study Area today. Other historic districts include Historic Palm, Hoskins, and Five Points. Two National Register districts include Melrose-Backs and Kroeger-Melrose.

Today, the Study Area is comprised of a wide-array of land uses – from historic residential neighborhoods and traditional commercial boulevards to industrial areas and a burgeoning urban core. These varying land uses provide a number of challenges from a planning perspective, but at the same time also present a number of opportunities to help create the desired vision conveyed by the community.

"Center City is the historic and cultural heart of Anaheim."

- Online Survey Respondent
Community Engagement

Community engagement for this effort involved a toolbox of outreach methods and approaches to ensure broad community input and feedback, which included two community engagement phases. The initial phase captured input from the community on a variety of topics related to transportation, infrastructure, parks and open space, land use, aesthetics, and economics. The follow-up phase was geared towards affirming and building upon community feedback themes received during the initial phase. City staff established a project website to create a central location for relevant study documents as well as materials prepared as part of the planning process. Summaries of community and stakeholder feedback can be found in the Appendix of this document.

Initial Phase

The initial phase of community engagement included a kickoff workshop, multi-day stakeholder interviews, three pop-up events, presentations at District 3 and 4 meetings, Anaheim Realtor Group meeting, and an online survey. Key themes received from the community were utilized to prepare the vision principles further discussed in Chapter 2. Key themes received from the community and stakeholders during the initial phase are highlighted on the following pages.

Stakeholder Interviews

The following key themes are broken out by topic and were received from a number of community stakeholders over a period of three day-long interview sessions on May 1-2, 2019 and June 30, 2019.

Land Use and Urban Form

Reposition areas to capture economic opportunities, create more housing options, protect existing neighborhoods and historic resources, offer more community facilities, and establish a more cohesive community character founded on authentic Anaheim roots. Revisit allowable uses and development of public realm concepts that would help further these goals.

Housing

There is a substantial need for more housing, across the full spectrum of affordability, to address a broad range of individual needs and provide a variety of housing types. Transportation and support services are an important ancillary part of addressing these housing needs.

Mobility

Residents, workers, and visitors in the Study Area primarily rely on automobiles 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 enhance mobility and reduce reliance on the single-occupant vehicle.

Economic Vitality

The Study Area offers many elements to be leveraged for economic benefit including proximity to 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.

Community Amenities and Conditions

Neighborhood conditions and demographic characteristics vary greatly throughout the Study Area. A range of good community services and programs are in place. Feedback themes to improve the quality of life for residents include 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.

Branding and Marketing

Continue to develop the existing, cohesive branding and coordinated marketing efforts that entice visitors and investment. Themes should continue to consider celebrating the unique and authentic identity of Anaheim’s original downtown that is distinct and complementary to other areas of Anaheim.
Introduction

The following infographics summarize feedback received from the community during the initial phase of outreach, which included a kickoff workshop, online survey, and three pop-up workshops.

Primary Reasons for Visiting Center City

How do you get to the Center City Corridors area?

Once you’ve arrived in the Center City Corridors area, how do you get around?

What is your preference of improvements?

If sidewalks, bicycle lanes, and rideshare improvements were made within the Center City Corridors area, how likely is it that you would choose the following rather than driving?

What are the most important components to address along the Center City Corridors?

Follow-Up Phase

To follow-up on the initial outreach phase, a second follow-up phase of community outreach was conducted to affirm and build upon themes heard from the community during the initial phase of outreach. Community engagement during this second phase included a community open house, three pop-up events, and an online survey. Key themes received from the community feedback during the follow-up phase are highlighted on the following pages in both written and visual form.

Follow-Up Phase Summary

The following infographics summarize feedback received from the community during the follow-up phase of outreach, which included a community open house online survey, and three pop-up workshops.

Preliminary Planning Principles Agree/Disagree

Initial Phase Summary

The following infographics summarize feedback received from the community during the initial phase of outreach, which included a kickoff workshop, online survey, and three pop-up workshops.

What are the most important components to address along the Center City Corridors?

1st
Enhancing the Center City identity in ways that celebrate Anaheim’s unique character – whether through public art, landscaping, streetscape furnishings, mom and pop stores, or other improvements.

2nd
Expanding public spaces with more parks, plazas, and/or other open space amenities

3rd
Improving sidewalks, bicycle lanes, and public transit.

4th
Increasing economic opportunities for residents and business owners (new jobs, shops, services, offices, etc.).

TOP 3

*Percentages shown based on total responses received from community members in all categories.
\textbf{Introduction}

The Study Area has the potential to be a destination spot for all of Orange County. – Online Survey Respondent

\textbf{Rank Future Transit Opportunities.}

\begin{tabular}{|c|c|}
  \hline
  \textbf{Highest} & On-demand Microtransit (e.g. Fran) \\
  \textbf{High} & Local Circulator on Primary Corridors (e.g. trolley) \\
  \textbf{Medium} & Local Bus Service (e.g. ART) \\
  \textbf{Low} & Regional Bus Service (e.g. OCTA) \\
  \textbf{Lowest} & Transportation Network Companies (e.g. Uber/Lyft) \\
  \hline
\end{tabular}

\textbf{Potential Enhancements on Primary Corridors Level of Importance.}

\begin{itemize}
  \item \textbf{Enhanced streetscape elements} \\
  \textbf{Additional street trees to fill in gaps and provide shade} \\
  \textbf{Improved pedestrian and street lighting} \\
  \textbf{New restaurants and outdoor dining} \\
  \textbf{New bicycle lanes with improved wayfinding signs} \\
  \textbf{Enhanced transit stops} \\
  \textbf{Widened and improved sidewalks} \\
\end{itemize}

\textit{*Percentages shown based on majority of selected enhancements shown*}

\textbf{In one word, what makes the Study Area special?}

\begin{itemize}
  \item Historic
  \item Interesting
  \item Vibrant
  \item Family
  \item Thriving
  \item Community
  \item Modern
  \item Bright
  \item Welcoming
  \item Friendly
  \item Parking
  \item Safety
  \item Beautiful
  \item Inviting
  \item Safe
  \item Cohesive
  \item Education
\end{itemize}
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Areawide Vision

The following section outlines an overarching vision and guiding principles for the Study Area as a whole. Areawide opportunities related to land use, urban design, mobility, parks, community facilities, and infrastructure are also discussed. Please note, to illustrate key themes and principles, both images from the Study Area as well as inspirational images from other communities have been used in Chapters 2 and 3.

Vision Statement

Center City is the thriving civic, cultural, and community heart of Anaheim, building on a rich history and sense of place while providing a variety of opportunities for residents, businesses, and visitors alike.

As a focal point of Anaheim, Center City will continue to evolve into a notable destination in Orange County, with new living, working, entertainment, and amenities for all age and income segments of the community. The centrally located Center Core Sub-Area will continue to be recognized as the City’s urban center that provides for a variety of living, working, dining, cultural, civic, entertainment, and other community-focused amenities, while The Anaheim Colony and other residential neighborhoods will be enhanced through context-appropriate streetscape and mobility enhancements.

To encourage non-automobile-related trips, expanded sidewalks, a connected bicycle network, refined public and local transit networks, and other modes of transit will be provided within the Study Area. With portions of the primary corridors lacking a cohesive streetscape character, gaps in the existing network will transition to present a more unified character and appearance.

Building off the more prominent economic activities in the Study Area, expansion of medical, sports and recreation, high-tech, and other land uses will provide expanded job opportunities for the local community.

New and enhanced parks and community amenities will be located to address any deficiencies and create convenient access by residents to these community facilities.

Existing infrastructure will be addressed through provision of enhanced facilities, including Low Impact Development (LID) and other sustainable features, to accommodate existing and future growth within the Study Area.
Guiding Principles

The following guiding principles support the overarching vision and will inform forthcoming strategies in the Specific Plan. They were developed based on input received during the community and stakeholder outreach process.

1. **Support and enhance existing residential neighborhoods and historic resources.**
   Greater support and enhancements of the existing residential neighborhoods and historic resources should be pursued within the Study Area. Focus should be placed on new landscaping, lighting, sidewalks, and mobility-related improvements.

2. **Provide a wider range of new housing options.**
   A variety of new housing opportunities should be provided within the Study Area that are more attainable to a broader segment of the Anaheim community. Different housing typologies should be explored based on the context and appropriateness to the area.

3. **Expand economic opportunities and promote the attraction and retention of high-quality jobs.**
   Attract high-tech and creative gaming employers while also building upon the existing medical and sports-focused uses to expand the number of high-quality jobs within the Study Area.

4. **Continue to evolve the downtown area, referred to as the Center Core, as an active, urban center.**
   Maintain the momentum of the more recent Center Core evolution towards an active, urban center for the City. Focus on providing a greater variety of restaurants, entertainment, housing, services, and other contextually appropriate developments.

5. **Foster new events and entertainment options within the Study Area.**
   Provide new events and entertainment options, such as additional events at Pearson Park, Center Street, and La Palma Park as well as new venues for entertainment such as a movie theater, live music, and performing arts for the community.

6. **Ensure Center City continues to meet the day-to-day needs of the local community.**
   Continue to primarily focus on serving the needs of the local community, such as ensuring uses like personal services, commercial/retail, grocery, and other neighborhood-serving uses are readily available.

7. **Enhance pedestrian, bicycle, automobile, and transit mobility opportunities.**
   Additional mobility options, including improvements to the existing sidewalks, enhancements of the existing bicycle network, and expanding public and micro-transit opportunities should be integrated as part of future enhancements within the Study Area.

8. **Create an attractive pedestrian realm and provide pedestrian amenities.**
   Expand newer pedestrian realm improvements within the Center Core Sub-Area to other portions of the Study Area including wider sidewalks, shade trees, pedestrian lighting, bicycle racks, benches, trash cans, and public art in order to create a more unified aesthetic.

9. **Integrate additional community facilities and services.**
   Pursue opportunities to provide new or refurbished parks and open spaces that provide for formal and informal recreation opportunities as well as more dispersed community center facilities that provide neighborhood services, after school programs, and event spaces within the Study Area.

10. **Create a cohesive community character while celebrating each individual neighborhood’s identity.**
    The existing community character within the Study Area was described as wide ranging and lacking a cohesive character, with opportunities to build upon the existing neighborhood identity while the primary corridors could have greater consistency in aesthetics and appearance.
Land Use

The following section provides the framework for future land use planning within the Study Area. Under existing conditions, layers of old and new City policy documents, General Plan designations, and Zoning Code inconsistencies create confusion and frustration. Providing a clearly defined set of land use policies and regulations will help to ensure that the City and private development align with the community’s future vision along key corridors and transit priority areas while ensuring the preservation and enhancement of existing neighborhoods is continued forward.

Areas

In order to provide more location-specific solutions related to topics discussed further within this document and to respect the existing context, the Study Area has been broken out into four separate areas - North, Center, Center Core Sub-Area, and South – as shown in Exhibit 2-1. In studying the existing context and character of the Study Area and in speaking with community members and stakeholders, the geography of The Anaheim Colony provides a centrally located anchoring element for the Center City Area – defined by North Street, South Street, East Street, and West Street. At the same time, the centrally located area known as the Center Core Sub-Area has developed its own unique character as an urban-core of the larger Center City Area over the past three decades. In the North Area, La Palma Park provides an anchoring community element surrounded by a mix of residential, commercial, and industrial uses. In speaking with the community regarding the South Area, no major community space or identity was identified and presents an opportunity to unify the current mix of residential, commercial, and light industrial uses in the area.
Preservation and Enhancement of Neighborhoods

The Study Area contains a variety of neighborhoods that exemplify varying periods of the City’s growth and development. Moreover, a number of these neighborhoods are historically designated. These historically designated neighborhoods include The Anaheim Colony, Historic Palm, Hoskins, Five Points, Melrose-Backs, and Kroeger-Melrose. Feedback received from the community and stakeholders indicated a desire to preserve and enhance these existing neighborhoods within the Study Area, while also utilizing existing City policy documents to guide improvements to historically designated neighborhoods and structures. While the land use of these existing neighborhoods is not expected to change, opportunities to improve the public realm, enhance landscaping, mobility, façade improvements, and other improvements that add character to these existing neighborhoods are desired by the community.

Focused Areas of Opportunity

Focused areas of opportunity within the Study Area have been identified along primary corridors and underutilized industrial areas. Several factors were utilized to identify these focused areas of opportunity including an on-the-ground review of existing uses and proximity to high-quality transit corridors. These focused areas of opportunity represent where the majority of land use changes might occur to align with the vision and associated principles of this Plan.

The following opportunities described below and on page 27 relate to land use within the Study Area, all of which were derived during the visioning process.

Opportunities

A 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.
B Align land use focus areas with high-quality transit corridors.
C Break out large area into separate areas/sub-areas to allow guiding of individual character, land uses, and implementation.
D Conduct market feasibility study to determine demand for various land uses.
E Continue to allow Historic Preservation Plan to guide changes to historically designated neighborhoods and structures.
F Incentivize high-tech, creative gaming, e-sports, and other cleaner light industrial land uses.
G Maintain existing industrial land uses east of UPRR rail spur.
H Prepare a parking management plan with a ‘toolkit’ of parking management and mobility solutions.
Urban Design

Urban design refers to the process of designing and shaping the physical environment of a City. Rather than focusing on individual buildings, it addresses the larger scale of neighborhoods and districts, groups of buildings, streets and public spaces, transportation systems, services, and amenities. Under existing conditions, the immediate Center Core Sub-Area has begun to establish a consistent urban design framework that creates a recognizable and enjoyable sense of place. Continuing to build upon the existing urban design context will allow for the strengthening of a sense of place and visibility of the broader Study Area.

The following opportunities described below and on page 29 relate to urban design within the Study Area, all of which were derived during the visioning process.

Opportunities

A. 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 a sense of place.

B. Enhance activity nodes through introduction of plazas, streetscape elements, intersection improvements, and other treatments.

C. Identify areas to fill in sidewalk/street tree gaps and widen sidewalks.

D. Prioritize areas within 1/2 mile of all transit stops.

E. Identify furnishings palette for each area/sub-area or primary corridor.

Enhance the streetscapes to create identity.

- Vision Plan Stakeholder

F. Revisit and consolidate street tree palettes for the Study Area.

G. Landscape medians and parkways along key arterials for enhanced continuity and character of Study Area.

H. Enhance visibility of Center City through freeway corridor signage.

I. Identify locations for expanded wayfinding signage opportunities.

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

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

L. Encourage infill developments, public spaces, and public art to take inspiration from historic structures and architecture, existing branding, and/or other creative environments within the Study Area, where appropriate.

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

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

O. Apply Crime Prevention Through Environmental Design (CPTED) principles to promote safety and ensure durable, easily-maintained design.
Mobility

Mobility refers to the ability to have access to more than one mode of high-quality transportation, whether public transit, microtransit, ride sharing, automobile, bicycling, walking, or other modes. Under existing conditions, the Study Area is primarily oriented towards private automobile use, although multiple public transit lines traverse the Study Area and pockets of walkable, bicycle, and microtransit served areas are beginning to take form. The importance of providing multiple transportation options is that the mode that can be selected based on an individual’s preference based on time, affordability, and safety.

The following opportunities described below and on page 31 relate to mobility within the Study Area, all of which were derived during the visioning process.

Opportunities

A Identify areas to close sidewalk and bicycle network gaps.
B Provide clearly defined pedestrian routes to parks, schools, and other community amenities.
C 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.
D Conduct trail study to determine bicycle facility and/or other transit mode along rail spur and Santa Ana Street and Sycamore Street.
E Work with public transit providers to determine need for expanded service to Downtown Fullerton Metrolink Station and Anaheim Regional Transportation Intermodal Center (ARTIC).
F Work with OCTA to enhance bus stop facilities. Use bus stops as unifying streetscape element.
G Explore expansion of ART service and stops to improve frequency and reliability.
H Expand micro transit service, such as FRAN, in immediate Center Core area in the short-term. Consider long-term micro transit expansion to capture the broader Center City area.

- Online Survey Respondent

I 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.
J Conduct complete streets assessment to ensure transportation network is compatible with any land use changes.
Parks and Community Facilities

Parks and Community Facilities refers to the publicly accessible park space and community resources that serve the Anaheim community. More specifically, Community Facilities refers to both publicly-owned resources such as schools, community and senior centers, and libraries, as well as privately-owned resources such as grocery stores, neighborhood services, and community events.

Under existing conditions, the Study Area contains a variety of park spaces dispersed throughout. However, some areas lack convenient access to parks and/or parks with recreational facilities within a 1/2 mile radius of their residence. In addition, community services are generally concentrated within the Center Core Sub-Area, rather than dispersed throughout the Study Area based on population and needs. Both parks and community facilities are important components of a community, ensuring outdoor recreation space is conveniently available as well as support services for a broad spectrum of the population are provided.

The following opportunities described below and on page 33 relate to parks and community facilities within the Study Area, all of which were derived during the visioning process.

Opportunities

A  Identify potential new park sites, expand existing parks, and pursue joint use school facilities to address current 10-minute walk (1/2 mile) shortfalls.
B  Pursue implementation of currently identified park improvement and expansion projects – La Palma Park expansion and conversion of Edison right-of-way.
C  Ensure larger developments provide public open space and/or amenities.
D  Explore feasibility of providing a park, community facility, and/or youth center within the area south of Ball Road.
E  Work with community members, non-profits, and local businesses to expand events and entertainment options within the Center City area.
F  As part of a market study, determine feasibility for additional accessibility to fresh foods and groceries.
G  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.).
H  Expand ongoing, multi-pronged strategies to address community safety and homelessness issues through community services and collaboration with other agencies and organizations.
Infrastructure

Infrastructure refers to the wet, dry, and digital systems that service and support the residents and businesses within the Study Area. These include wet utilities such as water, wastewater, and storm water, and dry utilities such as electrical, telephone, and cable, and digital utilities such as broadband and wireless data.

Under existing conditions, some areas of the Study Area are deficient in different infrastructure categories, while others have adequate capacity to service existing and future development.

The following opportunities described below and on page 35 relate to infrastructure within the Study Area, all of which were derived during the visioning process.

Opportunities

A Develop sustainability strategies to address heat island effect, energy efficiency, and drought and storm water infiltration.

B Target opportunities for storm drain improvements along primary corridors, or Infrastructure Opportunity Corridors, to serve existing development and potential areas of change.

C Increase sewer main size strategically along primary corridors, or infrastructure opportunity corridors, increasing potential capacity of existing adjacent areas and potential areas of change.

D Water lines installed strategically along primary corridors, or infrastructure opportunity corridors, have the opportunity to be upgraded to larger lines in order to provide adequate capacity and reliability for current and future development.

E Determine feasibility and extent of converting the existing alley network to green alleys to address infrastructure deficiencies. Coordinate with the Fire Department on access requirements.

F Explore and evaluate implementation funding and financing tools.

G Expand “smart city” infrastructure, such as wireless and broadband capacities, to support current residents and businesses.

“Center City has to deal with infrastructure age and deficient capacity.”

- Vision Plan Stakeholder
North Area
North Area

Vision

The North Area is defined by the 91 Freeway in the north, North Street in the south, East Street in the east, and West Street in the west (see Exhibit 3-1). The Area boundaries are defined based on the Historic Palm and The Anaheim Colony boundaries as well as the 91 Freeway. Under existing conditions, it is comprised of a variety of single- and multi-family residential, commercial, industrial, institutional, and public recreation uses.

The North Area is envisioned to become a prominent entry point into the City of Anaheim from the north, providing both residents and visitors a strong identity and sense of place upon entering. The primary corridors of Harbor Boulevard, Anaheim Boulevard, and La Palma Avenue provide opportunities for new residential and mixed-use land uses, not including the Historic Palm neighborhood. Existing commercial properties along primary corridors also provide opportunities for providing neighborhood-serving uses and context-appropriate infill development. Enhanced mobility options and beautification of the streetscape through enhanced landscaping, pedestrian amenities, and public spaces improve the overall accessibility and character of the area. New and enhanced park and open space areas provide both residents and visitors opportunities to recreate and gather for events and entertainment.

Exhibit 3-1: Area Boundaries

Principles

The following principles were developed based on input received from the community and are intended to provide a more specific framework to guide the future evolution of the North Area. The principles are provided in no particular order.

- Enhance neighborhood and corridor mobility through pedestrian and bicycle improvements.
- Support and enhance existing residential neighborhoods and historic resources.
- Provide new opportunities for new residential and mixed-use.
- Allow transitioning of industrial uses adjacent to existing residential uses.
- Celebrate La Palma Park as a focal point.
- Extend and enhance streetscape improvements.
Planning Concepts

*Exhibit 3-2: Concept Plan*

**Land Use, Parks and Community Facilities**
- Pursue contextually-appropriate residential and mixed-uses at focused areas of opportunity.
- Align future land uses to leverage transit-priority area designation.
- Expand La Palma Park to the north.
- Incorporate a new pocket park at the corner of La Palma Avenue and Pauline Street.
- Utilize water detention basin as a recreational amenity that is aesthetically appealing or a hidden feature that would provide a flood benefit and educational component (Note: Location under consideration and subject to support from property owner.).

**Mobility**
- Complete bicycle network with Class II on La Palma Avenue and East Street; Class III on West Street and Romneya Drive; Class III Bicycle Boulevard on Olive Street; Class I or III Bicycle Boulevard on Lemon Street; and Class IV on Anaheim Boulevard.
- Introduce local circulator stops on primary corridors in conjunction with other transit facilities.

**Urban Design**
- Provide new primary and secondary gateway signage along primary corridors.
- Introduce new Center City signage at 91 Freeway and Harbor Boulevard.
- Provide activity nodes at Harbor Boulevard and La Palma Avenue and Anaheim Boulevard and La Palma Avenue with retail, restaurants, services, plaza spaces, and pedestrian amenities. Enhance intersections with accent paving.
- Beautify streetscape along primary corridors with new shade trees and landscaping, pedestrian amenities, and lighting.
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Center Area

Vision

The Center Area is generally defined by North Street in the north, Vermont Avenue in the south, East Street in the east, and West Street and Interstate 5 in the west and includes the Anaheim Colony historic district boundaries (see Exhibit 4-1). However, it does not include the Center Core Sub-Area, the boundaries of which are discussed further below. Under existing conditions, it is comprised of a variety of single- and multi-family residential, commercial, office, industrial, institutional, and public recreation uses.

The Center Area is envisioned to continue to reflect the existing single-family and historic neighborhood found within the Study Area today. Portions of the primary corridors, including Harbor Boulevard, Anaheim Boulevard, Lincoln Avenue, and Broadway, provide opportunities for neighborhood-serving commercial uses and new, context-appropriate residential and mixed-use land uses. Mobility within both the neighborhoods and along the primary corridors are enhanced through complete sidewalk and bicycle networks as well as access to micro and public transit. Successful streetscape character and appearance found within the Center Core Sub-Area should be extended along the primary corridors within this Area. In neighborhoods, enhanced landscaping and pedestrian amenities should complement the existing settings.

Principles

The following principles were developed based on input received from the community and are intended to provide a more specific framework to guide the future evolution of the Center Area. The principles are provided in no particular order.

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

Exhibit 4-1: Area Boundaries
Mobility

- Complete bicycle network with Class I/III on Olive Street; Class II on North Street, West Street, and Broadway; Class III along West Street and South Street; Class I or III Bicycle Boulevard on Lemon Street, Class III Bicycle Boulevard on Santa Ana Street, Sycamore Street, and Vermont Avenue; and Class IV on Anaheim Boulevard.
- Introduce local circulator stops on primary corridors in conjunction with other transit facilities.
- Expand FRAN access to include additional prominent locations within the Center Area.

Urban Design

- Introduce new primary and secondary gateway signage along primary corridors at Lincoln Avenue and Interstate 5, Lincoln Avenue and East Street, Broadway and Interstate 5, and Broadway and East Street.
- Beautify streetscapes along primary corridors with new shade trees and landscaping, pedestrian amenities, and lighting.

Planning Concepts

- Complete bicycle network with Class I/III on Olive Street; Class II on North Street, West Street, and Broadway; Class III along West Street and South Street; Class I or III Bicycle Boulevard on Lemon Street, Class III Bicycle Boulevard on Santa Ana Street, Sycamore Street, and Vermont Avenue; and Class IV on Anaheim Boulevard.
- Introduce local circulator stops on primary corridors in conjunction with other transit facilities.
- Expand FRAN access to include additional prominent locations within the Center Area.

Land Use, Parks and Community Facilities

- Pursue contextually-appropriate residential and mixed-uses at focused areas of opportunity.
- Incorporate new pocket park at corner of Santa Ana Street and Melrose Street.
- Incorporate new educational component at orange grove on Santa Ana Street, west of Harbor Boulevard.
Center Core Sub-Area

Vision

Centrally located within the Study Area, the Center Core Sub-Area includes the existing Civic Center and Center Street areas of the City (see Exhibit 5-1). It is generally bounded by Sycamore Street to the north, Santa Ana Street and Water Street to the south, Olive Street to the east, and those parcels directly to the west of Harbor Boulevard.

The Center Core Sub-Area vision is envisioned as a recognizable urban center, a public place that is dense, urban, livable, active, diverse, and the civic heart of Anaheim. It will capitalize on new and existing amenities, historic features, and a mix of residential, commercial, cultural, and civic uses to continue to evolve into a dynamic place designed for people.

Principles

The following principles were developed based on input received from the community and are intended to provide a more specific framework to guide the future evolution of the Center Core Sub-Area. The principles are provided in no particular order.

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

- Pursue contextually-appropriate residential and mixed-uses at focused areas of opportunity.
- Incorporate new pocket park or plaza along Lemon Street, south of Lincoln Avenue.

Planning Concepts

- Exhibit 5-2: Concept Plan
- Exhibit 5-3: Corridors Vignette

Mobility

- Complete bicycle network with Class II on Broadway, Class III Bicycle Boulevard on Santa Ana Street, Sycamore Street, and Olive Street; Class I or III Bicycle Boulevard on Lemon Street; and Class IV on Anaheim Boulevard.
- Introduce local circulator stops on primary corridors in conjunction with other transit facilities.
- Expand FRAN access to include additional prominent locations within the Center Core Area.

Urban Design

- Provide activity nodes at Harbor Boulevard and Lincoln Avenue, Harbor Boulevard and Broadway, Anaheim Boulevard and Lincoln Avenue, and Anaheim Boulevard and Broadway with retail, restaurants, services, plaza spaces, and pedestrian amenities. Enhance intersections with accent paving.
- Beautify streetscape along primary corridors with new shade trees and landscaping, pedestrian amenities, and lighting.
South Area
South Area

Vision

The South Area is defined by the Vermont Avenue in the north, the Southern California Edison transmission line to the south, the rail line to the east, and Interstate 5 to the west (see Exhibit 6-1). Under existing conditions, it is comprised of a variety of single- and multi-family residential, commercial, industrial, and public recreation uses.

The South Area is envisioned to be recognized as both a community and regional-focused area of the City, providing a complementary but distinct linkage between The Platinum Triangle to the east, The Anaheim Resort to the west, and Center Core Sub-Area to the north. The primary corridors and those areas east of the rail spur, provide significant opportunities for new residential, mixed-use, commercial, hospitality, community facilities, and park uses in relative proximity to high quality transit areas. Enhanced mobility options provide pedestrian, bicycle, and public transit access, while new wayfinding and streetscape beautification provides a consistent character within the Area.

Principles

The following principles were developed based on input received from the community and are intended to provide a more specific framework to guide the future evolution of the South Area. The principles are provided in no particular order.

Promote both a community and regional focus.

Embrace opportunities for residential, mixed-use, hospitality, community spaces, and neighborhood-serving uses.

Build upon existing health and commercial recreation uses for new economic opportunities.

Attract higher-quality jobs by transitioning industrial areas to lighter industrial and clean tech uses.

Extend and enhance streetscape improvements where needed.

Attract higher-quality jobs by transitioning industrial areas to lighter industrial and clean tech uses.

Principles

Promote both a community and regional focus.
Planning Concepts

Exhibit 6-2: Concept Plan

Exhibit 6-3: Industrial Transition Vignette

Land Use, Parks and Community Facilities

- Pursue contextually-appropriate residential and mixed-uses at focused areas of opportunity.
- Allow transitioning of light industrial east of rail spur and west of Anaheim Boulevard to accommodate a broader mix of uses.
- Align future land uses to leverage transit priority area designation.
- As transitioning of light industrial occurs, incorporate new pocket park or plaza space and community facility to serve area.
- Utilize Southern California Edison (SCE) easement as open space with pathways and bicycle paths connecting to other areas of the City.

Mobility

- Complete bicycle network with Class I on Olive Street and SCE easement; Class II on Ball Road; Class III Bicycle Boulevard on Cerritos Avenue and Vermont Avenue; Class I or III Bicycle Boulevard on Lemon Street; and Class IV on Anaheim Boulevard.
- Introduce local circulator stops on primary corridors in conjunction with other transit facilities.

Urban Design

- Introduce new primary and secondary gateway signage along primary corridors at Ball Road and Harbor Boulevard, Ball Road and the Metrolink rail line, and Anaheim Boulevard and Interstate 5.
- Introduce new Center City signage at Interstate 5 and Ball Road.
- Beautify streetscape along primary corridors with new shade trees and landscaping, pedestrian amenities, and lighting.
- Provide activity node at Anaheim Boulevard and Ball Road with retail, restaurants, services, plaza spaces, and pedestrian amenities.
Next Steps

The Vision Plan is a planning study and as such will not change the regulatory structure regarding land use or development in Anaheim. Rather, it provides a baseline understanding from which to move towards potential policy changes that would allow for the desired community vision to be implemented.

Under the next step of this planning effort, the City will prepare a Specific Plan with funds received from a Caltrans Sustainable Communities grant. Under Government Code Section 65450-65457, California cities and counties may prepare specific plans that detail more specific policies, programs, and regulations to implement for a specified area. A specific plan can provide greater detail on a range of topics and issues including land use, urban design, circulation and mobility, parks and recreation, and infrastructure, among others.

Individual components anticipated as part of the future Specific Plan are outlined below. The Specific Plan will likely include additional studies to support the Specific Plan content.

**General Plan Amendment**
Upon future adoption of a Specific Plan, certain aspects may be inconsistent with the City’s existing General Plan, which would require an amendment(s) of the General Plan to bring into conformance.

**Zoning Code Amendment**
Development standards and regulations included as part of the Specific Plan will need to be codified and incorporated into Title 18 of the City’s Zoning Code for implementation.

**Environmental Review**
The Specific Plan and any associated General Plan or Zoning Code amendments would require environmental review under the California Environmental Quality Act (CEQA), through the preparation of an Environmental Impact Report (EIR). The EIR would analyze potential impacts of the Specific Plan, such as air quality, traffic, etc.

**Market Study**
A market study will be prepared as part of the Specific Plan. A more thorough understanding of the local market potential for specific land uses will help in the focus and development of strategies for the Specific Plan.

**Design Guidelines**
Design Guidelines could assist in bringing the community’s ideas to fruition and may be incorporated within the Specific Plan. These Design Guidelines could create flexible or more strict standard guidance for new development.

Development of the Specific Plan details will include additional community engagement which will provide opportunities for community members and stakeholders to continue to voice their opinions, concerns, and help shape the future of the Plan area.