



Anaheim Center City Corridors Specific Plan – Community Stakeholder Group Meeting #1

Introduction

Date & Time: September 23, 2020 – 5:30 pm to 7:30 pm

Location: Virtual Meeting via Zoom

Format: Live-stream video webinar presentation through Zoom led by City Staff and the Consultant Team. Community Stakeholder Group members had the ability to speak and ask questions at set points during the presentation; community attendees could participate using the Chat feature to provide comments and ask questions throughout the presentation.

City Staff/Consultant Team in Attendance:

City of Anaheim: Elaine Thienprasiddhi, Kevin Clausen-Quiroz, Susan Kim, JJ Jimenez, David Kennedy

RRM Design Group: Diane Bathgate, Matt Ottoson as well as RRM support staff.

Arellano Associates: Stacey Falcioni, Nancy Verduzco

Community Stakeholder Group Members in Attendance:

Community Stakeholder Member	Association
Elia Renteria	District 3 Representative
Linda Newby	District 4 Representative
Alyssa Stinson	Resident Applicant
Ryan Sparks	Resident Applicant
Maritza Bermudez	Priority Neighborhoods Residents
Nancy Holloway	Historic Preservation Committee
Enrique Quiaoit	Religious Institution (St. Boniface)
Fernanda Cisneros	Anaheim High School Student
Anna Kim	Anaheim Elementary School District
Dr. Vidal Valdez	Anaheim Union High School District
John Machiaverna	Boys & Girls Club
Jamie Yoo	Anaheim Global Medical Center
Alex Amaro	Small Business Owner
Bill Taormina	Commercial Property Owner
Chris Bennett	Commercial Property Owner/Developer

Community Members in Attendance (exclusive of panelists): 50



Zoom Presentation Screen View

Community Stakeholder Group Introductions

The Community Stakeholder Group (CSG) is comprised of a diverse cross-section of community members representing varying community interests and perspectives. As part of the introduction period, CSG members were given the opportunity to discuss the organization they represent, the perspective they would like to bring, and their favorite activity or place to be in the Center City Area. The following captures discussion from the CSG members during the introduction period.

Elia Renteria: Works in the Center City Area and would like to build a strong community around the Plan Area, organize around local events, and encourage open space for neighborhoods that offer safety while beautifying the area. Appreciates the food and dining options available in Center City.

Linda Newby: Would like to bring the perspective of someone who sees the connection between the Resort and Downtown and connections between the past and the future in the context of urban design within Center City.

Alyssa Stinson: Would like to bring the perspective of a millennial renter who lives near Center Street and who appreciates the ability to walk to destinations from her apartment. One of her favorite places in Center City is Pour Vida and the Colony Wine Merchant.

Ryan Sparks: Would like to bring the perspective of homeowner, parent, and customer. He was drawn to the Center City Area for its walkability and urban feel. He appreciates that the local schools have a dual immersion program. He loves the variety of restaurants, Strong Water in particular.

Maritza Bermudez: Brings the perspective of a lifelong resident and someone who is currently raising her family within the City. She wants her children to grow up in Anaheim and embrace the City they were raised in and to be able to find jobs here. She wants people to be able to walk safely in the area and be able to access various transportation options. She enjoys visiting Center Street Promenade, the Colony Wine Merchant in particular.

Nancy Halloway: Brings the perspective of a life-long resident, realtor, and Historic Preservation Committee member. Her favorite area in Center City is Pearson Park.

Enrique Quiaoit: Brings the perspective of a parent and religious institution representative. He appreciates Anaheim's environmental awareness and hopes for sustainable development. His family enjoys going to the Packing District and other places in Center City where they can walk to dine.

Fernanda Cisneros: Brings the perspective of a current student at Anaheim High School. She enjoys going to the Packing House in the afternoons, as well as the local parks.

Anna Kim: Brings the perspective of homeowner, parent raising a family, and a local elementary school principal. She wants to ensure that choices made for Center City are representative of families and children. She lives close to the Packing House and loves the dining options in the area.

Dr. Vidal Valdez: Brings the perspective of an educator/administrator and who is currently raising a family in the Center City area. He wants to ensure transportation is addressed, as it affects how kids get to and from school safely. He suggests that students are part of the process. He acknowledged that Angels Stadium is a significant landmark that brings families together.

John Machiaverna: Brings the perspective of the current CEO of Boys and Girls Club and as a former business owner on Center Street, also wants to help local businesses. His favorite thing was going to work on Center Street.

Jamie Yoo: CEO of Anaheim Global Medical Center located within the study area, and would like to bring a healthcare perspective. He is interested in the growth of the community and is ready to serve if those in the community need help. He has been a big fan of the Packing District since its opening.

Alex Amaro: Brings perspective of small business owner since he owns Remedy Hair Salon and is also resident of Center City area. He believes the area has more potential and has seen growth first-hand since 2012.

Bill Taormina: Brings perspective of life-long resident and owner of many commercial properties in the 92805 zip code. He agrees largely with CSG sentiments.

Chris Bennett: Brings perspective of a developer of commercial properties in the Center City area for over 10 years, including the Packing House restoration and other historic buildings in the area. His favorite place is Modern Times Brewery, in particular on the porch of the restored historic home.

Center City Corridors Vision Plan

RRM Design Group provided an overview and background information on the Vision Plan to the CSG and community attendees. A question and answer period was provided to answer any CSG and community attendee questions on the Vision Plan, as summarized below.

Vision Plan Comments/Questions from CSG and Community Attendees

1. What exactly is an “Activity Node”?
 - *Response: An “Activity Node” is an area with active land uses, adjacency to transit access, and public improvements, such as enhanced landscaping, signage, streetscape elements, and outdoor spaces. They have been identified within the Vision Plan at the intersection of primary corridors within the Center City Area.*
2. How does this vision plan work with already existing small businesses in these focused areas ensuring that they remain in business and/or not forgotten?
 - *Response: The Center City Corridors Vision Plan provides a community-based vision for the future of the Center City Area. It identifies a vision statement, guiding principles, and more specific direction on topic areas such as land use, urban design, community facilities, mobility, and infrastructure. The Vision Plan provided a foundation for the current specific plan effort, which will identify allowed land uses, including capturing of existing land uses. In addition, urban design related topics, such as benches, street trees, lighting, sidewalk improvements, and other pedestrian realm enhancements are anticipated to support existing small businesses in the Center City Area.*

Center City Corridors Specific Plan

RRM Design Group provided an overview of the Specific Plan process and project timeline followed by an overview of the topic areas that will be covered at future CSG and community meetings. Future topic areas include:

- Transportation / Alleyways / Community Facilities
- Land Use / Urban Design
- Overview of Specific Plan Key Concepts
- Review of the Specific Plan Draft and Recommendations

Several questions were posed by CSG members and the public via chat. Not all of the questions could be read or addressed during the meeting, due to limited time. All questions, comments and responses, including those not addressed during the meeting, are provided below.

Specific Plan Comments/Questions

1. How will this be paid for and do you have examples of other successful plans?

- *Response: The C3SP will have an implementation section that will identify funding sources for proposed improvements, provide a roadmap for future development, and highlight potential partnerships between public and private investment. Other plans RRM Design Group has worked on in the area includes the Livable Beach Boulevard Mobility Plan. All of the specific plans within the City of Anaheim can be found at the City website: <http://www.anaheim.net/1004/Specific-Plans>*
2. Are there other prospects for local grocery and market uses?
 - *Response: The C3SP will identify allowable uses within different land use areas. There are no specific properties identified for grocery/market businesses, but they will be allowed on commercially zone properties. The C3SP will provide the development standards to allow for a grocery or local market to occur.*
 3. Does this plan account for updates in zoning for new housing? And what type of housing would be allowed?
 - *Response: The C3SP will outline allowed land uses and zoning to provide the framework for market-driven housing solutions. The development standards will be defined by zones and will inform the types of housing that could be developed in the future.*
 4. Are there any plans for public parking?
 - *Response: Public parking strategies and recommendations will be addressed in the mobility section of the C3SP. The City is currently in the process of implementing a real-time tracker of available spaces in the various parking structures and parking lots within the Center City Core. These improvements will allow parkers to assess the real-time availability of spaces in and around their final destination via digital applications and real-time signage. Additional opportunities for public parking enhancement will be discussed as part of the mobility section of the C3SP.*
 5. Are any new dog parks being considered for the Core area?
 - *Response: Parks and community facilities will be discussed at upcoming community meetings, which will provide opportunities to provide input on topics such as dog parks. This comment was shared with Community Services staff to consider as they plan new parks and park refurbishments within and around the study area.*
 6. If I have suggestions for specific restaurants/shops we would like to see in this area, who should I direct that feedback to? Is there a certain time period that would be productive to share my ideas for this?
 - *Response: Land use and allowable uses will be discussed at upcoming CSG meetings, which will provide opportunities to provide input on categories of land uses that may be desirable within*

the Study Area, but not specific restaurants/shops. The Specific Plan would encourage or discourage categories of uses based on the location, but the individual property owners would be responsible for negotiating with potential businesses. The City's Economic Development team can help make the connection between property owners, leasing brokers and potential businesses. If you have a specific business that you would like to consider opening in your area, please contact the Economic Development Team at economicdevelopment@anaheim.net or (714) 764-4592.

7. I'm also concerned about preserving AND increasing low income housing within the area. Has this been looked at specifically, what are the plans?
 - *Response: The City Council adopted an Affordable Housing Policy and an Affordable Housing Action Plan in August 2018, affirming that affordable housing is a priority in the City of Anaheim in response to the housing affordability crisis. The City will soon begin the process of preparing the 2021-2029 Housing Element which will provide for the identification and analysis of existing and projected housing needs, including affordable housing at the various levels of affordability. The C3SP will address allowed land uses, including a variety of housing product types to provide the framework for housing solutions.*

8. F.R.A.N. is a great resource for the Center Street and Packing House businesses and the residents around the area. Are there any plans to place stops in the Colony Park community and the newer communities to the east of Colony Park?
 - *Response: The C3SP mobility section will identify potential future expansion areas for F.R.A.N., with the implementation section identifying potential funding mechanisms to support any expansion. Note that recently, additional stops were added to the service area at neighborhood parks, including Colony Park, to encourage residents to utilize the service to the get to their favorite small business. The full list of stops can be found on the CtrCity Anaheim app.*

9. Please consider a dog park for all of us here who don't have yards in these new condos in the Center Core area that we could walk to. By Little People's park would be great. All of us here have to drive to one right now!
 - *Response: Parks and community facilities will be discussed at upcoming community meetings, which will provide opportunities to provide input on topics such as dog parks. This comment was shared with Community Services staff to consider as they plan new parks and park refurbishments within and around the study area. Since Little People's Park was recently refurbished, it's unlikely that a substantial change to the park would occur in the near term.*

10. Please consider parking and trash in the Center Core area. I live directly across from the Packing House and there is never parking and everyone leaves their trash everywhere.

- *Response: Noted. Parking and trash requirements will be identified within the C3SP and future developments will be required to meet standards to ensure these concerns are addressed.*

11. What plans are in place to incorporate universal design to make the area more accessible to those with disabilities?

- *Response: The C3SP urban design section will identify improvements to the public realm and will capture universal design principles to ensure continued and enhanced access for those with disabilities. Future developments that may occur as part of the C3SP will be required to meet accessibility requirements, as dictated by the California Building Code.*

12. Is there intentions to incorporate the developments planned off Lincoln/Manchester/Loara?

- *Response: This property is located outside of the C3SP boundary. While at one point in 2018, a developer proposed a conceptual plan for a hotel, no formal application was submitted. The Successor to the Redevelopment Agency owns a portion of the site and they continue to assess infrastructure and real property issues to allow for the future development of the site.*

13. Is there any plan on attracting high-quality office jobs in the area?

- *Response: The C3SP will identify areas where office land uses are allowed and encouraged in support of providing high-quality jobs within the Center City area. A market study of various land uses, including office, is being finalized to assess the current and future demand for office uses within the Center City Area.*

White Board Exercise – Big Ideas/Desired Outcomes

To engage the CSG and community attendees, a virtual white board exercise was conducted to capture “big ideas and desired outcomes”. These big ideas and desired outcomes were captured in real time via a spreadsheet that was shared as part of the presentation. Where CSG members reiterated their support of previous comments, comments were emphasized with an additional check mark.

White Board Exercise – Big Ideas/Desired Outcomes

Mentioned by two or more CSG members:

- Want to get out of car - need to improve walking, bicycling, and other non-auto transportation options
- Any new gateway into City should be inviting, clean, and welcoming
- Highlight local businesses to visitors
- Housing that is affordable and attainable

Mentioned by one CSG member:

- *More accessibility of future development*
- *Address traffic/congestion*
- *Need to address parking issue in all of Downtown area*
- *Goal should be 'enjoyable daily living' - walk to breakfast spot or nail salon*
- *New events like family days - bicycle riding event that shuts down streets*
- *Expand reach of FRAN*
- *Build on existing hometown feel*

Mentioned by community members:

- *Inclusion of existing communities (least amount of harm, in reference to gentrification), maintain existing cultures, reinvigorate public transportation/walking.*
- *I agree with the comment on Homelessness in our center city areas. I think it's a common problem in all Downtown areas. Would very much like to see the homelessness issue addressed in Anaheim via Urban Planning, but I'm not sure if there's a part in the current plans for that aspect of the much needed solution?*
- *Nice urban landscapes that incorporate gardens that have vegetables, herbs, and fruits that the community can enjoy. More access to different destinations such as Anaheim Resort, ARCTIC, Downtown Fullerton, and even CSU Fullerton.*
- *Seconded Affordable Housing*
- *There is a dilapidated orange grove on Santa Ana and Harbor Blvd. It is unclear who owns the land but if the trees and land are shown some TLC I think it could be turned into a grove where community members can pick oranges and learn about the history of Anaheim and Orange County as a whole. It may not be an original grove however it is a shame to see the area neglected and the oranges go to waste.*
- *Seconded additional FRAN stops outside of the immediate [downtown] area*
- *Bike Riding programs like CicLavia is great for community spirit building*
- *Attract and allow high-quality street vending*
- *Are there any tax credit opportunities to donate to rehabilitation of our city?*

Other Questions and Answers

To close the first CSG meeting, a final questions and answers period was provided for the CSG and community attendees. Several questions were posed by CSG members and the public via chat. Not all of the questions could be read or addressed during the meeting, due to limited time. All questions, comments and responses, including those not addressed during the meeting, are provided below.

General Comments/Questions

1. Is it still possible to join the CSG?

- *Response: No, the filing period to be a part of the Community Stakeholder Group has now closed. The community can continue to stay involved during the C3SP process at upcoming community outreach events and can always reach out directly to City staff with questions or comments at C3Plan@anaheim.net.*
2. What is the status of The Barn Project on Center St Promenade?
 - *Response: The Barn Project is located along Clementine and Center Streets and has already been approved by the City. It is a mixed-use project containing residential apartments, retail, and office uses. The developer is currently working on lining up financing to support build-out of the project.*
 3. I'd love to see a representative from the Center Street Association on this panel. As a City Center resident, we pay association dues and the association is deaf to residents.
 - *Response: The City is analyzing the originally outlined roles and responsibilities of the Downtown Anaheim Association and its participant members to ensure it speaks to the current needs of Center Street Promenade. Community and Economic Development staff can further discuss this question directly with the resident who asked the question. Please contact Laura Alcala at Lalcala@anaheim.net.*
 4. I am DEEPLY disappointed that Bill and Alex have made this discussion POLITICAL. ANGERED in fact. They BOTH should be made to apologize!!
 - *Response: As outlined in the Community Stakeholder Group – Protocols and Expectations document, staff respects all opinions discussed during meetings and a difference of opinions is seen as a strength.*
 5. Thanks to the City of Anaheim, city stakeholders, and RRM for organizing this community meeting. As someone who lives in Anaheim, this is such a promising and exciting endeavor. Looking forward to see the next steps of the C3 Specific Plan.
 - *Response: Thank you for attending the CSG Meeting #1. We look forward to continued community involvement to inform the Center City Corridors Specific Plan effort.*