

# IMPLEMENTATION

An implementation plan is a coordinated series of actions the City desires to take in the future that are intended to advance, over the long term, the City’s Shared Vision, Core Values, and the General Plan goals and policies. An implementation plan is thus a follow-up measure for this element. Taken as a whole, these programs represent the City’s best thinking today on what actions should be taken to address the considerations and concerns of the community and make sure that the plan’s aspirations are achieved.

Implementation is in large part contingent upon adequate funding. Many of these actions can be pursued through initiatives already underway.

Other programs will require additional resources. As such, the exact mix and timing of programs the City may pursue will in part be opportunity driven, dependent on the availability of funding, staffing, and other necessary resources. The Time Frame in the Implementation Table below is the target for completion of the Action.

This element may be implemented by amendments to existing plans, ordinances, development standards, and design guidelines; capital investments/projects; and interagency/interjurisdictional coordination. The following table identifies the implementation action, the responsible City agency, and targeted timeline for accomplishment.

**TABLE UD-2. URBAN DESIGN ELEMENT IMPLEMENTATION**

Ref #	Implementation Action	Agency / Time Frame
<b>Goal UD-1: Physical Character</b>		
<b>Improve the physical character and livability of the City to promote a sense of place, positive community image, and quality environment.</b>		
1.1	<b>Public art program.</b> Collaborate with the Arts Director and Commission to develop a citywide public art program. Pursue public art grant-funding opportunities. Evaluate the feasibility of revising the development standard to require public art as part of new development projects and/or imposing a public art impact fee on new development projects.	PBA/CDA 2022
1.2	<b>Design guidelines.</b> Update or develop design guidelines that direct architectural design, building siting and orientation, neighborhood identity including monumentation, wayfinding, placemaking elements, and other public realm features for transit-oriented and higher intensity areas.	PBA 2022-2027
1.3	<b>Signage.</b> Update the zoning code sign regulations to incorporate best practices to establish a cohesive identity and visually appealing integrated development or district.	PBA 2022-2027
1.4	<b>Public Safety Through Environmental Design.</b> Educate City staff on "public safety through environmental design" principles by sponsoring participation in workshops. Update existing design guidelines and require any new design guidelines to include public safety through environmental design best practices. Avoid aspects of public safety through environmental design that privatize or segregate open space areas, recreation facilities, and neighborhoods.	PBA/PD Ongoing
1.5	<b>Property upgrades.</b> Develop an incentive program to encourage residents and property owners to maintain and upgrade front yards and buildings.	PBA 2023
1.6	<b>Funding for placemaking.</b> Evaluate best practices and standards for public-private partnerships to fund placemaking elements on public property.	PBA 2023



**TABLE UD-2. URBAN DESIGN ELEMENT IMPLEMENTATION**

Ref #	Implementation Action	Agency / Time Frame
<b>GOAL UD-2: Sustainable Environment</b> Improve the built environment through sustainable development that is proportional and aesthetically related to its setting.		
2.1	<b>Emerging technology.</b> Consider updating the zoning code to require mixed-use and multifamily residential projects to incorporate on-site lanes/spaces for transportation network companies (TNC) and other emerging technologies. As parking demand begins to outstrip parking supply in established business districts, conduct curbside management studies to identify pick-up and drop-off areas for TNC services to maintain the character of historic and established districts; reduce parking demand; limit vehicle idling, searching, and circling; and encourage pedestrian activity.	PBA/PWA 2022-2027
2.2	<b>Creative expression.</b> Amend the zoning code to update the front yard fence requirements to address innovative designs and neighborhood characteristics.	PBA 2022-2027
2.3	<b>Billboards.</b> Amend the zoning code to update the Billboard Ordinance to reflect current advertising practices and capitalize on the freeways that run through the city.	PBA 2022-2027
2.4	<b>LEED Projects.</b> Evaluate program or policy options to promote energy efficient development practice such as fee waivers or expedited processing of projects that are certified LEED Gold or Platinum.	PBA 2022
<b>GOAL UD-3: Attractive Travelways</b> Create and maintain safe and attractive travelways through coordinated streetscape design.		
3.1	<b>Corridors.</b> Update the zoning code to require new development projects or major renovations along arterial roadways to meet the City’s landscape standards and to reflect of the identity and values of the adjacent neighborhoods.	PBA 2022
3.2	<b>Multimodal transit facility design.</b> Develop a unique public realm plan for the land use focus areas and transit facilities to guide the design of landscape, hardscape, and amenities to promote walkability and linkages to all modes of transportation, consistent with the City’s Active Transportation Plan.	PBA/PWA 2022-2027
3.3	<b>Bicycle parking.</b> Update design guidelines for safe and secure bicycle parking, and promote bicycle access for special events. Explore options to update the zoning code to require secure bicycle parking for any new development project that also has a parking requirement.	PBA/CDA 2022-2027
3.4	<b>Cross-access.</b> Amend the zoning code to require reciprocal access on commercial development projects adjacent to other commercially zoned developments.	PBA 2022-2027
3.5	<b>Public realm impact fees.</b> Create and implement public realm improvement impact fees to fund development and construction of public realm plan improvements.	PWA/PBA 2022
3.6	<b>Linear parks and trails.</b> Within the parks master plan, address needs for off-street trails, including new linkages and linear park improvements, such as lighting, security features, signage, and enhanced landscaping.	PRCSA 2022
3.7	<b>Streetscape Improvements.</b> Collaborate with community organizations to conduct a citywide windshield study to identify arterial streets or corridors in most need of comprehensive streetscape improvements. Identify funding or resources to complete Public Realm Plans for these corridors to enhance the pedestrian experience, amenities, safety, sense of place and aesthetics.	PBA/PWA 2022-2027
3.8	<b>Maintenance District.</b> Evaluate and consider a program that requires developers/owners to pay into a maintenance district that absorbs the costs for maintaining public realm improvements.	PBA/PWA 2022-2027



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Ref #	Implementation Action	Agency / Time Frame
<b>GOAL UD-4: Nodes and People Places</b> Create nodes and urban hubs throughout the City to foster community, education, arts and culture, business activities, entertainment, and establish Santa Ana as a vibrant center.		
4.1	<b>Museum District.</b> Continue to enhance and develop policies and design standards for the Museum District to encourage private and public improvements that promote the arts, education, culture, and activity centers.	PBA/CDA 2022
4.2	<b>Channels.</b> Explore opportunities to reestablish waterways for recreational and educational purposes.	PWA/PRCSA 2025
4.3	<b>Allowable uses.</b> Expand the types of outdoor uses in public spaces to allow for additional social activities and community-focused entertainment.	PBA 2022-2027
4.4	<b>Community advertising.</b> Explore options to incorporate digital signage or advertisements that promote community activities on small-scale structures such as bus shelters or trash receptacles.	PBA/PWA/ CDA 2022
4.5	<b>Emerging technologies.</b> Collaborate with wireless and technology companies to create wireless charging areas in public spaces. Evaluate the feasibility of installing solar-powered charging stations. Evaluate the feasibility of providing free public WiFi in select park areas and public plazas. In the parks master plan include consideration for adapting public spaces to respond to changes in the way residents live and interact with their environment as a result of emerging technologies.	PRCSA/PWA 2024
<b>GOAL UD-5: Focus Intersections</b> Create focal points at major intersections to enhance community identity and open space.		
5.1	<b>Landscaping at focus intersections.</b> Develop landscape design standards for developments adjacent to or at focus intersections.	PBA 2022-2027
5.2	<b>Public art at focus intersections.</b> Explore a collaborative program with schools, nonprofit organizations, and local artists to create and maintain public art in public spaces.	CDA 2023
5.3	<b>Placemaking elements at focus intersections.</b> Coordinate street signage and branding at focus intersections, consistent with public realm plans and district identity.	PWA/PBA 2022-2027
<b>GOAL UD-6: Landmarks</b> Create new and protect existing City landmarks and memorable places that convey positive images.		
6.1	<b>Landmarks.</b> Establish and implement a Landmark program that identifies, maintains, and promotes city landmarks and memorable places.	PBA/CDA 2024
6.2	<b>Natural landmarks.</b> Update the Santa Ana River Vision Plan to develop the Santa Ana River and Santiago Creek as natural landmarks within the city.	PRCSA 2024
<b>GOAL UD-7: Gateways</b> Create and strengthen gateways into the City that promote a sense of arrival.		
7.1	<b>Enhanced gateways.</b> Pursue funding to develop and maintain a signage, lighting, and landscape program at gateways leading into the city.	PBA/PWA 2023
7.2	<b>Gateway impact fee.</b> Consider amending the zoning code to require projects within proximity of a defined city gateway to incorporate gateway design features. If the development project is unable to integrate such features on-site, an in-lieu fee may be paid into a gateway fund.	PBA/PWA 2022

Notes:

CDA - Community Development Agency

CMO - City Manager's Office

HR - Human Resources Department

PBA - Planning and Building Agency

PWA - Public Works Agency

PRCSA - Parks, Recreation and Community Services Agency

PD - Police Department

**EJ** associated with environmental justice policies

