



1 VISION & SUMMARY

Vision: A Place for People

Harbor Boulevard is a place for people. Life is abundant and flourishing everywhere within the corridor. Families, couples, and individuals live here. People work at service and professional businesses along the corridor. Many residents and visitors stop along Harbor Boulevard to shop for items they need and want, eat at great restaurants, learn and enrich themselves in new cultural spaces, worship in religious buildings, and relax and exercise in new open spaces.

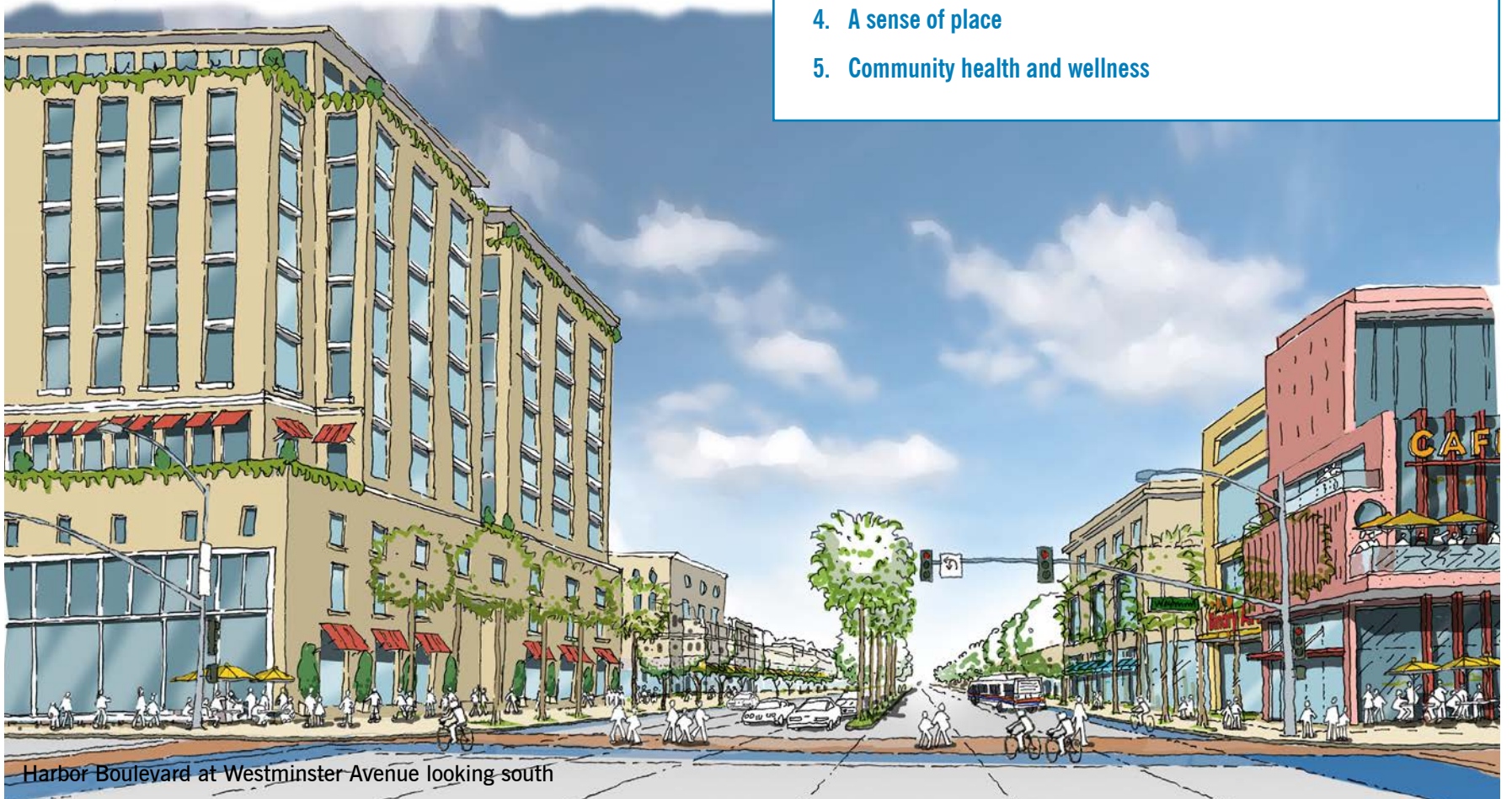
Harbor Boulevard connects people to places. The boulevard is redesigned into a street where people find it safe and enjoyable to walk, ride their bike, take a bus, or drive their car. New rapid bus and streetcar service connects people with local and regional job centers, downtown Santa Ana, and other shopping and recreation destinations.

Harbor Boulevard is a gateway to Santa Ana, with marquee uses, buildings, and street design that strengthen the community's sense of identity and the City's image as a center for arts and culture. Together, new designs, spaces, and improvements make the Harbor Corridor a healthier, more successful, and more livable place.

Conceptual renderings of what Harbor Boulevard could look like in the future.

Guiding Principles

1. Expanded development opportunities that respond to transit investments
2. A variety of safe and efficient travel choices
3. Economic vitality and new opportunities for businesses and residents
4. A sense of place
5. Community health and wellness



Harbor Boulevard at Westminster Avenue looking south



Harbor Boulevard at Fifth Street looking north



Plan Summary

A combination of vacant and underutilized land, bus rapid transit (BRT) investments, future fixed guideway facilities, and desirable freeway and regional access make Harbor Boulevard an ideal candidate for reinvestment and new development opportunities. The City reevaluated zoning designations along transit corridors throughout Santa Ana to expand land use options and establish an urban fabric that takes advantage of these transportation improvements.

The Harbor Mixed Use Transit Corridor Plan (Harbor Corridor Plan) lays the foundation for a more livable and sustainable corridor by creating zoning to allow for new housing and mixed-use development opportunities, providing development flexibility to meet market demands, using a multimodal approach to circulation, and creating a stronger identity for the area.

The Harbor Corridor Plan could lead to the addition of new retail stores, restaurants, office buildings, hotels, museums, and housing options in a more walkable, safe, and attractive environment. Ultimately, the Harbor Corridor Plan creates a land use and development framework to support from 1,700 to 4,600 residential units and 2 million square feet of commercial and employment space.

Table 1-1. Summary of Existing and Projected Land Uses

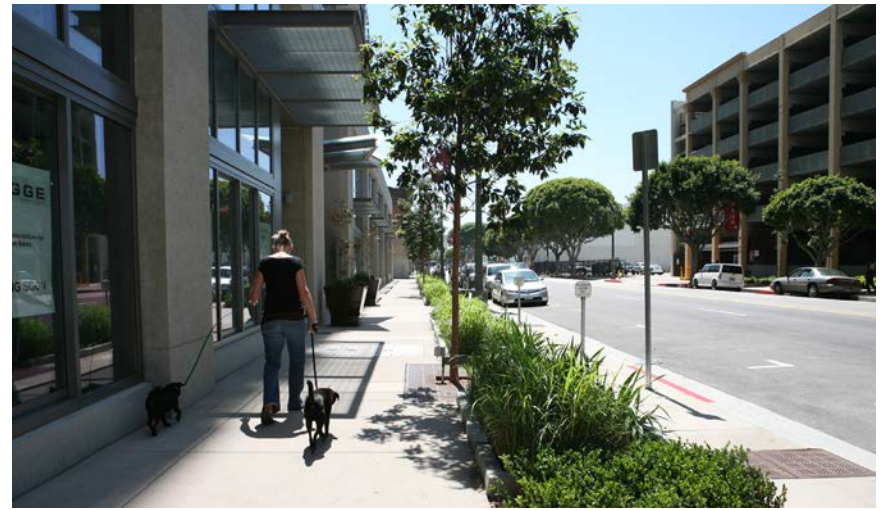
Setting	Non-Residential SF	Residential Units
Existing Conditions (2013)	1,954,000	739
Harbor Corridor Buildout (2035)	1,968,000	1,726–4,623
Potential Change	14,000	987–3,884

Guiding Principles

1. Expanded development opportunities that respond to transit investments

The Harbor Corridor Plan creates the zoning necessary to take advantage of the regional and local transit investments made along and around Harbor Boulevard. The Plan expands development options to include residential alongside or integrated into a mix of nonresidential uses.

A variety of building types and frontages are envisioned for the Specific Plan area, with higher density uses supported at specific transit nodes and lower densities serving as a transition to the existing residential neighborhoods adjacent to the corridor. Increasing residential and mixed-use development opportunities along the corridor also creates new activity throughout the day and adds eyes on the street, resulting in a more vibrant and safe atmosphere for corridor users.



Improved pedestrian and bicycle facilities and linkages are another cornerstone of a robust transportation network. The Harbor Corridor Plan recognizes how building form can affect the pedestrian and bicycle network and encourages a variety of designs to create a comfortable environment for walking and biking. New street layouts facilitate safe bicycle and pedestrian travel along Harbor Boulevard and efficient connections to the regional bicycle network, including the Santa Ana River Trail.

The Harbor Corridor Plan continues to recognize the important role Harbor Boulevard plays in circulating vehicular traffic through the region by maintaining the number of traffic lanes and encouraging consolidated vehicular access points along the corridor.

2. A variety of safe and efficient travel choices

The Harbor Corridor Plan emphasizes a sustainable approach consistent with the City's Go Local Transit Vision, which aims to link downtown, employment centers, educational facilities, and expanded housing choices. The land use plan is largely centered on the new bus rapid transit (BRT) services that augment local bus service along Harbor Boulevard and Westminster Ave/17th Street. The land use plan also anticipates future transit stops for the fixed guideway system that will run along the Pacific Electric right-of-way and link to the Santa Ana Regional Transportation Center in downtown.

3. Economic vitality and new opportunities for businesses and residents

The Harbor Corridor Plan seeks to build on the previous mission to create a strong and viable commercial district supported by safe and well-maintained adjacent neighborhoods. The Harbor Corridor Plan creates a flexible development framework that expands commercial and employment options in the Specific Plan area.



The Harbor Corridor Plan expands and broadens the range of permitted uses to allow for new employment and other revenue-generating uses to develop along the corridor in response to changing market conditions. The plan also focuses on concentrating commercial development at key intersections and allowing for vertical mixed-use development in limited segments of the corridor where the combination of commercial uses, employment centers, enhanced mobility, and residential units create an environment where mixed-use development can be successful.

4. A sense of place

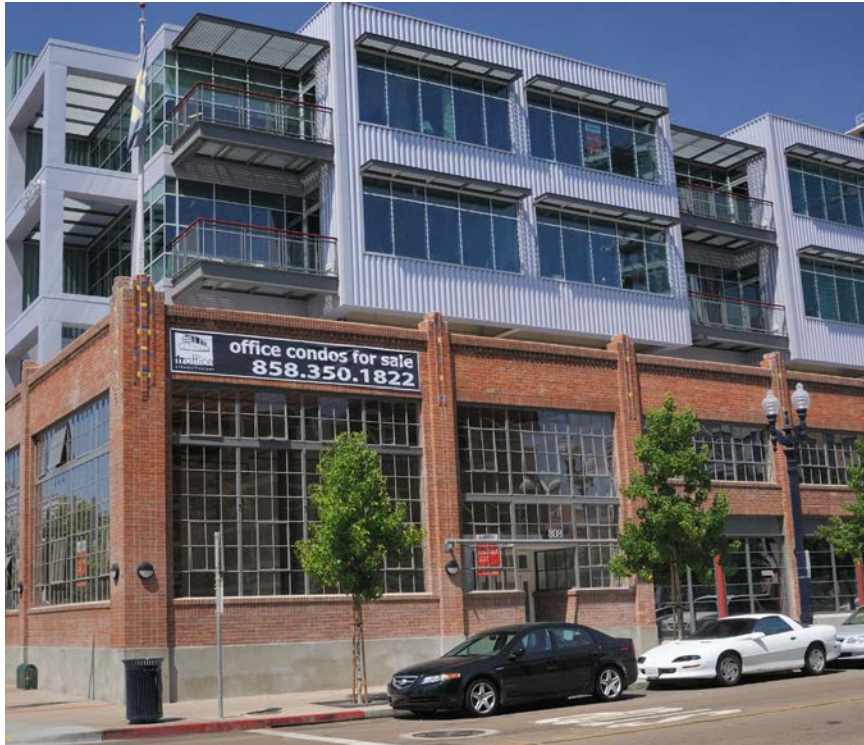
In the 1950s, Santa Ana annexed hundreds of acres of land—including the Specific Plan area west of the Santa Ana River between the cities of Fountain Valley and Garden Grove. Input from residents indicates that a strong identity for the area has not yet emerged. The Harbor Corridor Plan includes land from two Santa Ana Neighborhood Associations: Riverview West and Santa Anita.

The Harbor Corridor Plan brings together both sides of Harbor Boulevard by creating a unifying streetscape, a safer and more active environment, an integrated multimodal circulation network, and an attractive mix of buildings, uses, and open spaces. Ultimately the vision is that the Harbor Corridor is a place for people, celebrated for its diverse options for living, shopping, working, learning, and transportation.

5. Community health and wellness

The Harbor Corridor Plan recognizes the role the physical environment plays in our community's health and wellness. Street designs create a safer and more attractive environment for families and other individuals to walk and bike along the corridor. The enhanced public right-of-way acts as an area of urban open space and improves access to open space features within and around the corridor.

New opportunities for mixed-use and transit-oriented development can decrease dependence on the automobile, allow transit to be a true alternative for those living and/or working within the corridor, improve air quality, and lessen noise impacts. Introducing new landscaping along the corridor, including canopy trees, can reduce heat island effect and foster a healthier and more walkable environment. Finally, new development can support the creation of new open space suitable for individuals and families living along and around the corridor.





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