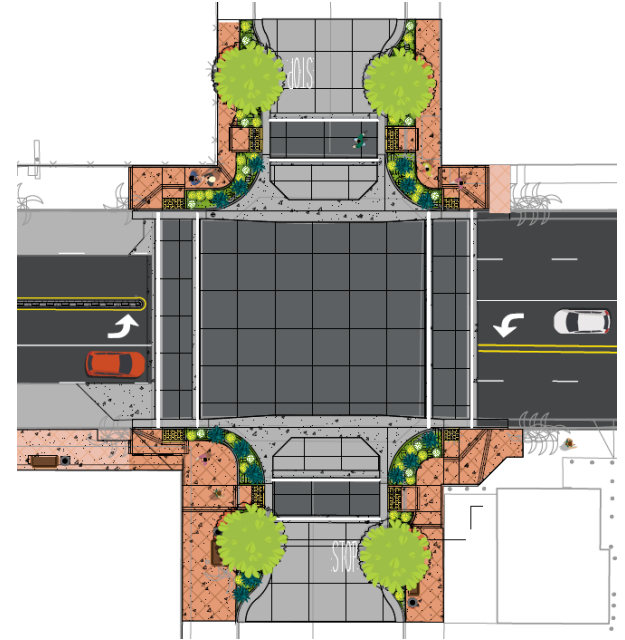


# SOUTH MAIN ST. CORRIDOR PROJECT



ETAC– MARCH 2020



# Project Goals

## REVITALIZE SOUTH MAIN BUSINESS DISTRICT

*“Physical, Regulatory and Programmatic Interventions to Support and Enhance the Residential and Business Communities”*



South Main Street Vision Plan *La Visión de South Main Street*  
Final Report

June 2016



**FORMAL VISION PLAN ADOPTED  
JUNE 2016**



# Project Stakeholders

---

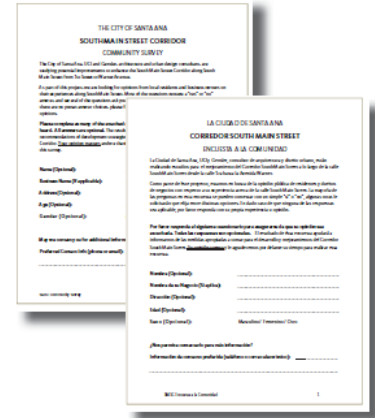
- Community Residents and Business Owners
- Elected Officials
- UCI School of Law (*Community & Economic Development Clinic*)
- Gensler (*Vision Plan Consultant*)
- City Staff
  - *City Manager's Office (CMO)*
  - *Community Development Agency (CDA)*
  - *Public Works Agency (PWA)*
  - *Planning Building Agency (PBA)*
- Kimley-Horn and Associates (*Design Consultant*)



# Community Outreach

## COMMUNITY OUTREACH (2015 – Present)

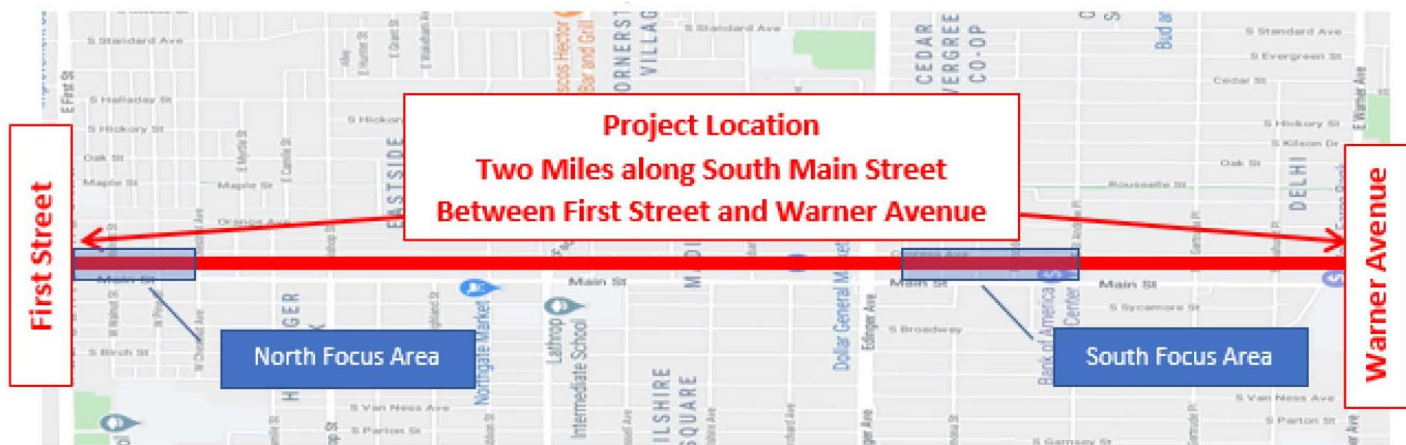
- Community Survey (paper & web)
- Sunday on Main Open Streets (SOMOS) - 2015
- Fall Open House – 2015
- Summer Open House – 2016
- Vision Plan Finalized – 2016
- ETAC - 2018
- General Plan Update Outreach Meeting – 2019
- South Main Corridor Project Update – 2020
- ETAC - Today



# Project Area (2 miles)

## TWO FOCUS AREAS ESTABLISHED BY VISION PLAN

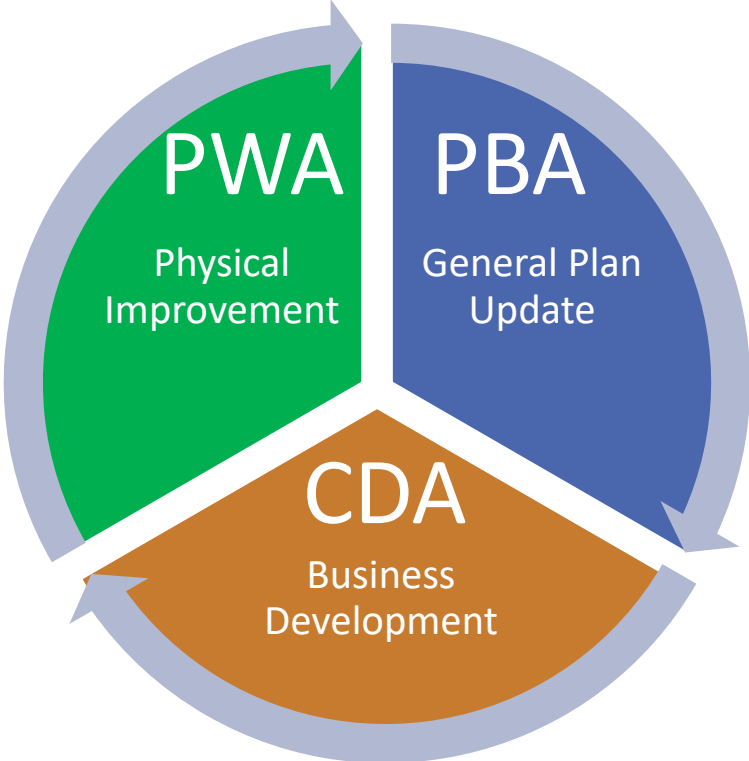
- North Focus Area:
  - 1<sup>st</sup> Street – Chestnut Ave
- South Focus Area:
  - Stanford Street – St. Andrew



# Implementation

---

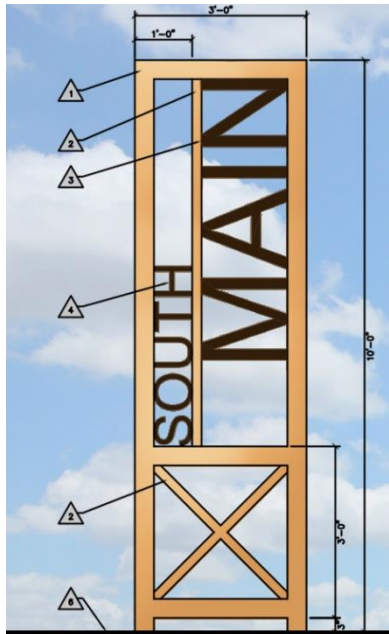
Inter-Agency Team Effort



# Physical Components

LED BY PWA: “Place-Making”, Increase Walkability, Traffic Calming

PEDESTRIAN SAFETY



CULTURE & IDENTITY



TRANSIT IMPROVEMENTS



LANDSCAPING

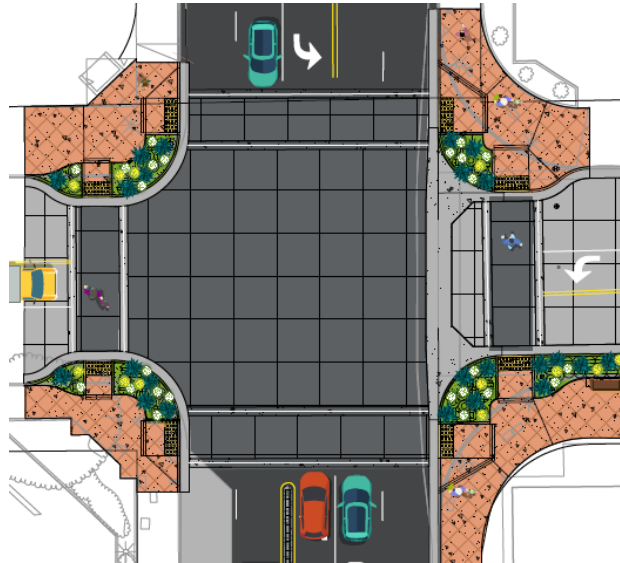
LIGHTING

STREET FURNITURE

&



# Focus Area Improvements



- Sidewalk extensions (“bulb-outs”)
- Enhanced Crosswalks, ADA curb ramps
- Delineated Parking Spaces
- Street Trees & Landscaping
- Concrete Intersections
- Sidewalk Furniture
- Monument Signage & Banners
- Pedestrian Level Street Lighting





# Focus Area Improvements



# Overall Corridor Improvements



- Delineated Parking Spaces & Tree Planters
- Bus Shelters (Completed)
- Curb Ramps
- Median Enhancements
- Pavement Rehabilitation  
*(Added to project)*



# PLANT PALETTE



*Lagerstroemia indica* 'Natchez'  
Natchez Crape Myrtle  
\*moderate



*Pinus canariensis*  
Canary Island Pine  
\*low



*Achillea millefolium* 'Moonshine'  
Moonshine Yarrow  
\*low



*Bougainvillea x buttania* 'Orange King'  
Orange King Bougainvillea  
\*low



*Dietes iriodes bicolor*  
Fortnight Lily  
\*low



*Kniphofia uvaria* 'Nancy's Red'  
Red Hot Poker  
\*low



*Lantana x 'New Gold'*  
New Gold Lantana  
\*low



*Santolina chamaecyparissus*  
Lavender Cotton  
\*low



*Muhlenbergia dubia*  
Mexican Muhly  
\*low



*Agave 'Blue Glow'*  
Blue Glow Agave  
\*low



*Sedum spurium 'Voodoo'*  
Stonecrop Voodoo  
\*low



*Senecio serpens*  
'Blue Chalksticks'  
\*low



# Schedule

---

## Physical Improvements:

- Complete Contract Documents: April 2020
- Bid Advertisement: April – May 2020
- Contract Award: August 2020
- Construction: September 2020 – September 2021

General Plan Updates: Ongoing

Business Development: Ongoing



# General Plan Update (PBA)

---

- South Main Street is one of five General Plan Land Use Focus Areas
  - Being studied for growth opportunities
- General Plan Update – Notice of Preparation (NOP) for the Environmental Impact Report (EIR)
  - Releasing on Wednesday, February 26<sup>th</sup>
  - <https://www.santa-ana.org/general-plan>
  - Scoping Meeting for GP EIR – Thursday, March 5<sup>th</sup>
    - 60 Civic Center Plaza – Police Community Room
    - 6:00 p.m.



# Business Development Opportunities (CDA)

---

- Revitalization of Corridor Enhances Business Attraction Efforts
- General Plan Update Allows Increased Development Opportunities
- Small Business Incentive Program



