



City of Santa General Plan Update General Plan Advisory Group (GPAG) – A Dialogue of Community Executive Summary 2018



INTRODUCTION

For any General Plan to truly reflect the community's vision, interests, and priorities, community members must be involved and present at every step of its development. During the initial outreach stage of the General Plan update, a total of 485 members of the public participated during the course of the 40 meetings held, expressing their concerns, hopes and vision for the future of Santa Ana. To hold the plan accountable to the community's stated goals and vision, a General Plan Advisory Group (GPAG) was formed to review, extrapolate, and incorporate the input from the community outreach portion of the General Plan update into a vision statement that will guide the plan and goals and policies for each of the elements that will make up the document.

In this document you will find a synopsis of the 14 meetings held over the course of ten months and of the work completed by the GPAG, including five values identified as being critical to realizing the community's vision and will form the core of the plan, the process for developing the four vision statements drafted by the group, methodology for the review and critique of the goals and policies, and a map depicting areas



identified by the GPAG that should be studied for future development opportunities. All work produced by the GPAG will serve to inform the continued development of the General Plan and serve as a touchstone of the community's vision for Santa Ana.

GPAG MEMBERSHIP

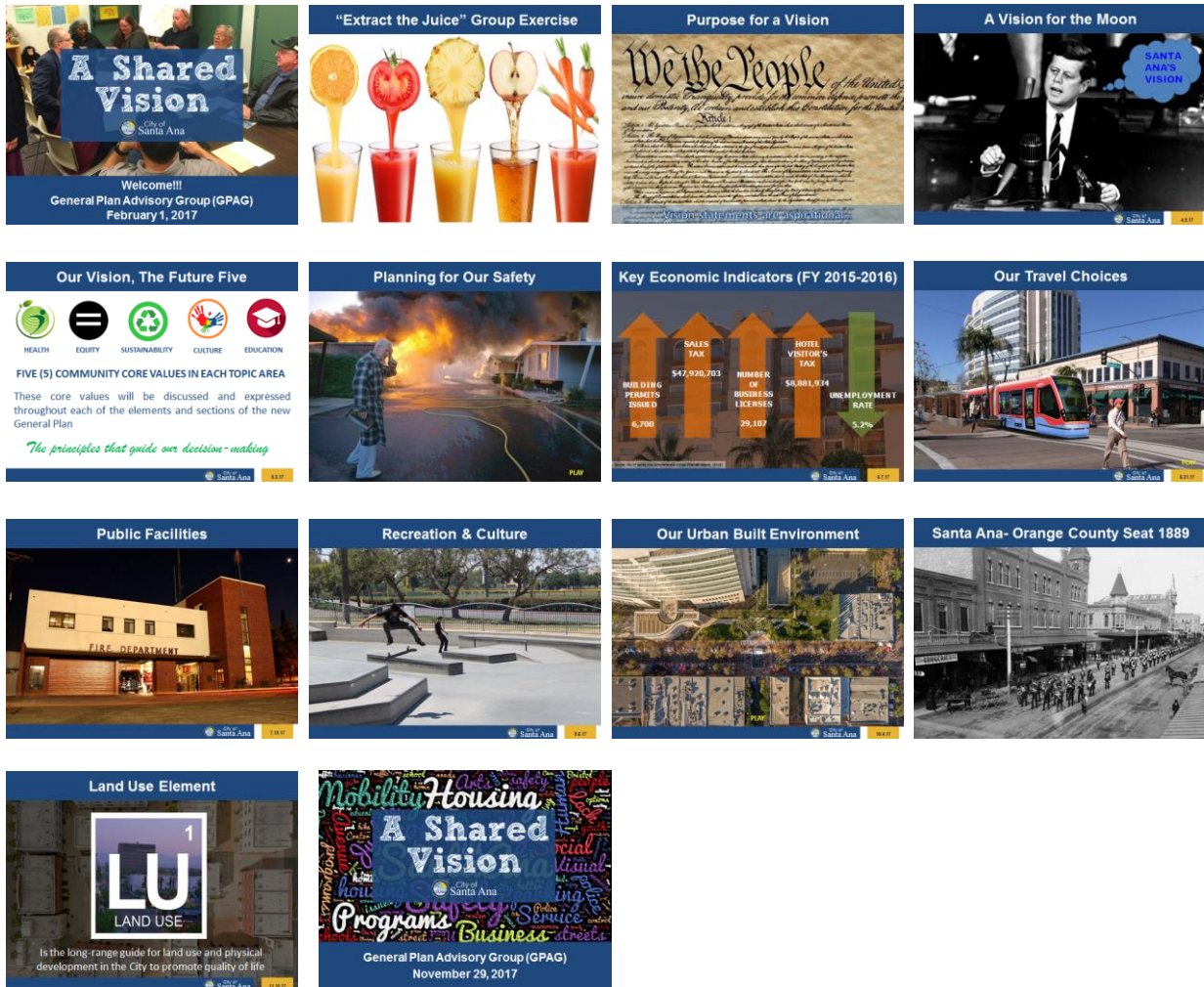
Santa Ana is a diverse community with a unique mix of cultural identities, socioeconomic backgrounds, and more. With such a diverse constituency, comes a varied and sometimes disparate view of what the future of the City should be. To create an inclusive process and ultimately arrive at *A Shared Vision*, the GPAG was formed. The GPAG was a group comprised of 17 members of the public with the stated goal of having a representative sample of various constituent groups in the city represented. Members were selected by planning staff according to identified interest groups and individuals that had expressed interest in participating in the process. The group included youth and planning commissioners, business owners, community advocacy leaders, and residents.

The following are the names of the GPAG members and their affiliations:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Former Planning Commissioner
Marlene Buitron, Youth Commission
Ekta Naik, Alliance Development
Barry Cottle, C & C Development
Kathi Davis-Bowman, WisePlace
Lynette Guzman, Parks and Recreation Board
Peter Katz, Santa Ana Communication Linkages Forum
Tish Leon, Senior Advocate-Downtown Neighborhood
Nancy Mejia, Latino Health Access
Beatriz Mendoza, Planning Commission
Laura Morfin, Former Community Redevelopment and Housing Commission
Ken Nguyen, Planning Commission
Gilad Salmon, Environmental and Transportation Advisory Committee
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Isaac Michaca, Santa Ana Building Healthy Communities



MEETINGS AND FORMAT



A total of 14 meetings were held over the course of ten months, with topic areas such as community services, open space, urban design, and safety discussed. These meetings were held at City Hall after normal business hours to ensure meetings were accessible to all members. Only members of the GPAG were allowed to participate in the discussions and activities, but members of the public were encouraged to attend and observe. Staff presentations included PowerPoint presentations and videos to introduce and help explain topic areas. Live Spanish language interpretation was offered at every meeting to ensure all members of the GPAG were able to participate and Spanish speaking members of the public in attendance understood the topics being discussed and conversation being had. The graphic above depicts one slide from each



of the PowerPoint presentations utilized at the meetings, in sequential order, and illustrates the topic area that was discussed.



Initial meetings introduced the goals of the GPAG and concepts that would be discussed during subsequent meetings. Subsequent meetings were structured around one topic or General Plan element. GPAG members were provided background information on the specific topic or element, shown a video to help visualize the material, then were asked to participate in structured small group discussions led by a staff facilitator. After discussion and deliberation, one member of each small group was asked to report out to the entire GPAG. In total, the GPAG assisted with the creation of: three land use maps, four vision statements, five core values, 94 affirmative statements, and reviewed and provided feedback on 39 goals and 299 policies.

Meeting dates and minutes can be found in the appendix.

CORE VALUES

Core values are traits or qualities that represent an individual's highest priorities. They influence a person's decisions and shape who they are and become. When this concept is applied to a General Plan, core values establish the guiding principles that are embedded at every level of a plan and form its foundation.



Through an iterative process of reviewing the feedback gathered during earlier community outreach efforts, the following five principles, or “core values,” emerged as the highest priorities of the Santa Ana community: Health, Equity, Sustainability, Culture, and Education. These core values will be discussed and expressed throughout each of the elements and sections of the new General Plan and will become key principles that guide future decision-making. The following descriptions were established by the GPAG to help define the draft core values:

HEALTH



1. Build a physical environment that encourages healthy lifestyles.
2. Ensure that health impacts are considered throughout the planning process.
3. Actively pursue policies and practices that improve the health of our residents.



EQUITY



1. Take all necessary steps to ensure equitable outcomes.
2. Expand access to the tools and resources that residents need.
3. Balance competing interests in an open and democratic manner.



SUSTAINABILITY



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1. Promote land use decisions that benefit future generations.
2. Plan for the impacts of climate change.
3. Incorporate sustainable design practices at all levels of the planning process.



CULTURE



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1. Celebrate our differences as a source of community strength.
2. Preserve and build upon existing cultural resources.
3. Nurture a citywide culture of empowered residents.



EDUCATION



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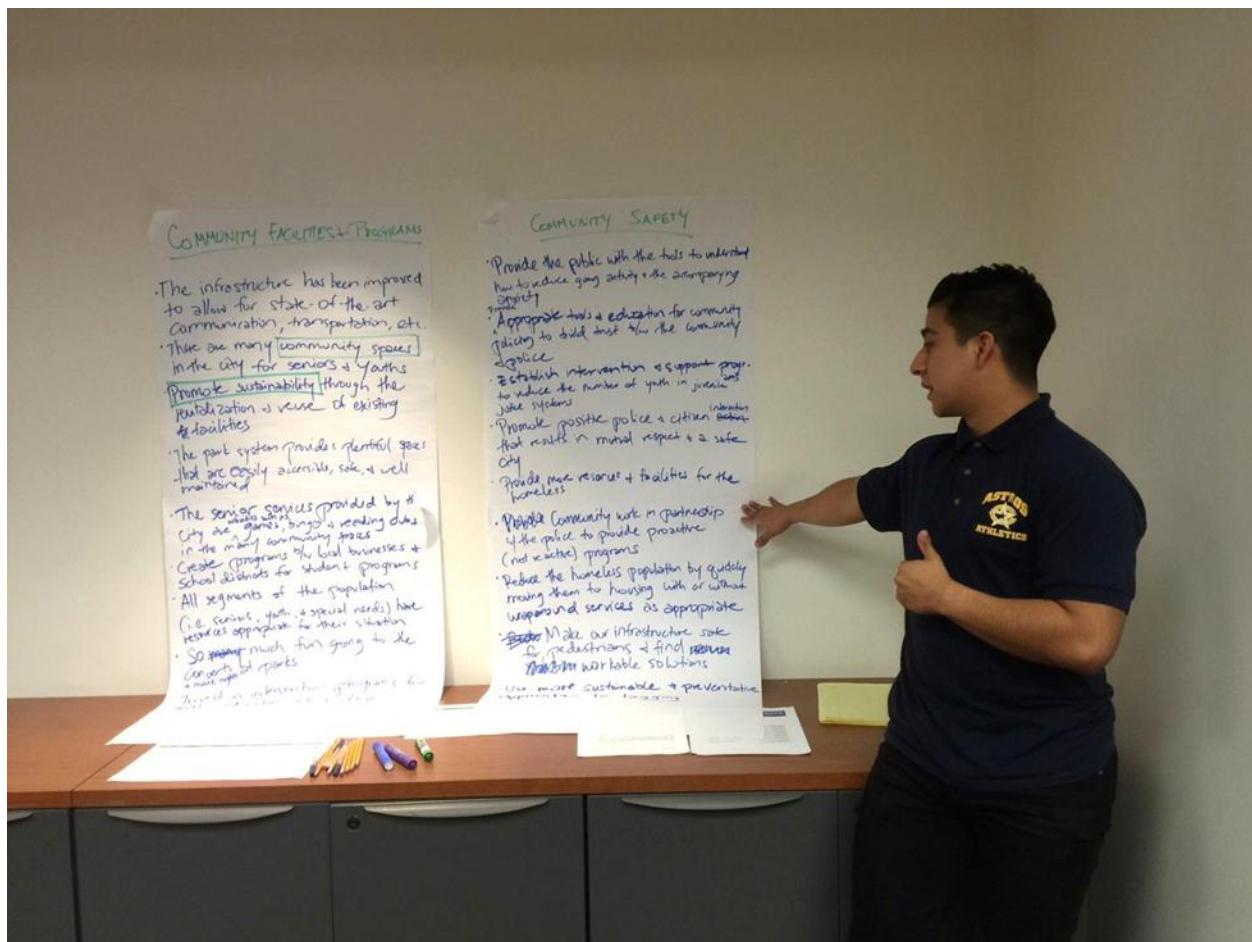
1. Create a community of lifelong learners.
2. Open up educational opportunities to all residents.
3. Invest in educational programs that advance our residents' economic wellbeing.



AFFIRMATIVE STATEMENTS

A continuing goal of the General Plan update process is to ensure that the community feedback gathered during the initial outreach phase of the update informs all levels of the General Plan. To that end, staff organized the community feedback by theme and provided the information to the GPAG as part of *The First Conversation - Executive Summary 2016* document. The ten themes in the document are as follows:

- Arts and Culture
- Business & Economic Development
- Community Facilities & Programs
- Community Safety
- Health & Sustainability
- Housing & Neighborhoods
- Human Services & Social Justice
- Mobility
- Visual Character & Design
- Youth Development



GPAG members participated in two group exercises intended to capture and distill the ideas provided in *The First Conversation - Executive Summary 2016* document and



make them more manageable and accessible. The first exercise focused on GPAG members identifying three compelling phrases, words or issues in the data that they believed captured the essence of the input provided by the community. Members were assigned to two of the topic areas identified above and discussed their findings in small groups. The second exercise focused on transforming those three phrases or issues they selected into affirmative statements – statements that agree with or support a given proposition or idea. GPAG members produced a total of 94 affirmative statements. The statements can be found in the appendix and will serve as a point of reference throughout the General Plan update process.

VISION STATEMENTS

A vision statement is the amalgamation of a community’s past, present, and future; its aspirations and dreams; and only bound by the limits of its ambition. It is also the yardstick by which the General Plan’s goals and policies and future decisions will be measured. For these reasons, a vision statement must be far reaching, forward thinking and ambitious, while rooted firmly in the community’s values.

To develop a statement to capture the vision for the General Plan, GPAG members created four smaller working groups and were asked to select ten words from a list of 72 that were derived from the affirmative statements they created. From these ten words, each member was asked to select two words, and corresponding flash cards of these words were taped onto an easel board. Members were then asked to rearrange these words to create a complete vision statement. The statements created are as follows:

- 1) “Santa Ana is a healthy, educated, family-friendly, and sustainable community, rich in cultural heritage, which flourishes in diversity and community partnerships, rooted in equity for all.”
- 2) “Our Santa Ana is the state-of-the-art capitol of Orange County that celebrates its diversity, neighborhoods, cultural heritage and will be the leader in creativity, sustainability, and education that fosters a sense of community.”
- 3) “Our Santa Ana is a sanctuary for all residents, that embraces its cultural heritage and promotes sustainability by creating open space, investing in education, celebrating neighborhoods, and supporting equitable business opportunities.”



- 4) "Santa Ana is Orange County's leader in education and innovation, creating a vibrant, healthy, attractive, sustainable quality of life for all."



Much like when President Kennedy announced that the United States was going to attempt something that up until then seemed unfathomable – a moon landing – the vision statements drafted by the GPAG are forward facing, ambitious, and inspiring. The four vision statements produced from this exercise have significant overlaps in terms of highlighting sustainability, culture, diversity, and equity. Staff will further refine these four statements into a singular statement that will serve as the guiding vision statement for the General Plan.

GOALS AND POLICIES

A General Plan is a broad guideline of a city's future development goals and provides policy statements to achieve those goals. Goals are statements of desired future conditions toward which efforts and use of resources are directed. Policies are statements that guide decision-making and specify an intended level of public commitment on a subject. Goals and policies are structured within a General Plan according to elements. Each element with its own set of goals and policies.

Continuing with the approach of having community feedback be at the core of the General Plan and be affirmed by the GPAG, staff analyzed the existing General Plan goals and policies, the Santa Ana Strategic Plan, the affirmative statements created by



the GPAG, the input received during the initial community engagement, as well as documents with model ordinance language provided by Santa Ana Building Healthy Communities and the Kennedy Commission, and created drafted goals and policies for each element of the plan. Draft goals and policies for the following proposed elements were discussed: 1) Conservation; 2) Open Space; 3) Safety; 4) Economic Development; 5) Circulation; 6) Community Facilities and Services; 7) Urban Design; 8) Historic Preservation; and 9) Land Use.



At meetings that focused on one of the elements above, GPAG members were divided into small groups and asked to review and critique the draft goals and policies. They were instructed to use a "POV" approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback that will later be used to refine the draft goals and policies. In total, 39 draft goals and 299 draft policies were reviewed, discussed, and critiqued.



LAND USE MAP AND AREAS FOR FUTURE STUDY

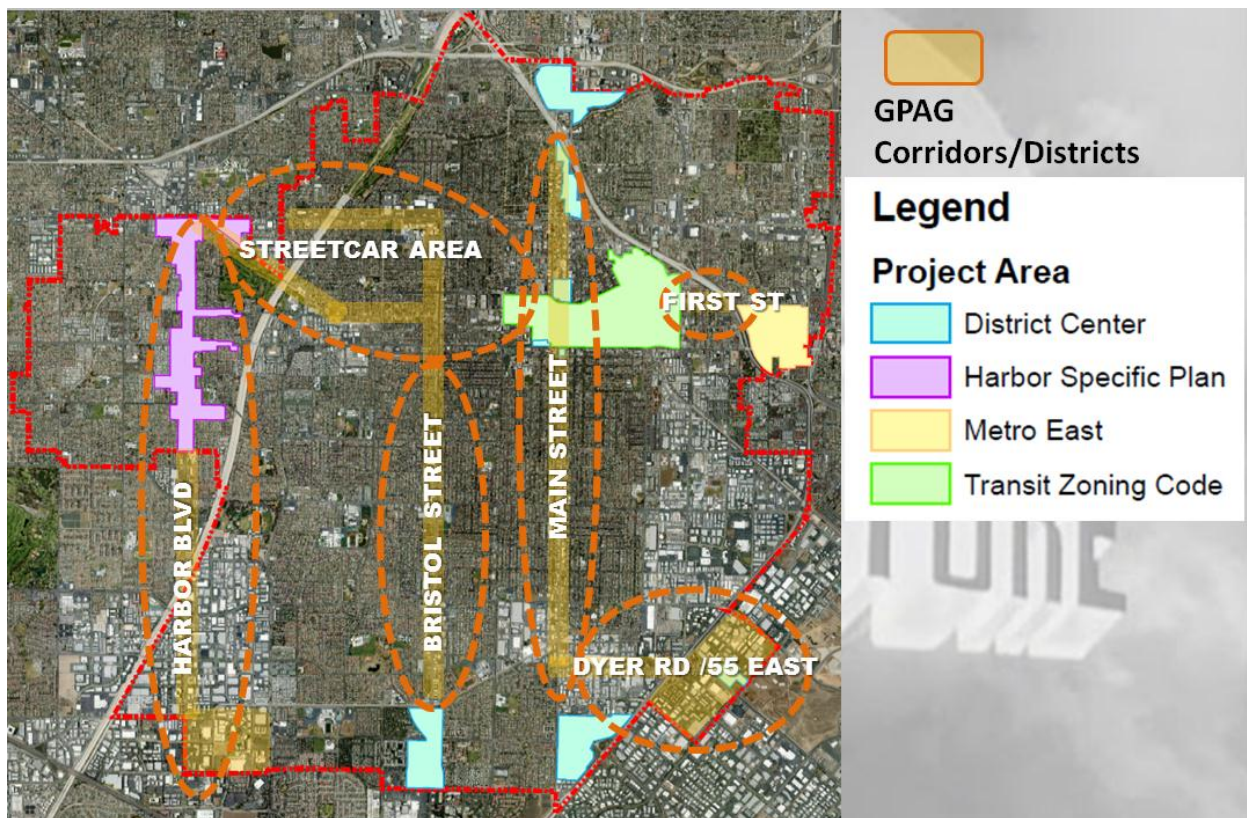


In addition to reviewing draft goals and policies for the Land Use Element, the GPAG also participated in an exercise to identify areas suited for future development opportunities. Following the format of previous meetings, GPAG members were briefed on State requirements of a Land Use Element, the implications on the built environment, and of the corresponding Land Use Map that identifies the permitted use of each parcel of land in the City.

Once the background information was provided, members were divided into three small groups, with each group given a map of the City, writing instruments, and instructed to openly discuss what areas they believed should be studied for future development and be the focus of the changes to the Land Use Element map. Members were asked to draw from their knowledge of the City, feedback received from the initial community outreach stage, the core values, and from the information that had been provided during the meetings leading up to the discussion of the Land Use Element. A staff member facilitated discussion in each small group and took notes. Members of the



GPAG were then asked to mark the maps provided and identify the areas to focus potential future development. The three maps below are the result of the exercise.



The map above depicts in dashed lines the areas identified in the three maps marked by the GPAG as areas to study and focus potential future development. The colored areas on the map are included for reference and identify the existing District Center land use areas and the form based codes that currently allow higher intensity development. The areas identified by the GPAG are located along major travel corridors,



the future OC Streetcar line, and the Willowick Golf Course, and are in line with feedback received during the initial outreach phase that focused on protecting existing neighborhoods from future development impacts.

SUMMARY

The GPAG was formed to review, extrapolate, and incorporate the input from the community outreach portion of the General Plan update into the documents that will drive the vision, goals, policies and implementation of the new General Plan. Over the course of ten months, the 17 members of the GPAG reviewed the input provided by 485 members of the public that participated in the outreach phase of the update process, producing three land use maps, four vision statements, five core values, 94 affirmative statements, and reviewed and provided feedback on 39 goals and 299 policies. All of which will ensure the future document embodies the community's vision for the City and remains accountable to the residents.



City of
Santa Ana
a shared vision



APPENDIX



MEETING DATES AND TIMES

General Plan Advisory Group (GPAG)

Wednesday, February 1, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:00 p.m.

General Plan Advisory Group (GPAG)

Wednesday, March 1, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:00 p.m.

General Plan Advisory Group (GPAG)

Wednesday, March 15, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:00 p.m.

General Plan Advisory Group (GPAG)

Wednesday, April 5, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, May 3, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, May 17, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, June 7, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, June 21, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, July 19, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, September 6, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, October 4, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, October 18, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, November 15, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.

General Plan Advisory Group (GPAG)

Wednesday, November 29, 2017
20 Civic Center Plaza, City Hall
Ross Annex, Room 1600
5:30 p.m.



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City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, February 1, 2017
5:00pm - 7:00pm

MEETING NOTES

1. Welcome

Executive Director of the Planning and Building Agency Hassan Haghani welcomed the General Plan Advisory Group to the first meeting, and generally discussed purpose of the group and that members were selected to represent the community.

2. GPAG Roundtable Introductions

Principal Planner Vervy Carvajal introduced planning staff members present.

Members of the Advisory Group were asked to pair up with another representative and discuss two questions: What is your favorite place or memory about Santa Ana? and What is your Big Idea about Santa Ana?

Responses to the first questions included: Home, Artwalk, Park, Downtown, Zoo, the people, Centennial Park, and community building activities involving bike ride and music.

Responses to the second question included: Bring awareness and value to existing resources and places in Santa Ana; create walkable, pedestrian friendly city; create a balanced, world-class city; maintain strong neighborhood identity; Use education as a foundation for the city; create a landmark at Riverview Golf course to attract more people/development; create more affordable housing; Create more recreational centers for youth; incorporate health into all policies of the General Plan; address public safety; engage Spanish speaking community.

3. General Plan Project Overview

Mr. Carvajal introduced the contents, elements, and framework of the new General Plan.

4. **GPAG Roles and Ground Rules**

Mr. Haghani explained the responsibilities of the Advisory Group, the time commitment anticipated, and anticipated workload.

Meetings are open to the public, but discussions during meetings are limited to Advisory Group members. Members of the public that are not part of the Advisory Group can email staff if they would like a particular issue discussed or have questions.

5. **Next Steps and Vision**

Planning Manager Candida Neal briefed the group on future meeting, and GPAG meeting materials.

Ms. Neal then discussed what a vision statement is and how it will be used to guide future policies and goals as they pertain to the General Plan. Several members of the group shared their experience in creating vision statements for different agencies they work for or volunteer with. Her presentation concluded with an introduction to the Community Outreach Executive Summary which will be discussed at the next meeting.

Meeting adjourned.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Marlene Buitron, Youth Commission
Richard Chiarini, Industrial Business Owner
Ekta Naik, Alliance Development
Barry Cottle, C & C Development
Kathi Davis-Bowman, WisePlace
Lynette Guzman, Parks and Recreation Board
Peter Katz, Santa Ana Communication Linkages Forum
Chuong Kim, Bristol Street Business Owner
Tish Leon, Senior Advocate-Downtown Neighborhood
Nancy Mejia, Latino Health Access
Beatriz Mendoza, Planning Commission
Laura Morfin, Former Community, Redevelopment and Housing Commission
Ken Nguyen, Planning Commission
Gilad Salmon, Environmental and Transportation Advisory Committee
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District

Absent: Isaac Michaca, Santa Ana Building Healthy Communities

Note: the PowerPoint presentation use by Mr. Carvajal, Mr. Haghani and Ms. Neal is available at <http://www.santa-ana.org/generalplan/default.asp>

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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, March 1, 2017
5:00pm - 7:00pm

MEETING NOTES

1. **Welcome**

Executive Director of the Planning and Building Agency Hassan Haghani welcomed the General Plan Advisory Group to the meeting and gave a brief introduction to the topic of community outreach. Mr. Haghani mentioned the 40+ public meetings and “pop-up” events conducted as a part of the General Plan Update outreach efforts and stressed the importance of discussing raw feedback that the community provided through these events.

2. **Community Outreach Overview**

Principal Planner Verny Carvajal introduced and showed the Santa Ana General Plan video, which was utilized as a tool during community outreach efforts.

After the video, Mr. Carvajal further discussed the Citywide public meetings and events mentioned by Mr. Haghani. A map was shown that depicted the locations of the meetings as well as where the attendees resided in Santa Ana. Mr. Carvajal noted that over 485 contacts were established through the outreach efforts, and many of the participants had not attended a public outreach meeting in the past. Mr. Carvajal also provided a short summary of the youth-based General Plan outreach, which had over 160 participants throughout the City via pop-ups, social media, and after-school events.

Mr. Carvajal then gave a snapshot of some of the comments received during the outreach efforts. The comments centered around ten emerging themes: Arts & Culture, Business & Economic Development, Community Facilities, Community Safety, Health & Sustainability, Human Services & Social Justice, Housing & Neighborhoods, Mobility, Youth Development, and Visual Character & Design. These comments were consolidated into an Executive Summary made available for both GPAG members and the general public.

3. "Extract the Juice" Group Exercise One

Mr. Carvajal explained the first group exercise of the evening, which aimed to process the comments received through the public meetings and events in order to hold GPAG members and staff alike accountable for discussing and addressing what the community shared with their views in mind. GPAG members were divided into five small groups; each group was assigned two community outreach theme or topics to consider. Each GPAG member individually completed a handout identifying **three compelling** words or phrases related to their assigned topic. Facilitated by a City staff member, each individual shared their respective comments in the small group setting.

4. "Affirming What We Heard" Group Exercise Two

The second group exercise was also conducted in the same small groups of 3 to 4 GPAG members. Individually, each GPAG member was tasked with converting their **three compelling** phrases into Affirmative Statements, resulting in the statements below:

Subgroup 1

Community Facilities and Programs

- The infrastructure has been improved to allow for state-of-the-art communication, transportation, etc.
- There are many community spaces in the city for seniors and youth
- Promote sustainability through the revitalization and reuse of existing facilities
- The park system provides plentiful spaces that are easily accessible, safe, and well maintained
- The senior services provided by the City in the many community spaces are activities such as games, bingo and reading
- Create programs between local businesses and school districts for student programs
- All segments of the population (i.e. seniors, youth, and special needs) have resources appropriate for their situation
- So much fun going to the concerts and movie nights at parks
- Invest in intervention programs for youth—education, art and culture

Community Safety

- Provide the public with the tools to understand how to reduce gang activity and the accompanying anxiety
- Provide appropriate tools and education for community policing to build trust between the community and police
- Establish intervention and support programs to reduce the number of youth in juvenile justice systems
- Promote positive police and citizen interactions that result in mutual respect and a safe city
- Provide more resources and facilities for the homeless
- Community work in partnership with the police to provide proactive (not reactive) programs

- Reduce the homeless population by quickly moving them to housing with or without wraparound services, as appropriate
- Make our infrastructure safe for pedestrians and find workable solutions
- Use more sustainable and preventative approaches to tagging

Subgroup 2

Youth Development

- Unify the community through education
- Programs are available and everyone needs access to them
- Create job training partnerships
- Bring more community partners into the "Education Equation"
- Prevention/Intervention = Pre-K
- Increase the amount of resources for both early childhood education and health needs
- Increase the resource, programs for youth: recreation and cultural
- Establish a "youth council"

Visual Character

- Preserve and maintain Santa Ana's visual character and architectural diversity
- Increase and create educational and recreational programs through new and existing partnerships
- Preserve historical design
- Promote/preserve unique neighborhoods and historic architecture
- I love my neighborhood and we're keeping it clean
- Maintain clean streets
- Enjoy Santa Ana's historic Downtown buildings
- Maintain visual character of city and enhance existing property
- Invest in new development
- Celebrate Santa Ana's unique character
- The architecture diversity needs to be preserved

Subgroup 3

Human Services and Social Justice

- Encourage City Council to be more involved in neighborhoods they represent
- Proactive advertisement of cultural events/festivals closer together
- Concerted efforts tackling poverty/racism strengthens community as a whole
- City Council members will be invited to speak in ward neighborhoods every quarter
- Neighborhood associations will collaborate with residents
- Come up with top three areas of concern and take them to City Council meetings
- Elected officials invited to provide update on State and Federal matters at City Council meetings every six months
- Seek help from Police Department and work together to free neighborhoods from gangs and drugs
- Provide cooperation with Police Department to keep City parks and centers secure
- Provide communication with school officials and ensure safe pedestrian mobility

Mobility

- Establish a parking commission to remediate problems arising from density and intrusion into neighborhoods
- Structure a better permit parking system
- Planning Commission and Development Agreement guidelines established to resolve issues and increase Downtown commerce
- City will work with police to inform the community about pedestrian safety
- City to communicate with residents regarding street closures
- Management companies will work with Code Enforcement, informing them about zoning laws
- Create collaborative efforts between neighborhood leaders to address parking solutions
- Promote neighborhood involvement to effectuate changes—positive
- Identify key City contracts to resolve applicable issues and find solutions

Subgroup 4

Housing & Neighborhoods

- Knowing your neighbors keeps our community safe
- Create diverse neighborhoods with state-of-the-art 21st century sustainable and safe infrastructure
- Allowing access to convenient, economical homes for entire communities
- Provide more economical housing that is mixed in with market rate housing
- Our City is blessed with a variety of housing—respect it!
- Provide opportunities for neighbors to collaborate and come together creating a strong sense of community
- Creating shelter accessibility to resources for homeless
- Create more varied housing options to reduce overcrowding and strengthen neighborhoods
- Provide a variety of housing options offering more choices for all of the community
- Local government and being involved and accessible to neighborhoods

Health & Sustainability

- Make it easier to grow and purchase healthy food than it is to purchase JUNK
- Provide access to HEALTHCARE for overall health
- Advance sustainability through reusing, reducing, recycling, revitalizing and resolving resources
- Urban gardens are examples of AFFORDABLE FOOD options
- Ensure healthcare is available and accessible to all residents from 1 to 100
- Repurposing buildings for better communities
- Provide quality healthcare support system
- The reuse of existing buildings maintains our uniqueness
- Provide incentives and opportunities to revitalize and reuse existing buildings and vacant lots
- Establish policy to limit access to UNHEALTHY FOOD and Big Chains
- Provide a safe, sustainable open space framework for all neighborhoods
- Provide access to affordable options to HEALTHY food.

Subgroup 5

Business and Economic Development

- Offer Business outreach seminar (like Santa Ana Business Expo—how to open business in Santa Ana)
- City participation in expos/trade shows to market City
- Identify opportunity sites for upscale venues for retail complexes, sports centers, and hotels (\$)
- Create incentive to achieve specific customer service goods to help start-up businesses (pro-business friendly image)
- Support City incentives (\$ or land) that promote the City's economic development goals
- Foster economic development that directly improves the quality of life for residents
- Proactively attract investment and employers that provide living wages for existing youth and family to thrive
- Proactively mitigate the negative consequences of revitalization efforts on low income residents and businesses
- Fund programs via loans and grants to assist new and unique businesses
- Continue leadership role in O.C. in providing quality affordable housing

Arts and Culture

- We will make our existing vibrant, diverse arts and culture infrastructure more accessible throughout the city
- We will embed more arts and culture into our neighborhoods through youth programming and physical landscape
- Foster more opportunities to celebrate diverse cultural heritage through accessible experiences rather than commodity
- Go back to the roots –“Foundation”
- Have a City reward/grant program for every high school senior that enrolls into college
- Open parks, community centers, schools greens, to the private sector for “after school” programs

The second exercise was concluded by asking each group of GPAG members to report out of one or two of their Affirmative Statements to the rest of the group.

5. Next Steps and Vision

Planning Manager Candida Neal briefed the group on future meeting, and GPAG meeting materials.

Meeting adjourned.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
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Absent: Phil Bacerra, Planning Commission

Note: the PowerPoint presentation used by Mr. Carvajal, Mr. Haghani and Ms. Neal is available at <http://www.santa-ana.org/generalplan/default.asp>

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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, March 15, 2017
5:00pm - 7:00pm

MEETING NOTES

1. Introductory Remarks

Executive Director of the Planning and Building Agency Hassan Haghani welcomed the participants to the third meeting of the General Plan Advisory Group. Acting City Manager Gerardo Mouet was also in attendance. Hassan shared that the purpose of the meeting was to utilize the material created by the GPAG members to begin extracting components of a vision for the General Plan. He introduced the concept of thinking about the General Plan as our city-wide constitution guiding the policies, programs, and direction for Santa Ana.

2. Regional and Community View

Hassan introduced Principal Planner Verny Carvajal who provided an overview of the Southern California Association of Governments joint powers authority. This 38,000 sq. mile region includes Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. Verny outlined its responsibilities for coordinating the regional planning efforts of these counties.

The excerpt emphasized the need to begin planning for the estimated four million residents that will arrive or be born in the region. The video pointed out that the population growth is coupled with the lowest rate of housing production in nearly three decades and a dramatic shift in the regions age demographics. The video was followed by a PowerPoint presentation by Senior Planner Melanie McCann who provided a high level overview of key statistics about Santa Ana.

Key points from the discussion included overall growth rates, school enrollment figures, demographic considerations, and housing production statistics. Questions from the group members related to the specific sources of information and clarification on school enrollment figures.

3. Shifting the Conversation and Forming a Vision

Executive Director Haghani related his experience reading The Declaration of Independence as a young student. He explained its importance and example of a forward facing vision aimed at creating something that had never been attempted. It was a vision based on the possibilities of the future rather than on the weight of the past. He further explained that future meetings will attempt to answer the fundamental challenge of envisioning a better future for the people of Santa Ana.

4. Conversation on Goals, Policies, and Implementation Actions

Planning Manager Neal outlined the difference between Goals, Policies and Implementation Actions.

Various examples and points of clarification were discussed among the GPAG members. Suggestions from the GPAG members will fill in visible gaps that are identified during the process. These goals, policies, and implementation actions will then be presented to the public and reviewed to ensure that they resonate with the members of the Santa Ana community.

5. Components of a General Plan- Group Exercise

The meeting was then divided into groups and members were asked to identify visionary statements in the materials provided. Next, they were asked to identify the various goals, policies, and implementation actions in their assigned section. This process lasted 20 minutes with a wide ranging discussion on nearly all aspects of the general plan. Each of the future meetings will dive into the particulars of a given section using the information gathered here as a starting point.

6. Next Steps

Principal Planner Carvajal explained that the group will continue to dive into each section as the goals, polices, and actions for each element are identified in further detail. Staff will process the information provided and will gather the existing general plan sections for the GPAG members to review. GPAG members positively commented on the increased amount of dialogue during this session.

Staff agreed to move sessions if there are any known sessions that group members will not be able to make. After taking a vote it was agreed that all future meetings will take place from 5:30pm-7:30om.

Meeting adjourned.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Marlene Buitron, Youth Commission
Ekta Naik, Alliance Development
Barry Cottle, C & C Development
Kathi Davis-Bowman, WisePlace
Lynette Guzman, Parks and Recreation Board
Peter Katz, Santa Ana Communication Linkages Forum
Tish Leon, Senior Advocate-Downtown Neighborhood
Nancy Mejia, Latino Health Access
Beatriz Mendoza, Planning Commission
Laura Morfin, Former Community Redevelopment and Housing Commission
Ken Nguyen, Planning Commission
Gilad Salmon, Environmental and Transportation Advisory Committee
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Isaac Michaca, Santa Ana Building Healthy Communities

Absent: Richard Chiarini, Industrial Business Owner

Note: the PowerPoint presentation use by Mr. Carvajal, Mr. Haghani and Ms. Neal is available at <http://www.santa-ana.org/generalplan/default.asp>

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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, April 5, 2017
5:30pm - 7:30pm

MEETING NOTES

1. **Introductory Remarks**

Executive Director of the Planning and Building Agency Hassan Haghani welcomed the participants to the fourth meeting of the General Plan Advisory Group.

2. **Forming a VISION for Santa Ana**

Associate Planner Ricardo Soto gave a short presentation regarding vision. He introduced a short video clip of President Kennedy's 1962 "We choose to go to the moon" speech to further emphasize the idea of creating a vision for the City.

3. **Crafting a VISION STATEMENT – Group Exercise**

Principal Planner Verna Carvajal continued the conversation by providing a review of the concept of vision statements. Working with Planning Commissioner and GPAG Member Phil Bacerra, he shared a number of vision statement examples from London, Toronto, New York City, San Francisco, and Portland. GPAG members noted that several of these sample vision statements were forward-thinking and looked at the big picture, highlighting unique qualities about each of the cities such as sustainability, resilience, and the residents having a sense of belonging. Members also noted what was missing, as with the case of San Francisco's statement and its lack of reference to the City's own residents.

The meeting was then divided into groups, and members were asked to highlight their top ten choices from a list of 72 key words that were derived from feedback gathered during earlier community outreach efforts. From these ten words, each member was asked to select their two most valued words, and corresponding flash cards to these words were taped onto an easel board. Members were then asked to rearrange these words to create a complete vision statement.

The vision statements produced from this exercise had significant overlaps in terms of highlighting sustainability, culture, education, health, and equity. The statements are as follows:

- 1) "Santa Ana is a healthy, educated, family-friendly, and sustainable community, rich in cultural heritage, which flourishes in diversity and community partnerships, rooted in equity for all."
- 2) "Our Santa Ana is the state-of-the-art capitol of Orange County that celebrates its diversity, neighborhoods, cultural heritage and will be the leader in creativity, sustainability, and education that fosters a sense of community."
- 3) "Our Santa Ana is a sanctuary for all residents, that embraces its cultural heritage and promotes sustainability by creating open space, investing in education, celebrating neighborhoods, and supporting equitable business opportunities."
- 4) "Santa Ana is Orange County's leader in education and innovation, creating a vibrant, healthy, attractive, sustainable quality of life for all."

4. **Next Steps**

Executive Director Haghani concluded the group exercise by telling the GPAG attendees to keep all four of these vision statements in mind as the City moves forward in the General Plan process. He encouraged members to note aspects of the statements that speak to them, as well as ideas that they may want to add or change.

Principal Planner Carvajal concluded the meetings by letting the group know that the next Advisory Group meeting would be on May 3rd, 2017. However, he alerted the group that Staff is aware of scheduling conflicts that come up during the summer months and let members know to keep an open line of communication regarding scheduling conflicts for the next few meetings.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Marlene Buitron, Youth Commission
Ekta Naik, Alliance Development
Kathi Davis-Bowman, WisePlace
Lynette Guzman, Parks and Recreation Board
Peter Katz, Santa Ana Communication Linkages Forum
Nancy Mejia, Latino Health Access
Beatriz Mendoza, Planning Commission
Laura Morfin, Former Community Redevelopment and Housing Commission
Ken Nguyen, Planning Commission
Gilad Salmon, Environmental and Transportation Advisory Committee
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Isaac Michaca, Santa Ana Building Healthy Communities

Absent: Richard Chiarini, Industrial Business Owner
Barry Cottle, C & C Development
Tish Leon, Senior Advocate-Downtown Neighborhood

Note: the PowerPoint presentation use by Mr. Carvajal, Mr. Haghani and Ms. Neal is available at <http://www.santa-ana.org/generalplan/default.asp>

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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, May 3, 2017
5:30pm - 7:30pm

1. **Introductory Remarks**

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the fifth meeting of the General Plan Advisory Group and introduced the first General Plan element to be discussed at the meeting: Conservation.

2. **Thinking about *TOMORROW***

Associate Planner Ricardo Soto of the Planning and Building Agency provided a brief introduction to a short clip of the film *TOMORROW*. The film depicted images and ideas about conservation efforts taking place around the world and how local action can have a global impact.

After the video, Mr. Carvajal and Hassan Haghani, Director of the Planning and Building agency, further discussed conservation, grass-roots movements, and emerging ideas regarding sustainability and conservation.

3. **Applying Our Vision, Our Core Values**

Mr. Carvajal then discussed the principles, or values, that continually surfaced during the initial stages of the community outreach and during previous GPAG meeting exercises, including the draft vision statements produced by the members. These five principles, or "core values," are Health, Equity, Sustainability, Culture, and Education. These core values will be discussed and expressed throughout each of the elements and sections of the new General Plan and will become key principles that guide future decision-making. The following descriptions were shared with the GPAG to help define the draft core values:

CORE VALUES:

Health

1. Build a physical environment that encourages healthy lifestyles.
2. Ensure that health impacts are considered throughout the planning process.
3. Actively pursue policies and practices that improve the health of our residents.

Equity

1. Take all necessary steps to ensure equitable outcomes.
2. Expand access to the tools and resources that residents need.
3. Balance competing interests in an open and democratic manner.

Sustainability

1. Promote land use decisions that benefit future generations.
2. Plan for the impacts of climate change.
3. Incorporate sustainable building practices at all levels of the planning process.

Culture

1. Celebrate our differences as a source of community strength.
2. Preserve and build upon existing cultural resources.
3. Nurture a citywide culture of empowered residents.

Education

1. Create a community of lifelong learners.
2. Open up educational opportunities to all residents.
3. Invest in educational programs that advance our residents' economic well-being.

Mr. Carvajal then discussed how the General Plan document is proposed to be organized into three sections: **Built Environment, Natural Environment, and Services & Infrastructure**. The Built Environment Section will contain the Land Use, Urban Design & Architecture, Historic Preservation, Mobility, Housing, and Economic Development elements. The Natural Environment Section will contain the Open Space, Conservation, Safety, and Noise elements. The last section, Services & Infrastructure Section, will contain Community Facilities and Safety elements.

4. Conservation Element Draft Goals and Policies – Group Exercise

Senior Planner Melanie McCann of the Planning and Building Agency discussed the Conservation Element and topics that are required by California law to be addressed in the element. Those topics include water resources, soils and minerals, agricultural resources, wildlife/biological resources, scenic vistas, air quality and climate, and energy.

Ms. McCann then discussed how the draft goals and policies for the Conservation Element were developed. The process included staff review of the existing General Plan goals and polices "best practices," the Santa Ana Strategic Plan, affirmative statements and draft vision statements prepared by the GPAG; along with other recommendations

made by community groups such Santa Ana Building Healthy Communities. The results included four draft goals and 39 policies.

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using a "POV" approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Conservation Element goals and policies.

5. Next Steps

Mr. Carvajal concluded the meeting by sharing that the next Advisory Group meeting will be on May 17, 2017, and will focus on the Open Space and Safety Elements of the General Plan. Mr. Carvajal then provided a handout listing GPAG future meeting dates and anticipated agenda topics and informed the Group that there will not be any meetings scheduled in the month of August. Mr. Carvajal also requested that members continue to keep an open line of communication with City staff regarding scheduling conflicts for future meetings.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Marlene Buitron, Youth Commission
Ekta Naik, Alliance Development
Kathi Davis-Bowman, WisePlace
Peter Katz, Santa Ana Communication Linkages Forum
Nancy Mejia, Latino Health Access
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Berry Cottle, C & C Development
Tish Leon, Senior Advocate-Downtown Neighborhood

Absent: Richard Chiarini, Industrial Business Owner
Lynette Guzman, Parks and Recreation Board
Gilad Salmon, Environmental and Transportation Advisory Committee
Isaac Michaca, Santa Ana Building Healthy Communities
Ken Nguyen, Planning Commission
Beatriz Mendoza, Planning Commission

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>

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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, May 17, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the sixth meeting of the General Plan Advisory Group (GPAG) and introduced the two General Plan elements to be discussed: Safety and Open Space, respectively.

Mr. Carvajal then provided a synopsis of the discussion from the previous meeting that focused on the core values that will be present in each element, how the General Plan will be organized, and how the draft goals and policies that are presented to the GPAG members are developed. The process includes review of the existing General Plan goals and polices "best practices," the Santa Ana Strategic Plan, affirmative statements and draft vision statements prepared by the GPAG; along with other recommendations made by community groups such Santa Ana Building Healthy Communities.

2. Video Presentation

Associate Planner Ricardo Soto of the Planning and Building Agency provided a brief introduction to two short video clips related to the elements being discussed at the meeting. The first film was a selection from *Dante's Peak* depicting groupthink during emergency situations and potential hazards associated with it. The second video clip depicted benefits associated with open space, parks, and recreational activities.

3. Open Space and Safety

Senior Planner Melanie McCann of the Planning and Building Agency then discussed the Open Space Element and provided background information on the various types of open space found in Santa Ana. Open space typologies found in Santa Ana include natural habitat, such as Santiago Creek; urban farms; landscaped areas in residential neighborhoods; joint use facilities; the two golf courses, including the Santa Ana Riverview Golf Course and adjacent trail system; and traditional neighborhood parks.

Ms. McCann then discussed the Safety Element. Ms. McCann discussed potential hazards posed by flood and earthquakes due to large portions of Santa Ana being located in the Santa Ana River floodplain and the city's relative proximity to various earthquake fault lines.

4. Draft Goals and Policies – Group Exercise

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in the previous meeting, a "POV" approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Open Space Element and Safety Element goals and policies.

5. Group Exercise – Potential for Improvement

After completion of the group exercise, the group discussed potential changes in the format of the group exercise to enable a more thorough analysis of all the draft policies presented. Potential changes discussed included: providing more background and information about the existing conditions related to policies that are discussed, having more time to review the draft, having smaller groups, and allowing members to select which topic areas they want to review and provide feedback. Staff acknowledged the group's concerns and encouraged the group to communicate any other suggested changes to the format or novel approaches to reviewing and critiquing the draft policies that could be utilized.

6. Next Step

Mr. Carvajal concluded the meeting by confirming that the next GPAG meeting will be on June 7, 2017, and will focus on an element in the Built Environment section of the General Plan framework.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Ekta Naik, Alliance Development
Kathi Davis-Bowman, WisePlace
Peter Katz, Santa Ana Communication Linkages Forum
Nancy Mejia, Latino Health Access
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Berry Cottle, C & C Development
Lynette Guzman, Parks and Recreation Board
Gilad Salmon, Environmental and Transportation Advisory Committee
Isaac Michaca, Santa Ana Building Healthy Communities
Ken Nguyen, Planning Commission
Beatriz Mendoza, Planning Commission
Alberto Cruz, Youth Commission

Absent: Marlene Buitron, Youth Commission
 Tish Leon, Senior Advocate-Downtown Neighborhood
 Richard Chiarini, Industrial Business Owner

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>



A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, June 7, 2017
5:30pm - 7:30pm

1. **Introductory Remarks**

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the General Plan Advisory Group (GPAG) meeting and introduced the Economic Development Element to be discussed.

2. **Video Presentation**

A video depicting local businesses and the importance of shopping local and shopping in Santa Ana was screened. The video highlighted the important role that small businesses play in ensuring a thriving local economy.

3. **Economic Development Element**

Senior Planner Melanie McCann of the Planning and Building Agency introduced special guest Marc Morley of the Santa Ana Community Development Agency. Mr. Morley is an Economic Development Specialist with the City.

Ms. McCann continued the conversation by discussing the Economic Development Element and providing economic, employment, and demographic data for Santa Ana. The data provided was meant to inform and serve as a backdrop for the discussion and group exercise to follow.

In addition to sharing economic related facts and figures, Ms. McCann highlighted some of Santa Ana's strengths and what makes it competitive. Strengths that were discussed included concentration of high-tech companies and government offices, number of manufacturing and public administration jobs, and the human and cultural capital—large and diverse workforce, and home to Orange County's top restaurants and cultural amenities.

Prior to the group exercise, Verny Carvajal facilitated an open discussion with the GPAG to share their thoughts on the presentation. One observation was that a few of the characteristics listed as contributing to Santa Ana being competitive in the marketplace, are also our weakness (i.e. citywide reduction in crime rates, yet challenges in maintaining a safe environment in the downtown).

4. Draft Goals and Policies – Group Exercise

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a “POV” approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Economic Development Element goals and policies.

5. GPAG Meeting Format

After completion of the group exercise, Mr. Carvajal discussed the slight modification to the agenda and format of the meeting, which included discussing only one general plan topic and allowing time for group. The changes to the format of meeting were well received and the group agreed to continue using a similar format for future meetings.

6. Next Step and Acknowledgements

Mr. Carvajal confirmed that the next GPAG meeting will be on June 21, 2017, and will focus on the Mobility Element. Further, due to the holiday on the Fourth of July holiday, there will only be one meeting for the month, tentatively scheduled for the 19th.

The meeting was concluded with a brief introduction to the members of the public that attended the meeting. Members of the public introduced themselves and area of interest.

List of GPAG Member Attendees:

Marlene Buitron, Youth Commission
Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Ekta Naik, Alliance Development
Peter Katz, Santa Ana Communication Linkages Forum
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Berry Cottle, C & C Development
Lynette Guzman, Parks and Recreation Board
Isaac Michaca, Santa Ana Building Healthy Communities
Ken Nguyen, Planning Commission
Beatriz Mendoza, Planning Commission
Tish Leon, Senior Advocate-Downtown Neighborhood
Hilda Ortiz, Latino Health Access

Absent: Kathi Davis-Bowman, WisePlace
Nancy Mejia, Latino Health Access
Gilad Salmon, Environmental and Transportation Advisory Committee

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>



A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, June 21, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the General Plan Advisory Group (GPAG) meeting and introduced the Circulation/Mobility Element to be discussed.

2. Video Presentation

A video depicting Orange County Transportation Authority (OCTA) bus services and users of the service was screened. The video highlighted the many destinations that are accessible via bus in the County, as well as how important youth are in adopting alternative forms of transportation and how influential they can be in changing the way we travel.

3. Economic Development Element

Senior Planner Melanie McCann of the Planning and Building Agency introduced special guest Cory Wilkerson of the Santa Ana Public Works Agency. Mr. Wilkerson is an Active Transportation Coordinator with the City. Mr. Wilkerson briefly discussed Safe Mobility Santa Ana (SaMSA) and the City's goal of eliminating all traffic-related fatalities.

Ms. McCann then discussed the past Circulation/Mobility Element, maps that are likely to be included in the revised document, as well as a synopsis of the goals and policies that would be discussed at the meeting.

Mr. Carvajal explained that due to the number of draft goals and policies in the Circulation/Mobility Element and time constraints, an open discussion with the GPAG to share their thoughts on the presentation would be moved towards the end of the meeting.

4. Draft Goals and Policies – Group Exercise

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a “POV” approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Circulation/Mobility Element goals and policies.

5. GPAG – Impressions

After completion of the group exercise, Mr. Carvajal called on group members to express their impressions of the draft goals and policies. Comments included: optimism and encouragement regarding the focus on multi-modal transportation and alternative forms of transportation; excitement regarding active transportation policies, policies that include proactively mitigating impacts of transportation systems on existing residents, focus on the intersection of transportation and land use policies; and the need to include more policies and language on emerging forms of transportation modes, such as ride share, autonomous vehicles, tunnels (e.g. Hyperloop) and other emerging technologies.

6. Next Steps and Acknowledgements

Mr. Carvajal confirmed that due to the Fourth of July holiday, the next GPAG meeting will be on July 19, 2017. The meeting will focus on the Community Facilities Element.

The meeting was concluded with a brief invitation made by a representative of the Kennedy Commission to attend a workshop being held on June 28th at the LGBT Center. The workshop will discuss making recommendation to the Advisory Group regarding the Safety and Community Facilities Elements.

List of GPAG Member Attendees:

Marlene Buitron, Youth Commission
Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Ekta Naik, Alliance Development
Peter Katz, Santa Ana Communication Linkages Forum
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Berry Cottle, C & C Development
Lynette Guzman, Parks and Recreation Board
Beatriz Mendoza, Planning Commission
Kathi Davis-Bowman, WisePlace
Nancy Mejia, Latino Health Access
Gilad Salmon, Environmental and Transportation Advisory Committee

Absent: Tish Leon, Senior Advocate-Downtown Neighborhood
Isaac Michaca, Santa Ana Building Healthy Communities
Ken Nguyen, Planning Commission

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>



A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, July 19, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the ninth General Plan Advisory Group (GPAG) meeting and introduced the Community Services and Facilities Element to be discussed.

2. Updates

Planning Division Manager Candida Neal informed the group of the resignation of former Executive Director Hassan Haghani. Ms. Neal indicated that she will be Acting Executive Director until such time that a new director is hired, or instructed otherwise.

Ms. Neal and Mr. Carvajal then addressed questions that have arisen regarding community groups contacting GPAG members directly. Both Ms. Neal and Mr. Carvajal indicated that GPAG members were free to communicate with interested parties outside of the scheduled meetings and report any feedback received back to the GPAG; however, they indicated that those communications should not undermine or replace the process and collaboration taking place at scheduled GPAG meetings. They then reiterated previous comments regarding the GPAG selection process, which was established to select members that represent a cross-section of the community and have all constituencies represented.

3. Video Presentation

A video depicting the idea of community was screened. The video countered the idea that community is the agglomeration of houses, apartments, stores, shops, schools, playgrounds, streets, and alleys, with the argument that community is the people who inhabit these places and their experiences and interconnections.

4. Community Services and Facilities Element

Senior Planner Melanie McCann of the Planning and Building Agency introduced the topics that will be covered in the Community Service and Facilities Element. Ms. McCann

stated that the element will be structured into five topic areas: Recreation and Culture, Education, Active Living and Wellbeing, Public Facilities, and Public Safety. The element will be comprised of five goals and a total of 41 policies. Ms. McCann then presented several images to help convey the topic areas that will be covered in the element.

Mr. Carvajal elaborated on why these topics that may seem disparate were grouped into one element. All the topics being covered have a unifying thread: community. These topics all cover the services and places/buildings in which the people that create a community use, receive services from, and live.

5. Draft Goals and Policies – Group Exercise

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a “POV” approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Community Services and Facilities Element goals and policies.

6. GPAG – Continuation

After completion of the group exercise, the group discussed the need for more time to review all of the draft goals and policies. Each of the small groups were only able to review and comment on three topic areas. The members of the group elected to cover the remainder of the topics at the following GPAG meeting instead of proceeding to a new element.

7. Next Steps and Acknowledgements

Mr. Carvajal confirmed that the next GPAG meeting will be held on September 6, 2017. The meeting will focus on the remainder of the Community Services and Facilities Element topic areas.

The meeting was concluded with a brief invitation made by GPAG members Tish Leon and Claudia Arellanes to *Shakespeare at the Park* and the rooftop movie screening in Downtown, respectively.

List of GPAG Member Attendees:

Marlene Buitron, Youth Commission
Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Peter Katz, Santa Ana Communication Linkages Forum
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Barry Cottle, C & C Development
Lynette Guzman, Parks and Recreation Board
Beatriz Mendoza, Planning Commission
Kathi Davis-Bowman, WisePlace
Nancy Mejia, Latino Health Access
Gilad Salmon, Environmental and Transportation Advisory Committee
Tish Leon, Senior Advocate-Downtown Neighborhood
Isaac Michaca, Santa Ana Building Healthy Communities

Absent: Ken Nguyen, Planning Commission
Ekta Naik, Alliance Development

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>



A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, September 6, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the tenth General Plan Advisory Group (GPAG) meeting. The topic of the meeting was the second portion of the Community Services and Facilities Element.

2. Reminder

Mr. Carvajal reiterated the topic and briefly presented the PowerPoint slides that were previously shared with the group at the previous GPAG meeting.

3. Draft Goals and Policies – Group Exercise

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a “POV” approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Community Services and Facilities Element goals and policies.

4. GPAG – Roundtable

After completion of the group exercise, the group proceeded to discuss topics that need additional attention as part of the overall goals and policies and commented on topics that were well covered. Homelessness was a topic that members felt the goals and policies did not address and felt should have specific, direct language to address the issue, especially since it was such a big area of concern that emerged from the initial community engagement effort. The parks and programming policies were referenced as being positive in the way they frame how future park locations should be sited and programming should be developed.

Mr. Carvajal asked whether the group felt the current format that was being used to cover the topic areas and goals and polices was working for everyone. Having sufficient time to thoroughly cover all of the policies was brought up as an area of concern. The group felt that there were a lot of policies to cover in the amount of time allotted.

Mr. Carvajal then stated that future elements will encompass a broad range of topic areas and a great deal of material. The GPAG agreed towards working together in reaching the established goal of covering all topic areas by the end of the year.

5. Next Steps and Acknowledgements

Mr. Carvajal confirmed that there are approximately four more GPAG meetings before all of the elements have been discussed and that the anticipated completion date is mid-December.

The next GPAG meeting will cover the Urban Design and Architecture Element and will be held on October 4, 2017.

List of GPAG Member Attendees:

Marlene Buitron, Youth Commission
Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Peter Katz, Santa Ana Communication Linkages Forum
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Beatriz Mendoza, Planning Commission
Kathi Davis-Bowman, WisePlace
Gilad Salmon, Environmental and Transportation Advisory Committee
Tish Leon, Senior Advocate-Downtown Neighborhood
Ken Nguyen, Planning Commission
Ekta Naik, Alliance Development
Hilda Ortiz, Latino Health Access

Absent: Lynette Guzman, Parks and Recreation Board
Nancy Mejia, Latino Health Access
Isaac Michaca, Santa Ana Building Healthy Communities
Barry Cottle, C & C Development

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>



A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, October 4, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the eleventh General Plan Advisory Group (GPAG) meeting. The topic of the meeting was the Urban Design Element.

2. Video Presentation

A video depicting David Lewis, a notable architect and urban designer, and his thoughts on city design was presented. The video highlighted Mr. Lewis' ideas regarding urban design being greater than the architecture of individual buildings and explored the concept that cities are inherited. Mr. Lewis spoke about cities being inherited from our forefathers with subsequent generations continually altering and adding to those cities. Also, the video discussed the argument that the sum of the buildings, public spaces, and places people congregate in are the elements of urban design.

3. Guest Speaker

Mr. Carvajal introduced guest speaker Jill Arabe, Senior Planner in Urban Design of the Planning and Building Agency. Ms. Arabe is the first planner with the City whose role has been dedicated to the creation and implementation of an urban design program.

Ms. Arabe then gave a brief explanation of the meaning of urban design. She elaborated and expanded on the concept that urban design is ultimately about creating places for people. That involves the design of buildings, spaces, landscape—the environment created. Those spaces evoke emotions and create experiences that all form part of the essence of urban design.

4. **Design Concepts**

Melanie McCann of the Planning and Building agency then provided a presentation of Kevin Lynch's design concepts that will be utilized and inform the draft goals and policies of the Urban Design Element. Ms. McCann explained concepts such as districts, gateways, focus intersections, and nodes. A list of terms and concepts discussed during this presentation is provided at the end of these meeting notes.

5. **Draft Goals and Policies – Group Exercise**

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a "POV" approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Urban Design Element goals and policies.

6. **Next Steps and Acknowledgements**

Mr. Carvajal then stated that there are approximately two topics left to cover: Historic Preservation and Land Use, respectively.

The next GPAG meeting will cover the Historic Preservation Element and will be held on October 18, 2017.

7. **Design Concepts/Terms Discussed**

District. Broad portions of the City that have consistent design features. City places with homogenous character.

Edge. A break, an interruption or a simple change in the continuity of form in the built environment or open space, or a barrier along the predominant line of sight. A threshold where change occurs which can have the effect of separating or joining.

Focus Intersections. Urban spaces with intense activity at the encounter point of two paths. A local apex or points where paths meet and appear like peaks.

Gateways. An Urban space or architectural element that announces the arrival to, or departure from a place. A point of arrival.

Landmark. A focal point or conspicuous object used as a point of orientation in reference to other objects.

Nodes. Urban elements of compatible, intense activity.

Path. In city form terms a path is a traveling route which can take the form of a street, road or other pedestrian or vehicular route which is a fundamental part of the urban fabric of the city and the means by which people circulate throughout the city.

Public Realm. The space around, between and within buildings that is publicly accessible, including streets, squares, parks and open spaces.

Adaptive Reuse. The modification of buildings in order to accommodate a land use other than that for which the building was originally constructed.

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Public Realm. The space around, between and within buildings that is publicly accessible, including streets, squares, parks and open spaces.

Scale. Proportional relationship of the size of parts to one another and to the human figure.

Streetscape. The scene as may be observed along a public street or way composed of natural and manmade components, including buildings, paving, planting, street hardware, and miscellaneous structures.

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Tish Leon, Senior Advocate-Downtown Neighborhood
Ekta Naik, Alliance Development
Nancy Mejia, Latino Health Access
Barry Cottle, C & C Development
Alberto Cruz, Youth Commission

Absent: Lynette Guzman, Parks and Recreation Board
Marlene Buitron, Youth Commission
Isaac Michaca, Santa Ana Building Healthy Communities
Beatriz Mendoza, Planning Commission
Ken Nguyen, Planning Commission

Note: the PowerPoint presentation used for the meeting is available at <http://www.santa-ana.org/generalplan/default.asp>



A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, October 18, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the twelfth General Plan Advisory Group (GPAG) meeting. The topic of the meeting was the Historic Preservation Element.

2. Video Presentation

A video depicting the City's efforts in fostering an interest in and preserving local history was presented. The video highlighted the Santa Ana Library History Room and the resources available to the public.

Manny Escamilla, currently a Planning Assistant with the Planning and Building Agency and formerly an Archivist with Library Services, shared his experience working in the History Room and some of the resources that are available to the public.

3. History of Santa Ana

Melanie McCann of the Planning and Building agency then provided a presentation of Santa Ana's history, focusing on the development and evolution of the City. The presentation also included a discussion on the resources available on the website, such as the Historic Resources Map and a virtual map of Downtown; the different types of historic building categorizations and what they mean; and neighborhoods that are considered historic or that are formally designated as a Historic District.

4. Draft Goals and Policies – Group Exercise

The GPAG members then reviewed and critiqued the draft goals and policies using the same approach used in previous meetings, a "POV" approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. However, the format was slightly different than previous meetings. The group reviewed the draft goals and policies in one large group and openly discussed them. Staff documented the discussion and feedback, which will be used to edit and refine the draft goals and policies.

5. **Next Steps and Acknowledgements**

Mr. Carvajal then concluded the meeting and informed the group that there is one topic left to cover: Land Use.

The next GPAG meeting will be held on November 15, 2017.

List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, November 15, 2017
5:30pm - 7:30pm

1. **Introductory Remarks**

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the thirteenth General Plan Advisory Group (GPAG) meeting. The topic of the meeting was the Land Use Element.

2. **Video Presentation**

A video depicting the changing nature of human habitation on Earth and how urbanization has and will continue to change our environment was shown. The video highlighted opportunities that urbanization presents, such as being centers or hubs of technological innovation which can lead to change. Urbanization and cities also present the opportunity to take a leadership role as a force for sustainable development. Lastly, the video highlighted how sustainable urban ecosystems can lead to improved health for residents and curb environmental degradation.

3. **Land Use Element**

Melanie McCann of the Planning and Building agency then described the Land Use Element is and its significance. Ms. McCann also discussed the current Land Use map, which depicts land use designations using a color coded system to identify the type, location, and intensity of the development and land uses permitted in the City. The primary objective of this Element is to assist in the management of future growth, to improve the City's overall physical appearance, to minimize potential land use conflicts, and to facilitate growth and development reflecting the community's vision.

A series of statistics including projected population growth, existing land use distribution, and projected median household incomes were also presented and discussed. After the statistics were discussed, Ms. McCann then shared a map depicting existing land use plan areas in the city that have been recently approved to accommodate growth and currently allow high-density development. The map included the Metro East Overlay District (2007), Transit Zoning Code (2010), Harbor Mixed-Use Corridor (2014) and existing District Center (DC) land use areas. The statistics and map

were shared to inform the group exercise that followed, which focused on identifying new areas to accommodate future development and growth.

4. Growth Opportunity Sites – Group Mapping Exercise

The GPAG members met in three small groups. Each group was then given a blank map of the city and asked to identify three corridors or districts for further study as target areas for potential future growth. Members were also reminded of the five (5) core values that the community and GPAG has identified as being critical to the General Plan update and should be expressed throughout each element: Health, Equity, Sustainability, Culture, and Education.

Members then analyzed corridors and districts and discussed why they believed these areas of the city could accommodate growth and what type of growth they envisioned. Members also wrote notes on the maps and indicated the corridors and districts identified as they discussed. A representative from each small group then reported out to the larger group and described the areas which they had identified and why. Areas identified included Main Street, Willowick Golf Course, and areas adjacent to the proposed fixed guideway (OC Streetcar). Staff documented the discussion and feedback, as well as the maps, which will be used to inform the future Land Use Map.

5. Policy Discussion

Mr. Carvajal then led a brief discussion asking GPAG members if the City is headed in the right direction, or if they believe the City has missed an opportunity which should be addressed in the General Plan update. Topics discussed included the “missing middle”: medium density developments such as duplexes, small townhouse developments, and bungalow courts that can buffer traditional single-family residential from large scale housing development and also provide new housing opportunities. Health and equity were also discussed, and how the City should be intentional in how equitable outcomes are created instead of relying on a piecemeal developer led approach. Members of the GPAG also discussed applying the Business Improvement District model, which has been traditionally utilized in commercial settings, to residential settings to empower community members to effectuate the change they want to see in their own neighborhoods.

6. Next Steps and Acknowledgements

Mr. Carvajal then concluded the meeting and informed the group that the draft goals and policies for the Land Use Element would be discussed at the next GPAG meeting, scheduled for November 29, 2017.

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A Shared Vision



City of Santa Ana General Plan Advisory Group Minutes of the Regular Meeting

City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, November 29, 2017
5:30pm - 8:00pm

1. **Introductory Remarks**

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the fourteenth and final General Plan Advisory Group (GPAG) meeting. The topic of the meeting was the Land Use Element.

2. **Review of Previous Meeting**

Melanie McCann of the Planning and Building Agency and Mr. Carvajal provided a brief review of the topics covered in the previous meeting, including: what a land use element is, what the existing goals in the Land Use Element are, and what areas or corridors were identified during the mapping exercise by the GPAG as opportunity sites. A map depicting those areas was provided in the PowerPoint presentation.

Mr. Carvajal then briefly reiterated staff's commitment to the five (5) core values that the community and GPAG has identified as being critical to the General Plan update and should be expressed throughout each element: Health, Equity, Sustainability, Culture, and Education.

3. **Draft Goals and Policies – Group Exercise**

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a "POV" approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Land Use Element goals and policies. However, the exercise was slightly modified from previous weeks. Members were asked to independently read the goals and policies and to choose one policy to discuss and explain suggested edits with the group. In addition, members were encouraged to underline text that they found compelling, add a wavy underline to text they wanted clarified, circle words or phrases that they wanted to change, and to write comments and feedback in the columns of the draft goals and policies document provided.

4. **Next Steps and Acknowledgements**

Upon completion of the group exercise, Mr. Carvajal thanked the GPAG for their hard work and dedication over the past 10 months. Mr. Carvajal then informed the group that the next steps would include presenting the vision statements, core values, and a goal/policy overview to the City Council. Lastly, once the draft General Plan is written, staff will present the draft to the community and GPAG members for review and comment.

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