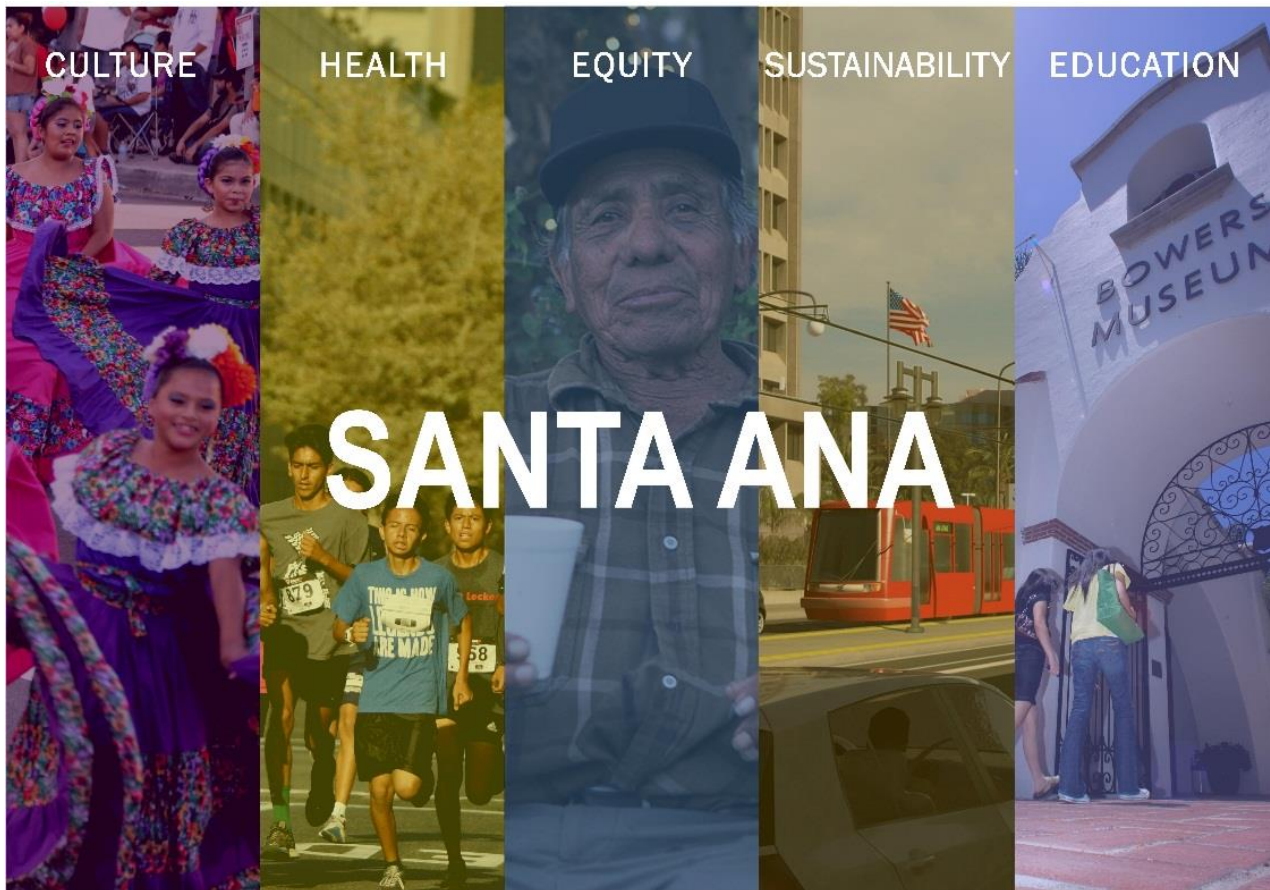


# City of Santa Ana General Plan Update

## General Plan Policy Framework, December 2018







## INTRODUCTION

We're excited to introduce the Santa Ana General Plan: ***A Shared Vision***. This policy framework serves as an outline to our New General Plan which will comply with State law and serve as a blueprint to guide the future development of our City. The Santa Ana General Plan will serve as a tool for achieving our Shared Vision by communicating the vision, values and goals for physical development, sustainability and quality of life for the entire community.

Santa Ana is the **world-class capital** of Orange County that celebrates **diversity**, neighborhoods, **cultural heritage** and will be the leader in creativity, **sustainability**, and **education** that will continue to foster a sense of community.

Santa Ana embraces its history and promotes sustainability by creating open space, investing in education, celebrating neighborhoods, and supporting equitable business opportunities. These affirmative statements were drafted by our own community and refined by our General Plan Advisory Group. These aspirations are forward facing, ambitious, and inspiring. They are a reflection of our community values and contain emergent themes of sustainability, culture, diversity, and equity. Our community of ambassadors expects us to follow through with our promise with a New General Plan that holds every stakeholder, business and resident responsible for: **Our Shared Vision**

The Policy Framework contains three components: 1) General Plan Purpose, 2) Santa Ana's Shared Vision, and 3) Element Goals and Policies.

## GENERAL PLAN PURPOSE

### Plan Organization

Santa Ana's General Plan will be a dynamic working document with new elements to embrace forward looking topics, practices, and philosophies. The new document is based on a Vision Statement and Five Core Values established as part of an extensive community outreach effort. The plan will serve to reflect an inclusive community effort.

The Santa Ana General Plan will be organized by three Sections and will cover all seven required elements as required by State Law. These sections are *Services and Infrastructure (I)*, *Natural Environment (II)*, and *Built Environment (III)*. Within these volumes, a total of 12 elements will serve to replace a total of 16 existing elements last revised comprehensively in 1982. Four optional elements will be added to cover topic areas of special or unique relevancy to our city. Two existing elements, which include the Circulation and Housing Elements are being amended separately at this time or will be revised as required by State Law\*. The planning horizon year for this sustainably new community vision is 2040.

- Community Element
- Conservation Element
- Economic Prosperity Element
- Historic Preservation Element
- Land Use Element
- Noise Element
- Open Space Element
- Public Services Element
- Safety Element
- Urban Design Element
- Housing Element\*
- Mobility/Circulation Element\*

A General Plan is the affirmation of a city's future development goals and provides policy statements to achieve those goals. Each element within the three sections will contain individual goals and multiple policies. *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 with each element containing its own set of goals and policies. Implementation actions related to each Goal or Policy will be included as a separate Implementation Plan to ensure successful monitoring of our progress as a community.

**Five Core Values** will apply to all Elements and be found throughout all Goals and Policies as part of the New General Plan. These Core Values will form part of the framework of the General Plan and establish the guiding principles that are embedded at every level of a plan and form its foundation.

The purpose of the General Plan Update is to comprehensively update the 1982 plan to reflect current conditions, establish a shared vision of the community's aspirations and create the policy direction to guide Santa Ana's long-term planning and growth over the next two decades.

### **Legal Requirements**

Santa Ana's General Plan will be compliance with the requirements of Government Code Section 65300 et seq. The General Plan provides the framework for management and utilization of the City's physical, economic and human resources. California State law requires that each city prepare General Plan and adopt a comprehensive, long-term General Plan for its future development. State law permits cities to include optional elements in their General Plans, beyond the seven mandated elements, thereby providing local governments with the flexibility to address the specific needs and unique character of their jurisdiction.

By providing a basis for rational decision-making, this document guides civic decisions regarding land use, design of buildings and open spaces, the conservation of existing housing and the addition of new dwelling units, the provisions of supporting infrastructure and public services, protection of environmental resources, allocation of fiscal resources, and the protection of residents from natural and human-caused hazards.

Table 1 provides a summary on compliance with legally required General Plan Elements as well as how optional elements will correspond to one another. In addition, the new General Plan will comply with California's Office of Planning and Research requirements and appropriate environmental documentation in conformance with the latest provisions of the California Environmental Quality Act (CEQA).

## **The Voice of our Community**

The Policy Framework was developed following over one year of extensive community outreach (2016), one-on-one interviews with the City Council, General Plan Advisory Group dialogue (2017), Interagency Technical Advisory Committee guidance and constant community feedback through multiple outreach efforts throughout the process. The following bullet-points summarize various meetings and outreach activities conducted throughout the development of the Policy Framework. In total, the effort resulted in the creation of a Vision Statement, Five Core Values, 37 Goals, 288 Policies and Five Focus Study Areas.

### **2016 – Initial Community Outreach**

- General Plan Video
- 40 Meetings
- Youth Summer Program
- Pop-up events Citywide
- Summarized in Community Outreach Executive Summary

### **2017 – General Plan Advisory Group (GPAG)**

- 14 GPAG Meetings
- Issues Identification Review
- Draft Vision Statements
- Draft Goals and Policies
- Land Use Study Areas
- Summarized in GPAG Report to City Council

### **2018 – General Plan Technical Advisory Group (GPTAC)**

- Seven GPTAC Meetings
- Refined Draft Goals and Policies
- Resource Collection of Existing Conditions
- Land Use Focus Study Areas
- Summarized in GPAG Report to City Council
- Presented Vision and Core Values to City Council
- Second Community Outreach Effort

## SANTA ANA'S SHARED VISION

### A Shared Vision

Based on our community values, the following statement expresses our aspirations for the future in order to enhance quality of life for all:

*"Santa Ana is a city that promotes the health & wellness of all residents, it has a civic culture that actively embraces the power of diversity; our city invests in resources that create economic opportunities for the next generation, and it is a community that celebrates our past while working together to create a sustainable future."*

### Our 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** The people of Santa Ana value a physical environment that encourages healthy lifestyles, a planning process that ensures that health impacts are considered, and a community that actively pursues policies and practices that improve the health of our residents.

**Equity** Our residents value taking all necessary steps to ensure equitable outcomes, expanding access to the tools and resources that residents need, and to balance competing interests in an open and democratic manner.

**Sustainability** Santa Ana values land use decisions that benefit future generations, plans for the impacts of climate change, and incorporates sustainable design practices at all level of the planning process.

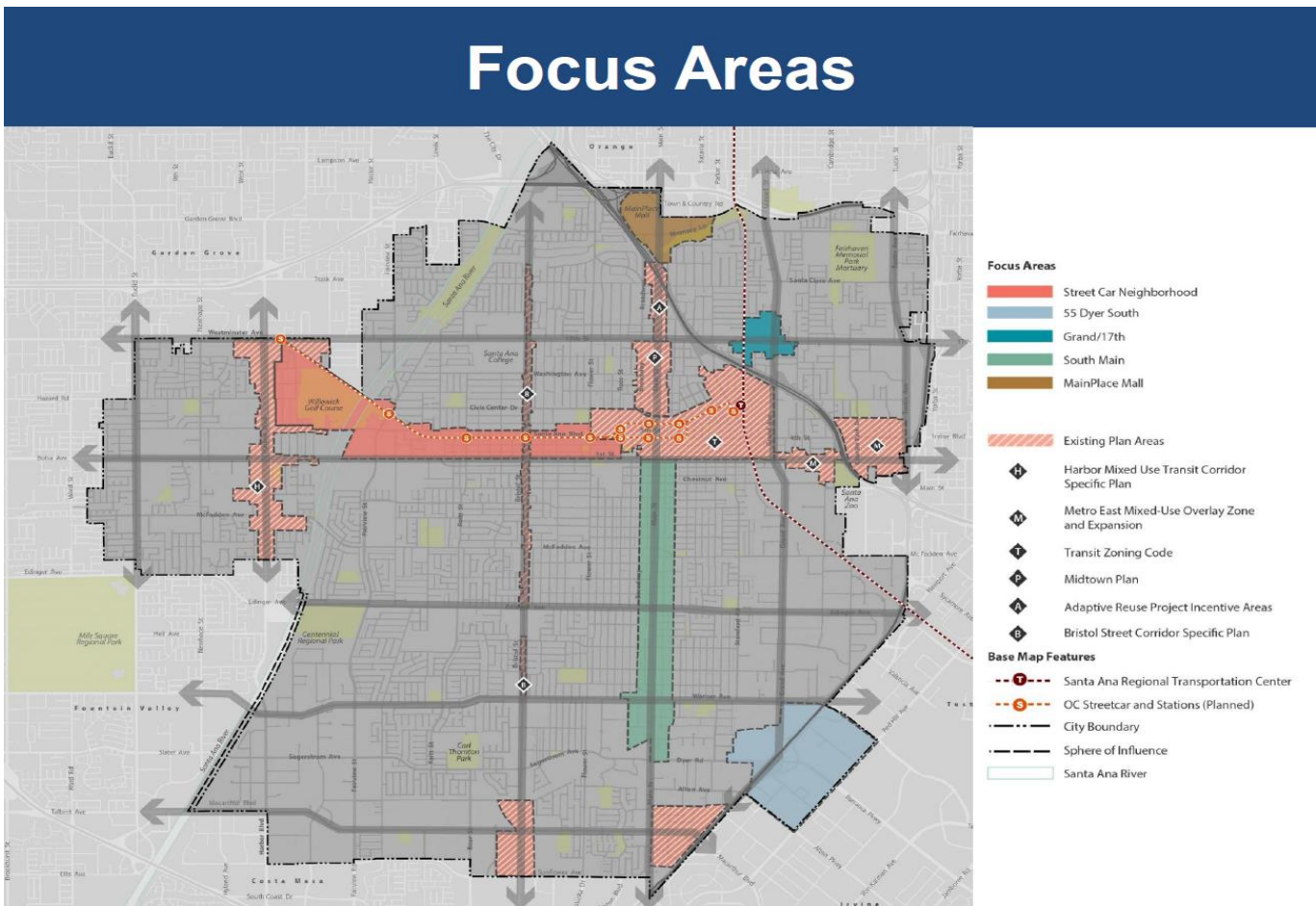
**Culture** Our community values efforts that celebrate our differences as a source of strength, preserve and build upon existing cultural resources, and nurture a citywide culture of empowered residents.

**Education** We are a city that values the creation of lifelong learners, the importance of opening up educational opportunities to all residents, and investing in educational programs that advance our residents' economic wellbeing.

### Focus Areas

Following their review of the Community Outreach Executive Summary and draft Goals and Policies related to the Land Use Element, the General Plan Advisory Group participated in an exercise to identify areas suited for future development or overall improvement. Members of the General Plan Advisory Group were then asked to markup provided maps to identify areas. In general, the areas identified by the GPAG are located along major travel corridors, the future OC Streetcar line, 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. These maps were then taken to the City’s Land Use consultant for evaluation and discussion with City Staff, General Plan Technical Advisory Committee (GPTAC), City Council Subcommittee (EDBIT) and presented to City Council as a Study Session in October 2018. A comprehensive drill-down evaluation of these Focus Areas by the City Council is scheduled for early 2019. A total of five study areas were identified: 1) OC Streetcar Neighborhood, 2) 55 Dyer South, 3) Grand/17<sup>th</sup>, 4) South Main Street, and 5) MainPlace Mall.

The five areas identified and mapped are included below.



## **ELEMENT GOALS AND POLICIES**

The New General Plan will include a total of 12 Elements organized into three sections (Services and Infrastructure, Natural Environment, and Built Environment). Below are Goals and Policies pertaining to each element including a brief background discussion followed by respective goal(s) and policies. Each Policy is followed by characters: C (Culture), H (Health), Eq (Equality), S (Sustainability) and Ed (Education) where respective Core Values have been embedded into the statement.





The Community Element reinforces the City’s values of recreation, culture, education, health and wellness and cultivates opportunities for improved quality of life for all residents. This goal can be made operational through efforts to promote activities and events throughout the city and through partnerships with local organizations.

The Community Element is an optional General Plan element. Section 65303 of the California Government enables a county or city to adopt “any other elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.” An optional element must be consistent with the seven mandatory elements and, once adopted, carries the same legal weight as any of the mandatory elements.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous community considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Improving quality of life
- Equitable access to programs and local attractions
- Maintaining a diverse culture
- Great Downtown
- Young Population
- Increase community participation
- Educational opportunities for youth
- Lack of open space
- Need for more senior services
- Healthy food options
- Strong sense of community
- Resolve homelessness

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## **GOAL 1: Provide opportunities for public and private recreation and cultural programs that meet the needs of Santa Ana’s diverse population.**

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- Policy 1.1 Access to Programs.** Provide and maintain access to recreational and cultural programs within walking distance of residential areas. | Eq
- Policy 1.2 Community Input.** Engage residents and community facility users to provide input for facility improvements and programming. | Ed
- Policy 1.3 Equitable Programs.** Encourage cultural programs and activities of local interest that are inclusive and affordable to all. | Eq
- Policy 1.4 Shared Use.** Expand community activities and programs at City facilities and throughout the community through shared use or cooperative agreements.
- Policy 1.5 Equitable Recreational Spaces.** Promote the development and use of municipal buildings, indoor facilities, sports fields, and outdoor spaces for recreation that serve residents throughout the City. | Eq
- Policy 1.6 Recreation on Private Property.** Promote the development and use of privately-owned recreation and entertainment facilities that are affordable and meet the needs of Santa Ana residents. | Eq
- Policy 1.7 Connections to Facilities.** Support efforts to connect residents and visitors to local and regional cultural, educational, and natural environments. | C
- Policy 1.8 Developer Involvement.** Promote developer participation in the provision of community facilities to meet the recreational needs of residents. | Eq
- Policy 1.9 Art and Cultural Programming.** Promote art and cultural programs of local interest to provide educational and cultural awareness opportunities. | C
- Policy 1.10 Community Attractions.** Incorporate placemaking elements and technology into existing and new parks and facilities to encourage use of public spaces, access to educational resources, and community led activities. | S
- Policy 1.11 Program Incentives.** Incentivize use of privately owned property to promote recreation, health, wellness, and culture programs. | E

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## **GOAL 2: Provide exceptional, accessible, and diverse educational programs and facilities to meet community needs.**

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- Policy 2.1 Supporting Organizations.** Collaborate with both private and public organizations that support early childhood education programs to optimize and expand service capacity. | Ed
- Policy 2.2 Educational Facilities Capacity.** Partner with local school districts, non-profit organizations, and other educational providers regarding land use and policy changes to ensure available educational facilities. | Ed
- Policy 2.3 Partnerships with Schools.** Strengthen partnerships with local schools to promote safe, supportive, and effective learning environments that foster school and community pride. | Ed
- Policy 2.4 Parent Participation.** Support education, recreation programs, and after school activities that involve parent participation to increase high school graduation and college attendance rates. | Ed
- Policy 2.5 Training Opportunities.** Promote and partner with local businesses, schools, and non-profits offering education, job training, internship, and apprenticeship opportunities for Santa Ana youth and residents. | Ed
- Policy 2.6 Educational Funding.** Enhance educational opportunities in the community by expanding and maintaining access to libraries, learning centers, and technology through innovative funding sources. | Ed
- Policy 2.8 Lifelong Learning.** Encourage lifelong learning beyond the traditional classroom environment by promoting lectures, learning circles, self-directed discussion groups, and other educational opportunities at local libraries, historical societies, cultural centers, and public spaces. | Ed

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## **GOAL 3: Promote the health and wellness of all Santa Ana residents.**

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- Policy 3.1 Supporting Health Services.** Collaborate with and provide support to organizations engaged in improving public health and wellness, expanding access to affordable quality health care, and providing medical services for all segments of the community. | H, Eq
- Policy 3.2 Healthy Neighborhoods.** Continue to support the creation of healthy neighborhoods by addressing public safety, improving the built environment, and maintaining building code standards. | H
- Policy 3.3 Healthy Residential Programs.** Invest in programs and public improvements that educate residents about opportunities to increase their physical activity and improve their health. | H, Ed
- Policy 3.4 Safe Mobility.** Promote the overall safety of multi-modal streets by developing local and regional programs that educate and inform motorists of non-motorized roadway users. | Ed
- Policy 3.5 Community Spaces.** Encourage positive community interactions and neighborhood pride to create secure communities and promote safe public spaces. | C
- Policy 3.6 Healthy Options.** Promote access to affordable, fresh, and healthy food options citywide through efforts such as community gardens, culinary classes, and neighborhood farmers markets. | H, Eq
- Policy 3.7 Active Lifestyles.** Support programs that create safe routes to schools and other destinations to promote walking, biking and active lifestyles. | H



The Conservation Element identifies the community's natural resources and communicates the benefits for retention, enhancement and development of these reserves towards improving quality of life and the environment as a whole. The Conservation Element will guide the City in its efforts to prioritize sustainability and enhance the environment for current and future generations.

The Conservation Element is a mandated component of all general plans in the State per Government Code Section 65302(d). This element will address conservation goals and policies related to natural resources, water resources, mineral resources, air quality, and energy resources. Additionally, conservation goals related to open space areas and land uses are found in the Open Space and Land Use Elements, respectively.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous conservation related considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Sustainable buildings
- Water resources
- Preserving the natural environment
- Supporting renewable resources
- Healthy urban forest

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## **GOAL 1: Protect air resources, improve regional and local air quality, and minimize the impacts of climate change.**

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- Policy 1.1 Regional Planning Efforts.** Coordinate air quality planning efforts with local and regional agencies to meet State and Federal ambient air quality standards in order to protect all residents from the health effects of air pollution. | Eq, H
- Policy 1.2 Climate Action Plan.** Consistency with emission reduction goals highlighted in the Climate Action Plan shall be considered in all major decisions on land use and investments in public infrastructure. | H, S
- Policy 1.3 Education.** Promote efforts to educate businesses and the general public about air quality standards, health effects, and best practices they can make to improve air quality and reduce greenhouse gas emissions. | Ed, H
- Policy 1.4 Development Standards.** Support new development that meets or exceeds standards for energy-efficient building design and site planning. | S
- Policy 1.5 Sensitive Receptor Decisions.** Consider potential impacts of stationary and non-stationary emission sources on existing and proposed sensitive uses and opportunities to minimize health and safety risks. | H
- Policy 1.6 New and Infill Residential Development.** Promote development that is mixed-use, pedestrian-friendly, transit oriented, and clustered around activity centers. | S
- Policy 1.7 Housing and Employment Opportunities.** Improve the City's jobs/housing balance ratio by supporting development that provides housing and employment opportunities to enable people to live and work in Santa Ana. | Eq
- Policy 1.8 Promote Alternative Transportation.** Promote use of alternate modes of transportation in the City of Santa Ana, including pedestrian, bicycling, public transportation, car sharing programs and emerging technologies. | S, Ed
- Policy 1.9 Public Investment Alternative Transportation Infrastructure.** Continue to invest in infrastructure projects that support public transportation and alternate modes of transportation in the City of Santa Ana, including pedestrian, bicycling, public transportation, car sharing programs, and emerging technologies. | S
- Policy 1.10 Transportation Management.** Continue to support and invest in improvements to the City's Transportation Management System, including projects or programs that improve traffic flow and reduce traffic congestion. | S
- Policy 1.11 Public Investment in Low- or Zero Emission Vehicles.** Continue to invest in low-emission or zero-emission vehicles to replace the City's gasoline powered vehicle fleet and to transition to available clean fuel sources such as bio-diesel for trucks and heavy equipment. | S

- Policy 1.12 Sustainable Infrastructure.** Encourage the use of low or zero emission vehicles, bicycles, non-motorized vehicles, and car-sharing programs by supporting new and existing development that includes sustainable infrastructure and strategies such as vehicle charging stations, drop-off areas for ride-sharing services, secure bicycle parking, and transportation demand management programs. | S
- Policy 1.13 City Contract Practices.** Support businesses and contractors that use reduced-emissions equipment for city construction projects and contracts for services, as well as businesses that practice sustainable operations. | S
- Policy 1.14 Transportation Demand Management.** Require and incentivize projects to incorporate Transportation Demand Management (TDM) techniques. | S, Ed, H

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## **GOAL 2: Preserve and enhance Santa Ana’s natural and environmental resources while maintaining a balance between recreation, habitat restoration, and scenic resources.**

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- Policy 2.1 Native Wildlife Habitat Protection.** Protect and enhance natural vegetation in parks and open spaces for wildlife habitat, erosion control, and to serve as noise and scenic buffers. | S
- Policy 2.2 Biodiversity Preservation.** Collaborate with State and County agencies to promote biodiversity and protect sensitive biological resources. | S
- Policy 2.3 Resource Management.** Efficiently manage soil and mineral resource operations to eliminate significant nuisances, hazards, or adverse environmental effects on neighboring land uses. | S, H
- Policy 2.4 Scenic Linkages.** Ensure that development and travelways surrounding key destinations, historic sites, recreational areas, and open space preserve and create scenic linkages. | S, H



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## **GOAL 3: Reduce consumption of and reliance on non-renewable energy, and support the development and use of renewable energy sources.**

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- Policy 3.1 Interagency Coordination.** Consult with regional agencies and utility companies to pursue energy efficiency goals and expand renewable energy strategies. | S, Ed
- Policy 3.2 Education Programs.** Support education programs to provide information on energy conservation and alternatives to non-renewable energy sources. | S, Ed
- Policy 3.3 Development Patterns.** Promote energy efficient-development patterns by clustering mixed use developments and compatible uses adjacent to public transportation. | S, H
- Policy 3.4 Site Design.** Encourage site planning and subdivision design that incorporates the use of renewable energy systems. | S
- Policy 3.5 Landscaping.** Encourage the planting of native and diverse tree species to reduce heat island effect, reduce energy consumption, and contribute to carbon mitigation. | S
- Policy 3.6 Life Cycle Costs.** Encourage construction and building development practices that use renewable resources and life cycle costing in construction and operating decisions. | S
- Policy 3.7 Energy Conservation Design and Construction.** Incorporate energy conservation features in the design of new construction and rehabilitation projects. | S
- Policy 3.8 Energy-Efficient Public Facilities.** Promote and encourage efficient use of energy and the conservation of available resources in the design, construction, maintenance, and operation of public facilities, infrastructure, and equipment. | S
- Policy 3.9 Energy Generation in Public Facilities.** Encourage and support the generation, transmission, use, and storage of locally-distributed renewable energy in order to promote energy independence, efficiency, and sustainability. | S
- Policy 3.10 Energy Conservation in Public Projects.** Work with businesses and contractors that use energy-efficient practices in the provision of services and equipment for city construction projects. | S
- Policy 3.11 Energy-Efficient Transportation Infrastructure.** Continue to support public and private infrastructure for public transportation such as bus routes, rail lines, and the OC Streetcar. | S

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## **GOAL 4: Conserve and replenish existing and future water resources.**

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- Policy 4.1 Water Use.** Encourage and educate residents, business owners, and operators of public facilities to use water wisely and efficiently. | Ed, S
- Policy 4.2 Landscaping.** Encourage public and private property owners to plant native or drought-tolerant vegetation. | Ed, S
- Policy 4.3 Recycled Water Systems.** Continue to coordinate with the Orange County Water District, Orange County Sanitation District, and developers for opportunities to expand use of reclaimed water systems. | S
- Policy 4.4 Irrigation Systems.** Promote irrigation and rainwater capture systems that conserve water to support a sustainable community. | Ed, S
- Policy 4.5 Water Supply.** Continue to collaborate with Orange County Water District and Metropolitan Water District to ensure reliable, adequate, and high quality sources of water supply at a reasonable cost. | S
- Policy 4.6 Water Quality.** Work with public and private property owners to reduce storm water runoff and to protect the water quality percolating into the aquifer and into any established waterway. | S



The purpose of the Economic Prosperity Element is to ensure Santa Ana’s local economy, and its role in the broader regional economy, expands, maintains, and enhances job opportunities, attracts and retains a balance of business types, provides sufficient revenue for public services, and contributes to the overall quality of life experienced by the City’s residents.

The Economic Prosperity Element is an optional General Plan element. Section 65303 of the California Government Code enables a county or city to adopt “any other elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.” An optional element must be consistent with the seven mandatory elements and, once adopted, carries the same legal weight as any of the mandatory elements.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous economic prosperity related considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Skilled workforce
- Developing local talent
- Broad economic goals
- Business friendly environment
- Living wage jobs
- Successful businesses are important
- Downtown Investment
- Citywide Investment
- Highlight unique attractive qualities
- Employment opportunities for youth
- Supporting small businesses
- Creating attractive environment for businesses

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## **GOAL 1: Foster a dynamic local economy that provides and creates employment opportunities for all residents in the City.**

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- Policy 1.1**    **Protect Industrial.** Protect industrial uses that provide quality job opportunities including middle-income jobs; provide for secondary employment and supporting uses; and maintain areas where smaller emerging industrial uses can locate in a multi-tenant setting. | Eq, S
- Policy 1.2**    **Attract Business.** Strengthen and expand citywide business attraction efforts in order to achieve the City’s full employment potential. | Eq, S
- Policy 1.3**    **Living-wage Employment.** Promote new and retention of existing job-producing businesses that provide living-wage employment opportunities. | Eq, S
- Policy 1.4**    **Job Skills.** Pursue available financial and tax incentives to improve residents’ employment skills and workforce preparation. | Eq, Ed
- Policy 1.5**    **Access through Education.** Support education and employment training on a citywide basis to improve access to higher-wage and emerging occupations. | Eq, Ed
- Policy 1.6**    **Comprehensive Approach.** Collaborate with chambers of commerce, educational institutions, and other partners to prepare residents to seek and thrive in current and emerging employment environments. | Ed
- Policy 1.7**    **Targeted Resources.** Target business attraction and retention resources to firms with high positive net revenue implications for local government, particularly those engaged in business-to-business taxable sales transactions. | S
- Policy 1.8**    **Growing Tax Base.** Collaborate with the City chambers of commerce to promote fiscal stability and growth of sales tax and employment generating businesses in the City. | S
- Policy 1.9**    **Avoid Conflict of Uses.** Avoid potential land use conflicts by prohibiting the location of sensitive receptors and noxious land uses in close proximity. | H, Eq, S
- Policy 1.10**    **Creative Class.** Target the attraction of arts and culture related industries to create jobs, attract investments, and stimulate the local economy through tourism. | C, S

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## **GOAL 2: Maintain and enhance the diversity and regional significance of the City's economic base.**

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- Policy 2.1 High-growth Businesses.** Promote economic development opportunities in high-growth business clusters that match the changing skillset of the City's resident population. | Eq, S
- Policy 2.2 Deliberate Investment.** Pursue business attraction and retention prospects in sectors which broaden and strengthen the local economy. | Eq, S
- Policy 2.3 Complementary Businesses.** Encourage the development of mutually beneficial and complementary business clusters within the community. | S
- Policy 2.4 Community-led Economic Development.** Support community-based economic development initiatives, such as buy-local campaign, marketing strategies, and worker cooperatives. | Eq, S, Ed
- Policy 2.5 Sufficient Industrial Land.** Ensure sufficient availability of industrial zoned properties and businesses that provide employment opportunities for the City's resident population. | Eq, S
- Policy 2.6 Small Business Assistance.** Support and encourage small business development, incubators, and microenterprises through start-up assistance and identification of fiscal resources for entrepreneurship. | Eq, S, Ed
- Policy 2.7 Infrastructure as an Amenity.** Provide state-of-the-art infrastructure systems with sufficient capacity to attract emerging businesses, encourage efficient public service delivery, and foster a sustainable community. | C, S
- Policy 2.8 Emerging Businesses.** Pursue and grow emerging business and industry that further fiscal and environmental sustainability of the community. | S
- Policy 2.9 Energy Conservation.** Collaborate with utility providers and regional partners to encourage business and industry to improve performance in energy efficiency, water conservation, and waste reduction. | S
- Policy 2.10 Green Business.** Support the growth of a diverse green business sector that facilitates and promotes environmental sustainability and creates a competitive advantage for business attraction activities. | H, S
- Policy 2.11 Goods Producing Sector.** Support economic development initiatives and land use strategies that preserve and foster an environment that allows the goods producing sector to thrive. | S

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## **GOAL 3: Promote a business friendly environment where businesses thrive and build on Santa Ana’s strengths and opportunities.**

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- Policy 3.1 Leverage Historic and Cultural Assets.** Market the City’s historic and cultural assets to increase the attraction of businesses and their employees to Santa Ana’s places and destinations. | C, S
- Policy 3.2 City Branding.** Promote Santa Ana as a “Smart City” and regional leader in sustainability, equity, innovation, place making, collaboration, and community pride in products *Made in Santa Ana*. | C, Eq, S
- Policy 3.3 Mitigate Impacts.** Promote sustainable and equitable land uses that proactively mitigates negative impacts on existing residents and businesses. | H, Eq, S
- Policy 3.4 Complete Communities.** Encourage the development of “complete communities” that provide a range of housing, services, amenities, and transportation options to support the retention and attraction of a skilled workforce and employment base. | C, H, Eq, S
- Policy 3.5 Simplify the Process.** Provide a streamlined development process and assist businesses with permit processing. | Eq, Ed
- Policy 3.6 Responsive to Trends.** Maintain flexible and up-to-date land use regulations that are responsive to changing business trends, best practices, technological advancements, and community needs. | Eq, Ed
- Policy 3.7 Facilitating Investment.** Promote a solution-based customer focus in order to facilitate additional development and investment in the community. | Eq, S, Ed
- Policy 3.8 Comprehensive Analysis of Land Use.** Pursue a balance of fiscal and qualitative community benefits when making land use decisions. | H, Eq, S
- Policy 3.9 Civic Culture and Community Service.** Facilitate a business culture that encourages community service and wellness programs for residents and employees. | C, H, Eq, S, Ed
- Policy 3.10 Rethinking Strip-commercial.** Promote the creation of distinctive neighborhood serving districts through the renovation or redevelopment of existing strip-commercial development. | S
- Policy 3.11 Improve Image.** Create vibrant public spaces through arts and culture projects that enhance urban quality of life, expand the tax base, and improve regional and community image. | C, H, S

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## **GOAL 4: Promote strategies that create an economic development mindset integrated throughout City Hall.**

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- Policy 4.1 Economic Development Responsibility.** Promote a spirit in which economic development is the responsibility of each elected official, appointed official, and City employee. | C, Ed
- Policy 4.2 Economic Development Training.** As financial resources are available, invest in economic development training for staff, elected and appointed officials, and key community stakeholders. | Ed
- Policy 4.3 Business Visitation.** Encourage frequent dialogue between City representatives and owners and managers of businesses operating in Santa Ana. | S, Ed
- Policy 4.4 Economic Development Strategy.** Adopt and regularly update a comprehensive economic development strategic plan, either as a stand-alone plan or as part of the City's Strategic Plan. | C
- Policy 4.5 Economic Development Partners.** Collaborate effectively with regional economic development partners to achieve specific measurable goals for Santa Ana. | Ed
- Policy 4.6 Public-private Partnerships.** Prioritize municipal initiatives and investments in areas in which private sector businesses and property owners are voluntarily providing private funding through special financing districts (such as assessment districts and business improvement districts). | S



The purpose of this Historic Preservation Element is to provide guidance in developing and implementing activities that ensure that identification, designation, and protection of architectural, historical, cultural, and archaeological resources are part of the City's planning, development, and permitting processes. Through general plan historic preservation policies and programs, Santa Ana's heritage and diversity will continue to be a source of community pride.

The Historic Preservation Element is an optional General Plan element. Section 65303 of the California Government Code enables a county or city to adopt "any other elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city." An optional element must be consistent with the seven mandatory elements and, once adopted, carries the same legal weight as any of the mandatory elements.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous historic preservation considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Rich cultural and architectural history
- Unique neighborhoods
- Protect existing neighborhoods from intrusive development
- Maintain character, sense of place, and identity
- Pride in neighborhoods
- Adaptive reuse of buildings



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## **Goal 1: Preserve and enhance Santa Ana’s historic areas and resources to maintain a unique sense of place.**

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- Policy 1.1 Architectural and Design Standards.** Preserve unique neighborhoods and structures in Santa Ana through implementation of the Citywide Design Guidelines and historic preservation best practices. | C, S
- Policy 1.2 Federal Standards for Rehabilitation.** Ensure rehabilitation of historic buildings comply with the Secretary of Interior’s Standards for the Treatment of Historic Properties and that new construction in historic districts is compatible with context. | C, S, Ed
- Policy 1.3 Historic Districts and Design Standards.** Explore opportunities to preserve neighborhoods with largely intact historic buildings and character through the creation of historic districts or neighborhood design standards. | C, Eq, S
- Policy 1.4 Protecting Resources.** Support land use plans and development proposals that actively protect historic and cultural resources. | C, Eq, S
- Policy 1.5 Structure and Systems Maintenance.** Encourage maintenance, care, and systems upgrades of historic resources to avoid the need for major rehabilitation, prevent loss of historic resources, and remediate health concerns such as lead based paint and mold. | H, Eq, S, Ed
- Policy 1.6 Lead by Example.** Ensure that all City-owned historic resources and cultural facilities reflect exceptional architecture and historically appropriate features to celebrate Santa Ana as a world-class city. | C, H, Eq, S, Ed
- Policy 1.7 Preserving Human Element.** Encourage participation in oral history programs to capture Santa Ana’s historic and cultural narrative. | C, Eq, Ed
- Policy 1.8 Reuse of Historic Buildings.** Support flexible land use standards to facilitate the adaptive reuse of historic buildings with a variety of economically viable uses, while minimizing impacts to the historic value and character of sites and structures. | C, H, S
- Policy 1.9 Historic Downtown.** Strengthen the image and identity of Downtown through unifying design and architectural themes that are compatible with existing historic fabric. | C

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## **GOAL 2: Promote the City’s cultural and historic resources to advance Santa Ana’s role in Southern California history.**

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- Policy 2.1 Resource Stewardship.** Expand community outreach to educate property owners and businesses regarding responsibilities and stewardship requirements of the City’s historic resources. | H, Eq, S, Ed
- Policy 2.2 Educational Awareness.** Provide educational opportunities to foster community awareness and pride in Santa Ana’s history. | C, Eq, Ed
- Policy 2.3 Commemorating History.** Support efforts to identify and commemorate historic structures and sites in Santa Ana through murals, plaques, and educational exhibits. | C, Eq, Ed
- Policy 2.4 Local and Regional Partnerships.** Strengthen relationships and programs with local and regional institutions to promote the appreciation, maintenance, rehabilitation, and preservation of Santa Ana’s historic and cultural resources. | C, H, Eq, S, Ed
- Policy 2.5 Economic Development Tool.** Promote economic development through heritage education and the promotion of tourism. | Ed
- Policy 2.6 Center Core.** Promote Santa Ana’s identity as the cultural and historic downtown of Orange County. | C, Ed

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## **GOAL 3: Develop, implement, and maintain a nationally recognized historic preservation program.**

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- Policy 3.1 Historic Resource Survey.** Maintain a comprehensive program to inventory and preserve historic and cultural resources. | Eq, S, Ed
- Policy 3.2. Incentivize Preservation.** Support incentive programs that promote restoration, rehabilitation, salvage, and adaptive reuse of historic buildings. | C, H, Eq, S
- Policy 3.3 Accessible Preservation Program.** Explore strategies to promote a historic preservation program that is robust, equitable, and accessible. | C, Eq, S, Ed
- Policy 3.4 Preservation Program Certification.** Maintain Santa Ana’s status as a Certified Local Government (CLG) to further the City’s historic resource program and pursue all available funding for preservation. | C, S
- Policy 3.5 Local Preservation Groups.** Collaborate with the Santa Ana Historical Preservation Society, community groups, and individuals to promote public awareness and educational opportunities that highlight historic preservation. | C, Eq, S, Ed
- Policy 3.6 Staff Development.** Collaborate with local and regional historic preservation groups to maintain a training program that promotes best practices in preservation techniques. | C, Ed



The goal of the Land Use Element is to provide a long-range guide for land use and physical development in the City to reflect the community's vision for a quality of life. This element is a tool to promote public health, reduce infrastructure costs, enhance local economies, and address long-term environmental issues such as climate change and water resources. This element guides the distribution, location, and size of new development; and ensures that future growth is sustainable and minimizes potential conflicts. It is key element in identifying areas for residential, commercial, industrial and mixed-use zones for Santa Ana to thrive. A robust land use element is a vital part in ensuring that develop patterns reflect community values and needs.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous land use considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Strong sense of community
- New development should enhance quality of life
- Increase recreational public open space
- Create linkages to transportation options
- Leverage established local attractions
- Affordable housing
- Development to have net community benefit
- Overcrowding
- Variety of housing
- Address aging infrastructure
- Density is an issue
- Cost of housing

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## **GOAL 1: Provide a land use plan that improves quality of life and respects our existing community.**

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- Policy 1.1 Compatible Uses.** Foster compatibility between land uses to enhance livability and promote healthy lifestyles. | H
- Policy 1.2 Homeownership Opportunities.** Support innovative development policies to expand homeownership opportunities at all income levels. | Eq
- Policy 1.3 Equitable Distribution of Open Space.** Promote the creation of new open space and community serving amenities in park deficient areas. | H, Eq
- Policy 1.4 County Seat.** Support the location of new and enhanced regional, state, and federal governmental facilities in the Civic Center to reinforce Santa Ana as the County Seat. | S
- Policy 1.5 Diverse Housing Types.** Incentivize quality infill residential development that provides a diversity of housing types and accommodates all income levels and age groups. | Eq, S
- Policy 1.6 Transit Oriented Development.** Encourage residential mixed-use development, within the City's District Centers and Urban Neighborhoods, and adjacent to high quality transit. | S, H
- Policy 1.7 Active Transportation Infrastructure.** Invest in active transportation connectivity between activity centers and residential neighborhoods to encourage healthy lifestyles. | H, S, C
- Policy 1.8 Development Tradeoffs.** Ensure that new development projects provide a net community benefit. | S, Eq
- Policy 1.9 Public Facilities and Infrastructure.** Evaluate individual new development proposals to determine if the proposals are consistent with the General Plan, and to ensure that they do not compound existing public facility and service deficiencies. | Eq, S
- Policy 1.10 Downtown Orange County.** Balance development within the downtown to continue to serve as a cultural and economic hub for existing and future residents. | C, S

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## **GOAL 2: Provide a balance of land uses that meet Santa Ana’s diverse needs.**

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- Policy 2.1 Employment Opportunities.** Provide a broad spectrum of land uses and development that offer employment opportunities for current and future Santa Ana residents. | Eq, S
- Policy 2.2 Capture Local Spending.** Encourage a range of commercial uses to capture a greater share of local spending, and offer a range of employment opportunities. | S, Ed
- Policy 2.3 Supportive Spaces.** Provide a diversity of land uses that support residents, visitors, and businesses, such as open space, areas for community gatherings, and outdoor entertainment venues. | H, C, S
- Policy 2.4 Cost and Benefit of Development.** Balance the benefits of development with its fiscal impacts on the City and on quality of life. | S
- Policy 2.5 Benefits of Mixed Use.** Encourage infill mixed-use development at all ranges of affordability to reduce vehicle miles travelled, improve jobs/housing balance, and promote social interaction. | Eq, H, C
- Policy 2.6 Encourage Investment.** Promote rehabilitation of properties and encourage increased levels of capital investment to create a safe and attractive environment. | Ed, H
- Policy 2.7 Business Incubator.** Support land use decisions that encourage the creation, development, and retention of businesses in Santa Ana. | S, Eq
- Policy 2.8 City Image.** Encourage land uses, development projects, and public art installations that promote the City’s image as a cultural and business friendly regional center. | C, Ed, S
- Policy 2.9 Open Space Needs.** Provide sufficient open space and recreational opportunities for Santa Ana Residents and visitors. | H, S, Eq
- Policy 2.10 Smart Growth.** Focus high density residential in mixed-use villages, designated planning focus areas, Downtown Santa Ana, and along major travel corridors.

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## **GOAL 3: Preserve and improve the character and integrity of existing neighborhoods and districts.**

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- Policy 3.1**    **Community Benefits.** Support new development which provides a net community benefit and contributes to neighborhood character and identity. | S, C, Ed
- Policy 3.2**    **Empower Community.** Facilitate community engagement and dialogue in policy decisions and outcomes affecting land use and development. | Ed, Eq
- Policy 3.3**    **Enforcement of Standards.** Maintain a robust and proactive code enforcement program that partners with community stakeholders and is responsive to community needs. | Eq, H, S
- Policy 3.4**    **Compatible Development.** Ensure that the scale and massing of new development is compatible and harmonious with the surrounding built environment. | S
- Policy 3.5**    **Adaptive Reuse.** Encourage the preservation and reuse of historical buildings and sites through flexible land use policies. | S, C, Ed
- Policy 3.6**    **Focused Development.** Facilitate the transformation of the transit corridors through focusing medium and high density pedestrian-oriented mixed-use development at key intersections. | S, H
- Policy 3.7**    **Attractive Environment.** Promote a clean, safe, and creative environment for Santa Ana’s residents, workers, and visitors. | C, S, H
- Policy 3.8**    **Sensitive Receptors.** Avoid the development of sensitive receptors in close proximity to land uses that pose a hazard to human health and safety, due to the quantity, concentration, or physical or chemical characteristics of the hazardous materials that they utilize, or the hazardous waste that they generate or emit. | H, S, Eq
- Policy 3.9**    **Improving Health.** Improve the health of residents by discontinuing the operation of noxious, hazardous, dangerous, and polluting uses that are in close proximity to sensitive receptors. | H, S, Eq
- Policy 3.10**    **Community Attractions.** Support the development of regional land uses that allow for entertainment, sports and unique venues that benefit the local community and attract a wide range of visitors.

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## **GOAL 4: Support a sustainable Santa Ana through improvements to the built environment and a culture of collaboration.**

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- Policy 4.1 Complementary Uses.** Promote complete neighborhoods by encouraging a mix of complementary uses, community services, and people places within a walkable area. | S, H
- Policy 4.2 Public Realm.** Maintain and improve the public realm through quality architecture, street trees, landscaping, and other pedestrian-friendly amenities. | Eq, S, H
- Policy 4.3 Sustainable Land Use Strategies.** Encourage land uses and strategies that reduce energy and water consumption, waste and noise generation, air quality impacts, and light pollution. | S, Ed
- Policy 4.4 Natural Resource Capture.** Encourage the use of natural processes to capture rainwater runoff, sustainable electric power, and passive climate control. | S, Ed
- Policy 4.5 VMT Reduction.** Concentrate development along high quality transit corridors to reduce vehicle miles traveled and transportation related carbon emissions. | S
- Policy 4.6 Healthy Living Conditions.** Support diverse and innovative housing types that improve living conditions and promote a healthy environment. | S, Eq, Ed
- Policy 4.7 Diverse Communities.** Promote mixed-income developments with mixed housing types to create inclusive communities and economically diverse neighborhoods. | Eq, S, C
- Policy 4.8 Community Partnerships.** Collaborate with property owners, community organizations, and other local stakeholders to identify opportunities for additional open space and community services, such as community gardens and gathering places. | Eq, H, S, C
- Policy 4.9 Recreational Amenities.** Encourage public and commercial recreational facilities in areas that are park and open space deficient. | Eq, H, C
- Policy 4.10 Thriving Downtown.** Encourage new development and enhancement of Downtown Santa Ana through creative, sustainable, and innovative design solutions.





The goal of the Noise Element is to appraise noise levels in the community, prepare noise contours to guide land use decisions, and establish measures that address current and future noise problems. This element works to ensure that the City limits the exposure of the community to excessive noise levels in noise-sensitive areas and at noise-sensitive times of day.

The Noise Element is a mandated component of all general plans in the State per Government Code Section 65302(f). A noise element identifies and evaluates sources of noise problems in the community. The noise element is intended to analyze and quantify current and projected noise levels for all of the following sources: (A) Highways and freeways (B) Primary arterials and major local streets. (C) Railroad operations (D) Aviation operations, aircraft overflights, and ground functions related to airport operations. (E) Local industrial plants. (F) Stationary noise sources identified by local agencies as contributing to the community noise environment.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous noise considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Traffic noise
- Noise from overcrowded residential structures
- Noise generated by industrial facilities
- Noise generated by commercial uses

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## **GOAL 1: Ensure that existing and future land uses are compatible with current and projected local and regional noise conditions.**

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- Policy 1.1**    **Noise Standards.** Utilize established Citywide Noise Standards and guidelines to inform land use decisions and guide noise management strategies. | Eq, Ed
- Policy 1.2**    **Sound Design.** Encourage functional and attractive designs to mitigate excessive noise levels. | H, Ed
- Policy 1.3**    **Regional Noise Impacts.** Collaborate with local and regional transit agencies and other jurisdictions to minimize regional traffic noise and other sources of noise in the City. | Eq, H
- Policy 1.4**    **Sensitive Uses.** Protect noise sensitive land uses from excessive, unsafe, or otherwise disruptive noise levels. | Eq, H

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## **GOAL 2: Reduce the impact of known sources of noise and vibration.**

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- Policy 2.1 Transportation Related Noise.** Reduce noise generated from traffic, railroads, transit, and airports to the extent feasible. | Eq, H
- Policy 2.2 Stationary Related Noise.** Minimize noise impacts from commercial and industrial facilities adjacent to residential uses or zones where residential uses are permitted. | Eq, H
- Policy 2.3 Temporary and/or Nuisance Noise.** Minimize the effects of intermittent, short-term, or other nuisance noise sources. | Eq, H, Ed

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## **GOAL 3: Protect sensitive land uses from airport related noise impacts.**

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- Policy 3.1 Residential Development.** Residential development within the John Wayne Airport (JWA) 65 dB(A) CNEL Noise Contour or greater is not supported. | Eq
- Policy 3.2 Flight Paths.** Advocate that future flight path selection be directed away from existing noise sensitive land uses. | Eq, H
- Policy 3.3 Residential Mitigation.** Require all residential land uses in 60 dB(A) CNEL or 65 dB(A) CNEL Noise Contours to be sufficiently mitigated so as not to exceed an interior standard of 45 dB(A) CNEL. | Eq, H, Ed



The purpose of the Open Space Element is to identify and preserve open space areas that provide value to the community and enrich the quality of life. Such lands or waters provide value in the form of recreation, health, biodiversity, wildlife conservation and aesthetics. Additionally, open spaces are used for climate change mitigation and adaption, flood risk reduction, managed natural resources production, agricultural production, and protection from hazardous conditions. The Open Space Element will guide the City in its efforts to plan for open space lands in what is largely a built-out, urban environment.

The Open Space Element is a mandated component of all general plans in the State of California pursuant to Government Code Section 65560. This Element will address open space issues related to natural resources, managed production of resources, outdoor recreation, and public health and safety. Open space goals related to conservation of natural resources and land uses are found in the Conservation and Land Use Elements, respectively.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous open space considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Insufficient open space for population
- Inequitable distribution of open space
- Unsafe parks
- ADA accessibility
- Lack of facility maintenance
- Need for more community centers
- More public events and programming
- Senior services needed
- Great cultural amenities (Bowers, Discovery Science Center, Zoo)

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## **GOAL 1: Provide a safe, accessible, sustainable, and diverse park and facility system with recreational opportunities accessible to all residents.**

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- Policy 1.1 Park Master Plan.** Create and maintain a Santa Ana parks master plan that incorporates data on need, demographics, and health outcomes. | H, Eq, S
- Policy 1.2 Parks and Recreation Network.** Establish a comprehensive and integrated network of parks, open space, and recreational facilities that maintains and provides a variety of active and passive recreational opportunities that meets the needs of all Santa Ana residents, regardless of age, ability, or income. | H, Eq, S
- Policy 1.3 Park Standard.** Achieve a minimum park standard of two acres per 1,000 residents in the city. | H, Eq, S
- Policy 1.4 Park Connectivity.** Establish and enhance options for residents to access existing and new park facilities through safe walking, bicycling, and transit routes. | H, Eq, S
- Policy 1.5 Development Amenities.** Ensure all new development provides open space and effectively integrates pedestrian and multi-modal travelways to promote a quality living environment. | H, Eq, S
- Policy 1.6 Sustainable Landscape.** Promote citywide use of drought tolerant landscape and development practices for wise water use and energy consumption. | S
- Policy 1.7 Community Building.** Ensure that park facilities and programs reflect the priorities of residents in the surrounding neighborhoods, with attention to place-making elements that foster social interaction and community pride such as art, landscape, monuments, murals, play equipment, and seating. | C, Eq
- Policy 1.8 Creative Solutions.** Develop creative and flexible solutions to create infill parks in neighborhoods where traditional pocket, neighborhood, and community parks are not feasible. | H, Eq, S
- Policy 1.9 Funding Sources.** Explore and pursue all available funding for the acquisition of parkland, the development of park facilities, programming, and maintenance of existing and new parks, including nontraditional funding sources. | H, Eq
- Policy 1.10 Shared Use.** Collaborate with school districts, faith-based communities, and community serving organizations to expand shared use facilities through cooperative agreements, as well as pursuing multiple use strategies of publicly owned land. | H, Eq
- Policy 1.11 Accessibility.** Design new and renovated existing parks, recreation facilities, and trails to provide access to residents of all physical abilities. | H, Eq
- Policy 1.12 Neighborhood Needs.** Consider unique neighborhood needs in the development of open spaces and programs. | H, Eq

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## **GOAL 2: Provide a system of parks, open spaces, and community centers that are well-maintained, safe, and healthy environments for all users.**

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- Policy 2.1 Safety.** Create a safe environment through implementation of crime prevention through environmental design (CPTED) principles in public spaces. | H
- Policy 2.2 Neighborhood Engagement.** Encourage residents, neighborhood groups, businesses, schools, organizations, and public agencies to partner in the creation and maintenance of safe and well maintained publicly-owned park and recreation facilities. | H, Eq, Ed
- Policy 2.3 Hazardous Materials.** Reduce or eliminate, as feasible, the use of pesticides and herbicides that negatively impact human health at park facilities and publicly accessible open spaces. | H, S
- Policy 2.4 Urban Forest.** Maintain, preserve, and enhance the city’s urban forest as an environmental, economic, and aesthetic resource to improve residents’ quality of life. | H, S
- Policy 2.5 Urban Agriculture.** Expand urban agriculture opportunities in private development and public spaces, including home gardens, community gardens, and urban farms. | H
- Policy 2.6 Facility Maintenance.** Ensure all park facilities and open spaces are well maintained. | H, Eq

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**GOAL 3: Preserve, expand, and create additional open space areas and linkages throughout the City to protect the natural and visual character of the community, and to connect to local and regional activity centers.**

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- Policy 3.1 Recreational Corridors.** Establish and maintain an integrated recreational and multi-modal commuter corridor network linking open spaces, housing, community services, and employment centers. | H, Eq, S
- Policy 3.2 Linking Development.** Promote bicycle and pedestrian linkages and amenities throughout new and existing development to promote use of alternative modes of transportation and active lifestyles. | H, S
- Policy 3.3 Publicly Owned Land.** Maintain and explore options for publicly owned land for the creation of open space pathways and corridors. | H, Eq, S
- Policy 3.4 Greenway Corridors.** Coordinate with government and private sector to explore opportunities to incorporate pedestrian, multi-modal, and landscape amenities along the OC Streetcar route, flood control channels, and other underutilized sites. | H, Eq, S
- Policy 3.5 Visual Corridors.** Protect visual corridors of and adjacent to public open spaces from intrusive and incompatible development. | S
- Policy 3.6 Naturalizing the Santa Ana River.** Explore opportunities to reintroduce natural habitat along the Santa Ana River to provide natural habitat and educational and recreational opportunities. | S





The Public Services Element aims to provide Santa Ana’s diverse population with quality services and infrastructure for the existing and future population of the City. With growth comes the necessity to fulfill community needs and to ensure proper management of those needs. Therefore, it is important that public facilities and services are equitably distributed and maintained at sustainable levels throughout the community.

The Public Services Element is an optional General Plan element. Section 65303 of the California Government Code enables a county or city to adopt “any other elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.” An optional element must be consistent with the seven mandatory elements and, once adopted, carries the same legal weight as any of the mandatory elements.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous public services considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that are addressed by this Element:

- Gang activity
- Community oriented policing
- Homelessness
- Traffic control and safety
- More public events
- Senior services needed
- Need better maintained facilities
- Aging infrastructure
- Crime affects City image
- Restoring trust in Police Department
- Clean drinking water
- Efficient use of resources

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## **GOAL 1: Provide quality and efficient facilities that are adequately funded, accessible, safe, and strategically located.**

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- Policy 1.1 Maintenance and Design.** Provide and maintain public facilities that reinforce community identity through high quality design. | C, S
- Policy 1.2 Equitable Distribution.** Ensure public services and facilities reflect changing population needs and are equitably distributed. | Eq
- Policy 1.3 Cultural Centers.** Support the expansion, creation, and continued operation of cultural institutions and organizations that serve Santa Ana residents. | C
- Policy 1.4 Civic Center Enhancements.** Explore opportunities to activate the Civic Center by incorporating social, cultural, entertainment venue programming, and improving infrastructure and connectivity to Downtown and surrounding neighborhoods. | C
- Policy 1.5 Community Benefit.** Collaborate with community stakeholders to expand recreational, educational, cultural opportunities, promote active lifestyles, and maximize community benefit. | H, Eq
- Policy 1.6 Facility Locations.** Support land use decisions related to community facilities that preserve quality of life for the City's residents and surrounding community. | H, Eq
- Policy 1.7 Sustainable Practices.** Use sustainable and energy efficient building and maintenance practices as part of the development or rehabilitation of any public facility or capital improvement. | S
- Policy 1.8 Access for All.** Improve Connectivity and ADA accessibility at all public facilities. | Eq
- Policy 1.9 Supportive Housing.** Collaborate with community stakeholders to identify and encourage the development of suitable sites for housing with support services. | Eq
- Policy 1.10 Fair Share.** Require that new development pays its fair share of providing improvements to existing or creation of new public facilities and their associated costs and services. | Eq, S

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## **GOAL 2: Preserve a safe and secure environment for all people and property.**

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- Policy 2.1 Public Safety Agencies.** Collaborate with the Police Department and the Fire Authority to promote the implementation of crime prevention through environmental design principles for all development projects. | Ed, S
- Policy 2.2 Code Compliance.** Require all development to comply with the provisions of the most recently adopted fire and building codes and maintain an ongoing fire inspection program to reduce fire hazards. | Ed
- Policy 2.3 Crime Prevention.** Coordinate, partner, and build relationships with community members and stakeholders to develop and implement crime prevention strategies through restorative practices that focus on rehabilitation, community service, and public safety. | Ed, Eq
- Policy 2.4 Community Partnerships.** Provide alternative methods to improve police services that support community partnerships, build public trust, and proactively address public safety issues. | Ed, Eq
- Policy 2.5 Safety Programs.** Promote early childhood education and prevention programs that improve public safety and maintain ongoing community education opportunities. | Ed
- Policy 2.6 School Safety.** Collaborate with local schools to establish and implement comprehensive and coordinated services that enhance the security and safety of students, educators, and administrators on and off campus. | Ed
- Policy 2.7 Staffing Levels.** Maintain staffing levels for sworn peace officers, fire fighters, emergency medical responders, and civilian support staff to provide quality services and maintain an optimal response time citywide. | Eq
- Policy 2.8 Efficiency Standards.** Ensure that equipment, facilities, technology, and training for emergency responders are updated and maintained to meet modern standards of safety, dependability, and efficiency. | S
- Policy 2.9 Quality Employees.** Enhance public safety efforts by actively seeking a diverse and talented pool of public safety candidates who possess the values and skills consistent with those of the community. | Eq, Ed

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## **GOAL 3: Supply, maintain, and expand City services and infrastructure improvements through innovative funding options and sustainable practices.**

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- Policy 3.1 Service Partnerships.** Partner with service providers to ensure access to a wide range of state-of-the-art telecommunication systems and services for households, businesses, institutions, public spaces, and public agencies. | Eq, S
- Policy 3.2 Wastewater Service.** Provide and maintain wastewater collection facilities which adequately serve existing land uses and future development projects while maximizing cost efficiency. | Eq, S
- Policy 3.3 Wastewater Technology.** Explore new technologies that treat and process wastewater that reduce overall capacity needs of centralized wastewater systems. | S
- Policy 3.4 Drainage Facilities.** Expand and maintain storm drain facilities to accommodate the needs of existing and planned development. | Eq
- Policy 3.5 Green Infrastructure.** Incorporate sustainable design and Low Impact Development (LID) techniques for storm water facilities and new development to achieve multiple benefits, including enhancing preserving and creating open space and habitat and improving runoff water quality. | S
- Policy 3.6 Water Service.** Provide water quality and service that meets or exceeds State and Federal drinking water standards. | S, H
- Policy 3.7 Emergency Connections.** Maintain emergency connections with local and regional water suppliers in the event of delivery disruption. | H, S
- Policy 3.8 Conservation Strategies.** Implement cost effective conservation strategies and programs that increase water use efficiency. | S
- Policy 3.9 Household Recycling.** Expand household recycling services and educational awareness programs. | Ed, S
- Policy 3.10 Development Projects.** Encourage new development and reuse projects to incorporate recycling and organics collection activities aligned with state waste reduction goals. | S
- Policy 3.11 Waste Collection.** Support infill development projects that provide adequate and creative solutions for waste and recycling collection activities. | S
- Policy 3.12 Sewer and Water.** Maintain and upgrade sewer and water infrastructure through impact fees from new development and exploring other funding sources. | H, S



The goal of the Safety Element is to eliminate and minimize risks associated with natural and man-made hazards including floods, droughts, earthquakes, fires, and climate change. By assessing and preparing for levels of risk, the City can endure the range of safety hazards and adapt to changes over time.

The Safety Element is a mandated component of all general plans in the State per Government Code Section 65302(g). This element will address safety issues related to natural disasters and environmental hazards. Safety goals and policies related to police, fire, and health services can be found as part of the Public Services Element.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous safety considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that should be addressed by this Element:

- Mitigation of environmental vulnerabilities
- Flooding
- Hazardous materials
- Seismic hazards
- Resilient utility system

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## **GOAL 1: Protect life and minimize property damage, social and economic disruptions caused by flood and inundation hazards.**

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- Policy 1.1 Regional Collaboration.** Continue to consult with agencies to maintain the most current flood hazard and floodplain information; use the information as a basis for project review and to guide development in accordance with regional, state, and federal standards. | S
- Policy 1.2 Climate Change.** Evaluate the need to expand the capacity of flood control facilities to minimize flood hazards to people, property, and the environment based on changing weather conditions associated with climate change. | S
- Policy 1.3 Storm Drain Infrastructure.** Update the Drainage Master Plan to prioritize improvements to existing system deficiencies, and plan for infrastructure needs that support the General Plan land use vision. | S
- Policy 1.4 Critical Infrastructure.** Design, construct, and retrofit critical public facilities and utilities located in flood-prone areas to maintain their structural and operational integrity during floods. | S
- Policy 1.5 Flood Awareness.** Promote education of flooding hazards and bring awareness to resources and programs that assist property owners, residents, and businesses to protect their homes and property from flood damage. | Ed
- Policy 1.6 Alternative Flood Control Methods.** Explore and encourage natural flood control infrastructure and techniques that create new open areas to capture storm water, recharge aquifers, prevent flooding, and that expand recreation opportunities. | S
- Policy 1.7 Surface Water Infiltration.** Encourage site drainage features that reduce impermeable surface area, increase surface water infiltration, and minimize surface water runoff during storm events on private and public developments. | S
- Policy 1.8 Development in Flood Zone.** Continue to implement federal, state, and regional requirements related to new construction in flood plain areas to ensure that future flood risks to life and property are minimized. | H, S

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## **GOAL 2: Protect residents and environmental resources from contaminated hazardous material sites and minimize risks associated with the use, production, storage, transport, and disposal of hazardous materials.**

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- Policy 2.1 Regional Collaboration.** Consult and collaborate with federal, state, and regional agencies to identify and regulate the disposal and storage of hazardous materials, and prevent the illegal transportation and disposal of hazardous waste. | H, S
- Policy 2.2 Hazardous Waste Generators.** Collaborate with appropriate agencies to identify and inventory all users and handlers of hazardous materials to proactively mitigate potential impacts. | H, S
- Policy 2.3 Transportation and Storage.** Coordinate with the County of Orange, the California Department of Transportation, and other relevant parties to enforce state and local laws regulating the storage and transport of hazardous materials within the City of Santa Ana, and limit truck routes through the City to arterials streets away from natural habitats and sensitive land uses. | Eq
- Policy 2.4 Planning and Remediation.** Determine the presence of hazardous materials and/or waste contamination prior to approval of new uses and require that appropriate measures be taken to protect the health and safety of site users and the community. | Eq, H
- Policy 2.5 Education and Best Practices.** Improve public awareness of best practices for and participation in household hazardous waste management and disposal. | Ed
- Policy 2.6 Existing Sensitive Uses.** Partner and collaborate with property owners, businesses, and community groups to develop strategies to protect and minimize risks from existing hazardous material sites to existing nearby sensitive uses. | Eq, Ed

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**GOAL 3: Provide a safe environment for all Santa Ana residents and workers while minimizing risk of injury, loss of life, property damage, and social and economic impacts caused by geologic and seismic hazards.**

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- Policy 3.1 Hazard Identification.** Explore opportunities to identify and encourage the upgrade of structures and facilities that are at risk from seismic hazards. | H, S
- Policy 3.2 Seismic and Geotechnical Standards.** Ensure that all new development abides by the current city and state seismic and geotechnical requirements and that projects located in areas with potential for geologic or seismic hazards prepare a hazards study. | H
- Policy 3.3 Key Public Facilities and Systems.** Coordinate with relevant utility service providers to ensure that major utility systems remain resilient in the event of a major earthquake and are seismically upgraded. | S
- Policy 3.4 Multiagency Education Campaign.** Develop cooperative partnerships and strengthen communication among public agencies, residents, nonprofit organizations, and businesses to promote sharing of educational information regarding seismic and geologic hazards and safety. | Ed





The Urban Design Element establishes the long range vision for the physical design, visual qualities, and sensory experience of the City. This Element, in coordination with other Elements of the General Plan, orchestrates a safe, functional, and aesthetically pleasing urban environment. Specifically, the Urban Design Element addresses the public realm, building form, and establishes programs and measures to improve the physical setting in which community life takes place while curtailing obsolete, dysfunctional, and chaotic development.

The Urban Design Element is an optional General Plan element. Section 65303 of the California Government Code enables a county or city to adopt “any other elements or address any other subjects, which, in the judgment of the legislative body, relate to the physical development of the county or city.” An optional element must be consistent with the seven mandatory elements and, once adopted, carries the same legal weight as any of the mandatory elements.

### **Community Considerations**

Through the community engagement process for this General Plan, participants identified numerous urban design considerations and values that they believe should form the basis of and be addressed by this element. Specifically, participants highlighted the following topics, areas of concern, and community strengths that should be addressed by this Element:

- Architectural heritage
- Maintain City streetscape
- Maintain well designed private property
- Graffiti and trash
- Trees and greenscape
- Creative development
- Compatible development
- Well designed and accessible public open space
- Safe attractive mobility system
- People places
- Architectural diversity
- Sustainable design
- Attractive and healthy urban forest.

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## **GOAL 1: Improve the physical character and livability of the City to promote a sense of place, positive community image, and quality environment.**

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- Policy 1.1 Design Quality.** Ensure all developments feature high quality design, materials, finishes, and construction. | Eq
- Policy 1.2 Public Art.** Require public art as part of major developments and the public realm improvements. | C
- Policy 1.3 Delineation of Public Spaces.** Encourage site design that clearly defines public spaces through building placement and orientation. | Eq, Ed
- Policy 1.4 Safety through Design.** Incorporate crime prevention design features into private and public developments to prevent loitering, vandalism and other undesirable activities. | H, Eq
- Policy 1.5 Attractive Public Spaces.** Encourage community interaction through the development and enhancement of plazas, open space, people places, and pedestrian connections with the public realm. | C, H, Eq
- Policy 1.6 Active Transportation Infrastructure.** Support the creation of citywide public street and site amenities that accommodate and promote an active transportation-friendly environment. | H, Eq, S
- Policy 1.7 Visual Clutter.** Promote the beautification and accessibility of the public realm through the undergrounding of utility lines and aboveground equipment. | Eq

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## **GOAL 2: Improve the built environment through sustainable development that is proportional and aesthetically related to its setting.**

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- Policy 2.1 Enhanced Public Realm Experience.** Encourage development to enhance the existing environment through the use of creative architectural design and sustainable streetscape treatments that are consistent on each corridor. | C, S
- Policy 2.2 Compatibility with Setting.** Encourage the compatibility of new development with the scale, bulk, and pattern of existing development. | Eq
- Policy 2.3 New Life for Old Buildings.** Encourage the preservation and reuse of historic and architecturally significant structures to maintain urban fabric and reduce overall energy consumption associated with new construction. | C, S
- Policy 2.4 Intentional Design.** Encourage design and architecture on private and public property that accentuate focal points, activity nodes, and historic areas. | C
- Policy 2.5 Relation to Surroundings.** Ensure new development exhibits a functional, comfortable scale in relation to its neighborhood. | C, Eq
- Policy 2.6 Preserve Neighborhood Character.** Preserve the character and uniqueness of existing districts and neighborhoods. | C, S
- Policy 2.7 Building and Strengthening Identity.** Collaborate with community stakeholders to strengthen and foster development of community identity and district character through complementary architecture, unique streetscapes, and programming. | C, S
- Policy 2.8 Innovative Development Strategies.** Explore development and subdivision options that promote new opportunities for sustainable, livable, and affordable development. | Eq, S
- Policy 2.9 Visual Aesthetic of Built Environment.** Ensure that on and off-premise signs and communication equipment are situated to minimize detrimental impacts to the aesthetic quality, character, and image of the surrounding area. | H, Eq
- Policy 2.10 Greening the Built Environment.** Promote planting of shade trees and require, where feasible, site design that uses appropriate tree species to shade parking lots, streets, and other facilities with the goal of reducing the heat island effect. | H, S
- Policy 2.11 Sustainable Practices.** Encourage sustainable development through the use of drought tolerant landscaping, permeable hardscape surfaces, and energy efficient building design and construction. | S

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## **GOAL 3: Create and maintain safe and attractive travelways through coordinated streetscape design.**

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- Policy 3.1 Landscaped Travelways.** Promote visually appealing and sustainable landscaping along freeway corridors, roadway medians, and parkways. | H, S
- Policy 3.2 Activate Paths.** Strengthen and activate the design of paths and adjacent development through enhanced and cohesive streetscapes, architectural themes, and landscaping. | H, S
- Policy 3.3 Foster Community Building.** Promote a safe environment that facilitates social interaction and improves active transportation along corridors. | C, H
- Policy 3.4 Improvements to Streetscape.** Promote streetscape improvement plans that are responsive to community needs, the nature of adjacent uses, path characteristics, street classification, pedestrian scale, and view corridors. | H, Eq
- Policy 3.5 Activity Node Linkages.** Promote streetscape designs that link major destination points, landmarks, and local activity nodes. | H, S
- Policy 3.6 Linear Park System.** Support open space improvements along roadways and non-vehicular paths, such as bike or multi-use trails. | H, Eq, S
- Policy 3.7 Natural Recreational Amenities.** Enhance natural and recreational features of Santiago Creek and the Santa Ana River corridors and provide linkages throughout the community. | H, S
- Policy 3.8 Pleasant Travel Experience.** Maximize the use of street trees and parkway landscaping to create a pleasant travel experience and positive City image. | H, S
- Policy 3.9 Scenic Views.** Preserve and enhance scenic views along corridors and other travelways. | C, S
- Policy 3.10 Coordinated Street Improvement Plans.** Coordinate citywide landscape medians and street trees with land use plans and development projects. | H, S
- Policy 3.11 Urban Forest.** Create a diverse urban forest with a variety of sustainable trees in medians, parkways, public open space, and private development. | H, S

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## **GOAL 4: Create nodes and urban hubs throughout the City to foster community, education, arts and culture, business activities, entertainment, and establish Santa Ana as a vibrant center.**

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- Policy 4.1 Intentional Development.** Support development growth in nodes consistent with the City's vision as the dynamic urban center of Orange County. | C, S
- Policy 4.2 Image Making through Architecture.** Promote development within nodes to reflect the significance of the area and cultivate a positive image of Santa Ana through high quality architecture. | C, S
- Policy 4.3 Activate Open Space.** Ensure architectural and landscape design activates open space, as a means to promote community interaction and enhance the aesthetic quality of development. | C, H, S
- Policy 4.4 Vibrant Street Life.** Encourage development within nodes that promote pedestrian activities, enhanced amenities, and engaging designs that allow for discovery, excitement, and social interaction. | H, Eq, S
- Policy 4.5 Open Space at Nodes.** Promote creative, multi-purpose public space within nodes, major development projects, and people places. | H, Eq
- Policy 4.6 Community Led Installations.** Provide for opportunities to incorporate distinctive, innovative and community informed public art in plazas and open spaces, to promote pedestrian activity. | C, Eq

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## **GOAL 5: Create focal points at major intersections to enhance community identity and open space.**

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- Policy 5.1 Building Presence at Intersections.** Create a strong presence at focus intersections by locating intense building mass and open space areas along the street that include high quality design and materials. | C
- Policy 5.2 Linkages Between Public Art.** Promote public art in conveniently accessible and prominent places to physically and visually link development with streetscape and paths. | C, Eq
- Policy 5.3 Activating Intersections.** Encourage projects at focal intersections that incorporate vertical design features or mixed-use development as a means to provide visual presence and encourage pedestrian activity in these areas. | C, S
- Policy 5.4 Intersections for all Travel Modes.** Strengthen active transportation connections and amenities at focal intersections to promote a pleasant and safe experience for non-motorized forms of travel. | H, Eq, S

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## **GOAL 6: Create new and protect existing City landmarks and memorable places that convey positive images.**

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- Policy 6.1 Design with Landmarks.** Strengthen the design of development to frame and enhance landmarks, natural features, and view corridors. | C, S
- Policy 6.2 Appropriate Design Near Landmarks.** Ensure development near existing landmarks is supportive and respectful of architecture, site, and other design features of the landmark. | C, Eq, S
- Policy 6.3 Create New Landmarks.** Encourage new development that will lead to the creation of new landmarks in the City and bolster community pride. | C

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## **GOAL 7: Create and strengthen gateways into the City that promote a sense of arrival.**

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- Policy 7.1 First Impression.** Strengthen the architectural design of developments near gateways to communicate a sense of arrival and inspire positive images of the City. | C
- Policy 7.2 Streetscape Improvements.** Enhance Santa Ana’s gateways to include unique and distinctive streetscape improvements. | C
- Policy 7.3 Improved Freeway Interface Design.** Collaborate with Caltrans and adjacent jurisdictions to enhance freeway interchanges that create a sense of place and arrival. | Ed, C
- Policy 7.4 Monuments at Gateways.** Promote imaginative and distinctive features, such as entry monuments, public art, decorative landscape, directional signs, landscape statements, and architectural elements that project a positive image and community character at City gateways. | C
- Policy 7.5 Transit Corridor Beautification.** Improve transit and rail corridors and interfaces to create a welcoming experience for all travelers. | C, Eq, S