

THE BOWERY MIXED-USE DEVELOPMENT

February 10, 2020

Planning Commission

Work-Study Session



- Professional and Administrative Office (PAO) General Plan land use designation
- Light Industrial (M1) zoning
- Surrounded by other industrial uses
- Proposed development requires:
 1. Certification of an environmental impact report (EIR)
 2. General Plan Amendment
 3. Zone Change
 4. Site Plan Review
 5. Subdivision Map

PROJECT DESCRIPTION

- ▶ Mixed-use development consisting of:
 - ▶ 1,100 residential units
 - ▶ 80,000 sq. ft. commercial space (60,000 sq. ft. ground-level)
 - ▶ Open space and amenities
- ▶ 2,447 parking spaces
 - ▶ 400 parking spaces for commercial uses
 - ▶ 1.86 parking spaces per residential unit
 - ▶ Shared onsite parking



Redhill & Warner View
Rendering



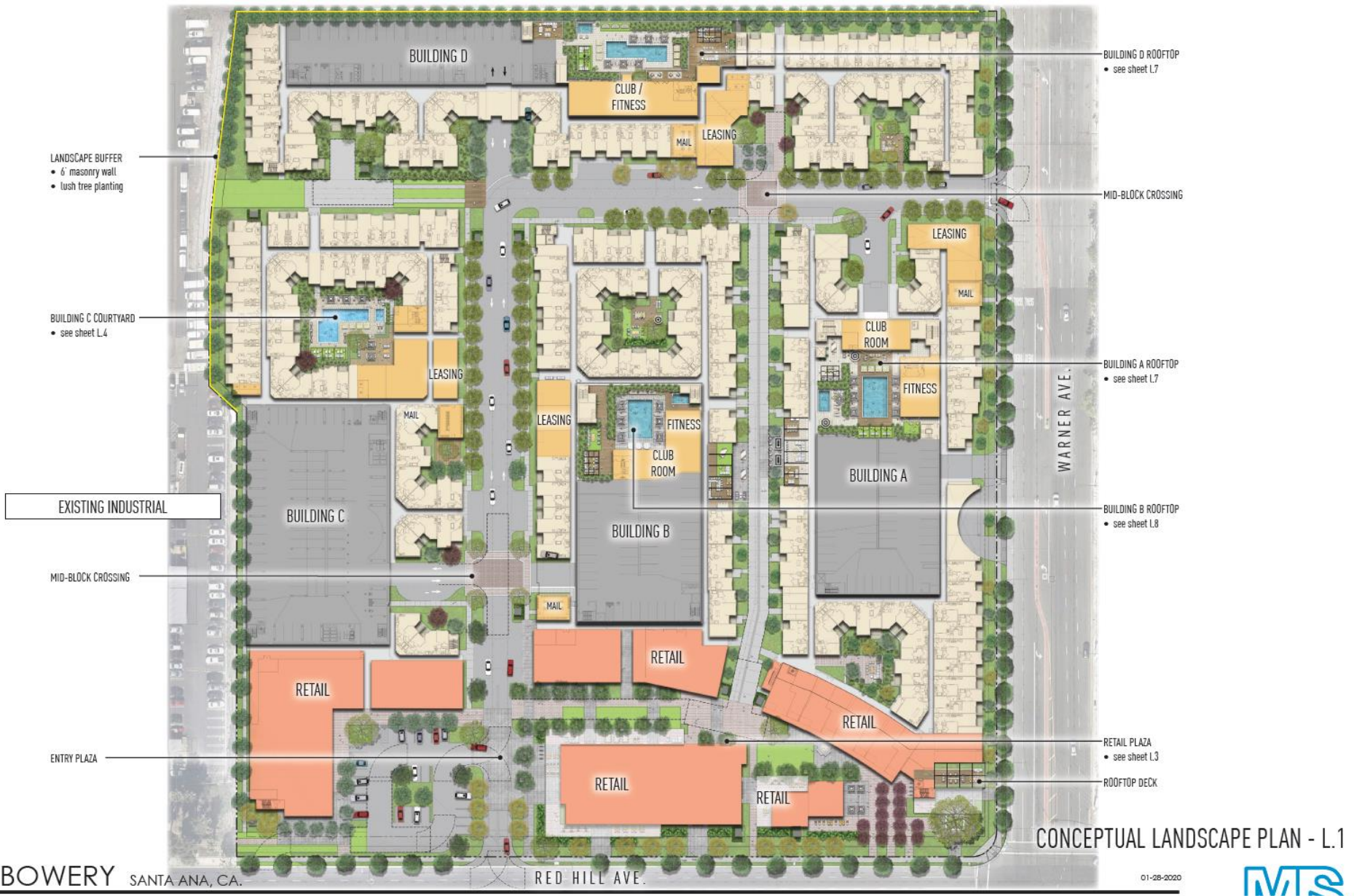
Central Paseo
Rendering



Light Retail Area
Rendering



Interior Street View



THE BOWERY SANTA ANA, CA.

RED HILL AVE.

Site Plan

PROJECT COMPARISON

Project Name	Zone	Height	Density	Parking Ratio
<i>The Bowery (Proposed)</i>	<i>Specific Development</i>	<i>7 stories</i>	<i>75 du/acre</i>	<i>1.86 stalls/unit</i>
The Heritage (2001 E. Dyer Rd)	Specific Development	7 stories	65 du/acre	1.7 stalls/unit
2525 N. Main	Specific Development	4 stories	58 du/acre	2.0 stalls/unit
Elan (1660 E. 1 st Street)	Metro East Overlay Zone	7 stories	94 du/acre	2.0 stalls/unit
The Line (3630 Westminster Ave)	Harbor Specific Plan	6 stories	58 du/acre	1.5 stalls/unit
The Madison (200 N. Cabrillo Park Dr)	Metro East Overlay Zone	7 stories	94 du/acre	1.8 stalls/unit
The Marke (100 E. MacArthur Blvd)	Specific Development	5 stories	74 du/acre	2.0 stalls/unit
Legacy Sunflower (651 W. Sunflower Ave)	Specific Development	6.5 stories	63 du/acre	1.75 stalls/unit

GENERAL PLAN FOCUS AREA – 55 FREEWAY / DYER RD



- ▶ Attract economic activity into the City from surrounding communities
- ▶ Provide complementary housing at the City's edge
- ▶ Protect industrial, office, hotel and commercial uses

REQUIRED ACTIONS

- ▶ Certification of an EIR
- ▶ Approval of:
 - ▶ General Plan Amendment to re-designate site from PAO to Urban Neighborhood (UN) or District Center (DC)
 - ▶ Amendment Application (zone change) to rezone the site from M1 to Specific Development (SD)
 - ▶ Site Plan Review
 - ▶ Subdivision Map

APPLICANT'S INFORMATION & QUESTIONS AND ANSWERS



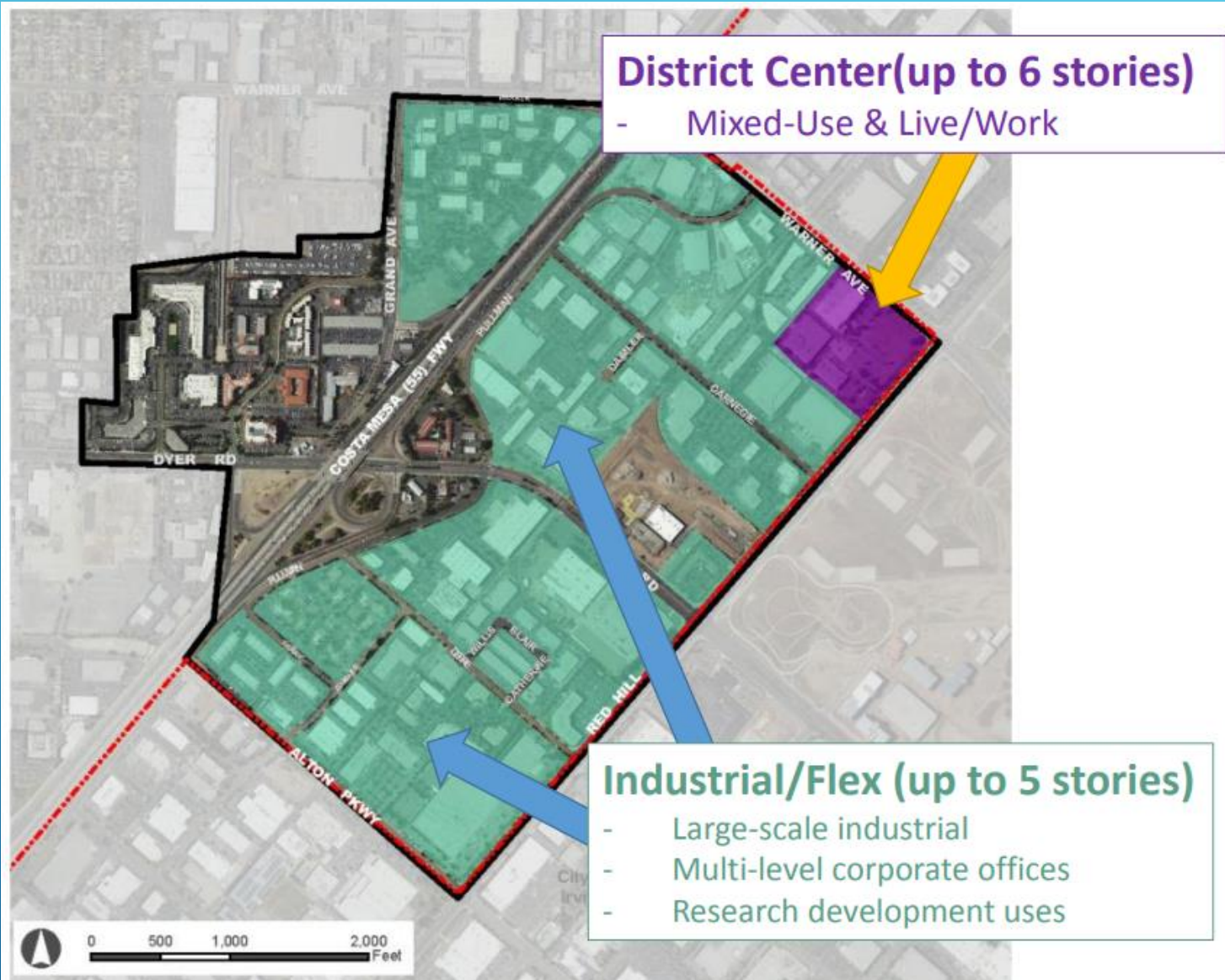
PROJECT CONTEXT



PROJECT CONTEXT



GP UPDATE ALTERNATIVE NO. 1



GP UPDATE ALTERNATIVE NO. 2

