City of Santa Ana General Plan

Urban Design Element

City of Santa Ana General Plan
Urban Design Element
1998

City of Santa Ana
Planning Division

Adopted

July 6, 1998
(Reformatted January 2010)

This document includes revisions to the Urban Design Element adopted by City Council March 19, 2007 (GPA 2007-01) and as passed by the voters of Santa Ana April 5, 2005 (GPA 2004-01).

GAS: 6/9/98

RESOLUTION NO. 98-027

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF SANTA ANA APPROVING GENERAL
PLAN AMENDMENT NO. 98-02 APPROVING THE
URBAN DESIGN ELEMENT OF THE GENERAL
PLAN (GPA 98-02)

WHEREAS, California Government Code Section 65303 permits the
General Plan to contain other elements or address any other
subjects which relate to the physical development of the City; and

WHEREAS, the proposed Urban Design Element will replace the
Urban Design Element previously adopted in 1982; and

WHEREAS, the Planning Commission of the City of Santa Ana,
after noticed public hearing, recommended that the City Council
approve General Plan Amendment No. 98-02, approving the Urban
Design Element of the General Plan; and

WHEREAS, this Council, on July 6, 1998, held a duly noticed
public hearing on said Urban Design Element of the General Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF SANTA ANA AS FOLLOWS:

1. The Urban Design Element of General Plan Amendment 98-02
is hereby amended, adopted and approved. Said General Plan shall
be maintained by the Executive Director of the Planning and
Building Agency, or his or her designee.

ADOPTED this ___6th___ day of _____July_____, 1998.

ATTEST:

Janice C. Guy
Clerk of the Council

Miguel A. Pulido
Mayor

COUNCILMEMBERS:

Pulido	Aye
Richardson	Absent
Espinoza	Absent
Franklin	Aye
Lutz	Aye
McGuigan	Aye
Moreno	Absent

APPROVED AS TO FORM:

Gary A. Sheatz
Assistant City Attorney

RESOLUTION NO. 98-027

CERTIFICATE OF ORIGINALITY

State of California

County of Orange

I, JANICE C. GUY, Clerk of the Council, do hereby certify the attached Resolution No. ___98-027___ to be the original resolution adopted by the City Council of the City of Santa Ana on ___7/6/98___ .
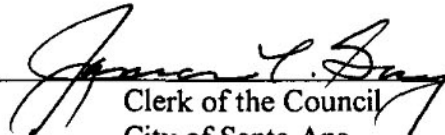
Date: ___7/7/98___   _____
                                      Clerk of the Council
                                      City of Santa Ana

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Urban Design Element

PURPOSE AND SCOPE

The Urban Design Element establishes a long range vision regarding the City's urban form. This Element, in coordination with other Elements of the General Plan, orchestrates a safe, functional, and aesthetically pleasing urban environment. Together with the other Elements of the General Plan, the Urban Design Element aims to curtail obsolete, dysfunctional, and chaotic development. This Element specifically addresses outdoor space and building form, and establishes programs and measures to improve the physical setting in which community life takes place.

Although the existing character of Santa Ana offers significant opportunities for creative development, careful management is needed to protect Santa Ana's valuable historic heritage and established form. People's perception of a unique image is influenced by architectural styles, landscape treatments, open space, and a building's arrangement in relation with its surroundings. Key factors considered in this Element's formulation included the following:

- The City of Santa Ana has numerous districts, landmarks, nodes, streets and other elements that define its physical makeup and image. The organization of this Urban Design Element is arranged around these elements.

- A key objective of this Element is to create an attractive and functional "built environment" for the benefit of the entire community. This is accomplished through policies and guidelines that promote a high level of comfort, livability, and design throughout the City.

- The Urban Design Element, together with the Land Use Element, provides a foundation for Citywide development standards and design guidelines. Policies contained in this Element are intended to assist in the review and evaluation of new development to ensure that this development is compatible with the City's character and overall urban form.

FORMAT OF THE URBAN DESIGN ELEMENT

The Urban Design Element contains four sections consistent in style and format with the other General Plan Elements. The body of the Element contains a summary of the opportunities and constraints affecting urban design in the City, as well as the policy framework which guides the decision-making process.

- The **Appendix** provides information regarding the issues addressed within the policy framework. Each section of the Element is summarized as follows:

- The **Purpose and Scope** provides an overview of the element.

- The **Community Factors** summarizes the factors and community characteristics considered in the preparation of the Urban Design Element.

- The **Policy Plan** contains relevant goals and policies and the Urban Design Plan

- The **Implementation Plan** contains a listing of the actions, programs, and other measures which will be used to implement the Urban Design Element.

- The **Appendix** contains background information relevant to the issues considered in this Element. This section also includes the analyses and technical information considered in the formulation of urban design policy.
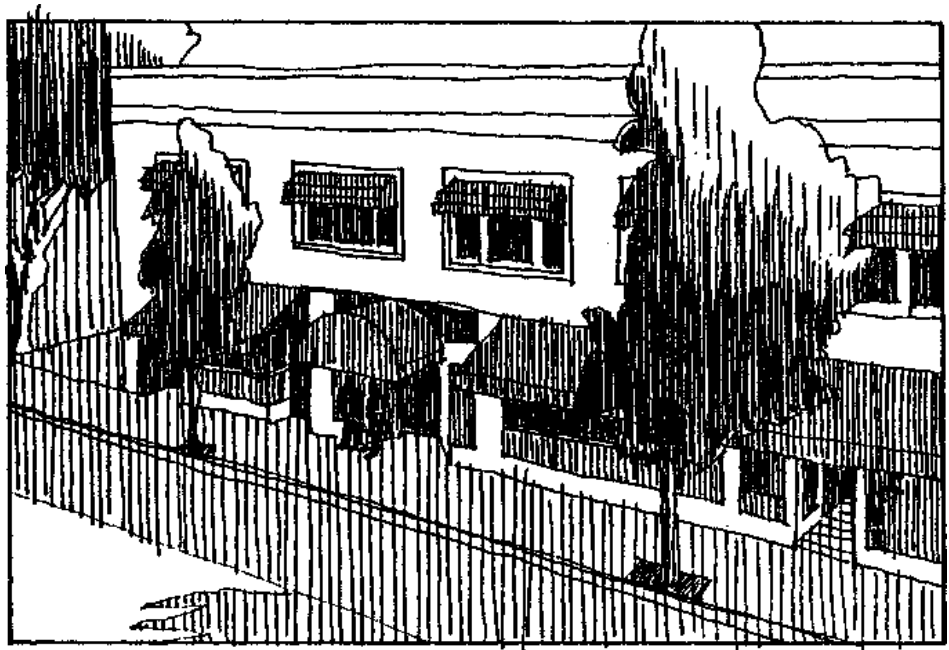
The visual characteristics of buildings and their relationship to their surroundings is referred to as context. Context relies on visual association, unity, linkages, and the sharing of common characteristics. New development should promote visual linkages to existing development to ensure cohesiveness. New development should relate to, strengthen, and enhance existing positive desirable development patterns. Context is essential in protecting the value and character of established development patterns and places. In this way, new development may fit in within their surroundings regardless of the age differences among surrounding buildings. (Exhibit 1).

Districts with a consistent development pattern and streetscape design, also provide the opportunity for creative **contrast** The selective use of **contrast** allows for the development and preservation of important City features such as entryways, landmarks and nodes. Contrast may be achieved through the use of color, texture, form, scale, style, materials and structure. Since function and form are strongly related, uniqueness in the function and the form of buildings, is often necessary to create contrast. An example is the Old Orange County Courthouse which is surrounded by the Downtown and Civic Center.

URBAN DESIGN PRINCIPLES: CONTEXT AND IMAGE

Imageability refers to a development's ability to create and produce mental pictures that become images in people's mind. Good form, quality development, and enhanced design creates memorable images. In general, people refer to certain places, natural features, open spaces, or landmarks as reference points. These reference points become mental images such as the Main Place, Civic Center, South Coast Village; natural features such as Santiago Creek and the Santa Ana River; open spaces such as Centennial Park, Willowick Golf Course, and the Zoo; or landmarks such as the Old County Courthouse and the Spurgeon Building.

New development must successfully provide a clear image that is attractive memorable, vivid. Attractive architectural and site design characteristics provide the elements a person needs to develop a positive mental image of the City. Buildings, streets, sidewalks, and trees are examples of elements of the City's physical form that contribute to its image.
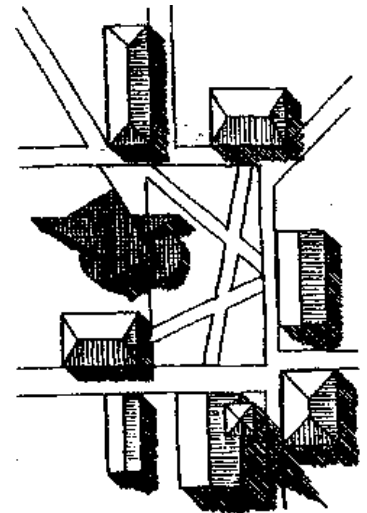
> Design that is sensitive to its surrounding context is a useful preservation tool since it allows existing, often historic buildings, to be considered in the design of new development.

COMMUNITY FACTORS

The development of Santa Ana resembles a classic urban development pattern characterized by a series of concentric rings that radiate outward from the original settlement. The City center includes the downtown, residential neighborhoods, and older industrial areas located near the rail lines. Subsequent urbanization surrounds the core in a series of concentric rings with the most recent residential developments located in the southwest and northeast corners of the City. Santa Ana's urban form, under this arrangement, has defined downtown center with other urban form components arranged around it. This urban form has become increasingly blurred with new infill projects such as the Main Place, and Hutton Center located on the City's periphery. Striving for an urban village in the Downtown will help to re-establish the more traditional urban form.

DESIGN ELEMENTS

> **The metaphor of the "urban village" is a way of describing the mix of anonymity and intimacy that is missing in many large scale developments.**

For planning purposes, the approach used in the identification of key urban design issues in this Element, is drawn from the work of Kevin Lynch. Lynch characterized a City's urban form according to selected characteristics or "urban design elements." The "elements" used herein include *districts*, *paths*, *nodes*, *focus intersections*, *landmarks*, and *gateways*. The concept is illustrated in Exhibit 2. The existing City form contains these elements as shown in Exhibit 3.
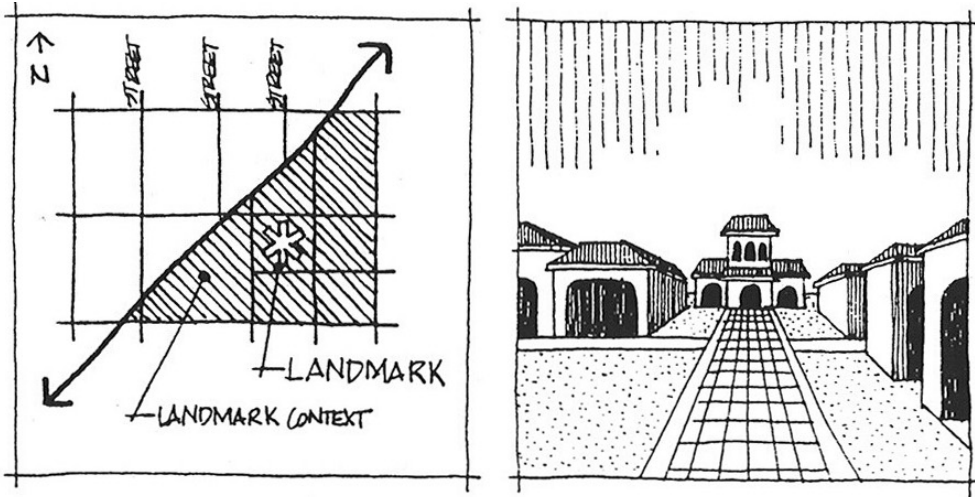
DISTRICTS

Districts refer to those areas of the City that have consistent design features with a strong context and interrelationship of activities. For example, French Park, the Downtown, and the industrial areas, located in the southeast portion of the City, are generally referred to as districts. Tustin Avenue, between Fourth and Seventeenth Streets, contains professional offices and landscaped edges along with other qualities which create a sense of place.

This similarity of physical characteristics can be expressed by any attribute which is repeatedly found throughout a district. These attributes may include architectural styles, scale, mass, pattern, and overall character. A strong district definition is often associated with a uniformity in land use or development patterns. The presence of these and other similar attributes reinforce a district's urban fabric, cohesiveness, and identity. Key issues related to districts include the following:

Santa Ana contains a variety of districts, the uniqueness of which is enhanced by a variety of physical characteristics such as architectural style, landscaping, similarity of land uses, and the arrangement of these characteristics in terms of harmony, homogeneity, and order.

Exhibit 1   Context and Image

CONTEXT
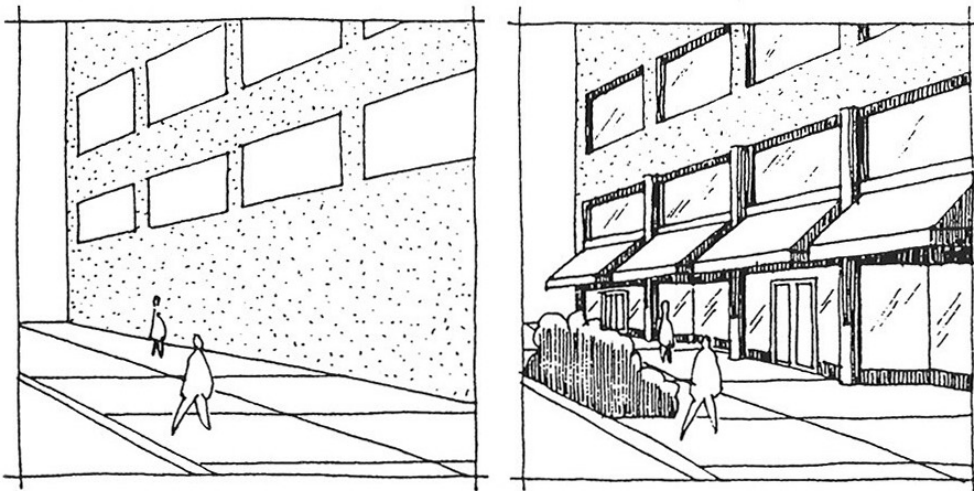
IMAGE

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Exhibit 2   Policy Plan Layer Concept

City Form Map

Paths

Districts

Nodes

Focus Intersections

Landmarks

Gateways
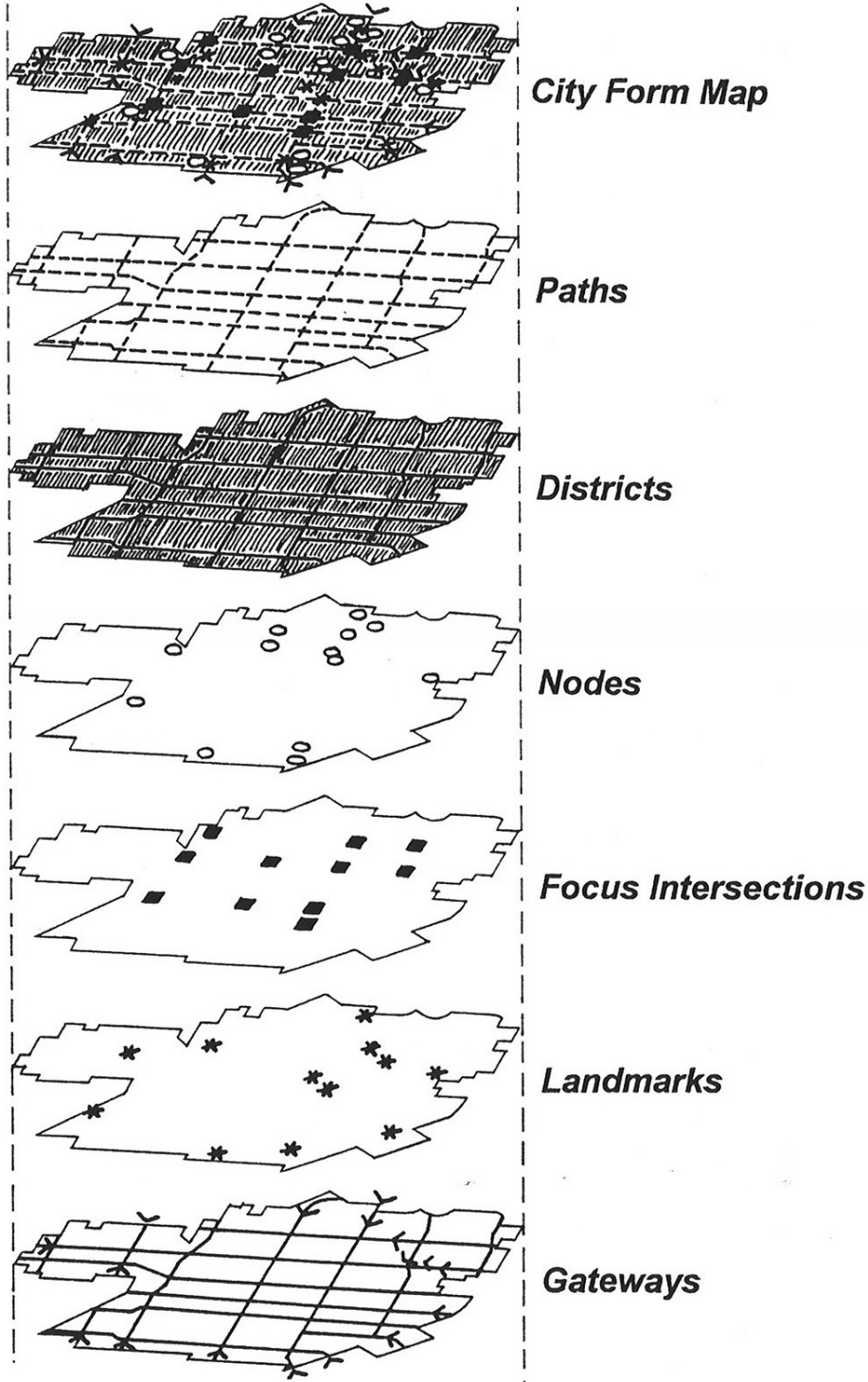
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Exhibit 3   City Form Map

Revised March 19, 2007
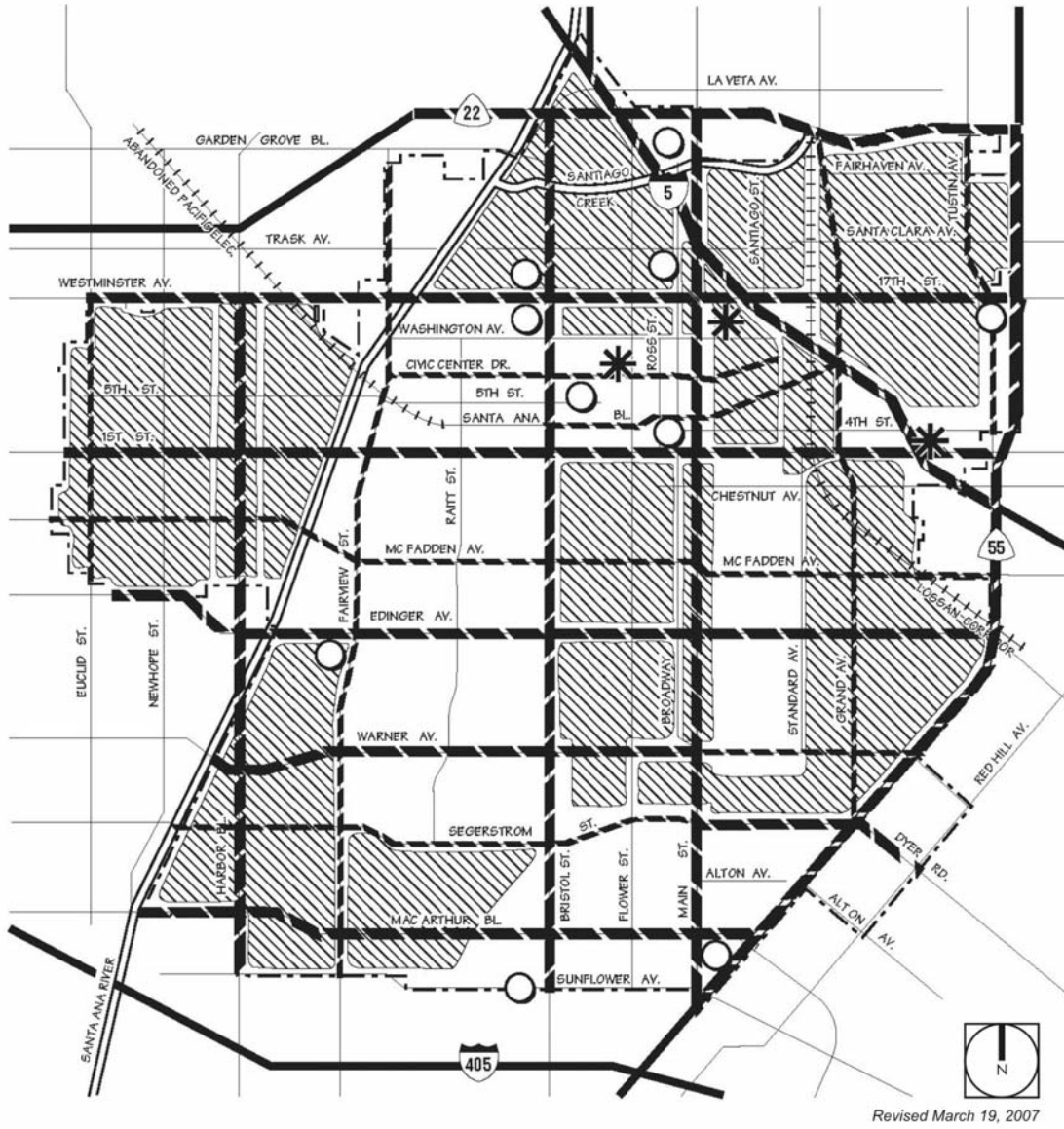
	Landmarks
	Nodes
	Districts
	Major Paths
	Minor Paths

0   0.6   1.2 Miles

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- Districts tend to be smaller and better defined near the City core. These characteristics tend to be less evident, the further away the district is from the City center. The older residential districts, located near the downtown center, serve as the fundamental basis for Santa Ana's existing urban form. The exception to this however is Santa Ana's newer commercial and mixed use districts: Main Place, South Coast Metro, Metro East, and MacArthur Place.

- Neighborhood associations have been formed throughout Santa Ana, and their creation is based on characteristics such as geographic location and ease of association. Most organized neighborhoods have development patterns similar to those found in adjacent neighborhoods. For example, Bristol Manor has similar street lights, lot sizes, subdivision patterns and building scale as the adjacent Wilshire Square.

- Although neighborhoods generally tend to be cohesive in architecture form, they may also be socially and politically organized. These neighborhood associations create perceived districts even though they are not necessarily defined by physical boundaries that would set the neighborhood apart from nearby neighborhoods. Floral Park and West Floral Park are separate neighborhood associations. Even though they are technically separate, they are more visually located in the same urban design district. Park Santiago or Riverview West are examples of where design districts and neighborhoods are the same.

PATHS

Paths are the means by which people travel throughout the City including freeways, streets, walkways, and bikeways. Another important function of paths is to create linkages between districts, nodes, and other destination points. These linkages maybe strengthened by view corridors associated with landmarks, natural features, and open spaces. Key urban design issues related to "paths" include the following:

- Paths include freeways and main thoroughfares and serve as the framework for the City's urban form. Two of these streets, Main Street and First Street, also serve as the "axis" for the City's street numbering system. These roadways are the primary east-west, and north-south transportation routes, intersecting at the heart of downtown Santa Ana.

- Some of the "paths" have both a local and regional function. Many major paths convey a good impression of progression as one travels through the City, providing a sense of movement across residential, industrial and commercial areas. Some examples include Main Street, Bristol Street and Seventeenth Street which become narrower and more intense at the City core. Some paths lack important attributes, such as a distinct hierarchy of uses, scale, and density of buildings.

A pedestrian-oriented community has an average ¼ mile walking distance between transit stops and the core commercial area.

- The absence of a contextual relationship between a path and the adjacent land uses leads to a lack of cohesiveness and identity between business districts and nearby neighborhoods. A number of important paths in the City do not reflect their importance as major path. Seventeenth Street is an example of how its character does not relate to the abutting district to the north.

- Major paths include disruptions in the rhythm and context of development pattern. These interruptions reduce the feeling of progression of a corridor from less intense areas to the more intense City core. Uses such as used car lots on a street like South Main Street, which has a very strong development pattern, creates visual confusion. Those same uses on Harbor Boulevard with a tradition and development pattern that accommodate open activities do not create the same disruptions.

- The incompatibility between a building's original function and its current use directly reduces the character and continuity of a path. Without appropriate remodeling, adaptive reuse of single purpose structures create a disjointed feel from the character of the path and the adjacent neighborhood to the new activity. On South Main Street, for example, service stations converted to fast food use create a break in the context and character of the corridor.

- Distinct major paths in Santa Ana include First Street, Seventeenth Street, Main Street, Bristol Street, and Harbor Boulevard. Each of these corridors contain unique design features that should be reinforced, such as the landscape setback and median of First Street, the small scale of structures along the South Main Street frontage, and the new R.O.W. improvements on the Harbor Boulevard. There are a number of paths in the City that are not as significant and visible as the major paths mentioned previously, but are very important in defining the City's form. Some notable examples include McFadden Avenue, MacArthur Boulevard and Fairview Street. Fairview Street, for example is an important north-south arterial roadway in the western portion of the City with a weak relationship to its adjacent land uses in most parts.

- A very positive feature of many paths in Santa Ana is their ability to communicate, to travelers and pedestrians, the identity of the districts they traverse. These paths convey a better sense of place and facilitate the creation of a strong City form. This is due, in large measure, to the unique cultural diversity and historic heritage of the Santa Ana neighborhoods which are portrayed by the physical attributes and character of these paths. For example, Main Street, First Street, and Santa Ana Boulevard convey procession to the Downtown.

- Vehicle circulation is given precedence over pedestrian movement in strip oriented commercial development. The only significant pedestrian path is Fourth Street as it passes through downtown. This pedestrian path has a very strong presence in the City and the community, providing a variety of

amenities, such as retail shopping, office, services, and entertainment uses which complement each other and attract people. Other streets have the potential to accommodate both vehicle and pedestrian movement, especially Main Street and other downtown streets.

NODES

Nodes are areas of compatible and intensive activities. Nodes typically have identifiable boundaries which, through unique design characteristics, provide a clear sense of place. A well- defined node, containing sharply defined boundaries, is very effective in promoting unity of design, purpose, and aesthetics. Key design issues related to nodes in the City include the following:

- Some nodes in the City are intended to serve as district centers as indicated in the Land Use Element; One Broadway Plaza District Center is an example. The District Center concept was developed to promote the concentration of assorted activities in specific areas of the City. Each of the district centers has excellent automobile, bus, and pedestrian access since they are intended to be destination points.

- Some examples of nodes include the Civic Center which accommodates numerous government agencies; Santa Ana College, which provides a mix of institutional uses; and a number of evolving recreational nodes such as the Santa Ana Zoo and Bowers Museum.

- Some locations are considered as nodes because they are anticipated to be centers of activity in the future. In reality, many of these areas currently have a weak presence and lack the activity, intensity and visibility characteristics of a node. These areas may be designated as nodes or landmarks, but they presently do not function as a node. Examples of this are the Regional Transportation Center and Metro East.
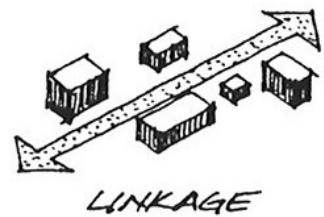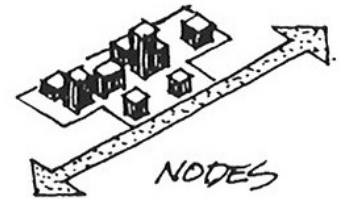
FOCUS INTERSECTIONS

Focus intersections are where two major paths intersect. There are numerous areas in the City where the level of traffic and other activities intensifies because they are located where two major roadways intersect. In a number of such instances, surrounding lands uses may appropriately be developed at lower densities, even with large volumes of traffic using the adjacent roadways. Some areas however, require special attention in that they need to standout from their surroundings because of high, traffic and pedestrian concentrations. Key urban design issues related to the focus intersections include the following:

- The focus intersection is designed to foster and enhance the nature and character of certain crossroads in the City such as on South Main Street. Enhancing certain intersections will improve the aesthetic presence of those crossroads by creating a stronger presence and recognition on otherwise routine paths.

- The architecture and development intensity at key intersections serve to create a "rhythm" along a path, thereby enhancing the City's image.

- A focus intersection is intended to eliminate the visual rigidity of. channel-like streets and the monotony of the gridiron pattern. The focus intersection, if properly designed, reduces the tunnel effect of the approach while reducing excessive openness perceived within typical intersections.

- The focus intersection concept will take advantage of the potential observed in some intersections of the City. The intent is to highlight and capitalize on those factors which will "strengthen" the corridors. Even though the intersections under consideration are not yet clearly defined focus intersections, they may become vibrant places with strong local identity and prominence as they mature. Main Street at the corners of Warner Avenue, Edinger Avenue, McFadden Avenue and First Street are examples of opportunities for implementing this concept.

LANDMARKS

Landmarks are elements of the urban form containing design features that reinforce their uniqueness and memorability. Landmarks by their nature, attract and hold people's attention. Landmarks communicate to observers that they are a special place. Surrounding land use and building design provide a background context for the landmark, reinforcing its role as an important visual element. Key design issues related to landmarks include the following:

- Most of the existing landmarks in the City are concentrated along the Santa Ana Freeway and in the downtown with relatively few in other locations. A number of prominent landmarks evoke very pleasant and memorable experiences in observers. Some of these landmarks have been in the City for many years, exhibiting a strong context that enhances their visibility. Good examples of this include the old Orange County Courthouse, located on Santa Ana Boulevard in the downtown area, and the water tower along the Santa Ana Freeway.

- Other landmarks in the City are newer, though they still have established a reputation as recognizable landmarks. A good example is the One Broadway Plaza, Xerox Center tower, Hotel Terrace, or the Vietnamese Catholic Community Center and Chapel located at Seventeenth Street and Harbor Boulevard. In addition, most neighborhoods have reference points which serve as local landmarks in the community. These local landmarks generally include schools, parks, church buildings, or even a well-established comer store.

- Some "landmarks" stand out in their surroundings and act as good reference points in people's minds; however, they may fall short of conveying an image of community pride, historic significance, and architectural quality. An example of a "perceived" landmark is the radio antenna located next to the

Santa Ana freeway. This "landmark" lacks architectural significance and attractive design features. Nevertheless, it is generally considered a local point of reference.

GATEWAYS

Gateways are located at the City's entry points and help to define boundaries and enhance the City's identity, while reinforcing a sense of place. In some instances, this is accomplished using an attractive monument or a landscaped median. Gateways may also include developments with significant and attractive architectural features, projecting positive images. For example, the Main Place Mall and MacArthur Place, clearly project a positive image and are excellent examples of important gateways. Issues related to "Gateways" include the following:

- Gateways located in the northern and eastern portions of the City are100 more clearly defined. The gateways in these areas have characteristics that create a sense of arrival by means of changes in the character and appearance of the area. An example is the sudden change in building height provided by the Bental tower as one approaches from the east on Seventeenth Street. Formal streetscape and landscaped yards (as people exit southbound I-5 at Broadway), or a significant land use (Main Place) announce a person's arrival in the City.

- In entering the City, a sense of arrival does not occur at the City boundary with Garden Grove, Costa Mesa, and Irvine. Many businesses in the South Harbor industrial area identify themselves as being located in Costa Mesa due to the lack of differentiation with the community to the South. This also occurs east of the SR-55 with Irvine. In the northwest corner of the City, many residents relate easier with Garden Grove than with a Santa Ana identity.

- There are a number of gateways identified by posted signs or landscaped median monument signs at major intersections. Even with these posted entry points, some areas do not meet the definition of a gateway since they do not convey a sense of arrival in the City.

- There are several points where the sense of arrival is clear. For example, the northern part of the City has a distinctive gateway feature in the Garden Grove Freeway which serves as a perceptual boundary, and in the Costa Mesa Freeway along the east. Land uses such as Xerox tower or Main Place create a sense of arrival as does a change in subdivision pattern, setbacks, street trees and other physical characteristics.
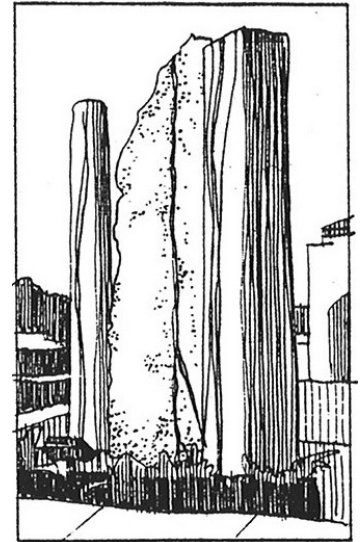
▪ The lack of gateways in some areas of the City, coincide with areas where districts expanded outside the City and merged with the surrounding communities. In many instances, these districts are perceived to be part of the neighboring cities. For example, the corner of Bristol Street and Sunflower Avenue is perceived to be located in Costa Mesa; Dyer Road and Red Hill in Irvine, First Street and Euclid Street in Fountain Valley; and Harbor Boulevard and Seventeenth Street in Garden Grove.
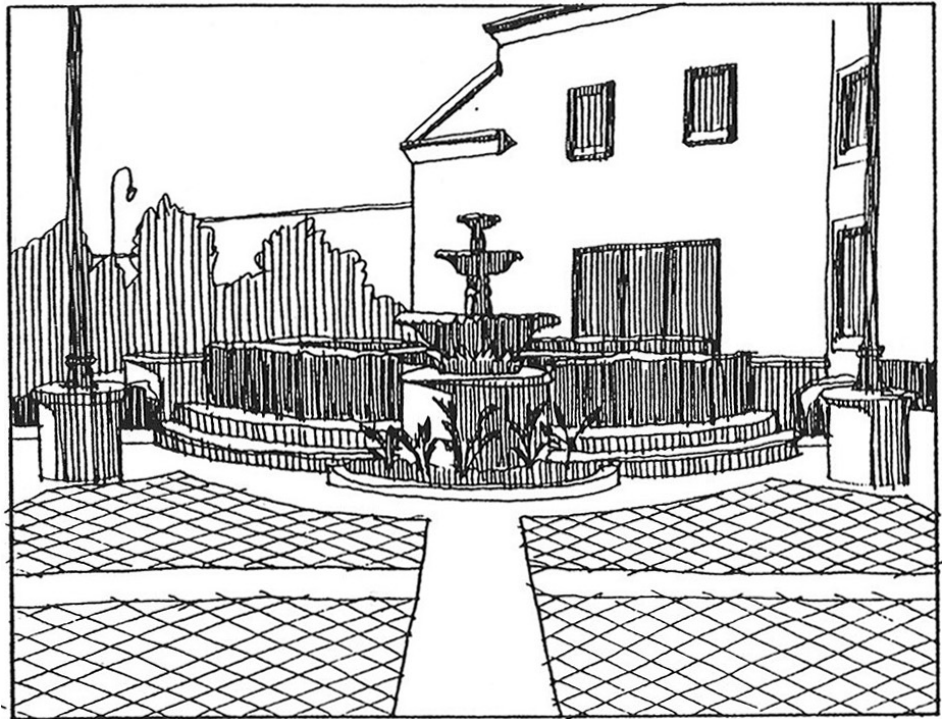
POLICY PLAN

The following goals and polices are based on the principles of context and image, discussed previously. The implementation of the goals and policies contained in this Element will promote the creation of an urban form that is both pleasing and functional. In order to best communicate City policy concerning urban form, design elements have been organized into a series of policy layers as shown in Exhibit 2. The overall City form map is a graphic composite of the policies of the urban form layers contained herein and is shown in Exhibit 3.

GOALS AND POLICIES

GOALS

Goal 1   Improve the physical appearance of the City through development of districts that project a sense of place, positive community image, and quality environment.

Architecture and urban design are part of the answer of creating a liveable place!

Goal 2   Improve the physical appearance of districts through development that is proportional and aesthetically related to its district setting.

Goal 3   Create and maintain a pleasant travel experience and strong orientation to the community through coordinated on-site and streetscape design.

Goal 4   Create nodes and urban spaces throughout the City to foster entertainment, cultural and business activities, and establish Santa Ana as a vibrant center of Orange County life.

Goal 5   Create focal points at major intersections to enhance community identity and mitigate large expanses of asphalt.

Goal 6   Create new, and protect existing, City landmarks and memorable places that convey positive images.

Goal 7   Provide a sense of arrival to the City through on and off-site improvements

A listing of the policies to achieve each of the above goals is presented on the following pages. The Urban Design Plan, shown in Exhibit 3, reflects the City's Urban Design framework. The Appendix provides additional information concerning these individual components that comprise the Urban Design Plan.

POLICIES

Goal 1

Improve the physical appearance of the City through development of districts that project a sense of place, positive community image, and quality environment.

Policy 1.1   New development and redevelopment projects must have the highest quality design, materials, finishes, and construction.

Policy 1.2   Public art is encouraged in significant new development and redevelopment projects.

Policy 1.3   Site design must clearly define public spaces through building placement and orientation.

Policy 1.4   Development and other design features that prevent loitering, vandalism, graffiti, and visual deprivation, are to be included in all projects.

Policy 1.5   Enhanced architectural forms, textures, colors, and materials are expected in the design of all project.

Policy 1.6   Plazas, open spaces, and courtyards connecting to public right-of-way so as encourage public interaction, will be promoted.

Policy 1.7   On and off-site improvements must be pedestrian friendly.

Policy 1.8   Shared access, circulation, and parking are encouraged as a means to minimize the amount of asphalt while increasing landscape in parking lots.

Policy 1.9   Utility lines for new development are to be placed underground.

Policy 1.10 Underground utility waivers for existing development will be discouraged.

Policy 1.11 Visual and physical links between districts, nodes, significant sites, landmarks, and other points of interest, are to be provided in all public and private projects.

Goal 2

Improve the physical appearance of districts through development that is proportional and aesthetically related to its district setting.

Policy 2.1 Projects must acknowledge and improve upon their surroundings with the use of creative architectural design, streetscape treatments, and landscaping.

Policy 2.2 New development must be consistent with the scale, bulk, and pattern of existing development.

Policy 2.3 Preservation involving the adaptive reuse of historic and architecturally significant structures, is encouraged Citywide.

Policy 2.4 New projects must respect the architectural style, scale, context, and rhythm of Santa Ana's historic buildings and districts.

Policy 2.5 The use of artistic interpretation will be encouraged as a means to preserve the City's heritage and enhance its regional presence in the downtown historic district.

Policy 2.6 The design of private and public improvements must accentuate focal points, activity nodes, historic areas, and architecture.

Policy 2.7 New development must exhibit a functional, comfortable scale in relation to its neighborhood.

Policy 2.8 The character and uniqueness of existing districts and neighborhoods are to be protected from intrusive development.

Policy 2.9 Streetscapes, building placement, and predominant landscape setbacks that exceed code minimums, should be preserved and enhanced.

Policy 2.10 Where no coherent theme exists, community identity is to be developed through the introduction of architectural themes or unique streetscapes.

Policy 2.11 New developments must re-enforce, or help establish district character.

Policy 2.12 Development and subdivision patterns are to be compatible with existing patterns of development in and around districts and neighborhoods, and provide a smooth transition along designated edges.

Policy 2.13 Unless in a special design district, signage that is exaggerated, obtrusive, disruptive, or detrimental to a district's character, must be prohibited.

Policy 2.14 Billboards, cellular antennas, microwave towers, and other similar types of features antennas should be placed so as not to be detrimental to the aesthetic quality, character, and image of the surrounding area.

Goal 3

Create and maintain a pleasant travel experience and strong orientation to the community through coordinated on-site and streetscape design.

Policy 3.1 Landscaping will be promoted on freeway slopes, roadway medians, and parkways.

Policy 3.2 Street improvements and adjacent development, should be consistently designed to eliminate a haphazard look and visual clutter along corridors.

Policy 3.3 Enhanced streetscapes, architectural themes, and landscaping are to be provided to visually strengthen the path and enhance adjacent development.

Policy 3.4 Streetscape improvements are to be redesigned to provide a pleasant and safe environment and to improve pedestrian circulation.

Policy 3.5 Streetscape improvement plans must be responsive to the nature of adjacent uses, path characteristics, street classification, pedestrian scale, and view corridors.

Policy 3.6 Streetscape design should be used to link major destination points, landmarks, and local activity nodes.

Policy 3.7 Air rights across City streets should be preserved to protect sight lines and view corridors.

Policy 3.8 Passive open space should be included along all roadways and non-vehicular paths, such as bike or multi-use trails.

Policy 3.9 Maintain the open, natural and recreational features of Santiago Creek and the Santa Ana River, to enhance these amenities as a passive and active open space view corridor.

Policy 3.10 Safe and pleasant bicycle and pedestrian routes are to be provided and they should link activity nodes and places of interest.

Exhibit 4   City Form Map

Revised March 19, 2007

Legend:
- District Neighborhoods
- Paths: Traveling Routes
- Nodes: Destination Points
- Focus Intersections: Local Apex
- Landmarks: Focal Points
- Gateways: Arrival Points

0   0.6   1.2 Miles
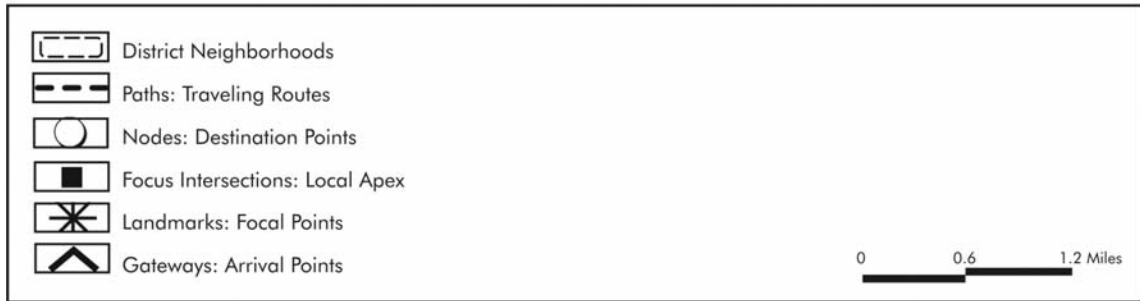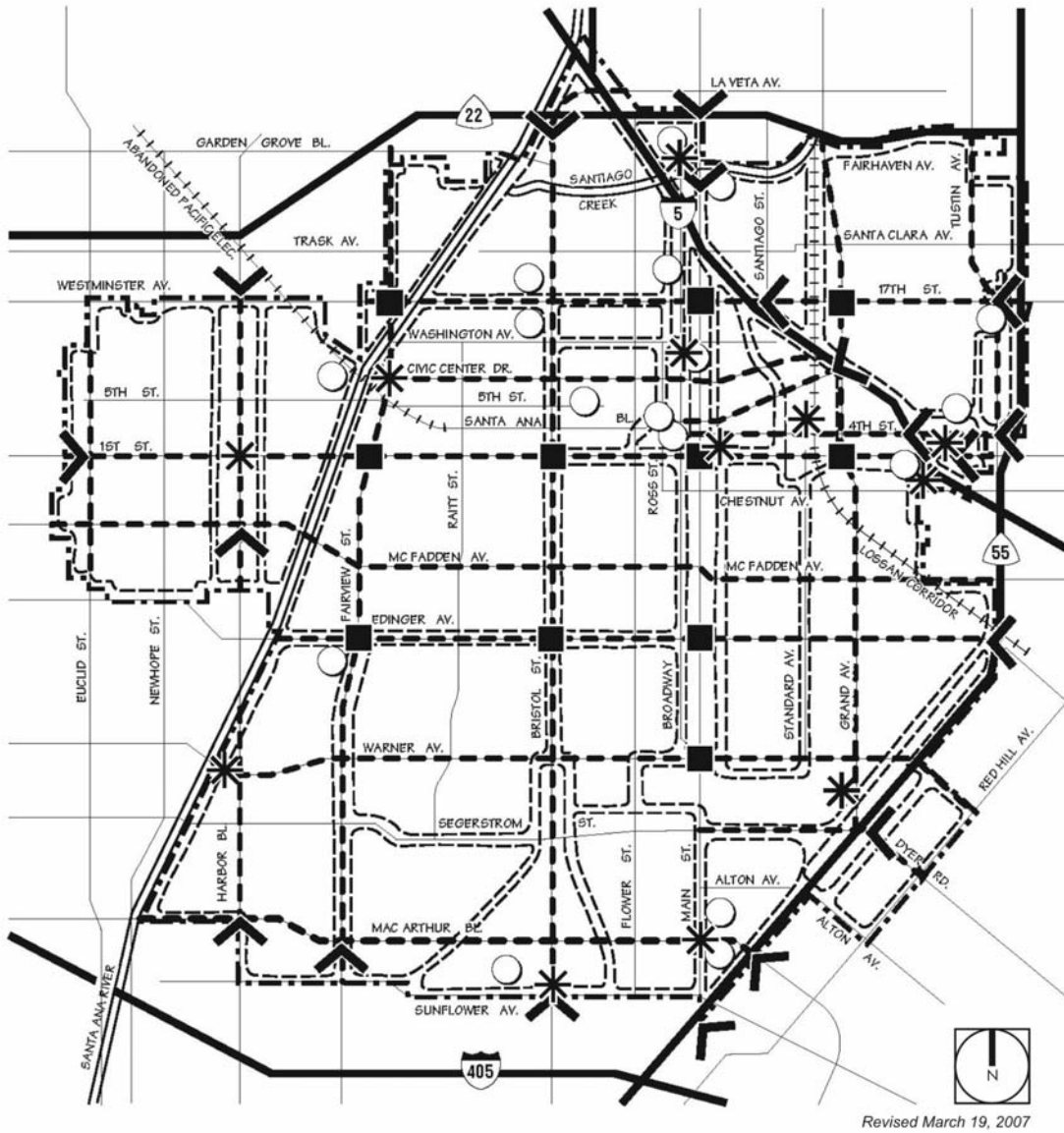
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Exhibit 5   Districts

Revised March 19, 2007
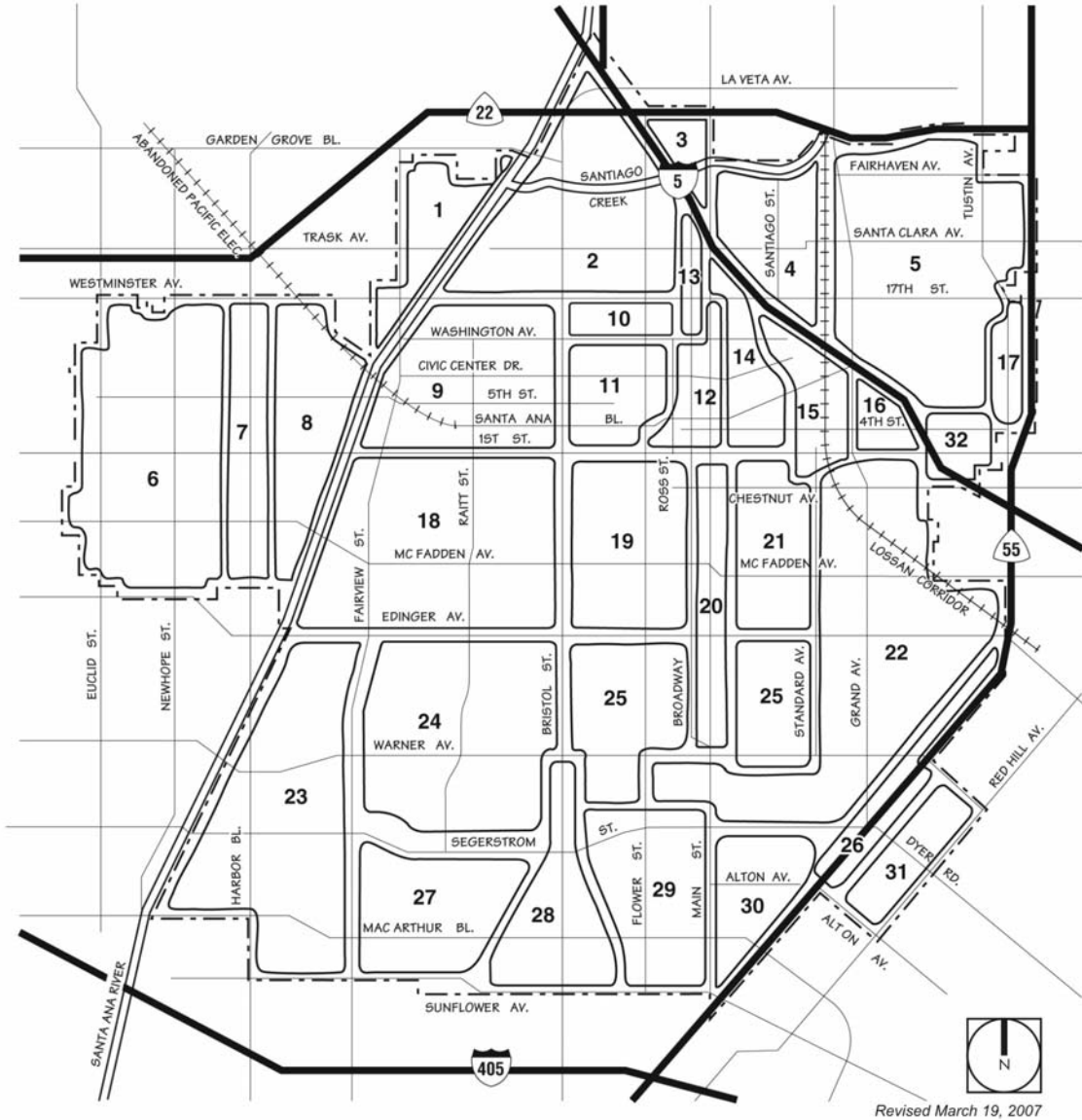
1. Trask Fairview	12. Downtown	23. South Harbor Blvd.
2. Northwest	13. Broadway	24. Thorton Park
3. North Main	14. French Park	25. Bristol Manor/SE Side/Delhi
4. Park Santiago	15. Intercity/RTC	26. Freeway Window
5. Cabrillo Park	16. 4th St. Professional	27. Armstrong
6. West Side	17. Tustin Ave.	28. South Coast
7. Harbor Blvd.	18. Midcity	29. Sand Pointe
8. Santa Ana	19. Central Historic	30. MacArthur Place/Hutton Center
9. Artesia Pilar	20. South Main	31. Freeway Corporate
10. Washington/Willard	21. Eastside	32. Metro East
11. Flower Park	22. Southeast Industrial	— - — City Limits

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Exhibit 6   Paths
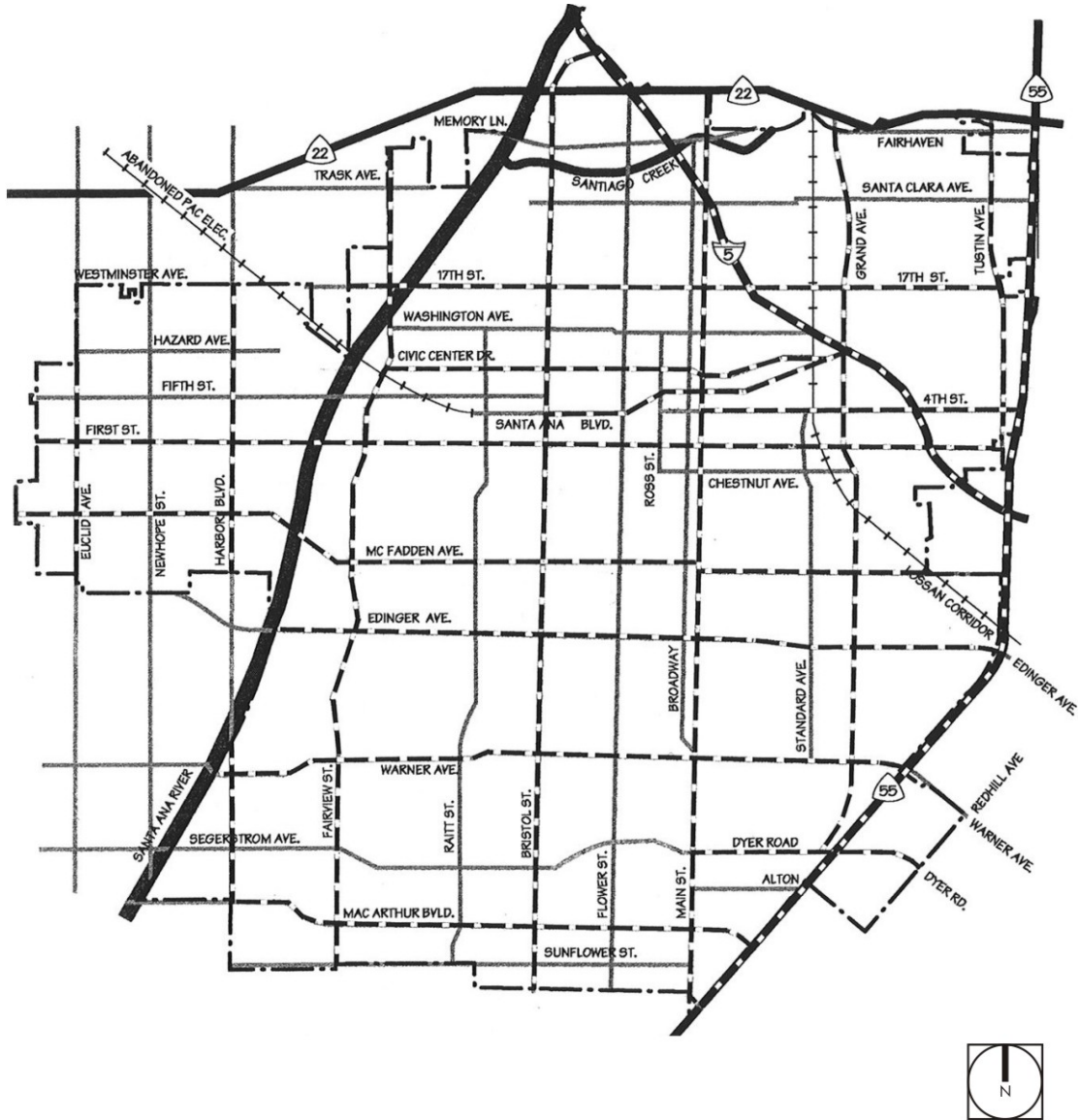
1. Seventeenth St.	12. Civic Center Dr.
2. First St.	13. Santa Ana Blvd.
3. Edinger Ave.	14. Fourth St.
4. West Warner Ave.	15. McFadden Ave.
5. East Dyer Rd.	16. Warner Ave.
6. East MacArthur Blvd.	17. Tustin Ave.
7. Santa Ana Freeway	18. Grand Ave.
8. Costa Mesa/Newport Freeway	19. A.T. & S.F. RR Line
9. Main St.	20. Fairview Rd.
10. Bristol St.	21. Euclid Ave.
11. Harbor Blvd.	22. West MacArthur Blvd.

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Policy 3.11 Maximize the use of street trees and parkway landscaping to create a pleasant travel experience and positive City image.

Policy 3.12 Scenic, historic, and attractive views along paths are to be preserved.

Policy 3.13 Maximize and coordinate resources to improve visual impact at key locations.

Policy 3.14 Citywide landscape median and street tree plans are to be coordinated with specific plans or area plans.

Policy 3.15 Create a diverse urban forest through the use of a large variety of trees in medians, parkways, public open space, and as part of private development.

Policy 3.16 Crosswalks are encouraged at locations with high pedestrian activity.

Policy 3.17 Overhead utility lines along major arterials should be placed underground as part of new development proposals and underground district programs.

Policy 3.18 The Orange Freeway extension design should not create an additional visual or psychological barrier between the City and its west side.

Goal 4

Create nodes and urban spaces throughout the City to foster entertainment, cultural and business activities, and establish Santa Ana as a vibrant center.

Policy 4.1 Development in nodes must support the City's vision of becoming the dynamic urban center of Orange County.

Policy 4.2 Development within nodes must be designed to reflect the significance of the node and extend a positive image of Santa Ana through high quality architecture.

Policy 4.3 Architectural and landscape design should use public open space as a means to enhance the aesthetic quality of the development and conduct to community activities.

Policy 4.4 Development within nodes must promote pedestrian activities, spaces, amenities, and pedestrian pockets that allow discovery, excitement, and activity.

Policy 4.5 Visual and functional spaces are to be designed into development within nodes, major projects, and places of interest.

Policy 4.6   Distinctive, innovative, or unique public art should be provided in plazas, open spaces, and courtyards to promote pedestrian activity.

Goal 5

Create focal points at major intersections to enhance community identity and mitigate large expanses of asphalt.

Policy 5.1   A strong presence is to be created by more intense building mass and plazas at focus intersections (focal points).

Policy 5.2   Public art must be placed in a prominent location to physically and visually link development with streetscape and paths.

Policy 5.3   Projects at focal intersections should incorporate vertical design features or multi-story development as a means to provide visual presence and encourage pedestrian activity in these areas.

Policy 5.4   Projects at focus intersections must include high quality design and materials.

Policy 5.5   Promote development at a focus intersection in a manner to define the intersection as a safe pedestrian area.

Policy 5.6   Focal and reference points should be created by the unobstructed view of public art from pedestrian and vehicle paths.

Goal 6

Create new, and protect existing, City landmarks and memorable places that convey positive images.

Policy 6.1   The design of development should frame and enhance landmarks, natural features, and view corridors.

Policy 6.2   Development near an existing landmark must be supportive and respectful of the architecture, site, and other design features of the landmark.

Policy 6.3   New development that will lead to the creation of new landmarks in the City will be encouraged.

Exhibit 7   Nodes

Revised March 19, 2007
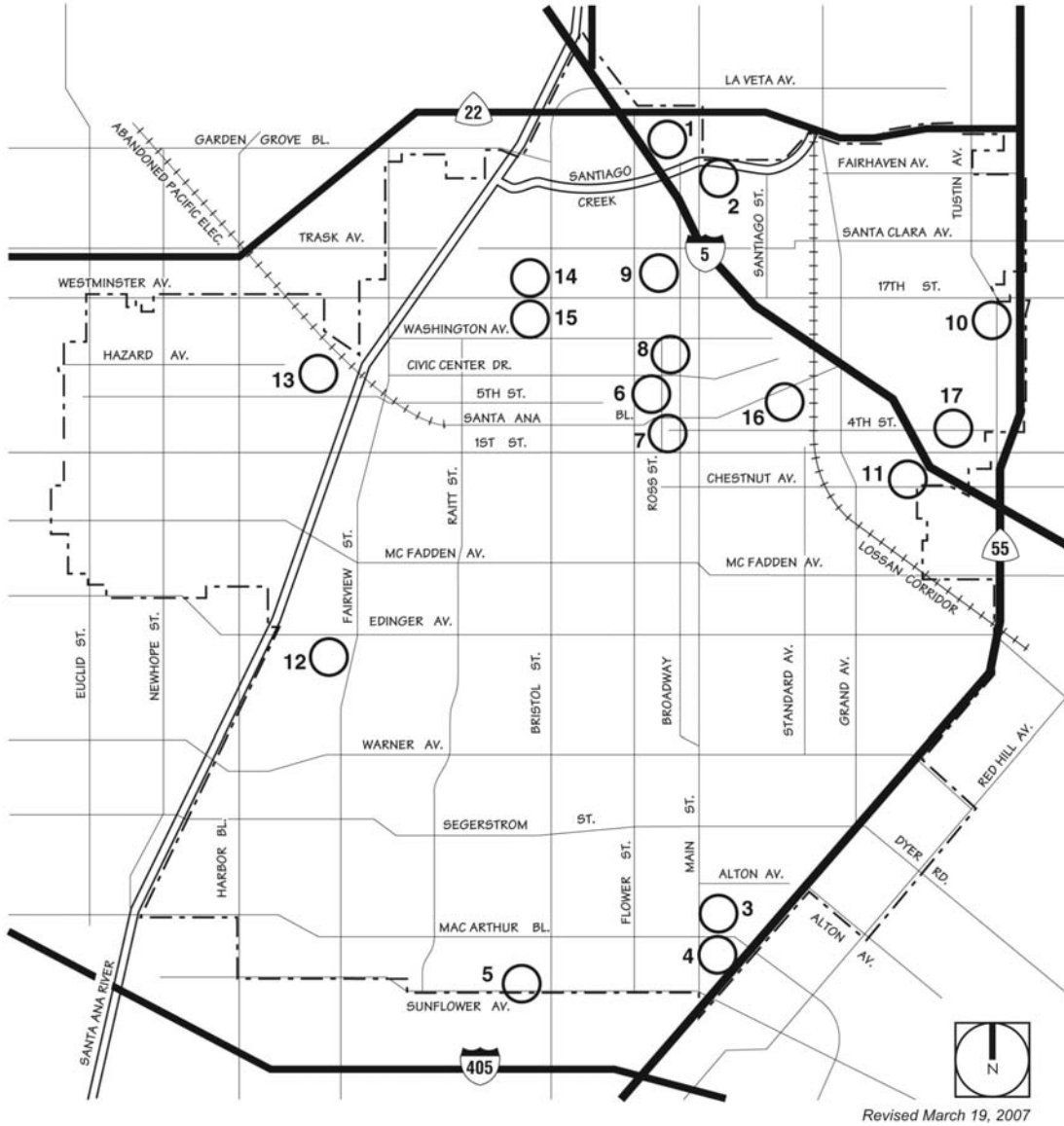
1. Main Place Mall
2. Main St. Concourse
3. MacArthur Place
4. Hutton Center
5. South Coast Bristol
6. Civic Center
7. Downtown/4th St./Artist Village
8. One Broadway Plaza
9. Bowers Museum
10. Tustin Ave., South of 17th St.
11. Santa Ana Zoo
12. Centennial Park
13. Willowick Golf Course
14. Bristol Marketplace
15. Rancho Santiago College
16. Regional Transportation Center
17. Metro East

— · —   City Limits

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Exhibit 8   Focus Intersections

1. Main St. and 17th St.
2. Main St. and First St.
3. Main St. and Edinger Ave.
4. Main St. and Warner Ave.
5. Grand Ave. and 17th St.
6. Grand Ave. and First St.
7. First St. and Fairview St.
8. Bristol St. and Edinger Ave.
9. Bristol St. and First St.
10. Fairview St. and Edinger Ave.
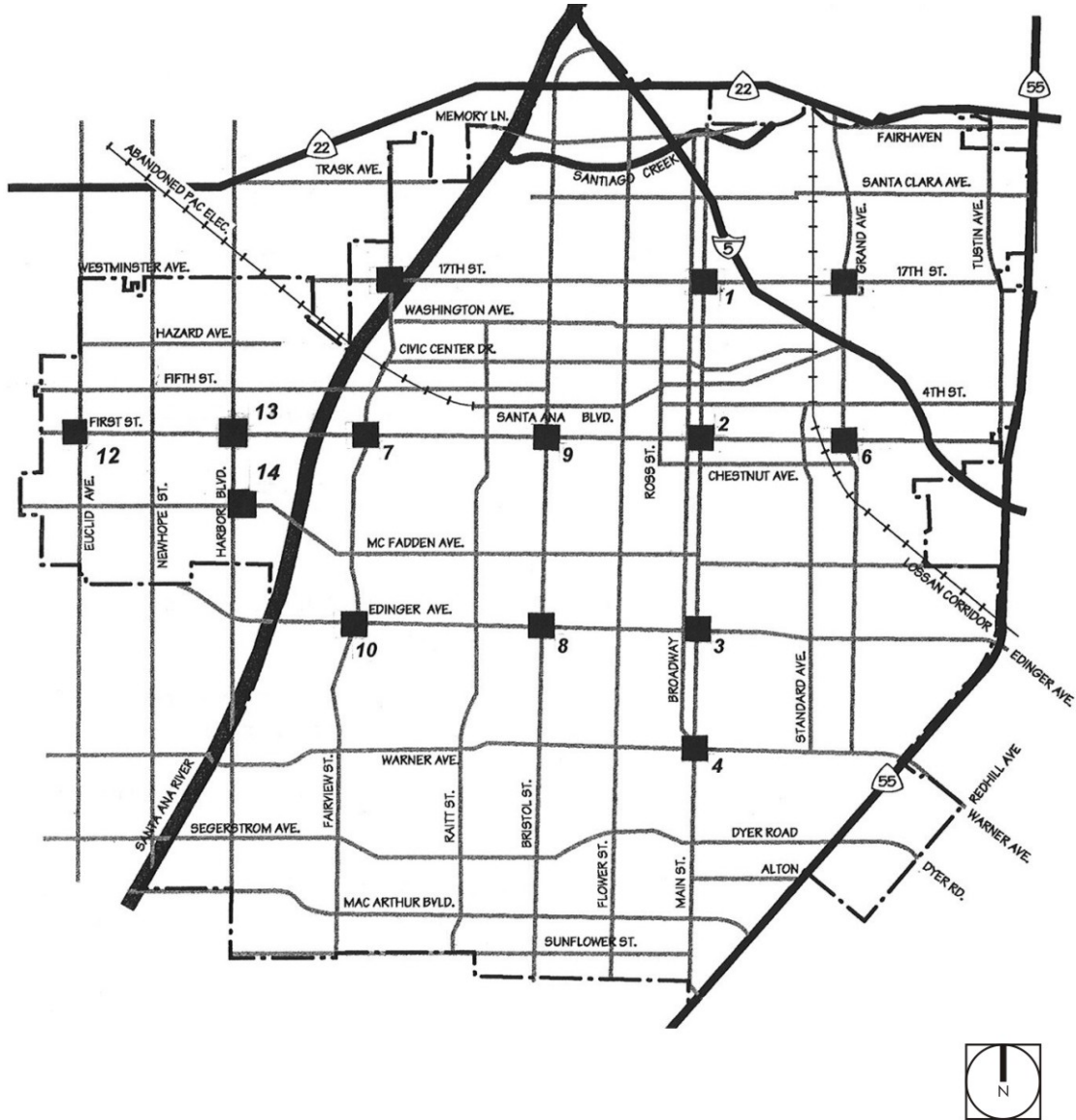
11. Fairview St. and 17th St.
12. First St. and Euclid Ave.
13. First St. and Harbor Blvd.
14. Harbor Blvd. and McFadden Ave.

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Goal 7

Provide a sense of arrival to the City through on and off-site improvements.

Policy 7.1   Gateways must be developed at strategically designated locations to communicate a sense of arrival and positive image of the City.

Policy 7.2   Gateways to Santa Ana must include unique and distinctive streetscape and development design.

Policy 7.3   Freeway on and off ramps are expected to be landscaped in a manner to create a sense of place and arrival.

Policy 7.4   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 are to be used at City gateways.

Policy 7.5   Improve the rail corridor as an entry point to the City.

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Exhibit 9   Landmarks
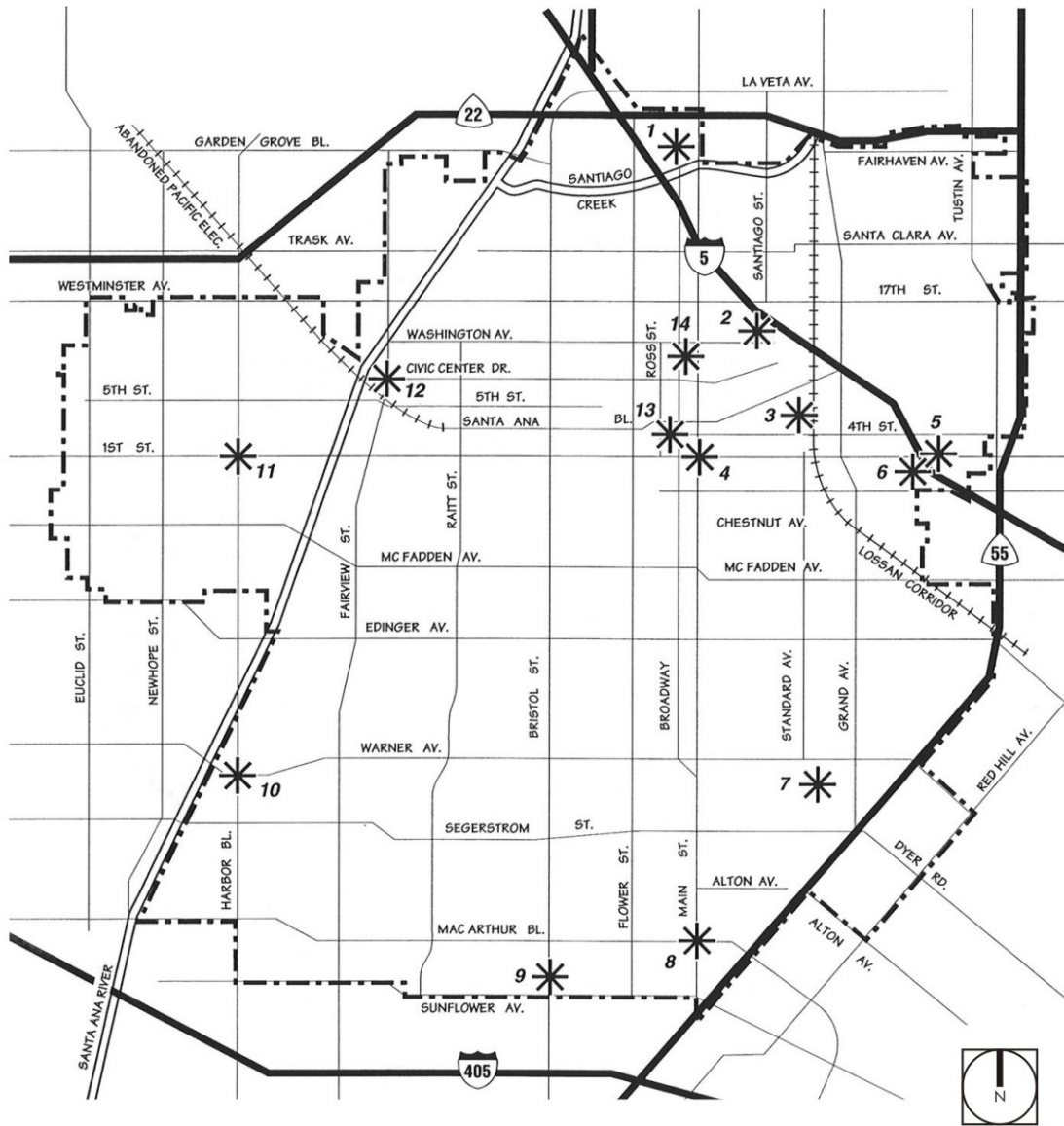
1. Main Place Mall/Main St. Concourse
2. City Water Tower
3. Regional Transportation Center
4. Intersection of First and Main Streets
5. Birtcher Xerox Center
6. Santa Ana Zoo
7. Hotel Terrace
8. Intersection of Main St. and MacArthur Blvd.
9. Intersection of Bristol St. and Sunflower Ave.
10. Intersection of Warner Ave. and Harbor Blvd.
11. Intersection of Harbor Blvd. and First St.
12. Intersection of Fairview Rd. and Civic Center Dr.
13. Centerpoint/Federal Court
14. One Broadway Plaza

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Exhibit 10   Gateways

Revised March 19, 2007
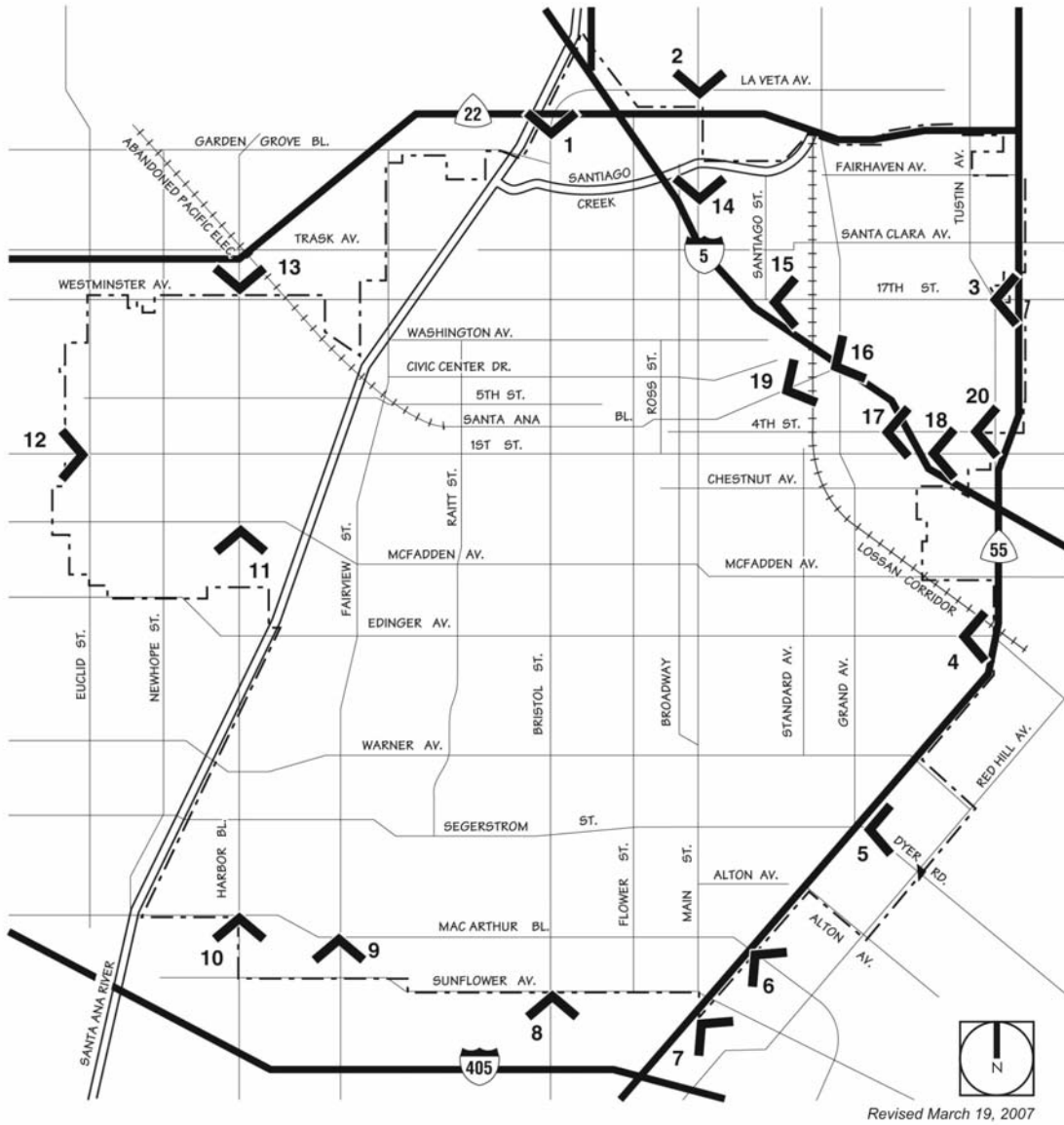
1. Bristol St. at North City Limit	11. McFadden Ave. at Harbor Blvd.	— - — City Limits
2. Main St. at North City Limit	12. First St. at Euclid Ave.	
3. 17th St. at Tustin Ave.	13. Harbor Blvd. at North City Limit	
4. Edinger Ave. at SR-55 Freeway	14. Main St. at I-5 Freeway	
5. East Dyer Rd. at SR-55 Freeway	15. 17th St. at I-5 Freeway	
6. MacArthur Blvd. at SR-55 Freeway	16. Santa Ana Blvd. at I-5 Freeway	
7. South Main St. at Sunflower Ave.	17. Fourth St. at I-5 Freeway	
8. Bristol St. at Sunflower Ave.	18. First St. at I-5 Freeway	
9. MacArthur Blvd. at Fairview St.	19. Lossan Rail Corridor	
10. Harbor Blvd. at MacArthur Blvd.	20. Metro East	

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IMPLEMENTATION PLAN

The Implementation Plan of the Urban Design Element is intended to outline the City's comprehensive urban design strategy. This strategy will establish a connection between this Element's policies and the City's development standards and design guidelines. The Implementation Matrix provided on the following pages identifies the implementation action, the responsible agency, and a timeline for implementation. The corresponding policies which these actions relate to are noted in parenthesis.

> Details count. The comfortable city is built and experiences as a series of details created over time by a variety of minds.

Table 1
Implementation Matrix

	Action (Policy)	Lead Agency/ Time Frame
GOAL 1:	Improve the physical appearance of the City through the development of districts that project sense of place, community image and quality environment.	
1.1	Coordinate consistency between urban design policies and policy layers, and the zoning districts. (Policy 1.11)	PBA 1998-2002
1.2	Prioritize and develop each of the designated components of each policy layer into more detailed design area plans. (Policy 1.1)	PBA 1998-2002
1.3	Update development standards and design guidelines to reflect urban design policies and principles. (Policies 1.1, 1.2)	PBA 1998-2002
1.4	Coordinate changes to the City's design and development standards with other City agencies through the development review committee process. (Policies 1.1, 1.3)	PBA 1998-2002
1.5	Develop an urban design review methodology to implement design policies, layers, and guidelines. (Policy 1.1)	PBA 1998-2002
1.6	Examine and modify site plan review, project review, and the planning counter review processes to implement urban design goals and policies. (Policies 1.3, 1.5)	PBA 1998-2002
1.7	Investigate requirements and/or incentives to encourage the incorporation of art in existing and new developments. (Policy 1.2)	CDA 1998-2002
1.8	Develop design guidelines to integrate the concept of "defensible space." (Policies 1.3, 1.4)	PBA/PD/PWA/ RCSA 1998-2005
1.9	Examine and modify the process for resolution of design review issues. (Policies 1.1, 1.8, 1.9, 1.10)	PBA 2000-2005
1.10	Coordinate community input to develop incentives for property improvements. (Policies 12, 1.6, 1.8)	PBA/PD/PWA 1998-2005
1.11	Encourage increased public interest, appreciation and support for art in public places. (Policy 1.2)	PBA/CDA 1998-2010
1.12	Encourage active participation from property owners and the general public to upgrade landscaping, paint, signage and other exterior renovations. (Policy 1.1)	PBA/PD 2000-2005
1.13	Prepare and present an annual status report to the Planning Commission and City Council concerning the implementation of the Urban Design Element. (Policy 1.1)	PBA 1998-2010
1.14	Evaluate and revise property maintenance standards. (Policy 1.1)	PBA 1999-2005

Table 1
Implementation Matrix

		Action (Policy)	Lead Agency/ Time Frame
1.15		Explore the feasibility of developing regulatory and economic incentives to promote private urban spaces and street-oriented amenities in conjunction with gateway and landmark buildings and other significant sites such as: a) FAR credits (bonus) for private open spaces and other amenities accessible to the public under private responsibility (for example, plazas, atriums, gardens, parks, galleries, etc.); b) parking incentives that encourage pedestrian circulation and provide pedestrian amenities in conjunction with the; c) density bonus for open space and recreational amenities in residential developments; d) art in public spaces program to provide art or contribute to an art fund; e) zoning code enforcement program including staff-oriented to execute design, development and operational standards that improve the physical appearance and the community image; and f) an incentive program to ensure Historic preservation of significant Historical structures.	
GOAL 2:		**Improve the physical appearance of the City through the development that is proportionally and aesthetically related to its district setting.**	
2.1		Identify areas that require specific or area plans to protect and enhance an area's character. (Policy 2.1)	PBA/CDA/PWA 1998-2000
2.2		Prepare "District Guidelines" for each designated district. With a focus on District Center areas and industrial areas. (Policies 2.8, 2.10)	PBA/CDA/PWA 1998-2000
2.3		Collaborate with neighborhood associations to develop consistent neighborhood context design. (Policies 2.8, 2.10)	PBAICDA/PWA 1998-2010
2.4		Refine sign design standards and regulations to be consistent with and sensitive to community character. (Policy 2.13)	PBA/CDA 1998-2000
2.5		Identify potential sources for historic preservation funding. (Policy 2.3)	PBA/CDA 1998-2010
2.6		Add structures within the existing Historic Downtown to the list of Historically significant structures on the Santa Ana Historic Register. (Policies 2.3, 2.4)	PBA 1998-2010
2.7		Encourage development especially downtown, to depict the City's history through various mediums such as sculpture, murals or narrative plaques highlighting the development site's history. (Policies 2.8, 2.9, 2.10, 2.11, 2.12)	PBA 1998-2010
GOAL 3:		**Create and maintain a pleasant travel experience and strong orientation to the community through coordinated on-site and streetscape design.**	
3.1		Coordinate consideration of Urban Design Element issues during preparation of the Capital Improvement Plan. (All policies)	PBA/PWA 1998-2010
3.2		Design streetscape and theme enhancements which will be corporated into street improvement plans. (Policies 3.1, 3.2, 3.3, 3.4, 3.5, 3.6)	PBA/PWA 1998-2010

Table 1
Implementation Matrix

		Action (Policy)	Lead Agency/ Time Frame
3.3		Review and improve appearance standards for a) sidewalk design guidelines; b) design of bus stop shelters and benches; c) placement of traffic reader boards, directional signage and other appurtenances located in the public right of way; d) on/off freeway ramp landscape treatment, especially at gateways; e) freeway remnant parcel reuse and appearance; f) Bicycle Master Plan; g) street trees; h) passive open space along non-vehicle paths; i) street improvement plans; and j) crosswalks on-street parking.	PWA 1998-2010
3.4		Coordinate on and off-site vehicle and pedestrian circulation design improvements through the design review process. (Policies 3.15, 3.16, 3.17)	PBA/PWA 2000-2010
3.5		Coordinate capital improvement and redevelopment funds to focus resources to key locations with high visual impact. (All policies)	PBA/PWA 2000-2010
3.6		Prioritize the undergrounding of above ground utilities. (Policy 3.18)	PBA/PWA 1998-2020
3.7		Evaluate ordinances and standards related to the aesthetics, and placement of billboards, cellular towers, etc. (Policy 3.11)	PBA 1998-2000
3.8		Develop and coordinate the implementation of a parkway and median master plan. (Policy 3.12, 3.15)	PBA/PWA 1998-2010
3.9		Coordinate proposed freeway extensions designs to prevent visual and psychological barriers in the City, with the California Department of Transportation. (Policy 3.19)	PBA/PWA 1998-2020
GOAL 4:		**Create nodes and urban spaces throughout the City to foster entertainment, cultural, and business activities and establish Santa Ana as a vibrant center of Orange County.**	
4.1		Evaluate and update the zoning ordinance, development standards and design guidelines including floor area ratio and height limits for designated nodes. (Policies 4.1, 4.2, 4.3, 4.4)	PBA/CDA 1998-2000
4.2		Encourage architects and landscape architects to view art as an extension of architecture and site design. (Policies 4.2, 4.3, 4.6)	PBA 1998-2010
4.3		Promote the display of works by local artisans. (Policies 4.3, 4.6)	PBA 1998-2010
GOAL 5:		**Create focal points at major intersections to enhance community identity and mitigate large expanses of asphalt.**	
5.1		Evaluate and update development standards and design guidelines including floor area ratio's (FAR's) and height limits for focus intersections. (Policies 5.2, 5.3, 5.4)	PBA 1998-2000
5.2		Incorporate City form policies into the design of enhanced intersections. (All policies)	PBA/PWA 1999-2005
GOAL 6:		**Create new and protect existing City, landmarks and memorable places that convey positive images.**	
6.1		Provide clear sight lines to focal points and landmarks through the orientation of buildings within development. (Policies 6.1, 6.2)	PBA 1998-2010
6.2		Create development standards and design guidelines for areas around designated or developing landmarks. (Policy 6.1)	PBA/CDA 1998-2000

Table 1
Implementation Matrix

		Action (Policy)	Lead Agency/ Time Frame
6.3		Encourage the development of unique landmarks at strategic locations throughout the City. (Policy 6.1)	PBA 1998-2010
6.4		Utilize the site plan review process to develop building and site designs that accent rather than compete with landmarks. (All policies)	PBA 1998-2010
GOAL 7:	Provide a sense of arrival to the City through on and off-site improvements.		
7.1		Encourage the preservation of the City's unique Heritage through the display of art accessible to the public. (Policy 7.4)	PBA/CDA/PWA 1998-2010
7.2		Evaluate and Update development standards and design guidelines for designated gateways. (Policies 7.1, 7.2, 7.3)	PBA 1998-2000
7.3		Coordinate the design of public improvements development. (Policies 7.1, 7.4)	PBA/PWA 1999-2000
7.4		Coordinate freeway ramp landscape design with California Department of Transportation. (Policy 7.3)	PBA/PWA 1998-2010
7.5		Develop design standards for rail corridor through the City. (Policy 7.5)	PBA/PWA 1998-2010

CDA – Community Development Agency   PWA – Public Works Agency
PBA – Planning & Building Agency   RCSA – Recreation & Community Services Agency
PD – Police Department

GLOSSARY

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

Arcade. An arched roof or covered passageway.

Architectural Character. The characteristic given to buildings by prominence derived from distinctive and attractive attributes in its architecture and ornamental detailing.

Architectural Concept. The Basic aesthetic idea of a building, or group of buildings or structures, including the site and landscape development, that produces the architectural character.

Architectural Feature. A prominent or significant part or element of a building, structure, or site,

Architectural Style. The characteristic form and ornamental detail of buildings of a particular period.

Articulation. Clear and distinct separation between design elements.

Attractive. Having qualities that arouse interest and pleasure in the observer. Backlit. Illuminated internally or from the inside.

Baluster. An upright support for a rail.

Balustrade. A series of balusters surmounted by a rail.

Bay Window. A window projecting outward from the main wall of a building.

Berm. A raised form of earth to provide screening or to improve the aesthetic character.

Bollard. A vertical, freestanding, short post used as a barrier to vehicles.

Bosque. A space defined by a geometrical grouping of trees.

Bowstring. A roof structural system composed of parallel trusses which resemble a bow with the string parallel to and nearest to the ground.

Bracket. A support element under overhangs; often more decorative than functional.

Building Envelope. The three dimensional space within which a structure is permitted to be built on a lot. This space is defined with respect to such

development regulations as height, setback requirements, floor area ratio, lot coverage, and intensity standards.

Cantilever. A beam or architectural element projecting beyond a wall line without support from below.

Capital. The upper part of a column, pilaster, or pier: the three most commonly used types are Corinthian, Doric and Ionic.

Clapboard. A long thin board graduating in thickness with the thick overlapping the thin edges; also known as weatherboard.

Clerestory. An upward extension of a single storied space used to provide windows for lighting and ventilation.

Cohesiveness. Unity of composition between design elements of a building or a group of buildings and the landscape development.

Colonnade. A row of columns supporting a roof structure.

Cornice. A projection at the top of a wall, usually decorative.

Cupola. A small structure, sometimes rectangular but usually round in plan, projecting from the ridge of a roof.

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

Dome. A hemispherical roof or ceiling.

Dormer. A vertically framed window which projects from a sloping roof and has a roof of its own.

Double Hung Window. A window with an upper and lower sash arranged so that each slides vertically past the other.

Eaves. The under part of a sloping roof that overhangs a wall.

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

Exterior Building Component. An essential and visible part of the exterior of a building.

External Design Feature. The general arrangement of any portion of- a building, sign, landscaping, or structure and including the kind, color, and texture of the materials of such portion, and the types of roof, widows, doors lights, attached or ground signs, or other fixtures appurtenant to such portions as will be open to public view from any street, place, or way.

Facade. The front of a building.

Fascia. A flat strip or band with a small projection, often found near the roofline in a single story building.

Fenestration. The arrangement and design of windows in a building.

Finial. A vertical ornamentation at the top of a gable or tower.

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

Frieze. A decorative sculptural ornament which is every flat and shallow.

Gable. The triangular part of an exterior wall, created by the angle of a pitched roof.

Gable Roof. A double pitched roof.

Gambrel Roof. A roof with a broken slope creating two pitches between eaves and ridges, found often on barns.

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

Goal. A general expression of community values that represents an ideal future condition related to public health, safety or general welfare toward which planning activities are directed.

Graphic Element. A letter, illustration, symbol, figure, insignia, or other device employed to express and illustrate a message or part thereof.

Harmony. A quality that represents and appropriate and congruent arrangement of parts, as in an arrangement of varied architectural and landscape elements.

Hip Roof. A roof with four uniformly pitched sides.

Historic Fabric. Significant remaining interior or exterior original features of a historic building.

Kiosk. A small, light structure with one or more open sides.

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

Light Cut-Off Angle. An angle from vertical, extending downward from a luminaires which defines the maximum range of incident illumination outward at the ground plane.

Lintel. The horizontal member above a door or window which supports the wall above the opening.

Logic of Design. Accepted principles and criteria of validity in the solution of the problem of design.

Mansard. A roof with two slopes on each side, the lower slope being much steeper; frequently used to add a window to an upper story.

Mansionization. Term used to describe residential building additions, or building replacements which lack compatibility with the scale and character of the surrounding neighborhood. Typically such additions, or replacements are constructed in conformance with existing development regulations.

Memorability. The quality of being remembered and leaving a strong impression in people's mind.

Mitigation Measures. Conditions imposed upon a project with the intent of avoiding, or minimizing, the potential negative impact of the project.

Mixed Use. Type of development which allows a combination.of land uses within a single development.

Monochromatic. Painting with a single hue or color.

Mullions. The divisional pieces in a multi-pane window.

National Historic Landmark. The highest designation of a historically significant site or building in the United States.

Nodes. Urban elements of compatible, intense activity.

Nondescript. Without distinctive architectural form or style. Ordinary and without architectural character.

Objective. A specific condition or state that is an intermediate step toward attaining a goal.

Parapet. The part of a wall which rises above the edge of a roof.

Party Wall. A single or double wall at a side property line which provides structural support and fire protection for the two buildings on each side of the property line.

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

Pedestrian Oriented Development. Pedestrian oriented development systems provide clear, comfortable pedestrian access to a commercial area and transit stop. Pedestrian routes should be located along and visible from streets. Primary pedestrian routes and bikeways should be bordered by the frontage of residential properties, public parks, plazas, or commercial uses.

Performance Oriented Requirement. Regulations which are based upon a minimum or maximum allowable limit rather than a specific standard. The approach is intended to allow greater flexibility in design. A set of expected results are usually the parameters to measure performance and to establish criteria for evaluation.

Pilaster. A column attached to a wall or a pier.

Pitch. To slope expressed in terms of a ratio of height to span.

Policy. A specific statement that guides decision-making.

Portal. An architectural element which is the principal point of entry of a structure.

Portico. A large porch, usually with a pedimented roof supported by columns.

Proportion. Balanced relationship of the size of parts to each other and to the whole.

Rafter. A structural member of the roof that extends from the ridge to the eaves and is used to support the roof deck, shingles, or other roof coverings.

Restoration. To put back exactly to an original state.

Ridge. The highest line of a roof where sloping planes intersect.

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

Screening. Structure or planting that conceals from view from public ways the area behind such structure or planting.

Shed Roof. A sloping, single planed roof as seen on a lean-to.

Shiplap Siding. A horizontal siding, usually wood, with a leveled edge to provide a weathertight joint.

Significant Architectural Style. The style of the building which existed when that building became important historically.

Silhouette. Profile or outline of an object.

Site Break. A structural or landscape divide to interrupt long vistas and create visual interest in a site development.

Soffit. The finished underside of an eave.

Spatial Attributes. Physical space that is created by walls and the inherent physical characteristics which define that space.

Street Hardware. Man-made objects other than buildings that are part of the streetscape. Examples are: lamp posts, utility poles, traffic lights, traffic signs, benches, litter containers, planting containers, litter boxes, fire hydrants.

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

Tower. A building or structure typically higher than its diameter.

Transit Oriented Development. Mixed use neighborhoods located within a quarter mike walking distance of light rail stops or bus transfer stations. Urban transit oriented developments may be developed at higher commercial intensities and residential densities. Transit oriented developments have commercial areas located adjacent to the transit stops. These commercial areas include convenient shopping, professional office, restaurant, service commercial, and entertainment for transit riders. The boundaries of a transit oriented development area shall generally not be further than 2,500 feet from a transit stop.

Turret. A little tower often at the corner of a building.

Utilitarian Structure. A structure or enclosure relating to mechanical or electrical services to a building or development.

Utility Hardware. Devices such as poles, crossarms, transformers, and vaults, gas pressure regulating assemblies, hydrants, and buffalo boxes that are used for water, gas, oil, sewer, and electrical services to a building or a project.

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Appendix A

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Appendix A

BACKGROUND

Santa Ana's development pattern portrays a predominant concentric ring pattern that radiates from the original core of settlement, extending outward towards the City boundaries. The "urban core" includes the downtown and adjacent neighborhoods as well as the older industrial areas located near early railroads and the former Pacific and Electric right-of-way. Subsequent urbanization then surrounds the core with the most recent development, located in the southwest and northeast corners of the City.

The exception to this concentric pattern is found in the west side. Development in this area is characterized by an eclectic pattern of growth with a strong orientation toward Harbor Boulevard. Santa Ana's urban form, under this arrangement, has a strongly defined downtown center with other major urban components arranged around it. There is a subtle "balance" given to the City center by nodes and gateway-type spaces. For example, Main Place Mall and MacArthur Place, located at opposite ends of the City, are connected by a "spine" or "axis" created by Main Street. This arrangement provides an excellent opportunity to enhance the City's future development pattern and has been targeted as an important goal in strengthening Santa Ana's urban form.

> **In architecture, the creation of spaces where people are present and can observe each other, is a form of mutual protection and promotes a sense of ownership of the street which is essential for urban security.**
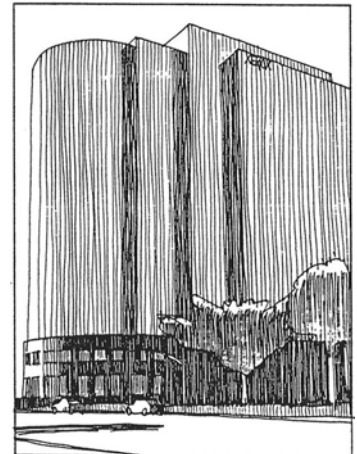
REGIONAL CONTEXT

Santa Ana, founded in 1886 by William Spurgeon, was first subdivided in the typical grid pattern which was a common development pattern at that time. In 1878, a railroad line was constructed between Los Angeles and San Diego, just east/northeast of Santa Ana. The railroad right-of-way was placed at a 45 degree angle to the existing street system. Since the railroad was the major influence on a development pattern at that time, it was decided to change the Santa Ana's street pattern to be parallel with the rail line and this angled street grid is very evident today.

In 1887, Mr. Spurgeon petitioned the State to allow the City and surrounding area to secede from Los Angeles County and form a new County. Santa Ana was ultimately named the County seat of the new "County of Orange. By 1997 Santa Ana, was the largest city in Orange County with an estimated population of 310,000. Santa Ana is presently the ninth largest city in the State and is a government center, containing the majority of the county, state and federal offices located in the County of Orange. Santa Ana is also a major urban center of Orange County, and is one of the densest cities in the state, with over 11,000 people per square mile.

As the City expanded and urbanization adjoined surrounding cities, development in those areas assumed similar characteristics of the era that the development occurred on both sides of the City line. For example, the southeast portion of the City, which adjoins Irvine, is industrial in nature and is similar to the development of Irvine. The west side, is primarily residential in character with commercial uses found along the major corridors. This development pattern is similar to that found in Fountain Valley, Garden Grove, and Westminster.
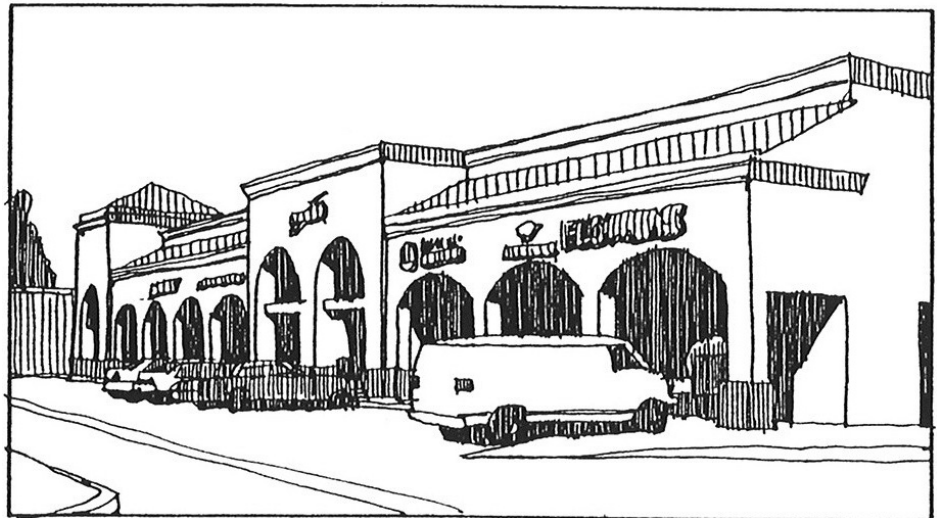
RELATIONSHIP TO OTHER ELEMENTS AND PLANS

The General Plan contains the policies that establish direction for the City's physical development over the next 20 years. Each element contains plans programs, and regulations which will implement the City's long range goals for planning.

THE SANTA ANA GENERAL PLAN

The Urban Design Element contains policies related to design, appearance. and aesthetics. The Element's chief objective is to supplement policies contained in other elements, particularly the Land Use, Circulation, Open Space and Recreation, and Housing Elements. This Element also interrelates with the specific plans prepared by the City to guide development along Harbor Boulevard, Bristol Street and the Midtown area. Other key elements germane to the Urban Design Element include the following:

> **Change shocks and dramatic change shocks dramatically. Sharp transitions in the built environment are no exception.**

- The **Land Use Element** is the most often referred to Element of the General Plan, as it provides day-to-day direction for development projects and programs. The main tool of the Land Use Element is the Land Use Map which is a graphic description indicating the location, extent, and development intensity for permitted land uses in the City. The Urban Design Element, coupled with the Land Use Element reinforces and supplements policy for new development, focusing on design and appearance.

- The **Circulation Element** provides for the development of a transportation system designed to efficiently move people and goods throughout the City. The enhancement of the appearance of the circulation system encourages a pleasant traveling experience. The Urban Design Element also provides direction for maintaining a relationship between design and traffic circulation needs of the City.

- The **Open Space and Recreation Element** promotes the creation and maintenance of open space and recreational opportunities within Santa Ana. The physical appearance and design of open space must relate with the activities within open space areas and their surroundings.. The design principles which provide the policy framework enable the Urban Design Element to require attractive and usable open space as part of new development. This Urban Design Element incorporates those policies relevant to urban form and design from the previously adopted 1982 Scenic Corridors Element. The balance of the Scenic Corridors Element has been incorporated into the Open Space and Recreation Element.

- The **Housing Element** provides the policy direction for future housing within Santa Ana. The Urban Design Element, together with the Housing Element, will strive to create livable and aesthetically appropriate projects.
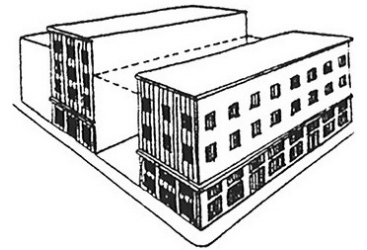
SPECIFIC PLANS AND OVERLAY ZONES

Certain areas of the City are unique and these areas lend themselves to the development of a specific plan. Currently, specific plans have been prepared for three areas of the City and include the Bristol Specific Plan, the North Harbor Specific Plan, and the Midtown Specific Plan. These Specific Plans advance General Plan policies to a higher level of detail not typically found in a general plan element. These Specific Plans, as well as the Metro East Mixed Use Overlay Zone, help to implement the Urban Design Element's objectives by applying urban design principles in future development these documents govern.
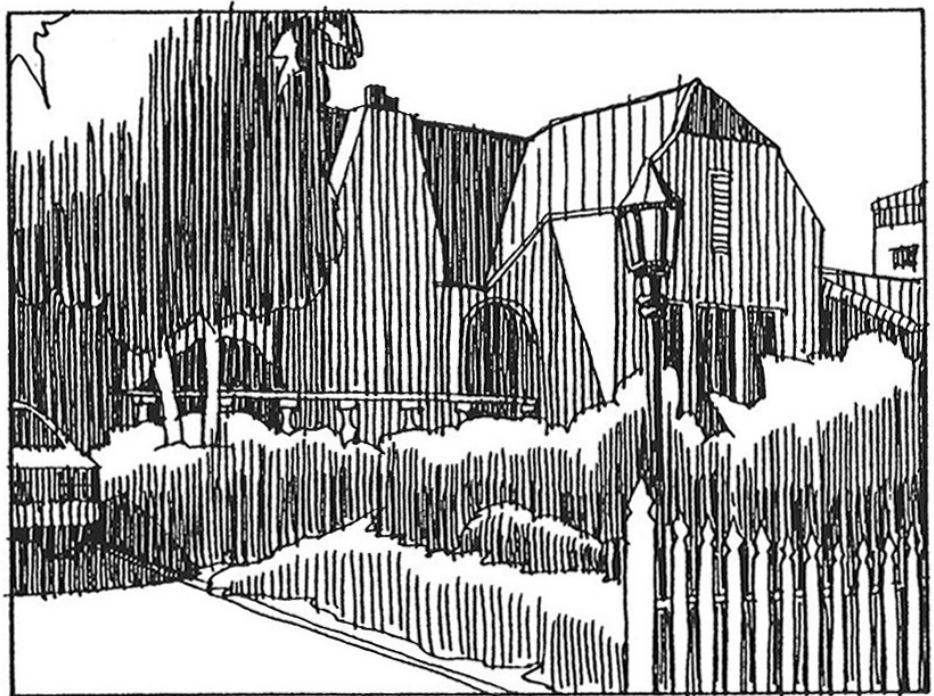
EXISTING CONDITIONS

Community commitment in upgrading the City's image, and the creation of an attractive and safe environment, is a fundamental objective of this Element. Community concern for aesthetic considerations in development and public improvements is a major motivation behind the preparation of this Urban Design Element. With this in mind, a "Community Perception Survey" was developed to obtain early community input concerning the Element's policy direction. The survey consisted of a slide show containing 80 images which were shown to the respondents. The respondents then rated the images according to appearance, attractiveness, etc. Attributes of the statistically significant slides, both positive and negative, were identified. The results have been used to measure satisfaction with the City's built environment and understand people's needs for pleasant and functional space. The slide survey consisted of 80 slides of various images, including commercial, industrial and residential developments as well as streetscapes. Survey participants were asked to rate their impression of each slide. A total of 232 respondents, representing a cross-section of the community, completed survey. The key objectives of the survey included the following:

- To collect information concerning people's preferences for urban spaces and various characteristics, including landscaping, colors, open spaces, bulk, textures.

- To collect information concerning preferences for places that can be remembered in many ways, for example, pleasant/indifferent/unpleasant.

- To collect information of what is perceived to be safe, attractive, and memorable; and

- To collect information of what types of spaces people identify as having an important image or identity.

The survey demonstrated that development which is sensitive to certain urban design concepts, is generally perceived positively. Those slides illustrating examples of quality architecture, pedestrian spaces, and well designed landscaping, positively influenced the people's impressions of an area. Key findings of the survey included the following:

- Architectural detail scored high in the survey. Participants related to those buildings exhibiting a certain amount of flare, rather than plain vertical walls. Architectural style is not as important where building design offered something of interest such as enhanced building materials, texture, fenestration, etc.

- Pedestrian spaces, particularly well integrated plaza areas and seating areas, were identified by the participants as being a very positive attribute. Similar strong positive reactions were given to those developments exhibiting a

pedestrian scale, open spaces with a separation between people and cars, and facades or areas covered by canopies.

- Landscaped areas were also seen as a positive element, especially when other natural elements such as water, rocks, and plants were incorporated into the overall setting. Mature trees located in landscaped setbacks and yard areas and the use of berms, also received favorable responses.

- High negative scores were given for those buildings which were out of scale with their setting or those developments which lacked a pedestrian scale. Negative responses were given for those views containing examples of over-head utility lines, visual clutter from signs and billboards, poor street and sidewalk maintenance, and barriers in pedestrian areas such as fences along sidewalks, utility poles and equipment in sidewalks, resulting disjointed pedestrian movement. In addition, sites lacking landscaping scored very poorly.

DISTRICTS

The unique features of the various districts located in Santa Ana are created by physical attributes, such as architectural styles, landscaping, similarity of land uses, and the arrangement of these attributes in terms of harmony versus contrast, homogeneity versus variety and order versus clutter.

Districts tend to be smaller and better defined near the City core. This district definition diminish the further away the district is located from the City center. The oldest residential districts located near the "downtown" serve as the major component for Santa Ana's existing urban form. These neighborhoods offer a variety of architectural styles that range from classical to eclectic.

Neighborhood associations have been formed throughout Santa Ana with the assistance of the City and these associations have led to the creation of other types of districts. The formation of these neighborhoods is based on characteristics such as geographic location and ease of association. Many of the organized neighborhoods have development patterns similar to those found in adjacent neighborhoods such as Bristol Manor with Wilshire Square. Although neighborhoods tend to be cohesive in architectural features and development form, they tend to be socially and politically organized. In other words, districts are not necessarily formed or dependent on physical characteristics.

Historic Districts

Santa Ana's historic districts are set apart from other areas of the City by age and architectural styles. These districts consist of well defined neighborhoods like Heninger Park, French Park. Most of these historic districts are located near the City center. Historic districts generally contain a variety of lot sizes, 20 feet street setbacks, historic single family structures, grid street pattern, gas lamp street lights, and a variety of subdivision patterns.

French Park, located east of the Midtown District, is a district on its own. The architecture and streetscape within this District are clearly different from the surrounding areas and perceived to be very urban due to scattered apartment buildings constructed during the 1960s and 1970s. Architectural styles in the district are represented by a mix of older building structures, including Victorian, French provincial, federal, and Midwest bungalow styles. Further to the south, the subdivision patterns change to more narrow and deep parcels with Victorian era and bungalow style homes on lots containing 20 foot front yards, a strong north-south street orientation, garages located to the rear, landscaped parkways, and historic street lights.

Our most valued places are often those places which lack our most valued possession: cars.

Residential Districts

Subdivisions located in northern areas of the City contains large parcels with broad setbacks abutting streets, and one and two story homes along a street pattern that flows with the form of the Santiago River causeway. This district has gas lamp street lights and attractive landscaped parkways.

A number of other residential districts in the City exhibit a very "suburban" development pattern. For example, the northeastern residential neighborhood, located east of the Santa Ana Freeway and north of Seventeenth Street, contain wide, shallow parcels, with 20-foot setbacks. The residences within these area are characterized by large one-and-two story tract ranch style homes with the garages usually facing the street. The urban definition in the southwest portion of the City and the area west of the Santa Ana River is poorly defined. Most residential districts located near the southeast, southwest, and northwest edges of the City, seem to transition into adjacent communities and lack a sense of place, arrival, and a strong identity, within Santa Ana. Theses areas were generally developed under County standards and were not astringent as City standards.

The residential district west of Harbor Boulevard and south of First Street, is comprised of remnant agricultural parcels which were developed over various time periods. The development form in the area is characterized by a variety of lot sizes, suburban style homes, and a street pattern that less compact compared to that in the east side of the City. In the southwest area, residential development is characterized by large subdivisions containing small, one story, single family post-war tract homes, arranged along a grid street pattern.. Further to the south, newer, large tract homes situated on wider and less deep lot sizes, are found along streets with few parkways.

Office Districts

The office districts in Santa Ana have a relatively strong identity. The older development within areas consist mostly of large residential homes which have been converted to offices. This development trend has maintained the scale of the remaining residences. These older districts, located along North Main, North Broadway, and East Fourth Streets, maintain similar building scale as well as

other important urban form characteristics such as landscaped front yards, mature canopy trees over the sidewalks, ornamental street light poles, parking areas located to the rear of the properties, and rich architecture. The pedestrian orientation of these districts is enhanced by a comfortable human scale.

A larger office district is located along North Tustin Avenue and the portion of east Fourth Street between the Santa Ana and Costa Mesa Freeways. This area is comprised of garden and mid-rise office complexes that maintain a strong business-like character, a sense of place, and good contextual relationships. The streetscape is uniform with wide building setbacks, mature street trees and landscaped medians. Building scale and orientation consists of two and three-story structures, located behind the front yard. Taller buildings and parking lots are typically located at the rear of the property. Newer commercial office projects have been developed without entrances oriented to the street which is detrimental to pedestrian orientation. These corridors will enhance their urban presence by improving pedestrian oriented features and activities at the street level.

Industrial Districts

Santa Ana's industrial districts occupy approximately 20 percent of the City's area. Traditionally, these areas have been oriented towards vehicular access. Pedestrian activity within these areas have been discouraged due to the nature of the industrial operations. One of the oldest, and certainly unique industrial district, is located east of the City's Downtown and Civic Center. The industrial district was developed adjacent to the first railroad lines. This area, referred to as the "Logan Area," is unique because of the unusual coexistence of residential uses and industry. The Logan area contains smaller single family homes with front porches and mixed textures (such as brick and wood siding) are interwoven among warehouses, lumber yards and railroad tracks. Most of these- residences have a strong relationship to the streets, which are poorly landscaped but very lively because of heavy use by the local residents. The industrial activity is relatively intense in nature with structures clustered on small sites situated along narrow streets. Architecturally, the industrial buildings are characterized by small, older, concrete block, and corrugated metal structures. The exterior treatment of these structures lacks fenestration and other architectural details, resulting in a poor relationship to the street. The streetscapes have little to no landscaping and limited building setbacks, creating a somewhat harsh and minimalist environment.

A large concentration of industrial activity takes form around the railroad line that extends south and east through southeastern portion of the City. Grand Avenue is a major arterial running north-south through this area as well. The urban form in this district is characterized by large city blocks, wide streets mixed with cul-de-sac and loops, landscaped front yards, and more contemporary architectural design

Another industrial district is located in the southwest portion of the City. Mostly adjacent to South Harbor Boulevard, the predominant images here include landscaped setbacks and greenbelt buffers, typically associated with business park development. As in the example of the Lake Center Business Park, the development characteristics create a passive, park-like setting. While the character of development is distinct and identifiable, it is fairly concentrated in space. On a broader scope, this district is relatively homogeneous in design, with periodic visual interruptions. These contrasting images include commercial activity nodes characterized by more prominent building signage and a reduction in landscaped open spaces.

Open Space within Districts

Within all City districts, there are some recognizable and significant open space areas. These open spaces areas provide relief from the urbanization of the built environment. The more significant open space areas in the City include Centennial Park, Prentice Park (home to the Santa Ana Zoo), and numerous neighborhood parks, and school sites. Many of these open space areas also serve as nodes of intense activity, such as the Zoo. Each of these elements offer visual relief from the surrounding built-up areas and project a positive image of the community.

Open space, as a component of districts, nodes, landmarks, and paths is expressed and experienced throughout the City by the urban forest nature of street trees, vegetation at medians and parkways, and the landscape and shrubbery in front and side yards surrounding properties. These elements of nature present in the built environment, always play a significant role in establishing a relationship between buildings and streets, providing an inviting atmosphere to pedestrians. In older areas of the City, mature canopy trees frame special places of the past and present. A number of newer developments in the City, include plazas, fountains and landscaping. These private open space amenities, such as the lake in Hutton Centre, create visual relief within the surrounding high rise office complex.

PATHS

Paths are described as major, minor, and pedestrian, depending on their function. Major paths in the City include the freeways and main thoroughfares that carry most of the traffic in the City. These major paths also serve as the supporting grid structure of the City's pattern. Two of these streets, Main Street and First Street, provide the axis for the City's reference orientation and street numbering system. They are the primary east-west, and north-south transportation routes, and they intersect at the edge of downtown Santa Ana. Other major paths in Santa Ana include First Street, Seventeenth Street, Main Street, Bristol Street, and Harbor Boulevard.

> New buildings should echo and mimic the materials, height, details, and patterns of its neighbor's – while responding to modern demands.

Main Street

Main Street is predominately linear and development along this roadway is characterized by historic structures located between First Street and Civic Center Drive. These structures have retained the flavor of old Santa Ana while providing a historic and functional link between the past and present. The placement of the buildings on the property lines, as well as the similarities of architectural details among the buildings, reflect the character of their period. The scale and massing of the buildings, in relationship to the street, expresses a positive and uniform visual impression.

Many of these buildings have interesting architectural details dating from their periods of construction, including art deco canopies, fascias, cornices and storefronts.

The buildings along South Main Street from First Street to Warner Avenue, are mostly one and two story structures built to the property line. This development pattern is interrupted by a few recent developments which have their buildings located at the rear of the site with the parking lot directly adjacent to the street. Building design and site development characteristics begin to change north of First Street. The urban flair is very strong, peaking in the area considered to be the financial district of Midtown, between Tenth Street and Washington Avenue. North of Washington Avenue, the building-setbacks, located on both sides of the street, varies because of surface parking lots and a few landscape strips. The southern part has the charm of a small town main street and, as it continues to the north, development is characterized by a highly urban downtown financial appearance. As it progresses further to the north, it eases back to a small scale specialty commercial area until the next major crossroads where the urban form picks up again to continue north to the Museum District eventually reaching the Main Place Mall and City Place.

First Street

The First Street corridor's distinctiveness is influenced by the roadway's landscaped median that gives it a special appearance. First Street is associated with the proliferation of strip commercial development lacking strong retail anchors. Some segments of this corridor do not share common features such as the landscaped median, front yard landscaping, or architectural style. Buildings next to most of First Street's major intersections exhibits various setbacks which, along with the different architectural characteristics, present a confusing visual impression. Disjointed development has led to a poorly defined streetscape as illustrated by the corner of First Street and the Santa Ana Freeway. The development of a high rise office tower tends to clash with the area's generally low rise character. The First Street corridor, which is a major to form the City, needs visual statements to create a sense of arrival and a sense of place.

Seventeenth Street

The Seventeenth Street corridor has been incrementally developed over the years and includes strip development and outdoor malls scattered along the length of the roadway In fact, these uses are so prevalent that they create segments of inconsistency. The entire length of this heavily traveled corridor has a tremendous potential to convey strong community images. The mixture of new and old, adjacent to one another, may provide an opportunity to define the public streetscape for the enjoyment of pedestrians and people traveling vehicles along the roadway.

The segment of Seventeenth Street, between Grand Avenue and the Costa Mesa Freeway, provides a strong sense of place. The streetscape is strengthened by the consistency of one and two story structures flanked by a wide landscaped setback. The visual appearance of this has been seriously compromised, by the removal of street trees along the roadway. This corridor offers opportunities for several gateway elements intended to distinctly define and project the community's image at the regional level.

> The challenge is to provide the goods and services demanded by people and to do it in such a way that enhances their living environment.

Harbor Boulevard

Harbor Boulevard, like Main Street, is a linear path composed of both commercial and industrial segments along its length. The commercial development is located between Seventeenth Street and Edinger Avenue and is characterized by an eclectic mix development, building styles and public improvements. There are no public spaces located along the corridor to create a positive visual impression. The industrial component, on the other hand, projects a better visual experience. The consistent building massing and streetscape features together create a park-like environment with good potential for an attractive path image.

Bristol Street

Bristol Street is also a linear roadway and its character is similar to Seventeenth Street except for a narrower right-of-way. Bristol Street lacks sites with well defined character and buildings with interesting design features. The variety of building sizes, setbacks, and construction types along this corridor has been a challenge to creating a definitive character. The poor affinity between the various activities along this path also hinders opportunities to develop supporting pedestrian linkages because these activities do not complement each other. The Bristol Street Widening Project and Specific Plan promote the creation of continuous linkages between individual developments. The proposed characteristics of the new Bristol Street are such that it will become part of the adjacent districts rather than a district in itself. The rationale for this widening is to provide an efficient and pleasant vehicular movement, with occasional pedestrian movement within a few targeted sites.

Open Space Paths

Bike trails within the City offer a linear network of open space paths for pedestrians joggers and bicyclists. They are anticipated to become strong-linkages between various origin and destination points. The Santa Ana River Trail, which is part of the Orange County Bike Trail System, dissects this portion the City. A former Pacific Electric railroad right-of-way, now serves as a bike trail in the Eastside neighborhood.

Rail Corridors

Rail transportation corridors consists of linear open spaces that cut across the urban fabric of Santa Ana. The Amtrak Rail commuter line provides an alternative means of transportation for the City residents and thus, is becoming an important path through the City. The railroad corridor is also an open space path that is not visually enhanced. In addition, adjacent properties have not been developed in a manner so as to establish a relationship with the corridor.

Minor Paths

There are a number of paths in the City that are not as significant or as visible as the major paths mentioned previously. These paths are identified in the city form map as minor paths and include roadways such as McFadden Avenue, MacArthur Boulevard, and Fairview Street.

A very positive feature of these minor paths is their ability to communicate to travelers and pedestrian the identity of the districts they cross. These paths convey a better sense of place and thus facilitate city legibility, because the users are better able to tell their whereabouts. This is because the unique cultural diversity and historic heritage of the Santa Ana neighborhoods are well portrayed by the physical attributes and character of these paths.

Pedestrian Paths

The only significant path of a clear pedestrian nature is located in the downtown area. This pedestrian pathway runs along Fourth Street, a few blocks east and west of Main Street. The path has a very strong presence in the City and is one of the most important elements of the downtown. Fourth Street, as a pedestrian path, exhibits a number of important characteristics. The path provides for a variety of activities, such as shopping, office, services, and eating establishments that complement each other and attract all kinds of people. This path defines part of a citywide community image and serves as the backbone of the Fourth Street commercial node described later in this Element. This perception is so pronounced that it is often perceived by the community as the downtown.

NODES

Neighborhood commercial nodes in Santa Ana are extremely vibrant with busy activities throughout the day; however their physical setting often lacks clearly defined form and context. These activity nodes, which are primarily strip malls, have been developed in isolation from their surroundings and they are rarely sensitive to the community's character. They often disregard positive qualities of the neighborhood they serve. The architectural characteristics that would cohesively provide a sense of unity is often weak, breaking apart from the district or the neighborhood. The lack of contextual relationships leads to poor cohesiveness between nodes and districts centers located in the City.

MacArthur Place

The MacArthur Place development is located in the southeast end of the City. The dynamic of this node continues to transform a predominately office setting to an urban environment where housing and services are integrated within the office campus. The southern portion of MacArthur Place, previously referred to as Hutton Center, surrounds a central lake that provides a scenic amenity with pedestrian linkages for all users. The collection of 10-story office buildings merits architectural interest. The perimeter of the area is characterized by landscaped setbacks and structures increasing in height as you move east from Main Street. A future mix of activities and good pedestrian and visual links will integrate the center as it develops. With the addition of the proposed high-rise residential towers and mid-rise residences framing Main Street and MacArthur Boulevard, this area will continue to be a prominent activity node within the community.

South Coast Metro

The South Bristol Street commercial area is known as South Coast Metro, and is located in the vicinity of South Coast Plaza area. Each side of Bristol Street is lined with long, linear, one-story retail centers with buildings located at varying distances from the sidewalks. These centers contain a variety of landscaped setbacks and large expanses of surface parking situated between the building and the street. Despite the comfortable sidewalk space, there is not much pedestrians because the relationship between street and buildings is hindered by excessive distances to the building entrances. The area's character is suburban and vehicle oriented, for the most part. This area also lacks a clear sense of arrival at Santa Ana, despite the monument signs.

Downtown

The Downtown area contains some of the oldest buildings in Orange County. The historical significance of many downtown buildings and its grid development pattern, has much to do with this area's charming character, image, and identity. Problems do exist however with poor relationships between the old and the new.

The Downtown area is made up of three distinct districts, all of them having different urban forms. The Historic Downtown has two-to four-story buildings with no setbacks; the building extended up to the public sidewalk. This downtown includes historic buildings, historic street-lighting, special sidewalk paving, high pedestrian orientation, and smaller commercial parcels. In general, there is a very high level of continuity, good context, and integration with the overall Downtown area.

The Civic Center area is the center for government services and administration. Despite being highly public service oriented, it is associated with poor pedestrian and visual links with its surroundings. The Civic Center functions physically and visually as an island in the City, its major design components are large concrete buildings set in the middle of large expanses of concrete and asphalt, flanked by concrete retaining walls. Special lighting, in contrast with the adjacent Historic Downtown, surrounds the area and the lack of unifying elements contributes to its isolation and poor relationship with the rest of the downtown area.

Midtown Area

The Midtown area contains a mixture of large office buildings, some with street setbacks on Main Street, some with plazas and landscaping, and some small scale retail buildings with no setbacks. Narrow blocks, with surface parking, visually connect Main Street with the rear streets. Unfortunately, this visual link is at the expense of landscape. In addition, there is no unique street furniture, this portion of the street lights, or other stereoscope elements to enhance the character and charm of Downtown.

North Main Street

Similar to the node at South Main Street, the North Main Street node lacks cohesiveness in terms of architecture or pedestrian linkages. The area has a variety of broad setbacks and tall isolated buildings with poor pedestrian circulation. Main Place is a major regional mall and is an important activity center in the City. The Mall and the Fidelity Federal Bank building, with its electronic time and temperature sign along with a cluster of medium rise office buildings, serve as a regional reference point and provide a strong presence and visual recognition of the area. The mall however, is surrounded by a sea of parking, and lacks sufficient landscaping.

The Fidelity Federal building, is similarly surrounded by a surface parking lot on all sides but the front, which is close to the sidewalk with no setback. Across the street, on the east side of Main Street, is the site of the proposed Main Street Concourse development and the existing Lincoln Town Center Office project. These developments are anticipated to function as a major activity node in the future. Because of its location and visibility from three major highways, the entire district represents great opportunity for the establishments of a cohesive, height intensity, mixed activity center with a strong presence in the region.

Bowers Museum

The area known as the Museum District spans Main Street, between two other identifiable district centers. The district designation highlights the area as a node, though it does not exhibit the activity typical of the most nodes The Museum District lacks the urban form, level of activity and character of a major activity center. A collection of one-or two- story, low scale offices and retail stores line Main Street with no sense of continuity. However, as with all of the nodes identified in the City, this area is well served by paths for pedestrian, automobiles, and mass transit. Heavy pedestrian and vehicular traffic is anticipated for the area, mostly along Main Street as a linkage route between the Midtown and the Downtown Districts. With the Bower's Museum expansion, the development of the Discovery Museum, and the implementation of the Specific Plan for the Museum District, the area has the potential of becoming an essential node and center, linking other nodes located along Main Street.

LANDMARKS

Santa Ana has a number of landmarks that evoke in observers, a very pleasant and memorable experience even though most of the existing landmarks in the City are concentrated along the Santa Ana Freeway. A number of landmarks have been in the City for many years and have a strong context that enhances their visibility. These include; the Old Orange County Courthouse (on Santa Ana Boulevard in Downtown) and the Water Tower located on Penn Way near the Santa Ana freeway.

Other landmarks in the City are new places that have established a reputation and recognition as landmarks in the City. These include: the One Broadway Plaza, Xerox Center Tower, Main Place Mall, the Regional Transportation Center (RTC), Hotel Terrace, Hutton Center/MacArthur Place, the Federal Courthouse (Centrepointe site), and the Discovery Science Center.

The City has no other citywide or regionally recognized landmarks, even though at the local level, neighborhoods do have reference points that act as local landmarks in their communities, often these are school sites, church buildings, or a well established corner store.

GATEWAYS

Gateways located at the City's northern and eastern borders are clearly defined. The spaces in these areas have characteristics that create a sense of arrival by means of changes in the character and appearance. For example a sudden change in building height, generously landscaped yards, or other changes in amenities and/or design, announce a different kind of place.

In arriving to the City from the south, a sense of arrival does not occur until well into the South Main Street district, when the homogeneity of the urban form begins to define the district. Gateways located within the west side of the City, along Harbor Boulevard, exist because of the immediate loss of continuity and the variety of activities and development specifically, there are a number of gateways found in the City which are identified by posted signs, landscaped medians, or monument signs situated at major intersections within the City limits. Some posted entry points to the City do not meet the definition of a "gateway" because they did not convey a sense of arrival to the City. On the other hand, there were several points of entry where the "arrival at a special place" is more clearly defined. For example, the northern part of the City has distinctive gateways at Bristol Street, Main Street, and at the Santa Ana Freeway. There are also recognizable gateways to the east, at Seventeenth Street, the Santa Ana Freeway, and Edinger Avenue. Incidentally, the lack of gateways in many places coincides with those areas where districts have gradually expanded outside the City as they merged with the surrounding communities. In many instances, these districts are perceived to be part of the neighboring cities. For example, the corners of Bristol Street and Sunflower Avenue, Dyer Road and Red Hill Avenue, First and Euclid Streets, and Harbor Boulevard and Seventeenth Street.