

# Chapter 1

## Introduction

### 1.1 - INTRODUCTION

The City of Santa Ana's Design Guidelines and Development Standards is the result of a comprehensive analysis of the City's existing design and development guidance documents. The Guidelines contained within this document consolidate the City's discretionary review documents and provide supplementary design guidance for issues not explicitly stated in the Santa Ana Municipal Code.



### 1.2 - OBJECTIVES

The City of Santa Ana's Design Guidelines and Development Standards provides a comprehensive source for design guidance Citywide. The primary objectives of this document are:

- To update existing Design Guidelines and Development Standards to reflect changes in local development trends and to offer the City progressive design solutions;

- To have Design Guidelines and Development Standards that are easy to interpret, include graphics and/or photos on every page, and facilitate future expandability;



- To maximize the freedom, creativity and innovation of architectural and landscape design within the City;
- To promote a visually attractive, safe and well-planned community through the incorporation of sound design principles;
- To protect Santa Ana residents from unsafe or unsightly conditions;
- To minimize negative impacts of new development and redevelopment;
- To preserve and maximize the image, character and history of Santa Ana.

This document is intended to promote a desired level of future development quality in Santa Ana that will:

- Contribute to implementing the goals, objectives, and policies provided in the City's General Plan,

- Stimulate investment in and strengthen the economic vitality of the City,
- Contribute to a positive physical image and identity of the City,
- Assist project proponents in being responsive to City objectives for development, and
- Provide City staff with guidelines for reviewing development proposals.

**1.3 PURPOSE AND APPLICABILITY OF THE DESIGN GUIDELINES AND DEVELOPMENT STANDARDS**

The way in which land is developed and buildings are built or rehabilitated influences both the overall image of the City of Santa Ana as perceived by residents, visitors and business. The Santa Ana General Plan, through its Land Use and Urban Design Elements, supports quality design throughout the community. Additionally, the City of Santa Ana relies on its Design Review process to pursue excellence in architectural and overall project design – including new development and redevelopment throughout the City.



The purpose of these Design Guidelines, therefore, is to provide comprehensive and consistent design guidance for the development and redevelopment in Santa Ana that reflects the City’s commitment to quality design. To this end, the Santa Ana Design Guidelines are organized to be user-friendly, easy to implement and well illustrated to clearly articulate the City’s overall design objectives.

The Guidelines will be applied to projects throughout the City. The guidelines will be used by City staff, the Development Review Committee, Historic Resources Commission and the Planning Commission in the review of proposed projects as required by the City’s General Plan and Municipal Code.



During its review of applicable projects, Santa Ana Planning staff, the Development Review Committee, Historic Resources Commission and the Planning Commission may use discretion in applying the various

provisions in the Santa Ana Design Guidelines to specific projects. It is not anticipated that each guideline will apply equally to every project. In some cases, one or more guidelines may have more design significance than another. The overall objective is to ensure that the intent and spirit of the guidelines are followed and that the project respects its surroundings in terms of scale, character, and orientation.