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2.0 SPECIFIC PLAN VISION

This section of the Related Bristol Specific Plan includes the overall vision for future development within the Specific Plan area, including project objectives and design strategy, key issues and opportunities, and community engagement.

Related Bristol draws inspiration from walkable communities worldwide while incorporating design elements that draw from the local context within Orange County. Related Bristol has an important status as a southern gateway to the City of Santa Ana and will be an activity hub that brings housing, jobs, retail and shopping opportunities, visitors, and activity to this part of the City.

Vision Statement:

Related Bristol will set the standard for a new type of neighborhood for Orange County – a walkable, mixed-use, people-first community.



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2.1. Rationale – Why Now?

The Related Bristol site has evolved over the years, from a sugar beet and lima bean farming operation in 1903 to a traditional shopping center since the 1970s. The Related Bristol Specific Plan outlines a development plan that will define its next stage as an urban center.

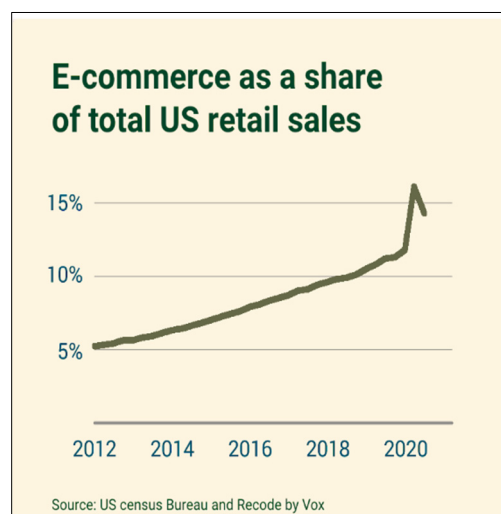
This next stage in the site’s evolution stems from several factors:

- In April 2022, the City adopted an updated General Plan which establishes the long term vision for the City of Santa Ana, and also provide a vision for the site as a gateway into the City designed as a high intensity mixed-use urban village. This plan and development program is consistent with, and implements, that vision.
- State of California has placed an urgent emphasis on housing of all types. Santa Ana’s Regional Housing Needs Allocation (RHNA) for the next General Plan Housing Element cycle, which extends from 2021-2029, includes 3,137 housing units. This allocation is for housing units to be constructed to support the anticipated growth in the City over this period. This Specific Plan assists the City in achieving its housing goals in a location where high intensity urban development is both achievable and consistent with the surrounding urban form.
- The City is in need of additional publicly accessible open spaces. This plan and development program provides approximately 13 acres of open spaces, including a central park, two plaza spaces, a green link/paseo, and other open spaces such as landscaped parkways and programmable roads.
- Retail is in a critical moment of change, and the Related Bristol site is not immune to that change. As retail trends continue to shift from traditional retail towards experiential retail, it is important that traditional “strip” shopping centers such as Metro Town Square adapt to meet the changing needs of the marketplace.

Online retail has changed the way people shop – and this was the case long before the COVID 19 pandemic amplified these trends. The changing nature of retail has resulted in an increase in e-commerce and a corresponding decrease in the market for “brick and mortar” shopping centers. As a result of this, and the COVID 19 pandemic, a number of the commercial spaces in the existing shopping center are vacant or underperforming and no longer meet the needs of consumers and Santa Ana residents.

In a 2020 national poll of shopping trends, 67% of people reported buying all of their clothes online. Home goods and other household items are also part the e-commerce story.

- Existing retail leases in the existing shopping center expire in 2025, which creates a timely opportunity to re-imagine the site.



2.2. Guiding Principles

Related Bristol has been planned for with the following Guiding Principles which guide the design intent, community experience, economic viability, local and regional culture, and timeless architecture.

The Related Bristol Specific Plan is the implementing document that will guide the future of the planning area and the development of a vibrant, mixed-use community, consistent with the core values of the General Plan.

Economic Activity – Related Bristol offers a uniquely urban setting in the heart of Orange County, leveraging walkability, placemaking, and vibrant mixed-use density to add value to the greater neighborhood and City. Related Bristol addresses the evolving nature of retail and commercial real estate which necessitates a strategic holistic approach to ensure economic vitality into the future.

Culture – Related Bristol will be a dynamic mixed-use hub for the community and complementary of neighborhood cultural touchstones.

Community, Inclusion and Connectivity – Related Bristol is shaped around dynamic open spaces that unite the residents, neighborhood, and greater community. The publicly accessible open space serves as a destination for both organized and informal community connections.

Mobility – Related Bristol's multi-modal mobility strategy prioritizes the pedestrian experience, while strategically addressing the realities of vehicular traffic. Additionally, the central location of the site presents the opportunity for increased connectivity to the greater neighborhood via bicycle paths.

Sustainability and Resilience – Related Bristol will take proactive measures to address the sustainability and resilience needs of the site. Avenues for reduced energy consumption, heat island effect, and water use will be considered.

Urban Form and Architectural Quality – Related Bristol's urban form will be characterized by its human scale; its engaging, memorable architecture; and the flow between indoor and outdoor spaces.



2.3. Project Objectives

The Related Bristol Specific Plan relies on the implementation of the following project objectives to achieve the guiding principles stated previously. These objectives ensure that the Specific Plan as a whole and future implementing projects within the planning area will be consistent with the City's vision as defined in the General Plan.

Neighborhood Character

- Implement the vision in the City's Updated General Plan to redevelop the Specific Plan area into a vibrant mixed-use center at the gateway to Santa Ana by balancing residential, retail, hospitality, and ancillary uses with a focus on providing significant community gathering and open space features. Specifically:
 - Capitalize on the success of the South Coast Metro area
 - Introduce mixed-use urban villages and encourage experiential commercial uses that are more walkable, bike friendly, and transit oriented
 - Realize an intense, multi-story presence along the corridor
 - Provide for mixed-use opportunities while protecting adjacent, established low density neighborhoods
- Provide a flexible mixed-use project that can build on the success of the South Coast Metro Area, with intensities, heights, and architectural design that complement the adjacent surrounding areas.
- Create an active, inviting, safe and comfortable place for people to shop, dine, entertain, live, work, and play.
- Provide sufficient local serving and destination retail uses, residential opportunities, workplaces, and entertainment amenities within a centralized commercial core to enable residents and shoppers to reduce reliance on vehicular travel.
- Provide guiding principles and site design goals to ensure consistency in implementation of the Specific Plan.
- Provide a strong relationship between buildings, public space, and people, with a vibrant pedestrian experience.



- Capitalize on the opportunity to utilize existing or planned new infrastructure in a manner which furthers local, regional, and state compact and sustainable growth goals.
- Develop a project with a mix of land uses that will serve as a catalyst for reinvestment, stimulate economic activity, commerce, and new development opportunities in and around the South Bristol Street Focus Area. Have a positive contribution to the local economy through new capital investment, the creation of new jobs, and the expansion of the tax base through the project applicant's long-term investment and commitment to the City of Santa Ana. Create a place that provides positive economic and fiscal benefits to the neighborhood, City of Santa Ana and the region as a whole.

Performative Landscapes and Wellness

- Improve local access to fresh and healthy foods.
- Encourage innovative active senior environments for the senior citizen population, including senior housing and recreation to promote longevity in the community.
- Implement native and drought-adapted landscaping in the Project.



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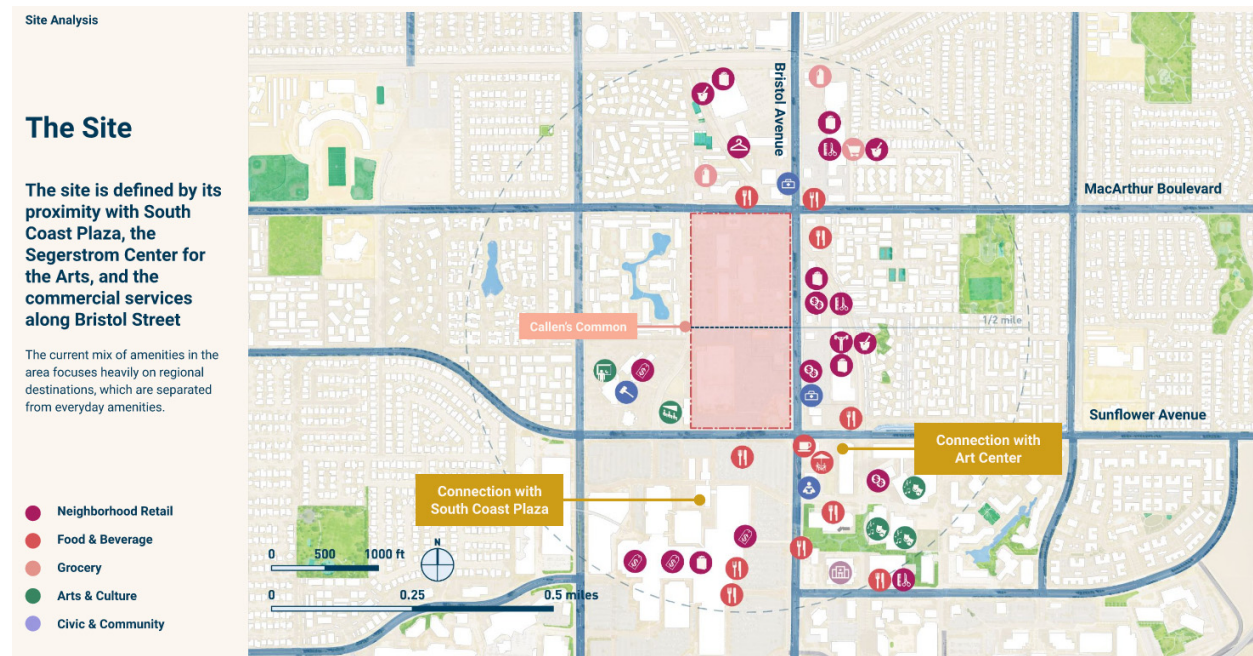
Pedestrian-Oriented Streets and Transportation

- Create an innovative, active, and connected gathering place that integrates and encourages walking and that is compatible with, and complementary to, nearby shopping and cultural activities.
- Facilitate connections to existing transit lines to support local and regional connectivity and help reduce dependency on single-occupancy vehicle travel.
- Create a new hierarchy of shared streets that are pedestrian-oriented, connect to the existing street network, and are walkable blocks.
- Incorporate programs and policies to reduce vehicular miles traveled through transportation demand management policies consistent with applicable strategies contained with Section 36-606 – TDM strategy plan of the Santa Ana Municipal Code that reduce the reliance on single-occupancy vehicles and promote more sustainable mobility behaviors.
- Provide adequate parking, including shared parking, compatible with a high-quality District Center environment, that meets the needs of future visitors, employees, and residents, while encouraging the use of transit, bicycle, and other alternative modes of transportation.



2.4. Key Issues and Opportunities

The Related Bristol site is strategically located in the South Coast Metro area of south/central Orange County. This location, in combination with the existing conditions on the site, provides a number of opportunities and constraints.



The Related Bristol Specific Plan area is located in the southernmost edge of the City of Santa Ana, with Sunflower Street forming both the boundary of the subject property and the boundary with the City of Costa Mesa. This area is collectively referred to as the South Coast Metro area. Directly across Sunflower Avenue to the south is one of the largest regional malls in Southern California: South Coast Plaza, which provides opportunities to connect Related Bristol's residents and guests with a wide variety of shopping and dining experiences as well as providing the potential for employees to find a home within walking distance. South Coast Plaza Village is another commercial shopping center which borders the western edge of the site and provides similar opportunities.

The Project site is within walking distance to the Segerstrom Center for the Arts, the South Coast Repertory, and the Orange County Museum of Art. Segerstrom Center for the Arts has a capacity of 3,000 visitors and has numerous outdoor art displays and community spaces. The Noguchi Sculpture Garden is a prominent public space within Pacific Arts Plaza directly south of the Center for the Arts. Finally, the Orange County Museum of Art, which opened in 2022, is a modern and contemporary art museum showcasing internationally recognized artists based in California and the Pacific.

Lastly, the site is bordered by three major streets: Sunflower Avenue, Bristol Street, and MacArthur Boulevard. These are heavily travelled roadways which bring users to the site but also present a challenge when creating a vibrant mixed-use community focused on multiple pedestrian modes. Regional access to the Project site is provided from I-405, which is approximately one-half mile south of the Specific Plan area and reached via Bristol Street.

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2.5. Community Engagement

The Related Bristol project developer has hosted and conducted a variety of community outreach formats to engage the surrounding community, going beyond the Santa Ana Sunshine Ordinance requirements.

Welcome Center

In August 2022, a Welcome Center was opened on the site, open to the public, where individual meetings with local residents and stakeholders could be held. Over 25 meetings have been held with over 200 stakeholders since that time to hear concerns and ideas related to re-imagining the site.

Sunshine Meetings

Meeting 1. In accordance with the Santa Ana Municipal Code, Related California hosted a first Sunshine meeting on September 7, 2022. There were 3,300 notices mailed to advertise the event, which was held at Saddleback High School. Approximately 250 stakeholders attended the meeting. The meeting was held on a format with individual stations by topic. Based on the first Sunshine Meeting the following were key community priorities:

- Community Meeting Places, a place to meet neighbors and build community
- Security and Safety. Desire for a police substation on the site.
- Mobility, Traffic, and Parking. Controlled traffic, intuitive and well-serviced parking for visitors and residents, and better infrastructure for pedestrians and cyclists
- Neighborhood Retail. Retail offerings that include local shops, a grocery, bank, and multiple dining experiences, with a mix of new uses and keeping favorite existing uses.

Meeting 2. A second Sunshine meeting was held on November 16, 2022. 3,300 Notices were mailed to advertise the event, which was held at the Westin Hotel. Approximately 80 stakeholders attended the meeting. A presentation was given, which introduced the Related Bristol developer's company, site history, Project vision, open space, site plan layout, amenities and services, and a summary of the feedback received from the community so far. The public was invited to provide questions and comments. Following the presentation, a panel spent approximately one hour and twenty minutes addressing questions submitted by the audience.

Planning Commission Work-Study Session

A Planning Commission work-study session was held on March 13, 2023, during which members of the Planning Commission were provided a presentation on the draft specific plan, its status at the time of the work-study session, and an opportunity to provide general comments and pose questions. As this was not an agendaized public hearing, public comments were not taken during the workshop, however the public comment portion of the meeting was reopened to allow for any project-related public comment. Staff noted that the project is consistent with the General Plan land use parameters for the project area. General comments and questions received during this workshop included the following (where a specific response was provided by staff or Related Bristol it is noted in italics):

Commissioners:

- Questions related to infrastructure improvements, including bikeways, utilities, and digital access. *Staff noted that the improvements are included in the Specific Plan and Development Agreement.*
- Flexibility as to types of uses: true mixed-use? *Staff noted that the Specific Plan is written in such a way to provide flexibility and accommodate market demand in the future.*
- Traffic, especially during the holiday season. *Staff noted traffic will be considered by the EIR.*
- Affordable housing numbers? Senior units? *Staff noted that the AHOCO ordinance requires provisions for affordable housing. The project's development agreement will outline affordable housing provisions. Relative to senior units, the intent is to provide a continuum of care component, which means that units can range from independent living to memory care units.*
- Are fiscal impacts being addressed? *Staff noted that a fiscal impact analysis is required.*
- Are new bike infrastructure being included? *Staff noted that the Specific Plan does include provision for both pedestrian and bike infrastructure.*
- Need to make sure adequate parking is provided. Need a parking plan for the project. As a transit-oriented area, the project should acknowledge and anticipate a less car-centric vision. *Staff noted that traffic will be considered by the EIR; the General Plan does envision a mixed-use project on a transit corridor.*
- Public safety. Need a police substation. *Staff noted that this area will be addressed through the SEIR process and agency review.*
- Is there a proposed subdivision. *Staff noted that the site will be subdivided into roadway and land use lots.*

Public (public comments reopened):

- Acknowledgement that numerous local meetings have been held;
- Concerns about traffic and parking;
- Desire for a grocery store to be retained; and
- Retail uses such as medical offices and banks within walking distance are desirable to the existing residents.

Online Engagement

A project website was created to gather input from those who could not attend in-person meetings. The website includes a section on Questions and Answers (Q&A) as well as polling. To date over 550 responses have been given to the Q&A and polling. Further, a project email and phone number was established to provide further opportunities to provide input.

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Images from Sunshine Meeting #2, November 16, 2022



Images from Sunshine Meeting #1, September 7, 2022