

South Main Street Vision Plan La Visión de South Main Street Final Report







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## **Executive Summary**

## **Context & Understanding**

The South Main Street Corridor is a diverse and vibrant community with rich history and culture.

The history of the South Main Street Corridor mirrors that of Orange County as a whole. Once a rural, agricultural community, the area experienced successive waves of suburban development throughout the twentieth century. Main Street has been a transportation corridor since the nineteenth century when it was the primary route between the cities of Santa Ana and Newport Beach to the south. The first urban development in the area occurred along the northern edge of the Study Area. Starting in 1910 through the 1930s, the South Main Street Corridor underwent the first phase of suburbanization, which rapidly transformed the area from countryside to city. A second wave of suburban growth occurred after World War II as new homes and industry, including aerospace manufactures, replaced the last of the area's orange groves and sugar beet fields.

Today, the South Main Street Corridor comprises multiple neighborhoods, each with their own character. The Study Area includes a diversity of businesses serving different customer bases. Auto-oriented businesses, such as vehicle sales and repair, serve city-wide and regional customers. Meanwhile, pedestrian-oriented businesses, such as bakeries, small-scale grocers, and beauty salons, serve customers living in adjacent neighborhoods.

Despite the generally low rise character of the historic neighborhoods along the corridor, the Study Area is one of the densest communities in Orange County, with over 50,000 people living in just 2.4 square miles. While



Proposed improvements will include new street trees, enhanced sidewalks and signage.

household income varies by neighborhood, in general the Study Area is characterized by households living below the median income for the county as a whole. Nearly ninety percent of households in the Study Area are families, compared to just seventy percent of Orange County households, and children make up one third of the residents in the Study Area.

### **Challenges and Opportunities**

The density, demographics and physical characteristics of the South Main Street Corridor present both challenges and opportunities. While the area has a diverse array of businesses, institutions and community organizations, other amenities, such as open space, are currently lacking. Within the Study Area there are just 0.36 acres of parkland per 1,000 residents: far less than the City's goal of 2 acres per 1,000 residents. Main Street itself is

a busy multi-modal corridor serving motorists, transit users, bicyclists and pedestrians. Traffic speed and volume, along with long distances between crosswalks, discourage pedestrian activity; however, many residents do not have access to a vehicle, which contributes to a high demand for walkable streets and transit.

The multiple communities within the Study Area have different priorities and needs that may potential come into conflict. For example, while residents, school and church communities, and pedestrian-oriented businesses may benefit from decreased automobile traffic and enhanced pedestrian amenities, auto-oriented businesses that rely on drive-by customers may suffer. In order to balance the needs of all, a series of specific interventions rather than a one-size-fits-all approach is appropriate for the corridor.





## **Purpose & Budget**

The purpose of the project is to provide a creative and implementable vision for South Main Street in Santa Ana, identifying physical, regulatory and programmatic interventions to support and enhance the residential and business communities along the corridor by revitalizing the street.

The budget for the first phase of improvements, which are detailed in this report, is \$4.7 million. This includes approximately \$1 million for pedestrian safety enhancements, \$1.1 million for landscaping and open space, \$610,000 for lighting and sidewalk furniture, \$380,000 for cultural and arts installations, \$90,000 for vehicular circulation and parking improvements and \$70,000 for bicycle and transit improvements. Also included in the budget is approximately \$1.3 million for design work, engineering and project contingency funds. It is anticipated that construction of the Phase I improvements will begin in mid-2017 and be completed in 2018.

In addition the City of Santa Ana has identified \$2.5 million in available funding for future improvements in the South Main Street Corridor, as well as \$400,000 for infrastructure improvements and \$50,000 for marketing and business promotion within the corridor. All together, this represents a total investment by the City of over \$7.65 million over the next five years.

## **Planning Approach**

The planning approach reflects the diversity of the South Main Street corridor and creates connections between communities.

In order to maximize the impact of available funding, the approach focuses on key areas, which will serve as a testing-ground for innovative improvements and as a catalyst for future development. Successful strategies may be implemented along the entire corridor as funding becomes available. The initial two Focus Areas were selected based on their existing amenities, future potential and relationship to the residential neighborhoods along the corridor.

Within each Focus Area, the proposed improvements include physical improvements, regulatory changes and new programs. Physical improvements, such as enhanced sidewalks, crosswalks and landscaping will improve the safety and comfort of pedestrians, cyclists and transit-users, and create new spaces for people to gather. Regulatory changes, such as new zoning and development standards, will encourage private development to capitalize on the improved corridor and ensure new development enhances the community character. New programs, such as cultural festivals, street fairs and other events will attract people and activate the corridor. The proposed improvements include both context-specific elements, which can reflect the unique character of each Focus Area, and common elements. which will provide continuity along the entire corridor. A strong, unifying identity for the corridor will enhance its sense of place and promote South Main Street as a destination to live, work and play.

## **Proposed Improvements**

#### **North Focus Area**

The North Focus Area encompasses approximately three blocks of South Main Street between 1st Street and Chestnut Avenue, and is the gateway connecting Downtown Santa Ana to the South Main Street Corridor.

Proposed improvements include widened sidewalks, enhanced crosswalks, new street trees and pedestrian lighting to provide an improved environment for all users. New open spaces on side streets provide active play spaces and areas for art installations and community events. The intersection of First Street and South Main Street presents the opportunity to create an iconic development at this northern gateway in conjunction with the proposed regulatory changes.



Proposed improvements in the North Focus Area.

#### **South Focus Area**

The South Focus Area encompasses approximately four blocks of South Main Street between Stanford Street and St. Andrew Place. With streetscape improvements, new programming and development centered around public open space, the South Focus Area will be a new heart for the neighborhoods of South Main Street.

Along Main Street, widened sidewalks, new street trees and pedestrian lighting will provide an improved environment for shoppers and users in this commercial district. Regulatory changes that allow residential uses will support the development of much needed housing. This includes live-work spaces, designed to support small businesses, as well as co-housing, designed to serve larger, multi-generational households.



Proposed improvements in the South Focus Area.







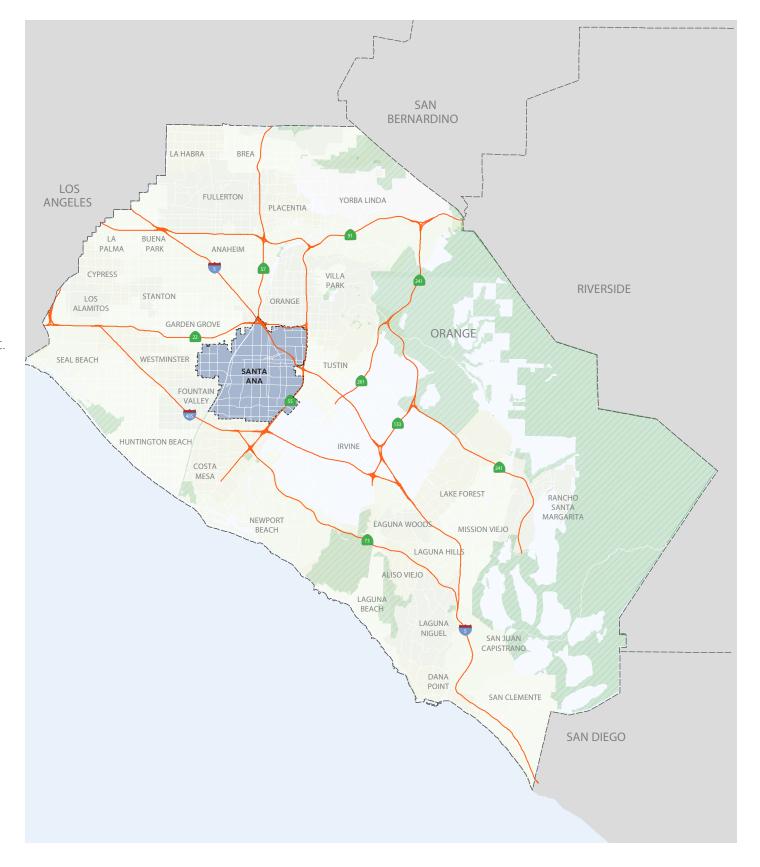


## 1.1 Project Purpose

## **Project Purpose & Description**

The project will provide a creative and implementable vision for South Main Street in Santa Ana, identifying physical, regulatory and programmatic interventions to support and enhance the residential and business communities along the corridor by revitalizing the street.

The South Main Street Corridor (the "Study Area") is a two-mile long corridor, along South Main Street from First Street in the north to Warner Avenue in the south (see Figure 1.2) in the city of Santa Ana.





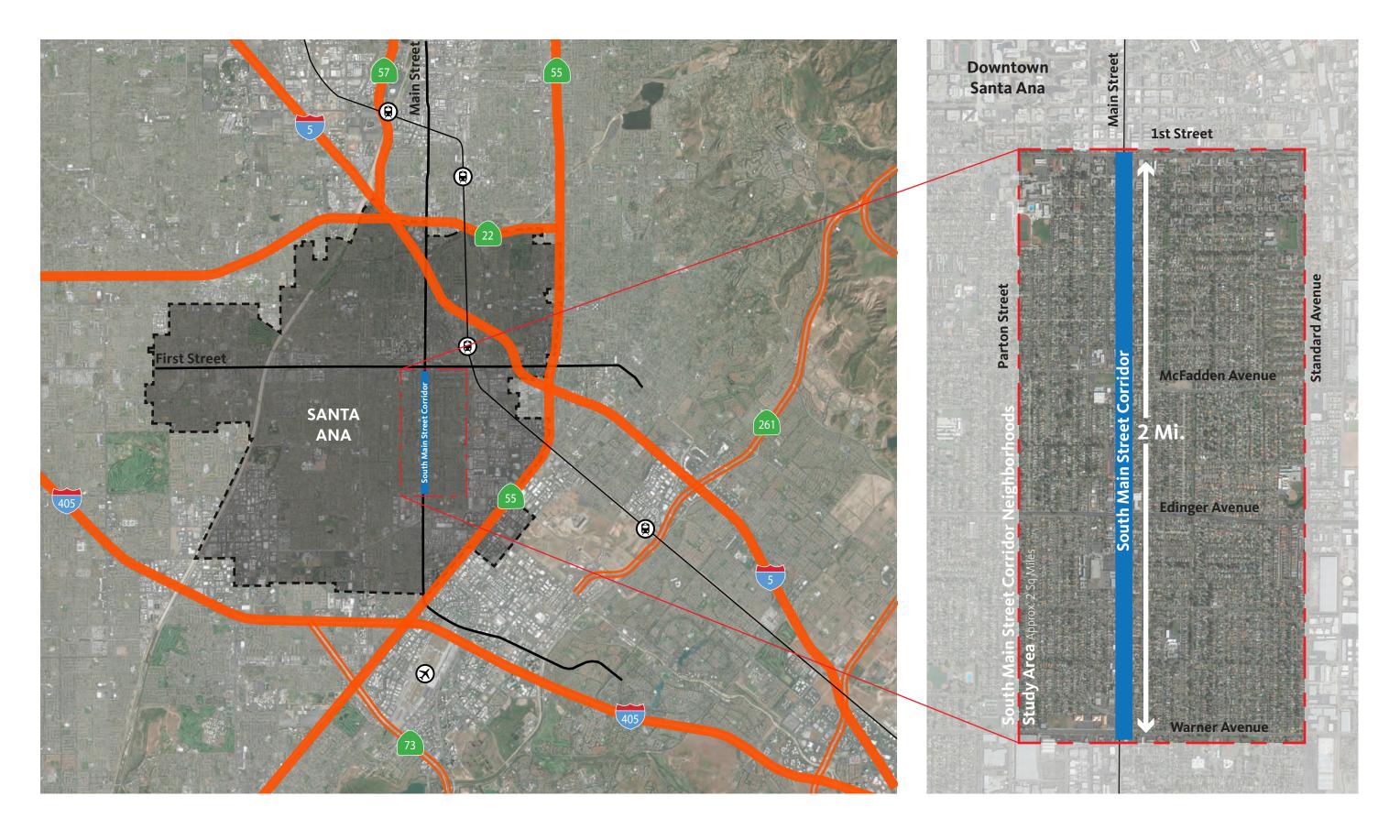




Figure 1.2 South Main Street Corridor Study Area (Google Earth / September 2015)



## 1.2 Planning Process

## Overview

The planning process is organized in four phases, with input from City staff and community stakeholders throughout (see Figure 1.3).

#### Phase 1 - Project Start Up

The planning process began with a Kick-Off Meeting with City leaders, staff and community stakeholders. Gensler with the City of Santa Ana and UCI, the planning team, gathered project data and materials as the basis for the planning process.

### Phase 2 - Analysis

Beginning with an initial site visit, the consultant team researched and reviewed of the existing physical conditions and planning issues. The analysis findings, with the planning principles describing the overarching project objectives, will form the basis for the development of planning options and the draft and final Vision Plan.

#### **Phase 3 - Options**

Incorporating the findings of the Existing Conditions Analysis, including the Community Survey and input from the Community Open House, the consultant team has developed preliminary Options that demonstrate various ways of achieving the goals and principles identified by stakeholders.

These planning Options identify potential physical, regulatory and programmatic strategies to enhance the liveability and functionality of the South Main Street Corridor. Working together with City leaders and staff, the consultant team will refine the strategies of this document, build consensus on solutions of the process which will be further refined in the next phase.

#### Phase 4 - Vision Plan

In the final phase of the planning process, the consultant team, with continued stakeholder input, refined the Preferred Option and developed a Draft Vision Plan, which was presented to the community in June 2016.









## 1.3 Planning Principles

The Planning principles provide the overarching goals of the project, as agreed upon by stakeholders. The success of the *South Main Street Vision Plan* requires that the recommended and implemented improvements respond to and fulfill these planning Principles.

## **Principle I**



Support community vision and participation.

Increase the sense of community by encouraging participation, commitment, shared values, and communication in the design of an improved South Main Street.

## **Principle II**



Reflect and enhance neighborhood culture and identity.

Establish a sense of place by the design of the interface between buildings and public space – including the street, sidewalks, and parkways.

## **Principle III**



Enhance connectivity, mobility and access for pedestrians, cyclists and transit users.

Enable easy access by people of all ages and abilities to multiple modes of transportation allowing greater movement within the community and increased connectivity with the surrounding region.





## **Principle IV**



Support economic development and investment.

Encourage economic development investment activities that generate job opportunities and the establishment of a mix of viable businesses, leading to sustained economic success.

## **Principle V**



Enhance environmental sustainability.

Enhance a connection with nature though the use of trees and planting while addressing environmental sustainability concerns such as storm water runoff, heat island effect, and air pollution.

## **Principle VI**



Improve neighborhood safety and security.

Improve neighborhood safety through design and programming. Create active spaces that are utilized day and night, providing "eyes on the street" or "natural proprietors" sharing a common concern for security. Enhance pedestrian and bicycle safety through improved street design for all road users.









## 2.1 People & Demographics

## Overview

The South Main Street Corridor (the "Study Area") is a diverse community. It comprises multiple neighborhoods, each with their own character. Despite the generally low rise character of the historic neighborhoods along the corridor, the Study Area is one of the denser communities in Orange County. While household income varies by neighborhood, in general the Study Area is characterized by households living below the median income for the county as a whole.

#### **Population Density**

The South Main Street Corridor comprises approximately 53,540 people in just 2.39 square miles, making the area almost twice as dense as Santa Ana as a whole (see Figure 2.1). Large families occupy many of the homes in the area, contributing to the density of the corridor. The average household size in the Study Area is 5.6 people,

almost double the county-wide average of 3.1. Nearly ninety percent of South Main Street Corridor households are families, compared to just seventy percent of Orange County households.

### Age Distribution

Residents along the South Main Street Corridor are generally younger than the county as a whole. Fully one third of the residents are children under age 18, compared to a quarter of Orange County residents (see Figure 2.3). The average age of Study Area residents is 29, compared to the Orange County average of 37.

#### **Educational Attainment**

In general, residents along the South Main Street Corridor have much lower levels of educational attainment compared to Orange County as whole. Only thirty percent of South Main Street area residents over age 25 have graduated from high school and just six percent have a college degree (see Figure 2.4).

#### **Household Income**

Not surprisingly, lower levels of educational attainment in the Study Area correlate with lower median household income. Over half of the twenty-one census block groups in the Study Area have median household incomes below the national median (\$50,000 in 2011) and eighteen have median household incomes below the Orange County median (\$71,400 in 2011, see Figure 2.5). Median household income varies by neighborhood, ranging from \$28,400 to \$82,300. In general, household income is lowest in the Heninger Park neighborhood and highest in the Madison Park and Eastside areas.

Figure 2.1 Population Density



**South Main Street Corridor** 











Fig. 2.1 Source: Google Earth / Nielsen Company, 2011 South Main Street Corridor includes Census Tracts 6059074501, 6059074502, 6059074601, 6059074602, 6059074200 and 6059074300, and Census Block Groups 6059074901-5, 6059075002-3.



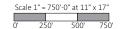
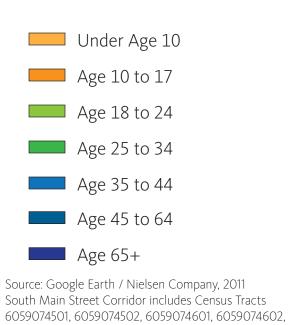


Figure 2.3 Population by Age



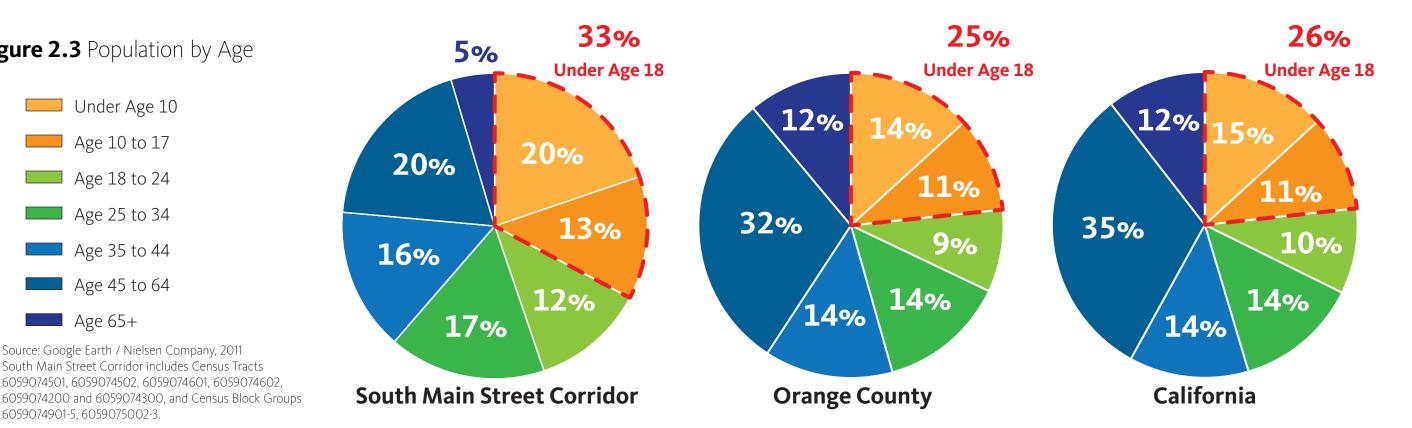
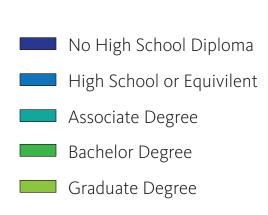
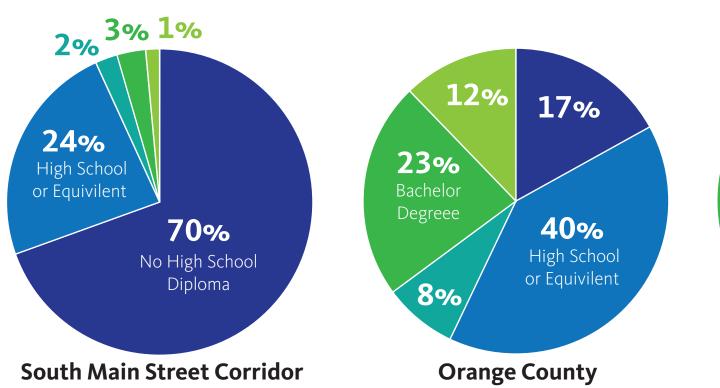


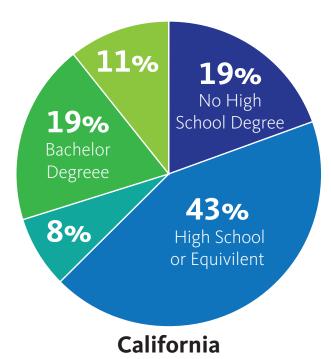
Figure 2.4 Educational Attainment

6059074901-5, 6059075002-3.



Source: Google Earth / Nielsen Company, 2011 South Main Street Corridor includes Census Tracts 6059074501, 6059074502, 6059074601, 6059074602 6059074200 and 6059074300, and Census Block Groups 6059074901-5, 6059075002-3.









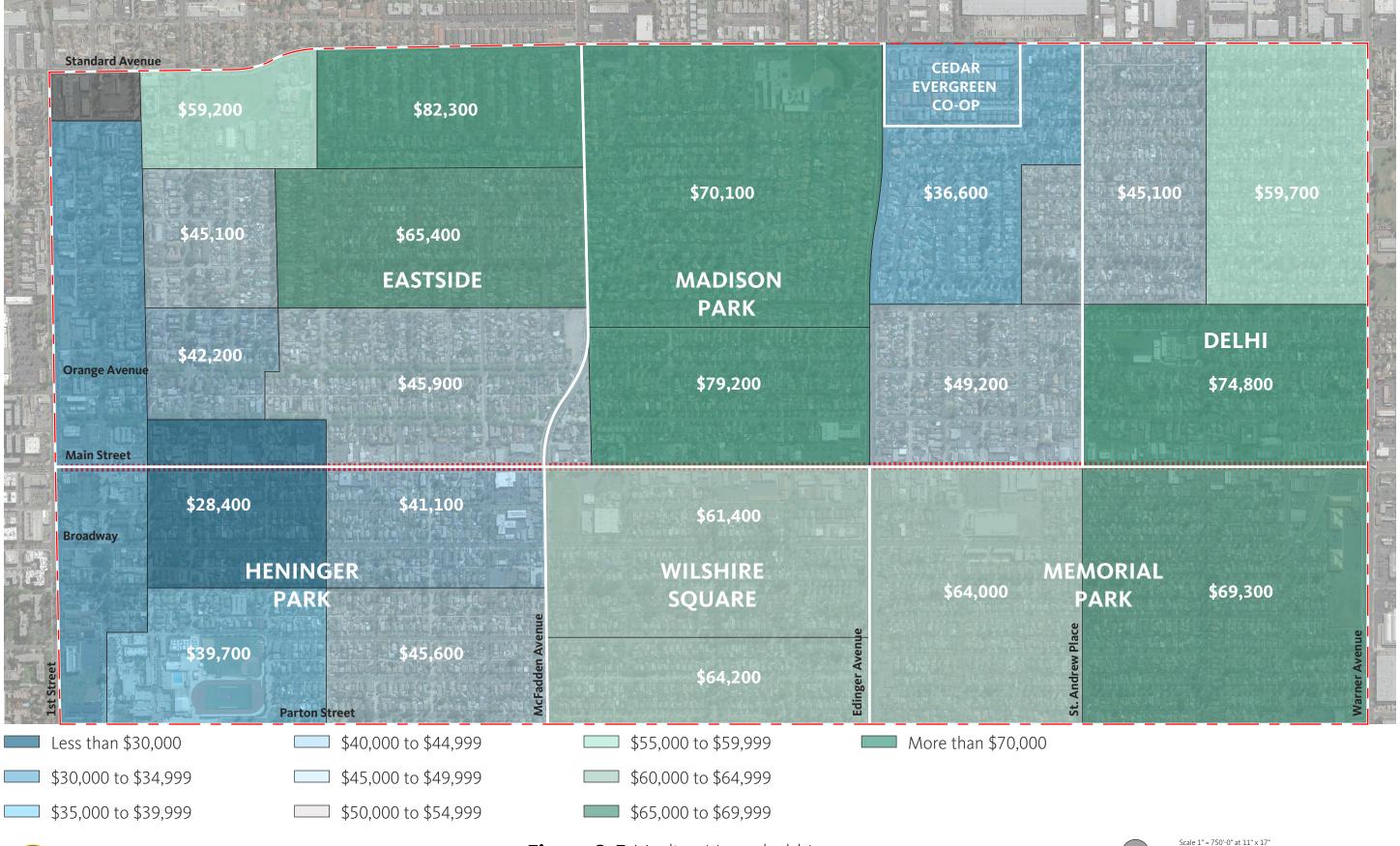
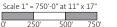




Figure 2.5 Median Household Income (Google Earth / 2011)







## 2.2 Zoning & Land Use

## **Overview**

The South Main Street Corridor is primarily zoned for commercial use, although most of the commercial properties immediately abut residential properties.

The majority of the parcels along the corridor are zoned C-SM (South Main Street Commercial District), a specialized zoning category developed exclusively for the South Main Street Corridor. The C-SM zone limits development to thirty-five (35) feet in height. Within the C-SM zone, no front yard building setback allowed except for developments which provide outdoor dining areas. When no building is present on the site, a minimum five (5) foot landscaped area along the front property line is required for any proposed development.

Permitted uses in the C-SM zone include:

- Retail and service uses
- Professional, administrative, and business offices
- Public parking lots and parking structures
- Animal hospitals and veterinarians
- Gymnasiums, health clubs, and martial arts studios
- Public utility structures, including electric distribution and transmission substations
- Restaurants, cafes, coffeehouses, and eating establishments, excluding drive-thrus
- Schools and child care facilities
- Art galleries, museums and exhibit halls

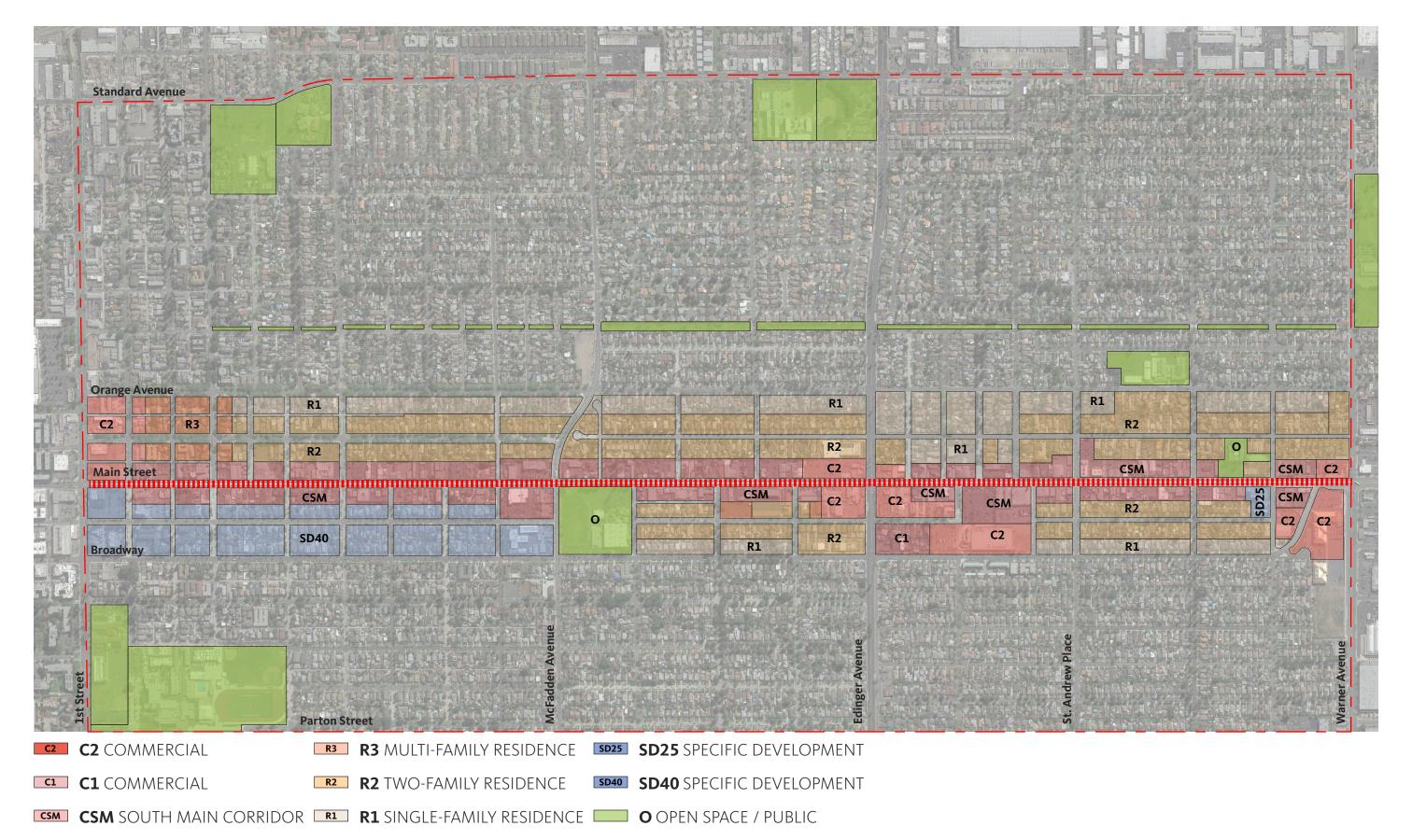
- Plant nurseries
- Theaters

Existing uses along the corridor include automotive sales and repair (which is a conditionally permitted use), retail, service and limited multifamily residential (which includes existing legal non-conforming uses).



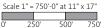












**Figure 2.7** Mix of Existing Uses

Retail (Includes Food Retail)

Food & Restaurants

Personal Services

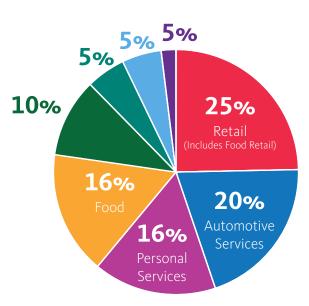
**Professional Services** 

Medical Services

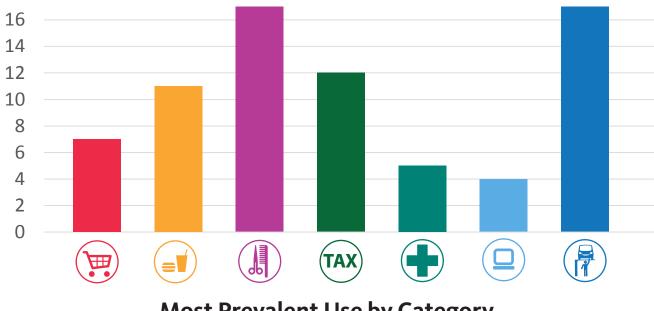
**Business Services** 

**Automotive Services** 

Other



**Mix of Uses** 



**Most Prevalent Use by Category** 

### Retail

## **Florist**

Florista



**Clothing & Apperal** Ropa y Apperal



**Discount Store** Tienda de Descuento

**Hardware Store** <sup>1</sup> Ferretería

**Video Rental** Alguiler de Videos

**Bicycle Store** Tienda de Bicicletas

**Smoke Shop** Tabaquería .

**Cell Phones** Teléfonos móviles

## **Food & Restaurants**

Comida y Restaurantes



**Bucher Shop** Carniceria

Seafood Market

Tienda de Licores

Restaurant

Restaurante

Comida Rapida

**Coffee Shop** 

**Fast Food** 

Cafetería

Bakery

Panadería

Bar

Bar

Insurance Sales
Ventas de Seguro Pescadería **Liquor Store** 

Tax Preparation Preparacion de Impuestos

**Check Cashing** 

Cambio de Cheques

Ventas de Seguro

**Law Office** Law Office Abogado

Bank

**Travel Agency** Agencia de Viajes

**Medical Services** Servicios Medicos

**Health Clinic** Clinc Médica

**Dentist** Dentista

#### **Professional Services Personal Services** Servicios Profesionales

Servicios Personales



Laundromat Lavandería

**Dry Cleaning** Limpieza en seco

Alterations
Alteraciones

## **Business Services**

Servicios



Oficina de Correo

**Print Shop** Tienda de Impresión

**Computer Repair** Reparación de Ordenador

**Animal Care** Cuidado de Animales

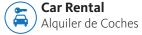
### **Automotive Services** Other

Servicios Automotrices



Piezas de Automóviles









Church

Iglesia









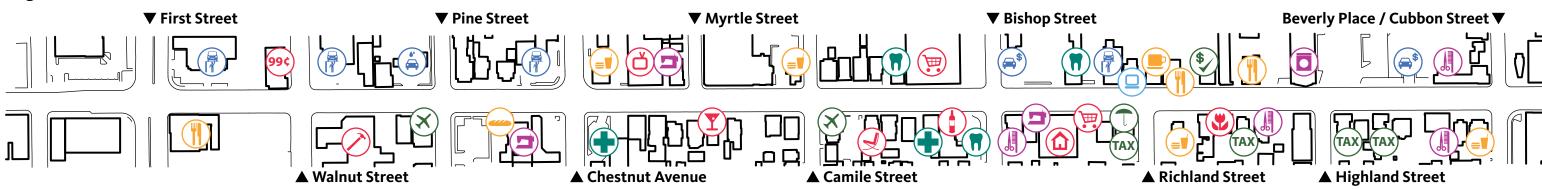




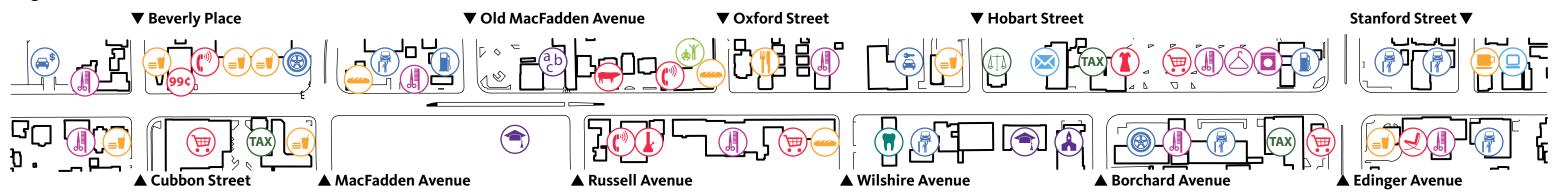




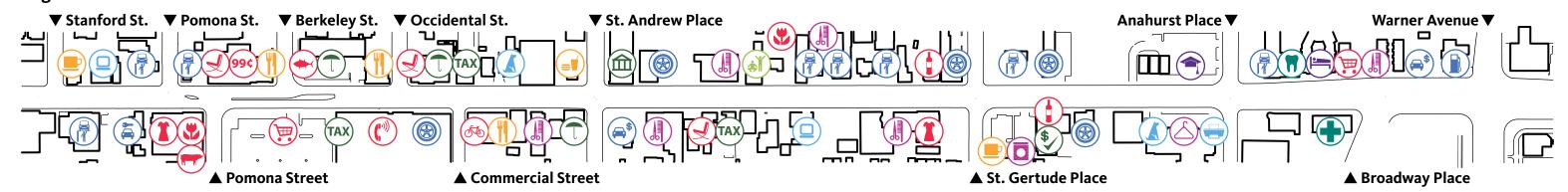
### **Segment 1** First Street to Cubbon Street



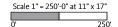
## **Segment 2** Cubbon Street to Stanford Street



### **Segment 3** Stanford Street to Warner Avenue









## 2.3 Public Facilities

## Overview

The Study Area is located within the Santa Ana Unified School District, which operates multiple schools along the South Main Street Corridor. They are focal points for social and community life (see Figure 2.10). Public schools located within the Study Area include: Santa Ana High School, Cesar Chavez High School, Lathrop Intermediate School, Heninger Elementary School, Roosevelt Elementary School, Walker Elementary School, Franklin Elementary School, Madison Elementary School, Edison Elementary School, and Esqueda Elementary School is also located along South Main Street.

While many of the neighborhood schools may also provide open space, with fields that can be used for recreation outside of school hours, the Study Area has just three parks (a fourth is planned). While most of the

neighborhoods in the study area do have access to a neighborhood park within a half mile (see Figure 2.11), compared to the city as whole, the South Main Street Corridor is relatively park poor. Within the Study Area there are just 0.36 acres of parkland per 1,000 residents: far less than the City's goal of 2 acres per 1,000 residents (see Figure 2.9).

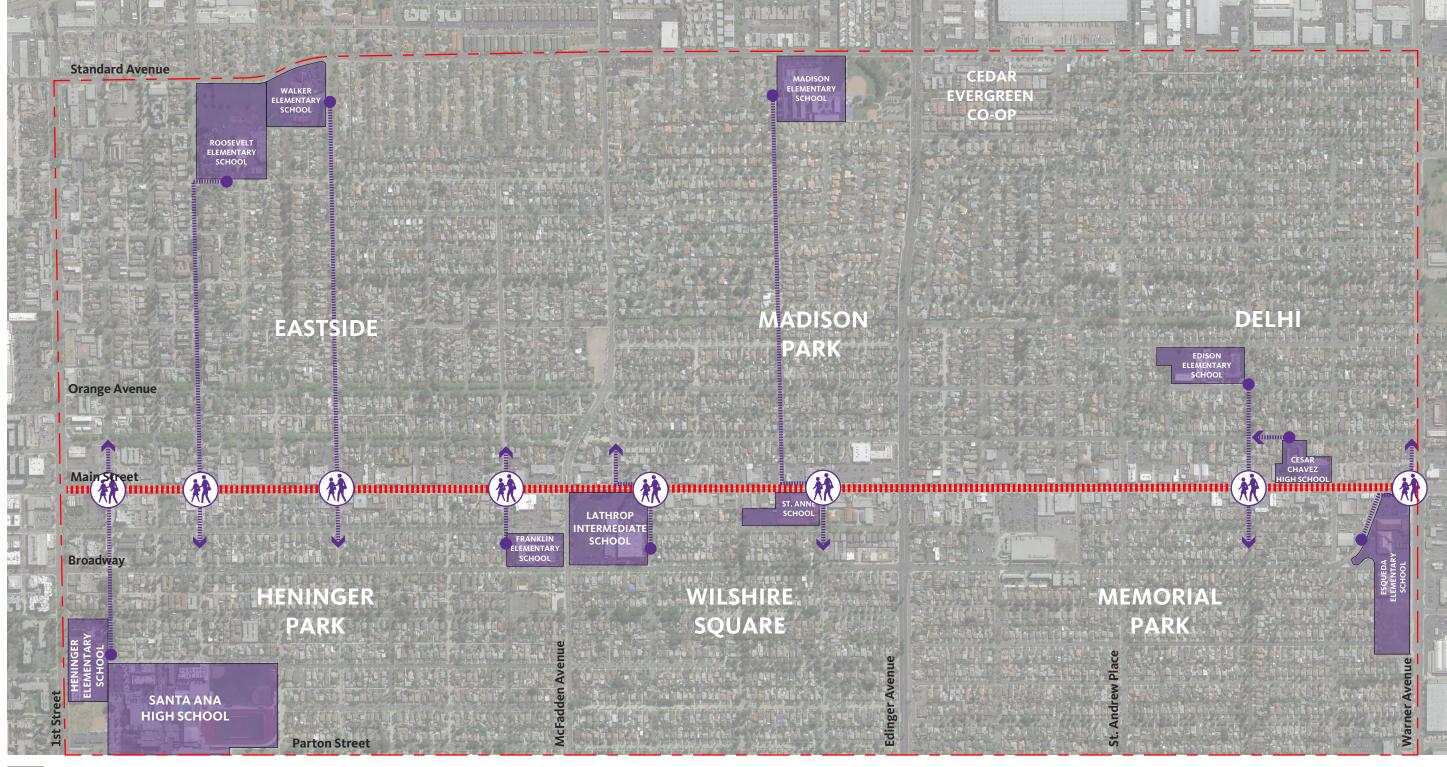
Fire protection is provided by the Orange County Fire Authority, which operates two fire stations in the Study Area (see Figure 2.12). Police services are provided by the City of Santa Ana Police Department, which is headquartered in Downtown Santa Ana. There are no police facilities in the Study Area.

Figure 2.9 Open Space per 1,000 Residents









SCHOOL

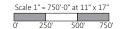
SCHOOL ROUTE

SCHOOL CROSSING

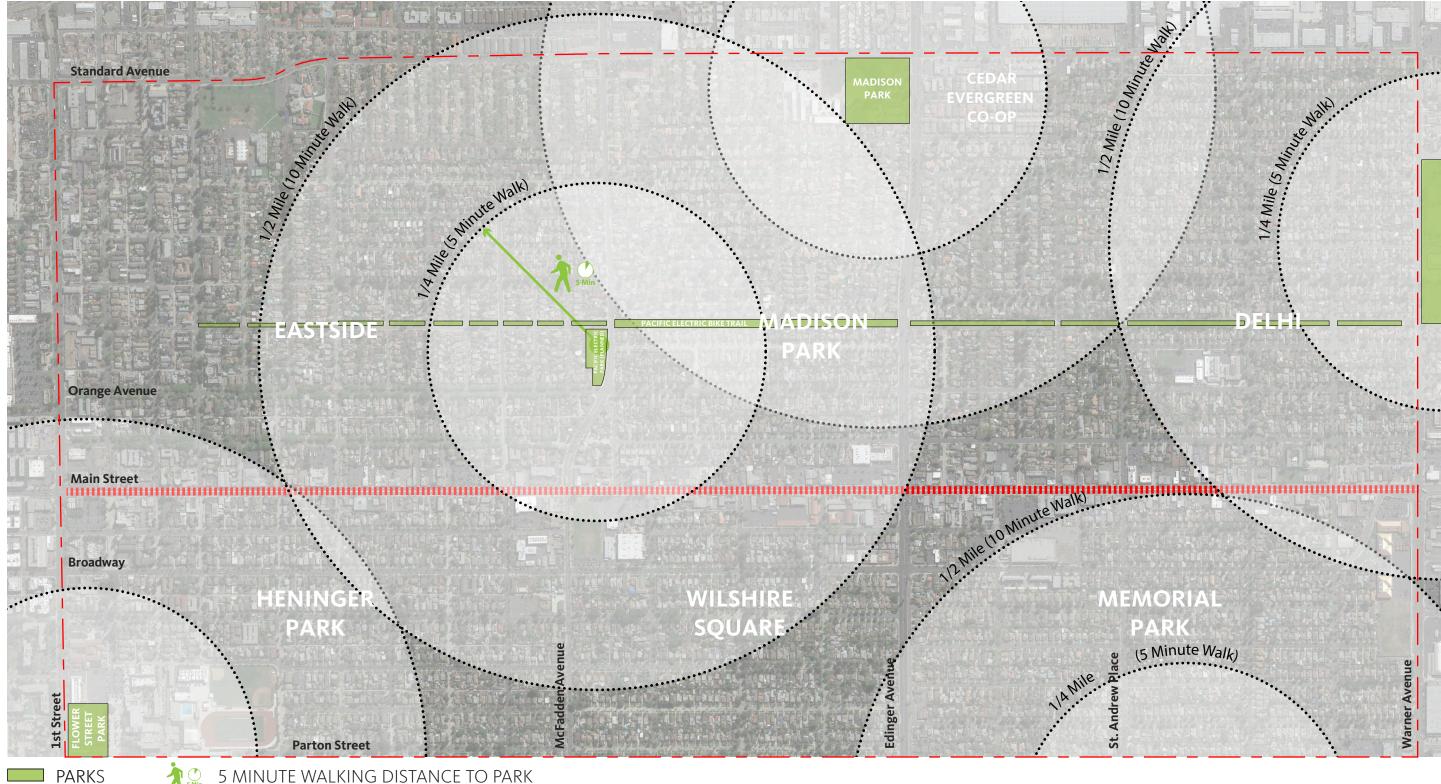
SOUTH MAIN STREET









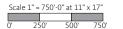


5 MINUTE WALKING DISTANCE TO PARK

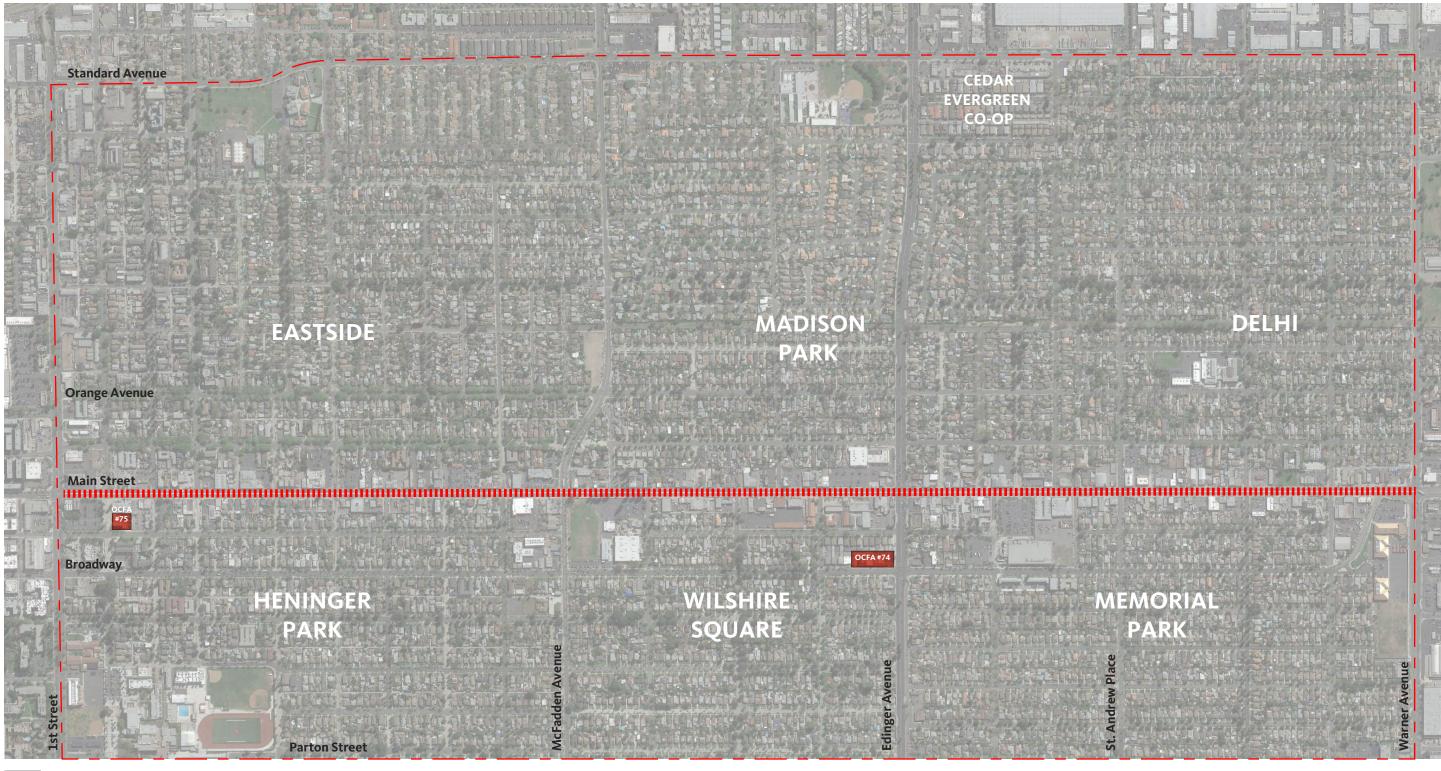
SOUTH MAIN STREET









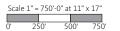


FIRE STATION

SOUTH MAIN STREET









## 2.4 Access & Circulation

## **Overview**

South Main Street is a multi-modal corridor serving motorists, transit users, bicyclists and pedestrians.

#### **Traffic Volume**

Currently, South Main Street is classified as a Secondary Arterial within the project area from First Street to Edinger Avenue and a Primary Arterial from Edinger Avenue to Warner Avenue. Traffic volume is typical of arterials within Santa Ana, with approximately 30,000 average daily vehicles (see Figure 2.13).

#### **Transit Infrastructure**

Transit service is provided by OCTA Route 53, which runs along South Main Street en route from Anaheim to Irvine, as well as Routes 55, 64, 66, 70 and 72 which traverse cross-streets intersecting Main Street (see Figure 2.14). The Study Area has a greater concentration

of transit-dependent households (households with no vehicles) than the county as whole. In the northern end of the corridor more than twenty percent of households do not own any vehicles, compared to just five percent county-wide (see Figure 2.15).

#### **Bicycle Infrastructure**

Bicycle infrastructure, including dedicated bike lanes, are included in the City's mobility plan. Currently, the only bicycle infrastructure in the Study Area is the Pacific Electric Bike Path, a Class-I multi-use path located approximately three blocks east of South Main Street. Future bike lanes are planned along major cross-streets including McFadden Avenue, Edinger Avenue and Warner Avenue (see Figure 2.16).

#### **Pedestrian Infrastructure**

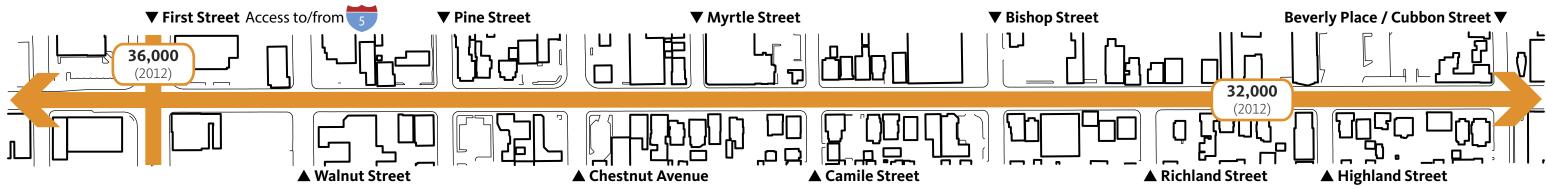
South Main Street currently has sidewalks and marked pedestrian crossings at irregular intervals (see Figure 2.17). Pedestrian-friendly streets generally have marked crosswalks every 200 to 600 feet. Long distances between marked crosswalks (more than 650 feet) discourage pedestrian circulation and can contribute to collisions at unmarked crossings.



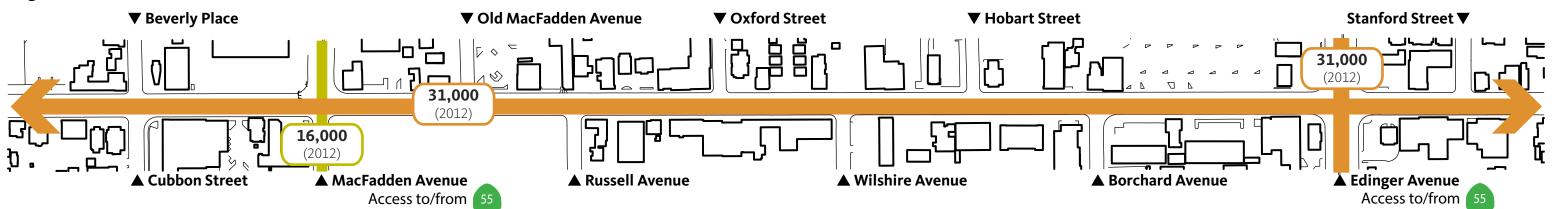




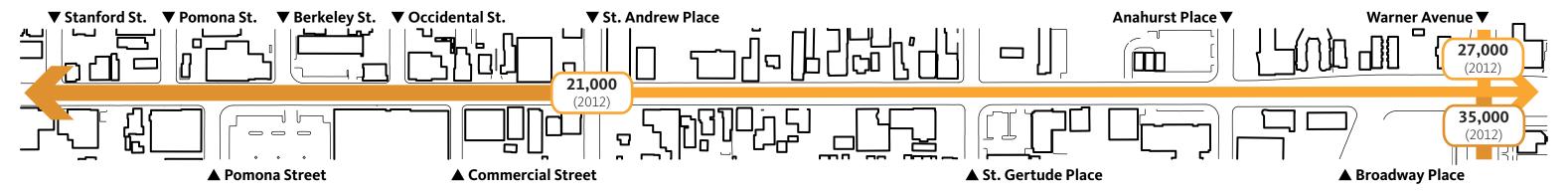
## Segment 1 First Street to Cubbon Street



## Segment 2 Cubbon Street to Stanford Street

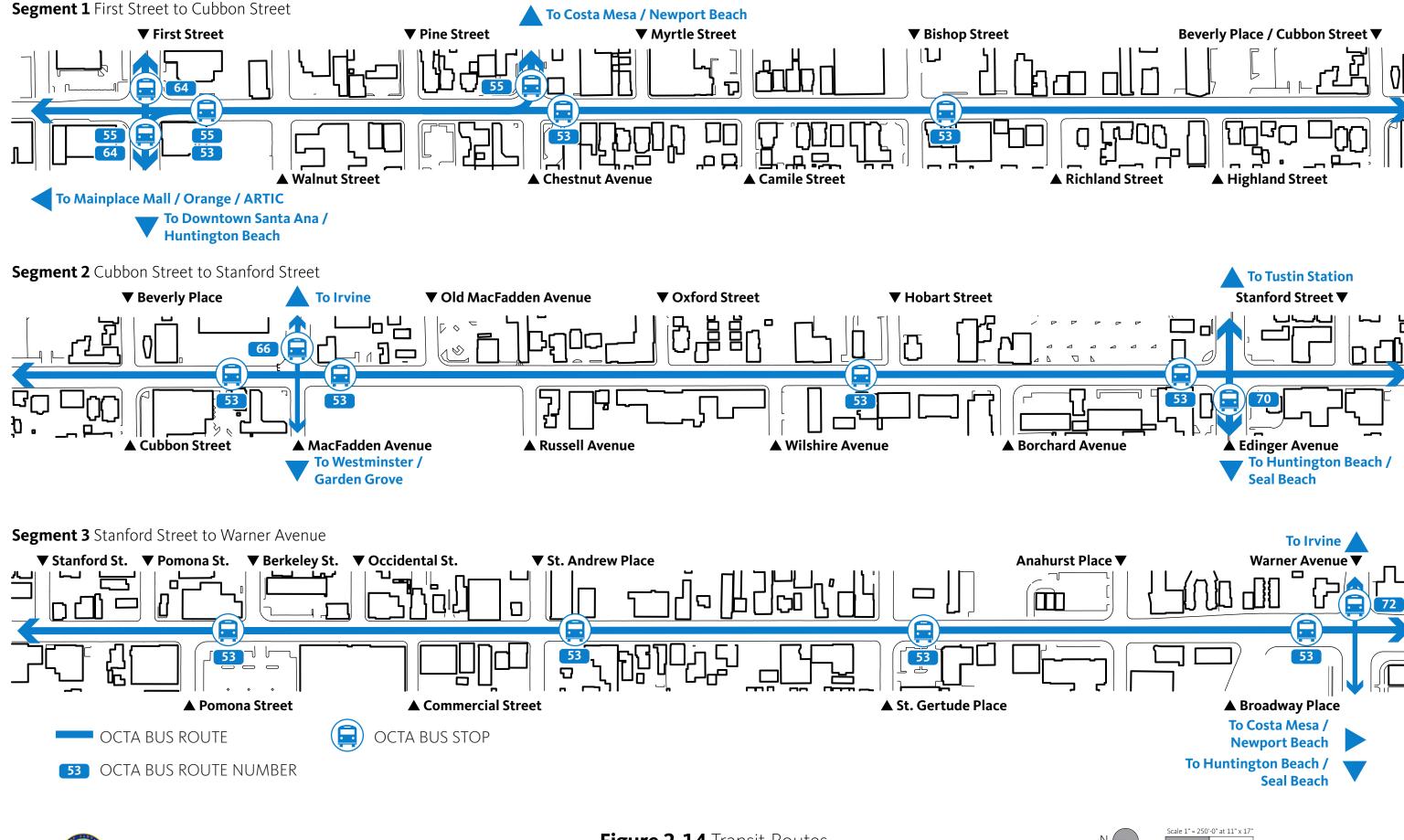


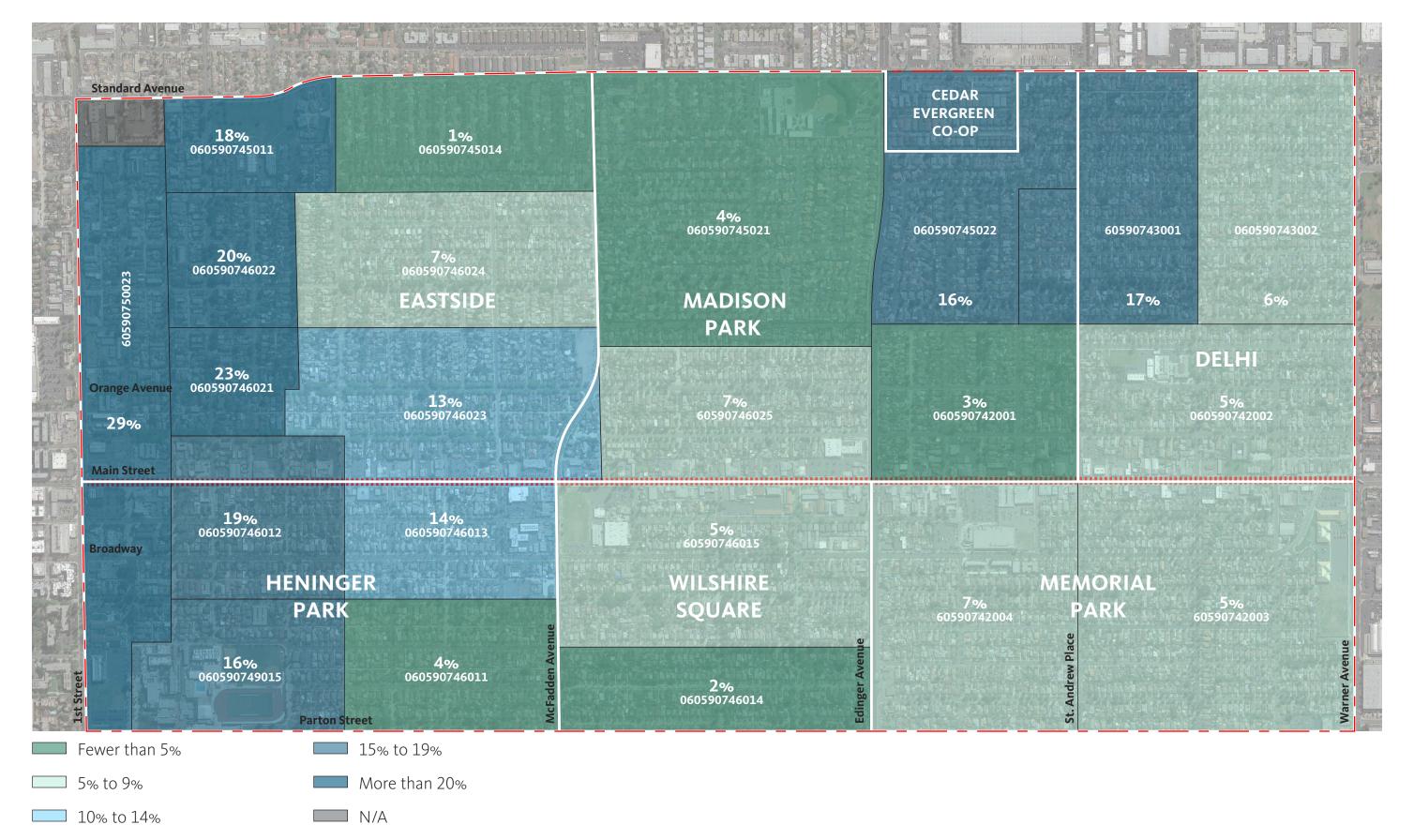
### **Segment 3** Stanford Street to Warner Avenue





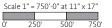


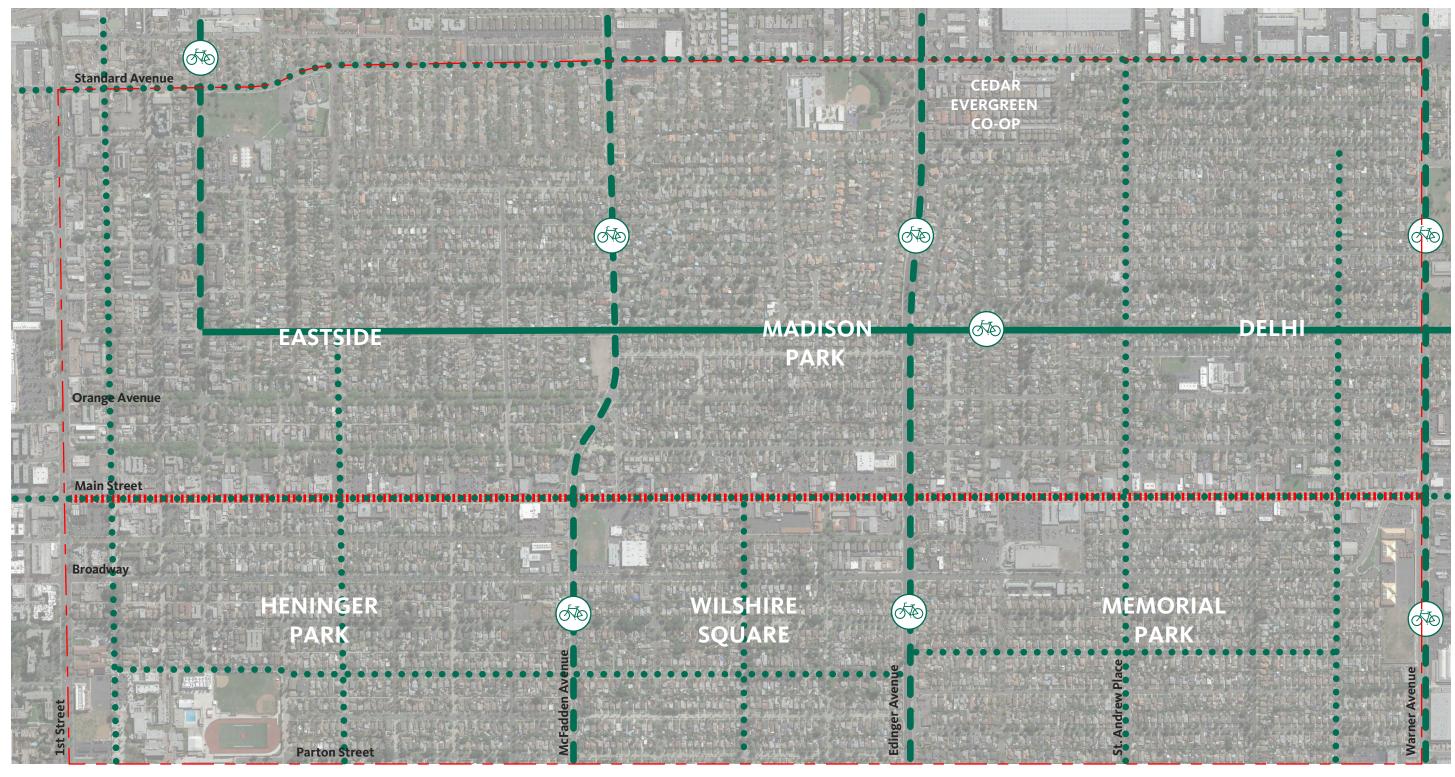








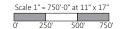




- EXISTING BIKE PATH
- ■■■ ADOPTED BIKE LANE (City of Santa Ana, 2012)
- •••• PROPOSED BIKE LANE (City of Santa Ana, 2012)

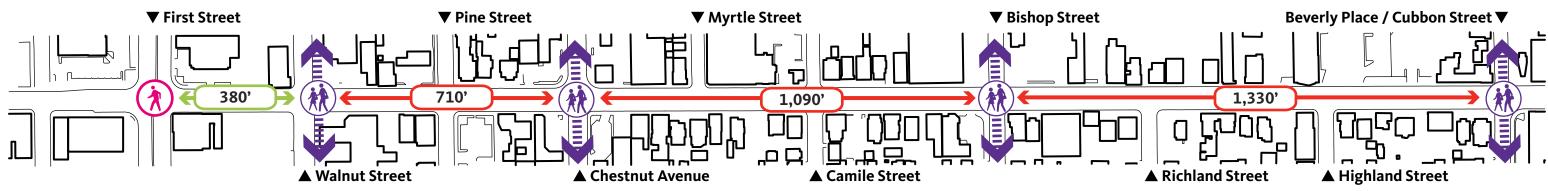




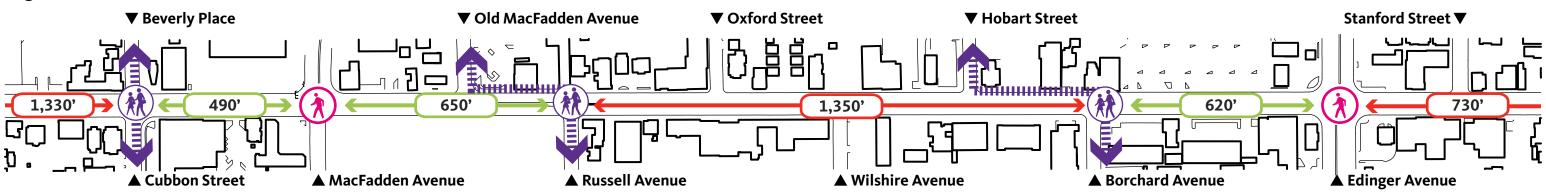




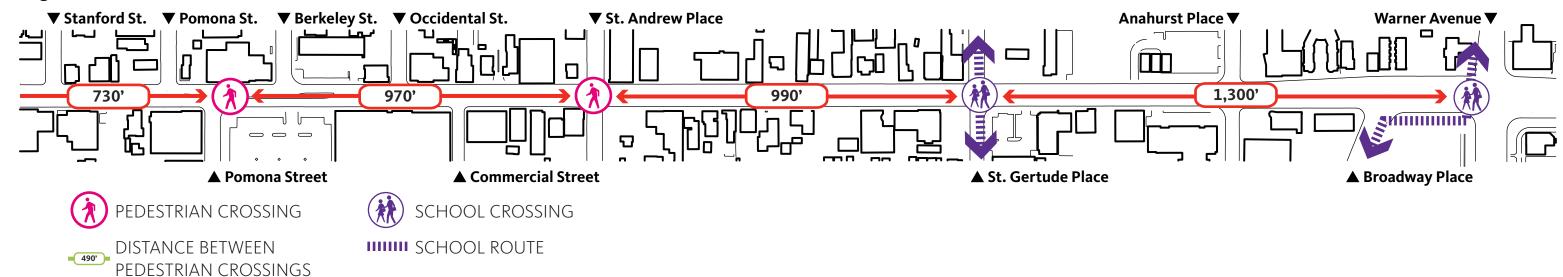
### **Segment 1** First Street to Cubbon Street



## Segment 2 Cubbon Street to Stanford Street



## **Segment 3** Stanford Street to Warner Avenue



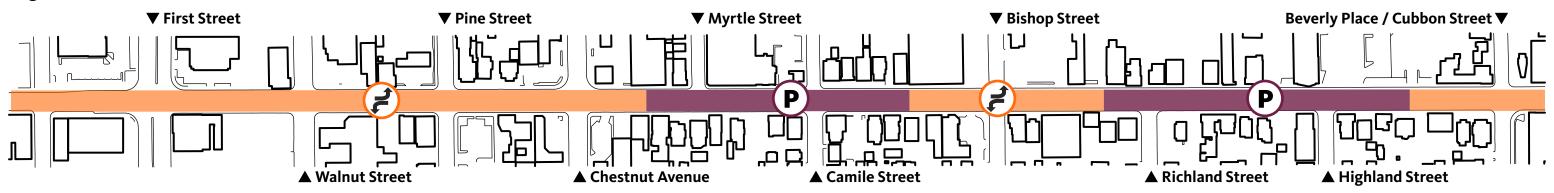




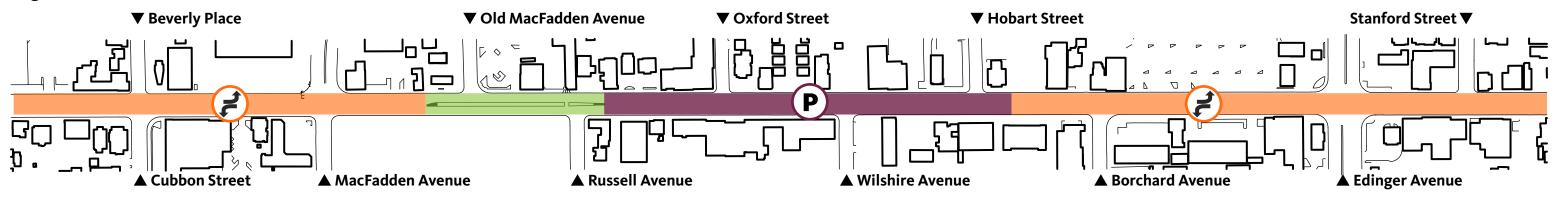


UCI University of California, Irvine

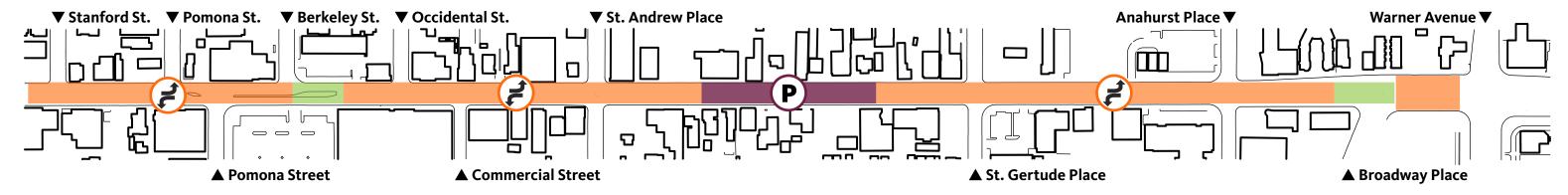
### **Segment 1** First Street to Cubbon Street



## Segment 2 Cubbon Street to Stanford Street

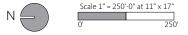


### **Segment 3** Stanford Street to Warner Avenue



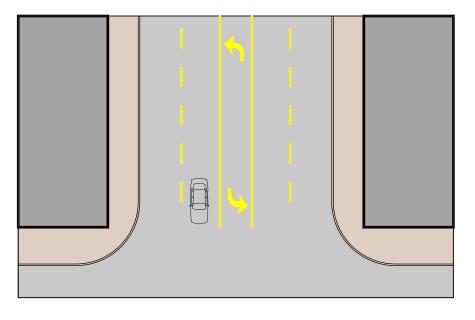
- FOUR LANES W/ CENTER TURN LANE (NO PARKING)
- FOUR LANES W/ ON-STREET PARKING
- FOUR LANES W/ CENTER MEDIAN (NO PARKING)



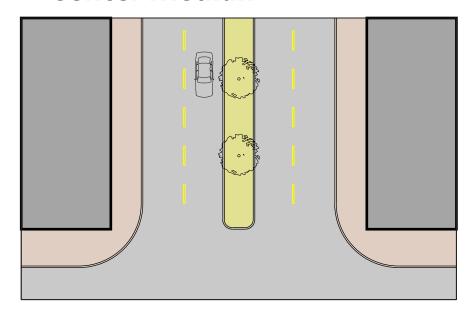




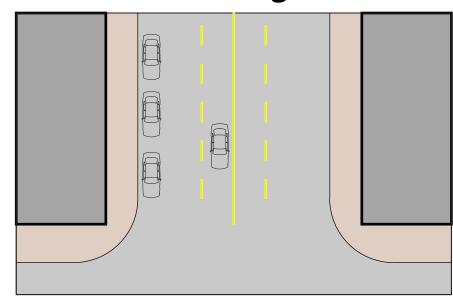
# **Center Turn Lane**



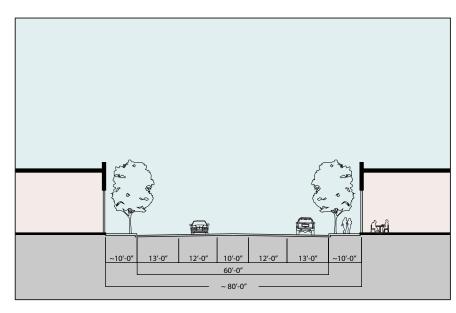
# **Center Median**



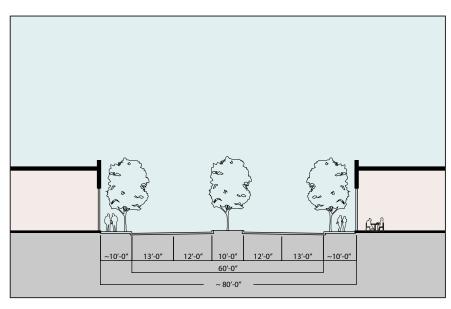
**On Street Parking** 



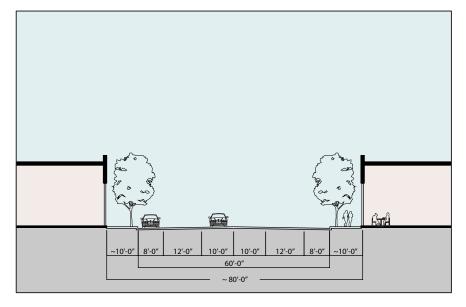
# **Center Turn Lane**



**Center Median** 



**On Street Parking** 











# 2.5 Historic Development

## Overview

The history of the South Main Street Corridor mirrors that of Orange County as whole. Once a rural, agricultural community, the area experienced successive waves of suburban development throughout the twentieth century.

In the nineteenth century, the Study Area was an agricultural area, with limited development. Main Street itself dates to this time, when it was the primary route between the cities of Santa Ana and Newport Beach to the south. The first urban development in the area occurred along the northern edge of the Study Area, along First Street, in what is now the Eastside neighborhood (see Figure 2.20).

Between the 1910 and the 1930s, the South Main Street Corridor underwent the first phase of suburbanization, which rapidly transformed the area from countryside to city (see Figure 2.21). Heninger Park, named for developers Martin R. Heninger and H.B. Heninger, is an early example of this period of development.

Beginning in 1907, when the two brothers purchased 34 acres of what were then barley fields, the Heningers subdivided the land, added streets, sidewalks and trees, and built approximately 150 bungalow homes. Today the neighborhood is one of Santa Ana's designated historic districts.<sup>1</sup>

Similar development occurred in Wilshire Square, beginning in 1915. Located just south of Heninger Park, Wilshire Square experienced rapid suburban development in the 1920s as Santa Ana grew, expanding outward from the historic Downtown. Building stalled during the early years of the Great Depression, but resumed in years preceding World War II.<sup>2</sup>

New institutions were established to serve these new neighborhoods. St. Anne Parish, in the Wilshire Square neighborhood, was founded to serve the area's growing Catholic community. In 1945, the Parish established St. Anne Parish School, which continues to serve the community today.

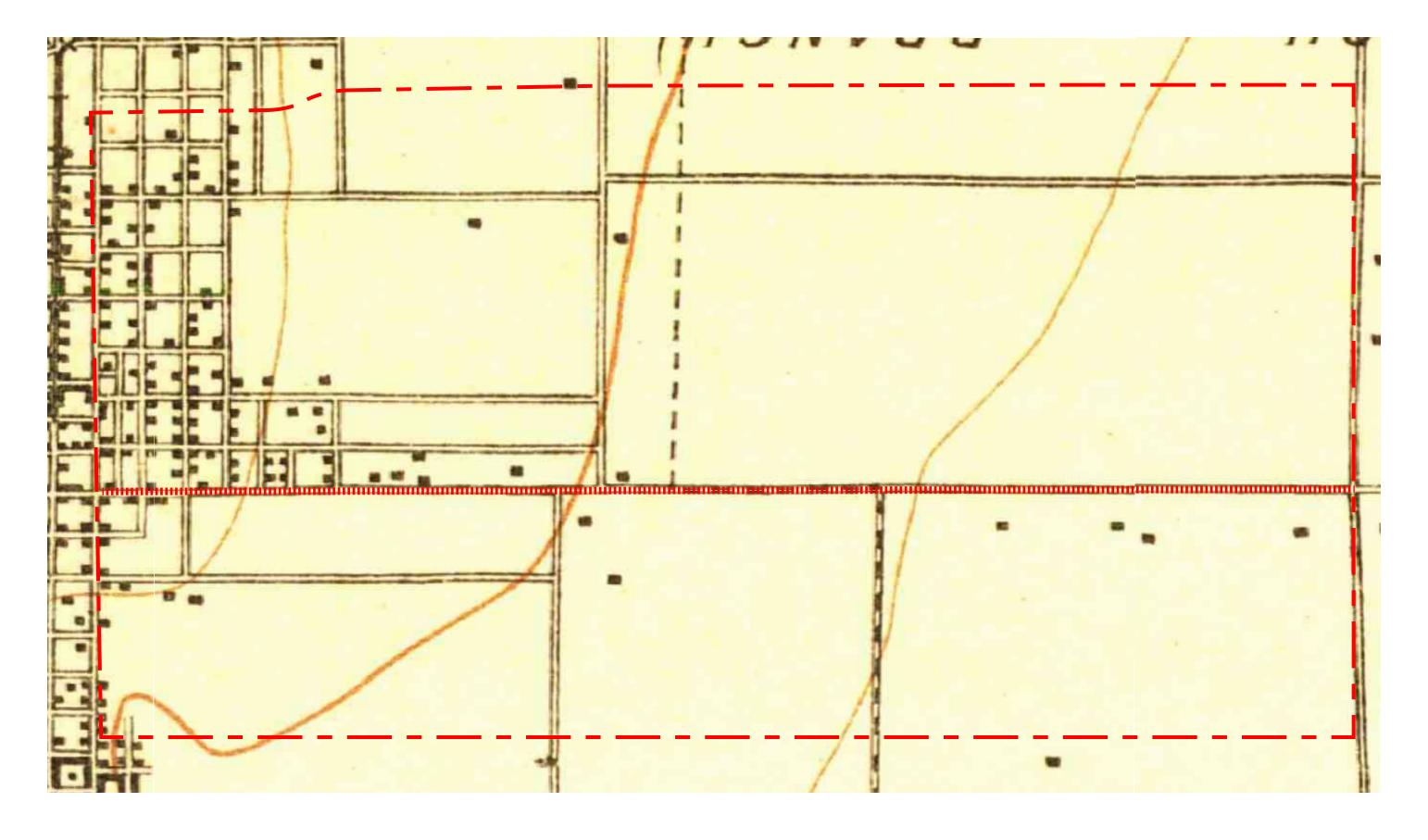
A second wave of suburban growth occurred after World War II. The Delhi neighborhood, originally a small, predominantly Mexican-American community, was a focus of post-war development. New homes and industry, including aerospace manufactures, replaced the orange groves and sugar beet fields.



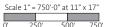


<sup>1</sup> http://www.vintagehomes.net/heninger\_park.htm.

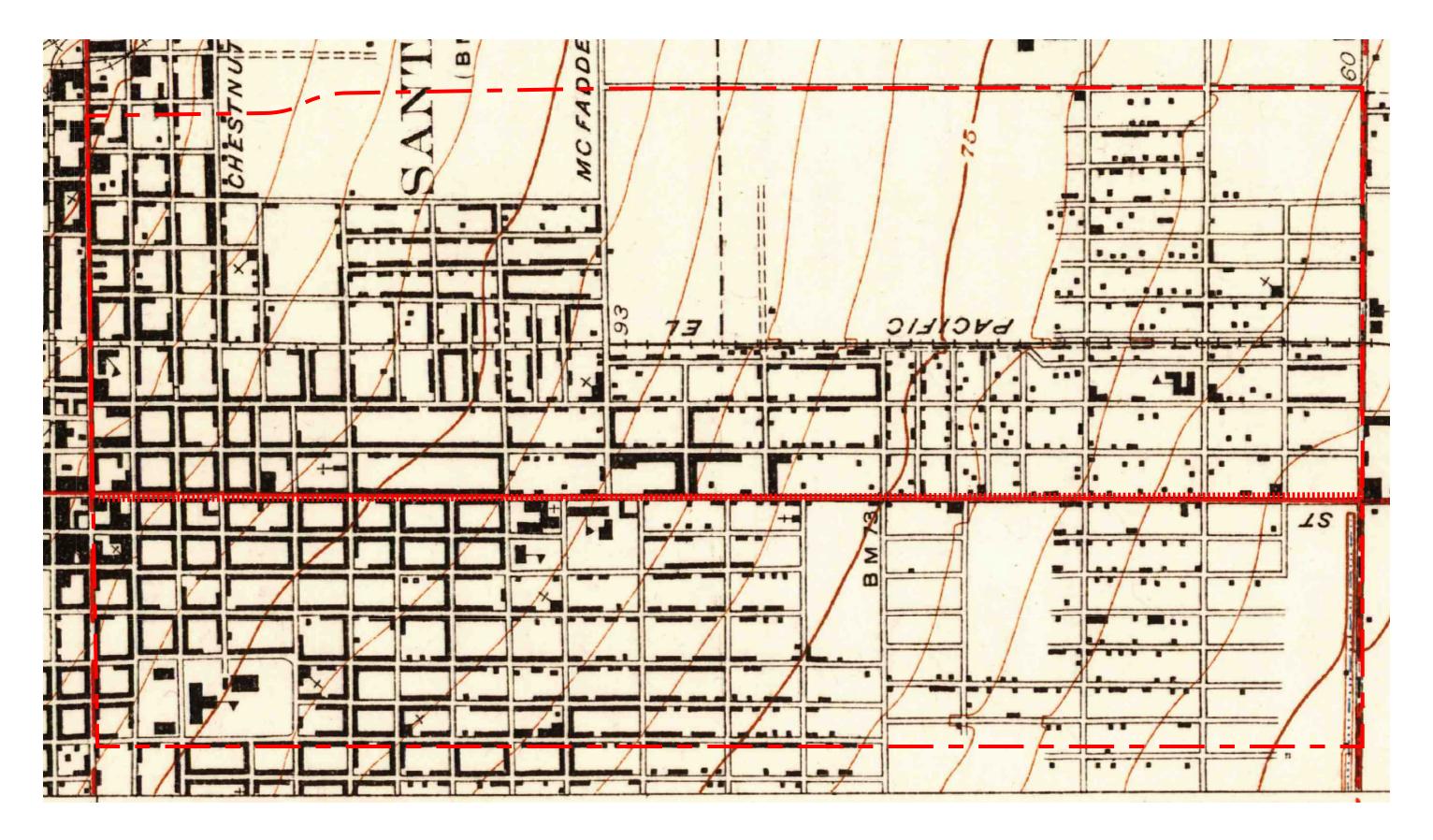
<sup>2</sup> http://www.wilshiresquare.org/index.html.



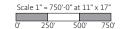




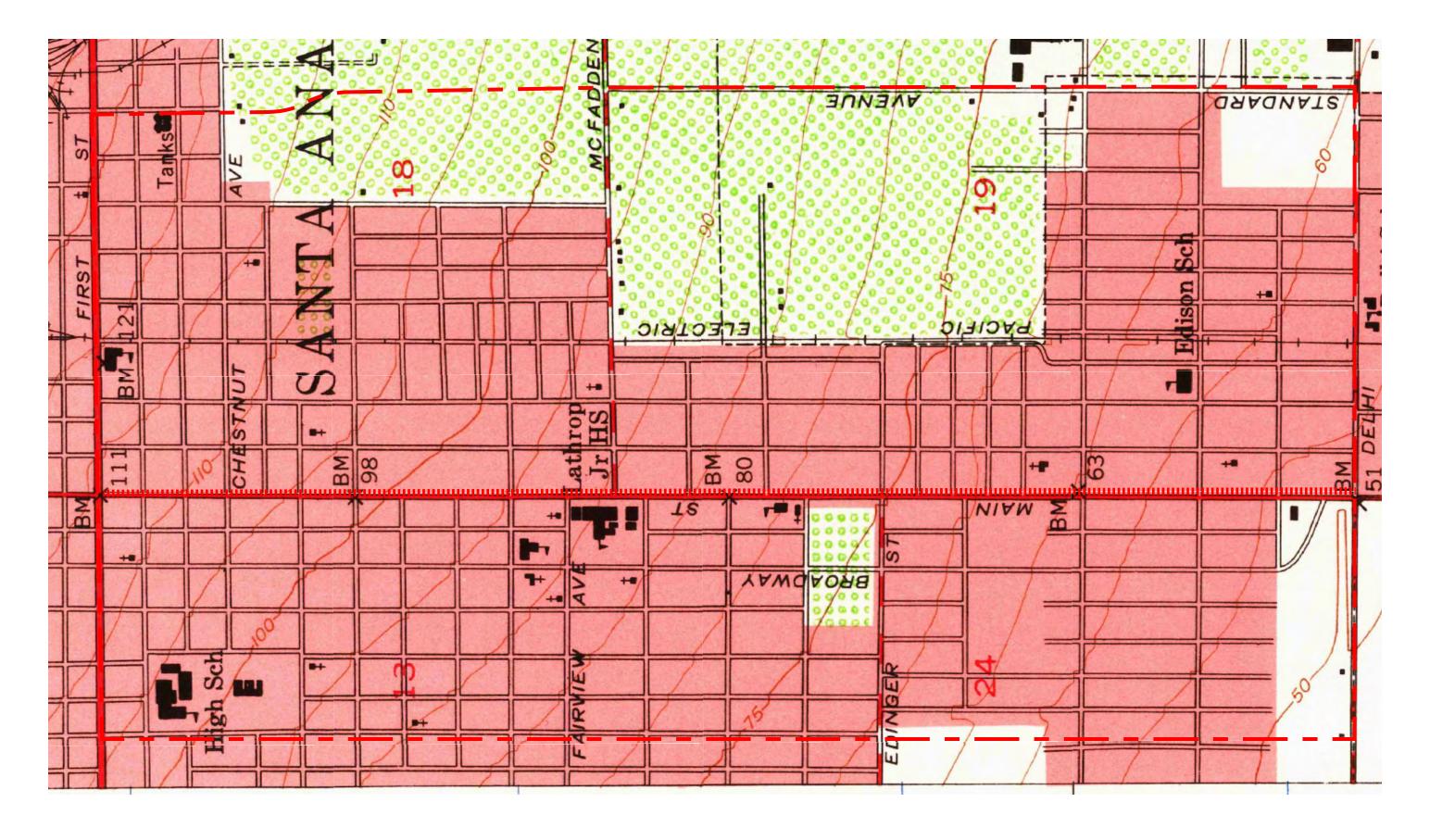




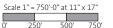


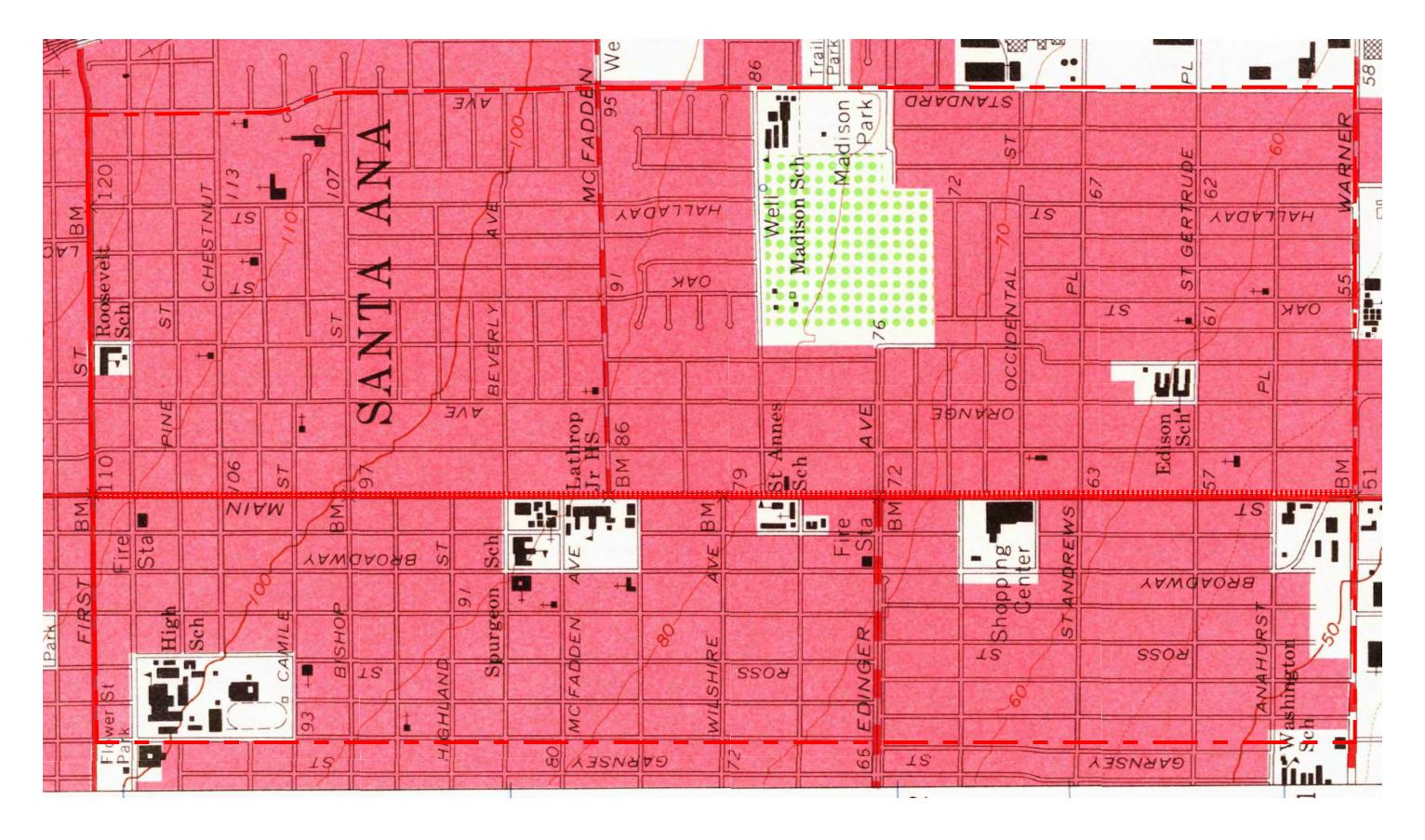






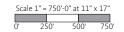


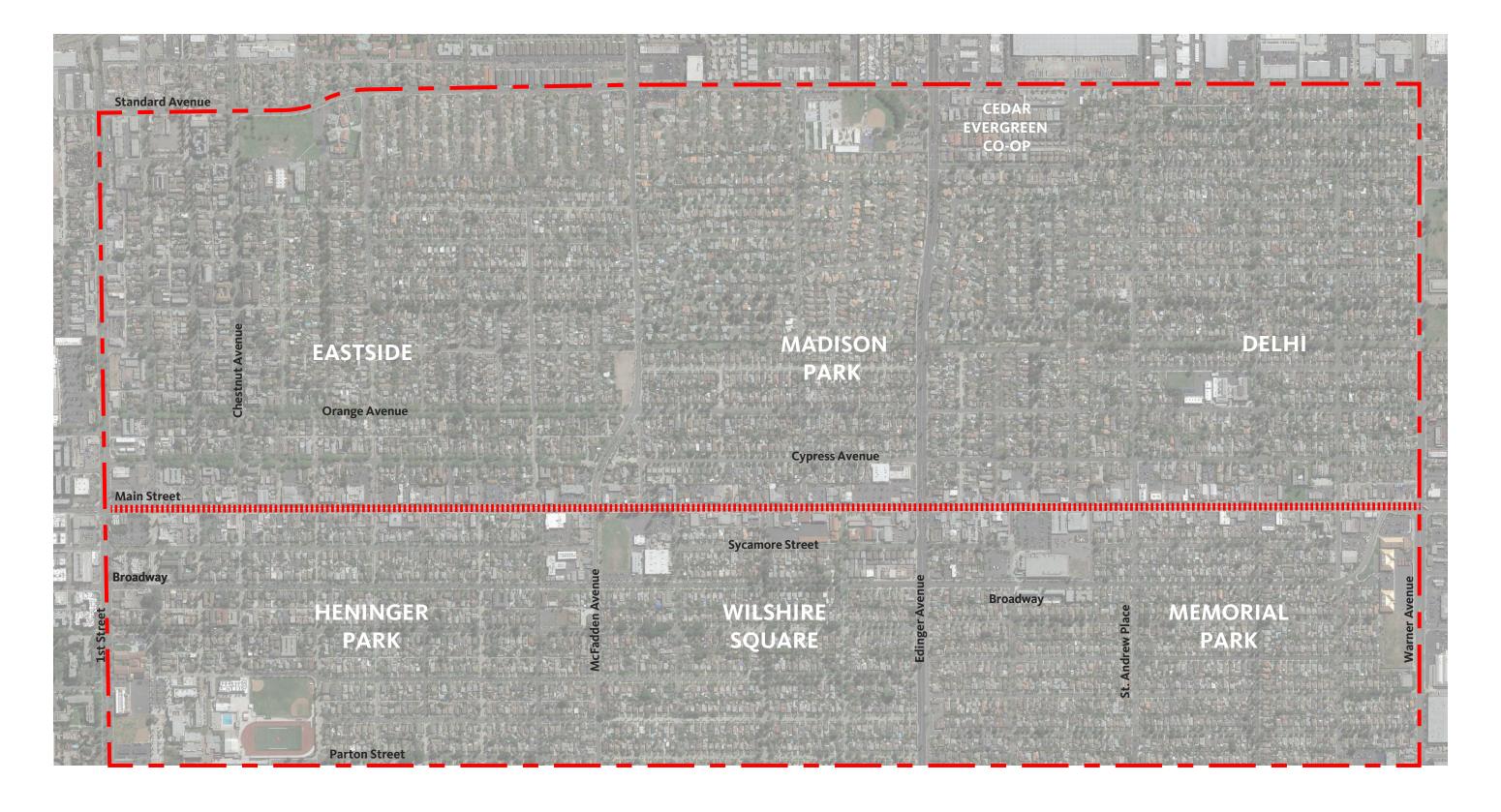




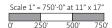
















# 3.1 Overview

# **Overview**

Community outreach is an essential element of the planning process. A strong public participation program was undertaken to include the many voices from the South Main Street community.

The Planning team, in collaboration with UCI, and in cooperation with the City of Santa Ana, incorporated a variety of community engagement and outreach activities to explain the South Main Street Corridor project, encourage community involvement, collaborate with interested residents and receive community input.

The issues, concerns, and opportunities identified by the community have directly shaped the planning options, ensuring recommendations that reflect the vision of the South Main Street community.



Mayor Pro Tem Vicente Sarmiento (right) introduces City Manager David Cavazos - June 8, 2016









Community Open House - November 19, 2015



SOMOS - November 08, 2015





# 3.2 Community Survey



# Overview

In an effort to gather input and opinions from local residents, business owners, employees, students and members of religious organizations on their experiences along South Main Street, students from the UCI Law Clinic, in collaboration with Gensler and the City of Santa Ana, prepared and distributed a community survey.

Hard copies of the survey, in English and Spanish, were given to the public and the survey was also publicized on the web. The paper surveys were then collected by the investigators.

Approximately 200 surveys were distributed with a response rate of approximately fifty percent.



# **Businesses / Shopping**

Negocio/Compras



**Crime / Safety** 

Crimen/Seguridad



**Parking** 

Aparcamiento



Landscape / Open Space

Paisaje/Espacio Abierto



**Traffic Flow** 

Volumen de Trafico



Walking / Biking

Caminar/Pedalear



**Health / Wellness** *Salud/Bienestar* 



**Public Transportation** 

Transporte Publico





Figure 3.1 Survey Results: Key Issues

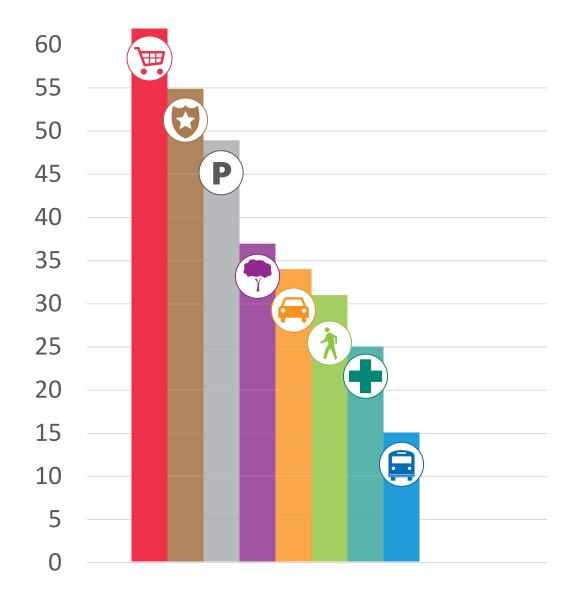
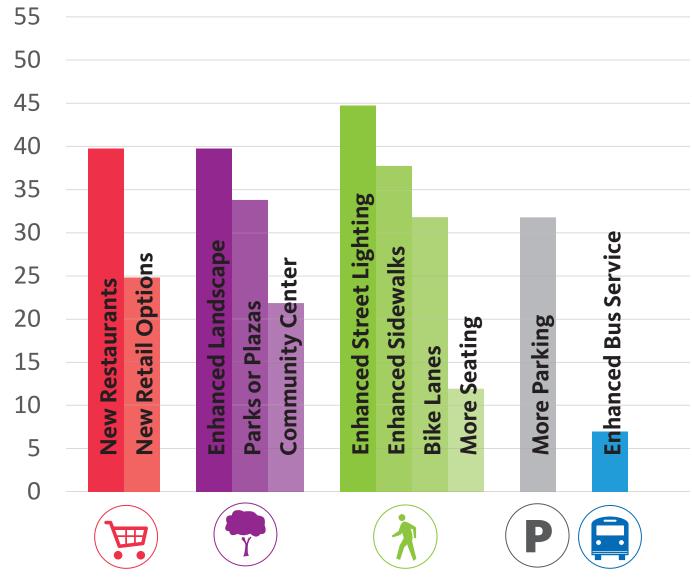


Figure 3.2 Preferred Uses



Which type(s) of uses or amenities would you like to see added to the South Main Street Corridor area?





**Figure 3.3** Existing Conditions

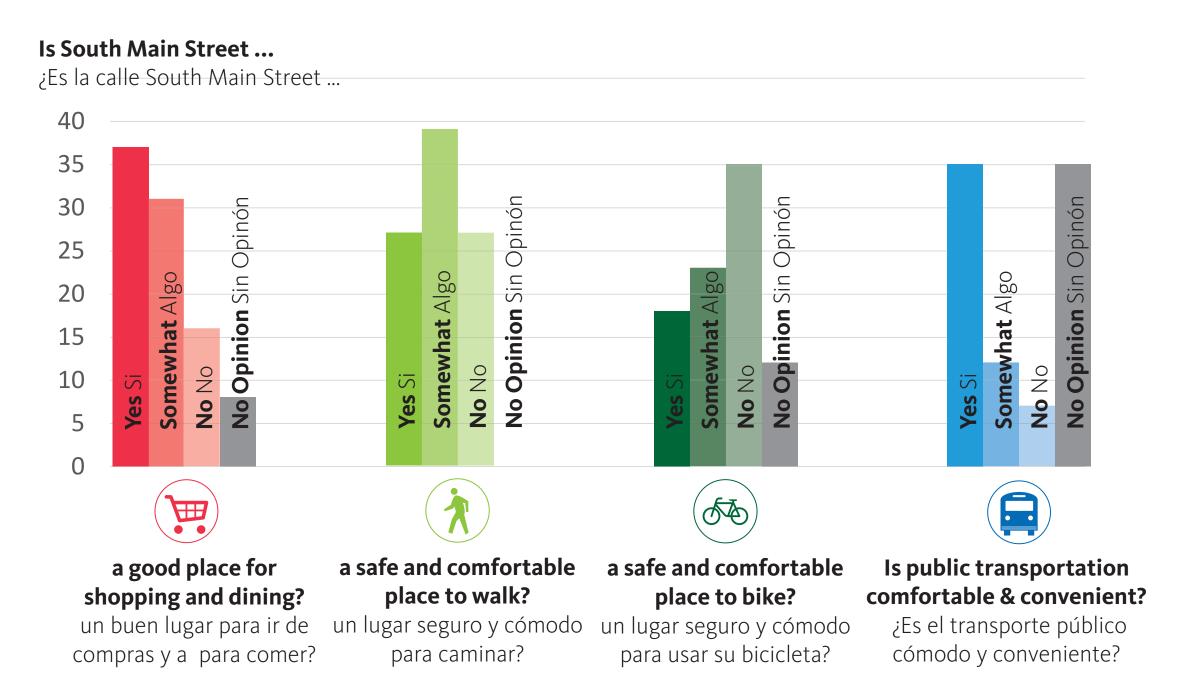






Figure 3.4 What's Missing







# 3.3 Outreach Events

# **Sunday On Main Open Streets (SOMOS)**

On November 8, 2015 a three-mile stretch that connects Historic south Main Street with the City's vibrant downtown closed to cars and opened to pedestrians and bicyclists only.

The South Main Street Planning Team manned a booth on the street, answered questions and received feedback on the new vision for the corridor.

Thoughts and ideas were recorded, organized and incorporated in the proposed options for the corridor.













The City of Santa Ana, UCI and Gensler... Invite you to imagine the future of South Main Street

La Ciudad de Santa Ana, UCI y Gensler... el futuro de South Main Street

The City of Santa Ana, UCI and Gensler are studying potential improvements along South Main Street.

We need your ideas and insights regarding the future of the corridor and the kinds of businesses and other uses that make South Main Street a community asset.

La Ciudad de Santa Ana, UCI y Gensler, actualmente estan conduciendo estudios para mejorar South Main Street.

Necesitamos sus ideas y sugerencias sobre el futuro del corredor y los tipos de negocios y otros usos que hacen del

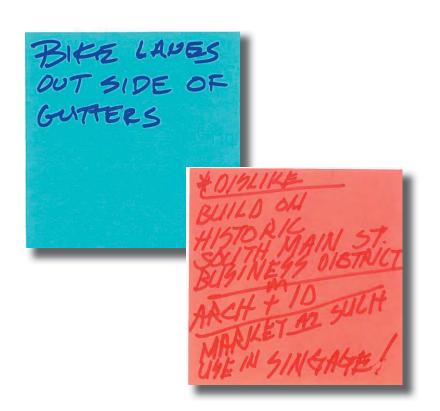


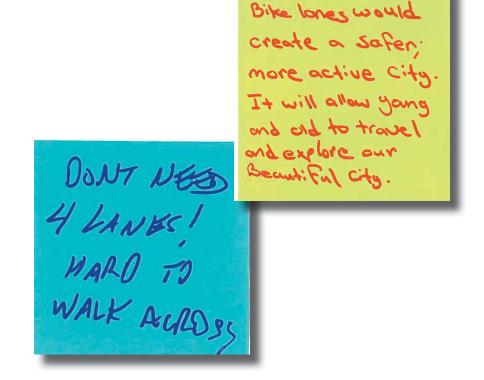
















# **Fall Community Open House**

On November 19, 2015, the City of Santa Ana and the planning team hosted a meeting utilizing an open house format allowing participants to drop in at any time and participate in the visioning process. The meeting was held at St. Anne Catholic Church with an estimated attendance of 25 people.

The meeting included a presentation allowing participants to learn about the project, an opportunity to speak directly to team members, and interactive activities allowing the team to actively engage ideas.

In the final activity of the evening, project team members were available to walk attendees through a series of information and activities boards, answer questions and elicit specific feedback on specific issues. Thoughts and ideas were recorded on colorful stickynotes, and priorities were voted on with colored dots.

The data collected by the team during the open house meeting suggest:

- Address parking issues.
- Add inviting landscaping to existing open spaces.
- Encourage experimental ideas such as public Wi-Fi.
- Enhance pedestrian mobility with signage and wayfinding programs.
- Celebrate the history and historic events along the corridor with signage and commemorative artwork.
- Implement street lighting.
- Promote live and work spaces.
- Encourage bicycle circulation.











# **Physical Improvements**

Sidewalks, crosswalks, bike lanes, bus stops and street trees are some of the physical elements that make a great street.

# **Programmatic Interventions**

Temporary programs and community events contribute to the vitality of the street, support retail and create active spaces.

# **Regulatory Changes**

Building height, density, parking requirements and land use are regulated by zoning. Zoning and regulatory changes can provide for new types of development.







# **Spring Community Open House**

On June 8, 2016, the City of Santa Ana and the planning team hosted a community open house to share the final vision plan and solicit public input.

Mayor Pro Tem Vicente Sarimento spoke first, thanking the community for their participation in the process and voicing his support, and that of his colleague Councilwoman Michele Martinez, for the South Main Street Vision Plan.

City Manager David Cavazos spoke next, highlighting the rich history of the South Main Street Corridor and the opportunity for neighborhood amenities, enhanced safety, walkability and placemaking. Additionally, the City Manager announced that the City of Santa Ana has identified \$2.5 million in additional funding for improvements along the corridor.

Community member and local business owner Jorge Doffo also spoke, detailing the history of the community's effort to bring improvements to the corridor.

Finally, the design team presented their findings and recommendations and answered questions from the community about the Vision Plan.



Mayor Pro Tem Vicente Sarmiento addresses the community.





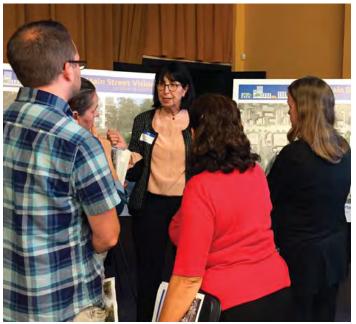
**SOUTH MAIN STREET VISION PLAN FINAL REPORT** 

# **Event Photos**



















# 4.1 Concept







# **Planning Approach**

The South Main Street Corridor is a unique and historic business district serving multiple communities. The Study Area includes a diversity of businesses serving different customer bases. Auto-oriented businesses, such as vehicle sales and repair, serve city-wide and regional customers. Pedestrian-oriented businesses, such as bakeries, small-scale grocers, and beauty salons, serve customers living in adjacent neighborhoods.

Each of these communities has different priorities and needs, which may be in conflict. For example, while residents, school and church communities, and pedestrian-oriented businesses may benefit from decreased automobile traffic and enhanced pedestrian amenities, while auto-oriented businesses that rely on drive-by customers may benefit from increased traffic (and thus increased visibility). In order to balance the needs of these communities, a series of specific interventions rather than one-size-fits-all approach is appropriate for the corridor.

The planning approach reflects the diversity of South Main Street, creates connections between communities and supports the development of walkable retail districts For this reason, the approach focuses on key areas, which will serve as a testing-ground for innovative improvements and as a catalyst for future development.

Within each Focus Area, we propose a three-part strategy that includes physical improvements, regulatory changes, and programs and events. Proposed improvements that include both context-specific elements, which can reflect the unique character of each Focus Area, and common elements, which will provide continuity along the entire corridor.

#### **Focus Areas**

Concentrating initial improvements in strategic focus areas will maximize the impact of available funding, create a catalyst for new development and allow for innovative ideas that are site-specific. Successful strategies may be implemented along the entire corridor as funding is available. As part of the planning process, selection criteria were developed to determine potential focus areas. These criteria included opportunities for neighborhood connections, the availability of existing amenities, circulation and access, and availability of development opportunities. The initial two Focus Areas detailed in the following chapter were selected based on their existing amenities, future potential, and relationship to the residential neighborhoods along the corridor.

#### **Three-Part Strategy for Improvements**

The proposed improvements are designed as part of a three-part strategy including physical improvements, regulatory changes and new programs, with a focus on creating synergy between public and private investment in the corridor. Physical improvements, such as enhanced sidewalks, crosswalks and landscaping will improve the safety and comfort of pedestrians, bicycles and transit-users, and create new spaces for people to gather. Regulatory changes, such as new zoning and development standards, will encourage private development to capitalize on the improved corridor and ensure new development enhances the community character. New programs, such as cultural festivals, street fairs and other events will attract people and activate the corridor.

### **Vision & Identity**

A strong identity for the overall corridor will enhance its sense of place and promote South Main Street as a destination to live, work and play. Consistent design elements will establish and support the visual identity of the corridor as a whole. Three aspects of the corridor identity are detailed in the final section of this chapter, as part of a proposed cultural trail that will link all the areas of the corridor and showcase the community's history, art and people.





Figure 4.1 Planning Approach

**Approach 1** Estrategia 1 **Distributed Small-Scale Improvements Along Corridor** Pequeñas Mejoras Distribuidas a lo largo del Corredor **Approach 2** Estrategia 2 **Concentrated Improvements in Focus Areas** Mejoras mas grandes y centradas en áreas de enfoques especificas





# 4.2 Focus Areas Overview

As part of the planning process, criteria for identifying potential focus areas were developed and mapped. These criteria included: opportunities to create connections between neighborhoods; opportunities to leverage existing cultural and community amenities; opportunities to enhance transit, walking and bicycling; and opportunities for new development, which include large parcels and properties that may be for sale (see Figure 4.3). Based on these criteria, six potential focus areas were identified (see Figure 4.2).

Figure 4.2 Potential Focus Areas







**Figure 4.3** Selection Criteria for Focus Areas









# Neighborhoods

Main Street is a dividing line between the residential neighborhoods to the east and west.

## **Opportunity**

Identify connections to adjacent neighborhoods.



Grocery stores, schools and churches are destinations along Main Street.

## **Opportunity**

Leverage these existing cultural and community amenities.

# Circulation

High-speed traffic, few pedestrian crossings and limited transit access.

## **Opportunity**

Identify opportunities to enhance transit, walking and biking.

# Development

Vacant buildings, parking lots and other under-utilized property mark the corridor.

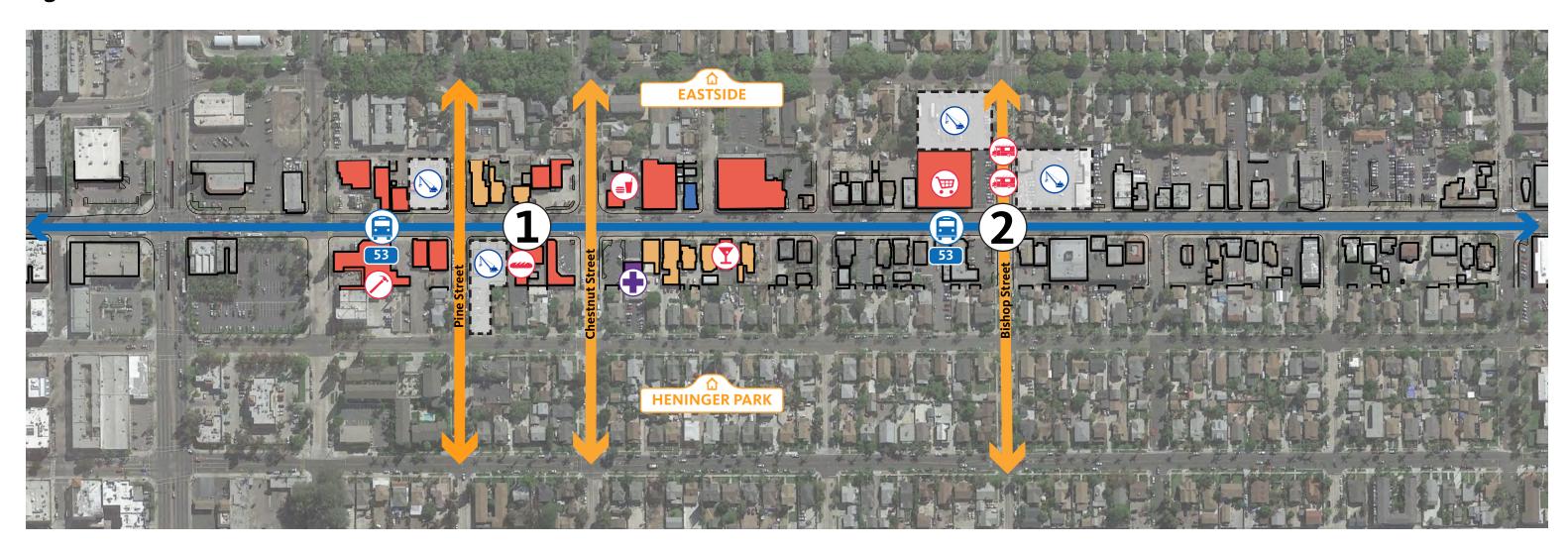
## **Opportunity**

Identify potential sites for revitalization or new catalytic development, including large and forsale parcels.





Figure 4.4 Focus Areas 1 & 2



NEIGHBORHOOD CONNECTION

COMMERCIAL AMENITIES

COMMUNITY AMENITIES

TRANSIT STOP

POTENTIAL DEVELOPMENT SITE

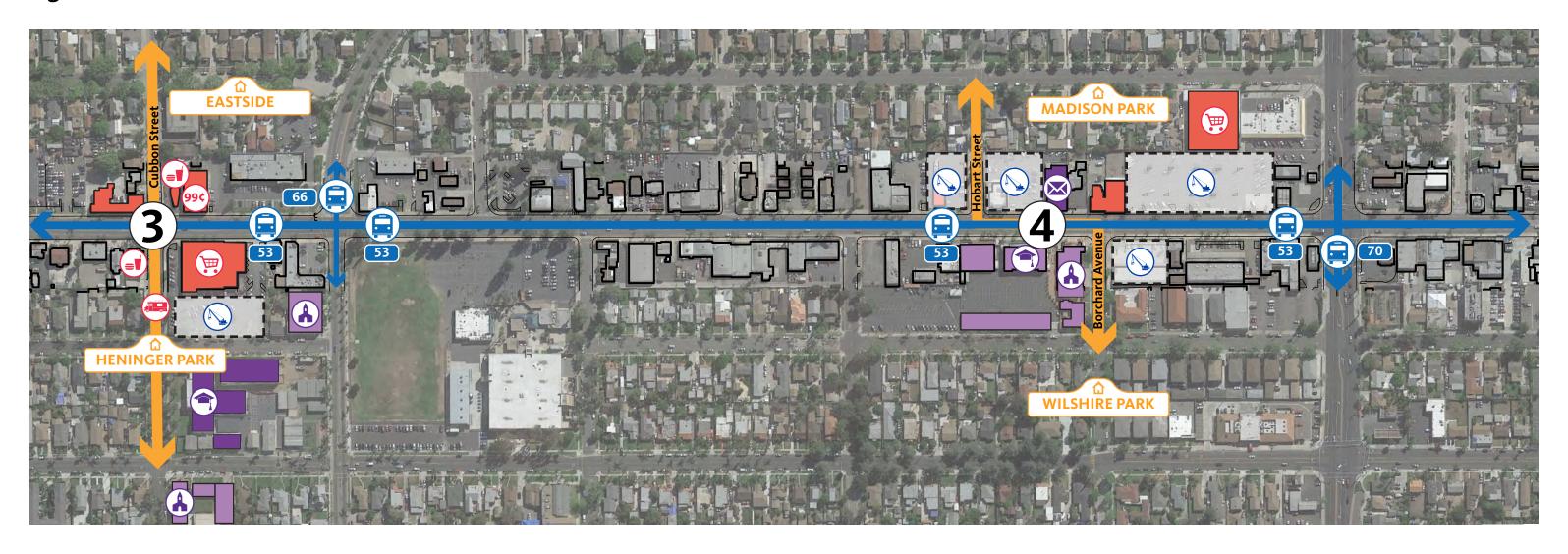








**Figure 4.5** Focus Areas 3 & 4







COMMUNITY AMENITIES



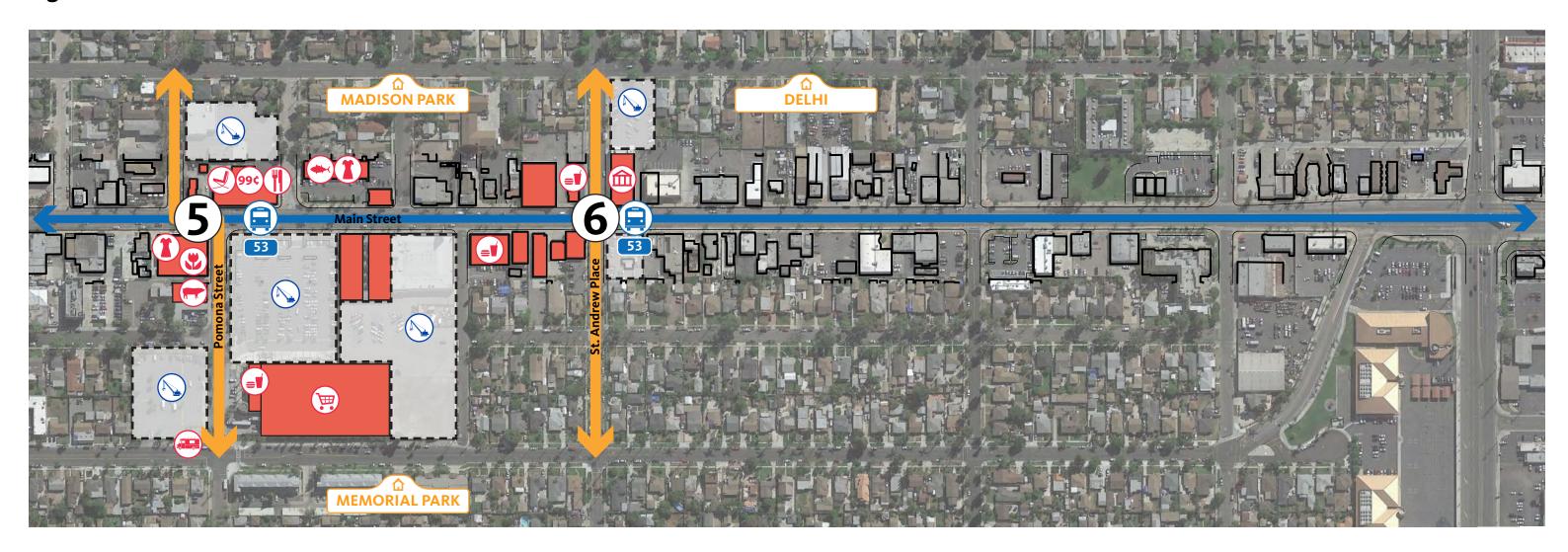
POTENTIAL DEVELOPMENT SITE







**Figure 4.6** Focus Areas 5 & 6



NEIGHBORHOOD CONNECTION

COMMERCIAL AMENITIES

COMMUNITY AMENITIES

TRANSIT STOP

POTENTIAL DEVELOPMENT SITE









<sup>\*</sup>Rank based on input at Community Open House. Lower number indidcates greater preference (ie. "1" indicates first preference and "6" indicated last preference).





# 4.3 Physical Improvements

The public realm encompasses all of the elements within the right-of-way, including sidewalks and crosswalks, landscape and trees, and on-street parking. This section details the existing conditions of the public realm, as well as options for physical improvements.

# **Existing Conditions**

#### **Bicycle Facilities**

There are no bicycle facilities provided along South Main Street.

#### Crosswalks

Standard crosswalks are marked at many intersections; however, many unsignalized intersections lack marked crosswalks. Typical crossing distance is sixty (60) feet or more from curb to curb.

#### Landscape/Open Space

There are no open spaces or parks along South Main Street. Street trees are planted in many areas along South Main Street; however, palm trees offer little shade.

#### **Sidewalks**

Sidewalks are provided along both sides of South Main Street, and are approximately ten (10) feet wide.

#### **Street Furniture and Amenities**

There is no furniture provided along the corridor.

#### **Transit Facilities**

Transit facilities are limited to bus shelters along the corridor.

#### **Street Classification**

Currently, South Main Street is a secondary arterial with four lanes of vehicular traffic.

#### **Parking**

On-street parallel parking is provided in some locations along South Main Street and along most minor cross streets.

# **Potential Improvements**

#### **Bicycle Facilities**

Creating protected bicycle lane or offering a higher level of security with cycle track, separating cyclists from motor traffic would improve bike friendly conditions.

#### Crosswalks

Advanced limit lines allow for speed control and pedestrian safety. High visibility patterns for crosswalk enhance the street design and emphasize pedestrians' presence. Flashing lights are used to call extra attention to pedestrians in crosswalks creating a safer pedestrian comfort. All of these measures are used to improve pedestrian safety.

#### **Cultural Trail**

An urban trail connecting residential, retail and commercial areas, educational facilities, recreation areas, and other assets through many different physical applications provides a unique identity for the street.

#### Landscape/Open Space

Planting trees allow for shade and create a landscape buffer to beautify the street and will activate the public spaces. Providing bioswales to reduce stormwater runoff and provide filtration will increase environmental sustainability.

#### Sidewalks

Bulb-outs and curb extensions may be installed as part of a traffic calming project. Permeable paving materials, such as porous concrete or unit pavers may also be used to allow air and water to filter through the hardscape.

#### **Street Furniture and Amenities**

Street amenities enhance the look and feel of the corridor and encourage the pedestrian traffic. Trees, unique design elements, art or other furnishings may be used to distinguish the transit stop.

#### **Transit Shelters**

Transit shelters enhance the experience of waiting for and boarding transit vehicles, enhancing connections to the preferred destinations making transit more desirable and encouraging ridership.

#### **Street Classification**

Changing the classification of the corridor to a divider collector arterial or collector arterial will increase the livability of the neighborhoods and improve pedestrian safety.

#### Parking

Introducing angled parking located near the sidewalk or using a parking facility to serve multiple destinations are both effective ways of responding to the high parking demand along the corridor, while improving the urban environment.





**SOUTH MAIN STREET VISION PLAN FINAL REPORT** 

**Table 4.1** Potential Physical Improvements

|                         | BICYCLE<br>FACILITIES  | CROSSWALKS  | LANDSCAPE /<br>OPEN SPACE   | SIDEWALKS  | STREET FURNITURE<br>& AMENITIES   | TRANSIT<br>SHELTERS   | STREET<br>CLASSIFICATION  | PARKING   |
|-------------------------|--|---|---|--|---|---|---|---|
| EXISTING                | NONE   | STANDARD CROSSWALK  | PALM TREES  | 10' WIDE ON BOTH SIDES                                   | NONE  | NONE /<br>BASIC BUS SHELTERS  | SECONDARY ARTERIAL<br>FOUR 12'-13' LANES                                    | PARALLEL PARKING  |
| BASIC                   | <b>BASIC BIKE LANE</b><br>4' BIKE LANE                           | CONTINENTAL<br>CROSSWALK<br>ADVANCED LIMIT LINES<br>FLASHING LIGHTS     | SHADE TREES   | BULB-OUTS<br>CURB RAMPS                                  | PEDESTRIAN STREET<br>LIGHTING   | TRANSIT SHELTERS<br>SHADE / RAIN PROTECTION   | SECONDARY ARTERIAL<br>FOUR 10-12' LANES<br>CENTER TURN LANE /<br>MEDIAN     | PARALLEL PARKING<br>SHARED PARKING<br>ON STREET PARKING                           |
| ENHANCED                | <b>ENHANCED BIKE LANE</b><br>5' BIKE LANE<br>GREEN-PAINTED       | ADVANCED LIMIT LINES<br>CORNER 'BULB OUT'<br>RAISED CROSSWALK           | SHADE TREES<br>ACCENT TREES<br>POCKET PARKS<br>LANDSCAPED BUFFER              | BULB-OUTS<br>CURB EXTENSION                              | SIGNAGE<br>BENCHES AND SEATING<br>BICYCLE RACKS<br>BOLLARDS                         | ENHANCED TRANSIT SHELTERS SHADE / RAIN PROTECTION REAL-TIME INFORMATION BUS BULBS               | <b>DIVIDED COLLECTOR ARTERIAL</b> TWO 10' LANES  CENTER TURN LANE /  MEDIAN | ANGLED PARKING<br>IN MEDIAN PARKING<br>TREE LINED PARKING                         |
| BEST PRACTICE<br>DESIGN | <b>CYCLE TRACK</b><br>5' BIKE LANE W/ 2' BUFFER<br>GREEN-PAINTED | SCRAMBLE<br>ADVANCED LIMIT LINES<br>CORNER 'BULB OUT'<br>SPECIAL PAVING | SHADE TREES<br>ACCENT TREES<br>LANDSCAPED BUFFER<br>BIOSWALE<br>LIVING ALLEYS | CURB EXTENSION<br>CURB RADIUS CHANGE<br>PERMEABLE PAVING | SIGNAGE<br>BENCHES AND SEATING<br>BICYCLE CORRALS<br>COMMUNITY KIOSKS<br>PUBLIC ART | ENHANCED TRANSIT SHELTERS SHADE / RAIN PROTECTION REAL-TIME INFORMATION PUBLIC ART WI-FI ACCESS | COLLECTOR ARTERIAL<br>TWO 10' LANES<br>MEDIAN                               | ANGLED PARKING IN MEDIAN PARKING TREE LINED PARKING NEIGHBORHOOD PARKING STRATEGY |





# **Potential Improvements**

## **Street Furnishings**

Reinforcing the identity of South Main Street by providing distinctive art or pedestrian amenities such as street furniture or lighting provides a sense of place and enhances the user experience. Establishing a distinctive character for the street creates a sense of pride and civic ownership.

Figure 4.8 Historic Elements













Figure 4.9 Art & Culture Elements





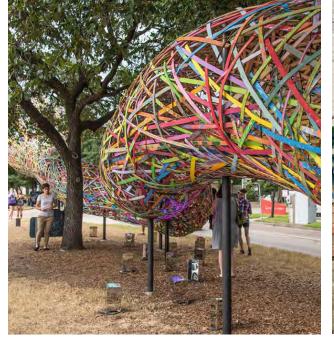




Figure 4.10 Active Play Elements













# 4.4 Regulatory Changes

In general, most properties along the South Main Street Corridor are located within the South Main Street Commercial District zone (C-SM). Regulatory changes to multiple parcels, the district, or an entire neighborhood will increase the supply of housing and encourage economic growth and new opportunities.

# **Existing Conditions**

#### **Building Uses**

In general, retail, office and other uses are permitted within the C-SM (South Main Street commercial district) zone. Auto repair and servicing, entertainment uses and hotels are conditionally permitted. Residential uses are not permitted.

#### **Building Heights**

Development within the C-SM (South Main Street commercial district) zone is currently limited to a maximum height of thirty-five (35) feet.

#### Floor Area ratio

A floor area ratio relates the shape and the size of the building to the lot area. Currently there is no requirement for floor area ratio.

#### **Parking Requirements**

Development along South Main Street Corridor within the C-SM (South Main Street commercial district) zone is subject to the same parking requirements and standards that apply to all development citywide, with limited exceptions. Within the C-SM zone, required parking may be provided off-site within five hundred (500) feet, subject to approval by the Zoning Administrator.

#### Landscape/Open Space

Currently there is no requirement for landscape or open space along the corridor.

# **Potential Changes**

#### **Building Uses**

Adapting commercial building to residential and mixed use or building new residential units, will increase the activities along the corridor and boost its uses. The first floor should be maintained as retail to provide services for the neighborhood and encourage South Main Street to be a destination.

#### **Building Heights**

Increased building heights is a strategy to densify urban areas and provide more value for development incentives. Variation in heights of buildings will add excitement to the streetscape.

#### Floor Area ratio (FAR)

The higher the FAR the denser the living, which encourages a boost in the economy of the corridor. Using a bonus density will provide an incentive for developers.

#### **Parking Requirements**

In order to create a livable and sustainable street parking, requirements may be reduced and better managed. Lower parking ratios will encourage transit use, pedestrians and biking promoting community health and environmental sustainability.

#### **Development Incentives**

Density bonuses may be granted for projects in which the developer agrees to include a certain number of affordable housing units or a greater number of open space, or a reduced parking requirements in exchange for building increased square footage. Following the successful implementation of streetscape and regulatory changes, a range of new potential development opportunities exist along the South Main Street Corridor, including:

- Co-Housing Residential
- Mixed-Use Residential
- Creative Office / "Maker Space"

Development opportunities along South Main Street present a way to use land more efficiently, expand market opportunities, and redevelop under-utilized properties, all within convenient walking distance of residential neighborhoods. New developments may range from a single building with two or more uses to a large-scale development with an assortment of office, retail, service, residential, recreational, and occasionally industrial uses. Developments are expected to respond to market demand for places that provide everyday workplace and lifestyle needs in a location accessible by foot, bicycle, public transit, or automobile. By prompting an increase in economic vitality, these developments contribute to the revitalization of Santa Ana's central business districts, neighborhoods, and residential suburbs.





**SOUTH MAIN STREET VISION PLAN FINAL REPORT** 

**Table 4.2** Potential Regulatory Changes

|                         | BUILDING USE   | BUILDING HEIGHT              | FLOOR-AREA RATIO                 | PARKING<br>REQUIREMENTS  | DEVELOPMENT<br>INCENTIVES  |
|-------------------------|--|------------------------------|----------------------------------|--|--|
| EXISTING                | COMMERCIAL ONLY  | 35' Maximum                  | NONE                             | PER CITY CODE  | NONE   |
| BASIC                   | COMMERCIAL /<br>MIXED USE<br>RESIDENTIAL<br>OFFICE / RETAIL            | 2-3 Stories /<br>45' Maximum | BASIC: 1.5 FAR<br>BONUS: 2.5 FAR | REDUCED PARKING<br>REQUIREMENTS  | AFFORDABLE HOUSING<br>CO-HOUSING   |
| ENHANCED                | <b>MIXED USE</b><br>RESIDENTIAL<br>OFFICE / RETAIL<br>LIGHT INDUSTRIAL | 3-4 Stories /<br>55' Maximum | BASIC: 2.0 FAR<br>BONUS: 3.5 FAR | ELIMINATE MINIMUM PARKING / ESTABLISH PARKING MAXIMUMS SHARED PARKING DISTRICT               | AFFORDABLE HOUSING<br>REDUCTION OF PARKING<br>LANDSCAPE/OPEN SPACE   |
| BEST PRACTICE<br>DESIGN | <b>MIXED USE</b><br>RESIDENTIAL<br>OFFICE / RETAIL<br>LIGHT INDUSTRIAL | 4-6 Stories /<br>75' Maximum | BASIC: 3.0 FAR<br>BONUS: 4.5 FAR | ELIMINATE MINIMUM PARKING / ESTABLISH PARKING MAXIMUMS / SHARED PARKING DISTRICT CAR SHARING | AFFORDABLE HOUSING REDUCTION OF PARKING LANDSCAPE/OPEN SPACE ADAPTIVE REUSE SUSTAINABLE STRATEGIES START-UP BUSINESSES |





# **Co-Housing Concept**

Living in Santa Ana can both be a dream and a struggle for most families. The city is the 4th densest in the United States, topping the nation's list of cities facing extreme "Urban Hardship" – as defined through various social and economic factors by the Nelson Rockefeller Institute. Our goal is to design a residential model for the up to 500,000 residents in Santa Ana - who are out of breathing space. Examples like this are a common occurrence in Santa Ana, where renting a sofa is a commonality.

One potential solution is the development of cohousing units. This concept allows for family gathering, while allowing for personal space and growth. With an intergenerational model, and understanding that each person has a various sets of needs, our design produces ample shared amenity space for communal use with a reduced overall unit footprint, yielding a lower monthly rent. Green spaces provide safe havens and gardening opportunities, while our design concept ensures proximity to public transportation, grocery, health care and retail opportunities – all to ensure a healthier, happier community within its densification.

#### SHARED AMENITIES





# SOCIAL INTERACTION







# The neighborhoods of South Main Street

Demographic research of Santa Ana shows that multiple generations within a single family are living in very close proximity to one another. Hispanic families, being nearly 80% of the population of Santa Ana, have a deep history of frequent family gatherings and a true communal style of living. With the housing prices being extremely high in comparison to the average income level, **the practice of having family live close to one another in multiple homes can be a costly.** However, there are potentially large cost-savings available to develop larger 'micro-community' or family-oriented dwellings with larger shared 'communal resources' within each home.

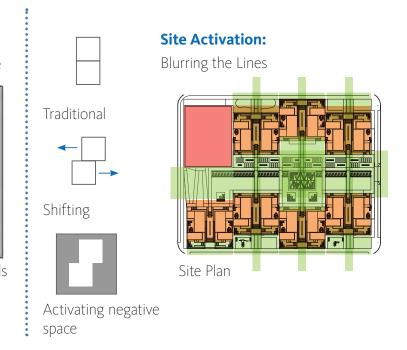
Dwellings can be arranged around a central courtyard and living space. Smaller bedrooms associated with a Master Bedroom serve a main core family structure, while 2 additional dwelling spaces with separate entries can serve older generations, young professionals or students. Common kitchen, dining and living spaces are oversized to accommodate the larger number of residents, but eliminate the redundancy of multiple units. Living within one home also reduces the overall number of trips between dwellings.

"It is undeniable that co-housing has blossomed since it's introduction to the United States 14 years ago, with communities concentrated in California"

- Portland Business Journal

# Developing the Vision: Communal Living Central Podium Central Courtyard Units with Private Courtyards

Staggered Housing











# **Mixed-Use Concept**

An ideal mixed-use district / concept supports **live,** work, and play. Mixed-Use development is defined as three or more significant revenue-producing uses that are mutually supporting. Mixed-use districts serve as activating elements for revitalized communities, enjoying active environment 24/7 that promote safety and neighborhood security.









**SOUTH MAIN STREET VISION PLAN** FINAL REPORT

Figure 4.12 Examples of Mixed-Use Development



















# **Creative Office / Maker Space Concept**

With the rise of millenials in the U.S. workforce, companies are willing to go to great lengths to attract, keep and nurture fresh talent with innovative ideas. Creative environments, limited in supply with a growing demand, promotes creative values in the workforce. Some elements of the creative workplaces include:

- Encourage people to connect and collaborate.
- Create a welcoming environment that inspires talent.
- Work and Lifestyle spaces as one entity.
- Provide authentic cultural identity.
- Encourage health and wellness.
- Create flexible spaces to create balance and choice.









4.0 PLANNING APPROACH 81

Figure 4.13 Creative Office / "Maker Space"



















# 4.5 Programs & Events

The quality of South Main Street depends not only on its physical design but also the uses and programs located there. There are many ways to energize public spaces along the street and sidewalks for civic activities and community celebrations. Projects like outdoor seating or street fairs, artists installations and parklets (permanent or temporary) add vibrancy and life to the street, enhance the walking experience, can boost tourism and an audience for local businesses.



#### **Cultural Events and Street Fairs**

Regular or temporary street fairs use street space for social activities, bring together neighbors, and transform the street in a people-oriented place and usable open space.

The events may require restricting vehicle use thereby allowing the entire right-of-way be available for public use by people walking, sitting, and enjoying the southern California climate.



#### **Parklets**

Parklets (adjacent to existing sidewalks) provide a solution to the desire for wider sidewalks. They are intended to transform metered parking spots into temporary public parks, or provide permanent open spaces available for public use to sit and take advantage of the outdoor public area.



#### **Sidewalk Events**

Program events such as sidewalk sales, dining days, and concerts provide opportunities for neighbors and visitors to socialize and experience the corridor in new ways, attracting a wider audience for local businesses.





**SOUTH MAIN STREET VISION PLAN FINAL REPORT** 







#### **Sidewalk Community Gardens**

Replace concrete sidewalks with thriving gardens is a way to capture stormwater and at the same time beautify the community.

Edible gardens on parkways also revitalize the street, giving the community access to fresh food, provide hands-on gardening education and promoting healthy lifestyles.

#### Pop-up Uses

Property owners, non-profits, neighbors, community associations, and local institutions are brought together in otherwise vacant lots with interim uses such as temporary retail, night markets, and pop-up playgrounds providing amenities to the community in otherwise non productive space.

#### **Public Art**

Public art provides a unique identity and meaning to the public realm. Local artists can be involved in determining the appropriate art for the corridor.





Identity is a critical component of an urban corridor. The thoughtful integration of special physical characteristics in buildings, parks, and public art can establish traditions and create memories that will create a strong sense of identity for the corridor and ownership by the surrounding community.

Signature elements, based on distinct themes, may be designed along its entire length to reinforce its identity. Proposing zoning law changes that leverage specific uses around selected nodes is an opportunity to improve a key intersection and ultimately energize the entire corridor.

# **History**



South Main Street follows the route of the original highway that connected Santa Ana to Newport Beach and is immediately adjacent to Historic Route 101. Celebrating the history and historic events along the corridor with signage and commemorative artwork, will contribute to establish an identity for the corridor.

## **Arts & Culture**



# **Active Play**



Santa Ana is today an epicenter for new artists and those who want to engage in a vibrant, living city filled with culture. South Main Street Arts Corridor will be dedicated to local artist, past and present. A living celebration of public art pieces and the story of people who crated them.

Creating a space where people can play and relax in a walkable and safe neighborhood is one of the goals of this *South Main Street Vision Plan*. Promoting all the opportunities to celebrate active and healthy living will be a benefit to the community and its residents.

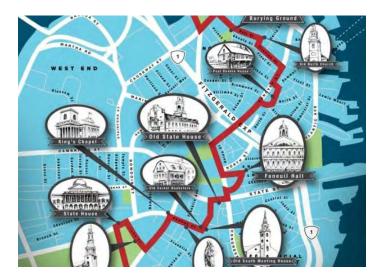




# The Neighborhoods of South Main Street

#### **Cultural Trail**

The cultural trail is the element of the design that over-rides the concentrated improvements at the nodes and creates an overall identity for South Main Street by connecting all the neighborhoods with physical and visual links.



**Navigable Trail.** Embedded in the community, telling the story of the city of Santa Ana.



Intuitive digital app. Trail features, merchants, events.



Discoverable Relevant Community Information.

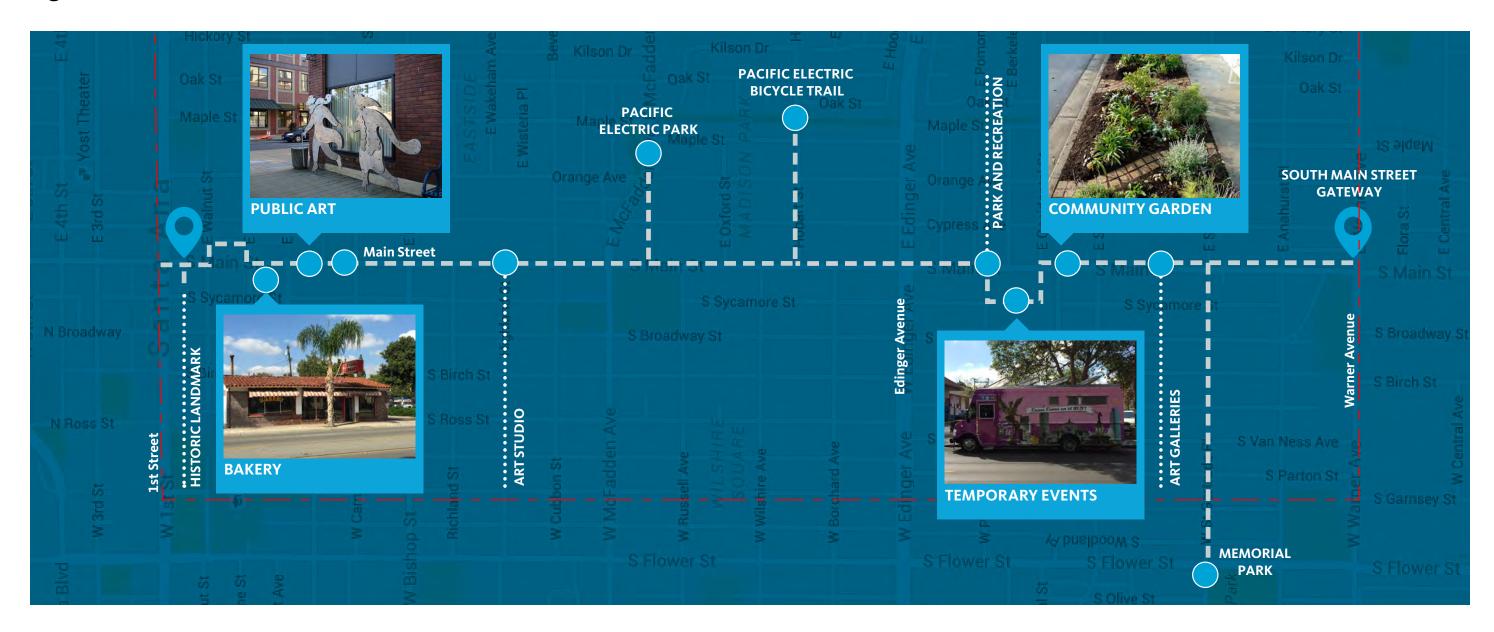


**Wayfinding.** Linking the path through signage and street furniture.





Figure 4.14 Cultural Trail







# **Cultural Trail: History Component**

Local Landmarks

Local Leaders

Key Events

Neighborhoods



Santa Ana Fire Station on Sycamore between 3rd and 4th Streets. Bowers Museum.



Community Figures (James McFadden, 1875)



South California Car Culture

Honor and preserve key past pivotal moments and leaders, and bring the heritage of the corridor to for the forefront.

The Historic South Main Street Business District features multiple historic buildings and resources. Design elements celebrating the history and character of the corridor, such as informational signage, historic markers and the preservation of historic buildings, contribute to the brand and identity of the district.







# **Cultural Trail: Art Component**

Showcase local artists, past to present, and recognize the institutions within the community that support their endeavors.

The South Main Street corridor links the Artists Village district of Downtown Santa Ana with the arts and cultural institutions of the South Coast Metro area. Design elements such as murals, public art installations and artist work spaces / galleries provide the opportunity to showcase the communities artistic character.

Forward Looking Colorful High Energy











# **Cultural Trail: Active Play Component**

Healthy Food Gathering

Movement

Safe Fun



Urban Park in Hamburg, Germany





(Top) Senior Playground in London Stefan Wermuth/Reuters via citylab.com



Block Party and Healthy Food Display in San Francisco

## Create spaces for people to enjoy, relax and feel safe along the corridor.

The neighborhoods along the South Main Street corridor lack sufficient parks and open space given the population and demographics of the communities. As a community of dense urban neighborhoods with many families and children, recreational opportunities are essential for supporting the health and wellness of residents. Design elements, such as playgrounds and exercise areas for children and adults, can provide recreational opportunities to encourage physical activity and fitness.









# 5.1 Overview

Based on the selection criteria established for potential focus areas, two focus areas are identified for the initial phase of improvements.

The two focus areas selected (identified in the previous chapter as potential focus areas 1 and 5) have been refined based on city and community input and additional market analysis. Proposed improvements in these locations will energize and activate the neighborhoods around them and spur the revitalization of the entire corridor.

## **North Focus Area**

#### Location

The North Focus Area encompasses approximately three blocks of South Main Street between 1st Street and Chestnut Avenue.

#### **Design Concept: South Main Gateway**

From Downtown to the South Main Street Corridor

The North Focus Area provides a transition from Downtown Santa Ana to the specific character of the South Main Street Corridor.

An opportunity exists to create an iconic development at this northern gateway in conjunction with proposed regulatory changes.

The street in this area features widened sidewalks, enhanced crosswalks, new street trees and pedestrian lighting to provide an improved environment for all users. Select locations (alternating between East and West sides of Main) feature parks installed in smaller streets to

provide new active play areas and natural environment.

### **South Focus Area**

#### Location

The South Focus Area encompasses approximately four blocks of South Main Street between Stanford Street and St. Andrew Place.

#### **Design Concept: South Main Square**

A New Heart for the South Main Community

Streetscape improvements, new programming and development will be centered around a new public open space and series of smaller public spaces that provide enhanced pedestrian connectivity in the Focus Area.

Along Main Street, widened sidewalks, new street trees and pedestrian lighting provide an enhanced environment for shoppers, businesses and visitors in this commercial district.

A new park anchors the heart of the retail area, with a new parking structure featuring ground-floor retail replacing the existing surface parking lot. Regulatory changes that allow residential uses will support the development of much needed housing. These include live-work spaces, designed to support small businesses, as well as co-housing, designed to serve larger, multigenerational household.



North Focus Area- Existing Condition



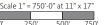
South Focus Area - Existing Condition





**Figure 5.1** Focus Areas









# **Proposed Improvements**

Within the selected focus areas, six categories of improvements are proposed. These include:

- 1. Pedestrian Improvements
- 2. Landscape & Open Space
- 3. Lighting & Street Furniture
- 4. Culture & Identity
- 5. Vehicular Circulation & Parking
- 6. Bicycle & Transit Improvements











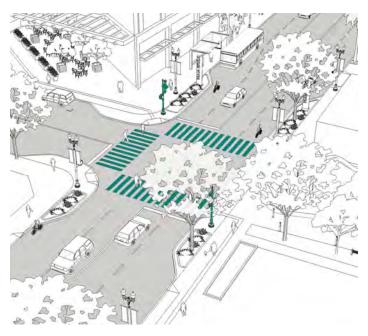








# **Pedestrian Improvements**



#### **Enhanced Crosswalks**

Enhanced crosswalks, which include high-visibility markings, pedestrian activated lighting and signals, improve pedestrian safety. Adding new crosswalks will reduce the distance between crosswalks, which helps prevent jaywalking and improves safety for all road users.

Where crossings are provided at unsignalized intersections, pedestrian-activated warning lights, including in-pavement lights, should be provided.



#### **Sidewalk Extensions/Bulb-Outs**

provide additional sidewalk area at intersections. Where sidewalk extensions are employed at intersections, as shown above, they enhance pedestrian safety by reducing crossing distances, making pedestrians more visible to vehicles and reducing the speed of turning vehicles.

# Landscape



#### **Street Trees**

Sidewalk extensions, also known as pedestrian bulb-outs, Street trees that provide shade, enhance pedestrian comfort and help reduce urban heat island effect. Shade trees can be interspersed between existing palm trees. Placing trees in the parking lane, in between parking spaces, avoids taking sidewalk space for landscaping and provides a buffer between pedestrians and vehicular

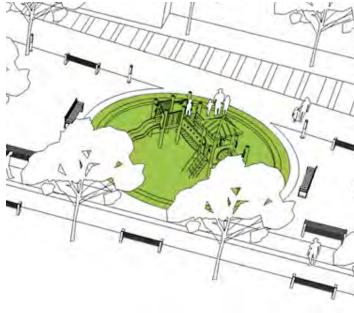
> Special trees can be used to highlight intersections, gateways or other areas of focus. While a single species of shade trees should be used along the entire corridor, different accent trees can be planted in each focus area.





# **Open Space**







#### **Open Space / Plazas**

Within the North Focus Area, existing side streets may be converted for use as public open space or plazas. Using a portion of the existing public right-of-way can provide needed open space for the community at a lower cost than acquiring new parcels while also increasing connections between the neighborhoods of Main Street. Traffic on these smaller streets would be diverted one block to the north or south.

#### **Playgrounds**

Playgrounds provide a respite from vehicles and encourage physical activity, a connection with nature and a healthier lifestyle.

#### Pop-Up Parks

Pop-up parks are temporary installations, which may be located on private or city-owned parking areas, vacant parcels or unused areas. Typical elements include seating, planters with landscaping and lighting. Pop-up parks may be sponsored by local businesses and may include mobile vending or food trucks.





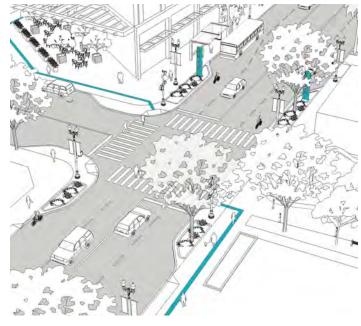
# Lighting



#### **Pedestrian Street Lighting**

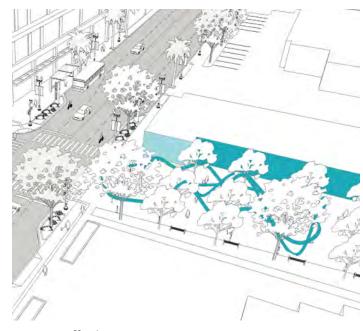
Pedestrian street lighting provides illumination of the sidewalk and crosswalks, enhancing pedestrian safety and security. Enhanced lighting can reduce crime and improve visibility of businesses along the corridor.

# **Culture & Identity**



#### **Cultural Trail**

Special pacing, signage, enhanced crosswalks and public art installations may be used to identify a cultural trail along the corridor. Within the South Focus Area, the trail would link the proposed South Main Street with pop-up parks and open spaces.



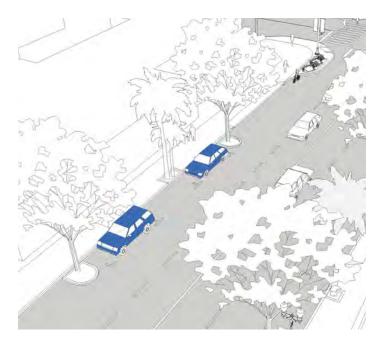
#### **Art Installations**

Art installations, whether temporary or permanent, can activate public space and celebrate the unique local culture of Santa Ana. Art installations could include murals, sculptures, interactive exhibits and other types of installations, showcasing local artists and communities.





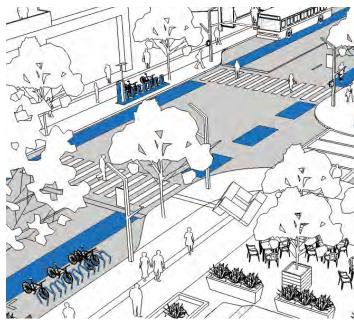
# **Vehicular Circulation**



#### **Parallel Parking**

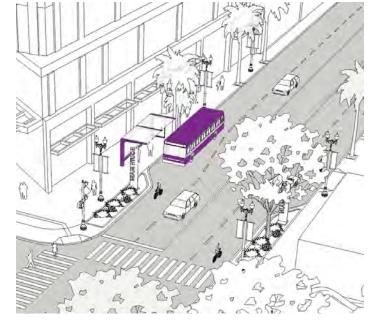
Along Main Street, parallel parking spaces provide convenient parking for shoppers in this commercial/ retail district. Street parking may be time-limited or metered in order to ensure that one to two spaces are available on each block at any time. Long term, resident and employee parking should be provided on-site or in shared off-street parking.

# **Bicycle & Transit Improvements**



#### **Bicycle Facilities**

Dedicated bicycle lanes provide connectivity along the corridor and beyond, while also enhancing the safety and comfort of cyclists. On-street bicycle parking provides easy access for cyclists and avoids creating congestion on the sidewalk. Bike share stations provide an additional mobility option. Locating these stations near transit stops allows for inter-modal transfers from bus to bike.



#### **Transit Facilities**

Enhanced bus shelters, featuring real-time arrival and destination information, improve the experience of transit users. Locating bus stops adjacent to parks and plazas creates pedestrian flows that will help activate those spaces.





# 5.2 North Focus Area

## **Overview**

Developing the North Focus Area as the "South Main Gateway" links the South Main Street Corridor to Downtown Santa Ana, building on the existing success of that thriving area.

#### Location

The North Focus Area encompasses approximately three blocks of South Main Street between 1st Street and Chestnut Avenue. The site

- Its location close to Downtown, which provides an active adjacent neighborhood on which to gain traction.
- It includes three development sites: 1) portions of the "Original Mike's" site, 2) the self service car wash and 3) the City owned public parking lot.

#### **Proposed Improvements**

Along Main Street, physical improvements include widened sidewalks, new street trees and pedestrian lighting for an improved environment in this primarily commercial district. Commercial and retail development are most likely in this location.

Enhanced crosswalks and new public parks will improve pedestrian connections to the adjacent neighborhoods while protected on-street bike lanes, bicycle parking and potential bike share stations will enhance alternative modes of transportation. Sustainable design elements, including permeable paving, native landscaping, and solar powered or LED lighting will improve the local environment and reduce demands on existing city infrastructure.

Within the Focus Area, regulatory changes can facilitate the development of opportunity sites. Increased height and density allowances, along with a shared parking arrangement, can allow the replacement of existing surface parking lots with structured parking and mixed-use development.

Public art installations provide points of interest along the proposed cultural trail, which will link the area with the entire corridor.

#### **Reasons for Selection**



Connections to Downtown, Heninger Park and Eastside neighborhoods.



Existing destinations and established businesses including The Mill Bakery.



Existing community amenities, such as the CHOC Clinic Para Niños.

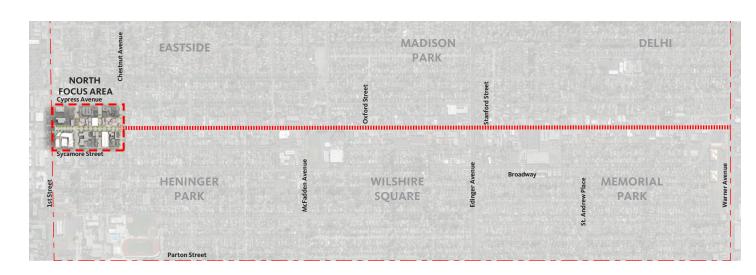


Existing transit connections along Main Street, First Street and Chestnut Avenue.



Development opportunity sites, including the "Original Mike's" site and a city-owned parking lot.

## Figure 5.3 North Focus Area Location







**SOUTH MAIN STREET VISION PLAN** FINAL REPORT





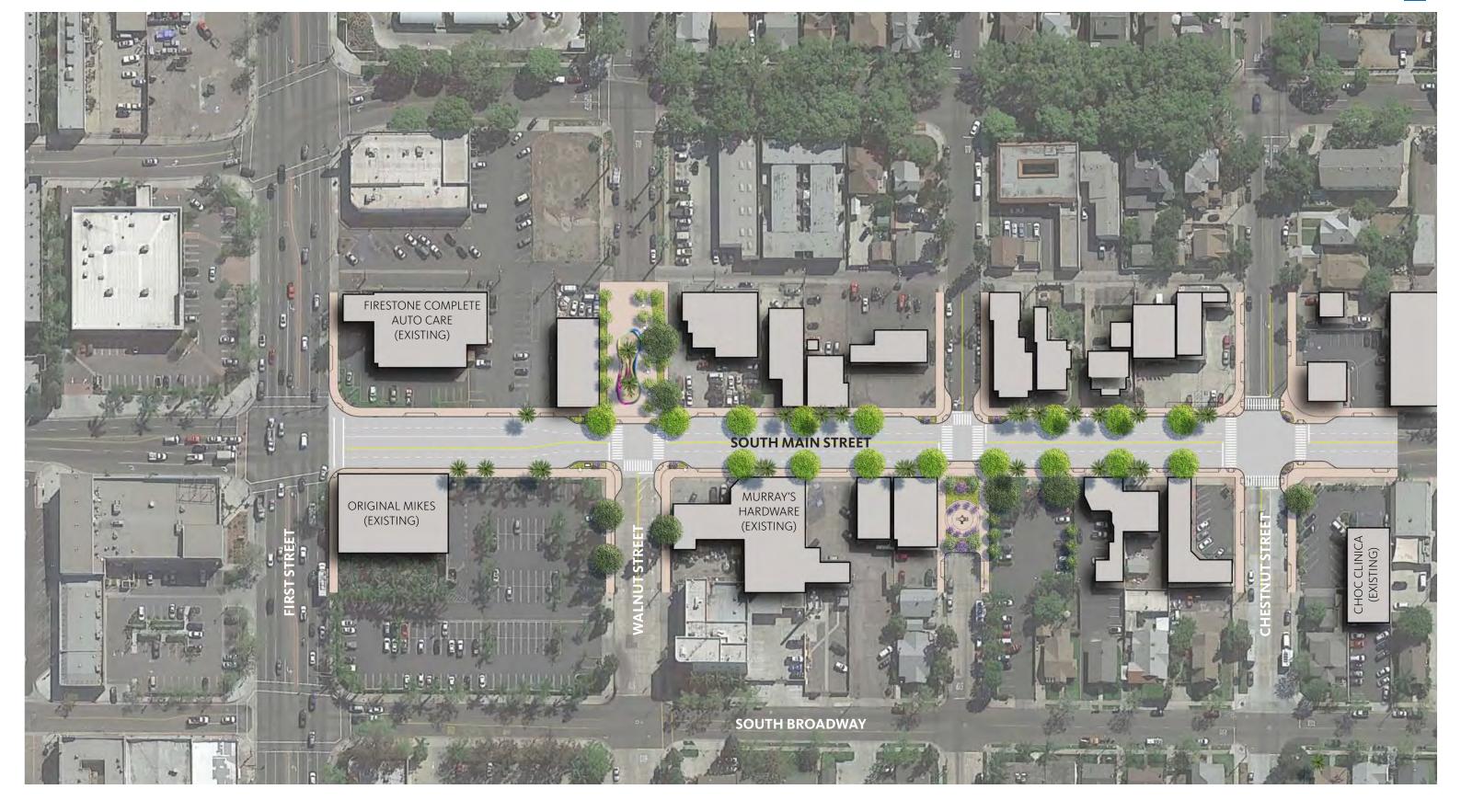






















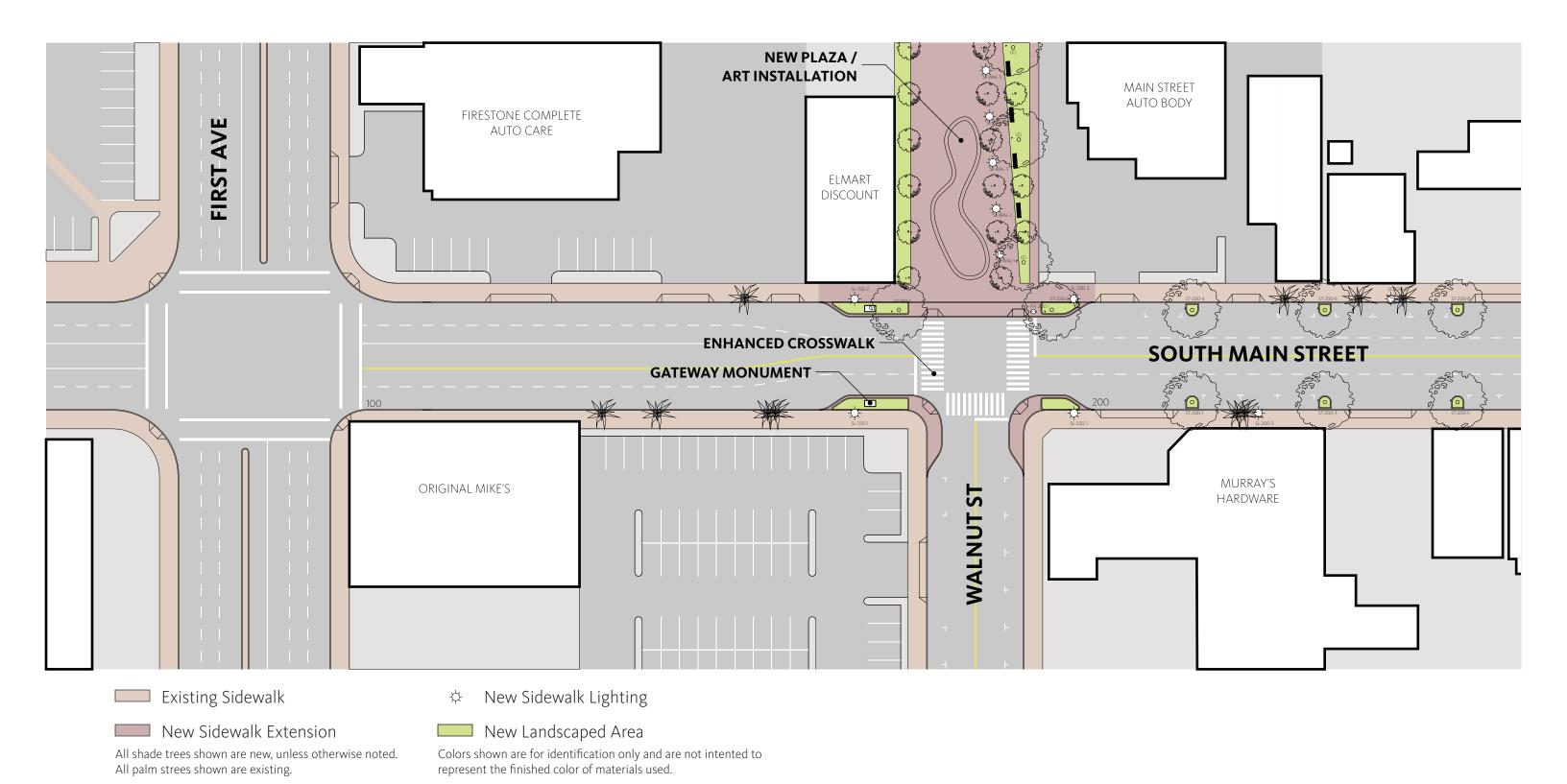






















All palm strees shown are existing.



represent the finished color of materials used.





# 5.3 South Focus Overview Area

Reimagining the South Focus Area as the "South Main Square" creates a new heart for the South Main Street community, centered around a new public open space and a revitalized retail district.

#### Location

The South Focus Area encompasses approximately four blocks of South Main Street between Stanford Street and St. Andrew Place. The Focus Area also includes two development opportunity sites: the "A-1 Foam" site and the existing surface parking associated with the Superior Grocers retail center.

#### Vision

Along South Main Street, widened sidewalks, new street trees and pedestrian lighting provide an improved environment for users in this mixed use district. Enhanced crosswalks and proposed pedestrian paseos will improve pedestrian connections to the adjacent neighborhoods while bicycle parking and potential bike share stations will encourage active transportation.

Sustainable design elements, including permeable paving, bioswales, native landscaping, and solar powered or LED lighting will improve the local environment and reduce demands on existing city infrastructure.

Pop-up parks and temporary open spaces can be located in under-utilized parking areas. This temporary open spaces can support local businesses, by providing outdoor dining areas, and create community gathering

Within the Focus Area, regulatory changes can facilitate the development of opportunity sites. Increased height and density allowances, along with a shared parking arrangement, can allow the replacement of existing surface parking lots with structured parking and mixeduse development.

Public art installations provide points of interest along the proposed cultural trail, which will link the area with the entire corridor.

#### **Reasons for Selection**



Connections to the Madison Park, Delhi and Memorial Park neighborhoods.



Existing retail, including Superior Grocery store, butcher shop and fish market.

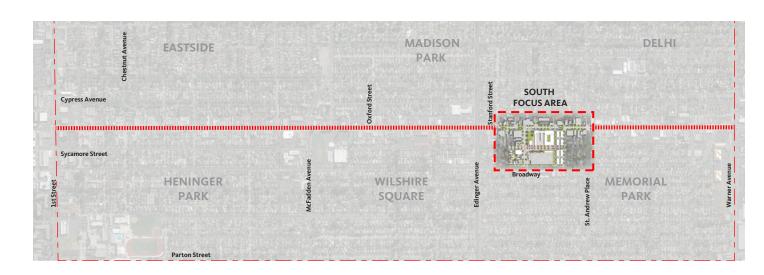


Existing transit connections along Main Street.



Development opportunity sites, including the existing surface parking lots and "A-1 Foam"

## Figure 5.11 South Focus Area Location























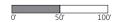










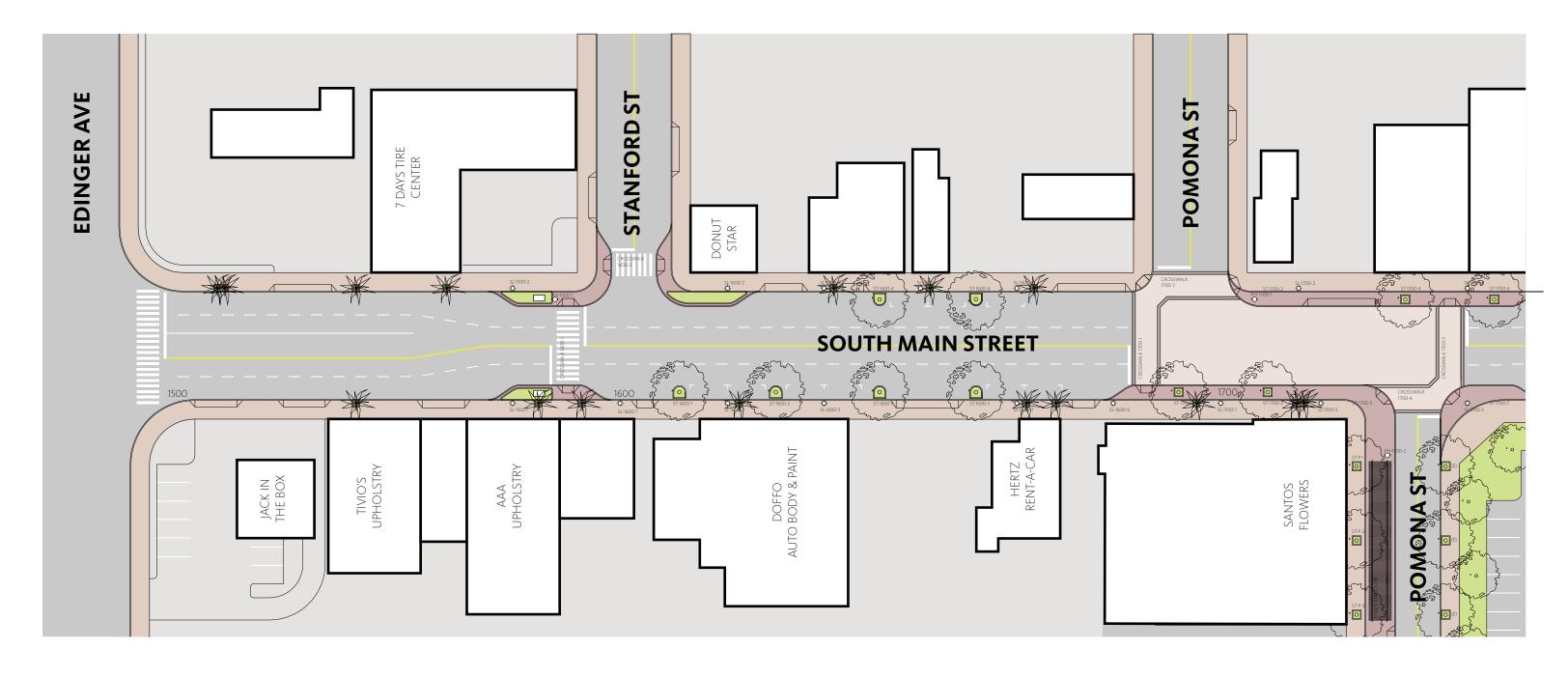












Existing Sidewalk

New Sidewalk Extension

All shade trees shown are new, unless otherwise noted. All palm strees shown are existing.

☼ New Sidewalk Lighting

New Landscaped Area

Colors shown are for identification only and are not intented to represent the finished color of materials used.









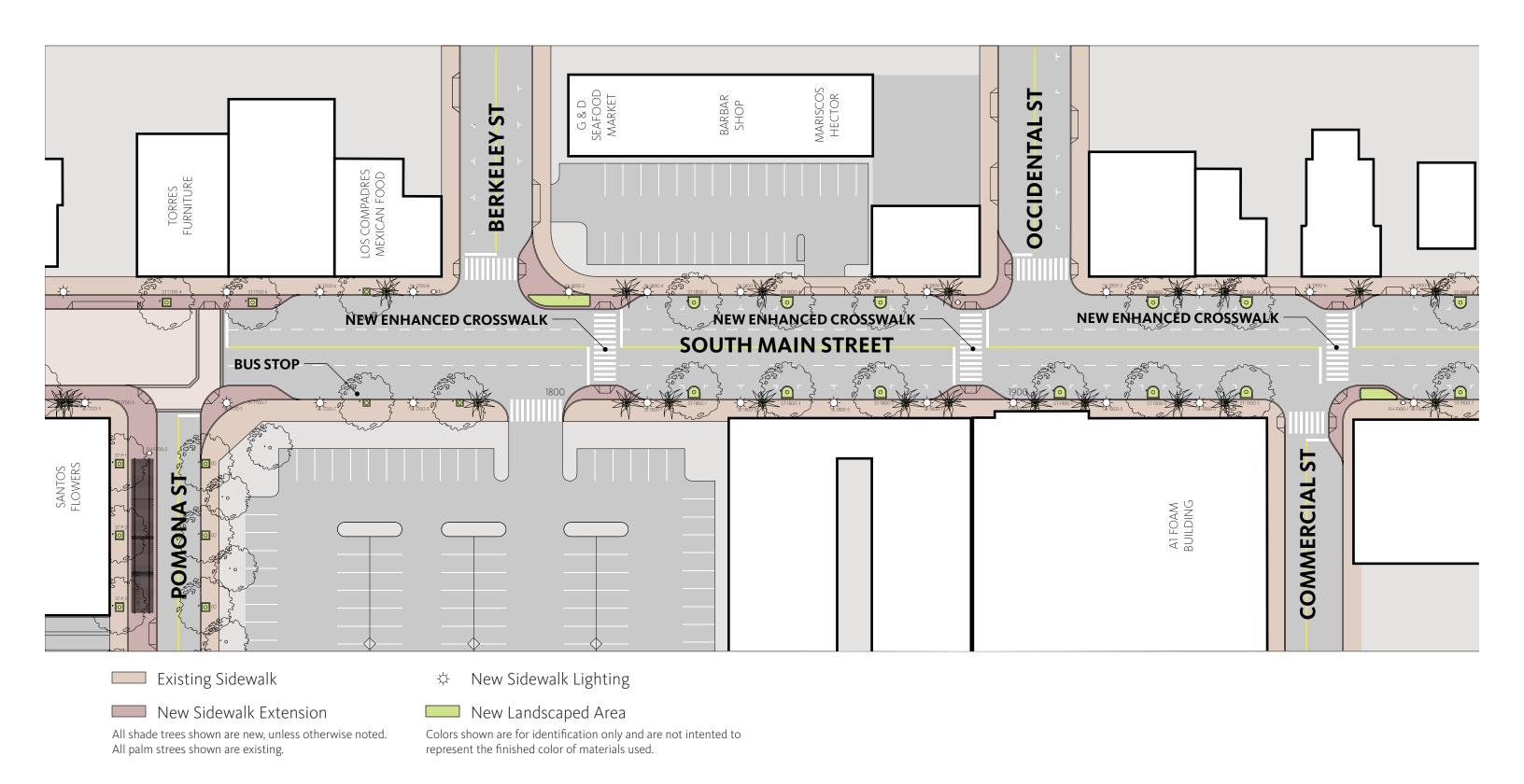


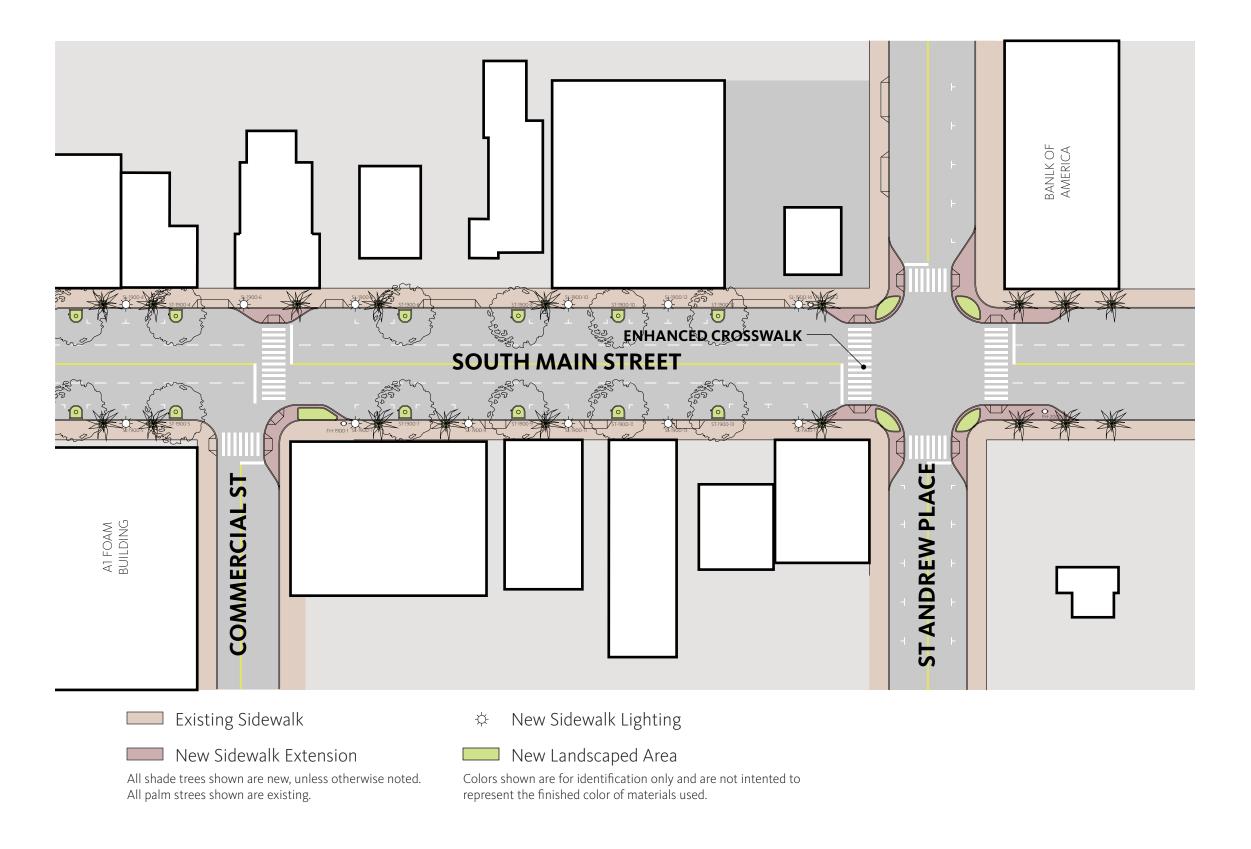


Figure 5.18 South Focus Area Detail Plan: Pomona to Commercial















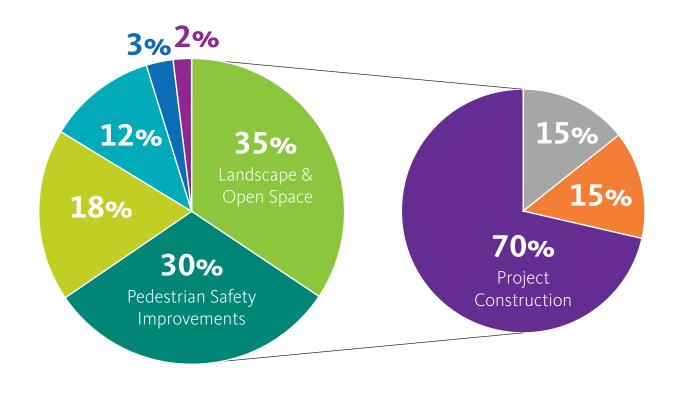


## 5.4 Estimated Budget

## **Overview**

The estimated budget for the phase I improvements shown in the Focus Areas is \$4.7 million. This includes approximately \$1 million for pedestrian safety enhancements, \$1.1 million for landscaping and open space, \$610,000 for lighting and sidewalk furniture, \$380,000 for cultural and arts installations, \$90,000 for vehicular circulation and parking improvements and \$70,000 for bicycle and transit improvements. Also included in the budget is approximately \$1.3 million for design work, engineering and project contingency funds.

Figure 5.21 Estimated Budget











| Project Element                                 | Estimated Cost Per Unit        | North Focus Area               |                 | South Focus Area               |                 | Total           |
|---|--------------------------------|--------------------------------|-----------------|--------------------------------|-----------------|-----------------|
|   |                                | Approximate<br>Number of Units | Estimated Cost* | Approximate<br>Number of Units | Estimated Cost* | Estimated Cost* |
| 1 Pedestrian Safety                             |                                |                                | \$371,660.00    |                                | \$672,920.00    | \$1,044,580.00  |
| La Safety Enhanced Crosswalks                   |                                |                                | \$256,000.00    |                                | \$456,000.00    | \$712,000.00    |
| Enhanced Striping (Main Street)                 | \$2,925.00 Per Crosswalk       | 6                              | \$18,000.00     | 8                              | \$23,000.00     | \$41,000.00     |
| Enhanced Striping (Side Streets)                | \$1,527.50 Per Crosswalk       | 4                              | \$6,000.00      | 8                              | \$12,000.00     | \$18,000.00     |
| Enhanced Paving (Diagonal Crosswalk)            | \$20.50 Per SF                 | O SF                           | \$-             | 9,200 SF                       | \$189,000.00    | \$189,000.00    |
| Pedestrian Activated Warning Lights             | \$58,000.00 Per Crosswalk      | 4                              | \$232,000.00    | 4                              | \$232,000.00    | \$464,000.00    |
| b Sidewalk Extensions                           |                                | \$116,000.00                   |                 |                                | \$217,000.00    | \$333,000.00    |
| Sidewalk Extension (Small)                      | \$8,400.00 Each                | 6                              | \$50,000.00     | 12                             | \$101,000.00    | \$151,000.00    |
| Sidewalk Extension (Large)                      | \$22,300.00 Each               | 2                              | \$45,000.00     | 3                              | \$67,000.00     | \$112,000.00    |
| Fire Hydrant Relocation for Sidewalk Extensions | \$7,000.00 Each                | 3                              | \$21,000.00     | 7                              | \$49,000.00     | \$70,000.00     |
| 2 Landscape & Open Space                        |                                |                                | \$827,000.00    |                                | \$324,000.00    | \$1,151,000.00  |
| 2a Trees / Landscaping                          |                                |                                | \$74,000.00     |                                | \$174,000.00    | \$248,000.00    |
| 36" Shade Tree (Sidewalk)                       | \$3,800.00 Per Tree            | 4                              | \$15,000.00     | 13                             | \$49,000.00     | \$64,000.00     |
| 36" Shade Tree (Parking Lane)                   | \$1,400.00 Per Tree            | 12                             | \$17,000.00     | 25                             | \$35,000.00     | \$52,000.00     |
| 24" Accent Tree (Sidewalk)                      | \$2,400.00 Per Tree            |                                | \$-             | 20                             | \$48,000.00     | \$48,000.00     |
| Native Landscaping                              | \$5,250.00 Per Landscaped Area | 8                              | \$42,000.00     | 8                              | \$42,000.00     | \$84,000.00     |
| b Walnut Street Plaza / Open Space              |                                |                                | \$407,000.00    |                                | \$-             | \$407,000.00    |
| Street Vacation / Demolition                    | \$15.50 Per SF                 | 8,800 SF                       | \$136,000.00    |                                | \$-             | \$136,000.00    |
| Soil Preparation / Irrigation / Drainage        | \$2.80 Per SF                  | 2,400 SF                       | \$7,000.00      |                                | \$-             | \$7,000.00      |
| Utility Improvements                            | \$40,000.00 Per Site           | 1                              | \$40,000.00     |                                | \$-             | \$40,000.00     |
| Plaza Paving                                    | \$15.00 Per SF                 | 6,400 SF                       | \$96,000.00     |                                | \$-             | \$96,000.00     |
| Light Standards                                 | \$7,200.00 Each                | 4                              | \$29,000.00     |                                | \$-             | \$29,000.00     |
| Benches   | \$1,500.00 Each                | 4                              | \$6,000.00      |                                | \$-             | \$6,000.00      |
| Trees   | \$500.00 Each                  | 15                             | \$8,000.00      |                                | \$-             | \$8,000.00      |
| Landscaping                                     | \$35.50 Per SF                 | 2,400 SF                       | \$85,000.00     |                                | \$-             | \$85,000.00     |





| Estimated Cost Per Unit       | North Fo  | North Focus Area |   | South Focus Area            |                             |
|-------------------------------|---|------------------|---|-----------------------------|-----------------------------|
|                               | Approximate<br>Number of Units  | Estimated Cost*  | Approximate<br>Number of Units              | Estimated Cost*             | Total Estimated Cost*       |
|                               |   | \$346,000.00     |   | <b>\$</b> -                 | \$346,000.00                |
| \$15.50                       | 4,800 SF  | \$74,000.00      |   | \$-                         | \$74,000.00                 |
| \$2.80 Per SF                 | 1,900 SF  | \$5,000.00       |   | \$-                         | \$5,000.00                  |
| \$40,000.00 Per Site          | 1   | \$40,000.00      |   | \$-                         | \$40,000.00                 |
| \$15.00 Per SF                | 2,450 SF  | \$37,000.00      |   | \$-                         | \$37,000.00                 |
| \$74,250.00 Each              | 1   | \$74,000.00      |   | \$-                         | \$74,000.00                 |
| \$7,200.00 Each               | 5   | \$36,000.00      |   | \$-                         | \$36,000.00                 |
| \$1,500.00 Each               | 6   | \$9,000.00       |   | \$-                         | \$9,000.00                  |
| \$500.00 Each                 | 8   | \$4,000.00       |   | \$-                         | \$4,000.00                  |
| \$35.50 Per SF                | 1,900 SF  | \$67,000.00      |   | \$-                         | \$67,000.00                 |
|                               |   | \$-              |   | \$150,000.00                | \$150,000.00                |
| \$50,000.00 Each              |   | \$-              | 3   | \$150,000.00                | \$150,000.00                |
|                               |   | \$210,000.00     |   | \$400,000.00                | \$610,000.00                |
|                               |   | \$173,000.00     |   | \$302,000.00                | \$475,000.00                |
| \$7,200.00 Each               | 24  | \$173,000.00     | 42  | \$302,000.00                | \$475,000.00                |
|                               |   | \$37,000.00      |   | \$98,000.00                 | \$135,000.00                |
| \$1,500.00 Per Installation   | 16  | \$24,000.00      | 8   | \$12,000.00                 | \$36,000.00                 |
| \$800.00 Per Installation     | 16  | \$13,000.00      | 8   | \$6,000.00                  | \$19,000.00                 |
| \$40,000.00 Per Installation  |   | \$-              | 2   | \$80,000.00                 | \$80,000.00                 |
|                               |   | \$214,600.00     |   | \$169,000.00                | \$383,600.00                |
|                               |   | ******           |   | <b>*</b> 70.000.00          | <b>**</b> ** ** ** ** **    |
| to 500 00 5 1 1 1 1           |   |                  |   |                             |                             |
|                               | 4   |                  | 8   |                             | \$42,000.00                 |
| \$50,600.00 Per Installation  | 1   |                  | 1   |                             | \$101,600.00                |
|                               |   | \$150,000.00     |   |                             | \$240,000.00                |
|                               |   | \$-              | 2   | \$90,000.00                 | \$90,000.00                 |
| \$150,000.00 Per Installation | 1   | \$150,000.00     |   | \$-                         | \$150,000.00                |
|                               | \$15.50 \$2.80 Per SF \$40,000.00 Per Site \$15.00 Per SF \$74,250.00 Each \$7,200.00 Each \$500.00 Each \$500.00 Each \$35.50 Per SF  \$50,000.00 Each \$1,500.00 Per Installation \$800.00 Per Installation \$40,000.00 Per Installation \$40,000.00 Per Installation \$50,600.00 Per Installation \$50,600.00 Per Installation | \$15.50          | Approximate   Number of Units   S346,000.00 | Approximate Number of Units | Approximate Number of Units |





| Project Element   | Estimated Cost Per Unit     | North Focus Area               |                 | South Focus Area               |                 | Total           |
|---|-----------------------------|--------------------------------|-----------------|--------------------------------|-----------------|-----------------|
|   |                             | Approximate<br>Number of Units | Estimated Cost* | Approximate<br>Number of Units | Estimated Cost* | Estimated Cost* |
| 5 Vehicular Circulation & Parking                                 |                             |                                | \$31,000.00     |                                | \$63,000.00     | \$94,000.00     |
| Lane Reconfiguration (Four Lane Alignment with On Street Parking) |                             |                                | \$9,000.00      |                                | \$40,000.00     | \$49,000.00     |
| Median Removal  | \$12.50 Per SF              | O SF                           | \$-             | 2,100 SF                       | \$26,000.00     | \$26,000.00     |
| Lane Markings   | \$9.00 Per LF               | 1,000 LF                       | \$9,000.00      | 1,500 LF                       | \$14,000.00     | \$23,000.00     |
| 5b On-Street Parking  |                             |                                | \$2,000.00      |                                | \$3,000.00      | \$5,000.00      |
| Striping / Signage  | \$80.00 Per Parking Space   | 20                             | \$2,000.00      | 38                             | \$3,000.00      | \$5,000.00      |
| 5c Pavement Maintenance/ Repair                                   |                             |                                | \$20,000.00     |                                | \$20,000.00     | \$40,000.00     |
| Pavement Maintenance/ Repair                                      | \$20,000.00 Per Focus Area  | 1                              | \$20,000.00     | 1                              | \$20,000.00     | \$40,000.00     |
| 6 Bicycle & Transit Improvements                                  |                             |                                | \$32,000.00     |                                | \$38,000.00     | \$70,000.00     |
| 6a Bicycle Improvements   |                             |                                | \$11,000.00     |                                | \$17,000.00     | \$28,000.00     |
| Bicycle Parking   | \$1,500.00 Per Installation | 4                              | \$6,000.00      | 8                              | \$12,000.00     | \$18,000.00     |
| Bicycle Signage   | \$5,000.00 Per Focus Area   | 1                              | \$5,000.00      | 1                              | \$5,000.00      | \$10,000.00     |
| 6b Transit Improvments  |                             |                                | \$21,000.00     |                                | \$21,000.00     | \$42,000.00     |
| Transit Shelters  | \$8,000.00 Per Installation | 2                              | \$16,000.00     | 2                              | \$16,000.00     | \$32,000.00     |
| Transit Signage   | \$5,000.00 Per Focus Area   | 1                              | \$5,000.00      | 1                              | \$5,000.00      | \$10,000.00     |
|   |                             |                                |                 |                                |                 |                 |
| Subtotal  |                             |                                | \$1,686,600.00  |                                | \$1,667,000.00  | \$3,353,600.00  |
|   |                             |                                |                 |                                |                 |                 |
| Design / Engineering / Documentation (20%)                        |                             |                                | \$335,000.00    |                                | \$335,000.00    | \$670,000.00    |
| Contingency (20%)   |                             |                                | \$335,000.00    |                                | \$335,000.00    | \$670,000.00    |
| TOTAL   |                             |                                | \$2,356,600.00  |                                | \$2,337,000.00  | \$4,693,600.00  |



