

3.1 - Plan Initiatives

Introduction

In response to the four goals, seven plan-wide policies and the plan-area's constraints and opportunities, the following strategy is set forth in two parts: A) initiatives aimed at plan-wide issues that inform the plan B) objectives for each of the six places in the plan.

A. Plan-Wide Initiatives

To initiate revitalization per the stated goals and policies of this plan, the following initiatives establish the objectives that will catalyze collateral actions and inform the implementation of this plan. These initiatives, in eight topic areas, set the tone for the future in a manner that stimulates development from the widest variety of perspectives and interests. Revitalization is then accomplished by identifying the components in the plan that establish synergy and reinforce the downtown and rail station as regionally significant assets in Southern California.

A.1 Mobility and Transit - Maximizing the most important rail station between San Diego and Los Angeles is a fundamental responsibility of this plan. Metrolink is planning on enhancing its daily service to Santa Ana every 30 minutes between 5:30 am and midnight. This significant opportunity must be enabled to and through Santa Ana by frequent and reliable public transportation. Such places as the civic center at one end and the neighborhoods and downtown in between can contribute to and benefit from such an integrated system. Serious public transit also needs to provide regional access to points west of the civic center leveraging Santa Ana's core geographically as well.

Right:
A full, multi-modal system provides options for moving about the various districts and neighborhoods as well as to and from the region

Below & Lower Right:
OCTA will continue to play a vital role in transforming rail and long distance bus commuters/visitors into employees and customers for Santa Ana's core.



Above:
Continued growth of bicycle infrastructure will extend and enhance public transportation opportunities



Left, Above and Below:
Restored historic resources provide the tangible and inimitable backdrop for continued investment and life in the core



A.2 Historic Preservation and Adaptive Re-Use - Preserving and reinforcing the historic character and pedestrian nature of Santa Ana's core is fundamental to the success of revitalization. The most successful districts have generated appeal by seriously leveraging their historic resources thus enabling new development to occur on a solid and recognizable background. Clear and historically-correct guidance and standards need to inform each new building or addition over the long-term enhancing Santa Ana's character.

Above Left and Above:
Preservation/Restoration of individual historic resources within neighborhoods favors the very appeal and value of the neighborhoods in which they are located.

A.3 Employment - Employment represents profound benefits for the planning area and for persons choosing to live in or near the core. In addition to the several thousand weekly jurors and the approximately 13,000 persons employed throughout the government center, the residents and other employees throughout the immediate area need to be perceived from the perspective of what their daily presence can do to benefit the area. This needs to take the form of retail, service and cultural opportunities that broaden the core's reach and appeal while enhancing the daily lives of those already here.



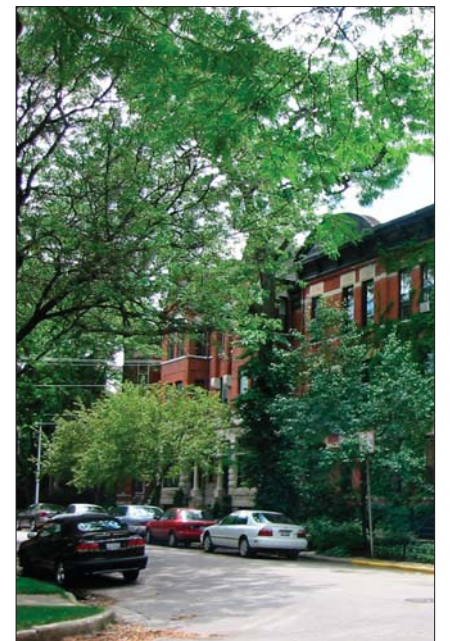
Above:
Reconnecting the large daily employee and juror population with downtown is essential for the long-term viability of Santa Ana's core



Above:
The strategic and efficient distribution of shared parking leverages what is often a burden into a resource that can actually produce real estate, as shown above in the "liner" building concealing a public, shared garage.

A.4 Shared Parking - The idea of parking as a utility or as infrastructure that is shared in the same way as a street or water service is fundamental to enabling the intimate types of places envisioned by this Plan. To create a reason for walking or visiting more than one destination, it is necessary to provide proximity and to free non-residential components of projects from providing their required parking on site. Further, the rates at which such parking is provided must be set so on a district-wide basis and not as single-destinations. In this way, motorists are transformed into pedestrians for their benefit and that of the entire district. A shared parking system such as "Park Once" is crucial to the success of the potential economic success.

A.5 Housing - The core's role in the community and region is reinforced by providing a variety of neighborhoods and districts with varying housing choices in which to live and/or work.



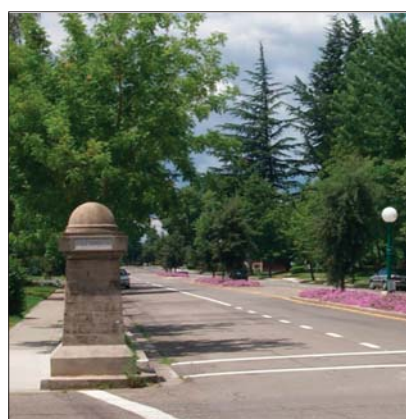
Above and Right:
A variety of building types and unit types assembled to generate diverse and context-responsive living environments

A.6 The Public Realm - For the various blocks, buildings, housing and businesses to operate cohesively and complete, or in some cases generate a distinctive environment, it is necessary to consider the public realm as the community framework that unites and maximizes the individual elements. The local and regional needs of cars and transit must be balanced with those of pedestrians and cyclists. Last, streetscapes and public spaces need to be designed and executed in a way that reflects their particular context within the overall area, adding dimension, variety and interest to the public realm.

Right:
The successful public realm, through its particular details and provisions along with the buildings and activities that line its streets accommodate the range of population



Below and Below Right:
The public realm is dependent upon and in turn shapes the image of the resulting buildings and uses that line the streetscape (commercial or residential.)



Above and below: Gateways - Buildings / streetscape themselves announce the vitality and appeal of the place.



A.7 Culture - The community's heritage needs to be celebrated to express and enjoy this important aspect of daily life. Often, when communities forget their past they lose their cultural meaning and stand to seriously dilute any future identity. Current festivals and events mark important points throughout the community calendar with the opportunity for expansion and new events.



Above and Below:
Public space for seasonal events and daily civic life is vital to a healthy community.



CHAPTER 3 in progress- to be provided separately

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