

I. INTRODUCTION

A. Purpose and Intent

This Specific Plan (Specific Plan) for The Anaheim Hills Festival (The Festival) has been prepared for the City of Anaheim, California, and provides the standards guidelines and procedures necessary to implement each element of the City of Anaheim General Plan (The General Plan) consistent with Anaheim Zoning Code Section 18.93, "Specific Plans."

The Specific Plan is a comprehensive document to guide future development of The Festival. It contains specialized standards and guidelines that relate to the site which will create a high quality development. The Specific Plan is consistent with previously-established City policies for the Hill and Canyon Area of east ,Anaheim, including those related to public facilities.

The Specific Plan reduces the need for subsequent detailed planning and environmental review by the community. The Specific Plan and the accompanying Environmental Impact Report No. 300 Supplement provide the necessary regulations and documentation for the project site so that future development proposals (i.e., subdivision maps, site plans, grading permits and/or other discretionary permits) which are consistent with the Specific Plan may be processed without requiring additional environmental documentation

This project site is a part of the previously approved Amended General Plan of Development for the Bauer Ranch which designated this site as a "General Commercial Regional Shopping Center."

The Specific Plan delineates the Development Plan for The Festival, and addresses all associated planning issues, the more significant of which include:

- Types of commercial development proposed to implement the "Regional Shopping Center" designation of the site.

- Character of this development, and its relationship to surrounding land uses.
- Provision of on-site infrastructure to serve the project.
- Consistency with General Plan.

The proposed Development Plan provides for a variety of commercial uses that will create a sense of place for the surrounding community. This Regional Shopping Center will contain areas for shopping, dining, entertainment, lodging and business, as well as outdoor plaza areas serving as informal gathering places for local residents and visitors alike.

B. Enabling Legislation

The authority to prepare, adopt and implement Specific Plans is granted to the City of Anaheim by California Government Code Sections 65450 through 65457. As with General Plans, the Planning Commission must hold a public hearing before the planning agency can recommend the adoption of a Specific Plan. The City Council may then adopt a Specific Plan by ordinance or resolution. Procedures for the adoption and implementation of Specific Plans are provided in Chapter 18.93 of the Anaheim Municipal Code.

This Specific Plan is regulatory in nature, and serves as zoning for The Festival property. Development plans, subdivision maps and site plans for the project must be consistent with both this Specific Plan and the General Plan.

C. Goals and Objectives

The goal of the City of Anaheim's General Plan to establish a regional shopping center in this part of the City will be met through implementation of the Festival Specific Plan. The Specific Plan has been designed to further this goal by meeting the following objectives:

Anaheim Hills Festival

1. Provide a Regional Shopping Center which responds to both the diverse commercial needs of the residents of the Hill and Canyon Area of the City and the needs of the surrounding region.
2. Contribute to the balance of land uses within the City by providing:
 - a diversity of shopping and entertainment activities including restaurants, theaters and retail shops;
 - residential opportunities for senior citizens;
 - employment opportunities including retailing/financial/business services, offices, lodging and entertainment.
3. Generate public revenues from sales and bed taxes consistent with previous expectations of the Regional Shopping Center designation for this site of 1.3 to 2.0 million dollars annually.
4. Develop a master plan for the entire 85 acre site which brings together complimentary land uses including retail, commercial, visitor commercial, residential and office/professional which will work together to create a viable regional shopping center.
5. Create a "sense of place" for the surrounding area through the design of The Festival.
6. Control and define subsequent development of the site to ensure harmonious development of the property in concert with the site's physical environment.
7. Create a design which is sensitive to the natural environment yet compatible with the surrounding urbanizing area.
8. Create a land use plan which complements adjoining land uses.

9. Provide a land use plan which is consistent with the spirit and intent of the City's Scenic Corridor Overlay Zone.

These objectives will be met through the adoption of the Specific Plan which contains the following criteria:

1. Comprehensive design guidelines for architecture, landscape architecture and grading.
2. Development standards which will ensure a high quality of development.
3. A unified site plan providing convenient access, excellent internal circulation and ample parking.

The design of the plan will implement these standards by providing:

1. A traditional Spanish-style design which will be aesthetically complementary with the Hill and Canyon Area.
2. A design oriented toward the pedestrian, with plazas, outdoor eating areas, public gathering spaces and attractively landscaped areas.
3. Terraced grading creating three tiers of development which are compatible with the existing topography.
4. Naturalistic perimeter landscaping to blend into the surrounding areas.
5. Internalized loading areas to minimize exposure of customers and residents to noise and visual impacts.

The Specific Plan provides for a long-range comprehensive planning approach to a significant development which cannot be accomplished on a parcel-by-parcel basis. The comprehensive approach provides appropriate flexibility as well as consistency with City policies; sensitivity to the existing conditions; a Program to provide for the

infrastructure requirements of the project and a phased development program responsive to the marketplace.

D. Relationship to the General Plan

The Specific Plan is consistent with the General Plan and related regulations, policies and programs. The various land uses permitted by the Specific Plan are consistent with the goals, policies and general land uses described in the General Plan.

The following is a listing of General Plan policies relating to Land Use, Community Service, Infrastructure, Circulation, Safety, Seismicity and Noise. Under each policy is a discussion regarding the Specific Plan's conformance with that policy.

1. Land Use Policies

a. Regional Shopping Center

This site is designated as "Regional Shopping Center" by the City of Anaheim General Plan. Neither the Anaheim Zoning Ordinance nor the City of Anaheim General Plan define a Regional Shopping Center.

According to the Urban Land Institute (ULI) a Regional Shopping Center is defined as follows:

"The Regional Shopping Center provides for general merchandise, apparel, furniture, and home furnishings in depth and variety, as well as a range of services and recreational facilities. It is built around one or two full-line department stores of generally not less than 100,000 square feet. In theory, a typical size for definitive purposes is 400,000 square feet of gross leasable area. The regional center is the second largest type of shopping center."

Applying this ULI definition, the following land use consistencies apply:

Providing for general merchandise, apparel, furniture, home furnishings in depth and variety:

The Festival provides for a wide variety of retailers, including general merchandise, men's, women's and children's apparel, groceries, sporting goods, home furnishings, housewares, electronics, toys and restaurants, representing the depth of merchandise and variety associated with establishing regional draw shopping that serves a six to eight mile trade area.

Providing for a range of services and recreational facilities:

The Festival provides for a range of services and commercial recreation facilities, including restaurants, financial and business services, a hotel and theaters, all of which establish a sense of place and a suburban focal point fundamental to the Regional Shopping Center development concept.

Built around one or two full-line department stores of generally not less than 100,000 square feet with typical gross leasable area of 400,000 square feet.

The retail component of the plan includes over 570,000 square feet of retail space, comparable to the typical size of a Regional Shopping Center.

The retail component will include at least one full-line department store of over 100,000 square feet.

b. Design

Encourage the development of well designed commercial areas through the application of site development standards.

Development standards for The Festival are incorporated in the Specific Plan to encourage the development of a well designed commercial project.

Grading will be kept to a minimum with development following the natural contours of the land and prohibited in steep slope areas.

To minimize grading the Conceptual Grading Plan contained herein calls for the creation of three terraces, which compliment the contours of the site and are compatible with the surrounding Hill and Canyon topography.

2. Community Services and Infrastructure Policies

Providing easy access to major transportation facilities and corridor.

The Festival is located less than one-quarter mile from a major freeway interchange, affording it convenience to the existing regional transportation system.

Ensuring that development occurs in areas where public Services are available and can be extended in an economical manner.

The Festival is part of a larger development previously called Bauer Ranch and now referred to as East Hills. The majority of the infrastructure has been installed as the surrounding properties have already been developed under the Bauer Ranch Public Facilities Plan. The remaining obligations are defined in the Public Facilities Analysis Section of this document.

To provide adequately sized collector sewers to serve new developments in the City.

The Specific Plan contains a Public Facilities Analysis which shows location of on-site facilities to be provided. These lines will connect to the major infrastructure system already in place as a result of the Bauer Ranch development.

Provide storm drainage which will prevent flood damage and dispose of runoff from a ten-year frequency storm.

The Specific Plan Public Facilities Analysis provides for flood control by tying into the adjacent regional storm drainage system already in -place.

To provide water service to the project area in the form of adequate pressure, good quality and necessary quantities to meet both domestic and fire demands.

The Specific Plan Public Facilities Analysis indicates that all off-site major infrastructure is currently in place to meet City Municipal Water Distribution requirements. Water lines to be provided on-site will tie into the existing water lines off-site.

3. Circulation Policies

Provide a balanced system of trafficways which relates to the ultimate need for moving people and goods. Roadways are to be integrated with existing and planned land uses, and are to be compatible with the appearance and quality of areas through which people travel.

The Festival Circulation Plan ties into existing improvements of regionally planned roadways, including Santa Ana Canyon and Roosevelt Roads, in accordance with the City's Circulation Element. Minor improvements will be made to the primary entrance area to facilitate efficient, safe access. Secondary access will be taken from Roosevelt Road which is an extension of Monte Vista Drive. The internal parking access road, Festival

Drive, will access across the site connecting Roosevelt to Santa Ana Canyon Road.

Consider the unique natural features of the East Anaheim Hill and Canyon Area where arterial streets and highways are aligned and constructed.

The arterial street system is already in place. See previous comment.

Design access onto major arterial streets in an orderly and controlled manner.

The two full-turn entrances off Santa Ana Canyon Road will be signaled and striped in accordance with requirements of the Anaheim City Traffic Engineer.

Provide for the development of new transportation systems and modes.

Orange County Transit District (OCTD) is responsible for the planning and operation of bus services and facilities. OCTD will be contacted to coordinate public transportation routes to service The Festival from outside areas. A transportation management plan will be provided for the shopping center and the office portion of the project at the time that each phase is developed.

4. Open Space/Conservation Policies

Roadways and development should follow the natural contours of the land, thereby keeping grading to a minimum. The character of the hillside areas should not be altered by extensive technical operations.

Grading and landform operations within the project are intended to minimize the amount of required grading. Three separate terraces will be created to work with the natural landform of the site.

All grading will be governed by local ordinances, codes and standard engineering practices and will be consistent with the

guidelines contained herein in Section III-E "Grading Concept."

Coordinate planning efforts within the City of Anaheim with other planning agencies, both public and private, recognizing the interdependence of the City and surrounding entities.

The Specific Plan is the subject of the Environmental Impact Report No. 300 Supplement has been circulated for public review to agencies required by CEQA. This will ensure coordination with other agencies.

5. Safety and Seismic Policies

Ensure the availability of adequate water supplies and pressure for sufficient fire flows.

The water supply system includes primary transmission mains serving the 900, 1120 and 1320 pressure zones and storage reservoirs for the 750 and 900 Zones. The primary transmission lines will extend from the existing supply mains on Serrano Avenue and Weir Canyon Road and connect to the storage reservoir on site. This water supply system will provide sufficient fire flow pressure and storage in accordance with fire department requirements.

Continue to provide adequate slope maintenance Programs in the Hill and Canyon Area.

The Specific Plan contains grading guidelines that are included to enhance the visual form and character of manufactured slopes and to ensure landscaping and revegetation of graded slopes.

Map existing faults and other geologic hazards. Mitigate potential disaster through land use and development standards.

Mitigation measures for geologic conditions existing on the site have been included in the Environmental Impact Report No. 300 Supplement. Said measures include specifications for site preparation, treatment of cut/fill slopes, slope stabilization, soils engineering and surface/subsurface drainage.

6. Noise Policies

Criteria for location of noise-sensitive land uses and related developments (homes and schools) shall be established.

No noise-sensitive land uses are contemplated.

E. Organization of Specific Plan

This Specific Plan is organized into the following seven sections:

1. Introduction

The Introduction describes the purpose and intent of the Specific Plan along with its enabling legislation goals and objectives. It also demonstrates the consistency of the Specific Plan with the General Plan.

2. Setting

The Setting describes the size and location of The Festival, surrounding land uses, existing conditions, site history, previous approvals and current entitlement.

3. Project Description

The Project Description outlines the design objectives for The Festival and presents the overall Development Plan, and the Master Site Plan which includes both the location and intensity of intended land uses shown on the Development Plan and the Circulation Plan. It presents the other components of the Specific

Plan, including the Landscape Concept, Monumentation and Signage Concept, Grading Concept and Phasing. The Project Description also contains Design Guidelines which will guide future design of The Festival.

4. Zoning and Development Standards

This section details the proposed zoning requirements. The Zoning and Development Standards indicate permitted land uses, setbacks, landscaping and all necessary development standards to assure consistency with the provisions of this Specific Plan. This section will be adopted by ordinance.

5. Public Facilities Analysis

The Public Facilities Analysis provides information regarding the necessary infrastructure and public services required for project implementation. This plan details remaining public facility needs related to roads, water, sewer, drainage, electricity, cable television and landscaping.

6. Appendices

This is to be provided with the Final Specific Plan Document and will include the adopting City Council Resolutions and Ordinances.

7. Final Environmental Impact Report No. 300 Supplement (Separately bound document)

This Final EIR Supplement identifies environmental impacts associated with the proposed project and outlines appropriate mitigation measures.