

2.0 PROJECT SETTING

Northeast Area Specific Plan

The Project Description (Section 3.0) includes design objectives, development concepts, and the following plan components :

- Land Use;
- Circulation;
- Infrastructure;
- Landscape;
- Phasing and Grading;
- Public Services and Facilities;
- Design Guidelines; and
- Implementation.

Zoning and Development Standards (Section 4.0) describes permitted land uses, setbacks, landscaping and the development standards which will ensure consistency with the goals of the Specific Plan. Before Section 4.0 becomes binding it must be adopted by ordinance of the Anaheim City Council.

Section 5.0, Appendix, includes:

- Implementing Ordinances; and
- Legal Description of the Specific Plan area;

In addition there is a Technical Appendix, Volume III, which includes background information related to the Specific Plan and the environmental analysis and review process:

- Volume III A - Land Use
- Volume III B - Environmental

2.0 PROJECT SETTING

2.1 LOCATION

The Specific Plan area (*Exhibit #2, Specific Plan area*) is located in Santa Ana Canyon between Anaheim Hills to the southeast, and central Anaheim to the west. The project is

Northeast Area Specific Plan

approximately 25 miles southeast of downtown Los Angeles, in north-central Orange County. The City of Anaheim is part of the Southern California region, a maturing, urbanized area served by a well-developed network of freeways. Four major freeways pass through Anaheim, including the Riverside Freeway (SR-91), the Santa Ana Freeway (I-5), the Orange Freeway (SR-57), and the Costa Mesa Freeway (SR-55). *Exhibit #10, Regional Location*, shows the regional context of the project, while *Exhibit #11, Planning Area*, shows the overall Planning Area. The Planning Area, which occupies 3,199 acres, was divided into 45 Traffic Analysis Zones to facilitate land use and other technical analysis. The Specific Plan area occupying approximately 2,645 acres*, was divided into five (5) planning sub-areas for study purposes.

(*Slight discrepancies in the total area are the result of database refinements and inconsistencies in the Orange County Assessor's data files.)

2.2 BACKGROUND

In 1990 the Anaheim Redevelopment Agency (Agency), at the request of the Community Redevelopment Commission, engaged a team of experts to conduct a comprehensive planning and development study of the Northeast Area and its environs.

Since the July 19, 1973 adoption of Redevelopment Project Alpha and facilitated by costly infrastructure improvements, development activity in the area has been extensive even in the absence of a comprehensive plan. In response to this high level of development activity, the Agency proposed a comprehensive planning effort to guide further investment of capital funds and facilitate coordination of planning actions by the Redevelopment Commission, the Planning Commission, and the City Council. The central goal of the current planning effort is to ensure that the next thirteen years of Redevelopment Project Alpha in the Northeast Area will be as successful for the City of Anaheim as the first twenty-two years.

Northeast Area Specific Plan

The Planning Area was expansively defined at the start of the process to facilitate a comprehensive approach aimed at addressing the full range of issues facing the Agency, the City, property owners, public utilities, and neighboring jurisdictions. The Planning Area includes a total of 3,199 acres (*Exhibit #12, Planning Area Land Use - Existing Conditions Summary*) made up as follows: 2,400-acres in the Northeast Area of Redevelopment Project Alpha, 266 acres in the City of Anaheim's Canyon Industrial Area and for various historical reasons not included in Alpha, 238 acres in the City of Placentia, and 295 acres in unincorporated County territory. The inclusion of portions of the City of Placentia (land lying south of Orangethorpe Avenue between Jefferson Street and Lakeview Avenue) was the result of a mutual desire to solve problems faced by both cities - traffic control and transit, flood control, water supply and sewerage - and to take advantage of opportunities likely to result from such a comprehensive, district-wide planning approach. Taken together, these 3,199 acres are a major commercial and industrial center in northeast Orange County and the greater tri-county area.

2.3 SURROUNDING LAND USE

The City of Anaheim encompasses approximately fifty (50) square miles and is bounded by the cities of Fullerton and Placentia to the north, Yorba Linda to the east, Orange and Garden Grove to the south, and Stanton and Buena Park to the west (*Exhibit #10, Regional Location*).

The Specific Plan area is adjacent and in close proximity to medium density, single-family residential uses (5,000-7,200 square foot lots), with some scattered, higher density, multi-family projects. Major intersections and arterial highways within and around the area support a variety of commercial and retail uses, while properties to the west, within the cities of Placentia and Fullerton, are largely industrial. *Exhibit #13, Surrounding Land Use*, shows general land uses surrounding the project area, while *Exhibit #14, Existing Zoning*, shows existing zoning for the Specific Plan area.

Northeast Area Specific Plan

2.4 EXISTING CONDITIONS

The Anaheim General Plan designates the majority of the Specific Plan area for General Industrial uses (*Exhibit #15, Existing General Plan Map*). Land use in the Specific Plan area is further controlled by development area designations of Industrial Area, Industrial Area Recycling Overlay, Expanded Industrial Area, La Palma Core Area, Transit Center Area, Commercial Area, and Open Space Area. In addition, the SC-Scenic Corridor Overlay Zone is applied to all of the area lying easterly of the intersection of the Newport and Riverside Freeways, westerly of the Orange County line, and southerly of the Atchison, Topeka and Santa Fe Railroad right-of-way.

Of the 2,645 acres in the Specific Plan area, 1,077 acres (40 percent) are in industrial use and 950 acres (36 percent) are in public ownership, primarily for flood control and groundwater recharge purposes. The majority of the balance of the land is in retail and office use or is vacant. Of the 1,235 parcels in the Specific Plan area, approximately 768 (62 percent) are in industrial use with the remaining parcels divided among office use (100/8 percent), retail (121/10 percent), residential (139/11 percent), public utility (70/6 percent), and vacant land (37/3 percent). (*Exhibit #16a, Existing Conditions Land Use Summary* and *Exhibit #16b, Buildout Conditions Land Use Summary*).

Existing development in the Specific Plan area accounts for a total of more than 21.8 million square feet. Industrial uses occupy almost 15.9 million square feet (73 percent), with the predominant type being in the light industrial category, followed closely by multi-tenant business parks and major corporate users.

Despite the fact that a land use map of the area (*Exhibit #17, Existing Land Use*) shows some diversity, the Anaheim General Plan designates most of the Specific Plan area for General Industrial uses, with the exception of several major areas designated as Water Uses and a small area for General

Northeast Area Specific Plan

Commercial use. The General Plan states that "...uses other than industrial or closely accessory to industrial will be discouraged within areas designated or zoned for industrial uses..." and necessary to ensure that the appropriate mix of development occurs. The particular uses allowed on a parcel in the Specific Plan area are determined by the zoning classification for the site, which also spells out detailed procedures for obtaining conditional approvals, exemptions, and waivers of the applicable rules.

As mentioned above, the General Plan designation for the Specific Plan area is intended to be implemented through application of the Municipal Code's Industrial Area regulations. This area is "...intended to provide for and encourage the development of industrial uses and their related facilities..." and in order to accomplish this end the Code lists thirty four (34) permitted uses and categories of uses which are allowed by right (Title 18, Section 18.61.020), further defining a series of permitted accessory and conditional uses, provided they are "...integrated with and clearly incidental to a primary permitted industrial use." In addition, the Municipal Code allows for certain temporary uses in this area, subject to special limitations, including special events and amusements, among others.

2.5 OPPORTUNITIES, CONSTRAINTS, AND ISSUES

The Specific Plan area currently consists of a patchwork of industrial-related service uses, including limited retail and office uses distributed throughout the area. While many existing uses are successful enterprises, there is little cohesiveness or consistency among developments, particularly with regard to transportation corridor landscape treatments.

The area is in an excellent location, served by a well-developed arterial and freeway network which connects it efficiently to neighboring areas and regionally important facilities, such as airports, distribution hubs and recreation facilities. Three major freeways directly serve the Specific Plan area. However, the full benefit of these major transportation facilities has not been realized due to many

Northeast Area Specific Plan

under-utilized properties that detract from the overall aesthetic quality of the area. In particular, the Riverside Freeway frontage between Tustin Avenue and Kraemer Boulevard represents an unrealized opportunity to increase the Specific Plan area's marketability and recognition as a desirable business location and appealing corporate environment. (*Exhibit #18, Opportunities and Constraints, Exhibit #19, Concept Plan, and Exhibit #20, Urban Design Concept*).

Many isolated, vacant parcels are scattered throughout the Specific Plan area with few large tracts available for new development (*Exhibit #21, Land Supply, Exhibit #22, Specific Plan Development Potential Summary, and Exhibit #23, Existing Roadway Network*).

The local network of arterial streets is generally adequate in the Specific Plan area. However, most of the roadways suffer from lack of a uniform landscape treatment, resulting in a missed opportunity to convey a sense of place to users (*Exhibit #24, Landscape Plan*). Unifying the appearance of arterials, a challenge to be met through preparation of this plan, thus represents a challenge for public agencies as well as private landowners, who together can reshape the public realm (*Exhibit #25a, Development Program Summary and Exhibit #25b, Development Program - Comparison Summary Charts*). The extensive development of the past two decades occurred without benefit of an overall, unifying plan. To ensure that this land resource meets the anticipated local and regional needs, as identified in the market study conducted by the planning team, (*Status Report #2, Nov. 16, 1992, Technical Appendix A10, Market Analysis*), a concerted effort by the City and Agency will be required.

The Specific Plan area would benefit greatly from the availability of public transit due to the large number of employees commuting to the area daily (*Exhibit #22, Specific Plan Development Potential Summary*). A railroad right-

Northeast Area Specific Plan

of-way runs to Irvine through the center of the Specific Plan area, while another lies along the northern edge connecting the Inland Empire to Los Angeles via Fullerton. Despite possessing so many valuable infrastructure assets, no commuter transit facilities currently exist to take advantage of them. Plans being formulated at this time will change this, as planning continues for two commuter rail stations within, or in close proximity to, the Specific Plan area. Such transit facilities will provide the impetus for related amenities and transit-stimulated development.

In summary, the Specific Plan will provide a clear land utilization plan to enable greater economic opportunities as the area further develops. The area, however, remains a valuable resource which can be more effectively and fully utilized through preparation and implementation of a Specific Plan.

2.6 RELATED APPROVALS

As development continues within the planning area, various discretionary approvals (General Plan Amendments, Conditional Use Permits, etc.) and non-discretionary actions (e.g. building and grading permits) will be issued by the City and other agencies, such as the Orange County Water District.

The following is an anticipated list of discretionary approvals that will be necessary for adoption of the Northeast Area Specific Plan and, subsequently, to provide for implementation of the plan:

<u>Discretionary Action</u>	<u>Agency</u>
• General Plan Amendment	City of Anaheim
• EIR Certification	ARA/City
• Redevelopment Project Alpha Amendment	City/ARA