



MASTER LAND USE PLAN

# THE PLATINUM TRIANGLE

City of Anaheim

February 28, 2017

## TABLE OF CONTENTS

<b>1.0 INTRODUCTION</b>	<b>5</b>
<b>1.1 Amendments</b>	<b>8</b>
<b>1.2 General Plan Framework</b>	<b>10</b>
1.2.1 Land Use Designations	<b>10</b>
<b>1.3 Environmental Requirements</b>	<b>12</b>
<b>1.4 Existing Opportunities</b>	<b>12</b>
<b>2.0 THE PLATINUM TRIANGLE VISION</b>	<b>13</b>
<b>2.1 Planning Principles</b>	<b>13</b>
2.1.1 Balance and Integrate Uses	13
2.1.2 Stimulate Market-Driven Development	13
2.1.3 Create a Unique, Integrated, Walkable Urban Environment	13
2.1.4 Develop an Overall Urban Design Framework	13
2.1.5 Reinforce Transit Oriented Development Opportunities	14
2.1.6 Maintain and Enhance Connectivity	14
2.1.7 Create Great Neighborhoods	14
2.1.8 Provide for Installation and Maintenance of Public Improvements	14
<b>2.2 Urban Design Elements and Attributes</b>	<b>15</b>
2.2.1 Build on a Connected Street Network with Appropriate Block Size	15
2.2.2 Provide Variation in Housing Type	15
2.2.3 Provide Parks and Recreational-Leisure Areas	17
2.2.4 Create a Street/Ground Floor Zone that is Attractive, Safe and Engaging	17
2.2.5 Provide a Centerpiece Walking and Shopping District – The Market Street	18

---

<b>3.0 MIXED USE DISTRICT OVERVIEW</b>	<b>20</b>
3.1 Development Intensities	20
3.2 Stadium District	22
3.3 Arena District	23
3.4 Katella District	24
3.5 Gene Autry District	26
3.6 Gateway District	28
3.7 Oranewood District	29
3.8 ARTIC District	30
3.85 Lewis District	31
3.9 Office District	32
<b>4.0 PUBLIC REALM LANDSCAPE AND IDENTITY PROGRAM</b>	<b>33</b>
4.1 Streetscape Elements	33
4.1.1 Gateways	33
4.1.2 Public Art	33
4.1.3 Light Standards	34
4.1.4 Street Furniture	36
4.1.5 Signs	36
4.2 Landscape Concept Plan and Cross Sections	37
4.2.1 Katella Avenue	40
4.2.2 State College Boulevard	44
4.2.3 Gene Autry Way	49
4.2.4 Oranewood Avenue	51
4.2.5 Douglass Road (North of Katella Avenue)	55
4.2.6 Anaheim Way	58
4.2.7 Lewis Street	60
4.2.8 Railroad Right-of-Way	63
4.2.9 Secondary Streets	65
4.2.10 Market Street	67
4.2.11 Connector and Collector Streets	69
4.2.12 Intersections with Supplemental Lanes	72

## APPENDICES

The Platinum Triangle Mixed Use (PTMU) Overlay Zone	Appendix A
The Platinum Triangle Standardized Development Agreement	Appendix B
Mixed Use Districts	Appendix B1
Office District	Appendix B2
Updated and Modified Mitigation Monitoring Program No. 106C	Appendix C
Standard Detail for Newspaper Racks	Appendix D
The Platinum Triangle Median and Parkway Planting Matrix	Appendix E
PTMU Overlay Zone District Sub-Area Development Intensities	Appendix G

## LIST OF TABLES

Table 1: General Plan Development Intensities	9
Table 2: Building Types	15
Table 3: PTMU Overlay Zone Development Intensities	20

## LIST OF FIGURES

Figure 1: Location Map	5
Figure 2: Aerial Photo	6
Figure 3: General Plan Designations	11
Figure 4: The Platinum Triangle Urban Design Plan	19
Figure 5: Mixed-Use and Office Districts	21
Figure 6: Stadium District Underlying Zoning and Location Map	22
Figure 7: Arena District Underlying Zoning and Location Map	23
Figure 8: Katella District Underlying Zoning and Location Map	25
Figure 9: Gene Autry District Underlying Zoning and Location Map	27
Figure 10: Gateway District Underlying Zoning and Location Map	28
Figure 11: Orangewood District Underlying Zoning and Location Map	29
Figure 12: ARTIC District Underlying Zoning and Location Map	30
Figure 12.5: Lewis District Underlying Zoning and Location Map	31
Figure 13: Office District Underlying Zoning and Location Map	32
Figure 14: City of Anaheim Street Light Special Design No. 744 Anaheim Recreational Area	34

Figure 15:	Connector and Collector Street Light Standard	34
Figure 16:	Market Street Light Standard	35
Figure 17:	Market Street Pedestrian Light Standard	35
Figure 18:	Citywide Standard Bus Bench	36
Figure 19:	Street Identification Sign	36
Figure 20:	Landscape Concept Plan	38
Figure 21:	Cross Section Map	39
Figure 22:	Katella Avenue: Santa Ana Freeway to East of State College Boulevard (Stadium Entrance)	41
Figure 23:	Katella Avenue: Highway of National Significance, East of State College Boulevard (Stadium Entrance) to Orange Freeway	42
Figure 24:	Katella Avenue: Orange Freeway to East City Limits	43
Figure 25:	State College Boulevard: South City Limits to Gene Autry Way	45
Figure 26:	State College Boulevard: Gene Autry Way to Katella Avenue	46
Figure 27:	State College Boulevard: Katella Avenue to 500' North of Howell Avenue	47
Figure 28:	State College Boulevard: 500' North of Howell Avenue to Cerritos Avenue	48
Figure 29:	Gene Autry Way: Santa Cruz Street to State College Boulevard	50
Figure 30:	Orangewood Avenue: Santa Ana Freeway to State College Boulevard	52
Figure 31:	Orangewood Avenue: State College Boulevard to Dupont Drive	53
Figure 32:	Orangewood Avenue: Dupont Drive to East City Limits	54
Figure 33:	Douglass Road: North of Katella Avenue	56
Figure 33A:	Douglass Road: South of Katella Avenue	57
Figure 34:	Anaheim Way	59
Figure 35:	Lewis Street: Gene Autry Way to Katella Avenue	61
Figure 36:	Lewis Street: Katella Avenue to Cerritos Avenue	62
Figure 37:	Railroad Right-of-Way	64
Figure 38:	Secondary Streets (Howell Avenue, Sunkist Street, and Rampart Street)	66
Figure 39:	Conceptual Market Street	68
Figure 40:	Conceptual Connector Street	70
Figure 41:	Collector	71