Community Design Element

List of Figures

INTRODUCTION

The identity of Anaheim is varied and extends beyond that of its world-renown resorts, sports venues, and convention center. It is a large, diverse city that is home to over 330,000 people. Visitors view it from major freeways and from its arterial corridors; residents experience it along its residential streets, parks, schools and shopping centers.

Creating a positive and strong community identity for such a large and diverse area is the goal of the Community Design Element. Anaheim is the oldest city in the County and contains historic as well as newly developed areas. Its topography varies from hills and canyons to flat coastal plains. Its built environment ranges from dense commercial and civic uses to estate-type, single-family neighborhoods. This Element provides policy guidance that respects this diverse context while seeking to unify the City through carefully crafted design policies.

Citrus Park uses replicas of old packing labels to enliven blank walls and provide reminders of the City's agricultural heritage.

The expanded Anaheim Convention Center's dramatic facade of curved glass and central towers make it one of the region's newest architectural landmarks.

ACHIEVING THE VISION

A community's vision is the mental picture of its desired future based on important community characteristics. In the context of the Community Design Element, the vision is simply what the community feels Anaheim should look like. This vision is reflected in the policies of the General Plan.

Anaheim values the character of its neighborhoods and the history and diversity of the City. It is committed to strengthening neighborhood identity and enhancing its image. The desire to make Anaheim a better place to live, work, learn and visit is the foundation of the Community Design Element. The key objectives of the Element are to create:

- An aesthetically pleasing City unified by select design features;
- Aesthetic enhancements along arterial corridors and public rights-of-way, including landscaping and streetscape improvements;
- Clearly marked formal entries at key locations which identify community gateways, edges and boundaries;
- Attractive and strategically located retail uses;
- A vibrant and identifiable downtown;
- Preservation of the City's heritage through historic homes, neighborhoods and districts;
- Well-maintained parks, libraries and community centers;
- Attractive neighborhoods with well-maintained streetscapes; and
- An abundance of open space features throughout the City.

Citizens discuss the Vision and planning objectives for The Platinum Triangle at one of the many public outreach events for the General Plan update.

ENHANCING THE GENERAL PLAN

The Community Design Element is not a required Element of the General Plan, but the City has long recognized the importance of community appearance and identity to its vitality, economic health and overall quality of life. Combined with the "Green Element" – which combines parks and recreation, open space, conservation, and public landscaping into a comprehensive plan to beautify the City - the Community Design Element provides policy guidance for the built environment. It supports the Land Use Element by providing design policies that complement the City's diverse land uses, the Circulation Element by providing guidance for aesthetically enhancing arterial corridors, and the Economic Development Element by recognizing the relationship between quality design and economic viability, stability and growth.

RELATIONSHIP TO THE ZONING CODE

Anaheim's Zoning Code supports the Community Design Element in several important ways. As stated in its Introduction, the purpose of the Zoning Code is "to promote growth of the City in an orderly manner and to promote and protect the public health, safety, peace, comfort and general welfare in conformance with the General Plan." While zoning requirements address land uses and development standards, this Element will address community-wide design features such as gateways, streets and public signage, as well as special policies for specific districts within the City.

USING THE COMMUNITY DESIGN ELEMENT

The General Plan is intended to provide policy guidance, rather than specific development regulation. This Element is intended to provide a practical framework for specific design guidelines to ensure that design decisions in various parts of the City serve to implement the City's Vision.

COMMUNITY DESIGN COMPONENTS

The Scale of Community Design

In planning cities, design exists at various scales – from that of an individual building to an entire community. Rather than focusing on the design of one project, community design takes a broader view - looking at how the various components of a city fit together. From this perspective, community design exists at multiple levels – those of the street, neighborhood, district and city. Effective design strategies help to unify a city visually, thereby creating a distinct sense of place. For a city as large as Anaheim, carefully planned design guidelines can enhance the identity and distinctiveness of the City as a whole and the specific areas within it.

Unifying Elements of Community Design

There are many elements of community design, but they should all serve to make a City more visually rich and identifiable. One approach is to identify and enhance the City's paths, landmarks, activity centers, districts and edges.[1]   Residents and visitors form their image of the City from major roadways, activity centers and neighborhoods. This image is further defined by visually prominent buildings and by changes in character from one area to the next. Enhancing each of these elements makes sense for Anaheim since its large size makes Citywide identity a difficult challenge.

---

1 This model of community design was devised by Kevin Lynch, detailed in his landmark book, *The Image of the City* (1960). His primary idea was that cities could create a much more memorable image by enhancing the design of their major urban design elements.

Paths

A city is most often viewed from and defined by the paths that run in and through it. In a very real sense, perceptions of Anaheim are formed from the major paths – both freeways and major arterial corridors – which traverse it. Paths connect activity areas and can have an important character of their own. Aesthetic improvements to these paths and streetscapes have been identified as a key component in enhancing Anaheim's overall appearance.

Regularly spaced palm trees provide a skyline image and constitutes a unifying visual element along paths.

Landmarks

Visually prominent buildings, special geographic features and important cultural centers serve to give a city a distinct image and help to orient residents and visitors. Anaheim has a number of very important landmarks, such as the Matterhorn in The Anaheim Resort®, "The Big A" at Angel Stadium of Anaheim, the historic Kraemer Building and Anaheim Museum located in the Colony.

Edges

Boundaries or transitions from one area to another are important in community design as they signal one's arrival to a new area. If edges are clearly marked, such as in the use of entry signs or monuments, a city's identity is strengthened. Two types of edges are important in Anaheim – primary entries into the City and secondary entries into important districts or nodes. Demarcation of these primary gateways is particularly important for Anaheim since it borders so many cities, whose identity often blends into that of Anaheim.

One of the most recognizable landmarks in Anaheim is "The Big A", a symbol for the City and its professional baseball stadium.

Activity Centers/Districts

Activity centers, districts and other concentrations of land uses provide interest and diversity to cities, and planning for them can greatly enhance a city economically and socially. Good examples are shopping centers, entertainment complexes, transportation hubs and town centers. With its world-renown tourist destinations, professional sports venues, and the historic Anaheim Colony District, Anaheim already has many wonderful activity centers. The challenge for Anaheim is to expand and/or enhance the activity centers it has and create more successful and convenient activity centers such as shopping centers or other public gathering places for its residents at strategic locations. These areas are identified in the General Plan Land Use Element on the Land Use Map (Figure LU-2).

Special areas of the City can also have their own visual and functional identity, thereby preventing the monotony seen in many cities today and creating more interest. In selected areas, the City has enhanced its identity through the use of specialized design guidelines, signage, street furniture and landscaping. The Anaheim Resort and the Anaheim Colony Historic District are excellent examples. Enhancing the distinctiveness of these special areas while still maintaining the overall image of the City is an important focus of this Element.

Integrating the Design Elements

The Community Design Element combines these elements – paths, landmarks, edges, activity centers and districts – in such a way that the image of the City is strengthened. The goal is to unify Anaheim visually while building on its unique qualities. Community-wide design features – usually placed along major corridors – can serve to unify the City, while activity centers, districts and landmarks provide variety and interest.

The prominent City Hall West building marks this area of the Colony as a civic node.

Rich landscaping along corridors contribute to visual appeal of The Anaheim Resort and enhance the area's image.
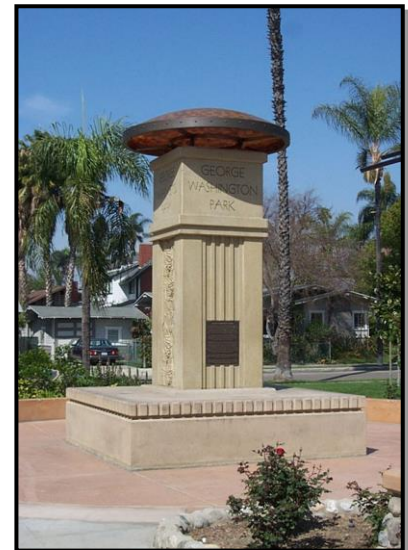
This monument in Washington Park provides a distinctive visual symbol and reinforces a strong sense of place.

GOALS AND POLICIES

COMMUNITY DESIGN SCOPE AND STRUCTURE

The organizing principle of this Element is that community design exists at two levels, from the scale of the entire community to that of individual design districts. The goals and policies that follow will start at the "macro" level of the community and then proceed downward to specific districts. These policies, combined with the development standards of the Zoning Code and design guidelines for specific areas in the City, form a basis for individual project review. In this way, the design policies are tailored to the appropriate scale or area, yet fit together to address all aspects of community design. The following structure offers a way of thinking about design features applicable to these distinct levels and provides the basis for the goals and policies that follow. The list is not exhaustive, but illustrates design features that occur at various levels simultaneously.

City Level Design Features
- Community design identity
- Enhanced arterial corridors
- Single-family neighborhood design quality
- Multiple-family development
- Mid-block corridor residential areas
- Retail activity centers
- Neighborhood retail centers
- Mixed-use development
- Industrial areas
- Signage
- Architectural diversity and context
- Public art

District Level Design Features
- Downtown revitalization
- Historic preservation in residential areas of the Colony
- Platinum Triangle development
- North Euclid Street
- West Anaheim
- East Anaheim
- North Central Industrial Area
- Anaheim Canyon
- The Hill and Canyon Area

CITY LEVEL DESIGN FEATURES

Community Design Identity

In a city as large and diverse as Anaheim, it is challenging to reinforce a consistent community design theme. The City is approximately 50 square miles in size and borders eight cities. Its topography varies from the hills and canyons of the northeast to the flat areas towards the west. Its neighborhoods range from period architecture of the early 1900's to suburban tracts typical of development in the 1950's through the 1990's. Its commercial areas range from specialty retail areas to strip commercial development along its many corridors. It contains world-famous landmarks such as Disneyland, and facilities of national, State and regional interest such as Angel Stadium of Anaheim, the Arrowhead Pond of Anaheim and the Anaheim Convention Center.

Unifying this City of diverse elements is both a challenge and an opportunity. The City continues to make strong efforts to reinforce its identity. Major stretches of arterial corridors have undergone extensive landscape improvements, and redevelopment efforts have facilitated new development, streetscape improvements and public art in many areas of the City. Nevertheless, there are still many areas that are indistinguishable from that of neighboring cities. This element identifies areas that can reinforce the image of Anaheim.

Landmarks such as the Angel Stadium of Anaheim, Disneyland's Matterhorn, and the Arrowhead Pond of Anaheim are visible from major freeways and symbolize Anaheim to millions of visitors and residents alike.

GOAL 1.1:

Create an aesthetically pleasing and unified community appearance within the context of distinct districts and neighborhoods.

Policies:

1) Continue to designate and provide monumentation for important primary and secondary entry points into the City, especially along major corridors.

2) Ensure that the design of all public facilities fit well into their surroundings and incorporate symbolic references to the City of Anaheim, including its past and/or present, as appropriate.

3) Incorporate the City seal in appropriate public spaces and public facilities.

4) Pursue unifying streetscape elements for major corridors, including coordinated streetlights, landscaping, public signage and street furniture, to reinforce Anaheim's community image.

5) Identify and preserve/enhance view corridors for major landmarks, community facilities, and natural open space in the planning and design of all public and private projects.

The large, raised gazebo in Washington Park enhances the historic image of Downtown.

6) Continue to identify opportunities to incorporate public art in conjunction with redevelopment and capital improvements projects.

7) Screen public and private facilities and above-ground infrastructure support structures and equipment, such as electrical substations, and water wells and recharge facilities, with appropriately scaled landscaping or other methods of screening.

8) Construct public and private facilities and support structures (e.g., water pipes, irrigation and electrical controls, vents) to blend with the surrounding environment.

9) Minimize visual impacts of public and private facilities and support structures through sensitive site design and construction. This includes, but is not limited to: appropriate placement of facilities; undergrounding, where possible; and aesthetic design (e.g., cell tower stealthing).

Enhanced Arterial Corridors

Residents and visitors alike often experience Anaheim by traveling along its many arterial corridors. These corridors vary in character from designated scenic highways to more regional-serving arterial roadways. The City has completed many landscape projects and/or improved major sections along its corridors, but major gaps need to be addressed and other opportunities need to be identified and pursued.

From a community design perspective, arterial streetscape improvement plans provide visual continuity and interest to the motorist and pedestrian. Such plans can reinforce City design themes as well as soften views of adjoining development.

GOAL 2.1:

Attractively landscape and maintain Anaheim's major arterial corridors and prepare/ implement distinctive streetscape improvement plans.

Policies:

1) Incorporate Citywide design features as well as specialized theme elements, such as street furniture, public signs, landscape palettes, and banners in appropriate areas, and as a part of streetscape improvement plans.

2) Use landscaping and facade articulation to break up long stretches of walls associated with residential development along major corridors.

3) Continue to underground overhead utility lines along the City's arterial corridors.

4) Ensure adherence to sign regulations, which address issues of scale, type, design, materials, placement, compatibility, and maintenance for uses along freeways, toll roads and major arterial corridors.

5) Require replacement of non-conforming signs wherever possible and appropriate, through such mechanisms as sign amortization programs.

6) Develop a coordinated program and design hierarchy for public signs along major arterials.

Landscaped medians and parkways give arterial corridors a stronger identity and provide visual continuity.

Single-Family Neighborhood Quality

With the notable exception of the Colony area, the majority of the City's single-family neighborhoods were built after 1950. Most, with the exception of portions of the Hill and Canyon Area, were not built as planned communities. Consequently, the streetscapes contain a diversity of housing styles, although of similar scale and massing. Since these areas are built-out, the architectural impact of these design policies will be seen over time as older homes are remodeled or replaced by new development. The design goal is to ensure that redesigned or new homes contribute to the quality of the neighborhood environment.

Many of the neighborhoods have aged gracefully while others are in need of improvement, including the replanting of street trees and provision of parkways, and improved property maintenance. Where there is no predominant design theme and no need to consider one, the best action is to preserve the existing scale of the neighborhood, provide ample street trees and parkways, design neighborhood entryways, where appropriate, and provide property owners with incentives to keep their properties well-maintained.

GOAL 3.1:
Single-family neighborhoods are attractive, safe and comfortable.

Policies:

1) Continue to maintain and improve the visual image and quality of life of single-family neighborhoods.

2) Strengthen the important elements of residential streets that unify and enhance the character of the neighborhood, including parkways, mature street trees, compatible setbacks, and a unified range of architectural detailing.

The value of parkway trees and a landscaped buffer between private residences and the sidewalk is shown by these contrasting photos looking east and west on Broadway.

3) Require new and infill development to be of compatible scale, materials, and massing as existing development.

4) Improve the pedestrian and social atmosphere of the street by orienting new homes towards the street with attractive front porches, highly visible street facades, and compatible setbacks.

5) Enhance and encourage neighborhood or street identity with theme landscaping or trees, entry statements, and enhanced school or community facility identification.

6) Maintain, improve and/or develop parkways with canopy street trees, providing shade, beauty and a unifying identity to residential streets.

7) Encourage well-designed, front yards to provide an effective visual transition from the street to the homes.

8) Where feasible, encourage the actual or visual narrowing of streets through measures such as widened parkways, canopy trees, and sidewalk bulbs at the intersections.

9) Site garages back from the street and minimize street frontage devoted to driveways and vehicular access.

10) If desired by the community, provide continuous sidewalks and links to nearby community facilities, retail centers and transit stops for safety and convenience.

11) Encourage a variety of architectural styles, massing, floor plans, facade treatment and elevations to create visual interest.

This neighborhood entryway at the intersection of Romneya and Euclid Street demonstrates that neighborhood identity can be improved with enhanced entry treatments – landscaped medians, distinct crosswalks and wide sidewalks.

Landscaped parkways with mature street trees add beauty to residential streets, provide a safer environment for residents, and are a strong, unifying visual element.

Continuous sidewalks buffered from traffic are an important amenity.

12) Reduce the impact of monotonous walls, located at the periphery of residential neighborhoods along arterial corridors, through landscaping, varied surface treatment, and use of vertical and/or horizontal design elements.

13) Provide safe and convenient pedestrian and bicycle access from single family neighborhoods to nearby commercial centers, schools, and transit stops.

Multiple-Family Development

Multiple-family housing is an important and challenging concern to the City both in terms of supply and design. Approximately one-half of the housing units within the City are multiple-family in nature, the vast majority of which are located along major arterial corridors in West, Central and East Anaheim. As such, they are visually prominent and have a strong effect on perceptions of community design. The challenge is to accommodate higher density housing that retains a neighborhood feel and contributes to the character of the street environment and provides a quality residential environment that is safe and attractive.

GOAL 4.1:

Multiple-family housing is attractively designed and scaled to complement the neighborhood and provides visual interest through varied architectural detailing.

Policies:

1) Reduce the visual impact of large-scale, multiple-family buildings by requiring articulated entry features, such as attractive porches, and detailed facade treatments, which create visual interest and give each unit more personalized design.

2) Discourage visually monotonous, multiple-family residences by incorporating different architectural styles, a variety of rooflines, wall articulation, balconies, window treatments, and varied colors and building materials on all elevations.

3) Require appropriate setbacks and height limits to provide privacy where multiple-family housing is developed adjacent to single-family housing.

4) Reduce the visual impact of parking areas by utilizing interior courtyard garages, parking structures, subterranean lots, or tuck-under, alley-loaded designs.

5) Require minimum lot size criteria in the Zoning Code to encourage professional, responsible, on-site property management.

6) Provide usable common open space amenities. Common open space should be centrally located and contain amenities such as seating, shade and play equipment. Private open space may include courtyards, balconies, patios, terraces and enclosed play areas.

7) Where a multiple-story apartment building abuts single-story development, provide for a gradual transition in height by reducing the height of the building adjacent to the smaller scale use.

8) Provide safe and convenient pedestrian and bicycle access from multiple-family development to nearby commercial centers, schools, and transit stops.

9) Where possible, underground or screen utilities and utility equipment or locate and size them to be as inconspicuous as possible.

10) Encourage multi-family housing developers to comply with Residential Voluntary Measure A4.106.9.2 of the California Green Building Standards Code that outlines the provision of long-term parking for multi-family buildings.

Quality multi-family development includes semi-private open space enhanced landscaping as well as convenient access to public space and nearby commercial centers.

Rich detailing of facades, varying rooflines and prominent entry features lend multi-family development a more domestic scale and enhance the identity of major streets.

Mid-Block Corridor Residential Development

An important feature of the Land Use Element is the identification of areas for the introduction of mid-block residential development along arterial corridors. Since they are located along major corridors that oftentimes frame neighborhoods, these residential areas are intended to provide an alternative to strip commercial development and expand the City's housing stock and variety. Since they are located along busy arterials, mid-block developments will be set back far enough for safety and livability purposes, but close enough to visually improve the corridor.

The design goal is to encourage mid-block development that incorporates richly detailed architecture and contributes to an attractive and pedestrian-friendly street environment. This can be accomplished through design guidelines that encourage residential developments with a neighborhood scale and appearance, orientation towards the street, recessed or alley loaded parking and landscaped parkways. Provision of open space within each development will contribute to an attractive streetscape. These policies allow design flexibility while outlining design features which create a visually consistent environment.

GOAL 5.1:

Mid-block residential developments convey a neighborhood atmosphere, high level of design quality, and strong street-facing orientation.

Policies:

1) Design facades of residences facing arterial corridors to include richly articulated surfaces, walls, and roofline treatments.

2) Encourage mid-block residential streetscapes that feature well-landscaped parkways and rhythmic variations of residential facades, styles and color with a minimum of driveways and/or curb cuts provided (access primarily provided from the rear of residences).

3) Incorporate elevated front porches in dwelling units along major arterial corridors to provide privacy, security, and visual interest.

4) In addition to porches, require that each dwelling unit have a reasonable amount of usable private open space (e.g., elevated decks, terraces and rear yards).

5) Where front yard fencing is desirable, require that it be low-scale and open-view style, incorporating varied architectural elements consistent with the residential facades.

6) Where alley loading is not feasible, minimize curb cuts by incorporating shared driveways and locating parking behind residences.

7) Place parkway street trees at regular intervals to buffer residential uses and create a unifying visual element along the arterial corridor.

8) Require a minimum landscaped setback between the sidewalk and the front yard fence to provide more privacy for residents and allow for an additional row of trees and landscaping.

9) Encourage decorative, colored pavement, stamped concrete, brick or composite material for shared driveways and alleys to reinforce the residential character of the neighborhood.

10) Where possible, underground or screen utilities and utility equipment or locate and size them to be as inconspicuous as possible.

The design goal is to encourage mid-block development that incorporates richly detailed architecture and contributes to a pedestrian-friendly street environment. This can be accomplished through guidelines that encourage domestic scale and appearance, orientation to the street, recessed parking and landscaped parkways.

Retail Activity Centers

Aging commercial areas represent a challenge and an opportunity. Well-designed and strategically located retail activity centers that incorporate distinctive architecture, clear access and ample pedestrian amenities, not only enhance community image, but also provide a more solid economic base for the City. Retail activity centers also help to define the street corridor, provide a variety of shopping opportunities, and offer gathering places in an attractive setting. As it works to facilitate new retail development at strategic locations (i.e., major intersections), the City can help fulfill both aesthetic and economic goals.

To improve the overall design and functionality of retail centers, such uses should be developed on adequately sized sites that are large enough to provide pedestrian amenities, carefully screened parking areas, and well-planned pedestrian and vehicular access. Design guidelines can help assure that the center fits together visually and contains the quality elements that will attract visitors and improve its vitality.

GOAL 6.1:

Focus activity centers at the intersections of selected major corridors to provide a convenient and attractive concentration of retail and office uses.

Policies:

1) Locate buildings and building frontages close to the street and street corners with parking behind or to the side of the buildings. Where this is not possible or practical, ensure that street-facing parking is shielded through landscaping or berming.

2) Design highly visible entrances to retail activity centers through accent landscaping and lighting, enhanced intersection features, facade detailing, monument signs, public art and other design amenities.

3) Encourage pedestrian-scale features such as canopies and/or awnings, customized signage, and strategically located secondary entrances.

4) Incorporate architectural interest and variety within the context of a unified design theme for large-scale retail activity centers. Architectural interest should be provided through varied rooflines, architectural detailing, accent lighting and massing. Consistency should be maintained through commonalities of architectural style, color, landscaping, signage, and lighting.

5) Richly detail and articulate facade designs thereby avoiding monotonous expanses of blank walls.

6) Link newly developed retail activity centers, where practical, to surrounding residential and/or office uses through clear and safe pedestrian and bicycle connections.

7) Provide walls when necessary for security and/or privacy. Pedestrian breaks should be provided where needed for access and walls should contain vertical and/or horizontal detailing to avoid a blank appearance. Walls should also be planted with clinging vines to address potential graffiti opportunities and have layered landscaping to soften the look and create a sense of depth.

8) Provide people-gathering places and amenities – such as mini-plazas, courtyards, benches, outdoor eating areas, specialized landscaping, accent lighting, public art, shade, trash receptacles, and water fountains.

Siting buildings close to the street with visible entrances and pedestrian amenities invites use.

9) Buffer parking areas from the street and adjoining uses through tree plantings and landscaped edges and bays (i.e., berms and/or hedges with layered landscape). Landscaping on the perimeter and within parking lots should provide shade and pedestrian walkways should be strategically located and clearly marked for safe access to shopping and activity areas.

Landscaped bays reduce the visual impact of surface parking.

10) Where practical, encourage use of parking structures to minimize visual impacts of surface parking. Such structures should be sited away from the street, landscaped to soften large expanses of walls, and designed to blend and be consistent with the commercial buildings.

11) Encourage internal access between adjacent properties in order to minimize curb cuts along major thoroughfares.

12) Where possible, underground or screen utilities and utility equipment or locate and size them to be as inconspicuous as possible.

Neighborhood Retail Centers

Neighborhood retail centers can be convenient and attractive amenities for nearby residents, a place to shop, dine and gather. Many times however, such developments provide little, if any, pedestrian connection to surrounding neighborhoods, are visually dominated by large parking lots, and have very little architectural enhancements or landscaped features. The primary focus of these centers is to serve a 4- to 5-block radius, including vehicular, bike and pedestrian access. These developments, should, however, include some of the same design principles as retail activity centers, but at a smaller

Landscaping enhances the pedestrian environment and minimizes the visual impacts of parking.

scale. These principles include street-facing orientation, buffered parking, pedestrian amenities and distinctive signage and attractive landscaping.

GOAL 7.1:
....
Neighborhood retail centers are thoughtfully designed to create attractive places that provide convenient access and ample pedestrian amenities to residents of surrounding neighborhoods.
....

Policies:

1) Locate neighborhood retail center buildings close to the street and, if on an intersection, occupy as much of the corner as possible.

2) Create focal points by encouraging corner buildings that contain special design features such as towers, decorative detailing or varied roof designs.

3) Locate parking in a neighborhood center behind or beside the center's buildings rather than in front of them to reduce the visual impact of surface parking lots, where practical. Massive, oversized parking lots should be avoided.

4) To the extent practical, screen views of surface parking areas using shade trees, perimeter hedges, and other plantings. Landscaped planters and defined pedestrian pathways should be incorporated into the parking lot design.

5) Incorporate street-level pedestrian amenities such as awnings, large storefront windows, arcades, small sitting areas, and accent landscaping.

6) Encourage pedestrian access to and from adjoining uses by providing paths and breaks in walls or landscaped buffer areas.

7) Encourage a consistent sign program which effectively addresses scale, type and placement within the overall design theme of the retail center.

8) Ensure that the scale and massing of neighborhood retail centers are sensitive to the context of surrounding residential development.

9) Lighting should provide for safety and highlight features of the neighborhood retail center but not shine directly onto neighboring properties.

10) Where possible, underground or screen utilities and utility equipment or locate and size them to be as inconspicuous as possible.

Mixed Use Development

Mixed-use development has a growing appeal for many cities and for good reasons. With the on-going need to provide housing to all segments of the community, mixed-use development can provide a desirable option for certain segments of the population such as retirees and households without children. Mixed-use areas can revive aging areas, generate sales and property tax revenue and provide a vibrant environment for residents.

The planning and design of mixed-use areas is a challenge. Such uses must be carefully integrated with surrounding development and/or future land uses, and there must be a proper balance between retail, office and residential uses. Residents must have private spaces and convenient parking, retailers need streets with a balance of vehicular and pedestrian activity.

GOAL 8.1
....
Anaheim's mixed-use areas are attractively designed, pedestrian and bicycle-friendly, easily accessible, and contain a proper blend of commercial retail, office and residential uses.
....

Policies:

1) Encourage design flexibility in mixed-use development by allowing both a vertical and/or horizontal mix of uses.

2) In vertical mixed-use, site retail or office uses on the ground floor, with residential and/or office uses above.

3) Encourage architecture that divides individual buildings into a base, middle and top (i.e., second story and higher density residential uses could incorporate different window treatment, architectural detailing, colors, balconies, and bays). For two-story buildings, ground floor retail uses should be distinguished from second story facades, with both containing rich

surface articulation. Rooflines should have a finished look with cornices, parapets or other finishing details.

4) Locate commercial/retail uses near the sidewalk to provide high visibility from the street.

5) Design development with the pedestrian in mind by including wide sidewalks, canopy street trees, sitting areas and clearly defined pedestrian routes.

6) With large-scale mixed-use development, orient the tallest portions of the buildings towards the center of the site and ensure that the height of the buildings at the periphery are compatible with adjacent development.

7) Minimize the visual impact of surface parking by providing either parking structures, rear- or side-street parking with effective landscape buffering.

8) Segregate residential parking from commercial and office parking.

9) Locate mixed-use development in areas of high visibility and accessibility, and along streets that balance vehicular and pedestrian traffic.

10) Strategically locate potentially disruptive retail uses such as nightclubs or bars to avoid future conflicts with adjacent residential uses.

11) Provide each residential use with its own private space (such as balconies, patios or terraces) and larger communal spaces such as lobbies, central gardens or courtyards.

12) Where possible, underground or screen utilities and utility equipment or locate and size them to be as inconspicuous as possible.

13) Provide appropriate bicycle parking facilities to serve diverse users of mixed-use developments. Bicycle parking should be highly visible and/or near the entrance of the building.

Ground floor retail, orientation to street, differentiated facade treatment for residential uses above, and street and structured parking give mixed-use centers vibrant and pedestrian-oriented urban spaces.

Industrial Areas

Anaheim has several key industrial areas, including Anaheim Canyon, the North Central Industrial Area, the area west of the Santa Ana (I-5) Freeway between La Palma Avenue and Magnolia Avenue, and portions of The Platinum Triangle. These areas are sited to minimize conflicts with potentially sensitive land uses. Industrial uses can be noisy, require outdoor storage, create fumes, and generate truck traffic. Despite these characteristics, the City can still strive to make industrial areas attractive and, at the same time, allow for the kinds of activities inherent to industrial uses. Design policies and guidelines should address the obvious issues of buffers, screening and parking; strengthening the overall image of industrial areas through entry monumentation, coordinated public signage and landscaping should also be addressed. The following policies will also assist in improving the appearance and future of these areas.

GOAL 9.1:

Anaheim's industrial areas and the buildings within them are strategically planned, visually distinctive and attractive, abundantly landscaped and appropriately signed.

Policies:

1) Strengthen the identity of key industrial areas through entry monumentation, signage, attractive landscape treatments, and a complementary range of building colors and types.

2) Encourage individual design identity and clearly visible main entrances for industrial buildings.

3) Avoid use of long, blank walls by breaking them up with vertical and horizontal facade articulation achieved through stamping, colors, materials, modulation and landscaping.

4) Thoroughly screen and enclose all outside storage areas through the use of perimeter walls and landscape treatments.

5) Use abundant landscaping to minimize views of surface parking, storage and service areas.

6) Where possible, encourage adjacent buildings to share open, landscaped and/or hardscaped areas for visual relief, access and outdoor employee gathering places.

7) Where practical, underground or screen utilities and utility equipment or locate and size them to be as inconspicuous as possible.

8) Permit convenience retail uses, such as restaurants in proximity to industrial areas for the convenience of employees and clients.

9) Reduce the noise, traffic and visual impacts of service, delivery, parking and loading areas by locating them as far as practical from adjacent sensitive uses (e.g., residential and commercial areas), from the street, sidewalk or building entrances.

10) Encourage the application of these design policies to remodels of existing development and develop incentive programs for their successful implementation.

Vertical piers, windows, color variation and surface modulation lend an attractive identity to industrial parks.

Landscaped berms soften views of surface parking, storage and loading areas. Other landscaped, open areas can enhance gathering places used by workers.

Consistent landscape palettes and a reasonable range of building and architectural types, in addition to consistently themed entry monumentation and signage, create attractive and visually distinct industrial areas.

Signage

The primary function of signs is to identify and advertise businesses, identify community facilities, and direct motorists and pedestrians. However, they also have a large impact on the visual quality of the streets and neighborhoods. A well-coordinated sign program can be a positive and distinctive amenity; on the other hand, poorly regulated signs can contribute to a visually chaotic and cluttered streetscape. The most desirable signs complement a building's style, are easily identifiable, and are visually attractive and interesting.

Improvement of signage along commercial corridors is a major design priority. In older areas, where the signage has evolved over time, the quality and type of signs vary significantly. Although the size and type of signs vary depending on the scale of the street and properties they serve, there are some important guidelines that contribute to an improved streetscape, while ensuring the signs continue to serve their intended purpose.

The following policies apply Citywide with the exception of areas of the City that already have guidelines (i.e., through specific plans).

GOAL 10.1:

Anaheim sign guidelines address distinctive, appropriately-scaled and/or coordinated signs throughout commercial, industrial and mixed-use areas.

Policies for Arterial Corridors:

1) Use complementary, yet distinctive, sign styles within retail centers.

2) Where freestanding signs are necessary, they should be designed in a vertical format with consistent lettering, color and style, capturing the architectural theme of the commercial area of which they are a part.

3) Discourage and/or prohibit the use of pole signs, roof signs (except in Downtown Mixed Use Overlay Zone), temporary lettering of window signs, blinking or flashing signs and temporary signs.

4) Encourage high-quality signage, including wall signs, raised letter signs, projecting, double-faced signs, and customized logos.

5) Encourage signs that complement the architecture of the building without dominating it.

6) Along major arterial corridors, use signs that are large enough to be seen from the thoroughfare. This necessitates signs of a scale larger than that of pedestrian-scaled signs.

Policies for Pedestrian-Oriented Streets and Neighborhood Centers:

7) Along pedestrian-oriented streets and in neighborhood centers, use signs that are simple, direct and distinctive, and designed at a scale easily read by the people walking.

8) Integrate signs into the building's architecture. Along smaller multi-story buildings, the ideal placement for signs is along the horizontal band between the ground-floor retail and the upper stories. On high-rise structures, signs can be placed directly below the roofline.

9) Along a continuous facade of storefronts, locate wall signs at approximately the same height to provide a unifying, horizontal design element.

10) Encourage pedestrian-oriented signs such as awnings, wall signs, raised letter signs, and projecting blade-signs.

11) Although sign designs should be consistent in terms of scale and type within a particular retail center or commercial street, encourage design variation and distinctiveness to provide visual interest and avoid monotony.

Attractive signs are distinctive and interesting, complementing the site and building where they are located. These projecting, double-faced signs, monument signs and raised-letter wall signs, are appropriately scaled to their context.

Consolidating signs works well with limited numbers and proper scale.

Temporary window signs look cluttered and unattractive.

Sign clutter is created by too many contrasting styles and colors in too small an area.

Architectural Diversity and Context

The tremendous diversity of Anaheim is also reflected in its architectural heritage. No one architectural style dominates, and different areas of the City have developed at different times and with different building styles. Consequently, prescriptive guidelines about style would be inappropriate and stifle architectural creativity. Nevertheless, basic architectural guidelines can be written which allow design creativity while ensuring quality. In both commercial and residential areas, the goal is to achieve high quality and creative projects within the context of general design principles.

GOAL 11.1:
Architecture in Anaheim has diversity and creativity of design and is consistent with the immediate surroundings.

Policies:

1) In areas of diverse character, encourage project design that represents architectural elements of the neighborhood or surrounding commercial areas.

2) Encourage architectural designs that are visually stimulating and varied, yet tasteful, containing rich contrasts and distinctive architectural elements.

3) Ensure that the scale, materials, style and massing of new development is consistent with its surroundings and any larger vision for an area.

4) Add visual richness to residential streets by discouraging the same building elevations on adjacent lots and avoiding repetitious elements and colors.

New construction should be creative, yet respond to its context. Ground-floor uses are inviting to the pedestrian. Upper floors are distinctive and well detailed.

5) Encourage energy and environmental efficiency – such as "Green Development Standards" (see Green Element) – in the design and approval of new projects.

Detailed facade treatment – differing window styles, bays, and piers – reduces the scale of large, commercial buildings.

Center Street Apartments fit well into their context. The raised, gabled entrance, flanked with river rock, is representative of the front porches of the Craftsman Bungalow style common in the region.

Public Art

The purpose of public art is to add interest, variety, and beauty to the City's public places. Well-designed public art creates a connection between the public and the culture of the community by designing places that incorporate symbols that serve to entertain and enrich urban areas.

Anaheim's "Art in Public Places" program includes works that symbolize the City's agricultural past and rich heritage as well as pieces that serve to entertain and add comfort. The City's challenge will be to expand this successful program to include more areas of the City and to attract artists that represent the City's tremendous diversity.

GOAL 12.1:
Opportunities to expand the Art in Public Places program to include all areas of the City will be explored, thereby enriching public places and strengthening the City's identity.

Policies:
1) Continue and expand the Arts in Public Places program by selecting suitable sites throughout the City that would benefit from the inclusion of public art.

2) Encourage the incorporation of public art into large-scale private development.

3) Design public art with a diverse population in mind, from small children to senior citizens to workers, families and visitors.

Public art entertains, informs and serves. "Hammer Clock" (left) adds a twist to the traditional Main Street clock. The hammer symbolizes the work ethic of early blacksmiths in the original Colony, while the teetering pocket watch reminds us of the urgency of time. "Orange Crates" (above) incorporates packing crates – an enduring symbol of the City's agricultural past – into a functional seating element, well liked by kids.

Murals reflect historic character and traditions of Anaheim and add civic beauty at a reasonable cost.

Banners provide a fairly inexpensive and highly visible decorative element in urban places. In this piece, banners adorn the Downtown Community Center.

DISTRICT-LEVEL DESIGN FEATURES

Given the unique character of Anaheim, it is appropriate to divide the City into design districts in order to understand the design conditions of each area. Although some policies can be implemented Citywide, others are best targeted to specific areas. Figure CD-1, *Community Design Districts*, shows the City's major design districts. A brief description of the design features within each district is provided below.

Community Design Districts (General Study Areas)

NORTH EUCLID
- Create gateway at northern City entrance
- Continue to implement streetscape and landscape improvements along major corridors and local streets
- Create guidelines for boulevard housing

NORTH CENTRAL INDUSTRIAL AREA
- Strengthen identity
- Encourage landscaped buffers between industrial and residential uses
- Enhance pedestrian links between parks and residential areas

ANAHEIM COLONY HISTORIC DISTRICT AND DOWNTOWN
- Create recognizable image as the civic, cultural, and historic center of the City
- Create pedestrian-friendly Downtown core
- Encourage historically sensitive, diverse, distinctive architecture
- Continue preservation/restoration of Historic District

THE CANYON
- Enhance entries
- Coordinate sign and landscape programs
- Improve interface with Santa Ana River
- Landscape water basins and recreational facilities

HILL AND CANYON AREA
- Reinforce the natural environment of the area through appropriate landscaping and the preservation of open space
- Preserve views and ridgelines
- Incorporate natural aesthetics into design
- Reinforce quality development standards and guidelines compatible with the hillside area.

WEST ANAHEIM
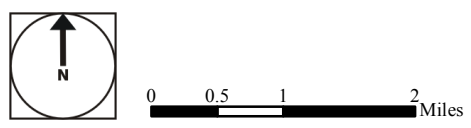- Continue program of streetscape improvements
- Design attractive, pedestrian-friendly retail activity centers and enhanced intersections
- Improve quality of residential street environment
- Visually enhance key entryways
- Encourage appropriately-scaled and architecturally-rich residential development
- Provide guidance for transitioning/revitalizing aging, mid-block retail properties

EAST ANAHEIM
- Complete streetscape improvements plans
- Pursue opportunities to provide additional pedestrian links to Santa Ana River
- Expand residential street tree program
- Encourage appropriately-scaled and architecturally-rich residential development

THE ANAHEIM RESORT
- Continue to ensure design quality through the implementation of the Anaheim Resort Specific Plan, Disneyland Resort Specific Plan, and Hotel Circle Specific Plan, which contain Design Guidelines as well as specific programs to address signage, streetscape and landscaping
- Extend the Anaheim Resort to the southern City limits along Harbor Boulevard

THE PLATINUM TRIANGLE
- Create regional center of dramatic urban scale and strong sense of place
- Integrate professional sports venues/entertainment, office/retail and urban housing land uses to create day and night activity
- Create network of pedestrian links and vibrant public spaces
- Ensure high quality development through design guidelines and comprehensive property management
- Create strong entryways and edge treatments
- Provide diverse mix of quality urban housing

Notes:

District boundaries are not precise. They are intended to demonstrate general areas with common design features and characteristics.

Design policies, guidelines and programs for the Anaheim Resort area are contained in the Anaheim Resort Specific Plan, Disneyland Resort Specific Plan, and Hotel Circle Specific Plan.

Legend
- West Anaheim
- North Euclid Street
- North Central Industrial Area
- The Anaheim Colony Historic District and Downtown
- The Anaheim Resort
- East Anaheim
- The Platinum Triangle
- Anaheim Canyon
- Hill & Canyon Area
- City Boundary
- Sphere-of-Influence

0   0.5   1   2 Miles

City of Anaheim

General Plan Program

Figure CD-1   Page CD-29

This page intentionally left blank

Downtown Revitalization

Anaheim's Downtown, located within the original Colony boundaries, has witnessed many changes over time. From a small, thriving commercial area in the early 1900s, it has grown to accommodate a growing population. Through the redevelopment process that began in the 1970s, many of the historic commercial and residential buildings were replaced with newer development. The result of these changes is an area of mixed character, both in terms of architectural styles and age of prominent buildings. Both the City and area residents want to create a more vibrant, pedestrian-friendly downtown that reflects elements of its historic past and provide design guidance to ensure that new development is compatible with the area's vision.

Guiding new development that enhances the historic character of the area and creates a vibrant downtown without resorting to artificial imitations of the past is a challenge. The architectural heritage of the commercial core is eclectic: it included Classical Revival, Italianate, Spanish Colonial, Mission Revival, Art Deco, among others. Guidelines that respect this heritage and offer an appropriate menu of choices for designers are appropriate. Modern designs that make historic allusions without directly copying them, and reflect a scale and massing conducive to pedestrians and civic uses are desirable.

GOAL 13.1:

Anaheim has a vibrant, distinctive and pedestrian-friendly Downtown that respects its historic context and provides civic, shopping, employment, and entertainment opportunities for residents and visitors.

Policies:

1) Use the Anaheim Colony Vision, Principles and Design Guidelines to ensure that new development reflects the diverse architectural heritage, and that the detailing and scale of the area is maintained and/or enhanced.

This photo illustrates that corner architecture can provide community identity and defines the street edge. Wide sidewalks allow for window shopping, pedestrian passage, seating areas and a landscape zone. Architectural detailing of contemporary buildings can contain historical references that convey a sense of place without recreating the past. Bulb-out parkways at corners add public space and narrow the street at crosswalks.

2) Incorporate historic themes and community symbols into the design of the Downtown area to distinguish it as Anaheim's historic/civic core.

3) Provide generous bicycle and pedestrian amenities such as bicycle lanes, sharrows or signs to encourage vehicles to share the road with bicyclists, bike racks and lockers, wide sidewalks, ground-level retail uses, parkways, vintage streetlights, sitting areas, and street furniture as key features of Downtown Anaheim.

4) Establish a strong sense of architectural identity and visual continuity through similarities in scale, height, massing, facade organization, signage, material use, colors and roof shapes.

5) Encourage architectural detailing, which includes richly articulated surfaces and varied facade treatment, rather than plain or blank walls.

Anaheim's Downtown Community Center is an example of a modern building whose scale and detailing contribute to the character of the Downtown.

6) Locate commercial buildings close to the public right-of-way to better define the urban space and create pedestrian interest. Consistent street frontages of buildings are encouraged, but can be relieved with occasional courtyards, patios and setbacks.

7) Develop a sign program for important streets that complements the architecture of individual buildings and also provides a unifying element along the streetscape.

8) Encourage the following types of signs: indirectly lit signs, raised letter signs, wall signs, awnings, and double-faced, projecting signs along pedestrian streets.

This photo illustrates examples of the design principles that should be utilized for commercial areas of the Colony. Buildings greet the sidewalk and define urban space. Ground-floor retail provides variety and window-shopping opportunities. Horizontal sign bands and awnings complement the architecture. Architectural detailing and roof cornices give definition to the buildings. Distinctive, pedestrian-scale streetlights are strong unifying elements.

9) Discourage the use of the following types of signs: internally illuminated, plastic, flashing signs, billboards, generic trademark signs, and any sign temporarily affixed to ground-floor windows. Roof signs are generally discouraged, although exceptions can be made for historically appropriate designs through established zoning provisions.

10) Where feasible, incorporate either angled or parallel parking on local commercial streets in the Downtown area to provide convenient access to retail uses.

11) Minimize the visual impact of surface parking lots by locating them behind buildings, away from the street, if possible, or through perimeter and interior landscaping and small-scale fencing.

New construction within the Downtown should feature articulated surfaces, distinctive upper facades and rooflines, and pedestrian-friendly ground floor detailing. Without directly imitating the past, new development should draw its inspiration from the eclectic design traditions of the historic Colony.

12) Encourage use of parking structures in lieu of surface parking lots. When provided along a pedestrian-oriented street, the structure should be designed to provide ground-level retail and/or office space. On streets where cars must occupy the ground level, a landscaped setback should be used to minimize and soften the visual impact of the structure.

13) Design public plazas and spaces that are both comfortable and convenient. They should be well-defined by surrounding buildings, located near the street for visual contact and convenience, contain abundant seating opportunities, and incorporate amenities such as distinctive focal points, public art, ample shade, and eating and entertainment possibilities.

The Downtown should be rich in public spaces and gathering places. Fountains can serve double-duty – they can entertain and provide comfort.

14) Mark the transition from residential areas of the Colony to the Downtown core with special edge treatment, gateway monumentation and distinctive signage.

Historic Preservation in Residential Areas of the Colony

Community design also includes preserving the past. Anaheim is the oldest established community in Orange County and it is working to preserve its heritage. It was established in 1857 as a 1.8 mile-square German farming colony bordered by what is today North, South, East and West Streets. The early settlers constructed walls and fences made from willow poles to mark the boundaries of their settlement and to keep out herds of wild cattle. Some of these fence poles took root and became gates into the colony. The North Gate is commemorated today at 775 North Anaheim Boulevard and has been designated as a California State Landmark. The Green Element proposes to restore much of this original landscaping edge of the historic Colony.

A strong grassroots effort by local citizens, in partnership with the City, resulted in the establishment of the Anaheim Colony Historic District in 1997. In 1999, the Anaheim Colony Historic District Preservation Plan was approved. The Plan provides voluntary design guidelines and assistance to property owners to maintain and enhance the historic qualities of their homes.

The original Colony survives today as the Anaheim Colony Historic District and contains an excellent concentration of period revival architecture and early residential street patterns and scale. The Colony contains 1,100 contributing structures including a predominance of Craftsman Bungalows as well as Spanish Colonial, Mission, Tudor, Prairie and Colonial Revival styles, among others. The vast majority of the homes were built between 1910 and 1935.

The City of Anaheim, through the Neighborhood Preservation Office, provides financial and technical assistance to owners of qualified historic homes. Owners of structures on the list of Qualified Historic Structures may be eligible for Community Development Block Grants (assuming income eligibility) and/or Mills Act benefits wherein property owners enter voluntary 10-year contracts to restore and maintain properties in return for property tax rebates. The State Historic Building Code allows regulatory flexibility for improvements to historic properties as long as safety and energy concerns are adequately addressed. Historic structures outside of the Colony may be eligible for home improvement loans. Historic Housing Preservation Rebates are also available for preserving historic structures


This small Craftsman bungalow is one of the 1,100 qualified historic homes in the Anaheim Colony Historic District.

Structures and districts listed on the National Register of Historic Places include the Anaheim Museum (1908), Thee White House Restaurant (1909), the Kraemer Building (1923), the Kroeger-Melrose District (40 structures), and the Melrose-Backs District (6

structures). Twelve structures are also eligible for individual listing on the National Register.

Both the City and local preservation groups encourage owners of historic homes to restore them, thereby contributing to a very special place within Anaheim. In preserving an entire district, the City strengthens its identity by creating a memorable district that is a living link to the past.
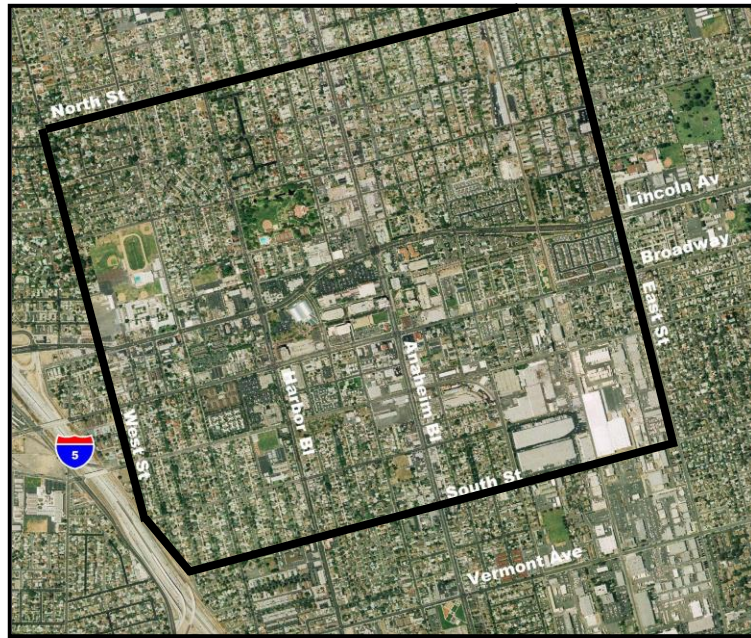
The Anaheim Colony Historic District boundary is the same as the City boundary at incorporation, in 1887.

Historic postcards of The Anaheim Colony Historic District illustrate the Craftsman and bungalow architecture and residential streetscapes created by consistent setbacks and landscaped parkways.

The Colony's architectural heritage is rich and varied. This Mission Style building is complemented by many other styles in the area – Craftsman Bungalow, Spanish Colonial, Tudor, Art Deco, Victorian and others.

GOAL 14.1:

The Anaheim Colony Historic District and residential neighborhoods are a living example of the architectural heritage and community pride of the City.

Policies:

(See both the Anaheim Colony Historic Preservation Plan and the Anaheim Colony Vision, Principles and Design Guidelines for complete Design Guidelines.)

1) The Anaheim Colony Design Guidelines should be the basis for design review of renovations, remodeling, and new construction within residential neighborhoods in the Anaheim Colony Historic District.

2) Continue to preserve and/or restore the Colony's historic structures and streetscapes to reflect the diverse architectural styles, historic features, character, scale and materials of the original house and community.

3) Restore and/or incorporate original streetscape patterns including consistent setbacks, parkways, alleys and landscape themes as part of the Colony's continuing preservation efforts.

4) Continue to support the use of the Mills Act Program for owners of eligible historic properties.

5) Pursue the rezoning of select residential areas within the Anaheim Colony Historic District as a disincentive for demolition of historic homes and to preclude more intense development.

6) Incorporate edges and boundary treatments into the design guidelines

The Anaheim Colony Historic District Design Guidelines emphasize streetscape patterns, landscape themes, architecture, pedestrian-oriented enhancements, and other features that reflect the Colony's rich historic heritage.

The Colony Design Guidelines emphasize safe, pedestrian-friendly residential development and streetscapes. In this photo, the setback from curb to front porch is generous enough to allow a double row of trees. Homes with "eyes on the street" and generous parkways with mature street trees provide a safe pedestrian atmosphere and add an attractive, unifying visual element.

of the Anaheim Colony Historic District, including exploring the feasibility of restoring parts of the original colony gates in selected areas as a visual reminder of the City's origins.

7) Designate select residential areas adjacent to the Anaheim Colony Historic District, which contains historic structures as zones of influence subject to the Design Guidelines of the Anaheim Colony.

Platinum Triangle Development

The Platinum Triangle represents an opportunity for the City to create a mixed-use regional center unique to Orange County. Located at the confluence of the I-5 and SR-57 Freeways, traversed by a commuter railroad line, and containing Angel Stadium of Anaheim and the Arrowhead Pond of Anaheim, the area has tremendous visibility and a great deal of underutilized land.

The new vision for The Platinum Triangle contains a dynamic mix of uses and upscale, high-density urban housing - integrated by a carefully planned network of pedestrian walkways, streetscape improvements and recreational spaces - that will create an urban environment of a scale never before seen in Orange County. The combined attraction of shopping, entertainment, office, hotel, residential and recreational uses will transform The Platinum Triangle into the new downtown of Orange County, helping the City realize economic benefits and providing residents, workers and visitors with one of the most vibrant and exciting urban places in the region. The emphasis is on quality design, ensured through carefully crafted design guidelines.

GOAL 15.1:

The Platinum Triangle will become a dynamic, mixed-use center of regional interest, providing retail, office, residential, employment, and entertainment opportunities.

Policies:
1) Develop comprehensive, Mixed-Use Overlay Zone and Design Guidelines to implement the vision for The Platinum Triangle.

2) Provide a mix of quality, high-density urban housing that is integrated into the area through carefully maintained pedestrian streets, transit connections, and arterial access.

3) Develop a Public Realm Landscape and Identity Program to enhance the visibility and sense of arrival into The Platinum Triangle through peripheral view corridors, gateways, and specialized landscaping.

4) Develop a strong pedestrian orientation throughout the area, including wide sidewalks, pedestrian paths, gathering places, ground-floor retail, and street-level landscaping.

5) Encourage extensive office development along the highly visible periphery of the area to provide a quality employment center.

6) Develop criteria for comprehensive property management agreements for multiple-family residential projects to ensure proper maintenance as the area develops.

7) Identify and pursue opportunities for open space areas that serve the recreational needs of Platinum Triangle residents and employees.

The Platinum Triangle will be a walkable, pedestrian-friendly area for shopping, office and residential uses.

North Euclid Street

The North Euclid Street area is an entry point into the City and includes the North Orange County Community College District's Anaheim Campus. With access to the Riverside (SR-91) and Santa Ana (I-5) Freeways, this highly visible area is intended to become an attractive gateway as well as an educational and commercial activity center.

GOAL 16.1:
Enhance the North Euclid Street corridor as a major City gateway and educational center.

Policies:

1) Create an attractive gateway into the City by exploring opportunities to visually enhance the intersection of La Palma Avenue and Euclid Street including the planting of additional street trees along both streets.

2) Enhance landscaping treatments at entries to residential neighborhoods as opportunities exist.

Landscaped entryways into residential neighborhoods add character and value to the neighborhood.

3) Encourage corridor residential and mixed-use developments pursuant to the Land Use Element and related policies in the Citywide Level Design Features section of this Element.

West Anaheim

The predominant land use in West Anaheim is single-family residential neighborhoods, most dating to the 1960s. Strengths of the area include a strong sense of community, established neighborhoods, and pride of ownership. Areas of concern include deteriorating strip centers, aging large residential lots, unique architectural styles in tracts, protection of family-friendly neighborhoods, inconsistent signage and a shortage of recreational facilities.

GOAL 17.1:

Improve West Anaheim's residential neighborhoods and strategically locate quality retail development

Policies:

1) Explore opportunities to incorporate West Anaheim entry monumentation at secondary intersection locations.

2) Enhance the image of West Anaheim by continuing to implement streetscape and landscape improvements on major corridors and local streets.

3) Consolidate retail development in prime locations and replace declining mid-block commercial uses with well-designed residential uses that complement existing single-family neighborhoods per the Land Use Element.

4) Actively work with property owners, developers and nearby businesses and residents to facilitate the revitalization of West Anaheim's arterial corridors.

5) Revitalize neighborhoods targeted through the Neighborhood Improvement Program.

6) Underground utility lines where feasible along arterial highways.

East Anaheim

This predominantly single-family residential area is experiencing challenges associated with aging housing and strip retail development. Located between the Santa Ana River on the east, the Riverside (SR-91) Freeway to the north, the Downtown Core to the west and The Platinum Triangle to the south, East Anaheim will benefit from the strengthened identity that comes from arterial corridor improvements and neighborhood improvement programs.

GOAL 18.1:
Enhance the overall design quality of East Anaheim.

Policies:

1) Implement approved landscape and corridor improvement plans along State College Boulevard.

2) Explore opportunities to create enhanced, landscaped entries into East Anaheim from the Orange (SR-57) and the Riverside (SR-91) Freeways.

3) Pursue opportunities to improve and provide additional pedestrian links to the existing easement on the west bank of the Santa Ana River to improve access to open space and the Santa Ana River Regional Trail.

4) Revitalize neighborhoods targeted through the Neighborhood Improvement Program.

5) Where feasible, underground utility lines along major corridors.

6) Continue neighborhood street tree-planting efforts on residential streets throughout the area.

North Central Industrial Area

The North Central Industrial Area straddles the Riverside (SR-91) Freeway, between Lemon Street and Raymond Avenue on the north side of the freeway and between Harbor Boulevard and East Street on the south side of the freeway, and will benefit from targeted design enhancements and a transition of uses. As the area changes from heavy to light industrial and cleaner uses, efforts will be made to preserve its integrity and limit its impacts upon surrounding non-industrial uses.

GOAL 19.1:
Transition the North Central Industrial Area as a cleaner, more modern industrial center.

Policies:

1) Strengthen the visual identity of the area by designing entry monumentation, enhanced intersections and landscape improvements at key entry points as well as pursuing opportunities to remove the area's abandoned railroad tracks, along Commercial Street.

2) Coordinate with Caltrans to explore opportunities to improve landscaping along adjacent segments of the Riverside (SR-91) Freeway to both buffer undesirable views and provide enhanced entryways.

3) Strengthen buffers between existing residential and current/future industrial uses.

4) Improve pedestrian links between residential areas and adjacent parks (La Palma and Julianna).

Anaheim Canyon

This 2,450-acre business center borders the Riverside (SR-91) Freeway to the north, between the Orange (SR-57) Freeway and Imperial Highway, and is a major employment center. Its highly visible location and accessibility to both the Inland Empire and Los Angeles County give it an added advantage. An ongoing effort of the City has been to reinforce the Center's image as a high quality, attractive industrial center.

GOAL 20.1:
Continue to strengthen Anaheim Canyon's image as one of the region's most desired economic centers.

Policies:

1) Improve and project the image of the area through continuing the development of enhanced entryways at key intersections, improved landscaping along the Santa Ana River and groundwater recharge basins, and a coordinated sign program.

2) Provide ample landscaping throughout the area to encourage a professional atmosphere.

3) Encourage building products with individual identity, distinctive signage, and varied color and materials rather than long, monotonous blank walls.

4) Where practical, orient buildings to take advantage of the Santa Ana River as a scenic and recreational amenity.

5) Work with the Orange County Water District to expand upon the recreational and commercial of the groundwater water recharge basins located in the area.

Hill and Canyon Area

The topography of the Hill and Canyon Area requires special design attention. Residents in this area are proud of the natural, semi-rural setting and have consistently expressed the desire to preserve open space, specimen trees views and vistas. Applying design guidelines that respect the existing topography can enhance views to and from adjacent freeways, arterials and streets.
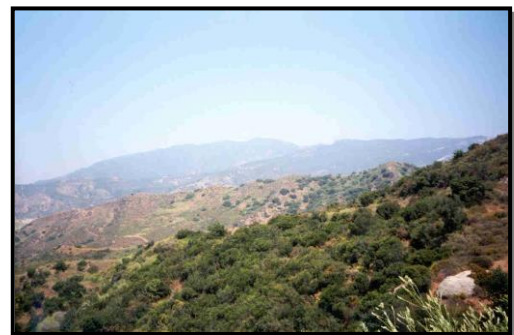
Scenic view in the Hill and Canyon Area.

GOAL 21.1:
Preserve the Hill and Canyon Area's sensitive hillside environment and the community's unique identity.

Policies:

1) Reinforce the natural environment of the area through appropriate landscaping and the preservation of open space.

2) Require compliance with the Scenic Corridor Overlay Zone to reinforce quality development standards and guidelines compatible with the hillside area.

3) Place entry monument signs at key locations into and out of the Hill and Canyon Area to strengthen its district identity.

4) Encourage the siting of housing development below the existing ridgelines to preserve unimpeded views of existing natural contours.

5) Use grading techniques that incorporate rounded slopes or curved contours to minimize disturbance to the site and to blend with the existing topography.

6) Where grading has occurred, revegetate primarily with drought-tolerant native species to control erosion and create a more environmentally sound condition.

7) Work with Caltrans to achieve enhanced landscaping within the Riverside (SR-91) Freeway right-of-way to enhance the image of the area as viewed from the freeway.

(Res. 2017-081, May 23, 2017)