

# chapter 4: private realm incentives and strategies



**New private development, investment, and improvements will have a profound impact on the aesthetics and long-term economic success of Anaheim Canyon.**

The private realm (Figure 4-1) includes all privately-owned property in Anaheim Canyon, which accounts for 60 percent of the total land within the Specific Plan area. A key goal of this Specific Plan is to streamline both City regulations and the project review processes to help make development decisions more predictable and, in turn, facilitate economic growth. This chapter summarizes the major incentives and strategies that implement the City's vision for private development within Anaheim Canyon.

The chapter begins with the Transformative Strategies that will be used by the City to implement the vision for

the private realm. It then outlines the development incentives available to area business and property owners; describes identity and branding strategies; outlines "Transportation Demand Management" concepts; and concludes with a summary of major design principles for Anaheim Canyon. The information contained in this chapter is designed to be an easily understood and helpful resource for the business and the development community. Appendix B: Zoning and Development Standards provides the Anaheim Municipal Code requirements for development in Anaheim Canyon.

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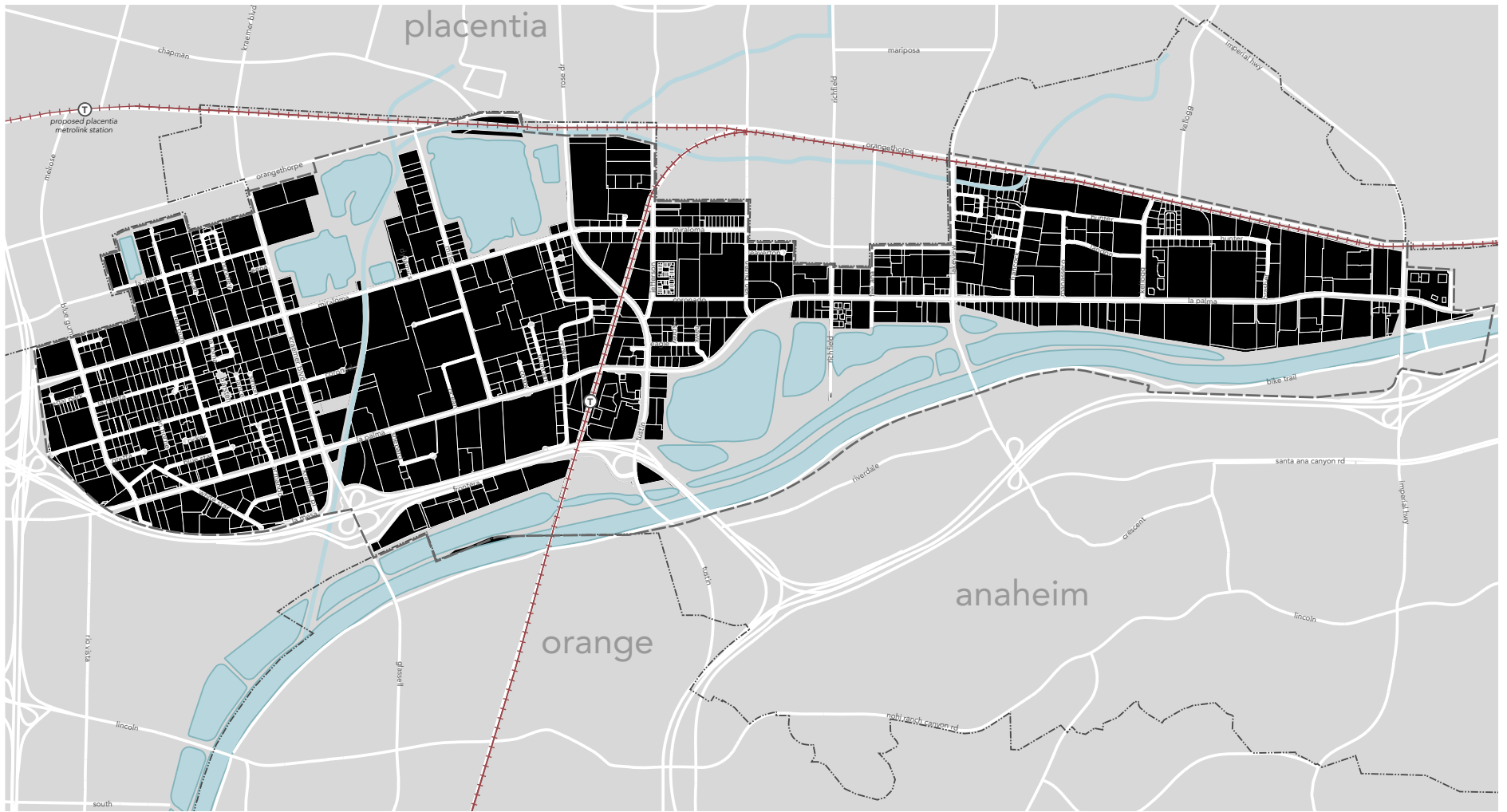


figure 4-1: private realm



anaheim canyon  
specific plan

legend

- plan area
- water bodies
- private realm
- city boundary
- railroad
- T metrolink station



## 4.1 Private Realm Transformative Strategies

The following Transformative Strategies are designed to support the community's vision for the private realm of Anaheim Canyon. Along with the Public Realm Strategies at the beginning of Chapter 3, these strategies help define the area's long-term direction, and can be viewed as broad policy statements that will help guide City decisions and private sector actions in the private realm of Anaheim Canyon.

1. **Protect the integrity of industrial operations** by discouraging sensitive uses within these areas while continuing to consider such uses in other strategically located areas within Anaheim Canyon as development opportunities arise.
2. **Support, maintain, and grow high-value jobs-generating uses.**
3. **Create an attractive and welcoming environment.**
4. **Create land use patterns and flexible, business-friendly regulations** that support economic development.
5. **Ensure consistent land use patterns** that support the area's industrial character.
6. **Provide a range of uses, services, and amenities** for workers, visitors, and residents.
7. **Maximize the range of building and site sizes, products, and types.**
8. **Identify key nodes along Complete Streets** to encourage the development of commercial amenities.
9. **Expand the use of sustainable design, construction, and management practices and incentives** to all building types and landscapes.
10. **Utilize available sustainable development incentives** to promote and attract businesses.
11. **Expand opportunities for dining, entertainment, and service-oriented retail** in appropriate locations.
12. **Encourage transit-oriented commercial, office, and residential development** adjacent to the Metrolink Station to take full advantage of commuter rail opportunities.



*Consolidating the zoning requirements and development standards of the previous PacificCenter and Northeast Area specific plans will help streamline the development review and approval process in Anaheim Canyon*

## 4.2 Business and Development Incentives

This section identifies the incentive programs the City of Anaheim either currently offers, or will offer, as implementation of this Plan. These incentives are a valuable tool the City can offer to attract and retain industrial, office, and commercial businesses within Anaheim Canyon and encourage the area's transformation into a regionally recognized center for the Innovation Economy. The incentives are grouped into three major categories:

- **Regulatory Streamlining Incentives**
- **Green Building and Industry Incentives**
- **Utility Incentives**

### Regulatory Streamlining Incentives

The City of Anaheim understands the importance of reducing regulatory barriers and helping to create more predictable development review and approval processes. In 2012 the City established a Regulatory Relief Task Force that developed a series of citywide recommendations for ways to make it easier to do business in Anaheim. This Plan streamlines regulations

for Anaheim Canyon by consolidating and/or replacing (1) previous specific plans and (2) zoning and development standards from previous sections of the municipal code with new updated sections. These updates define development standards in a concise and comprehensive manner. This new chapter, included in Appendix B: Zoning and Development Standards, provides an updated list of permitted, conditionally-permitted, and prohibited uses; and eliminates the need for a conditional use permit for many uses.

The City also recognizes the need to maintain its attractive business environment and evolve its operations and regulatory enforcement in conjunction with innovation, emerging technology, and market transformation on a regional and industry wide scale. Accordingly, the City will continue to revise the municipal code to establish more flexible regulatory frameworks to accommodate business operational changes and restructuring.

## Green Building and Industry Incentives

The City wants to continue to identify ways to encourage green buildings and industries in Anaheim Canyon as a key strategy for economic growth and a major step towards retaining a large share of the Innovation Economy market. Encouraging green buildings and industries is nothing new for the City of Anaheim. In 2012 and 2014, the Orange County chapter of the U.S. Green Building Council awarded the City its bi-annual Eco City Award for being the greenest municipality in Orange County, ahead of 33 other cities. The City received this award based on incentives and assistance available for green development, public education via LEED Accredited staff, and an overall commitment to develop green City facilities.

The City has also reported greenhouse gas emissions to the California Climate Action Registry since 2003, and has been recognized as a Certified Climate Action Leader by the Registry. This long-term environmental commitment can be leveraged as a market differentiator for the City in attracting new green businesses to locate in Anaheim Canyon. Currently, the

city receives 20 percent of its electricity from renewable resources including geothermal, wind, solar, hydroelectric, and landfill gas. In an effort to continue reducing greenhouse gas emissions, the City plans to increase renewable energy resources to 25 percent by 2016 and 33% by 2020.

In 2006 the City Council adopted a series of citywide goals grounded in the principles of environmental soundness and sustainable development. Anaheim Public Utilities is using a variety of programs and development models to implement these goals for new private development. In addition to encouraging and incentivizing sustainable techniques, the Green Building Program has resulted in lower operating costs and, in some cases, higher tenant rates due to tenant demand for green buildings. To further incentivize green businesses, the City will develop an “Eco-Industrial Park” (EIP, see description on next page) initiative in Anaheim Canyon.





## Eco-Industrial Parks

An Eco-Industrial Park (EIP) is a cluster of industrial manufacturing and support facilities that work together to improve their overall environmental and economic performance through the sharing of resources. Participating companies maintain common environmental stewardship goals and recycle by-products of each facility's waste streams for use in other facilities' processes. This collaboration results in an "industrial ecosystem" of energy efficient and resource efficient operations that would not have been possible for participating businesses to achieve alone. Energy, waste, and water reuse are integral to the functioning of an EIP. Other shared sustainability initiatives among EIP participants may include stormwater management, food waste composting, vehicle idling reductions, and sustainable purchasing policies.

In Anaheim Canyon, there is a strong potential for large industrial producers to form an EIP by joining with the City's power plant in a waste-to-energy loop. Successful EIPs often begin as a power plant coupled with one or two industrial producers, and then grow over time to encompass many interconnected waste and energy streams. EIPs can be created in existing industrial areas like Anaheim Canyon through retrofits and new operational strategies.

## Utility Incentives

### Energy Efficiency Incentives

The Anaheim Public Utilities Department offers a wide variety of commercial and industrial programs that provide incentives for businesses to locate and operate in Anaheim Canyon. These incentive programs cover a diverse spectrum of energy and water systems and services, ranging from systematic energy audits, lighting retrofits, water conservation strategies, renewable energy utilization, and new construction and customized energy reduction strategies.

### Water Efficiency Incentives

As mentioned previously, the City of Anaheim is in a unique position as the City's water and electricity provider. There are several incentive programs currently offered that are specific to water efficiency and conservation for businesses.

### New Utility Incentives

In addition to the existing City programs, Southern California Gas offers a variety of energy efficiency measures. Together, these programs offer a wide range of incentives to commercial and industrial utility customers. Small business programs may be particularly useful to start-up and small research and development businesses using flex commercial space.

Other programs, especially the special Economic Development/Business Retention Incentive Rate, are critical tools for attracting and retaining large customers. In addition to this energy rate incentive, the City has an opportunity to partner with larger businesses or employers for water use incentives to stay, relocate, or operate in Anaheim Canyon. In an age of shortages and service interruptions, this can be an edge in the competition for economic growth.

There are also possibilities to further market and expand current programs, or develop new programs, to provide additional water and utility incentives. Incentives must be responsive to new opportunities as industrial technologies change and evolve. For example, the City is currently deploying "smart meters" that will enable Anaheim Public Utilities to digitally communicate the fluctuating price of electricity to consumers in real time. Businesses that are able to switch major operations to off-peak times may opt for a critical peak pricing electricity rate structure, where they pay more for electricity during peak times and less during off-peak times.



### 4.3 Transportation Demand Management

Transportation Demand Management (TDM) refers to a mix of strategies aimed at reducing transportation impacts, fuel consumption, and vehicle emissions. TDM strategies are designed to reduce vehicle trips and parking demand by encouraging the use of alternative travel modes such as transit or bicycling. TDM has great success potential in areas that have an opportunity to inter-connect their entire transportation system ranging from sidewalks to transit, such as in Anaheim Canyon. TDM enhances the performance of the transportation network and reduces greenhouse gas emission through a variety of voluntary Commute Trip Reduction (CTR) programs. The programs are typically implemented by a lead agency, such as the City of Anaheim, but are ultimately the responsibility of private development to fund. TDM strategies include:

- Providing end-of-trip facilities for commuters who travel by bicycling or running/walking. These facilities can include showers, bicycle and personal lockers, and changing areas. End-of-trip facilities are particularly of use to

commuters who may take the train to work and need to travel the last few miles by walking or biking.

- Encouraging telecommuting and alternative work schedules that reduce commuter trips by allowing employees to work from home or to travel during off-peak hours. These programs can include allowing flexible work schedules or compressed work schedules.
- Promoting multimodal transportation to create awareness and opportunity for commuters to take the train or bicycle to work. Employers can inform employees of mode options during employee orientations or through publications. “Bike-to-work” week is an example of providing opportunities for employees to be more aware of alternative modes of travel.
- Providing preferential parking to commuters carpooling or not driving alone. Preferential parking can be implemented at convenient locations such as at businesses or train stations and can be reserved a number of ways such as free, reduced fee, or vanpool sized. Permits and restrictions may be enforced to monitor the program.



#### 4.4 Identity and Branding Strategies

In addition to the public realm identity and branding strategies outlined in Chapter 3, there is great opportunity to promote the Anaheim Canyon brand within the private realm through building and property improvements. The area will achieve an important measure of success in brand and identity when the businesses, owners, brokers, and tenants embrace the Anaheim Canyon brand and connect their businesses to the place. Developing this buy-in will take time, and while the initial efforts will be done in the public realm by the City, there should also be long-term investment in the brand by the private sector.

The City and the business community are not in favor of adding new requirements or regulations that force private property owners to add branding features to their property. Rather, the City desires to work hand-in-hand with the business community and the Anaheim Canyon Advisory Group to co-build the brand and provide opportunities for businesses to adopt the brand voluntarily. This can be done

through enhancements and modifications to their signage, materials, promotions, and messaging, as appropriate.

Several areas of the Specific Plan support the business and brand connection:

- **Sustainability.** By implementing an innovative and dynamic program around sustainability, businesses can build on green messaging. In addition, many businesses have corporate green policies and therefore prefer leasing space in areas that align with and decrease the cost of those goals by promoting and incentivizing green building construction and operations.
- **A Place to Grow.** One of the unique elements of Anaheim is the relative number of small businesses compared to other similar cities. Anaheim Canyon's branding and identity will promote and express this ability for small businesses to thrive and grow in place. The availability of a variety of building floor plates in Anaheim Canyon, as well as a broad range of development opportunities and incentives, supports such evolution for area businesses.

- **Livability and Open Space.** The refinement of greenways, water features, and overall livability related to transit and walkability will improve the attractiveness of Anaheim Canyon to prospective employees and therefore businesses.

## 4.5 Development Areas

In order to identify specific areas for certain allowed uses and development standards, the Specific Plan establishes six unique Development Areas. Each Development Area is, in essence, an individual zoning district within Anaheim Canyon. The location and extent of each Development Area are shown on Figure 4-2: Development Areas. Following is a brief summary of each Development Area's purpose and intent. See Appendix B: Zoning and Development Standards for more information.

### DA-1: Industrial Area

The Industrial Area provides for the development of light and heavy industrial uses and related support facilities. This is the largest development area in terms of acreage and represents the focus for keeping Anaheim Canyon a viable, successful center of commerce and employment. The underlying Anaheim Municipal Code base zone for this development area is: "I" Industrial Zone.

### DA-2: Recycling Area

The Recycling Area provides a specific location for waste recycling and material recovery uses and facilities within Anaheim Canyon. Anaheim Canyon is an ideal location for these types of uses, and retaining them within the area is important to the City. The underlying Anaheim Municipal Code base zone for this development area is: "I" Industrial Zone.

### DA-3: Transit-Oriented Area

The Transit-Oriented Area provides a location for the development of a high quality, pedestrian- and bicycle-friendly mixed-use district. This district will define the core of Anaheim Canyon and take full advantage of the Metrolink Station and convenient access to the Riverside Freeway and open space areas. This area provides a unique location for new workforce and commuter housing within Anaheim Canyon, including affordable housing. The underlying Anaheim Municipal Code base zone for this development area is: "MU" Mixed Use Overlay Zone.

### DA-4: Local Commercial Area

The Local Commercial Area provides locations for the development of locally-serving commercial and retail amenities, such as sit-down restaurants, fast food establishments, professional services, and other commercial uses that serve the local workforce. These areas are dispersed throughout Anaheim Canyon and provide a viable opportunity to create new worker amenities within a walkable or bikeable distance from most area businesses. They are also primarily located on Complete Streets (e.g., Miraloma Avenue and Miller Drive). The underlying Anaheim Municipal Code base zone for this development area is: "C-NC" Neighborhood Center Commercial Zone.

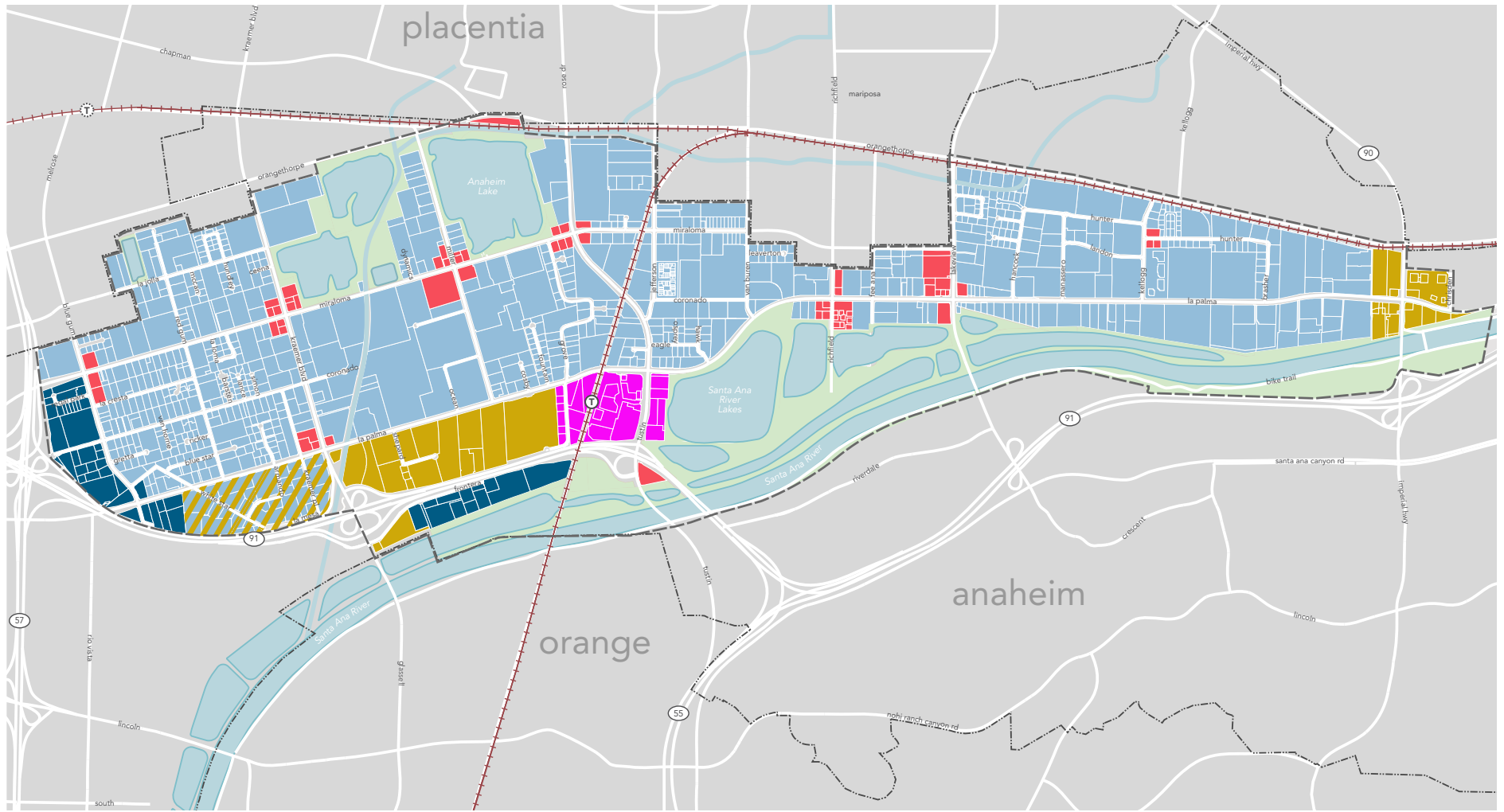


figure 4-2: development areas



anaheim canyon  
specific plan

legend

- plan area
- water bodies

- city boundary
- railroad
- metrolink station

- DA-1 industrial area
- DA-2 recycling area
- DA-3 transit-oriented area
- DA-4 local commercial area
- DA-5 general commercial area
- DA-6 open space/water area

- DA-7 flex area (DA-1 and DA-5 allowed)



### DA-5: General Commercial Area

The General Commercial Area provides locations for larger, regionally-serving commercial, entertainment, and medical uses. These larger uses are important to the city and the region. These uses are intended to take full advantage of good freeway access and visibility. The underlying Anaheim Municipal Code base zone for this development area is: “C-G” General Commercial Zone.

Future residential development could be an appropriate land use within DA-5 as long as such uses are developed in a mixed use setting and commercial and/or office uses are incorporated into the residential development pursuant to the “M-U” Mixed Use Overlay Zones. Residential uses should only be developed on parcels over four acres in size and should comply with the development standards of the “M-U” Mixed Use Overlay Zone. Residential uses in this area would be subject to the approval of a General Plan Amendment, Conditional Use Permit and any environmental analysis required pursuant to the California Environmental Quality Act.

### DA-6: Open Space/Water Area

The Open Space/Water Area provides locations for open space activities. This area is intended to be maintained in a manner that protects groundwater recharge activities from incompatible development. Anaheim Canyon is located on some of the most permeable soil in Orange County, and groundwater recharge is a critically important activity of regional importance. Protecting these areas is an important focus of the Specific Plan. In addition to groundwater recharge activities, the Open Space/Water Area also encourages the creation of bicycle and pedestrian trails that link Anaheim Canyon to surrounding neighborhoods and the Santa Ana Trail system. This area does allow some non-open space and water uses, as defined in the Anaheim Municipal Code (Chapter 18.120). The underlying Anaheim Municipal Code base zone for this development area is: “OS” Open Space Zone.

### DA-7: Flex Area

The Flex Area provides locations for a wide range of industrial, office, and commercial uses. This area allows flexibility in both the types of uses and development standards that are applied. Every use that is included in either DA-1 or DA-5 can also be located with the Flex Area. In the event that there is conflict between the development standards of the two Development Areas, the least restrictive standard shall apply within the Flex Area. The underlying Anaheim Municipal Code base zones for this development area are: “I” Industrial Zone and “C-G” General Commercial Zone.

## Zoning and Development Standards

Each Development Area includes specific zoning and development standards that represent the minimum standards to which new development must conform. These standards, which are included as Appendix B: Zoning and Development Standards, are part of the City of Anaheim Municipal Code (Chapter 18.120). The standards are specific to Anaheim Canyon and, as such, may not cover every possible topic. Where a provision contained within this chapter does not discuss a specific condition or situation which arises, the provisions of the Anaheim Municipal Code shall apply for Anaheim Canyon. In the event of a conflict between these provisions and the other provisions of the Anaheim Municipal Code, the provisions set forth in Chapter 18.120 shall govern. In addition to these standards, all uses within the Anaheim Canyon Specific Plan boundaries shall comply with all applicable local, State, and Federal laws, ordinances, and regulations.

