

**City of Anaheim  
General Plan Update**

**Appendix A**

**THE ANAHEIM VISION**

*“Anaheim...*

*... a mosaic of diverse people and thriving unified neighborhoods joined together by beautiful, accessible open spaces and well-landscaped roadways offering enhanced mobility for people and goods; safe place to live, work and play; quality educational opportunities; engaging gathering places; world class entertainment; recreational, spiritual, and cultural amenities available for all; and, a variety of economic opportunities for its workforce.”*

**January 2002**



## **ANAHEIM VISION 2025**

The following Vision Statement describes the desired future for Anaheim in the year 2025. The statement is divided into several topical areas that will help shape the Anaheim General Plan and Zoning Code update. The General Plan will provide consistent policy guidance for the various City departments that will be responsible for helping to achieve the Vision.

### **Neighborhood Character/City Image:**

Neighborhood Character is defined by many factors: what the neighborhood looks like, what it feels like, etc. But more importantly, it is an image in the minds of those who live and work there and in the perceptions of those who visit. City image is defined by the same factors. But rather than focusing on the individuality of each neighborhood, City image emphasizes a cohesive Citywide theme.

Anaheim is a mosaic comprised of a variety of unique neighborhoods with distinguishable character that, when viewed as a whole, create a strong, positive image. Neighborhoods in Anaheim are distinct from one another. All of Anaheim's residents are proud of their neighborhoods. Many have lived here for decades. In fact, many are second, third and even fourth generation natives. Communities are defined internally by the quality of their homes, the diversity of their residents, the beauty of their streetscapes, the availability of and access to, open space and recreation opportunities. Historic properties have been preserved through a combination of innovative development standards, design guidelines and economic incentives.

In turn, these communities are tied together by the common bonds of neighborhood pride and a powerful City image. Diverse as they may be, community stakeholders share enormous pride in the places where they live, work and play. This pride is reflected in high levels of community participation, the positive appearance of the natural and built environment, and residents' and business owners' desire to stay and thrive in Anaheim. When visitors come to Anaheim, they know when they arrive. Attractive and identifiable entryways; well-maintained and landscaped roadways; and beautiful, interconnected open spaces and parks, distinguish Anaheim as a unique city.

### **Superior Design Standards:**

In terms of community character and the quality of development, much of what Anaheim has achieved was accomplished by the enhanced nature of the City's development standards. Quality standards and the use of innovative, flexible incentives have resulted in pedestrian friendly neighborhoods, well-maintained commercial centers and residential neighborhoods,



well-landscaped public and private spaces, and signage that enhances community character while meeting the advertising needs of local businesses.

**Traffic/Circulation:**

Few issues touch more daily lives than traffic. Traffic congestion inhibits economic growth and reduces the City's livability. The City has implemented creative yet proven strategies to enhance the circulation system to provide mobility for people and goods. Arterial streets are designed more efficiently and operated smarter, with application of computer and communications technologies. Mass transit plays a key role, with consideration of a broad range of modes. Traffic calming strategies enhance pedestrian safety and lower speeds on local streets, providing an added measure of neighborhood livability. Bicycle and pedestrian paths are conveniently located and linked to commercial, civic, educational and institutional uses.

**Housing:**

Anaheim provides an array of housing choices for its diverse population. Anaheim's mix of housing types, including rental and for-sale housing, appeals to all economic segments of the community. Well-designed residential neighborhoods are supported and balanced by an ample amount of open space, parks, and other amenities. Appropriately sited multiple-family housing is designed to high standards and supported by responsible on-site management and maintenance arrangements.

**Economic Development & Redevelopment:**

Tourism continues to be one of the driving forces behind Anaheim's economy. The City remains one of the premiere tourist destinations in North America. Anaheim's economic base continues to expand and diversify. The implementation of business friendly programs and comprehensive growth strategies, including incentives to locate in Anaheim, have attracted newly formed and established companies in concentrated areas. Anaheim is a premiere location in Orange County to establish a new business and expand current operations. In addition to being the hub of vibrant sports and entertainment venues, Anaheim has experienced substantial and dynamic growth, becoming the center of enterprise for thriving multinational corporations, Fortune 500 companies and local and regional businesses.

With the growth and diversification of the City's economic base, coupled with aggressive job training strategies for new economic partnerships, residents will have an opportunity to strengthen their job skills, thereby increasing their economic potential.

Efforts to provide retail opportunities in Anaheim have resulted in the successful development of retail centers, attracting not only local residents, but regional tax dollars as well. Thriving residential corridors and surrounding neighborhoods link and support a system of commercial nodes and activity centers, providing first-class shopping opportunities for all income levels and retail needs.



With the synergy of the surrounding historic residential neighborhood, the Civic Center, and a multitude of entertainment, cultural and dining opportunities, Downtown is an Orange County destination. Thriving residential communities within easy walking distance of Downtown have contributed to its revitalization.

**Open Space & Conservation:**

Preserving open space and other natural resources is important to the community. Through efforts to preserve hillside vistas, ridgelines, and specimen trees, natural features are protected and maintained as appropriate. The development of trails and paths throughout the City link residential neighborhoods to schools, parks and activity centers.

**Parks/Recreation/Libraries/Culture:**

The Anaheim community treasures its parks, libraries and community centers. The provision of these important amenities has kept pace with development and population growth, and, where feasible, is linked by walkways and bikeways that provide residents with convenient access to these important community features. Sports fields are located throughout the City, meeting the needs of the community's active population. Cultural amenities, including museums and fine art venues, have flourished.

**Safety:**

Residents and businesses alike enjoy neighborhoods, shopping areas and workplaces that are safe. Anaheim's professional, efficient safety personnel, innovative community design, community policing, and extensive public outreach and educational programs ensure Anaheim is known as a safe place to live, work and play.

**Education:**

Through extensive coordination between the City and its various school districts, Anaheim is well known for its high standards of academic achievement, and adequate facilities are available that provide a safe and healthy environment for children and school personnel. Providing opportunities for higher education and continued learning is also an established priority in Anaheim.

**City Services/Boards and Commissions/Governmental Coordination:**

Where the City directly provides services, staff maintains a close working relationship with residents and businesses, and maintains a high level of professionalism. Where private entities deliver services, the City works closely with service providers to ensure that the needs of its citizens and businesses are met. Residents feel "connected" to the City by understanding that they have the power and ideas necessary to affect actions to sustain a quality living environment. City staff promotes this feeling by facilitating partnerships amongst volunteer organizations, City boards and commissions, and community stakeholders in confronting quality of life issues.