

# 1.0 INTRODUCTION

The Platinum Triangle Master Land Use Plan envisions an exciting future for the area surrounding Angel Stadium of Anaheim, The Grove of Anaheim and the Honda Center.

Amidst millions of square feet of new development opportunities for office, restaurant and residential projects, is an established destination featuring high-rise lofts, two championship sports teams, an exciting array of dining and entertainment, plus immediate access to the rest of Southern California from three freeways and the Anaheim Regional Transportation Intermodal Center (ARTIC).

This plan is intended to enhance this dynamic mix of uses and provide cohesion through innovative design standards and a carefully planned network of pedestrian walkways, streetscape improvements and recreation spaces – designed to create an urban environment of a scale never before seen in Orange County.

The 828-acre Platinum Triangle will blend leading-edge businesses and employment, world champion entertainment and exciting residential neighborhoods, creating a unique opportunity in the heart of Orange County.

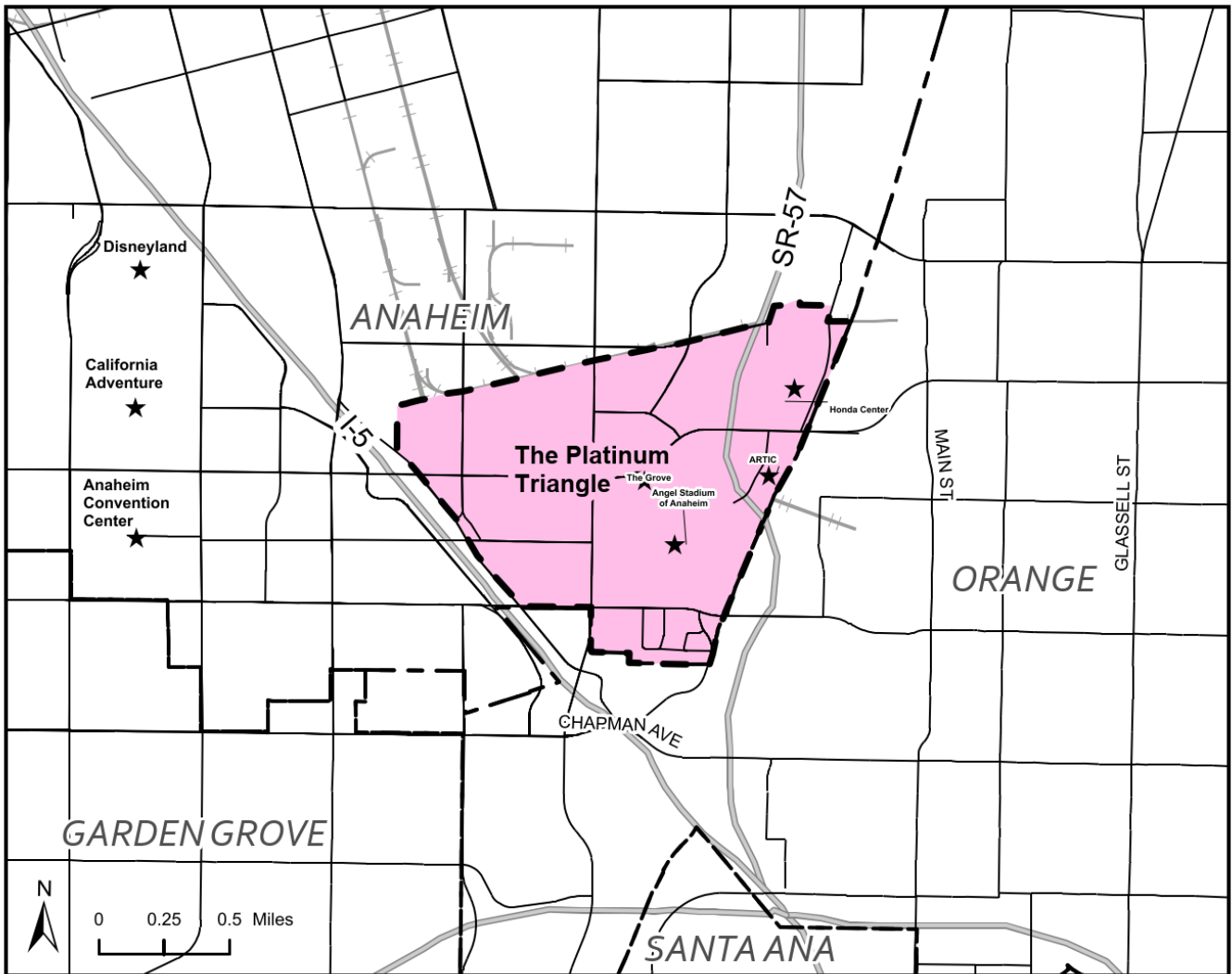


Figure 1: Location Map



Figure 2: Aerial Photo

On May 25, 2004, the Anaheim City Council approved a comprehensive citywide General Plan Update which included new land use designations intended to implement the vision for the Platinum Triangle. The General Plan Update changed the General Plan designations within the area from Commercial Recreation and Business Office/Mixed Use/Industrial to Mixed-Use, Office High, Office Low, Industrial, Open Space and Institutional (see Figure 3) to provide opportunities for existing uses to transition to mixed-use, residential, office and commercial uses. The General Plan Update also established the maximum development intensity for the Platinum Triangle to be 9,500 dwelling units, 5,000,000 square feet of office space, and 2,254,400 square feet of commercial uses, industrial development at a maximum floor area ratio of 0.50 and institutional development at a maximum floor area ratio of 3.0.

The Platinum Triangle Master Land Use Plan also serves as the blueprint for public improvements within the Platinum Triangle, including conceptual park locations, a proposed street network and streetscape design. Private development is regulated through the Platinum Triangle Mixed Use (PTMU) Overlay Zone (hereinafter referred to as “PTMU Overlay Zone”) and the Platinum Triangle Standardized Development Agreement (see Appendices A and B).

The Platinum Triangle Master Land Use Plan replaces and supersedes the Anaheim Stadium Area Master Land Use Plan. This previous planning study, approved in March 1999, provided a plan for office, sports, entertainment and retail uses around a sports entertainment destination known as Sportstown.

The PTMU Overlay Zone applies to properties within the Platinum Triangle designated by the General Plan for Mixed-Use and Office uses. In addition to utilizing the PTMU Overlay Zone, these properties may also continue to develop using their underlying zones, which include I (Industrial), O-L (Low Intensity Office), O-H (High Intensity Office), PR (Public Recreational), T (Transition), SP (Semi-Public) and C-G (General Commercial). The underlying zones for properties within the area designated for Mixed-Use and Office uses by the General Plan are shown on Figures 6-13.

Properties within the Platinum Triangle that are not designated for Mixed-Use and Office uses by the General Plan are designated for Open Space, Industrial and Institutional uses. The respective implementing zones are OS (Open Space), I (Industrial) and SP (Semi-Public).

## 1.1 General Plan Amendments

On October 25, 2005, the Anaheim City Council approved General Plan Amendment No. 2004-00420, which added an additional 325 dwelling units and 210,100 square feet of commercial development to the maximum development intensity permitted for mixed use development within the Platinum Triangle.

On June 5, 2007, the Anaheim City Council approved General Plan Amendment No. 2006-00449, which added an additional 67 dwelling units to the maximum development intensity permitted for mixed use development within the Platinum Triangle.

On August 21, 2007, the Anaheim City Council approved General Plan Amendment Nos. 2006-00446 and 2006-00455. General Plan Amendment No. 2006-00446 added an additional 699 dwelling units to the maximum development intensity permitted for mixed use development within the Platinum Triangle. General Plan Amendment No. 2006-00455, added an additional 50,550 square feet of office uses and 10,000 square feet of commercial uses to the maximum development intensity permitted for properties within the Platinum Triangle designated by the General Plan for office development.

On October 26, 2010, the Anaheim City Council approved General Plan Amendment No. 2008-00471, which increased the development intensity for properties designated by the General Plan for mixed use and office development to a maximum of 18,909 dwelling units; 4,909,682 commercial square feet; 14,340,522 office square feet; and 1,500,000 institutional square feet.

On October 9, 2012, the Anaheim City Council approved General Plan Amendment No. 2012-00485 to modify and consolidate two public parks near the northeast corner of Orangewood Avenue and State College Boulevard.

On December 18, 2012, the Anaheim City Council approved General Plan Amendment No. 2012-154 to add a public park near the northeast corner of Katella Avenue and Lewis Street and to modify the development intensity for properties designated by the General Plan for mixed use and office development to a maximum of 18,988 dwelling units; 4,795,111 commercial square feet; 14,131,103 office square feet; and 1,500,000 institutional square feet.

On October 21, 2014, the Anaheim City Council approved General Plan Amendment No. 2014-00495 to modify the development intensity for properties designated by the General Plan for mixed use and office development to a maximum of 19,027 dwelling units; 4,735,111 commercial square feet; 14,131,103 office square feet; and 1,500,000 institutional square feet.

On October 20, 2015, the Anaheim City Council approved General Plan Amendment No. 2015-00490 and associated entitlements for the A-Town project to amend the district boundaries for the Katella and Gene Autry districts and reduce the length of Market Street as well as the configuration of the project site's development areas, park sites and circulation system.

On June 14, 2016 the Anaheim City Council approved General Plan Amendment No. 2015-00506 to modify and consolidate two public parks to the northeast corner of Union Street and Artisan Court.

On October 18, 2016 the Anaheim City Council approved General Plan Amendment No. 2015-00504 to modify the density provisions for properties within the Platinum Triangle for mixed use and office development to a maximum of 17,348 dwelling units; 4,782,243 commercial square feet; and 13,659,103

office square feet (1,500,000 institutional square feet remained unchanged); and remove a public park near the northeast corner of Orangewood Avenue and State College Boulevard.

On February 28, 2017 the Anaheim City Council approved General Plan Amendment No. 2015-00503 to modify the development intensity for properties designated by the General Plan for mixed use and office development to a maximum of 17,501 dwelling units; 4,782,243 commercial square feet; 13,490,233 office square feet; and 1,500,000 institutional square feet.

On October 4, 2022 the Anaheim City Council approved General Plan Amendment No. 2020-00532 and associated entitlements for the ocV!BE project to expand the boundaries of the PTMU Overlay Zone by approximately 8 acres, add a new public park south of Katella Avenue and east of Douglass Road (Meadow Park), rename the ARTIC District to the Transit District, modify district boundaries of the Transit, Katella Sub-Area D, Office and Arena Districts, add a new appendix for the ocV!BE Sign and Identity Program, modify the roadway network, and to modify the development intensity for properties designated by the General Plan for mixed use and office development to a maximum of 17,840 dwelling units; 6,195,019 commercial square feet; 11,659,338 office square feet; and 250,000 institutional square feet.

Table 1: General Plan Development Intensities		
Land Use Designation	Maximum Amount of Development Permitted	
Mixed-Use		
<ul style="list-style-type: none"> <li>• Residential</li> <li>• Commercial</li> <li>• Office</li> <li>• Institutional</li> </ul>	17,840	Dwelling Units
	6,195,019	Square Feet
	7,791,802	Square Feet
	250,000	Square Feet
Office-High and Office-Low*	3,867,536	Square Feet
Institutional	3.0	Floor Area Ratio (FAR)
Industrial	0.5	FAR
Open Space	0.1	FAR

\* The maximum FAR for properties designated Office-Low is 0.5; the maximum FAR for properties designated Office-High is 2.0.

## 1.2 General Plan Framework

The General Plan provides the overall vision for the Platinum Triangle. Goal 15.1 of the General Plan’s Land Use Element envisions the Platinum Triangle as a thriving economic center that provides residents, visitors and employees with a variety of housing, employment, shopping and entertainment opportunities that are accessed by arterial highways, transit systems and pedestrian promenades. This goal is implemented through the following policies:

- Continue more detailed planning efforts to guide the future development of the Platinum Triangle.
- Encourage a regional inter-modal transportation hub in proximity to Angel Stadium of Anaheim.
- Encourage mixed-use projects integrating retail, office and higher density residential land uses.
- Maximize and capitalize upon the view corridor from the Santa Ana (I-5) and Orange (SR-57) Freeways.
- Maximize views and recreation and development opportunities afforded by the area's proximity to the Santa Ana River.

The Community Design Element provides further policies related to development within the Platinum Triangle:

- Develop comprehensive, Mixed-Use Overlay Zone and Design Guidelines to implement the vision for the Platinum Triangle.
- 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.
- 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.

- Develop a strong pedestrian orientation throughout the area, including wide sidewalks, pedestrian paths, gathering places, ground-floor retail, and street-level landscaping.
- Encourage extensive office development along the highly visible periphery of the area to provide a quality employment center.
- Develop criteria for comprehensive property management agreements for multiple-family residential projects to ensure proper maintenance as the area develops.
- Identify and pursue opportunities for open space areas that serve the recreational needs of Platinum Triangle residents and employees.

### 1.2.1 Land Use Designations

The General Plan provides several land use designations for the Platinum Triangle (see Figure 3). Below is a description of these uses.

#### *Mixed-Use*

Located in the heart of the Platinum Triangle, the area designated for Mixed-Use allows office, retail and residential uses to occur in close proximity or within the same building. An eclectic mix of land uses, building types and walkable streets will provide an exciting new live/work environment. The maximum density for the Platinum Triangle Mixed-Use designation is 17,840 dwelling units, 7,791,802 square feet of office uses, 6,195,019 square feet of commercial uses and 250,000 square feet of institutional uses. The designation will be implemented through the Mixed Use Districts in the PTMU Overlay Zone area which provides for quality neighborhoods and building design through carefully created zoning regulations. The PTMU Overlay Zone also allows existing underlying zoning to remain in place. Property owners may continue operating under the existing zoning designation or, if they choose, they may take advantage of the opportunities to develop under the requirements of the PTMU Overlay Zone.

**Office High and Office Low**

Located along the freeways and periphery of the Platinum Triangle, the high and low density office areas will be implemented through the Office District designation of the PTMU Overlay Zone and will provide new workplace opportunities with easy access to a variety of housing, retail, entertainment and sports facilities within the Mixed-Use areas. The maximum amount of allowable office square footage in the office high and low designations is 3,867,536 square feet.

**Industrial**

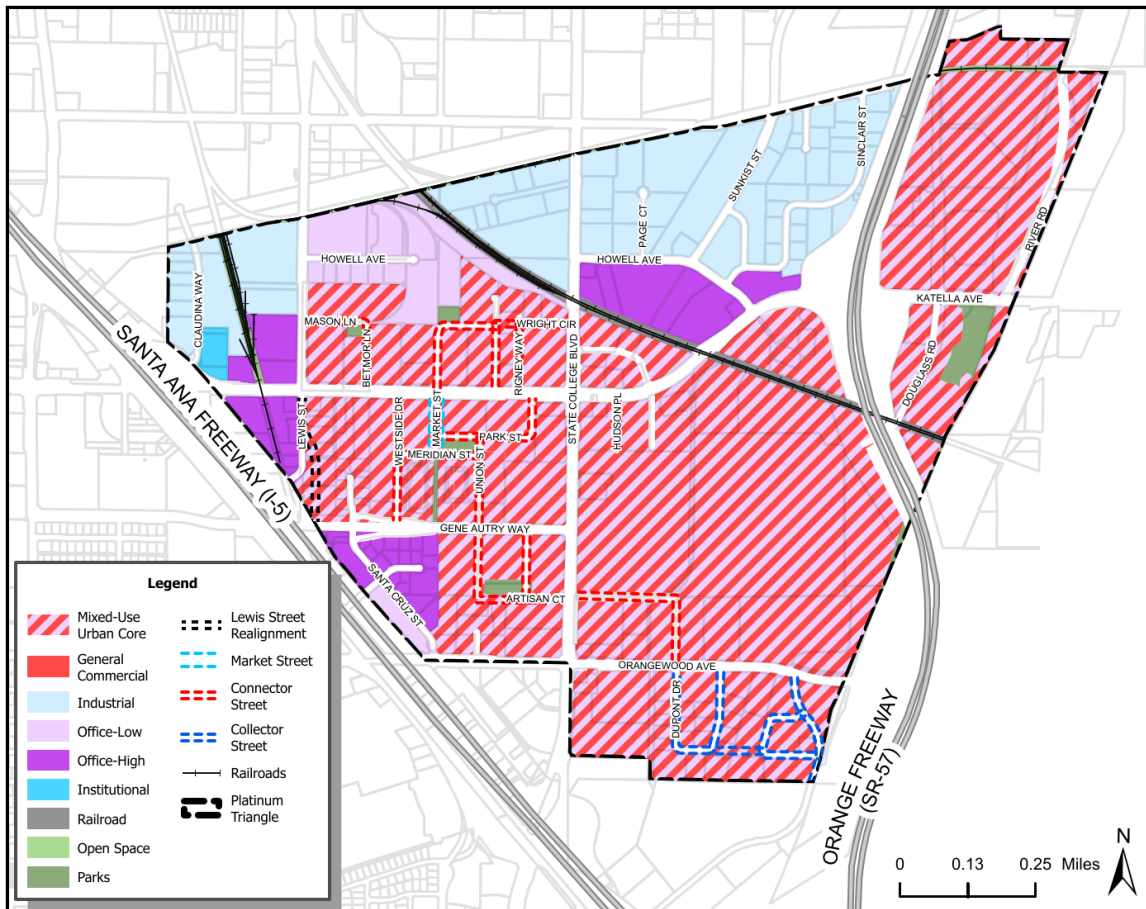
At the northern periphery of the Platinum Triangle there are industrial uses, which will continue to provide important employment opportunities within the area. Industrial uses may have a Floor Area Ratio (FAR) ranging from 0.35 to 0.50. The implementing zone for these uses is the I (Industrial) Zone.

**Open Space**

The Open Space designation includes those areas intended to remain as open space including utility easements that are anticipated to be developed as recreational trails in the future. The implementing zone is the OS (Open Space) Zone.

**Institutional**

The Institutional designation covers a wide variety of public and quasi-public land uses and is applied to existing public facilities. Institutional uses may have a FAR of 3.0. The implementing zone is the SP (Semi-Public) Zone.



**Figure 3: General Plan Designations**

### 1.3 Environmental Requirements

An Environmental Impact Report (EIR) for the 2004 General Plan Update (EIR No. 330), which included an analysis of the maximum development intensity for the Platinum Triangle, was prepared in compliance with the California Environmental Quality Act (CEQA) and the State CEQA Guidelines.

EIR No. 330 identified impacts associated with the General Plan Update Program, including the planned land uses for the Platinum Triangle and recommended mitigation measures to lessen these impacts. Since EIR No. 330 was a general plan level environmental impact analysis, a Subsequent EIR (SEIR) was prepared for the Platinum Triangle (SEIR No. 332) to further analyze environmental impacts related to the implementation of the Platinum Triangle Master Land Use Plan and other associated actions. SEIR No. 332 was certified in October 2005 and modified and updated the mitigation measures from EIR No. 330

SEIR No. 339 was certified in October 26, 2010 and was prepared to analyze the environmental impacts associated with amendments to the Platinum Triangle Master Land Use Plan and other associated actions to expand the PTMU Overlay Zone boundaries, increase residential, office, commercial and institutional intensities and create the ARTIC and Office Districts. This SEIR modified and updated the mitigation measures from SEIR No. 332. These mitigation measures (Updated and Modified Mitigation Monitoring Program No. 106C for the Platinum Triangle) are included as Appendix C to the Master Land Use Plan. Eleven addenda have been prepared to SEIR No. 339.

### 1.4 Existing Opportunities

A number of factors have created the impetus for the Platinum Triangle to transition from a low density industrial area to an urban, mixed use center including a lack of available land in the region for this type of large-scale, high-density development in a prime infill location at the confluence of three freeways. Two other factors provide an unusual dimension to the ultimate character of the district. First is the opportunity for entertainment related development associated with Angel Stadium of Anaheim, the Honda Center and The Grove of Anaheim. Second is existing and future transit opportunities associated with ARTIC.

ARTIC provides enhanced access to existing bus, Amtrak and Metrolink services as well as a link to the proposed California High Speed Rail system. ARTIC is located adjacent to Douglass Road and south of Katella Avenue, within the Transit District.