

2.0 THE PLATINUM TRIANGLE VISION

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

2.1 Planning Principles

In order to further implement the General Plan policies and establish a framework for the implementation of the Platinum Triangle Vision, certain planning principles have been established.

2.1.1 Balance and Integrate Uses

In order to maximize long-term property value, the Platinum Triangle will not only provide new, balanced development opportunities for office, residential and sports/entertainment and allow existing industrial uses to continue, but link the various uses together with walkable streets, open space and consistent landscape. Regardless of market strengths for any one use at a given time, the opportunity and value for all uses will be enhanced by a supportive, integrated and multi-use district approach.

2.1.2 Stimulate Market-Driven Development

The Master Land Use Plan is intended to encourage and facilitate and encourage new development within the Platinum Triangle. The PTMU Overlay Zone is designed to guide, not inhibit, current market forces. Development that will lead to strong economic return is encouraged. The growth of housing in the Platinum Triangle will also stimulate high quality office development since few locations within the region allow for office development adjacent to housing and local services.

2.1.3 Create a Unique, Integrated, Walkable Urban Environment

To achieve the potential of the Platinum Triangle in terms of quality of life and land value, a vibrant, walkable urban environment is required. Comfortable walking environments linking jobs, attractive housing, open space and local services, while reducing the need to drive, are attributes that require guidance and facilitation. It will be essential that each new project make a contribution toward this new urban quality and character.



2.1.4 Develop an Overall Urban Design Framework

Ground floor retail, urban parks and street landscape treatments will be more cohesive if combined into a larger planning vision. These elements, along with new street locations, density concentrations and pedestrian linkages are part of the Platinum Triangle Urban Design Plan (see Figure 4). It is also important to link employment and housing so that each supports and facilitates the other.

2.1.5 Reinforce Transit Oriented Development Opportunities

The Master Land Use Plan and PTMU Overlay Zone provide opportunities for Transit Oriented Development in close proximity to existing and future rail and bus transportation facilities.

Entertainment, retail, high density housing and office are envisioned as potential uses for this emerging new regional activity and mixed use center, situated near the ARTIC station, The Grove of Anaheim, Angel Stadium of Anaheim and the Honda Center. A loop road connecting Gene Autry Way with Douglass Road could also be provided to facilitate linkages in this area.



2.1.6 Maintain and Enhance Connectivity

The linkage between The Anaheim Resort and the Platinum Triangle will be enhanced, connecting key activity centers including Angel Stadium of Anaheim, The Grove of Anaheim, the Honda Center, the Anaheim Convention Center and The Disneyland Resort. On a more local level, emerging neighborhoods will be connected by a newly expanded functional and convenient street network and pedestrian walkways. The system will allow high capacity event-based networks to work in conjunction with an everyday, pedestrian-friendly local circulation system.

2.1.7 Create Great Neighborhoods

A major goal of the Master Land Use Plan is to create long lasting neighborhoods that maintain their value and socio-economic vitality. Therefore, the plan provides a fundamentally strong and appropriately scaled framework of blocks, streets, and open space. In addition, service providers will be encouraged to locate their facilities within the Platinum Triangle, based on resident need and site availability. These services may include library facilities, schools, day care centers and locations for community and/or religious assembly. Only by providing these essentials can a really rich, sustainable urbanity be achieved.

2.1.8 Provide for Installation and Maintenance of Public Improvements

Financial Mechanisms (such as the approved Community Facilities District and a potential Assessment District) will be established to provide for an equitable contribution towards installation and long term maintenance of infrastructure, street trees, sidewalks, and parks.



2.2 Urban Design Elements and Attributes

The Platinum Triangle Urban Design Plan (Figure 4) identifies key physical elements and attributes which are summarized in this section and, where noted, have been incorporated into zoning code standards. These elements and attributes are intended to ensure the development of high quality, sustainable neighborhoods and mixes of uses which will achieve and maintain the highest economic value over the long-term. Sustainability, when applied to neighborhood and district development, means that as economic and market values shift over the coming decades, the inherent visual quality, level of maintenance, and economic value of the building stock and public spaces are maintained or increased along with the region.

2.2.1 Build on a Connected Street Network with Appropriate Block Size

The street pattern within the Platinum Triangle will create a connected local street network. The addition of several carefully located street segments will assist in achieving better traffic distribution, alternative trip routing and smaller sized blocks. This system can provide access to the interior of the existing large industrial parcels so that a mix of moderately scaled residential and office blocks can be developed. This network also provides improved emergency access, refuse pick-up, access to parking areas and a more pedestrian friendly access system to local services, workplaces and transit. This street pattern will encourage a greater diversity in housing type by reducing the size of projects and making it easier to mix housing types within a single large ownership. The smaller blocks create a more walkable pedestrian network by providing a variety of alternate routes to multiple destinations. The location of these connector streets is shown on Figure 4. Dedication and improvement of these streets is required pursuant to the Platinum Triangle Standardized Development

Agreement (see Appendices B1 and B2) which is entered into between the property owner and the City of Anaheim for properties that choose to develop utilizing the PTMU Overlay Zone. When a street width is located on more than one property, the first development is required to provide all improvements adjacent to their project (i.e., sidewalks, parkways, landscaping, bike lanes, and parking as indicated in the Public Realm Landscape and Identity Program in Section 4.0 of this document) and two vehicle travel lanes. The property owner/developer may request creation of a reimbursement agreement or other mechanism to provide for the reimbursement for one of the two vehicle travel lanes at such time as the adjacent property develops.

2.2.2 Provide Variation in Housing Type

Variety in housing and building types not only provides stability in times of market transition but allows a healthy mix of ownership/rental opportunities and household types. It is especially important for the Platinum Triangle to have a balance of for-sale and rental housing, if the districts are to maintain strong economic values. Ideally, four attached building types should be encouraged as shown in Table 2 and further explained in the descriptions that follow.

Building Type	Unit Type	Typical Ownership	Density Range Units/Acre
Tuck-under	Townhomes	For sale	16-24
	Flats	Rental	18-30
Wrapped deck	Flats	Rental	45-80
Podium	Townhomes	For sale	16-32
	Flats/Townhomes	For sale	36-65
	Flats	Rental	48-100
High-rise tower	Flats	For sale	65-100

Tuck-under buildings

Tuck-under buildings have parking garages located under the living units that are accessible by surface driveways.



Wrapped deck buildings

Wrapped deck buildings are buildings that surround, or wrap around, a free-standing (not subterranean) parking structure.



Podium buildings

Podium buildings have dwelling units located above a subterranean parking structure.



High-rise tower buildings

A high-rise tower is a building with a height over fifty-five (55) feet.



Although market conditions will largely influence which building types are ultimately built, if a residential development of more than 400 units is proposed on a parcel of five acres or greater, then more than one building type is required to achieve a healthy diversity and mix (e.g., one building could be a tuck-under building type and another a wrapped deck type building). The building types proposed to meet this requirement must vary by at least one (1) story in height. This criteria encourages projects of a size and scale that are not overwhelming and provides a rich mix of block, building and unit configurations. Height and coverage criteria will also guide projects toward variations in density and open space.

A mix of parking alternatives is also encouraged by providing incentives (tandem and valet parking) for subterranean parking so that higher density podium and high-rise tower projects can be achieved.

2.2.3 Provide Parks and Recreational-Leisure Areas

Higher density neighborhoods need parks and open space to offset building height and coverage and provide space for leisure activities. Well-crafted and programmed public space also encourages people gathering, neighborhood events and community interaction. Residential development on parcels larger than eight acres will be required to provide a mini park based on the number of dwelling units developed on the parcel. These parks will be programmed with flexible-use turf areas, picnicking, child play areas and seating. In addition, every residential development will be required to provide a minimum of two hundred square feet of recreational-leisure area for each dwelling unit within private and/or common areas.



2.2.4 Create a Street / Ground Floor Zone that is Attractive, Safe and Engaging

Great urban neighborhoods have attractive, safe and interesting streets that are enjoyable to experience as both a pedestrian and driver. Such streets require quality ground floor architectural treatments, consistent setbacks, landscape and sufficient interaction with the adjacent uses, so that a sense of community and security is achieved. On the arterial streets this will be achieved through landscape, street trees, entries, patios and attractive architecture. On the connector streets, individual dwelling entries and stoops will enhance the pedestrian experience. Setbacks have been established that provide a balance between full utilization of the site for development and creating sufficient room for landscape. The setbacks are the narrowest on the connector streets with lower traffic volumes, encouraging a more intimate, and human-scale street space. The major intersections within the Platinum Triangle will be framed by landmark architecture that lets visitors know they have arrived at a major destination.



Ground floor commercial uses will also activate the pedestrian zone. While ground floor retail is encouraged throughout the mixed use areas, their location will only be required adjacent to Market Street, south of Katella Avenue to Meridian Street and along Gene Autry Way, east of Union Street. Market demand will dictate where other retail and support commercial uses occur in the Platinum Triangle to satisfy the needs of the residents and visitors.

2.2.5 Provide a Centerpiece Walking and Shopping District – The Market Street

A key feature of the plan is to create a new, animated walking street, Market Street, which allows convenient access to local services and links together neighborhoods and districts as shown in Figure 4. Market Street will create the backbone for a dynamic urban district by promoting mixed use and the opportunity for residents and workers to be less dependent on the automobile.

Many notable and high energy urban neighborhoods have as their centerpiece a great local walking and shopping street. These walkable streets are small-scale and provide convenient shopping, cafes and professional offices. Union Street in San Francisco, Larchmont Boulevard in Los Angeles, Gaylord Street in Denver and 4th Street in Berkley are good examples of small scale active local streets. Although their scale and character may vary, these streets provide a backbone public space and place for residents to gather, people-watch, and meet daily needs with less dependence on the car.

Market Street will provide on-street parking to support continuous commercial uses on the ground floor. Wide sidewalks, street trees, benches and opportunities for sidewalk cafes and urban plazas at intersections will make this street section an “outdoor living room” and a gathering place for local residents, as well as draw shoppers and diners from nearby employment areas. Market Street will intersect Katella Avenue and link to Gene Autry Way via a linear public park, creating retail exposure and encouraging pedestrian access from surrounding neighborhoods.

Ground Floor Commercial Uses are required on Market Street and along Gene Autry Way, east of Market Street. Ground Floor Commercial Uses along Gene Autry Way will provide an important link between Market Street and the Stadium District. The PTMU Overlay Zone provides a list of retail and non-retail uses which accommodate this Ground Floor Commercial use requirement. Non-retail uses include local services, multi-tenant offices, community facilities, fitness, leasing offices or child care. It is anticipated that non-retail uses may have a stronger presence during the earlier stages of development until such time as sufficient residential units are built to support retail uses.

It is also envisioned that larger retail services uses such as a grocery stores, drug stores, larger restaurants and entertainment uses will locate along Katella Avenue or Gene Autry Way where they provide gateways to Market Street or along Gene Autry Way as it connects Market Street to Angel Stadium of Anaheim.



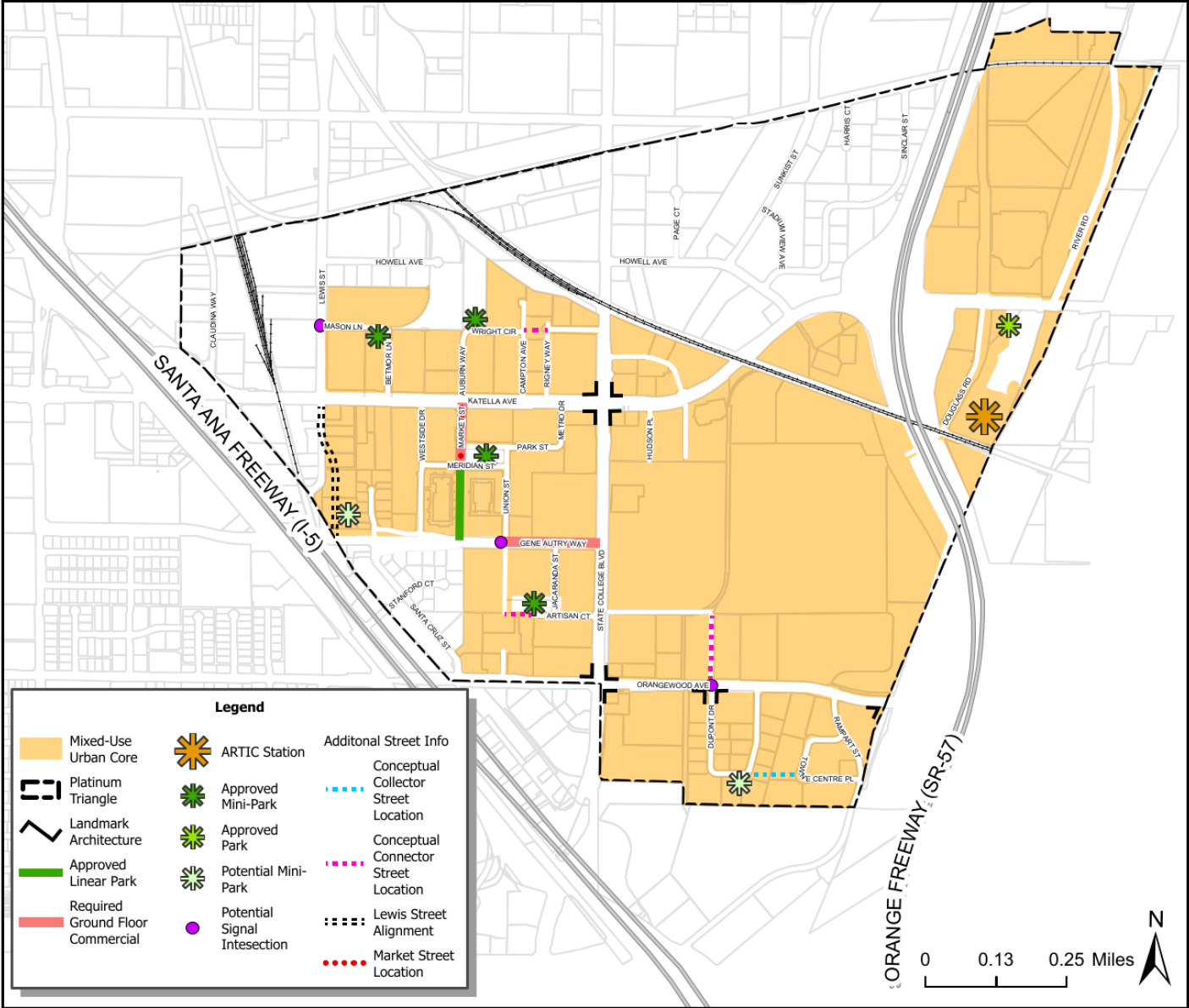


Figure 4: The Platinum Triangle Urban Design Plan