

## 4.0 PUBLIC REALM LANDSCAPE AND IDENTITY PROGRAM

Streetscape elements, including gateways, public art, light fixtures, street furniture and signs, will be coordinated with a Landscape Concept Plan unique to the Platinum Triangle, to establish and reflect the Platinum Triangle's distinctive image and character.

The Public Realm Landscape and Identity Program will:

- Establish a visual identity with a hierarchy of elements which reinforce the land use, circulation, open space, and landscape systems of the Master Land Use Plan.
- Celebrate the unique combination of a cosmopolitan urban area with sports and entertainment imagery.
- Reinforce linkages to The Anaheim Resort.

Minor Modifications to the Public Realm Landscape and Identity Program are subject to the review and approval of the Public Works Director and the Planning & Building Director. The Directors shall find and determine that any proposed modification will improve the safety, technology, and/or functionality of the public realm of the Platinum Triangle. The Directors shall not approve any modification to the Public Realm Landscape and Identity Program unless they can make a finding that the modification is generally consistent with The Platinum Triangle Vision. The Public Works Director and the Planning & Building Director may refer all such decisions to the Planning Commission, when it is determined that the general public interest warrants such referral. In such instances, the Planning Commission will make its decision at a Public Hearing as an amendment to the Platinum Triangle Master Land Use Plan.

### 4.1 Streetscape Elements

Streetscape elements will unify and identify the Platinum Triangle and provide directions for visitors to the area. Streetscape elements include gateways, public art, light fixtures, street furniture and signs.

The identity program includes the following:

- Street furniture within the public right-of-way, such as bus shelters and benches, that is consistent throughout the Platinum Triangle.
- An area-wide banner system on the arterial roads, which will create a street-oriented identity for the entire Platinum Triangle, especially in connection with events.
- Site furnishings that meet the needs of the residents, visitors and workforce of the Platinum Triangle on an area and need specific basis.

Individual projects within the Platinum Triangle may have their own individual project identity within their project boundaries, but the character of the streetscape elements within the public right-of-way will be consistent throughout the Platinum Triangle.

#### 4.1.1 Gateways

Gateways will set the scale and image of the Platinum Triangle for visitors as they enter and pass through the area. It is anticipated that these gateways will be located on or in close proximity to the Stadium District, Transit District, and Arena District. A pedestrian bridge over Katella Avenue connecting Meadow Park and the Honda Center will serve as a gateway into the Platinum Triangle. In order to effectively create the proper sense of arrival, these gateways should achieve the following:

- Provide a scale that contrasts with the surrounding features.
- Reflect the design character of the area and incorporate sports and entertainment related imagery.
- Provide a lasting visual impression.
- Express a variety of imagery through layering of Gateways.
- Create public icons at the edges of the Stadium and Arena Districts.

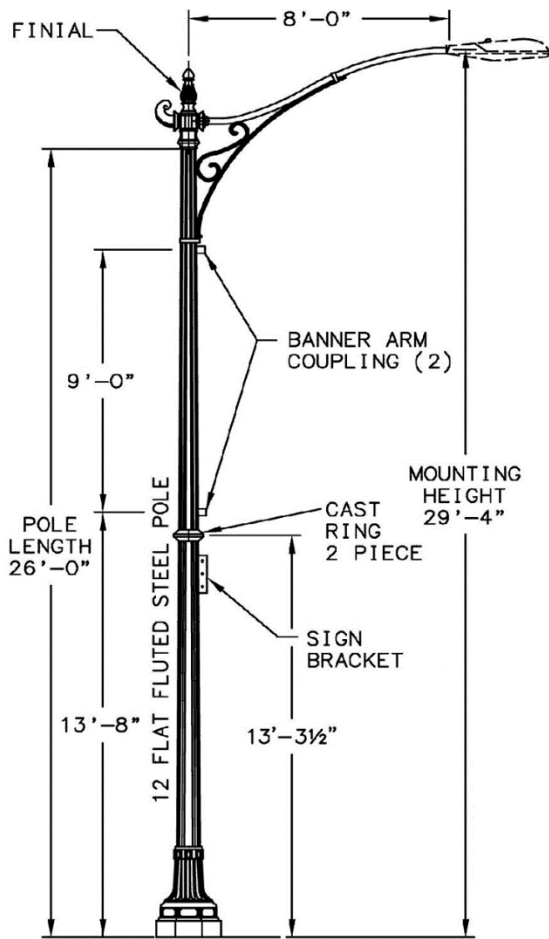
#### **4.1.2 Public Art**

Public art provides added 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 incorporating symbols that serve to entertain and enrich urban areas. Public art will be encouraged in the mini parks and new gathering places that will be developed within the Platinum Triangle.

**4.1.3 Light Standards**

The light standard used in The Anaheim Resort will be used on all arterial streets throughout the Platinum Triangle (Figures 14 and 15) to provide a visual link between the Platinum Triangle and The Anaheim Resort. A new light standard will be implemented on Market Street and the Collector Streets (Figures 16 and 17) to enhance the pedestrian-friendly environment of these street conditions.

**Arterial Streets**

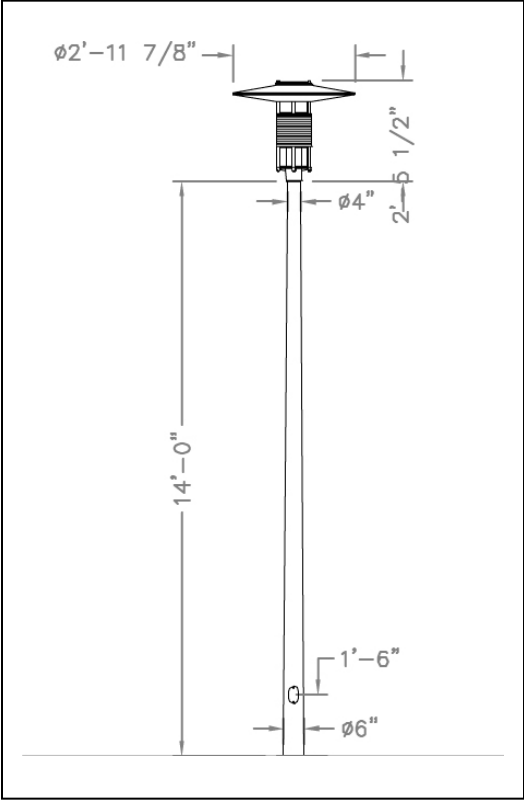


**Figure 14: City of Anaheim Street Light Special Design No.744 Anaheim Recreational Area**



**Figure 15: Image of Arterial Street Light**

**Market, Connector and Collector Streets**



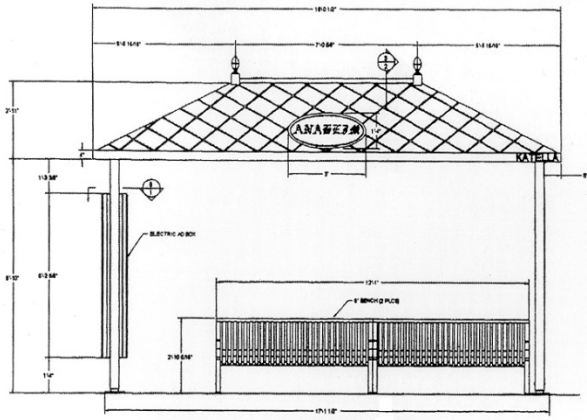
**Figure 16: Market, Connector and Collector Street Light Standard**



**Figure 17: Image of Connector and Collector Street Light**

**4.1.4 Street Furniture**

Street furniture within the Platinum Triangle will include the standard street furniture used throughout the City. Street furniture includes bus shelters (Figure 18), benches and trash receptacles. Newspaper racks, as shown in Appendix D, will be allowed adjacent to bus shelters.



**Figure 18: Citywide Standard Bus Bench**

**4.1.5 Signs**

Within the Platinum Triangle, civic signage will play three major roles: identification of the Platinum Triangle, directional assistance to arriving visitors and reinforcement of the visual themes of cosmopolitan urban activities, sports and entertainment.

***Changeable Message Signs***

Changeable message signs provide timely information to visitors to the Platinum Triangle. These existing changeable message signs will remain in the current locations unless otherwise determined in conjunction with future development of the Stadium, Transit or Arena Districts.

***Street Information Signs***

On arterial streets, informational signs, such as “Stop” and “No Parking”, will be the same design as similar signs in The Anaheim Resort. Standard signs will be used on all other streets.

***Street Identification Signs***

Street identification signs will be on 96-inch wide by 18-inch tall panels (DG3 Material). The signs will include the Platinum Triangle logo and the street name in 8-inch high white letters (Clearview Highway 38 Font) on a green (P3) background (Figure 19).

***Directional Signs***

Signs which provide directional instructions to arriving or departing visitors will become increasingly important within the Platinum Triangle as new development occurs. The number, type and location of signs should be determined prior to development of the Stadium District, potentially in connection with the future design of the gateways. This will ensure that the overall character of the signs is consistent, and interrelated circulation issues for Angel Stadium of Anaheim, the Honda Center, The Grove of Anaheim and ARTIC, can be addressed.

***Banners***

All street light standards on arterial roads within the Platinum Triangle will have a removable armature for banners that will be changed out regularly. Banners will be installed in accordance with a banner program approved by the City and will be brightly colored, festive and may be fabricated as sewn, silk screened on nylon or photo image reproduction on an exterior grade substrate.



**Figure 19: Street Identification Sign**

## **4.2 Landscape Concept Plan and Cross Sections**

The intent of the Landscape Concept Plan is to create a memorable, unified and civic-scaled public landscape for the Platinum Triangle. To achieve this, the Landscape Concept Plan proposes extensive landscape improvements within the area’s public rights-of-way and landscape setback areas. This section describes the landscape goals for the Platinum Triangle and provides typical plans and cross sections which establish the basic requirements for landscape development. Implementation of the Landscape Concept Plan within the public right-of-way will occur with development of new projects within the area unless otherwise determined by the City.

Figure 20 shows how the Landscape Concept Plan applies to the Platinum Triangle and provides the overall unifying landscape framework.

The full-street cross sections and plans that follow show the landscape treatment of the typical conditions on each of the Platinum Triangle’s major streets. The right-of-way dimensions may vary subject to the approval of the City Engineer. The treatment shown for each street is based on the Landscape Concept Plan. Whenever possible, utilities will be placed underground.

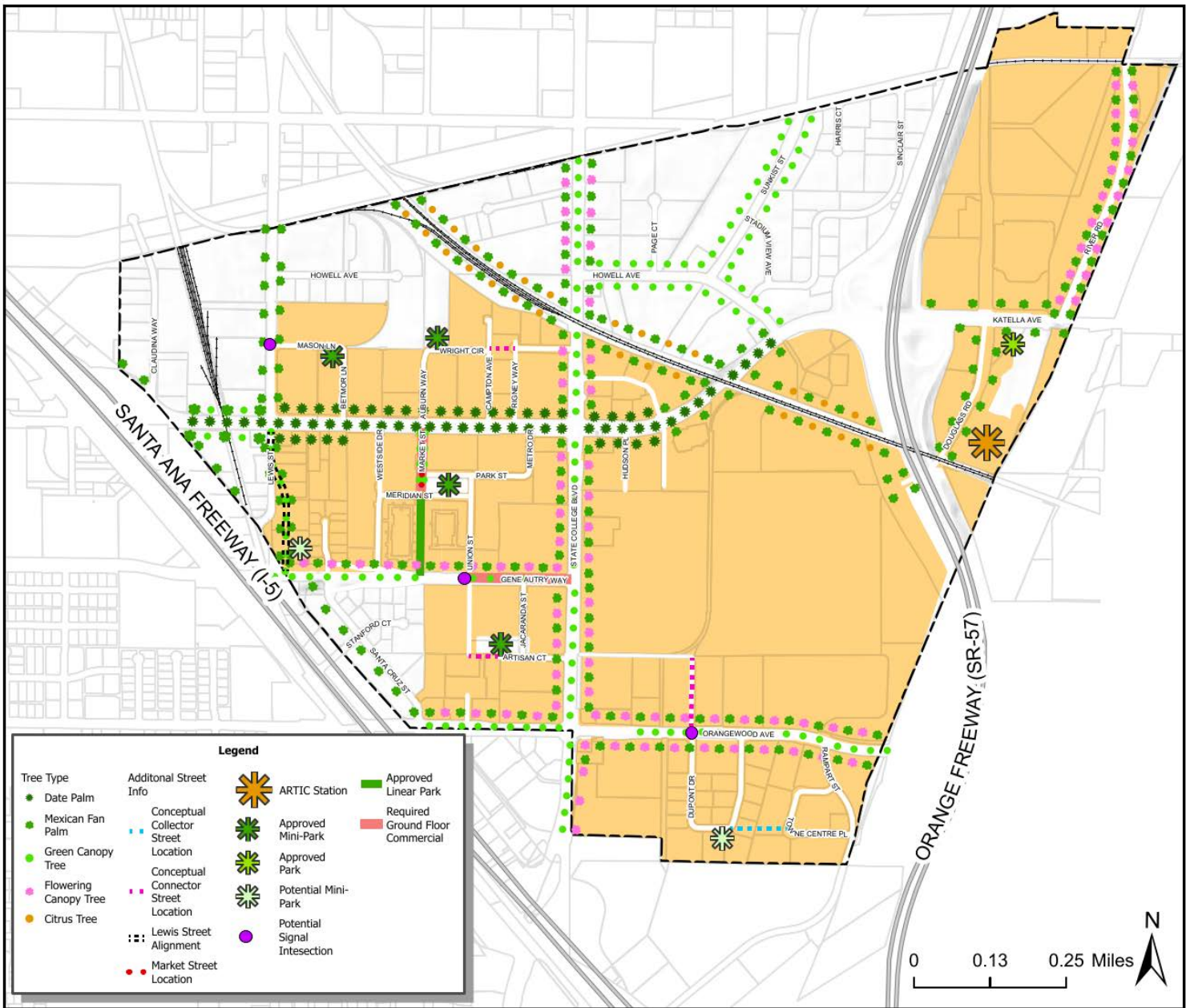


Figure 20: Landscape Concept Plan

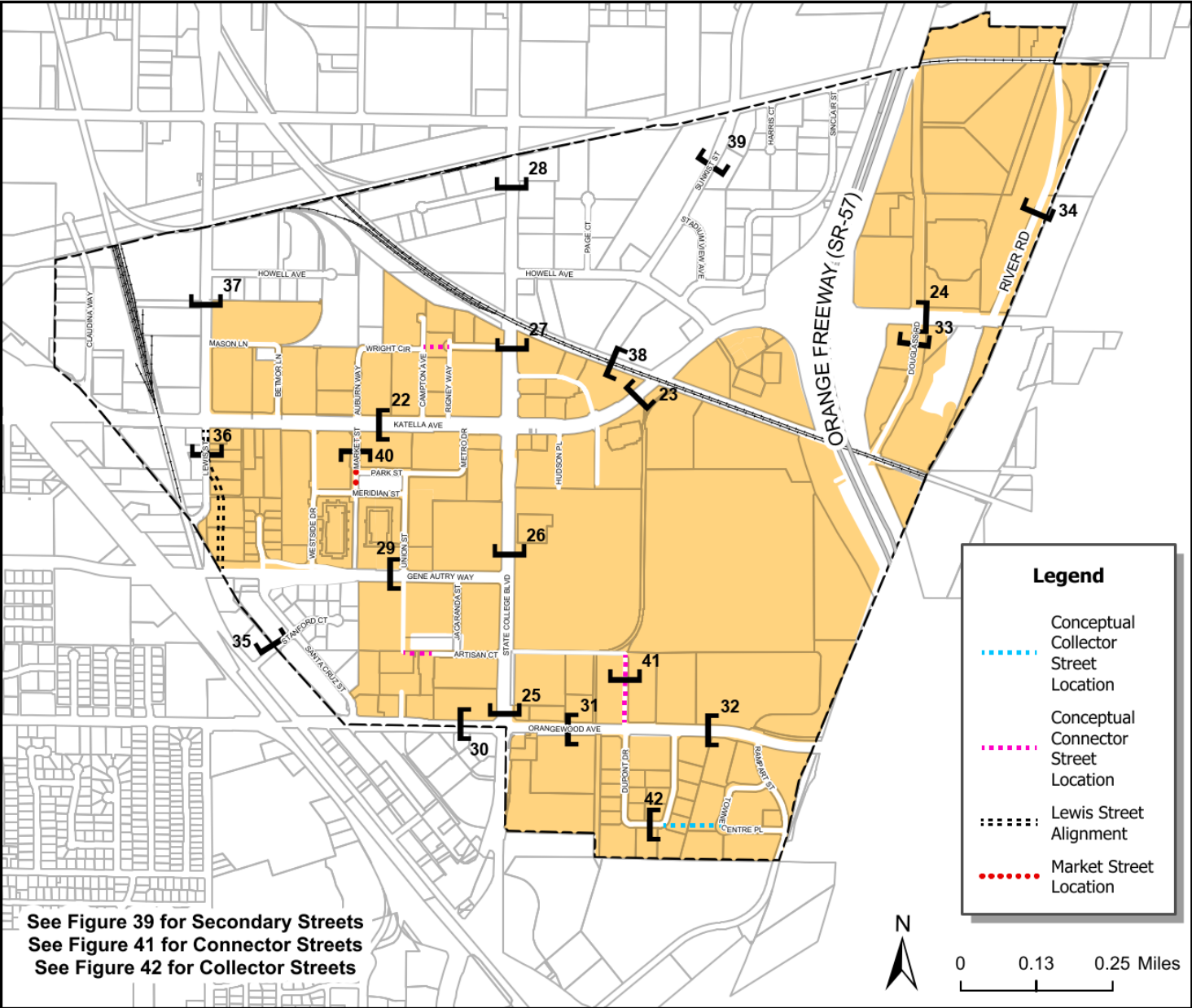


Figure 21: Cross Section Key Map



**4.2.1 Katella Avenue**

The central feature of Katella Avenue, between the Santa Ana Freeway and the entrance to Angel Stadium of Anaheim and The City National Grove of Anaheim, is the grove-style planting of Date Palms. This planting continues the treatment of Katella Avenue in The Anaheim Resort west of the Santa Ana Freeway.

Mass plantings of Agapanthus, a purple flowering shrub, provide a low shrub under-story for the Date Palms located in the parkway. A second row of matching Date Palms will be planted in the setback area in six-foot square cut-outs. The maintenance of the setback area is the responsibility of the property

owner. The median will also consist of Date Palms, with flowering vines such as Bougainvillea ‘San Diego Red’ attached to the trunk of the tree in combination with alternate mass plantings of Agapanthus shrubs and Star Jasmine ground cover. Adjacent to ground floor commercial uses, the setback area will be paved to provide pedestrian access.

The landscaping for Katella Avenue changes near the railroad grade separation and further east to the City limits. Along this section of Katella Avenue, the median between the SR-57 and Douglass Road would continue the cadence of Date Palms at 30' on center. The median between Douglass Road and the east City limits would be raised with a three-foot wide curb to allow for turning movements and to not obstruct views of the gateway pedestrian bridge over Katella Avenue. A landscaped island at the furthest east City limit would provide a secondary entry landmark into the City from points east. The parkway on Katella Avenue would include alternating Date Palms and Flowering Canopy Trees.



**Date Palm (*Phoenix dactylifera*)**



**Bird of Paradise (*Strelitzia reginae*)**



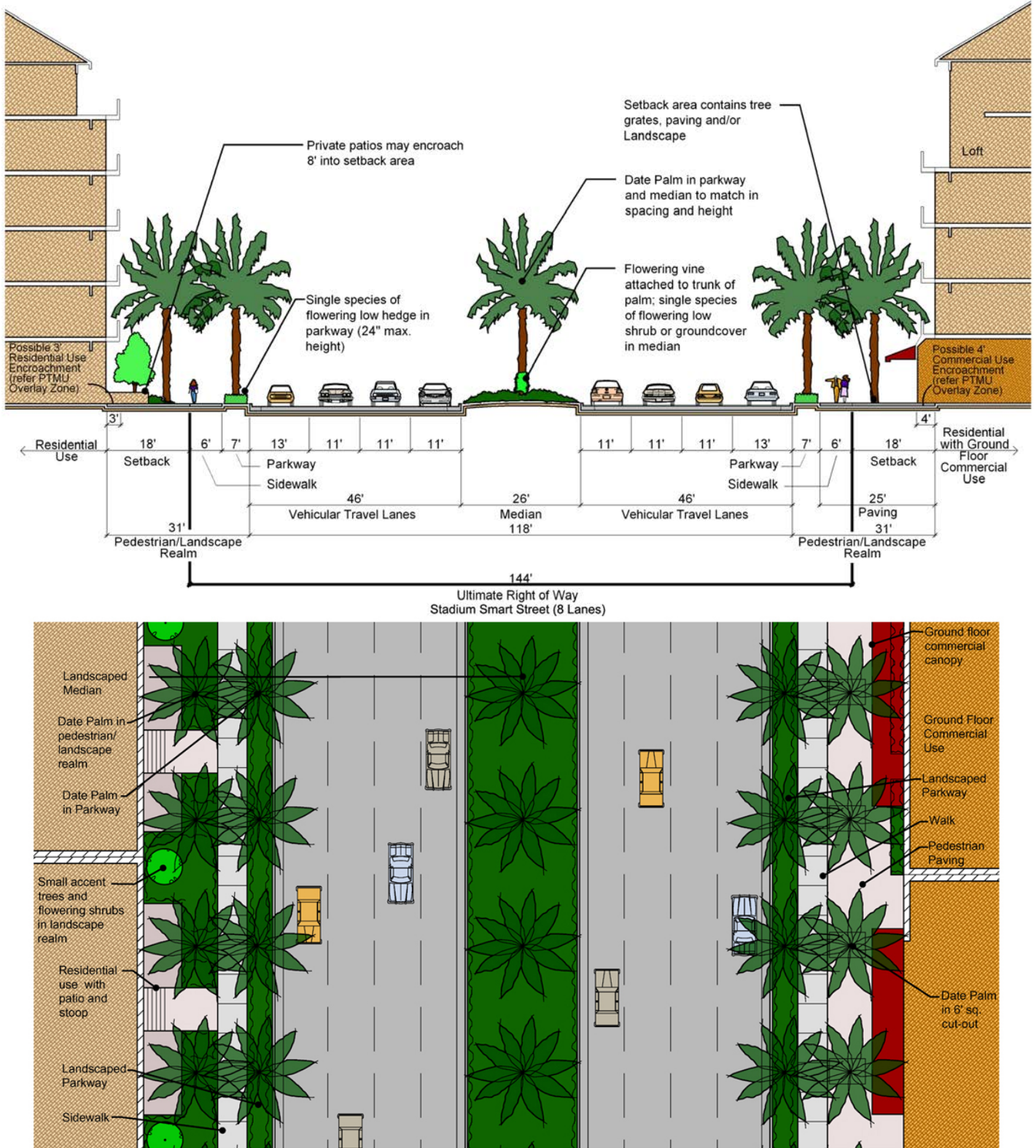
**Bougainvillea (*Bougainvillea*)**



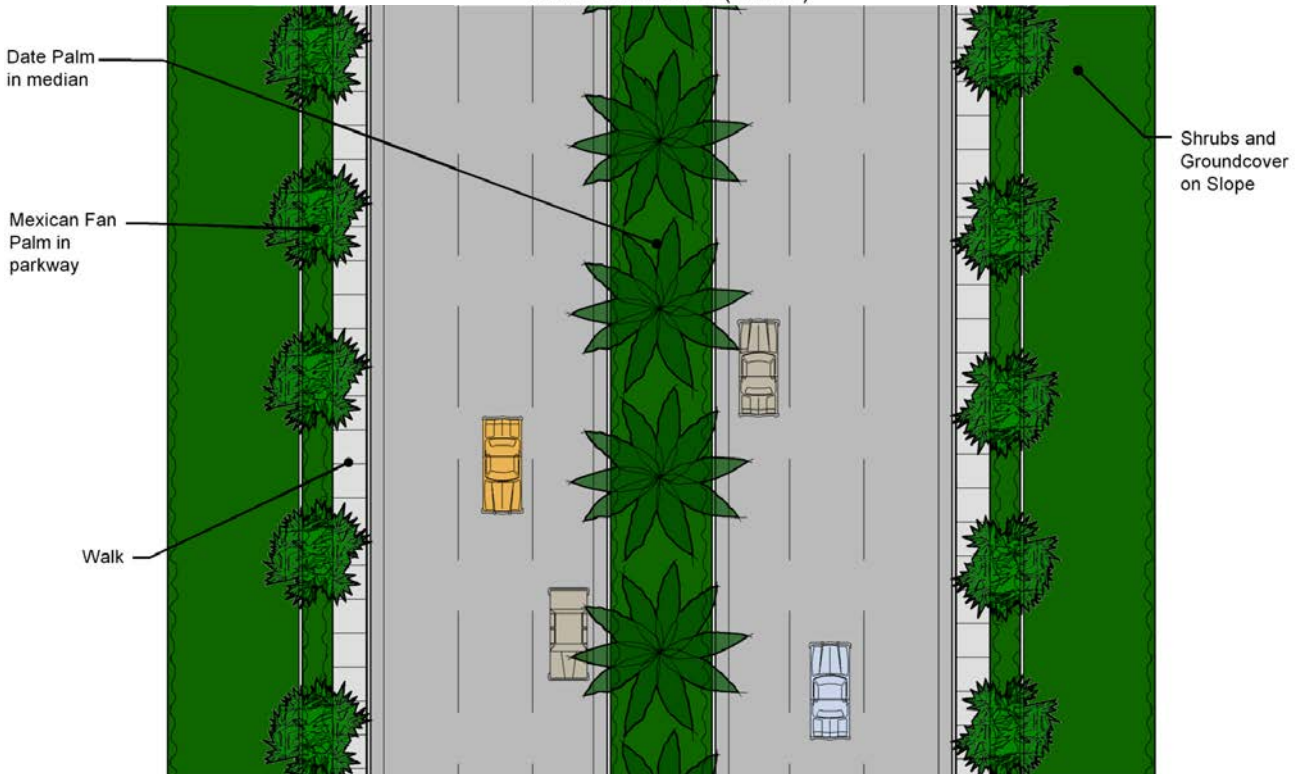
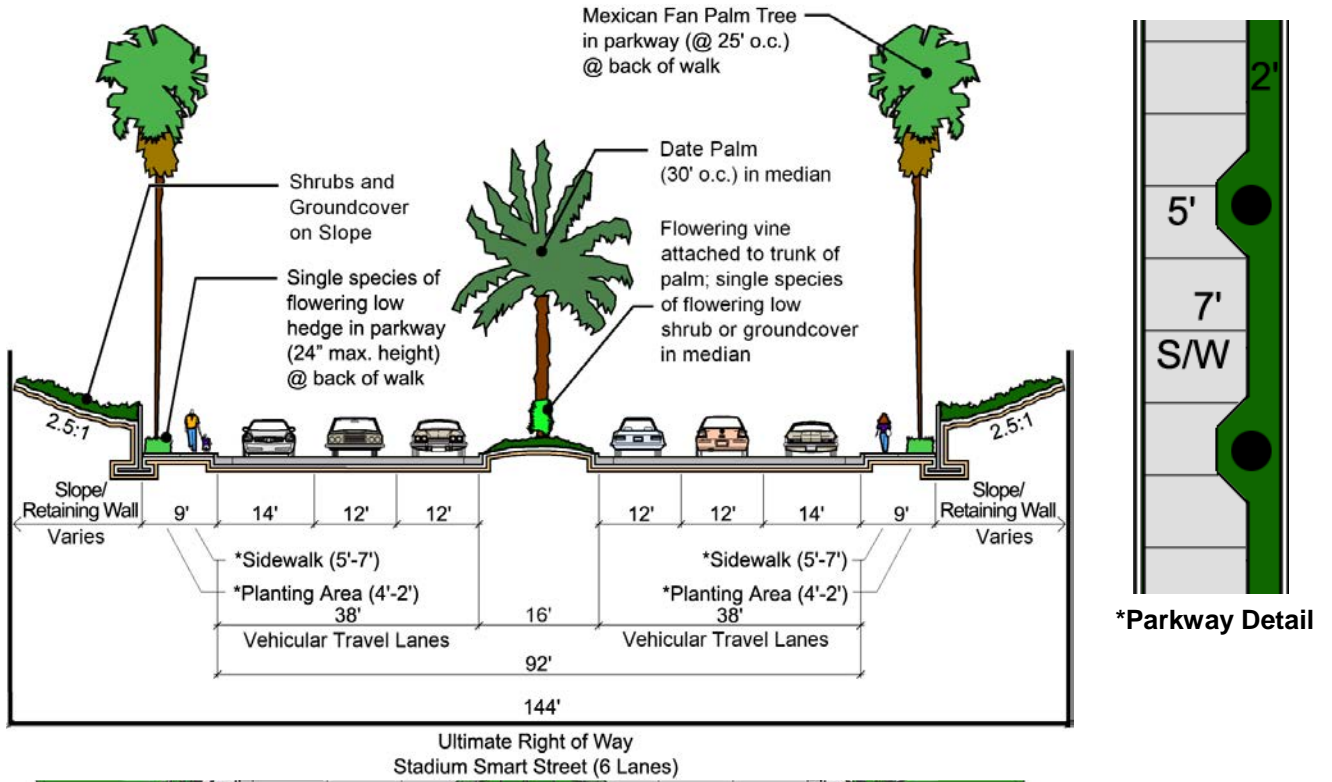
**Agapanthus (*Agapanthus Africanus*)**



**Mexican Fan Palm (*Washingtonia robusta*)**



**Figure 22: Katella Avenue  
Manchester Avenue to East of State College Boulevard (Stadium Entrance)**



**Figure 23: Katella Avenue Highway of National Significance East of State College Boulevard (Stadium Entrance) to Orange Freeway**

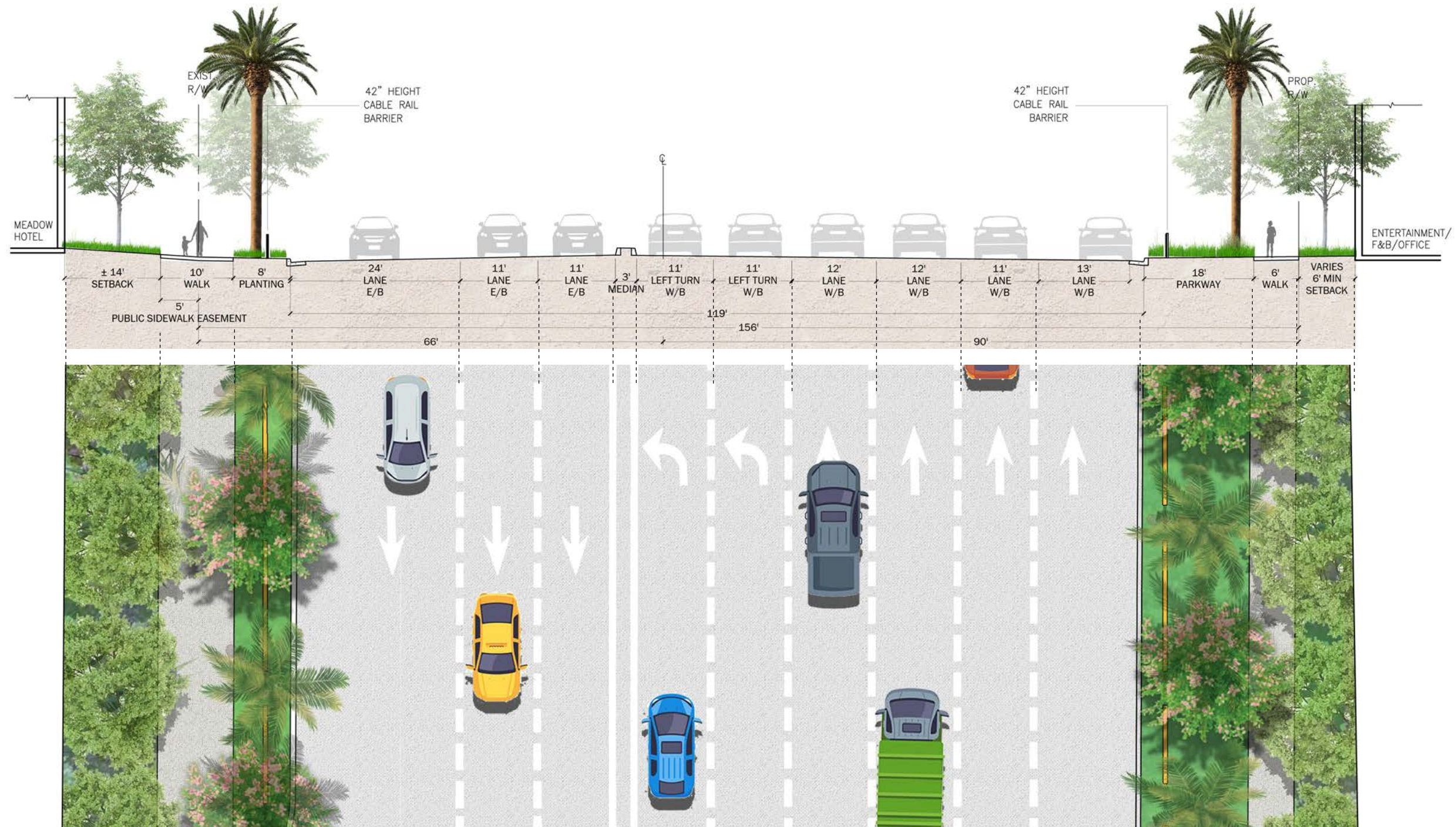


Figure 24: Katella Avenue  
50' East of Douglass Road

#### 4.2.2 State College Boulevard

The primary landscape treatment for State College Boulevard consists of alternating Mexican Fan Palms and pedestrian-scaled flowering canopy trees such as Golden Trumpet trees and a single species of low flowering ground cover such as Vinca Major – Periwinkle ground cover within parkways and a single row of Camphor trees in the median. To further facilitate pedestrian access, the setback area may be paved adjacent to ground floor commercial uses.



**Mexican Fan Palm**  
*(Washingtonia robusta)*



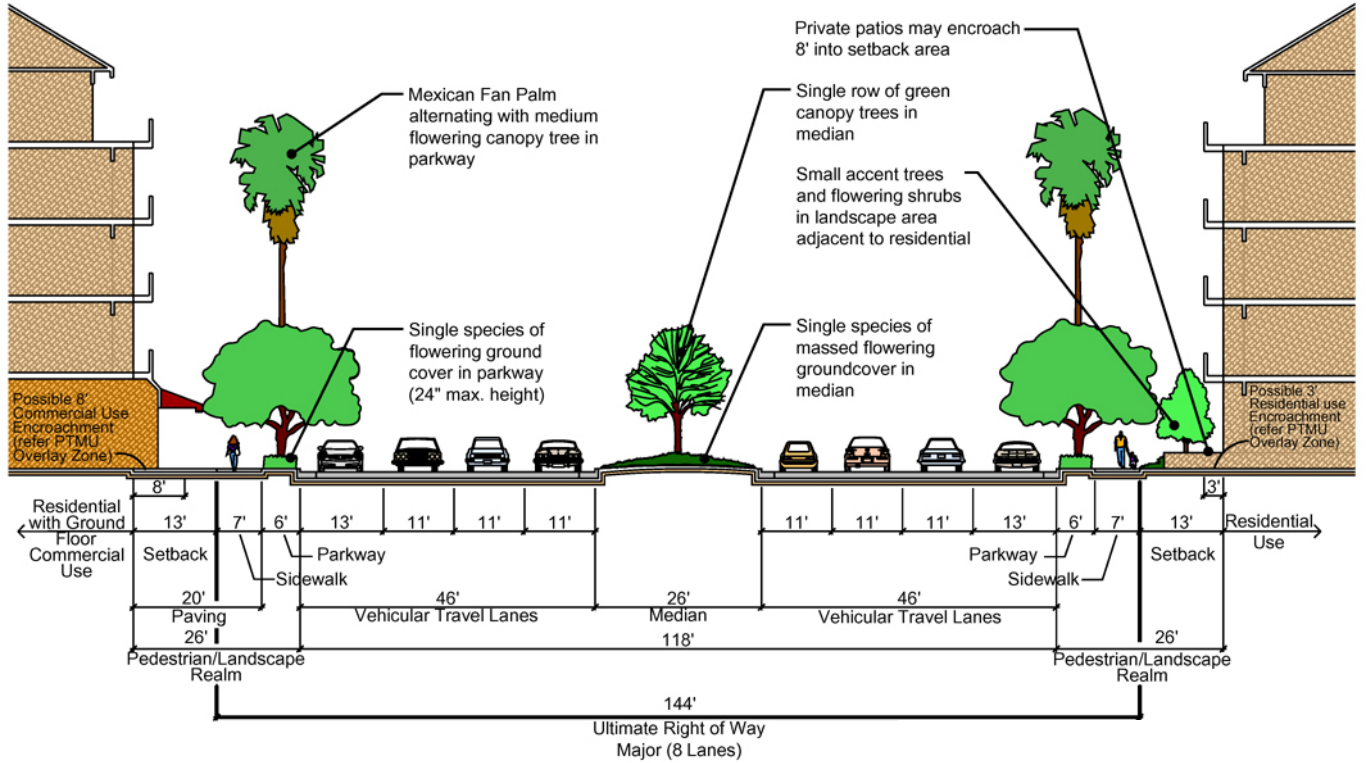
**Vinca Major – Periwinkle**  
*(Apocynaceae)*



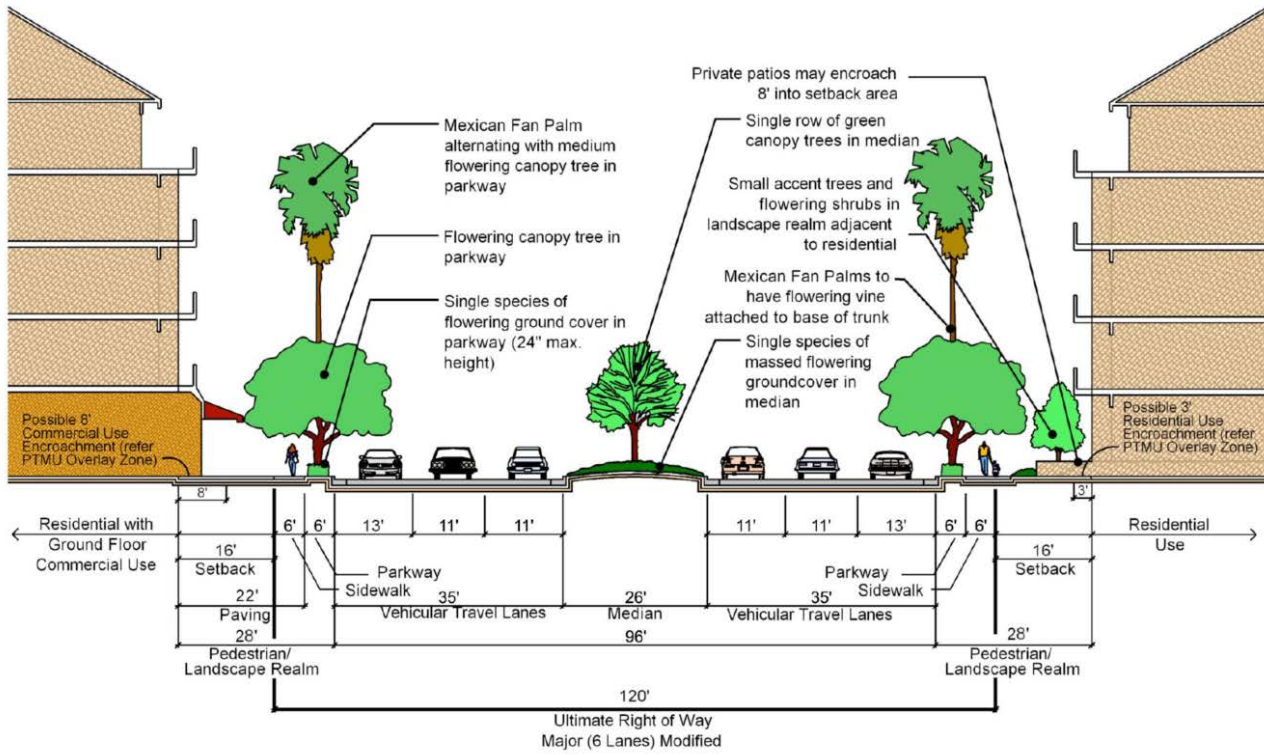
**Golden Trumpet Tree**  
*(Tabebuia Chrysostricha)*



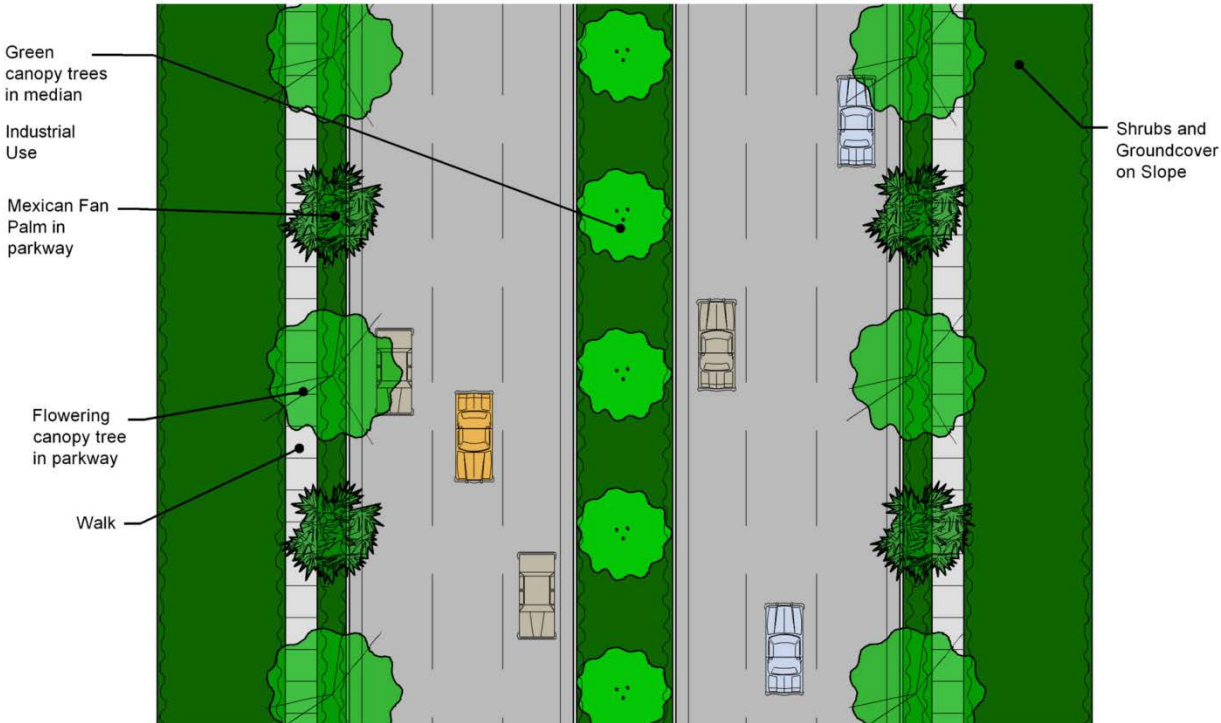
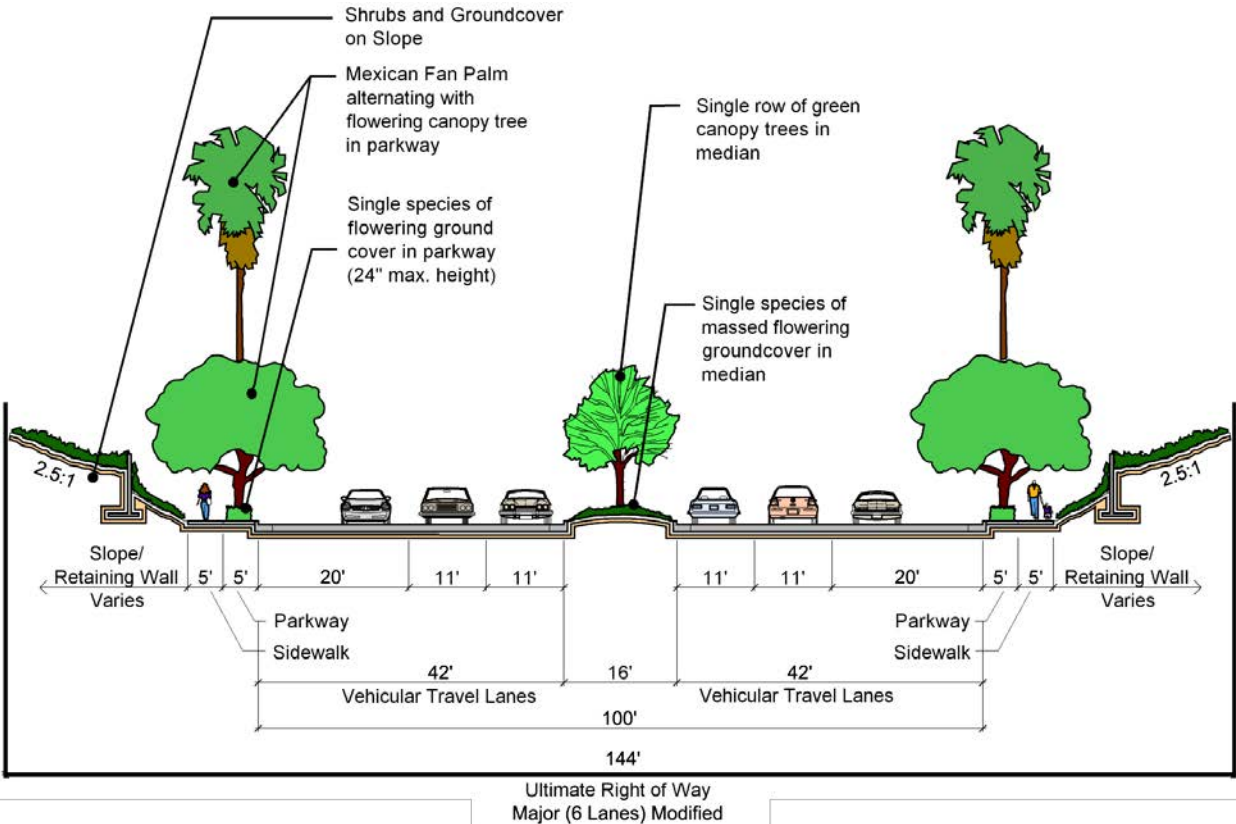
**Camphor Tree**  
*(Cinnamomum comphora)*



**Figure 25: State College Boulevard South City Limits to Gene Autry Way**

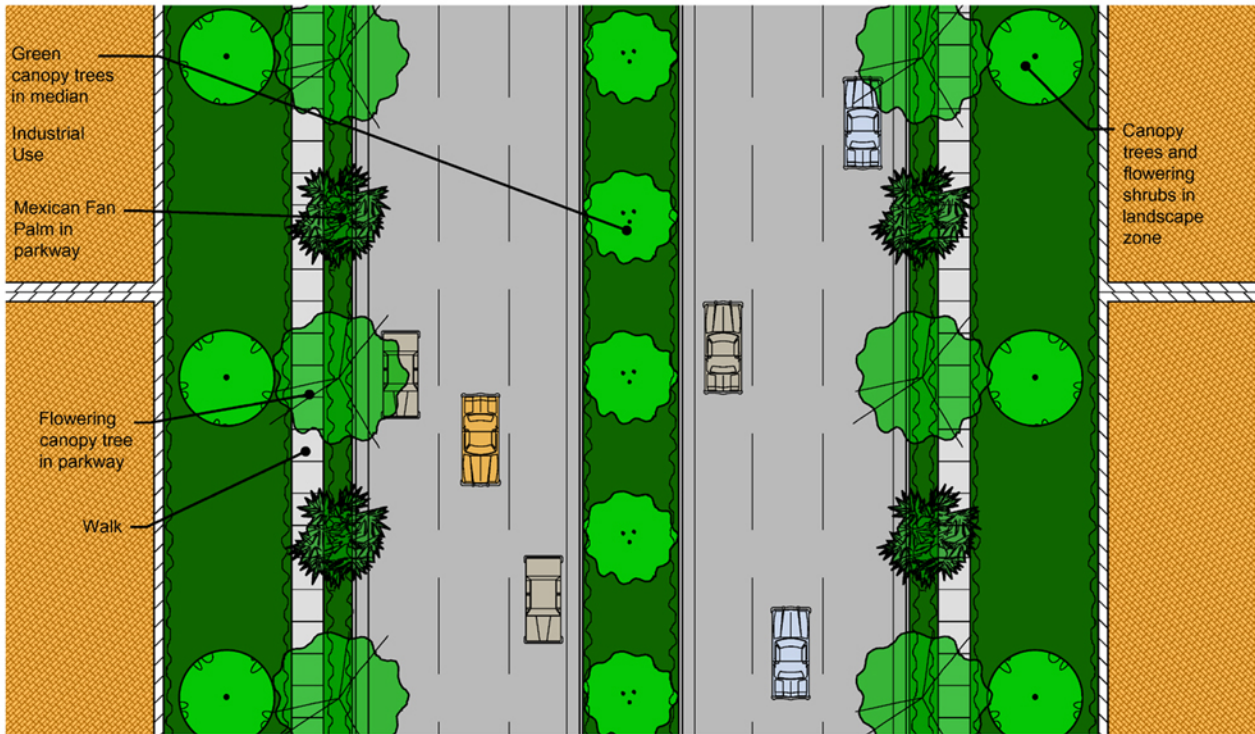
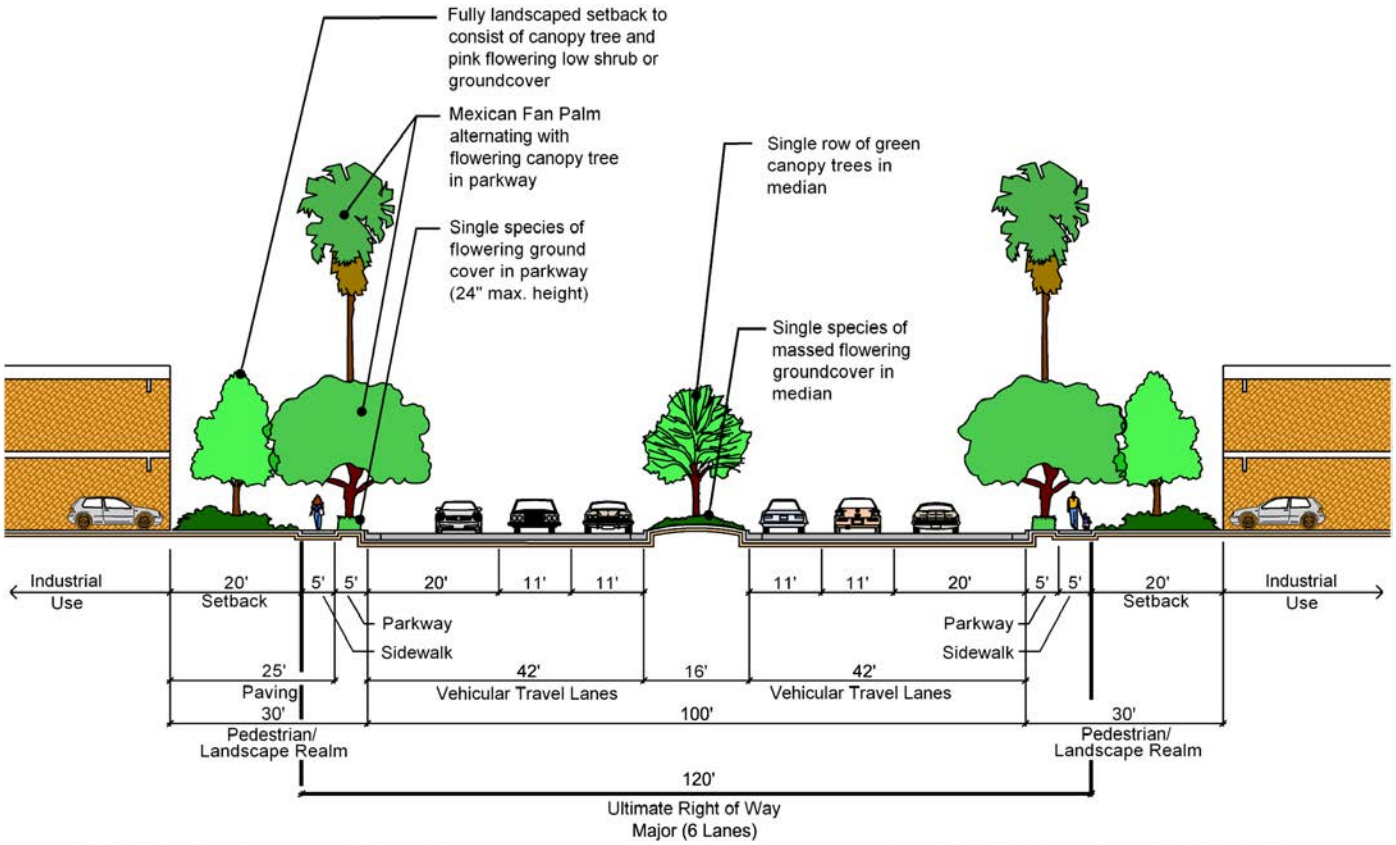


**Figure 26: State College Boulevard  
Gene Autry Way to Katella Avenue**



**Figure 27: State College Boulevard  
Katella Avenue to 500' North of Howell Avenue**





**Figure 28: State College Boulevard  
500' North of Howell Avenue to Cerritos Avenue**

#### 4.2.3 Gene Autry Way

On Gene Autry Way, the parkways from east of Santa Cruz Street to State College Boulevard will be planted with Crape Myrtle Trees and Mexican Fan Palms will be required in the setback area. The median east of Union Street will include large canopy trees and Star Jasmine. This landscaping is intended to provide both a grand scale and pedestrian-friendly environment on this major entry into the Angel Stadium of Anaheim. Flowering vines will be attached to the palm trees and Bird of Paradise or a similar orange flowering hedge will be planted in the parkway.

To provide for pedestrian circulation a 7½ -foot wide sidewalk within the public right-of-way is required with 2½ foot by 2½ foot scoring. Adjacent to this sidewalk, the setback area, may be paved and/or landscaped and outdoor restaurant seating area may encroach into this area.



**Bird of Paradise  
(*Strelitzia reginae*)**



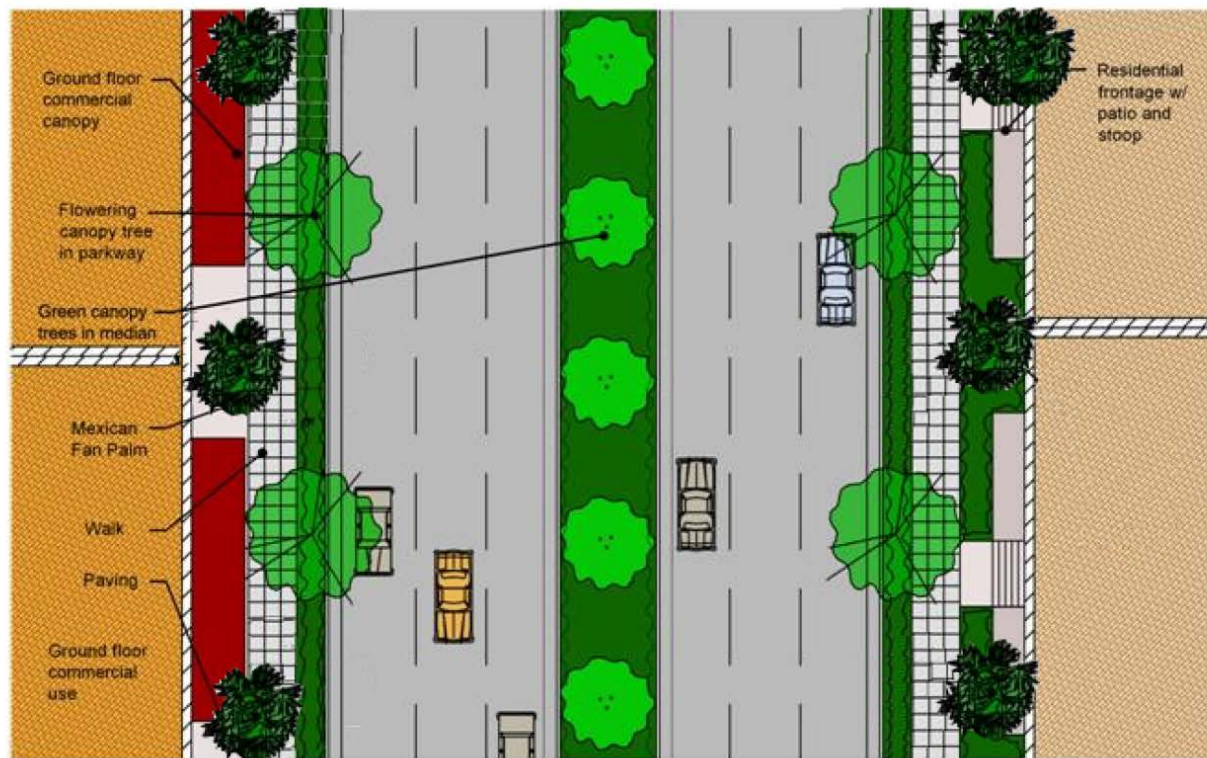
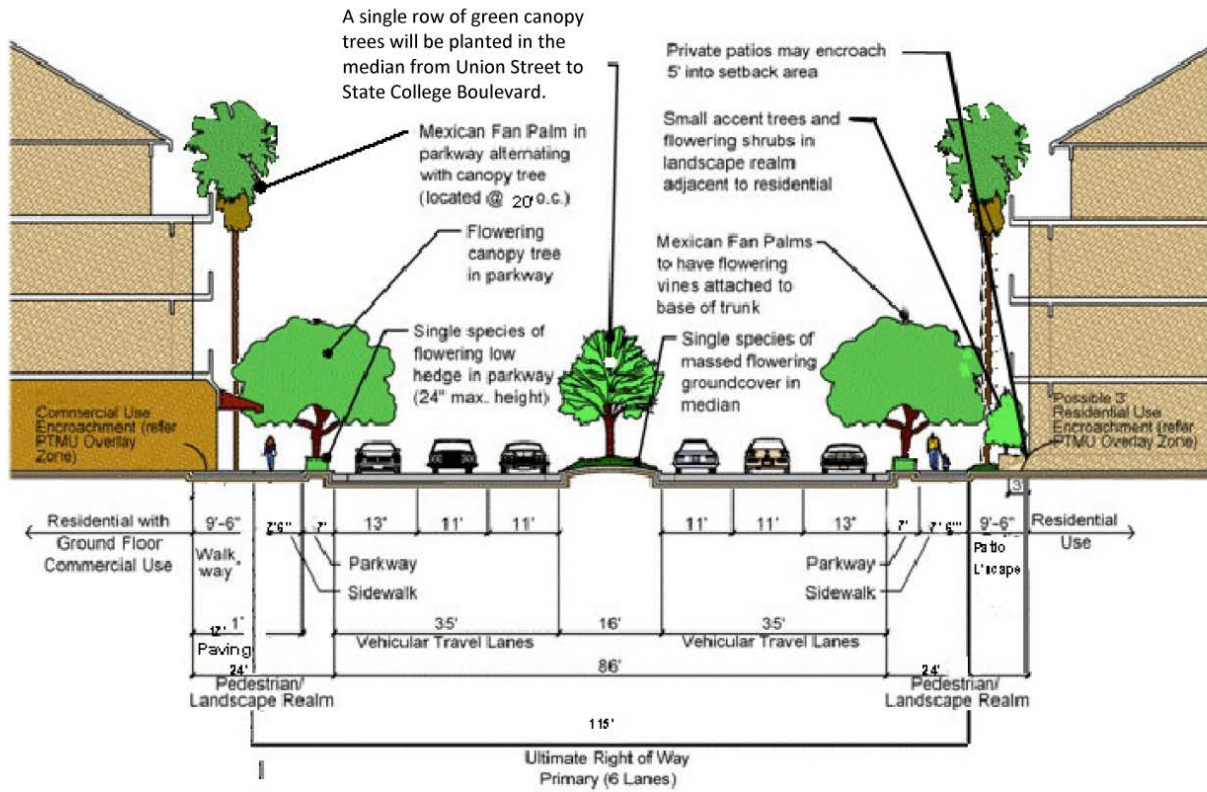
**Mexican Fan Palm  
(*Washingtonia Robusta*)**



**Crape Myrtle Tree (*Lagerstroemia indica*)**



**Star Jasmine  
(*Trachelospermum jasminoides*)**



**Figure 29: Gene Autry Way  
Santa Cruz to State College Boulevard**

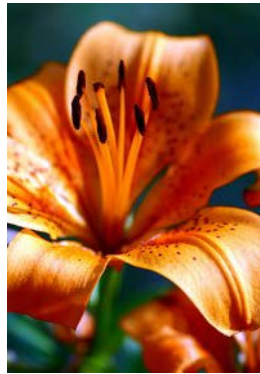
#### 4.2.4 Orangewood Avenue

The treatment of Orangewood Avenue consists of alternating Mexican Fan Palms and Magnolia trees within the parkways, which will also be planted with Halls Honeysuckle ground cover. The palms will have an orange flowering shrub planted at the base of the tree trunk. Small trees and flowering shrubs accent the landscape setback adjacent to the residential uses. Adjacent to ground floor commercial uses, the setback area will be paved to provide pedestrian access.

To provide for additional pedestrian circulation while maintaining the right-of-way widths prescribed by the General Plan, east of State College Boulevard, a 5-foot wide sidewalk within the public right-of-way is required with 2 ½ foot by 2 ½ foot scoring. Adjacent to this sidewalk, within the setback area, an additional 2 ½ foot wide walkway shall be provided with matching scoring. An easement for this walkway shall be provided to the City.



**Magnolia Tree**  
*(Magnolia grandiflora)*



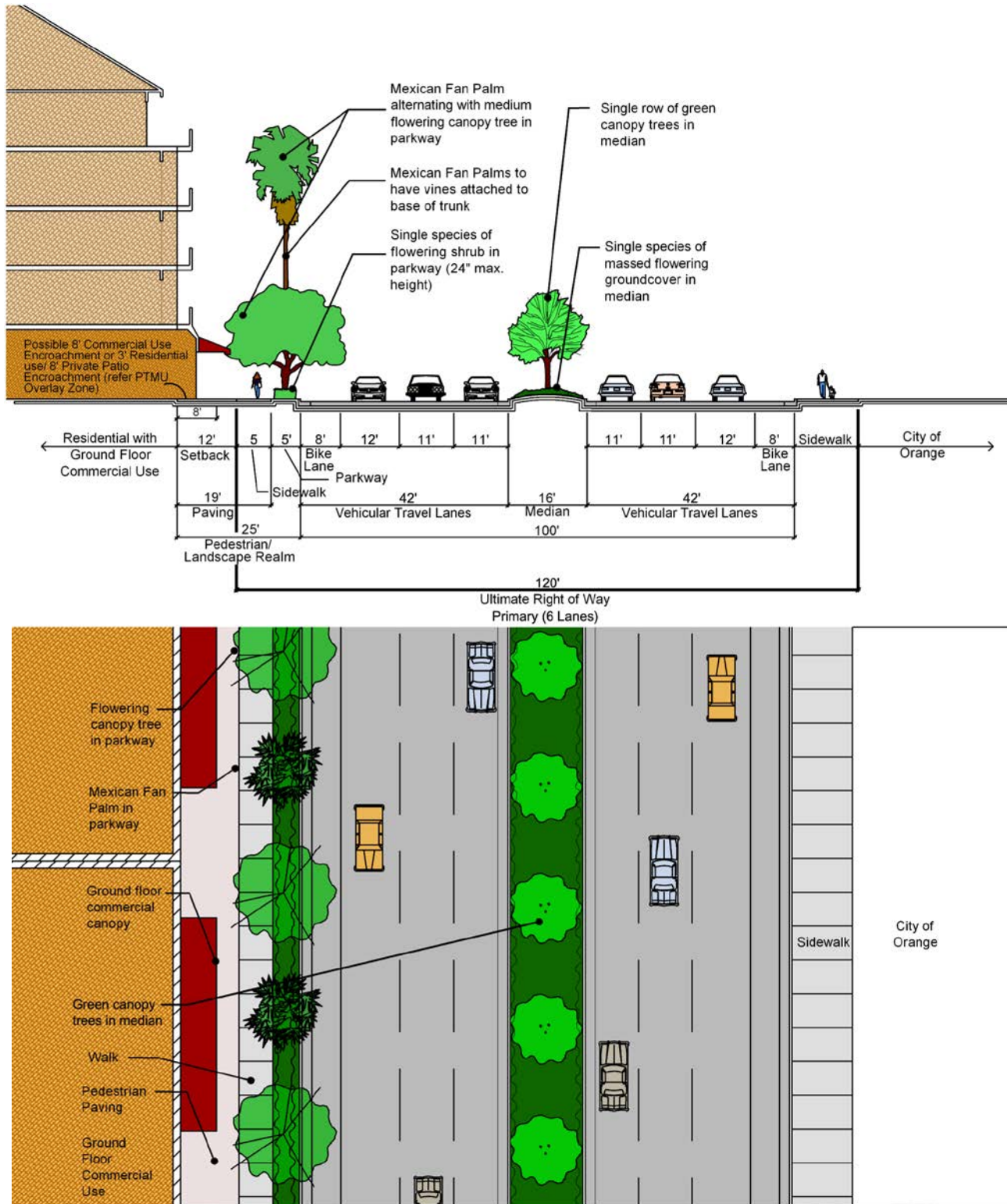
**Orange Day Lilly**  
*Hemerocallis fulva*



**Mexican Fan Palm**  
*(Washingtonia robusta)*



**Halls Honeysuckle**  
*(Lonicera japonica)*



**Figure 30: Orangetown Avenue  
Santa Ana Freeway to State College Boulevard**

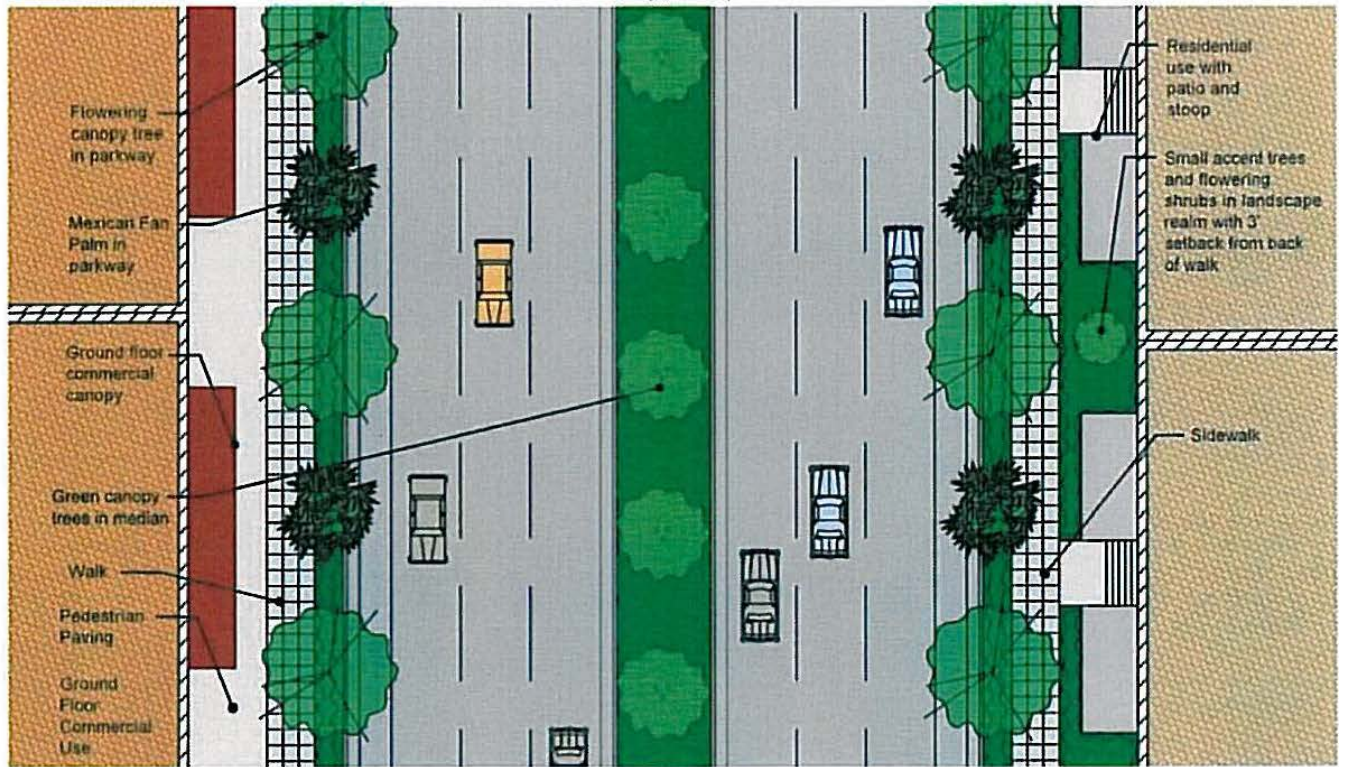
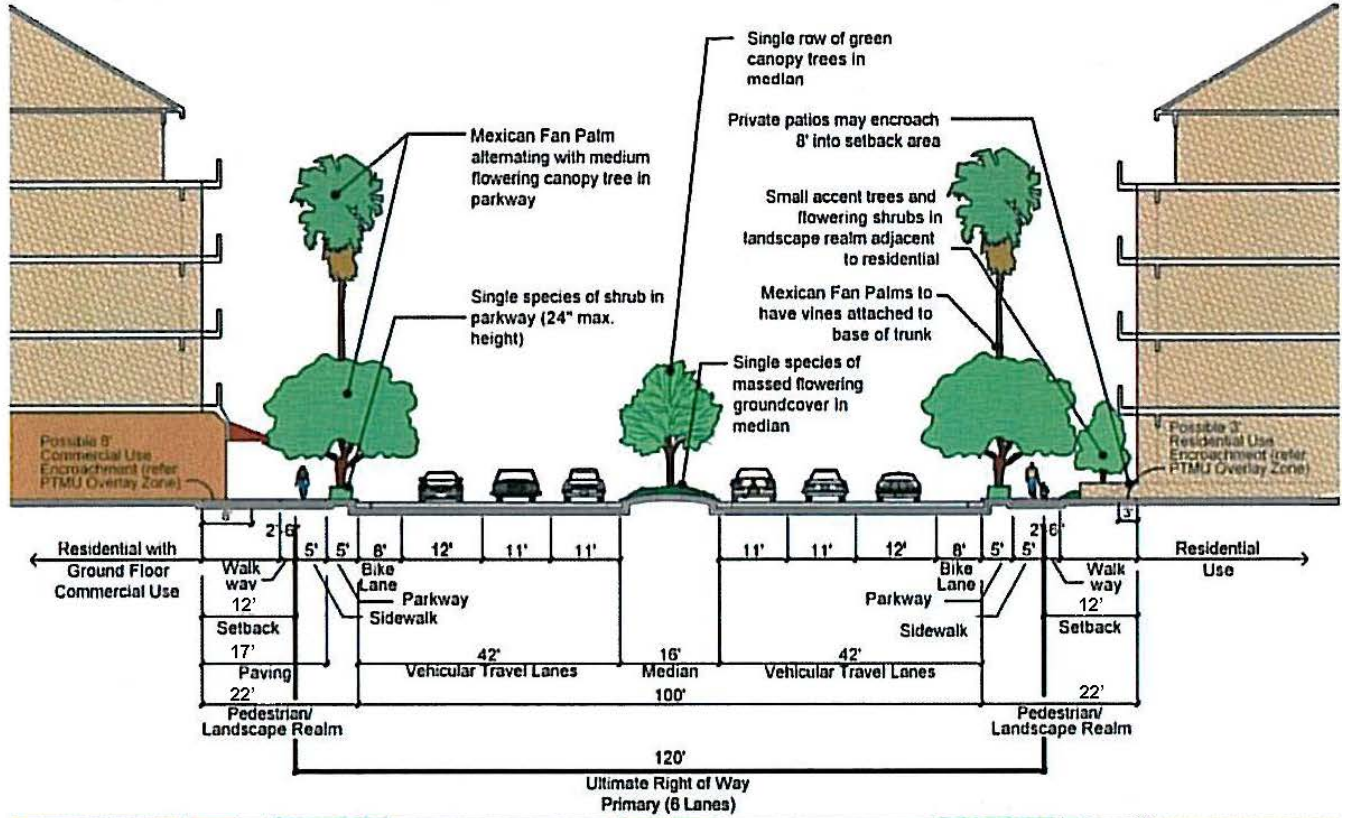
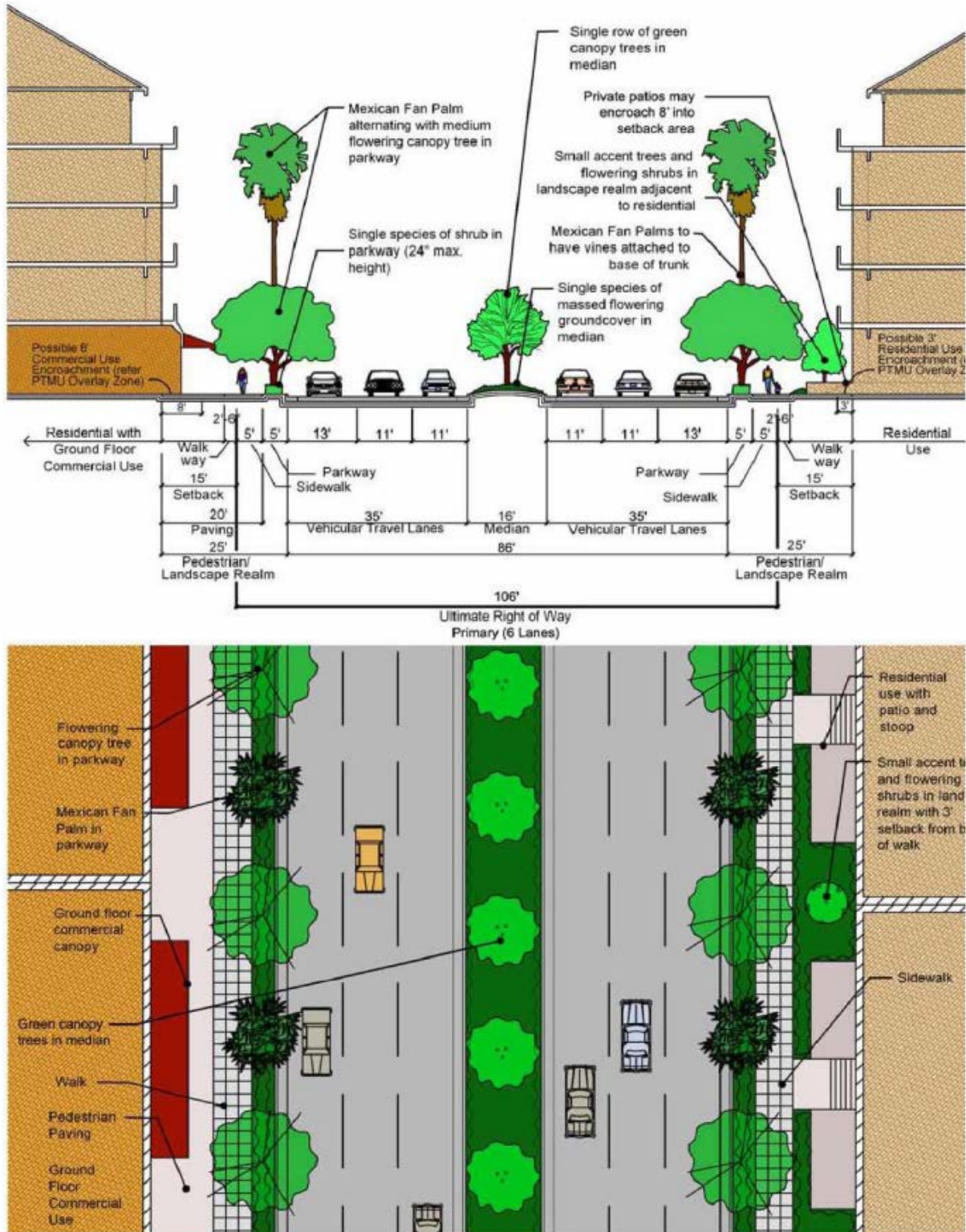


Figure 31: Orangewood Avenue  
State College Boulevard to Dupont Drive



**Figure 32: Orangewood Avenue  
Dupont Drive to East City Limits**

#### 4.2.5 Douglass Road

South of Katella Avenue, Douglass Road will include up to eight travel lanes at the Katella Avenue intersection. The median will not be landscaped to allow for better traffic flow in and out of ARTIC and Angel Stadium of Anaheim. The street landscape will consist of a row of Mexican Fan Palms in the parkway and Canopy Tree (Chinese Flame Tree or similar canopy tree) within the setback area (Figure 33). On the west side of Douglass Road, south of the ARTIC entrance intersection, no sidewalk is planned due to the narrow railroad bridge span.



**Orange Daylily  
(*Hemerocallis flava*)**



**Bougainvillea  
(*Bougainvillea*)**



**Mexican Fan Palm (*Washingtonia robusta*)**





Figure 33: Douglass Road  
South of Katella Avenue

#### 4.2.6 River Road

River Road is a new arterial street along the west side of the Santa Ana River. River Road will connect Katella Avenue with Phoenix Club Drive. Phoenix Club Drive, which will be renamed to River Road north of the Platinum Triangle, will provide a connection between Katella Avenue and Ball Road. River Road will be a four-lane road with a two-way left-turn median as well as a 10-foot-wide Class IV Cycle Track, a five-foot parkway, and a five-foot sidewalk. The center lane will be striped to allow for turning movements during normal operations and would potentially act as a reversible travel lane during very heavy loading and unloading for Honda Center or other events

The landscape for River Road will include a mixture of small decorative trees and large shade trees. The treatment will consist of Mexican Fan Palms, Crape Myrtle, and California Sycamore in parkways along with a mixture of shrubs, perennials, and grasses.



**Crape Myrtle Tree (*Lagerstroemia indica*)**



**California Sycamore (*Platanus Racemosa*)**



**Mexican Fan Palm (*Washingtonia robusta*)**



Figure 34: River Road

#### 4.2.7 Anaheim Way

Anaheim Way is a one-way northbound frontage road on the east side of the Santa Ana Freeway. The landscape for Anaheim Way will be integrated into a large-scale landscaped open space treatment intended to attract the attention of passing motorists on the Santa Ana Freeway. The treatment will consist of Mexican Fan Palms with Bougainvillea attached to their trunks in parkways along with Bird of Paradise shrubs. Mexican Fan Palms will also be planted in the setback area along with small accent trees and flowering shrubs. Boston Ivy will be attached to the wall per Santa Ana Freeway standards.



**Mexican Fan Palm**  
*(Washingtonia robusta)*



**Boston Ivy**  
*(Parthenocissus tricuspidata)*



**Bird of Paradise**  
*(Strelitzia reginae)*



**Bougainvillea**  
*(Bougainvillea)*

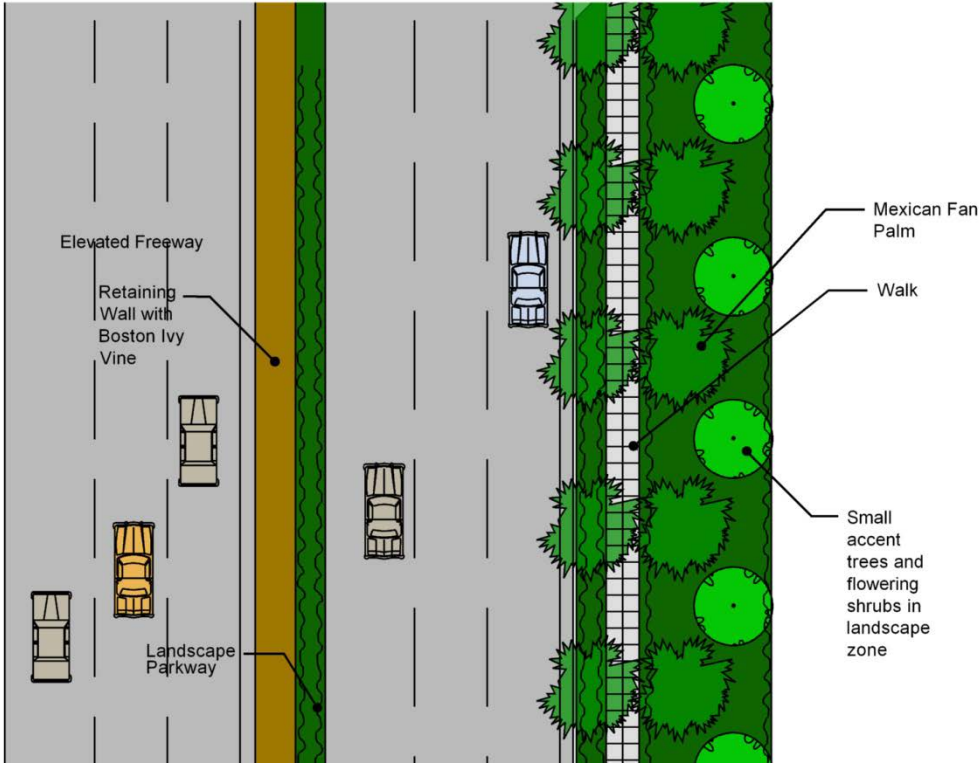
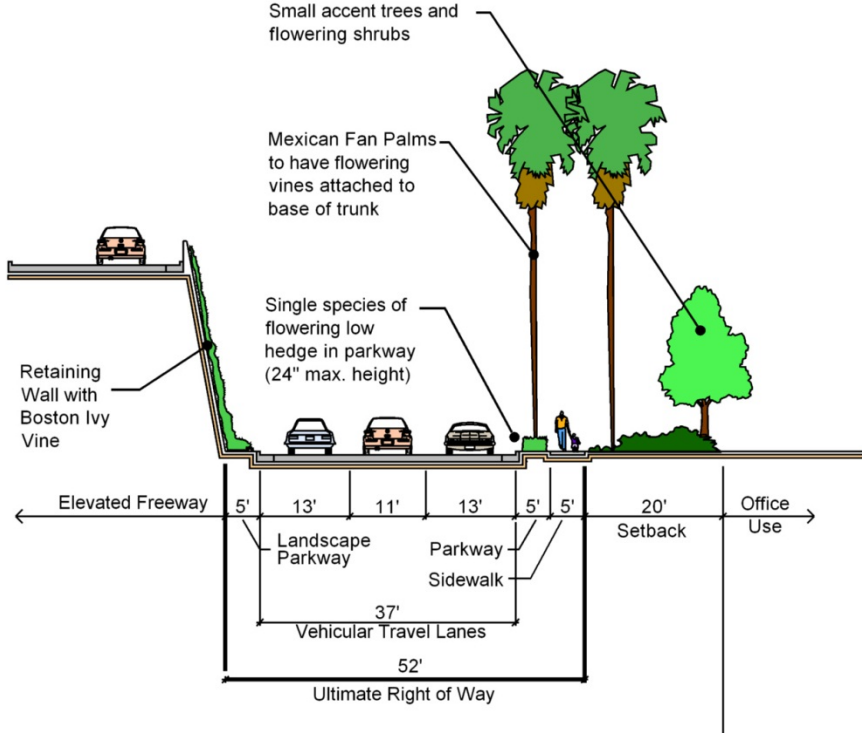


Figure 35: Anaheim Way

#### 4.2.8 Lewis Street

The Lewis Street landscape will consist of Mexican Fan Palms with Bougainvillea (Bougainvillea) attached to the trunks of the trees and India Hawthorn shrub in the parkways. A single row of Gold Medallion trees and a single species of massed flowering ground cover will be provided in the median. The setback area will consist of canopy trees and a pink flowering low shrub or groundcover.



**Bougainvillea**  
*(Bougainvillea)*



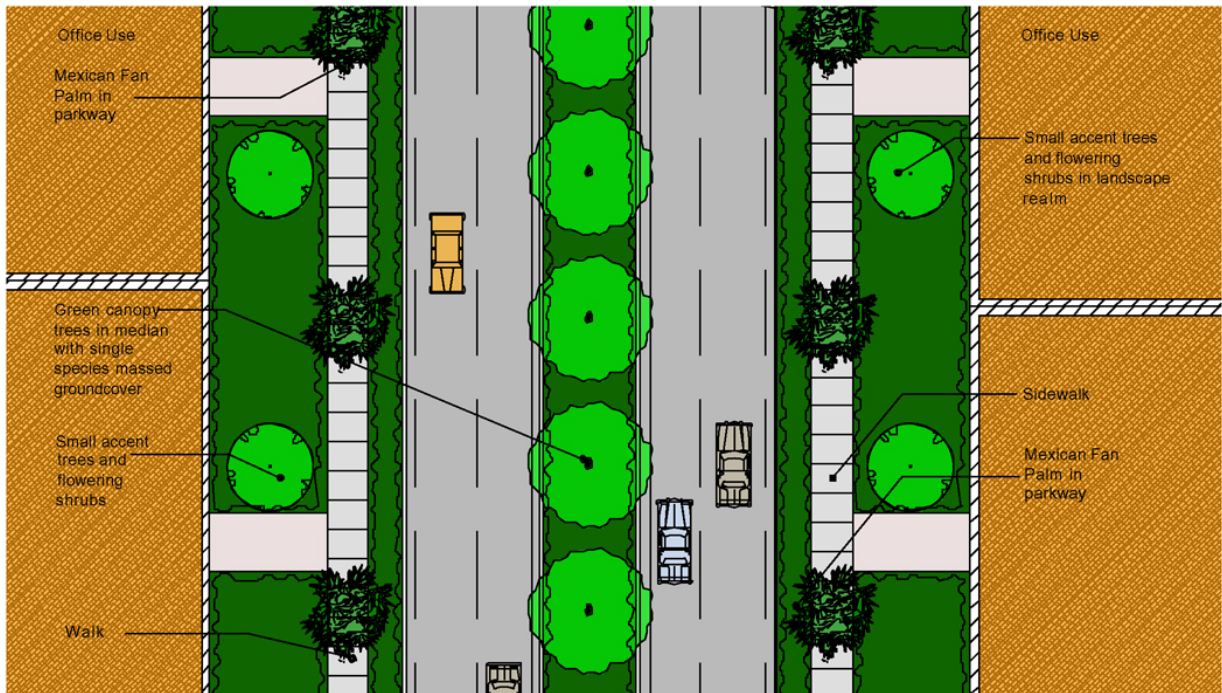
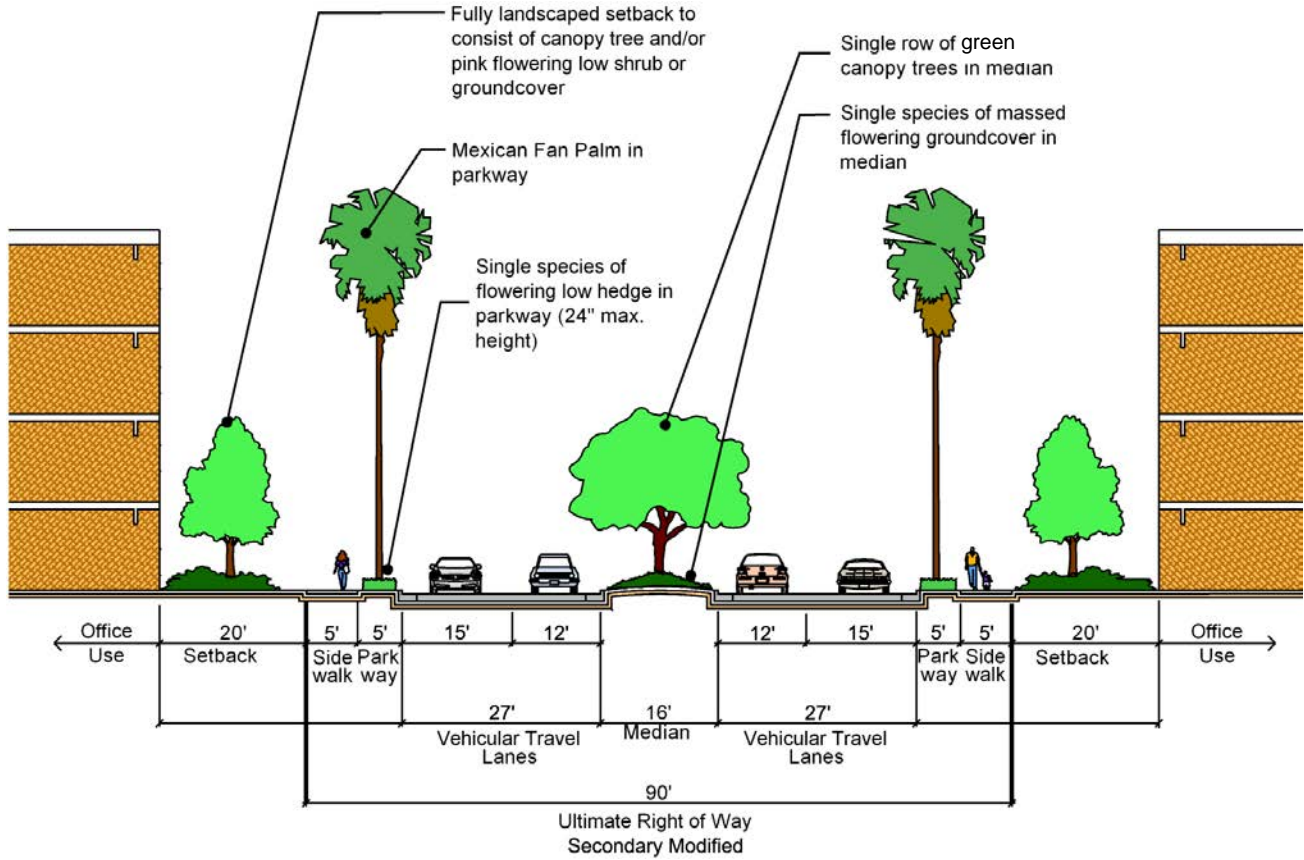
**Mexican Fan Palm** (*Washingtonia robusta*)



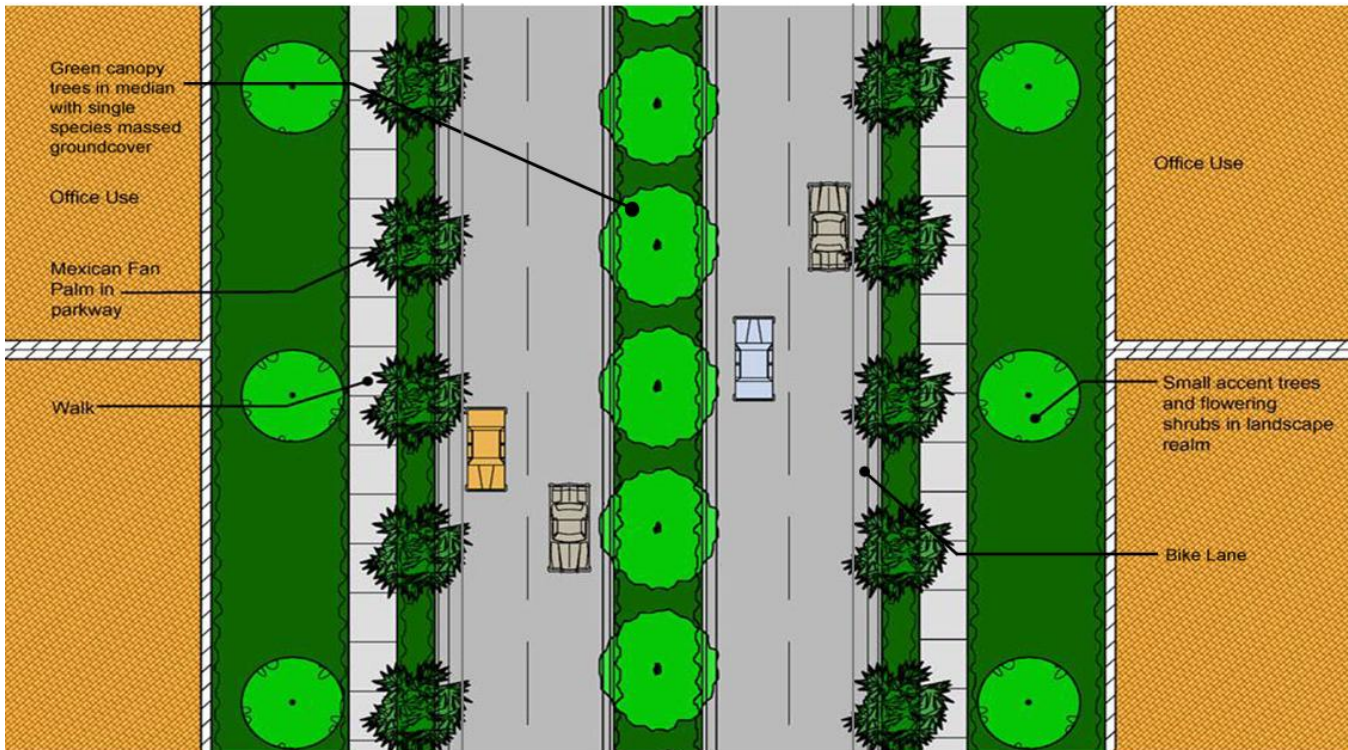
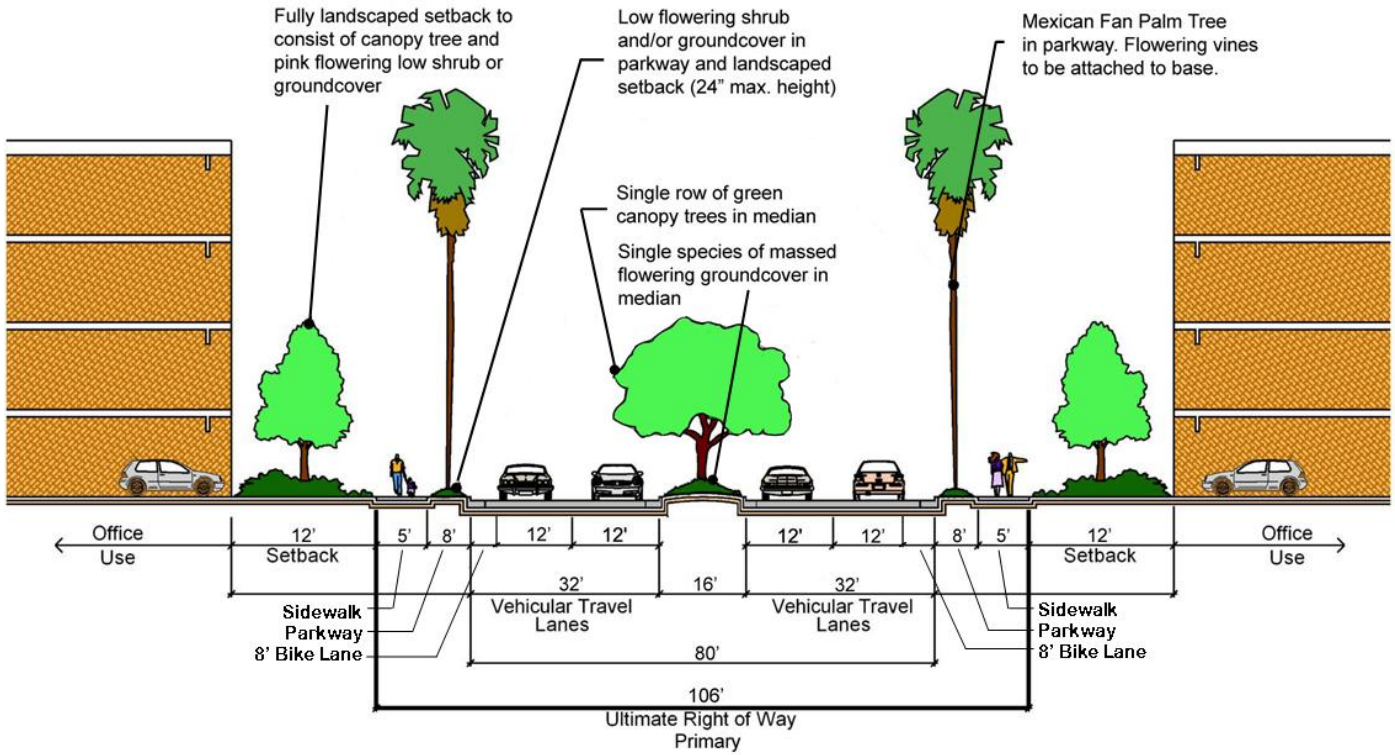
**Gold Medallion Tree**  
*(Cassia Leptophylla)*



**India Hawthorne**  
*(Raphiolepis indica)*



**Figure 36: Lewis Street  
Gene Autry Way to Katella Avenue**



**Figure 37: Lewis Street  
Katella Avenue to Cerritos Avenue**



#### 4.2.9 Railroad Right-of-Way

The landscape adjacent to the railroad right-of-way consists of a Mexican Fan Palm alternating with citrus trees.



**Citrus Trees (*Citrus*)**



**Mexican Fan Palm  
(*Washingtonia robusta*)**

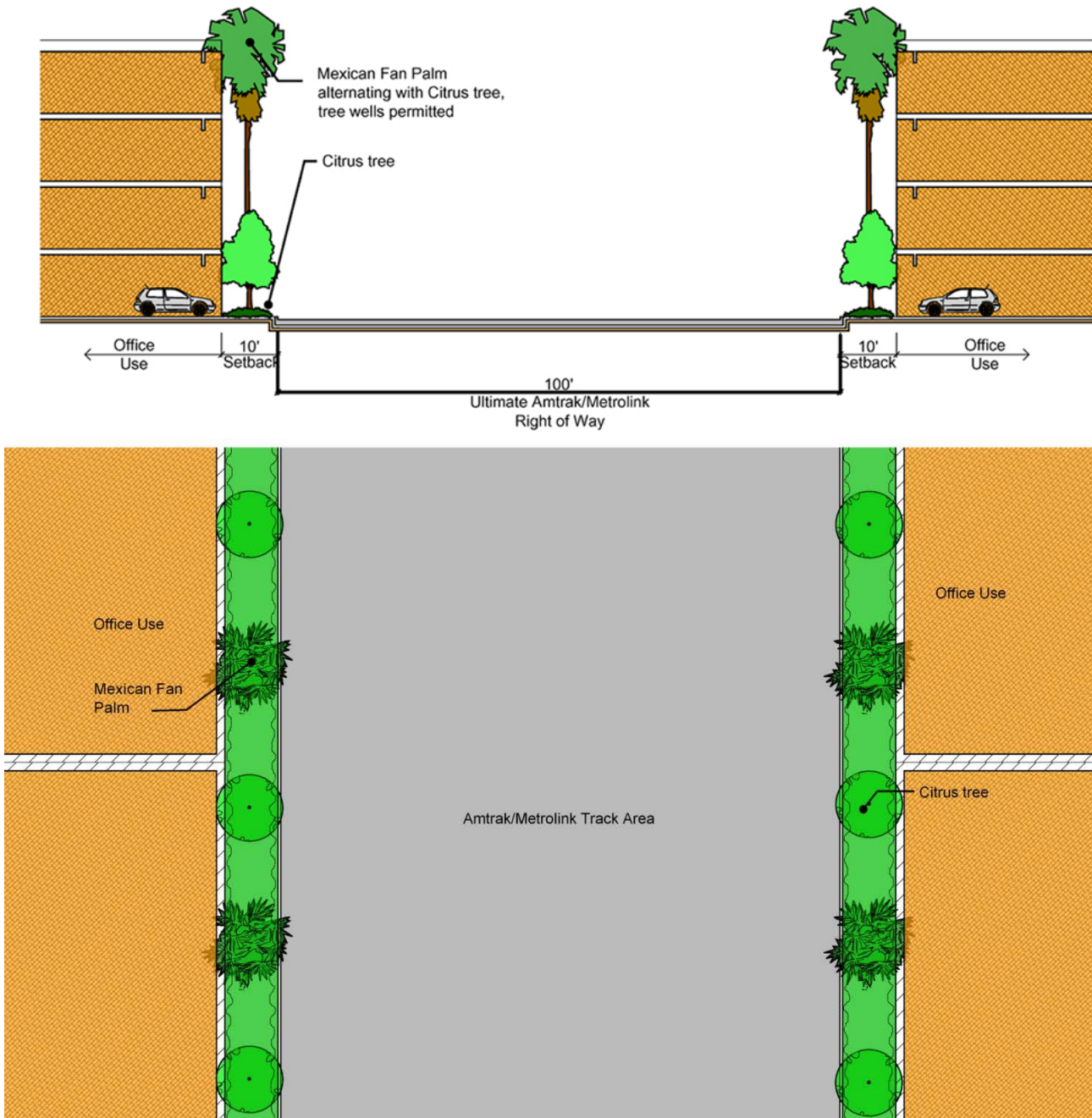


Figure 38: Railroad Right-of-Way

**4.2.10 Secondary Streets: Howell Avenue, Sunkist Street and Rampart Street**

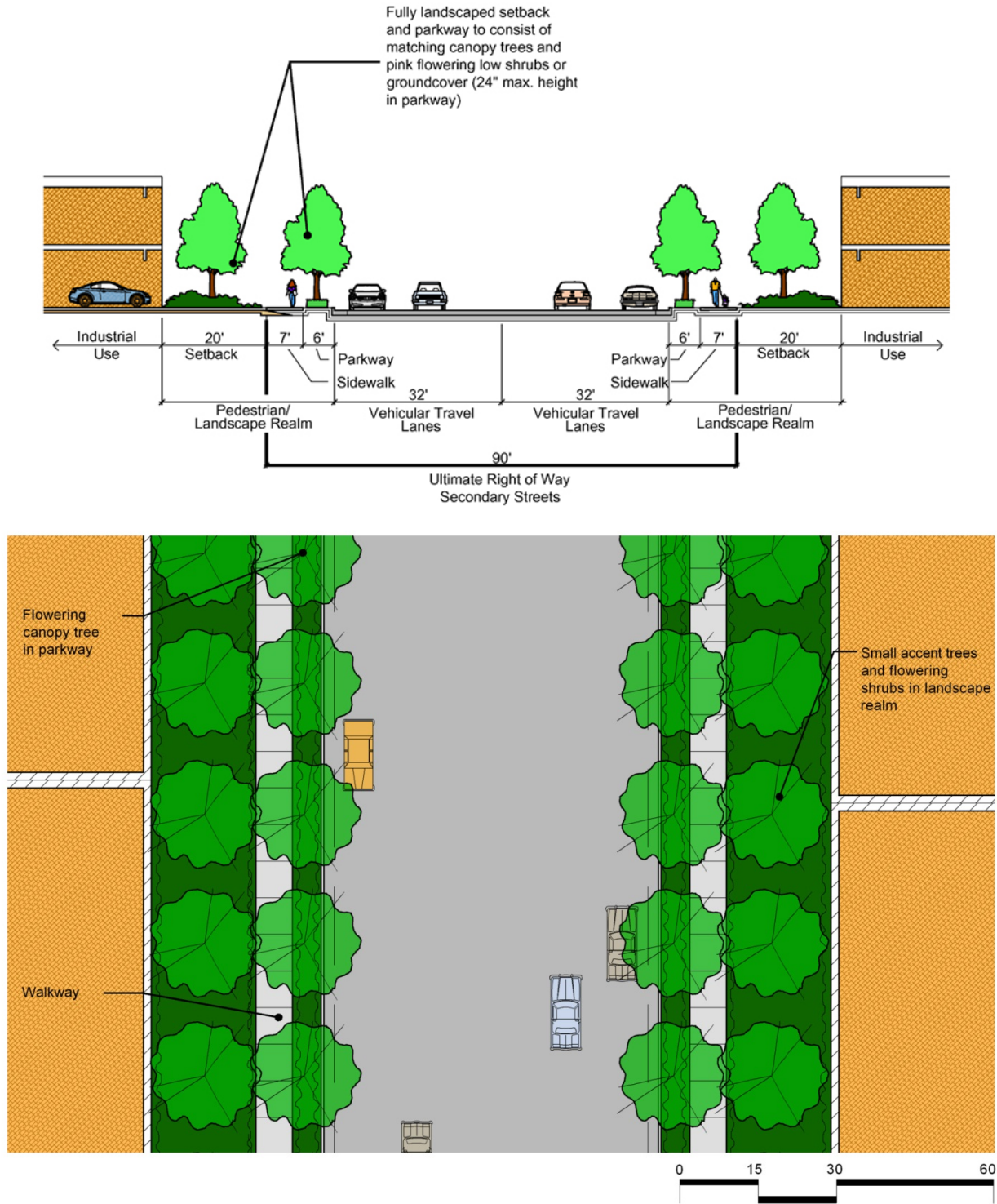
The Secondary Street landscape consists of a Brisbane Box or similar canopy trees with a low flowering pink shrub or groundcover in the parkway. The landscape setback consists of a canopy tree to match the species of parkway tree in spacing and height with purple and pink flowering low shrub or ground cover.



**Brisbane Box (*Tristania conferta*)**



**India Hawthorne  
(*Raphiolepis indica*)**



**Figure 39: Secondary Streets (Howell Avenue, Sunkist Street and Rampart Street)**

#### 4.2.11 Market Street

The Market Street landscape consists of a large canopy tree, Maidenhair Tree (*Ginkgo biloba*), in tree grates with interlocking precast concrete pavers in the parkway. The entryway from Katella Avenue to Market Street will be identified with rows of Date Palm Trees. The setback area may be paved to provide access for pedestrians. Angled parking will be provided on the west side and parallel parking will be provided on the east side of Market Street.



***Maidenhair Tree (Ginkgo biloba)***



**Date Palm-Medjool variety  
(*Phoenix dactylifera*)**

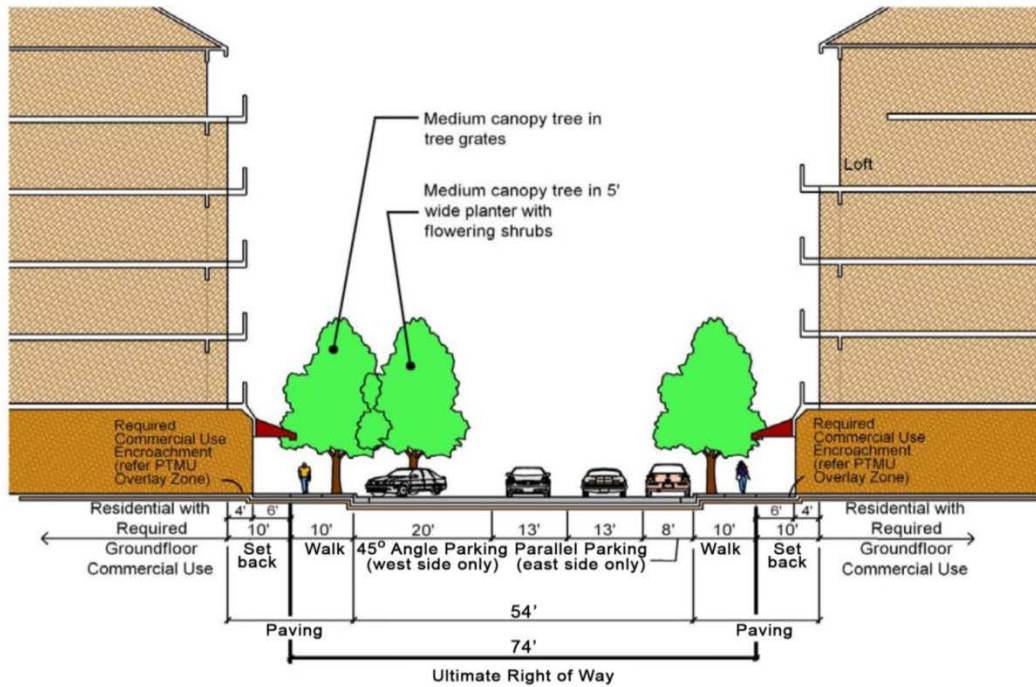


Figure 40: Conceptual Market Street

#### 4.2.12 Connector and Collector Streets

The Connector Streets' landscape palette consists of a variety of large canopy trees, including the Southern Magnolia, Southern Live Oak, Fern Pine and Bradford Pear, which may be planted in tree wells with interlocking precast concrete pavers in the parkway or in parkways with turf or groundcover as approved by the City. A minimum 3-foot wide area will be planted with low flowering shrubs in the setback area adjacent to the sidewalk. Parallel parking may be provided as indicated in Figure 41 (Conceptual Connector Street) or diagonal/perpendicular parking subject to the approval of the City Engineer.

Parkways on Collector Streets will be landscaped with Brisbane Box trees and India Hawthorne shrubs or another similar ground cover. Bike lanes will be located on designated Collector Streets in the Orangewood District to connect the bike lanes on Orangewood Avenue to the Santa Ana River Bike Trail.



**Southern Magnolia Tree**  
*(Magnolia grandiflora)*



**Bradford Pear**  
*(Pyrus calleryana)*



**Southern Live Oak**  
*(Quercus virginiana)*



**Fern Pine** *(Podocarpus Gracilior)*

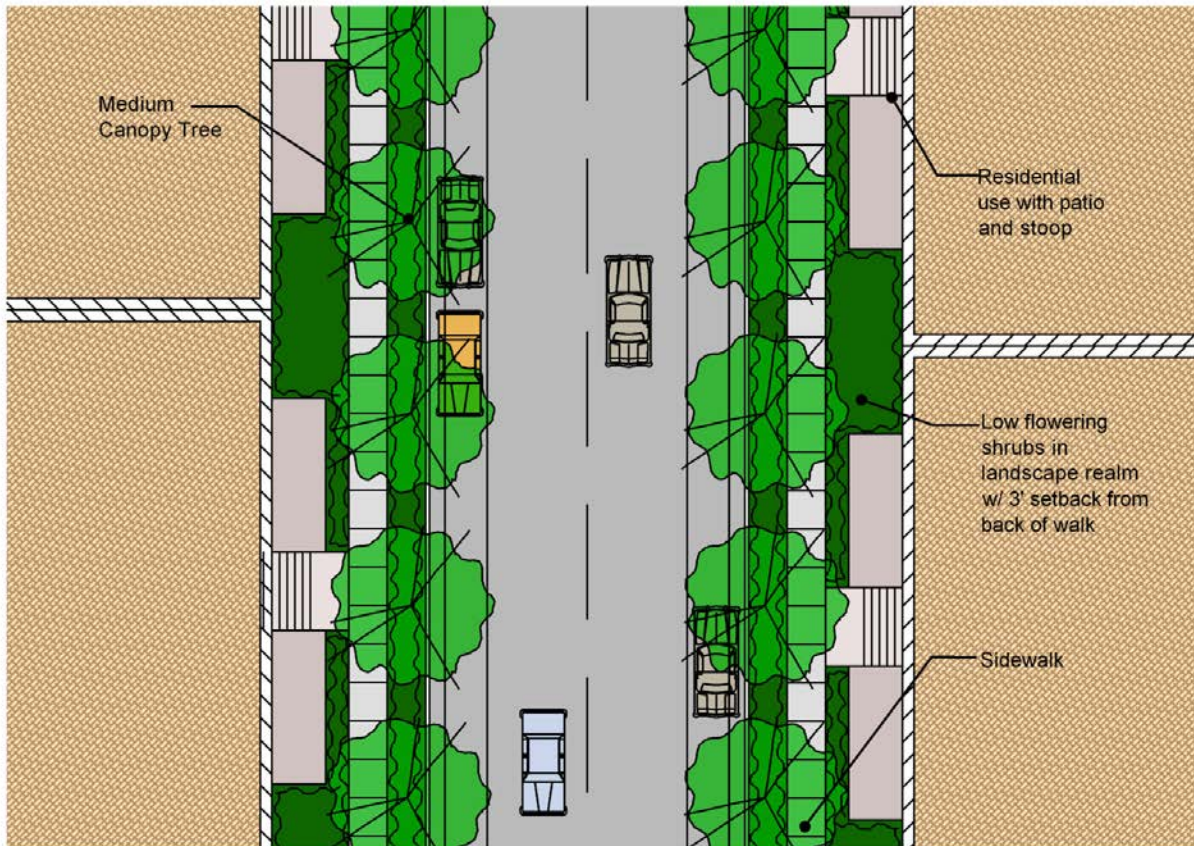
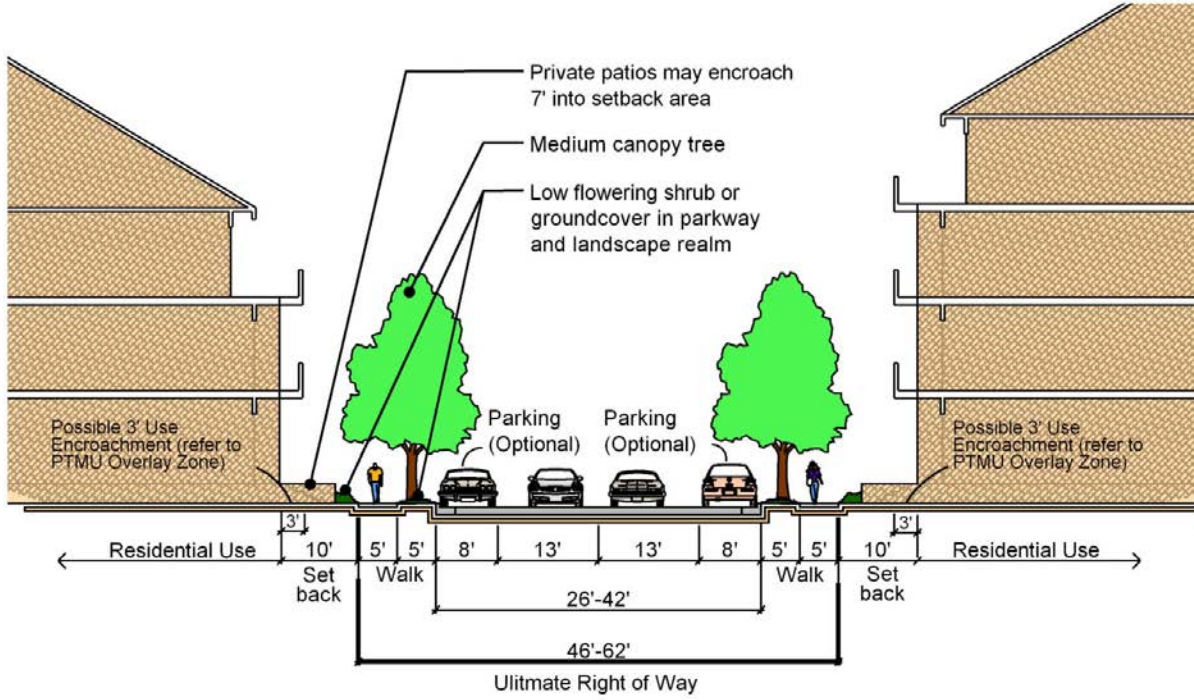
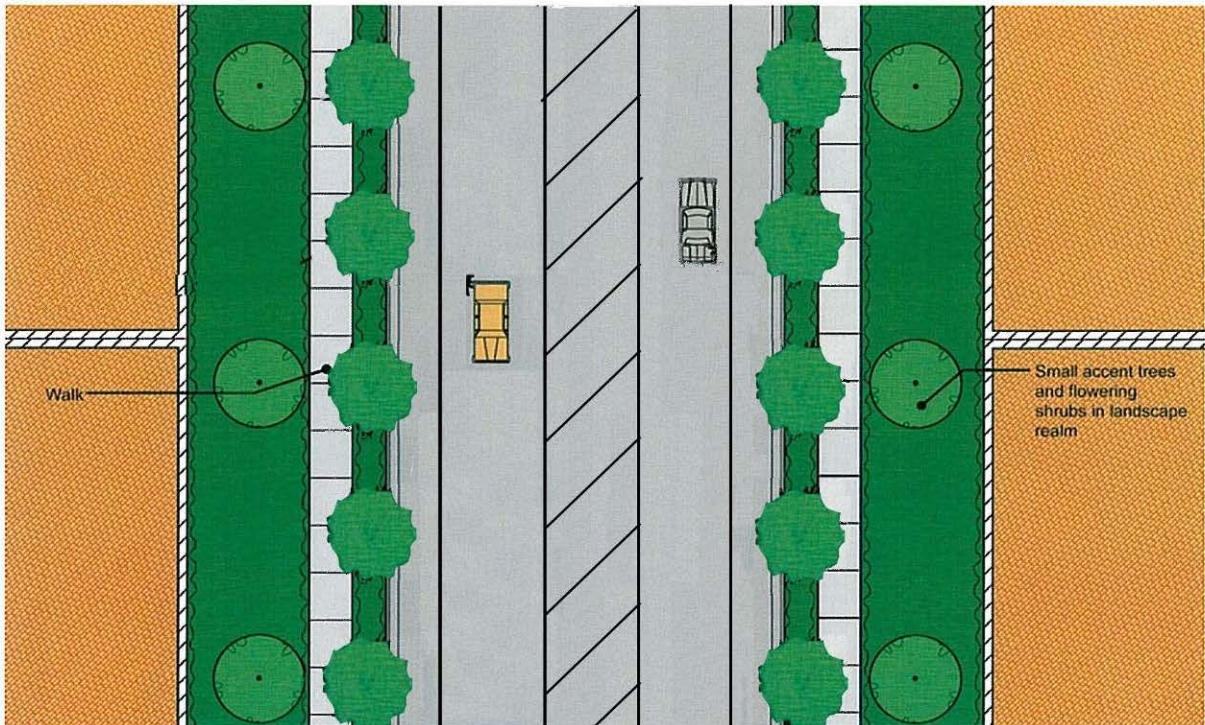
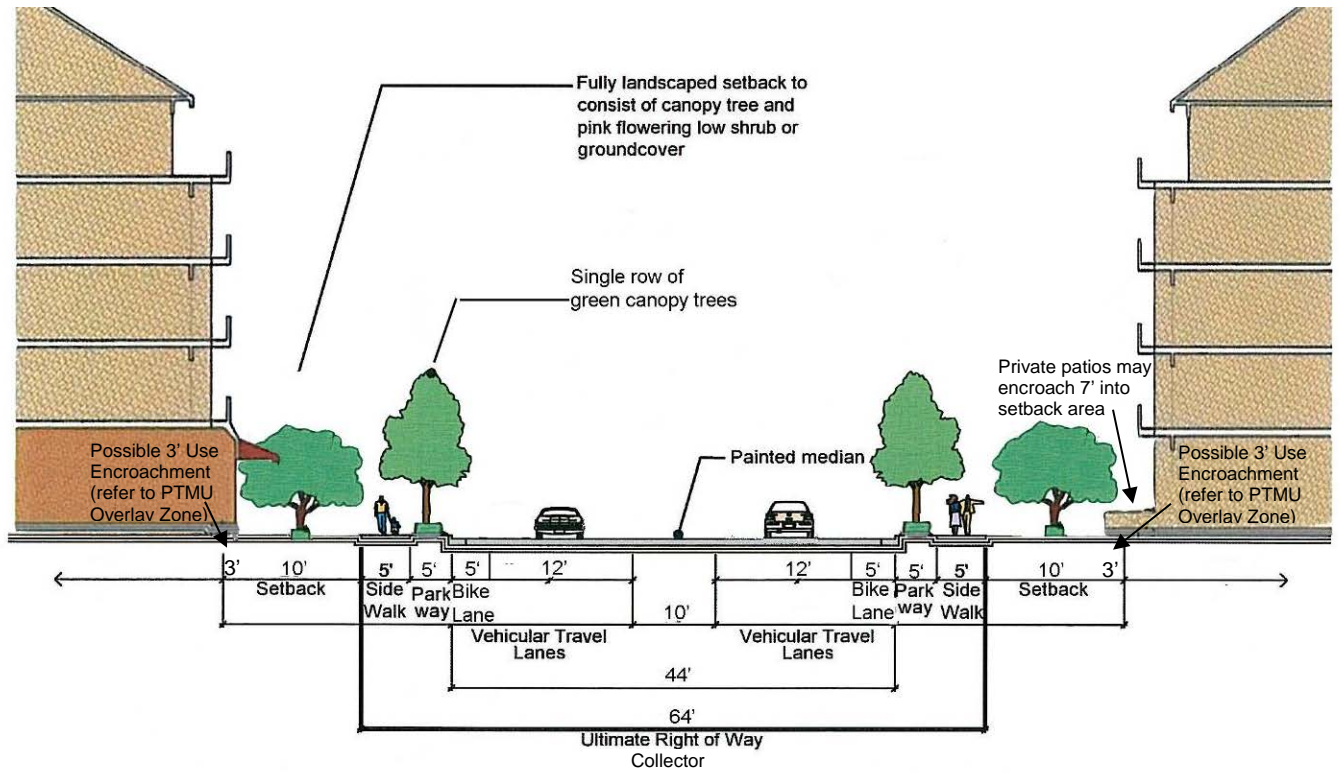


Figure 41: Conceptual Connector Street





**Figure 42: Collector  
(Dupont Drive and Towne Centre Place)**

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### 4.2.13 Intersections with Supplemental Lanes

Within the Platinum Triangle these intersections require supplemental lanes to provide adequate level of service and operational improvements:

- Cerritos Avenue/Sunkist Street
- Katella Avenue/Anaheim Way
- Katella Avenue/State College Boulevard
- Katella Avenue/Howell Avenue
- Katella Avenue/Sportstown Way
- Katella Avenue/Lewis Street
- Katella Avenue/Market Street
- Katella Avenue/Metro Drive
- Katella Avenue/Douglass Road
- Gene Autry Way/Lewis Street
- Gene Autry Way/State College Boulevard
- Oranewood Avenue/Anaheim Way
- Oranewood Avenue/State College Boulevard
- Oranewood Avenue/Dupont Drive
- Oranewood Avenue/Rampart Street
- State College Boulevard/Gateway
- State College Boulevard/Artisan Court

The typical improvements for these intersections include additional left-turn lanes and a dedicated free right-turn lane. Where a dedicated free right-turn lane is required, right-of-way widths will be widened and setback areas will be pushed back.

Supplemental lanes will also be required where Connector Streets and Market Street intersect with arterials at signalized intersections. The number and type of supplemental lanes will be determined through project-specific traffic impact studies. Where a dedicated free right-turn lane is required, right-of-way widths will be widened and setback areas will be pushed back.