analysis of regional potential

PHASE II
the PLATINUM TRIANGLE

existing conditions analysis
Orange County
elements for success

Housing

Transportation / Connectivity

Destinations / Entertainment

Urban Design / Walkability

Mix of Uses
services, commercial, residential

Jobs / Economic Activity

vibrant activity center
importance of entertainment & featured destinations

- Generates patron usage
- Maintains economic and social vibrancy
- Focal point for an area
- Provides branding and name recognition
Variety of entertainment options
  - (food/beverage, sports, concerts, theater, comedy, cultural attraction, etc.)
entertainment: the ideal

Source: Google Images, Flickr, and CAngsuco
platinum triangle entertainment

Source: Flickr

Source: CAngsuco

Source: ibid
platinum triangle entertainment
Does **entertainment** and **featured destinations** in the Platinum Triangle meet the ideal?
entertainment recommendations

(1) Increasing the connectivity between the major destinations within the Platinum Triangle, and between the Anaheim Resort and GardenWalk
Encourage programming of family events and create a diverse set of low-cost alternatives.
Connectivity between activity nodes is critical for an efficient and effective polycentric region.

- Visitors, residents, and workers must be able to conveniently travel to, from, and within the Platinum Triangle.
Public Transportation:

- Frequent
- Affordable
- Convenient
- Clean
- User-friendly
- Accessible
- Safe
• Safe and protected bike lanes
• Secure and accessible bike parking
• Non-congested vehicle traffic
• Affordable, accessible, and safe vehicle parking
transportation: the ideal

- Multi-modal
- Locally and regionally integrated
transportation gateway
(1) Increase transit usage to tourism and entertainment destinations by offering rewards.
(2) Increase transit use to businesses and office by offering employer discount programs.
transportation recommendations

(3) Implement a Car Share Program
importance of housing

• Residents provide key activity and life to shops, restaurants, and entertainment venues

• Local population keeps the neighborhood vibrant and gives it identity

• Reduces vehicle miles traveled
housing: the ideal

Source: Signal Hill Tribune News
platinum triangle housing

Anavia

1818 Platinum Triangle

Source: www.essexapartmenthomes.com
platinum triangle housing

Gateway Apartment Homes

Avalon Anaheim Stadium
platinum triangle housing

Park Viridian

Stadium Lofts

Source: www.beparkviridian.com

Source: www.ocloftguide.com
platinum triangle housing

Vivere
Grand Opening March 2011

Source: www.livevivere.com
Does **housing** in the Platinum Triangle meet the ideal?
housing recommendations

(1) Encourage affordable housing options
Restaurants, services, parks, office and

(2) Ensure commercial construction should keep pace with residential development

(3) Build an economically reasonable amount of housing, commercial and office space
importance of urban design & walkability

• Creates a sense of place
• Allows visitors to easily navigate an area
• Able to explore on foot (no car needed)
• Helps to alleviate vehicle congestion
urban design: the ideal
urban design: the ideal

Gaslamp District

Source: www.calaiforniaeminentdomainreport.com

Source: PortReviewMexico.com
urban design: the ideal

Old Pasadena
platinum triangle urban design

Katella
platinum triangle urban design
platinum triangle urban design
platinum triangle urban design
Does urban design in the Platinum Triangle meet the ideal?
Follow through with plans to divide current superblocks to create smaller, and more walkable streets.
importance of mixed use
commercial, retail, & services

• Attracts visitors and guests

• Services local employees and residents

• Reduces vehicle miles traveled

• Provides nightlife activities and events
mixed use: the ideal commercial, retail, & services

• Promotes vibrant, livable communities
• A place to live, work, and play
• Accessible and affordable grocery stores and basic services
• Variety of restaurants (low-end to high-end)
• Police station/fire station
• Variety of jobs
mixed use: the ideal commercial, retail, & services
platinum triangle mixed use
Is **mixed use** in the Platinum Triangle meeting the ideal?
mixed use recommendations

• Encourage retail uses that will provide necessities to the district

• Continue to build on and improve infrastructure and government services
importance of economic activity

• Enables day-time, business hour activity for shops and restaurants
• Provides job opportunities for the surrounding communities
• Proximity to housing alleviates road congestion
economic activity: the ideal

- Job centers provide a range of high-quality jobs and economic opportunities—ideally with livable wages
- Easily accessible by mass transit or bus
- Adds daytime vibrancy to urban centers
platinum triangle
economic activity
platinum triangle mixed use

Are jobs being generated in the Platinum Triangle to meet the ideal?
Approximately 5,255 current jobs.

**After build-out:**
- 4,909,682 sq ft of commercial increase projects 9,820 jobs
- 14,340,522 sq ft of net leasable office space is estimated to provide 47,800 jobs
- ARTIC projected to create 5,000 jobs during and after construction
Remember the six elements required for a successful downtown or activity center?
PLANNING FEASIBILITY

vibrant activity center

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Mixed Use Districts and Overlay Zone
Environmental Impact Report

RECOMMENDATIONS
• Charge for people from outside the Platinum Triangle to park in it
• Redesign streets to slow traffic
• Use affordable housing to reduce commute traffic.
Sustainability Recommendations
PLANNING RECOMMENDATIONS

• Low-impact development
• Neighborhood Electric Vehicles (NEV charging stations at commercial, employment and residential centers)
ECONOMIC FEASIBILITY

- Market for housing?
- Need for jobs?
- Jobs-housing imbalance?
- Demand for sports and entertainment?
Because of the…

- FEATURED DESTINATIONS and SPORTS VENUES,
- ABUNDANCE OF HOUSING,
- PLANS FOR MIXED USE and TRANSIT-ORIENTED DEVELOPMENT,
- URBAN DESIGN GUIDELINES,
- PROJECTED GROWTH IN JOBS, and
- A FORTHCOMING WORLD CLASS TRANSPORTATION HUB

The Platinum Triangle is a place where Orange County can truly **live, work, and play**
Thank you!

planaheim

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