Orange County’s Past and Future

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Population

- 76% Latino
- 20% 25-34 years old

Building Types

- Art Deco
- Spanish Revival
- Modernist

Land Use

- Mixed Use
- Entertainment
- Retail
- Residential
Parks and Recreation

Analysis: Area, Diversity, History, Parks, Neighborhoods, Connectivity, Walkability, Activity, Employment, Retail, Nightlife, Inv.
Neighborhoods and Existing Housing

Analysis:
- Area
- Diversity
- History
- Parks
- Neighborhoods
- Connectivity
- Walkability
- Activity
- Employment
- Retail
- Nightlife

Inv.

Walkability

Connectivity

Employment

Nightlife

Activity

Retail

Walkability

Connectivity

Employment

Nightlife

Activity

Retail
Recent Housing Development

Parks

History

Diversity

Area

Analysis:

Neighborhoods

Connectivity

Walkability

Activity

Employment

Retail

Nightlife

Inv.

Walkability
Affordability and Infill Development

Analysis: Area Diversity History Parks Neighborhoods Connectivity Walkability Activity Employment Retail Nightlife Inv.
Neighborhoods and Existing Housing

Connectivity
Activity
Retail
Nightlife
• SARTC has an average of 1,100 Metrolink passengers using the station each weekday
• 5th busiest Metrolink station in Orange County
• Projected to become the 3rd busiest Metrolink station in OC by 2030
Walkability of Downtown Santa Ana

1) Connectivity of Path Network
2) Linkage with Other Modes
3) Fine grained and diverse Land Use Patterns
4) Safety, Both From Traffic and Crime
5) Context and Quality of Path
Downtowns should be the place for everybody and have all kinds of planned or un-planned activity going on at all times.
Employment Hub

Analysis:  Area  Diversity  History  Parks  Neighborhoods  Connectivity  Walkability  Activity  Employment  Retail  Nightlife  Inv.
• 2006 market study found 72% of retail spending by downtown neighbors is spent elsewhere
• This ‘leakage’ could support 150,000-300,000 square feet of additional retail space downtown
Nightlife
Planning and Investment

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Planning and Investment

Analysis: Area, Diversity, History, Parks, Neighborhoods, Connectivity, Walkability, Activity, Employment, Retail, Nightlife, Inv.
## Summary

<table>
<thead>
<tr>
<th>Area of Analysis</th>
<th>Downtown Score</th>
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<tbody>
<tr>
<td>Population and Diversity</td>
<td>3</td>
</tr>
<tr>
<td>Land Use</td>
<td>4</td>
</tr>
<tr>
<td>Building Stock</td>
<td>5</td>
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<td>Density</td>
<td>4</td>
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<td>Historic Character</td>
<td>5</td>
</tr>
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<td>Parks and Recreation</td>
<td>3</td>
</tr>
<tr>
<td>Housing</td>
<td>4</td>
</tr>
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<td>Connectivity</td>
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<td>Walkability</td>
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<td>Activity</td>
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<td>Employment</td>
<td>4</td>
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<tr>
<td>Retail</td>
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<tr>
<td>Nightlife</td>
<td>2</td>
</tr>
<tr>
<td>Investment</td>
<td>4</td>
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</tbody>
</table>

1 = does not meet typical downtown standards
5 = exceeds typical downtown standards
Recommendations
Take Advantage of the Historic Downtown

Recommendations:
- Guideway
- Walking Tours
- Markers
- Retail
- Nightlife
- Walkability
Through Self-Guided Walking Tours

Recommendations:
- Guideway
- Markers
- Pocket Parks
- Retail
- Nightlife
- Station District
- Walkability
Establish Unique Historic Markers

Recommendations:
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- Walkability
Construction of a Fixed Guideway System

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Santa Ana Boulevard

Civic Center + Santa Ana Blvd.
Pocket Parks

- Gathering
- Outdoor seating
- Concert
- Handicraft
- Food

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Landmarks to help identify downtown

*The French Market, “America’s Oldest Public Market”, has existed on the same site since 1791.*
Diversify Retail

Recommendations:
- Guideway
- Pocket Parks
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- Station District
- Walkability

- Pocket Parks
- History
- Walking Tours
- Markers
- Guideway
- Pocket Parks
- Retail
- Nightlife
- Station District
- Walkability
Nightlife Cluster and Marketing

Recommendations:
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- Retail
- Nightlife
- Station District
- Walkability
Station District Plan

Recommendations:
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History

Pocket Parks

Walking Tours

Markers

Guideway

Retail

Nightlife

Station District
Station District Plan

Recommendations:
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Pocket Parks History

Station District
Pedestrian Friendly Connection

1) Sky bridge over Santa Ana Blvd
2) Upgrade Sasscer Park to be more friendly and attractive, an effective linkage between Civic Center and 4th Street
Sky Bridge over Santa Ana Blvd.

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History

Station District
Conclusion

• Enhance Existing Attributes

• Embrace History through Walking Tours and Signage

• Increase Connectivity through Fixed Guideway

• Improve Pedestrian Connections

• Expand Open Space with Pocket Parks

• Create Mixed-Use Project in Station District

• Market Towards Younger Demographic

• Connect Civic Center and 4th St. with Walkway

• Encourage Retail Diversification
THE END

THANK YOU!