A Downtown Plan for
The Irvine Spectrum
"The heart...and mind...of Orange County"

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Girls Gone Spectrum
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WHAT MAKES A SUCCESSFUL DOWNTOWN?

A “diverse and concentrated mix of uses that creates a strong, lively market.”

“The quality of the environment establishes a distinctive sense of place.”

Successful downtowns are those that can attract a wide variety of people and make them all feel comfortable. These people come “to buy and to sell, for ideas, entertainment, knowledge and discovery.”

Source: Designing the Successful Downtown, 1988
Major Counties of So Cal

Legend

🌟 Los Angeles
🌟 Orange County
🌟 Riverside
🌟 San Diego

Downtown LA

Downtown SD (Gaslamp District)
NOTABLE NODES IN IRVINE

Legend
- Irvine City Boundary
- The Irvine Spectrum
- John Wayne Airport
- UC Irvine
- OC Great Park
THE IRVINE SPECTRUM STUDY AREA BOUNDARY
Asset Map

Legend

The Irvine Spectrum Boundary
Proposed extended boundary
Verizon Wireless Amphitheater
Water Park
The Irvine Spectrum Shopping/Entertainment Center
Major Roadways
Metrolink Station
Current Housing
Current Office/Industrial

|Transportation/Accessibility|Housing|Tourism|Sense of Place/Urban Design|Economy|Equity|Sustainability
OBJECTIVES

1. Increase access and enhance connectivity between existing assets
2. Reduce automobile dependence and create a pedestrian friendly environment
3. Encourage mixed-use developments
4. Develop affordable housing that is diverse in stock and strategically located near transit and amenities
5. Promote greater diversity and mix of uses at The Irvine Spectrum Center
6. Create a distinct sense of place;
7. Maintain and enhance the economy
8. Ultimately, create a successful downtown that is healthy, sustainable (economically and environmentally), equitable and accessible.
TIS: ACCESS POTENTIAL

To Los Angeles: 40 miles, 50 mins

To San Diego: 80 miles, 80 mins
TIS: Access Transformation Part I: Infrastructure Changes
TIS: Access Transformation Part II: Enhanced Public Transit Opportunities
Current Housing

The Park

Woodbridge

Northwood

Quail Hill

Lake Forest

The Village
Legend

- Yellow: Existing
- Pink: Potential
SENSE OF PLACE
Forever Summer
TOURISM POTENTIAL
ECONOMIC POTENTIAL

• Some of the most successful downtowns in America have a thriving financial or business district.
• TIS boasts a large population of high-tech and medical headquarters for many successful business.
• Some of the wealthiest people in OC come to shop and play at TIS.
SUSTAINABILITY AND WATER QUALITY
THANK YOU