

# Appendix 1 – Planning Framework for Anaheim Streetcar

A pivotal part of this economic impact assessment involves a review of the existing planning framework as it pertains to the fixed guideway corridor and benefit area for TOD. This discussion is intended to provide an overview of pertinent General Plan considerations together with more detailed provisions of applicable Specific Area Plans and redevelopment areas.

## City of Anaheim Planning

Discussion of the City of Anaheim’s planning framework for transit and economic development begins with consideration of the *Anaheim General Plan*. This is followed by review of three Specific Plans related to The Anaheim Resort, the Platinum Triangle Master Land Use Plan, and the Anaheim Rapid Connection (ARC) *Fixed Guideway Alternatives Analysis*.

**Anaheim General Plan.** The overall framework for land use and comprehensive planning is provided by the *City of Anaheim General Plan*. First adopted in 1963, the General Plan was comprehensively updated in 2004 with subsequent updates since that date.

An *Anaheim Vision 2025* encompasses the goal of “world class entertainment” with tourism continuing as a driving force for economic growth. Anaheim also anticipates an economic role for multinational as well as local and regional business and a broadened array of housing choices for a diverse population. Mass transit is projected to play a key role with consideration of a broad range of modes.

From a population of 330,000 at time of 2004 plan adoption, Anaheim is expected to experience population growth to about 400,000 by 2030 – with build-out capacity estimated at approximately 410,500 residents.

Individual elements of the General Plan reinforce the significance of The Anaheim Resort and Platinum Triangle to the community’s long-term prosperity. For example:

- The **land use** element recognizes a “new vision” for the Platinum Triangle for mixed use development integrating high density urban housing with major destination attractions, employment, shopping

and entertainment in an urban, pedestrian-friendly environment.

The Anaheim Resort is viewed as “critical to the health of the local Anaheim economy” – with Specific Plans for The Anaheim Resort, Disneyland Resort and Hotel Circle.

- A **circulation** element highlights the increasing role transit can play including “transit supportive land uses in new development.” Also referenced are strategies for management of parking supply and shared parking opportunities with mixed-use development.
- The City’s **growth management** element reinforces the opportunity and efficient infrastructure need for mixed use areas in the Platinum Triangle – together with Downtown Anaheim and The Canyon and along major transit corridors.
- The **economic development** element anticipates expansion of The Anaheim Resort along Harbor Boulevard and facilitating the transition of the Platinum Triangle into “a dynamic place where people live, work and visit.”
- The **housing** element (updated as of 2009) includes strategic recommendations for opportunity to “replace an older industrial area with a dynamic mixed-use redevelopment district including higher density housing, residential-serving retail and amenities and employment-generating commercial/office uses.”

**Anaheim Resort Specific Plans.** The approximately 1,089 acre area of The Anaheim Resort encompasses three Specific Plans.

- **Disneyland Resort Specific Plan (DRSP)** – as originally adopted in 1993 and subsequently amended encompasses 489.7 acres including five planning districts (Theme Park, Hotel, Parking, Future Expansion, and District A). Currently approved existing and proposed development at build-out includes 7.825 million square feet of theme park and related building area plus 5,600 rooms and 51,630 parking spaces. A major goal of the DRSP is to change the existing theme park “from a day-oriented attraction to a multi-day destination resort.” The Anaheim GardenWalk overlay provides for a lifestyle retail/entertainment complex. On-site transit conveyance systems together with pedestrian walkways are integral to shuttling visitors from parking facilities and hotels to area attractions.
- **Anaheim Resort Specific Plan (ARSP)** – initially adopted in 1994 and last amended in 2012 covers 581.3 acres surrounding the DRSP on three sides. The ARSP is anchored by the nearly 2.2

million square foot Anaheim Convention Center (part of a PR Public Recreation District). The remainder of the ARSP area is designated as a C-R Commercial-Recreation District. Visitor-serving uses are emphasized – including development of “hotels, motels, convention and conference facilities, as well as restaurants, retail shops and entertainment uses.”

Residential is not allowed except as may be fully integrated into a hotel development. As of 2012, the ARSP had an existing inventory 13,187 hotel room equivalents – leaving remaining capacity of 21,813 future added rooms to a build-out plan maximum of 35,000 (effectively 62% remaining hotel capacity).<sup>28</sup>

- **Hotel Circle Specific Plan (HCSP)** – dates to 1993 and covers an estimated 6.8 acres on the north side of Katella Avenue between Clementine and Haster Streets. Approved for this area was build-out of 969 hotel rooms. The plan was intended to enable “the integration of the existing/approved hotels within a master planned project which would not occur cohesively if each separate parcel were developed individually.” The Specific Plan encouraged parcel consolidation and redevelopment of non-conforming industrial land uses. Provisions were also made for onsite bus passenger and shuttle drop off areas to encourage transit use.

For the entire Anaheim Resort area, existing development on-the-ground today is estimated at 13,859 hotel rooms plus another 11.4 million square feet of non-hotel commercial space (including retail/entertainment, theme resort and conventions facilities). Including commercial space utilization of room capacity (at 600 square feet commercial space per room), the hotel equivalent utilization is 16,617 rooms.

Build-out capacity pursuant to adopted Specific Plans is estimated at 44,494 hotel rooms. This leaves capacity for up to an added 27,877 hotel rooms (meaning that 63% of build-out capacity remains available for future development). If this capacity were to be used for non-hotel commercial space, up to estimated 16.9 million square of other commercial development is potentially available.

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<sup>28</sup> Within the AR, commercial uses are converted to hotel room equivalents at a ratio of 600 square feet of commercial development in exchange for one room of hotel inventory capacity.



**Platinum Triangle Master Use Plan.** In December 2012, the City of Anaheim completed the Platinum Triangle Master Land Use plan – replacing the Anaheim Stadium Master Land Use Plan that had been in place since 1999. This updated plan for the 820-acre Platinum Triangle area recognizes and supports the continued transition of this destination district to create “an urban environment of a scale never before seen in Orange County.”

Platinum Triangle Build-Out Development Capacity

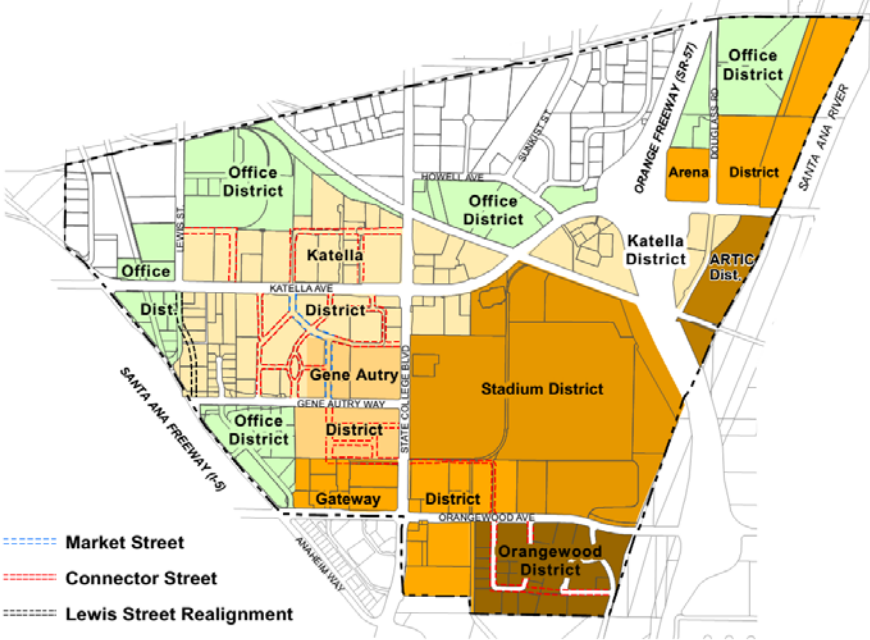
PTMU District	Acre	Housing Units	Office Square Feet	Commercial Square Feet	Institutional Square Feet
Arena	41	425	100,000	100,000	-
ARTIC	17	520	2,202,803	358,000	1,500,000
Gateway	50	2,949	562,250	64,000	-
Gene Autry	33	2,362	338,200	304,700	-
Katella	141	5,786	1,921,666	694,643	-
Orangewood	35	1,771	1,402,855	130,000	-
Stadium	153	5,175	3,125,000	3,120,368	-
<b>Total Mixed Use</b>	<b>470</b>	<b>18,988</b>	<b>9,652,774</b>	<b>4,771,711</b>	<b>1,500,000</b>
Office	121	-	4,478,356	-	-
<b>Total PTMU Overlay Zone</b>	<b>591</b>	<b>18,988</b>	<b>14,131,130</b>	<b>4,771,711</b>	<b>1,500,000</b>

Source: *Platinum Triangle Master Plan*, December 18, 2012.

Building from three major in-place recreation and entertainment venues – Angel Stadium, The Grove of Anaheim and the Honda Center – the plan is aimed to blend in an increased mix of added major office employment uses and new urban residential neighborhoods.

A Platinum Triangle Mixed Use (PTMU) overlay zone is applied to 591 acres of the 820-acre area. At build-out the overlay zone is aimed to accommodate nearly 19,000 residential units, 14.1 million square feet of office space, 4.8 million square feet of office and 1.5 million square feet of institutional space.

Platinum Triangle Mixed Use Districts



Mixed Use and Office Districts

Source: Platinum Triangle Master Plan, December 18, 2012.

As illustrated by the map at the top of page, the Platinum Triangle area is comprised of seven distinct PT districts plus an office district:

- **Arena** – situated at the northeast corner and home to the Honda Center and attractive to restaurants, retail and office uses.
- **ARTIC** –location for the Anaheim Regional Intermodal Center on a 17-acre site providing access to existing bus, Amtrak and Metrolink services plus future Anaheim Streetcar and California High Speed Rail with added potential for development of complementary institutional, office and residential uses.
- **Gateway** – located as a southern gateway to Anaheim and the Platinum Triangle with substantial potential for added residential and office development.
- **Gene Autry** – viewed as providing opportunity for a “sophisticated mixed use neighborhood,” especially for Anaheim residents looking for a more pedestrian and less auto-oriented lifestyle.
- **Katella** – comprising nearly one-quarter of PT acreage and over 30% of potential housing development as well as office and

commercial intensity as a major connector from the Platinum Triangle to The Anaheim Resort west of I-5.

- **Orangewood** – situated at the southwest corner of the Platinum Triangle with opportunity for a mix of residential and office as well as public space / mini parks.
- **Stadium** – the single largest district accounting for 26% of PT acreage together with 65% of commercial space and significant office/residential components as a “high-rise, mixed-use, urban village, complemented by sports and entertainment venues.”
- **Office** – comprised of multiple nodes dispersed across the northern and western edges of the Platinum Triangle, potentially capturing nearly one-third (32%) of office space at build-out.

Successful implementation of the PT mixed use development concept is dependent on several critical city-shaping changes including introduction of a tighter grain street grid (including proposed Market Street, creating of pedestrian streets and stronger transit connections. This system will better access the interior of existing large industrial parcels, allowing for development of more urban-scale residential, and commercial office developments – in both single and mixed use configurations.

For residential uses, zoning will allow densities ranging from 16-30 units per acre for townhome-style units with tuck-under parking to 65-100 units for high-rise development (over 55 feet in height). Ground floor retail will be encouraged throughout the PT area and required only in the most intensely urban area adjacent to Gene Autry Way and a potential new Market Street. In addition to retail, ground floor commercial uses may include local services, multi-tenant offices, community facilities, fitness, leasing offices and child care.

Existing properties within the PT area have the option to continue development using their underlying zones or the new higher density PT overlay. As noted by The Platinum Triangle Vision: “The PTMU Overlay Zone is designed to guide, not inhibit, current economic forces.”

For all districts, a key objective is that this mixed use concept will enable “thousands of residents and workers to meet their daily needs with minimal auto use, vehicle miles traveled and the (relief of) resulting congestion and air quality issues.” Meeting this objective with higher density urban-scale development will be facilitated by Anaheim Streetcar.

## Combined AR / PT Development Potentials

Taken together, the Anaheim Resort and Platinum Triangle areas comprise a total of about 67 million square feet of total development potential at build-out:

- This figure excludes theme park, convention center and stadium/arena uses – but is focused on *build-out potential* for commercial retail/office, lodging and multi-family residential development.
- AR/PT properties that can be reached *within ¼ mile* of a planned Anaheim Streetcar line comprise over 54 million square feet of development potential at build-out.
- Of this 54 million square foot total, approximately 15 million square feet are accounted for by AR lodging and related uses and 39 million by PT commercial and multi-family build-out potential.
- Existing development estimated at just over 9 million square feet accounts for only an estimated 17% of approved build-out potential for lodging, commercial and residential development within ¼ mile of planned streetcar stations for the AR and PT areas combined.

## Current & Planned Development Activity

The strength of economic activity in Anaheim is illustrated by a listing of development projects currently underway and proposed. As of mid-2013, a total of 26 major development projects are proposed or have recently been approved, completed, or are underway in the project study area encompassing The Anaheim Resort and Platinum Triangle including:

- 2,500 hotel rooms  
(with 5% of this number under construction and the remained yet to be built)
- 8,995 residential units  
(with 27% of units recently completed and the remainder approved to build)
- Over 780, 000 square feet of commercial space  
(over 60% of which has been recently completed and the remainder approved)
- 100,000 square feet of office space  
(approved but not yet underway)



- 68,000 square feet of commercial space  
(approved and under construction)

Locations of these 26 projects are illustrated by the map and subsequent detailed listing on the following two pages.

Assumed with this analysis is that these major development projects will be completed prior to the opening of Anaheim Streetcar – tentatively planned for 2018. The sites on which these projects are being built or planned are removed from the inventory of sites anticipated to be available as of the 2018 time period for further transit supportive development.





Development Status of Anaheim Resort & Platinum Triangle Projects  
 Source: City of Anaheim

**Key to Features**

1. The Shops at Anaheim Gardenwalk (Commercial completed, hotels approved)
2. Springhill Suites Marriott
3. Hyatt House Development
4. Hyatt Place Hotel
5. Springhill Suites Marriot
6. ARTIC
7. Park Viridian II & III
8. Lennar's A-Town Metro
9. The Experience at Gene Autry Way
10. Lennar's A-Town Stadium
11. Orangewood Condominiums
12. Platinum Gateway
13. Platinum Vista
14. Anavia Apartments
- 15a. Gateway Apartment Homes
- 15b. Gateway Apartment Homes Phase II
16. 1818 Platinum Triangle
17. Avalon Anaheim Stadium
18. The Shops at Stadium Towers
19. Stadium Lofts
- 20a. Vivere
- 20b. Vivere
21. Park Viridian I
22. Ramada Maingate Hotel
23. Courtyard Marriot Hotel
24. Grand Plaza on Convention Way
25. Convention Center Expansion
26. Anaheim Residence Inn

**Project Status**

- Approved
- Approved. Building permits have been issued.
- Approved. In plan check
- Completed
- Proposed
- Under construction
- Proposed Anaheim Rapid Connection (ARC)
- Proposed ARC Stations
- Metrolink/Amtrak Line
- Platinum Triangle
- The Anaheim Resort®

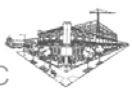
**The Anaheim Resort\***

Hotel Rooms: 41,935 rooms  
 Retail/Entertainment:  
 1.29 million square feet  
 Anaheim Convention Center:  
 2.3 million square feet  
 100,000 square feet of outdoor programmable space  
 Theme Park:  
 6.98 million square feet

**Platinum Triangle\***

Housing: 18,909 Units  
 Office:  
 14.3 million square feet  
 Commercial:  
 4.9 million square feet

\*Maximum Development Permitted



## Anaheim Resort &amp; Platinum Triangle Development Project Status (2013)

Map Number	Project Name	Hotel Rooms	Dwelling Units	Commercial Space (SF)	Office Space (SF)	Institutional Space (SF)	Summary Status
1	The Shops at Anaheim Gardenwalk	1,266	-	449,115	-	-	Commercial done (hotels not underway)
2	Springhill Suites Marriot	120	-	-	-	-	Approved (under construction)
3	Hyatt House Development	252	-	-	-	-	Approved (preparing plans)
4	Hyatt Place Hotel	178	-	-	-	-	Approved (in plan check)
5	Springhill Suites Marriot	172	-	-	-	-	Approved (in plan check)
6	ARTIC	-	-	12,075	-	68,000	Approved (under construction)
7	Park Viridian II & III	-	400	-	-	-	Approved (not under construction)
8	Lennar's A-Town Metro	-	2,681	229,800	-	-	Approved (not under construction)
9	The Experience at Gene Autry Way	-	1,208	50,000	100,000	-	Approved (not under construction)
10	Lennar's A-Town Stadium	-	525	-	-	-	Approved (not under construction)
11	Orangewood Condominiums	-	341	-	-	-	Approved (not under construction)
12	Platinum Gateway	-	399	-	-	-	Approved (not under construction)
13	Platinum Vista	-	350	-	-	-	Approved (not under construction)
14	Anavia Apartments	-	250	-	-	-	Completed
15a	Gateway Apartment Homes	-	884	-	-	-	Completed
15b	Gateway Apartment Homes Phase II	-	395	-	-	-	Approved (not under construction)
16	1818 Platinum Triangle	-	265	-	-	-	Completed
17	Avalon Anaheim Stadium	-	251	11,807	-	-	Completed
18	The Shops at Stadium Towers	-	-	15,605	-	-	Completed
19	Stadium Lofts	-	390	10,659	-	-	Completed
20a	Vivare	-	92	1,298	-	-	Completed
20b	Vivare	-	244	-	-	-	Approved (not under construction)
21	Park Viridian I	-	320	-	-	-	Completed
22	Ramada Maingate Hotel	13	-	-	-	-	Approved (1st phase in construction)
23	Courtyard Marriot Hotel	225	-	-	-	-	Proposed
24	Grand Plaza on Convention Way	-	-	-	-	-	Completed
25	Convention Center Expansion	-	-	-	-	-	Proposed
26	Anaheim Residence Inn	274	-	-	-	-	Proposed
	<b>Totals</b>	<b>2,500</b>	<b>8,995</b>	<b>780,359</b>	<b>100,000</b>	<b>68,000</b>	Proposed
	<b>By Project Status:</b>						
	Completed	-	2,452	488,484	-	-	
	Approved (under construction)	133	-	12,075	-	68,000	
	Approved (not yet underway)	1,868	6,543	279,800	100,000	-	
	Proposed	499	-	-	-	-	
	<b>Totals</b>	<b>2,500</b>	<b>8,995</b>	<b>780,359</b>	<b>100,000</b>	<b>68,000</b>	

Source: City of Anaheim, June 2013.

Transition to greater emphasis on housing, in addition to retail, plays well to a strength of streetcar service and appears more *in synch* with market opportunities associated with the economic recovery now well underway. While more problematic with the close out of redevelopment funding, selective public sector assistance with site assembly or joint use parking could also improve feasibility of mixed use development.