Katella Avenue Corridor Study and Design Guidelines

A Senior Project presented to
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City and Regional Planning Department
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science

by
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Chapter 1:
Introduction

1. Introduction

This document was created to give guidelines for development in the city of Anaheim. Katella Avenue is a major thoroughfare in the city, connecting multiple key destinations, including the Disneyland Resort, Anaheim Convention Center, Angels Stadium, ARTIC, and the Honda Center. The design guidelines will aim to create a comprehensive identity for the portion of Katella Avenue that connects these key destinations.

The scope of the project incorporates two major areas in the city: Anaheim Resort, and Platinum Triangle. With the Katella Avenue running through the middle of these districts, the design guideline document will link the two together. Currently, there are three specific plans, and one master land use plan giving guidance for development in the project area. *The ultimate goal for the design guideline document is to stitch these four plans together, in order to create a single unique identity and cohesive link amongst the various uses along Katella Avenue.*

1.1. Corridor Context

1.1.1. Project Scope

The extent of the project is along Katella Avenue, generally between Walnut Street and the eastern city limits (Figure 1.1 – 1). This stretch of the boulevard is an important corridor in the city, as well as in the county. Major destinations and economic drivers are all linked together by this approximately 2-mile length of Katella.

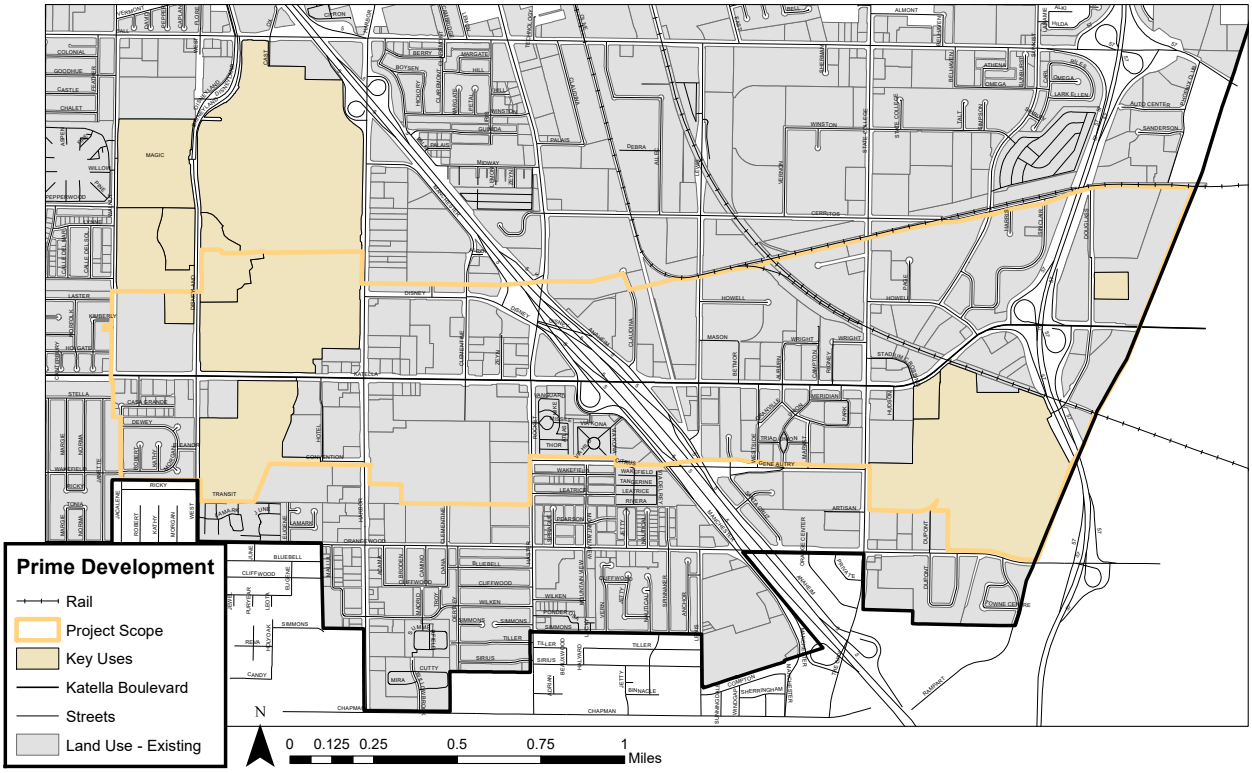

Figure 1.1 – 1: The approximate focus of the corridor plan is between the Disneyland Resort to the west, and the eastern city limits along the Santa Ana River.

1.1.2. Current conditions

The project location has long been a key destination and economic driver for both the city and county. Along with and between the primary destinations along the corridor, there is a mixture of other uses. These include hotels, restaurants, retail, multifamily housing, offices, and industrial uses. While the corridor has seen a resurgence in development over the last few decades, many of the buildings are aging, and in some cases, vacant.

1.1.2.1. Major Drivers

As has been previously mentioned, there is a long string of iconic, and immensely popular uses along this stretch of Katella Avenue. These uses are anchors of the entire region, drawing in equal numbers of tourists and locals.

On the western end of the project scope is the biggest draw, the Disneyland Resort. The Disneyland Resort consists of two theme parks (Disneyland and Disney California Adventure), three hotels, and an entertainment/retail district, Downtown Disney. Despite having been open for over 60 years now, Disneyland is still ranked the second most attended theme park in the world, visited by upwards of 18 million guests in 2015. Disney California Adventure was eleventh in the world, welcoming over 9 million guests in 2015. (TEA/AECOM, 2016, p.12)

The Anaheim Convention Center, directly across Katella Avenue from the Disneyland Resort, is another major draw on the western end of the project site. The convention center and its architecturally iconic Anaheim Arena is the largest convention facility on the west coast of the United States, boasting approximately 1,600,000 square feet of exhibition space (Visit Anaheim, 2017).

The main anchor on the eastern side of the project scope is Angels Stadium of Anaheim. Home to Major League Baseball's (MLB) Angels since 1966, the stadium now is the fourth oldest MLB stadium in the country. Nevertheless, the Angels have boasted strong fan support, drawing in over 3,000,000 fans per year, 14 years in a row (ESPN, 2016).

On the other side of the 57 Freeway from Angels Stadium is the Honda Center. Completed in 1993, and home to the National Hockey League's Anaheim Ducks ever since, the Honda Center is a beautiful sporting venue. Additionally, the Honda Center is the primary venue for big-name concerts that come to Anaheim.

Figure 1.1. – 2: In 2016, the Angels averaged 37,236 spectators per game, of approximately 81% of the maximum capacity of Angel Stadium. The Angels were the 7th best attended team in the MLB.

1.1.2.2. Transit

The project corridor is served by three main public transit options, in addition to shuttles run by hotels. The Orange County Transportation Authority (OCTA) serves the area with 5 bus lines (OCTA, 2016). The Los Angeles County Metropolitan Transportation Authority (Metro) has the 460 bus line that connects the resort area to Downtown Los Angeles, approximately 30 miles away. Lastly, the smaller scale Anaheim Resort Transit (ART) operates in the resort area connecting hotels and other resort destinations.

1.1.2.3. Zoning

Zoning on the west side of the project area is comprised entirely of three specific plans. The Disneyland Resort Specific Plan has jurisdiction over all Walt Disney Company owned property. The Anaheim Resort Specific Plan directs development of most of the land surrounding the Disneyland Resort, particularly concentrated at the intersection of Katella and Harbor Boulevards. Lastly, the Hotel Circle Specific Plan has jurisdiction over a section of Zeyn Street, directly adjacent to Katella Avenue.

The eastern portion of the project area is comprised entirely of four different zoning land uses. The largest land use is Industrial, covering both north and south sides of Katella Avenue, between the 5 Freeway and State College Boulevard. Along the way is a handful of Low Intensity Office, and General Commercial Uses. Angels Stadium, and its surrounding parking lots and parcels is zoned Public Recreation.

1.2. Purpose

1.2.1. Applicability & Consistency

The aim of this document is not to create an entirely new set of regulations to preside over the project area. Rather, it merely aims to tie existing regulations together. This way, the entire Katella Corridor has a more uniform identity, with similar design goals over its full extent. Ultimately, this will make the corridor more cohesive, while still allowing plenty of economic growth.

1.2.1.1. Design Guidelines for Cohesive Developments

This document will stitch together the objectives of the pre-existing planning documents, and add in design guidelines. This is to ensure that the objectives are being met, while making the urban fabric more cohesive in design. The design guidelines themselves will focus on the following: building envelopes, building design, parking design, landscaping and streetscape design. These categories were selected because of their influence on the built environment. With proper execution, these design factors will connect the entire corridor with an appropriate visual identity.

1.2.1.2. Existing City Plans

As has been previously mentioned, there are already plans in place that set forth principles and objectives over the development of the area. Three specific plans have jurisdiction on the western portion of the project. On the eastern side, the Platinum Triangle Land Use Master Plan provides a mix use development overlay to the zoning code.

Primarily, the objective of the Anaheim Resort Specific Plan is to allow for quality development in accordance with the existing key uses (Table 1.2 – 1). It calls for the protection of nearby residential uses from unwanted intrusions from tourist activities. The plan emphasizes the need for adequate circulation systems for the number of visitors that come to the district. It also emphasizes the need for a cohesive design scheme to give the entire resort a unique look.

Table 1.2 – 1: The following are the defined goals of the Anaheim Resort Specific Plan.

"The General Plan is implemented through the following overall goals of the ARSP:"	
•To foster the growth of the City's economic potential by revitalizing The Anaheim Resort;	•To protect adjacent residential neighborhoods from unnecessary intrusion by vehicles traveling to and from The Anaheim Resort; as a high-quality destination resort;
•To treat all landowners and users in The Anaheim Resort fairly, while recognizing the economic and social needs of the entire City;	•To accommodate potential future regional transportation networks into the Plan;
•To ensure that development complements the City's investment in the Anaheim Convention Center and other area resources and interests;	•To provide for necessary public infrastructure and services to maximize the development potential of The Anaheim Resort;
•To maintain and enhance existing recreation and convention-oriented land uses;	•To create a coherent, unique resort identity that reinforces The Anaheim Resort's image
•To protect adjacent residential land uses by buffering them from potential land use impacts associated with development of The Anaheim Resort;	•To establish a high-quality pedestrian environment; and,
•To maintain or enhance traffic and circulation in and around The Anaheim Resort;	•To improve the aesthetic character of The Anaheim Resort by visually defining the boundaries with appropriate landscape treatments.
•To provide convenient access to all hotel, restaurant, and retail opportunities in The Anaheim Resort to enhance the area-wide tourist experience;	

(City of Anaheim, 2012, p.1-14)

The Disneyland Resort Specific Plan only holds jurisdiction over property owned by the Walt Disney Company. Therefore, the plan ensures that what Disney builds is in compliance with the city's own interests. The overarching goal of the Disneyland Resort Specific plan is to transform Anaheim into a multi-day, world-class tourist destination, while limiting undesirable side effects on function of the surrounding city (Table 1.2 – 2).

Table 1.2 – 2: Primarily, the Disneyland Resort Specific Plan is looking to allow for continued economic growth spearheaded by the Disney Corporation.

"These General Plan policies will be implemented through the following overall goals of the Disneyland Resort Specific Plan:"	
•To reconfirm and enhance Southern California as one of the world's greatest tourist destinations;	•To enhance The Disneyland Resort Specific Plan area by providing a wider range of attractions, hotel accommodations, restaurants, shopping opportunities, and public parking;
•To transform the existing Disneyland theme park from a primarily day-use activity into a multi-day destination resort for use by Southern California metropolitan area residents, as well as visitors from around the world;	•To develop public/private cooperation and partnership which utilizes the private sector to fund vitally needed improvements to benefit the public;
•To promote the goals of the Anaheim General Plan by enhancing visitor-serving commercial uses in the City and to provide a catalyst for the economic and physical enhancement of Anaheim;	•To accommodate existing and anticipated traffic through implementation of an innovative transportation and parking plan, including convenient access to parking facilities from freeways, use of conveyance systems to shuttle visitors from parking facilities and hotels to area attractions, and provision of pedestrian walkways throughout The Disneyland Resort;
•To create a fully integrated resort that increases visitation levels and generates an economic base capable of supporting project components consistent with the objectives of the City;	•To lay a foundation for future economic expansion; and,
•To maintain and enhance the economic vitality of the City of Anaheim and Orange County by providing business and job opportunities associated with the construction and operation of The Disneyland Resort;	•To minimize environmental impacts through comprehensive site development guidelines.

(Anaheim, 2011, p.1-3 – 1-4)

The Hotel Circle Specific Plan is used to guide precise redevelopment on Zeyn Street, just north of Katella Avenue. The plan converts formerly industrial uses into a collection of hotels. This plan has been fully built out as of the writing of this document. (Table 1.2 – 3)

Table 1.2 – 3: The Hotel Circle Specific plan was used to direct precise development of hotels on a handful of lots near the Anaheim and Disneyland Resorts.

"As noted above, the Hotel Circle Specific Plan provides the City of Anaheim a complete and systematic approach to the implementation of the General Plan. In this regard, the Specific Plan:"	
•Provides a hotel development in an attractive setting substantially enhancing the visual environment of the area.	•Provides onsite bus passenger and shuttle drop off areas to encourage the use of mass transit.
•Improves circulation for the site and surrounding vicinity by including private drives through the property that provide direct access to all hotels and parking facilities, thereby reducing congestion on the surrounding arterial roads.	•Provides a compatible interface with the surrounding land uses by utilizing a variety of building design elements, landscaped setbacks and buffer areas.
•Locates high quality attractive hotel accommodations in proximity to the Convention Center, Disneyland and other C-F Area attractions	

(Anaheim, 1994, p. 3 – 4)

Lastly, the final planning document governing development in the project area is the Platinum Triangle Master Land Use Plan. This plan is a mixed-use overlay zone in the zoning code. As such it does not set goals to achieve in addition to those set forth in the general plan, like the previously discussed specific plans. Instead, the Master Land Use Plan is driven by eight "planning principles" (Table 1.2 – 4). The principles are in place as a mechanism to achieve the goals, objectives, and policies adopted in the city's 2004 General Plan.

Table 1.2 – 4: Unlike the previously discussed plans, the Platinum Triangle Master Land Use plan is not governed by overarching goals, but rather sets to accomplish a set of planning principles.

"In order to further implement the General Plan polices and establish a framework for the implementation of the Platinum Triangle Vision, certain planning principles have been established."	
•Balance and Integrate Uses	•Reinforce Transit Oriented Development Opportunities
•Stimulate Market-Driven Development	•Maintain and Enhance Connectivity
•Create a Unique, Integrated, Walkable Urban Environment	•Create Great Neighborhoods
•Develop an Overall Urban Design Framework	•Provide for Installation and Maintenance of Public Improvements

(Anaheim, 2014, p.14 – 15)

With such extensive work already existing along the Katella Corridor, this design guideline document merely intends to support the previously adopted goals and principles. This corridor plan is the mechanism by which the specific plan goals and land use plan principles should be implemented.

1.3. Project Vision

1.3.1. Placemaking

Based on the goals and principles laid forth in the already existing planning documents governing the Katella Corridor, major themes keep reoccurring. These recurring goals/principles help direct the vision of this document. Above all, the most pertinent goal for this region of the city is placemaking.

Placemaking is quite simply the creation of positive social or economic outcomes through place-based physical changes (Nicodemus, 2013, p.213). There are elements that make the location easily accessible, unique, and enjoyable for those who visit it. Placemaking takes already existing community assets and builds upon them to improve that area. With placemaking set as an overarching purpose of these design guidelines, there are certain steps to meet that should be taken to meet that target.

1.3.1.1. Cohesive Design

One of the goals that was frequently mentioned in the specific plans governing parts of the corridor was the desire to make the entire resort area feel cohesive and easily readable in design. Extending that cohesiveness beyond the resort and into the Platinum Triangle region will better connect the two together for its users.

Cohesiveness serves the general purpose of these design guidelines by creating a visual identity that improves the user experience. It can be a tool for placemaking by manipulating the built environment to create more intrigue and excitement as people move through the city. Urban design theorist Gordon Cullen called for the interplay of different parts of the built environment. His writings called for the lucidity between the elements of urban design to make a city contextually appealing when viewed together. (Cullen, 1961)

Cohesiveness is primarily achieved through the design of the public realm. This may include street or sidewalk widths, building setbacks and heights, and compatible uses amongst neighboring buildings. However, cohesiveness can also be implemented in more specific and detailed ways, including: pavement surface finishes, pedestrian amenities, landscaping, and wayfinding/signage, amongst many other techniques. None of which is to say everything should exactly conform the exact same standards; conformity has been found to be antithetical to placemaking efforts (Cullen, 1961).

1.3.1.2. Transit Oriented Development

Another recurring goal amongst the four planning policy documents is the desire to create a more walkable area with expanded transit options. This goal can certainly be accomplished by reconfiguring how buildings and street networks interact. Transit Oriented Development (TOD) encourages the use of transit and alternate transportation methods by developing buildings in such a way that reduce the need for personal automobiles (De Vos, Van Acker, Witlox, 2014, p.326).

Not only do TODs comply with the city-determined goals, it also makes sense as a tool for placemaking. The way users move about and interact with an area can significantly alter their enjoyment of their experiences. If TODs are successful at pulling people out of their cars and onto the sidewalks, it changes the entire perception a person has as they move about on their way to their destination.

TODs typically have certain ways that they accomplish their lofty goals of making transit a more viable option. An obvious way is through the integration of transit stops. Transit stops should provide comfort and easy access to appeal to the broadest audience. Similarly, buildings and land uses need to be designed with transit stops in mind to make the use of transit most appealing. Other ways TODs are implemented are: minimizing setbacks to shorten walking distances, minimizing or reconfiguring parking to disincentive driving, and providing amenities to those who do not drive.

1.3.1.3. Connectivity

Lastly, a major goal of the city planning documents is the need for adequate connectivity and transportation in the region. With Katella Avenue serving as a key thoroughfare amongst the entire county, it is imperative that transportation is adequate between the various uses along the corridor. Connecting the key uses along the boulevard will help implement all the goals and principles.

Connectivity is a key criterion of placemaking. As has been previously been mentioned, a lot of the visitors' experience is dictated by how they move through the area. If they are forced into traffic, or face dangers when walking, that reflects poorly on the boulevard's connectivity and placemaking. However, if they can move freely and with ease, the experience will be more positive (Shibley, 1998, p.80).

Connectivity on Katella Avenue can be improved by accommodating for more than one method of travel. In its current iteration, Katella is generally only suitable for automobile travel. Increasing the transit options, improving pedestrian infrastructure and amenities, and so on can improve connectivity. Bringing the key uses along Katella Avenue together via a more equitable transportation system could be a big step toward transforming the corridor into a world-class destination.

1.4. Summary

Katella Avenue in Anaheim, CA connects many important locations together in a short stretch of road. This corridor could be improved to meet certain goals and standards of the city's vision. To best realize the city's vision, a document guiding the urban form of the corridor may be beneficial. Consistent with the theory and prior documentation outlined here, this design guideline document will strive to use placemaking as its primary purpose. Placemaking as a tool can incorporate and implement all the goals officially set forth by the city.

Chapter 2:
Development Opportunities

2. Development Opportunities

With a project area in mind, and a purpose for this document, it becomes necessary to further understand the development realm for the corridor. Just how much jurisdiction will this document have? To adequately answer this, the following chapter explores the development prospects of the corridor.

2.1. Quantitative Analysis of Development Opportunities

2.1.1. Concentration of High Priority Development Areas

Despite being fully built out as a city and region, the project area still provides for plenty of development opportunities. The corridor has seen sweeping changes since the days of motor-court hotels and other relatively low intensity development. Much of the corridor has been transformed into denser developments, particularly in the form of hotel/tourist, and multifamily buildings. However, there are still parcels with uses that no longer coincide with the general direction the area has been taking development wise. These parcels provide opportunities to continue to build along Katella Avenue.

2.1.1.1. Analysis Methodology

To complete the assessment of parcels best suited for future development along the corridor, existing uses that should be left unchanged were defined. Simply, the parcels that are currently meeting the dynamics of the corridor (as defined in the specific and land use plans) have the following uses: Hotel/Motel, Shopping, Activity/Leisure Sports & Activities, Leisure, Residential, Restaurant, Retail/Office/Hotel Activities, and Multistory Vehicular Parking/Storage. However, if a use from the list above was occupying a single-story building, that too was determined to be an underused parcel.

Additionally, parcels that have proposals, or are under construction currently were left out of this assessment. These proposed projects are understood to be compliant with the vision set forth in the area's governing documents.

All the parcels that remained within .25 miles of Katella Avenue were then determined to be underdeveloped. These lots that are prime for redevelopment may include current land uses such as: parking lots, single story retail uses, gas stations, and vacant land, amongst others. These swaths of land show the development potential of the corridor.

2.1.1.2. Results

As the Prime Development Map (Figure 2.1) shows, there is ample opportunity for new developments all along the boulevard. Granted, there are certain locations where development opportunities under these criteria are more concentrated. Generally, there is more opportunity in the Platinum Triangle, east of Interstate 5. As formerly industrial sites are left unoccupied, this area is opening to new developments. With Angels Stadium not far away, this could be a hub of new development soon (Khouri, 2015).

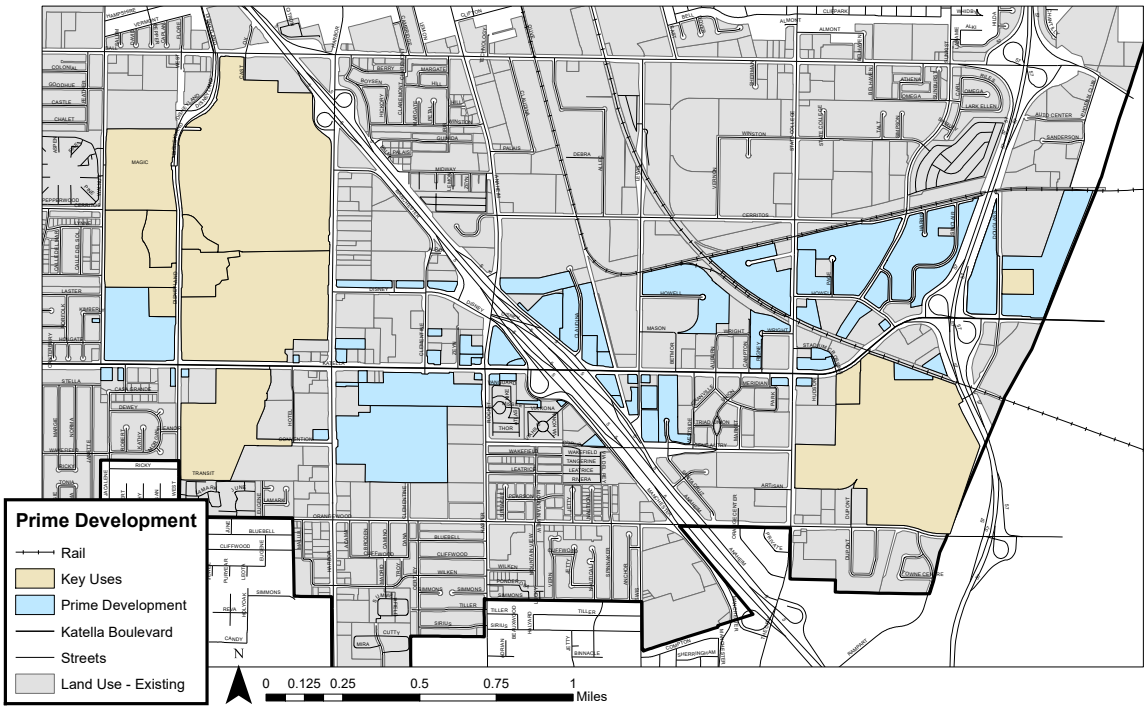

Figure 2.1 – 1: Opportunities for new development can be found along the entire length of Katella; a concentration of such parcels can be found at industrial areas in the Platinum Triangle area.

Under the criteria set forth, there are 55 parcels that are underdeveloped along Katella Avenue. There is enough land to build on. This shows the opportunity to further densify the area, and fulfill the visions set forth in the specific and land use plans. With the prospect of further development defined and feasible, it gives further reason to write guidelines to ensure a unique destination.

2.1.2. Tourism Industry

These development opportunities will continue to exist so long as there are strong anchor points for visitors to flock to. As has been previously been explained, the corridor is a link between multiple vital destinations.

The western end of the project area is home to the biggest draw, the Disneyland Resort. The resort's two theme parks, accompanying three hotels, and retail district are world famous locales that continue to draw immense crowds. Now well into its 61st year of operation, Disneyland still ranks as the second most attended theme park in the world. Annual attendance in 2015 was upwards of 18 million guests (TEA/AECOM, 2016, p.12). Disneyland's companion park, Disney California Adventure, is the eleventh most visited amusement park in the world, welcoming over 9 million guests in 2015 (TEA/AECOM, 2016, p.12).

While these numbers are impressive in themselves, it should be noted that Disneyland and Disney California Adventure saw attendance increase 9% and 7%

respectively in 2015 as compared to 2014 (TEA/AECOM, 2016, p.35). With improvements constantly around the corner, there is little doubt that this growth should continue into the future. Not only does this mean more people than ever are visiting Anaheim, but it also translates into ever increasing spending by guests, and ultimately revenues.

The largest anchors on the eastern side of the project scope are the sports stadiums, the Honda Center and Angels Stadium of Anaheim. The Honda Center has played host to the NHL's Anaheim Ducks since 1993. The Ducks on average sell 93.75% of the Honda Center's capacity over the last 10 years (ESPN, 2016).

The Angels Stadium of Anaheim has done equally well with its attendance for Angels baseball games. For the last 14 seasons, the Angels have been drawing in over 3,000,000 fans per year (ESPN, 2016). Never once in that span has the team dropped lower than 7th in the league for total attendance.

Aside from their primary tenants, both stadiums play a key role in attracting major concerts, shows, and other events to the region. Both play a vital role in the local tourism industry, and will continue to do so into the future.

2.2. Economic Analysis

2.2.1. Key Industries

The study area includes multiple high-profile businesses, including the Disneyland Resort, Anaheim Convention Center, Angels Stadium, and the Honda Center. These key uses along with the hotels, restaurants, and other tourist-oriented services employ a large component of the local economy. Just how important these leading industries are for employment opportunities requires further investigation.

2.2.1.1. Location Quotient

Location Quotient is a simple economic analysis tool that compares the rates of employment amongst various sectors in a local economy. The quotient gives the rate of employment in an industry in a localized area versus a broader region. For the purpose of this analysis, the two locations compared were the specific census blocks that encompass the study area and the city of Anaheim at large (Table 2.2 – 1). (U.S. Census, 2012)

Table 2.2 – 1: The location quotient analysis compares how the rates of employments in different economic sectors vary between a locality and a larger region.

Census Block v. Anaheim Location Quotient 2012 Economic Census					
NAICS Code	Meaning	CB %	ANA %	LQ	Result
22	Utilities	0.59%	0.34%	1.76	Specialized
31-33	Manufacturing	8.12%	13.35%	0.61	Underrepresented
42	Wholesale trade	5.26%	6.36%	0.83	Underrepresented
44-45	Retail trade	4.21%	8.91%	0.47	Underrepresented
48-49(104)	Transportation & warehousing	3.66%	2.60%	1.40	Specialized
51	Information	0.81%	1.65%	0.49	Underrepresented
52	Finance & insurance	3.96%	3.91%	1.01	Specialized
53	Real estate & rental/leasing	1.57%	2.46%	0.64	Underrepresented
54	Professional, scientific, & technical services	3.46%	2.93%	1.18	Specialized
56	Administrative & support & waste management & remediation	5.97%	14.65%	0.41	Underrepresented
61	Educational services	1.23%	0.48%	2.55	Specialized
62	Health care & social assistance	2.62%	10.49%	0.25	Underrepresented
71	Arts, entertainment, & recreation	35.67%	14.06%	2.54	Specialized
72	Accommodation & food services	21.33%	15.72%	1.36	Specialized
81	Other services (except public administration)	1.55%	2.09%	0.74	Underrepresented
		100%	100.00%		

(U.S. Census, 2012)

At the census block level for the project area, it is unsurprising that the largest employing industries are Arts, Entertainment, and Recreation, and Accommodations and Food Service. At 35.67% of all jobs, the study area employs people at a rate of 2.54 times more than the City of Anaheim in the Arts, Entertainment, and Recreation sector. Similarly, the Accommodations and Food Service sector at 21.33% of all jobs in the study area employs at a rate of 1.36 as compared to the city.

However, the most specialized job (highest rates of employment compared to the city rate) at the census block level of the study area is the Education sector. The sector employs people at 2.55 times the rate of the city collectively. That said, the Education sector only provides 1.23% of all the jobs in the study area, a far cry from the aforementioned Arts, Entertainment, and Recreation, and Accommodations and Food Service sectors.

Perhaps the biggest revelation is the lack of employment in the Retail Trade sector. Nearly 9% (8.91%) of all employees in the city work in this sector, whereas only 4.21% of all employees in the study area work in Retail Trade. Given the leading economic drivers are tourist-based industries, the relative lack of retail is a slight surprise. This could prove to be an area for improvement and a cause for further development.

2.2.2. Tax Revenue

Anaheim as a city relies heavily on the tourism industry to generate their city revenues. In the 2014-2015 fiscal year, the city generated over 45% of their tax revenue through Transient Occupancy Taxes (TOTs), at a total of $119,744,260 (Table 2.2 – 2). While not all of this TOT revenue is generated along the Katella corridor, it can be assumed that the Disney theme parks and Anaheim Resort district play a large role.

Table 2.2 – 2: Anaheim generates large sums of its tax revenue through the tourism industry.

Anaheim - Local Taxes

Funds Filter: General Fund

Download generated on 09/29/2016

Class	2014-15 Actual	2015-16 Budget	2016-17 Adopted Budget
TOT	$ 119,744,260	$ 132,989,234	$ 149,832,928
Sales Tax	71,977,360	77,206,121	79,158,790
Prop Tax	65,360,091	68,896,890	70,385,823
Bus Lic Tax	6,190,054	6,204,539	6,719,208
Prop TR Tax	1,287,390	1,300,000	1,400,000
Total	**$ 264,559,155**	**$ 286,596,784**	**$ 307,496,749**

(City of Anaheim, 2016)

2.3. Current Development Projects

2.3.1. Platinum Triangle Mixed Use

Along Katella Avenue, east of the Interstate 5 freeway in the Platinum Triangle, there are multiple mixed use projects underway. While many projects are already under construction, as is the Jefferson Platinum Triangle complex, others have already been completed or are still in preliminary approval phases (City of Anaheim, 2017, p.2). Some of the projects incorporate commercial and office spaces, but all feature residential units. This shows a commitment to turning a formerly industrial part of the city into a more livable and workable neighborhood.

As of February 2017, over 2,700 new dwelling units have been added to the Platinum Triangle district since 2004. However, an additional 10,034 units are allowed under the Platinum Triangle Master Land Use Plan. Similarly, 39,369 square feet of commercial space has been completed, but the plan allows for over 3,000,000 square feet of additional commercial space. Despite the Master Land Use Plan allowing for the addition of approximately 11,500,000 square feet of office space, no new office uses have been constructed since 2004. (City of Anaheim, 2017, p.2-6)

Currently there are four new projects under construction in the Platinum Triangle, with another three that have been approved, but not constructed. At the full extent of the Platinum Triangle Master Land Use Plan, with its maximum of 17,348 dwelling units, the district would easily be the densest area in the city. Most of these housing units would be either directly adjacent to, or within easy access of Katella Avenue. Including a high number residences along the corridor provides the critical mass of people needed to support proposed commercial activities. Additionally, the high density of residences could provide housing for the high number of jobs along the corridor, potentially supporting a live/work urban form.

Table 2.3 – 1: Under the Platinum Triangle Master Land Use Plan, the district, which is primarily served by Katella Avenue, would have a much higher density of housing units than the rest of Anaheim.

Platinum Triangle Housing Density		
	Platinum Triangle (Maximum Permitted)	City of Anaheim (2010 Census)
Area (Acres)	820	32,520
Dwelling Units	17,348	104,237
Units/Acre	21.2	3.2

(City of Anaheim, 2017, p.6; US Census, 2010)

2.3.2. Angels Stadium

Despite talks stalling on the development of the Angels Stadium parking lot proper, projects upon surrounding surface lots have recently been approved. A new mixed-use project on the corner of State College and Orangewood, with a heavy emphasis on entertainment, has been approved by the city (Pimentel, 2016). This mega-project is not along the Katella corridor, but it does provide an example of the sorts of development projects in the vicinity. It also gives an indication of the sorts of projects that could be built on the Angels Stadium parking lot, should that proposal ever come to fruition.

2.3.3. Convention Center Expansion

Opening in 2017 is an expansion of the Anaheim Convention Center, directly on Katella Avenue. The new parking structure, and 200,000 square feet of exhibit space will increase the convention center's capacity to accommodate larger exhibitions (Visit Anaheim, 2017). The convention center is becoming a major tourism driver in the city, with its ever-expanding roster of notable exhibitions.

Figure 2.3 – 1: Part of the convention center expansion is to create a highly-visible grand entrance along Katella Avenue. (Visit Anaheim, 2017)

2.3.4. Disneyland Resort Expansion

2.3.4.1. Transportation Hub

Under construction across Harbor Boulevard from Disneyland is a new transit center and parking garage for Disney guests. The parking garage will primarily serve as the parking destination for visitors travelling northbound on Interstate 5, with a dedicated off-ramp for said visitors (Pimentel, 2016). The seven-story, 6,800 space, parking structure is intended to take stress off increasingly crowded Disneyland parking lots, and Anaheim city streets. With parking, bus stops, and a pedestrian bridge connection directly into the Disneyland Resort, the new facility will potentially aid in traffic and pedestrian flows in the entire Anaheim Resort district (Pimentel, 2016).

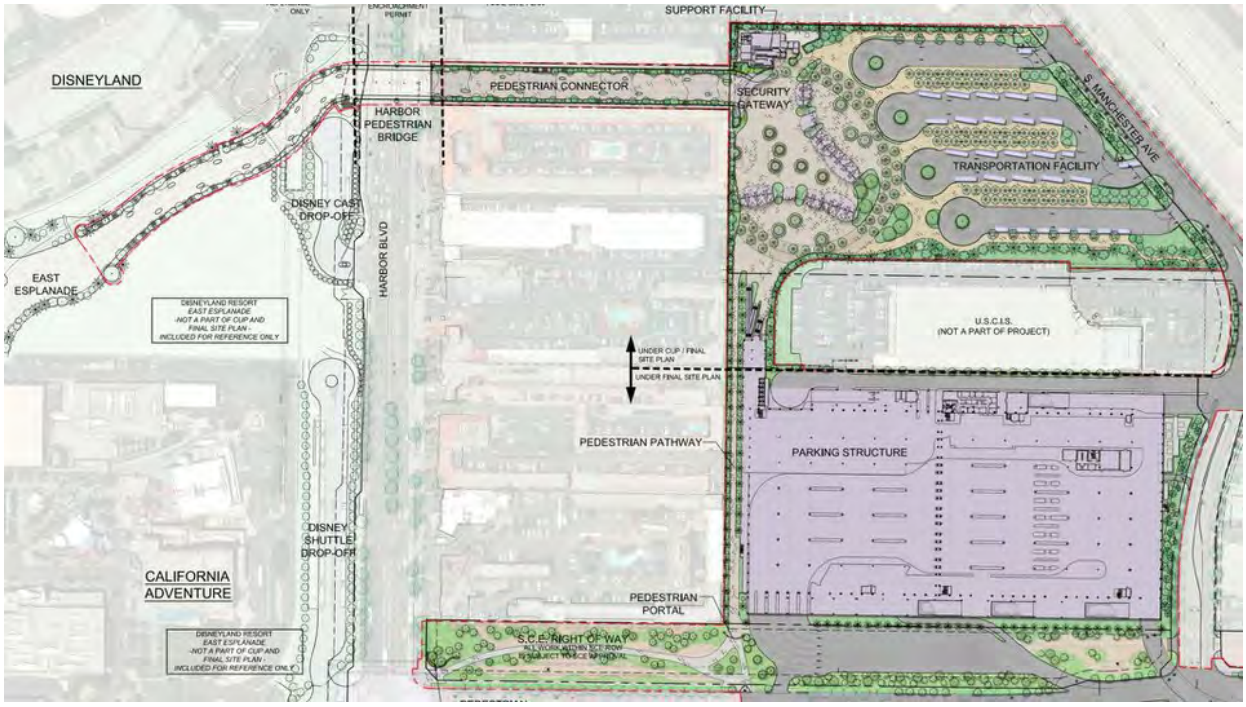

Figure 2.3 – 2: The new Disneyland Resort parking structure will be built at the intersection of Disney Way and Clementine Street, with direct access from the northbound 5 Freeway. Guests will access the theme parks via a pedestrian bridge spanning Harbor Boulevard. (Pimentel, 2016)

2.3.4.2. Luxury Hotel

In the summer of 2016, Disney announced plans for a new luxury hotel to complement its other three Disneyland Resort hotels. The city of Anaheim had previously passed an ordinance incentivizing luxury hotel developments through tax subsidies (Martin, 2016). The new hotel will add further accommodation capacity to the Anaheim Resort area. With continued expansion of the Disney parks, however, accommodating those guests nearby will be a continued objective.

Figure 2.3 – 3: The new hotel would have a distinctly high-end appeal and rating, qualifying it for property tax reduction incentives passed by the city that have since been repealed. (Martin, 2016)

2.3.4.3. Star Wars Land

The single largest expansion of Disneyland is currently under construction on the northwestern side of the park. The new "land" is yet unnamed, but it was unveiled to be inspired by the Star Wars cinematic universe. The Star Wars land will feature three brand new attractions showcasing the newest amusement park technologies, as well as themed restaurants and shops (Rottenberg, 2015). For the first time since 1993, the original Magic Kingdom will have an entirely new land for guests to explore. The fourteen-acre expansion of Disneyland is anticipated to be highly popular upon opening.

2.3.5. Possible Transit Projects

2.3.5.1. Streetcar

Over the last decade, there has been a joint proposal from OCTA and the city of Anaheim to build a streetcar line connecting the Anaheim Regional Transportation Intermodal Center (ARTIC) and Disneyland. This streetcar would have run down Katella Avenue and Harbor Boulevard, linking the Platinum Triangle and the Anaheim Resort. After years of back and forth negotiations and hearings, OCTA released a proposed map for the streetcar in March 2016 (Marroquin, 2016). In the following summer, OCTA officially cut funding for the project after failing to secure federal funding. At that point, Anaheim City Council passed a resolution to continue their review of the project. Following the election of several new council members, the City Council officially ended all actions in development of the streetcar (Vo, 2017). The resolution passed by the council included strong wording stopping the possibility of a similar transit proposal in the future.

2.3.5.2. High Speed Rail

Lastly, and arguably the biggest proposed development in Anaheim, is for the city to become the southern terminus for the California High Speed Rail project. According to the California High Speed Rail Authority's latest plans, the last segment of the bullet train to be built would reach Anaheim from Los Angeles by 2029 (Vartabedian, 2016). The controversial $64 billion project may very well run into significant roadblocks moving forward. The city of Anaheim, rail authority, and OCTA will be ready nonetheless. Anaheim's ARTIC train station will finally be able to serve commuters and travelers as a modern and efficient transportation hub.

Figure 2.3 – 3: ARTIC was constructed with the intention of being the southernmost terminal for the California High Speed Rail project.

Chapter 3:
Case Studies

3. Case Studies

Before any concrete guidelines are written, there should be a review of what other cities have done with similar entertainment/tourist oriented districts. While no single city can be a direct comparison to Anaheim, certain design characteristics can be transferred over. Equally importantly, learning lessons and knowing what not to do can help ensure Anaheim creates a viable and vibrant corridor along Katella Avenue.

3.1. Las Vegas Strip and Fremont Street

3.1.1. Design Characteristics

No discussion of entertainment or resort districts would be complete without mentioning Las Vegas. Las Vegas, after all, has the largest inventory of hotel rooms of any city in the world (Chaplin, 2010, p.436). Staying true to its expansive desert locale, Las Vegas is well known for its extreme linear spatial arrangement. Both the Las Vegas Strip and Fremont Street in downtown are stretched along a singular boulevard. While recent developments have been centered along more traditional planning ideals, the urban form of the city is still dominated by linear stretches (Las Vegas, 2016, p. 60).

While its historic development pattern lent itself well to bland casinos with intricate neon signs, Las Vegas and its hotels now call attention to themselves via their unique architecture (Chaplin, 2010, p.437). This means they attract the attention of drivers along the wide boulevards, as well as the pedestrians through truly unique pedestrian engagement. Whether it is volcanoes, fountains, or Venetian gondolas, there is no lack of visual interest for the pedestrian. Additionally, infrastructure improvements like pedestrian bridges and grade-separated transit systems have been built as a way to decrease the dependence on cars to get from destination to destination in such a linear environment.

Figure 3.1 – 1: Whereas the Las Vegas of old relied on flashing neon signs to attract visitors, the contemporary Las Vegas relies on iconic architecture and the selling of experiences to attract its clientele. (Creative Commons, Attribution-Noncommercial, https://www.flickr.com/photos/thomashawk/5250459740)

Figure 3.1 – 2: With a linear pattern conducive to automobile travel, the Las Vegas Strip has introduced bridges to allow for the comfortable movement of pedestrians, and the busy traffic below. (Creative Commons, Attribution, https://www.flickr.com/photos/sonofgroucho/3881516893)

Figure 3.1 – 3: Despite its expansive area, Fremont Street in downtown Las Vegas has introduced multiple pedestrian amenities, like at-grade midblock crossings, and covered walkways, while also allowing a greater mix of uses. (Creative Commons, Attribution-ShareAlike, https://www.flickr.com/photos/con4tini/23235990504)

3.1.2. Lessons Learned

Las Vegas is at once heralded and despised as an urban destination. One of the many issues with the Las Vegas model is the heavy reliance on one industry. Unlike most modern cities, Las Vegas continues to emphasize the tourism industry instead of the information and technology sectors (Chaplin, 2010, p.435-438). This leaves 58% of its population in the servant class, working low-end jobs for little pay (Chaplin, 2010, p.436). All the while Las Vegas, like so many other cities, has begun to blur the line between city and shopping-entertainment centers. The result being that the city essentially becomes the mall, whereas they were formerly separate (Stefan, 2017).

3.2. Urayasu, Japan

3.2.1. Design Characteristics

To the southeast of Tokyo is Urayasu, Japan, a city of over 160,000 residents. While somewhat unremarkable as a city, Urayasu is home to the Tokyo Disneyland Resort. Very much like Disneyland in Anaheim, and unlike many of the other Disney properties, Tokyo Disneyland is surrounded by the highly-developed city of Urayasu. The theme park area is isolated from the rest of the city on a peninsula on Tokyo Bay, and separated from the urbanized areas by an expressway and a rail line. Both the highway and rail continue past the Tokyo Disneyland Resort, and split the city in half.

On the southeastern side of the highway, closest to Tokyo Bay is a relatively heavy industrial area. There are multiple warehouse facilities and piers, presumably for the shipping of commercial goods. Elsewhere in the city, there is a mix of other uses. Residential units tend to be townhouses clustered in PUDs. Most notably, the city is set up on a grid, unlike most Eastern cities. Grids are generally linked to more efficient transportation systems.

Figure 3.2 – 1: A rail line to and from Tokyo separates the Tokyo Disneyland Resort from the rest of Urayasu. The train line even has a station dedicated to the resort. (Creative Commons, Attribution-Noncommercial, https://www.flickr.com/photos/edparsons/3847529711)

3.2.2. Lessons Learned

Despite being approximately 20 miles from Tokyo proper, Uruyasu is easily reached by the expressway, and more importantly the rail line that run through it. Having mass transit available to the larger metropolitan area makes Uruyasu that much more accessible. For residents, commuters, and tourists alike, having easy accessibility to a major destination (Tokyo Disneyland Resort), and a major urbanized area with all its accompanying services (City of Tokyo) cannot be overvalued.

As for its implications in Anaheim, Uruyasu could be a strong example of a circulation system that provides for all users. The expressway, rail, and street system all compliment the theme park district, as well as everyday life. In Anaheim, most all travel is carried out via cars. Having stronger pedestrian connections, or even perhaps mass transit like in Uruyasu could significantly improve the whole circulation system.

Figure 3.2 – 2: The resort area of Urayasu is separately from the rest of the city, but still easily accessed by all modes of transportation. (Creative Commons, Attribution-Noncommercial, https://www.flickr.com/photos/cidcho/15098919129)

3.3. LoDo, Denver, CO

3.3.1. Design Characteristics

In 1993, Denver opened Coors Field, a baseball stadium for MLB's Colorado Rockies. Located in the lower downtown (LoDo) district of primarily historic buildings, the stadium spurred an overhaul of the city's urban form. Since the stadium's opening, LoDo has seen an 408% increase in housing units (most of them lofts in historic buildings), a 25% increase in hotel occupancy, and well over 70 new bars and restaurants (Spear, 2015). In addition to the baseball stadium, LoDo is also home to a sports arena (Pepsi Center), amusement park (Elitch Gardens), Denver's commercial district (16th Street), and the city's iconic Union Station.

This diversity of key uses is one of the many reasons why Denver has seen so much growth and success in creating a thriving entertainment district. Some other characteristics of LoDo that have been magnets for developers and residents alike are the short blocks that encourage walking, the mixture of historic and contemporary buildings, and the density of people living there (Buckman, 2012, p.4).

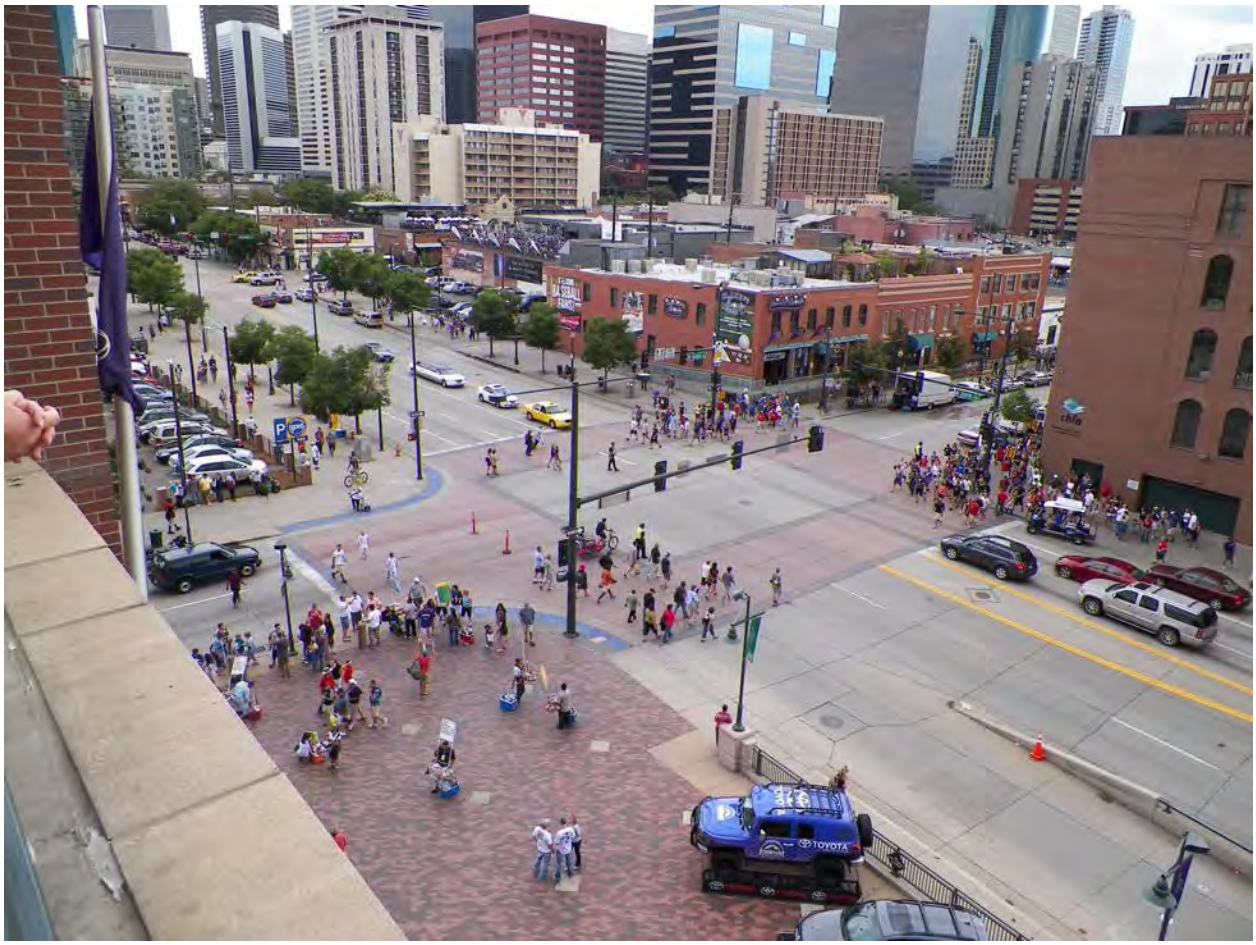

Figure 3.3 – 1: Denver's emphasis on walkability in its Lower Downtown are manifested in wide sidewalks, at-grade crossings, short blocks, and various other pedestrian amenities.

3.3.2. Lessons Learned

While heavily lauded as an example of revitalizing older city sectors, Denver is still looking to improve LoDo. One key aspect being studied currently is ways to make circulation easier and more interconnected within LoDo and into other neighborhoods. Improving the pedestrian experience is a stated goal of the city (City of Denver, 2007, p.50). Furthermore, converting Union Station into a hub for regional travel, and not its historic function as a long-distance train station requires a more interconnected circulation system. Connecting light-rail regional transit to pedestrian access improves the viability of the entire transit system (City of Denver, 2007, p.50-51).

Figure 3.3 – 2: LoDo has become recognizable allowing the adaptive reuse of its historic buildings as well as allowing for contextually appropriate newer construction. (Creative Commons, Attributive, https://www.flickr.com/photos/pasa/4935339459)

3.4. Coney Island, Brooklyn, New York City, NY

3.4.1. Design Characteristics

Coney Island has been known for a long time as a destination for amusement parks. Currently, there are two amusement parks in Coney Island, as well as several individual stand-alone amusement park rides, a minor-league baseball stadium, New York Aquarium, and other entertainment facilities. In addition, Coney Island is home to over 50,000 residents, many of them low and middle class (NYCEDC, 2016). Balancing the needs of daily visitors, and the long-term residents has been an ongoing challenge in revitalizing the area. A major component of a 19-acre rezoning effort in 2009 focused on the development of support facilities for residents, including: community centers, restaurants, grocery stores, and other retail opportunities (New York City, 2009, p.7-9). There are projects currently underway to reach these goals (NYCEDC, 2016).

Figure 3.4 – 1: Historically Coney Island has been an eclectic mix of amusement parks and low-income housing, but there are new efforts to foster a more diverse neighborhood.

3.4.2. Lessons Learned

During Superstorm Sandy in 2013, parts of Coney Island were critically damaged. This revealed a deficiency in the community, a vulnerability to hazards (Mironova, 2014). Especially since the community consists of primarily low-income residents in public housing, Coney Island is particularly subject to environmental harm (NYCEDC, 2016). Since the storm, the city has undertaken a Coney Island Creek Resiliency Study to identify hazards and how to manage those hazards (NYCEDC, 2016).

In conjunction with hazard mitigation measures community wide, new development projects are beginning to provide an alternative to the older residential buildings. Replacing these buildings improves the quality of life of residents, as well as improving the community's resilience to natural disaster events. All the while, it exemplifies Coney Island's unique character. While many think Coney Island is only rollercoasters and Ferris wheels, it is home to a large population of residents.

Figure 3.4 – 2: Coney Island progresses quickly from beachfront, amusement park, and commercial activity, to high density residential. This is a rare, albeit strong example of residences being directly adjacent to entertainment and recreation land uses.

3.5. World's Columbian Exposition, Chicago, IL

3.5.1. Design Characteristics

To celebrate the 400th anniversary of Christopher Columbus' "discovery" of America, Chicago hosted the World's Columbian Exposition in 1893. Often referred to as the "White City," the Daniel Burnham designed city-within-a-city hosted events, gave exhibitions, and entertained nearly 27 million visitors before its eventual demise in October of 1893 (Dillon, 2011). The exposition featured grand Beaux-Arts buildings in a large park setting.

Having only recently started to regain its form after the Great Fire 23 years earlier, and the US Civil War only 28 years earlier, the exposition was supposed to be exemplary of what could be Chicago's future (Wolski, 2009, p.159). Large park features like wide pedestrian paths, gondola canals, bridges, landscapes, and green spaces intermingled with the imposing, white faux-stone buildings over the 190-acre exposition site (Wolski, 2009, p.160-161). Besides its immediate function to entertain, the White City was aimed to showcase culture and technological strides being undertaken at the time. For that time, the use of electricity was a novelty only select few could enjoy. The exposition's electric displays are thought to be the largest for its time, illuminating building façades, building interiors, walkways, and even fountains (Wolski, 2009, p.164-165).

Figure 3.5 – 1: The World Columbian Exposition was a revolutionary in its architecture, planning, landscaping, and infrastructure, including running water and electric lighting, two relatively novel inventions at the time.

3.5.2. Lessons Learned

Other than the ramifications of electricity on cityscapes, the exposition played a major role in the way cities should be seen and used. While falling short of its lofty goal of being the model for Chicago's future, the exposition did heavily inspire the 1909 Plan of Chicago, also designed by Daniel Burnham. Burnham went on to create similar plans for Cleveland, San Francisco, and Washington D.C., effectively launching the City Beautiful movement (Wolski, 2009, p.165-168). The movement served as a counterpoint to the overcrowding, dirty, industrial cities of that era. Instead, civic leaders were to look to use their cities as canvases to showcase arts, culture, and a more refined urban form.

Burnham's plans, and other similar ones, often featured similar forms to the Columbian Exposition. The exposition proved that cities can be equally functional as a hub of innovation, manufacturing, and life, while also catering to a more refined aesthetic. Urban form changed to include: wide pedestrian promenades, strong linear access ways with visual anchors, and the incorporation of greenspaces, amongst other features.

Figure 3.5 – 2: The exposition incorporated many classical city features that had been neglected by urban designers of that era. (Creative Commons, Attributive-Noncommercial, https://www.flickr.com/photos/psulibscollections/5492672059)

Chapter 4:
Corridor Design Guidelines

4. Corridor Design Guidelines

It is the intent of the following guidelines to serve as a starting base for all development along the Katella Corridor. By no means are developments beholden to follow the guidelines verbatim. These guidelines should be viewed more as a best-practice, serving to lay out an ideal vision for the best use of land along Katella Avenue. Ideally, any deviation from these guidelines will be compatible with the design vision they set forth. Should these guidelines be followed precisely, the corridor will more dutifully follow the goals, objectives, and codes set forth in the Anaheim General Plan, Anaheim Resort Specific Plan, Hotel Circle Specific Plan, Disneyland Resort Specific Plan, and Platinum Triangle Master Land Use plan. All the while the design guidelines fulfill the goal of this document, linking together and improving multiple existing parts of the city.

4.1. Building Envelope

4.1.1. Setbacks

Delineate the streetfront along Katella Avenue by locating building frontages near the front property line, and adjacent to neighboring buildings.

Pedestrian activity has been shown to increase in areas that follow a more traditional urban fabric. One of the many traditional features of cities that were lost due to sprawl was the easily walkable neighborhood that faced the street. The interaction between the street and the building has been dominated by automobile use for the last 60+ years. Returning to a pattern of development that favors building up to, or near the property line will help restore some semblance of an easily walkable neighborhood. This in turn drives foot traffic for commercial businesses, safer neighborhoods, healthier residents, and many other benefits.

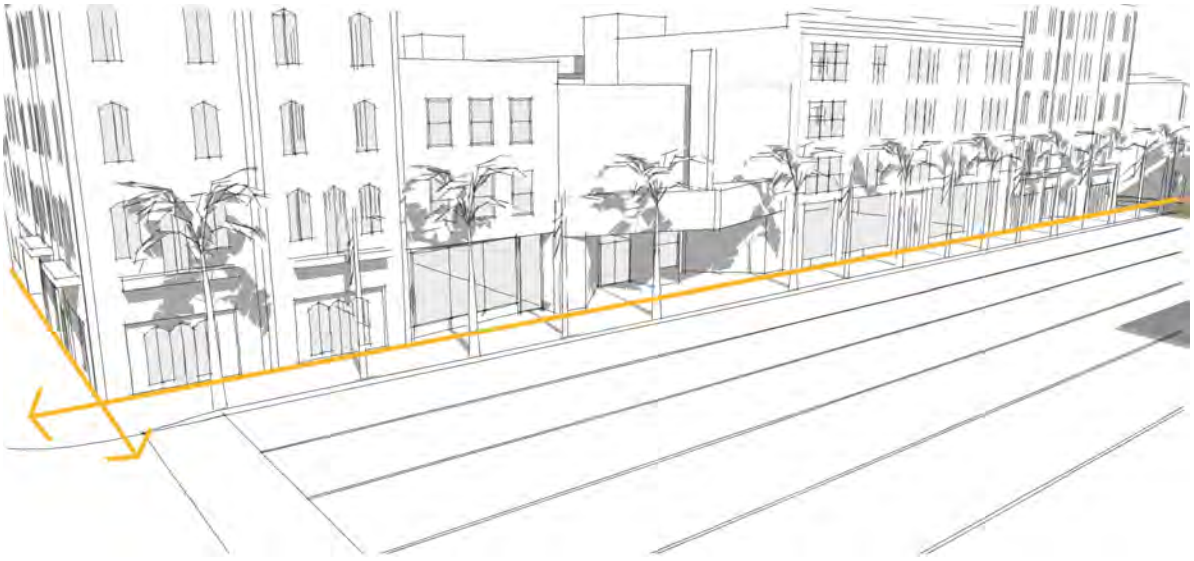

Figure 4.1 – 1: Aligning buildings along the same frontage, with minimal setbacks, establishes a strong linear environment. Minimal setbacks encourage sidewalk activity by reducing the distances pedestrians need to cross to reach their destination.

Exemplary:

Figure 4.1 – 2: Even with a variety of building sizes, uses, and styles, on a busy street, a welcoming corridor sites buildings linearly, and adjacent to one another.

Needs improvement:

Figure 4.1 – 3: Buildings placed away from the main corridor leave the pedestrian isolated, and let cars dominate the urban form.

4.1.2. Heights

Transition higher intensity developments along the corridor to smaller developments in the surrounding neighborhoods.

Denser development is often inaccurately portrayed as a catch-all solution for creating a more vibrant downtown, or city. Denser developments and a larger mix of uses work best when they consider the context of where they are being located (Speck, 2012, p.215). Development needs to match the height and scale of the area they are located. Shorter buildings should be placed closest to single family residences, and progressively get taller the further they get from the residential zones. This invariably creates a gradient of urbanization, creating a city that reads more completely and cohesively.

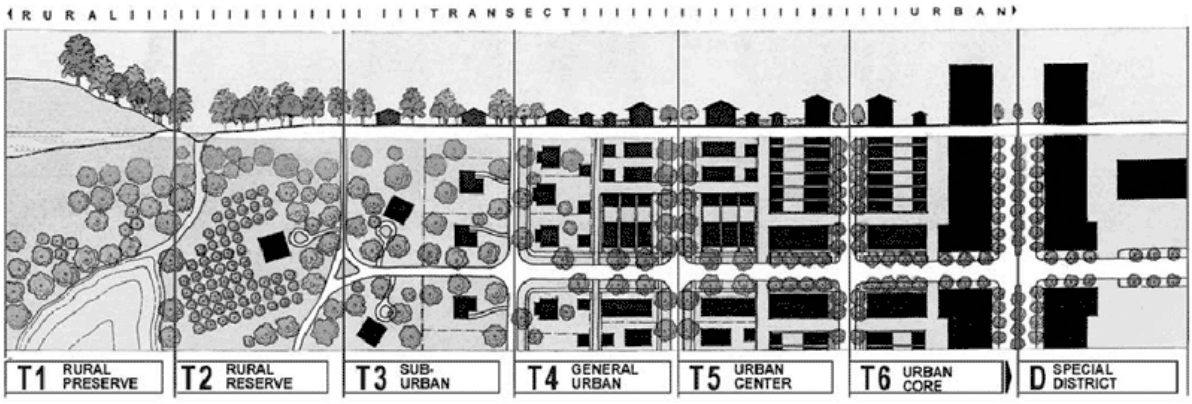

Figure 4.1 – 4: Developed by architect and planner Andrés Duany, the urban transect divides cities based on the density and intensity of urbanization, from rural to urban core. This guides the creation of a more appropriate transition of building height, size, and density.

Exemplary:

Figure 4.1 – 5: As can be seen in the above photo, neighborhoods can successfully transition from multistory commercial buildings to smaller residential buildings, to open space in the matter of a few short city blocks.

4.2. Building Design

According to the Disneyland Resort Specific Plan, Anaheim Resort Specific Plan, Hotel Circle Specific Plan, Platinum Triangle Master Land Use Plan, and all their accompanying regulations, the Katella Corridor has been approved for the following land use categories: commercial, residential, office, public space, and mixed use of any of the aforementioned categories. While there are some more specific regulations in Anaheim's zoning code on the types of land uses allowed under each category, the following guides were built around these basic land uses in mind.

4.2.1. Ground Floor

Residential ground floor frontages should be well designed with a grade separation from the street using front yards, stoops, forecourts, and other such details.

Residences should not be placed directly at eye-level of a large corridor. It is best to elevate residences above street level. This eliminates the visual intrusion of the immediate surroundings into the ground floor residence, and vice versa. Residential units should primarily be a private space, with minimal unwanted interruption from the street. Grade separation also provides the opportunity for residential units to have outdoor space in the quasi-public realm between the sidewalk and their front door.

Figure 4.2 – 1: Raising residences above street-level separates the private realm from the shared public space.

Exemplary:

Figure 4.2 – 2: These apartments (left, right), although in different architecture styles both spatially separate the first-floor residences from the sidewalk.

Needs Improvement:

Figure 4.2 – 3: These units, although setback from the street, and somewhat screened with landscaping are at-grade with the street. This allows all passerby to peer into an otherwise private apartment.

Ground floors for non-residential uses should features proportionately higher amounts of windows to provide the building interior with natural light and views of street activity.

A key component of an easily walkable urban setting is the ability for pedestrians to window shop. Commercial façades should provide the opportunity for pedestrians to have a casual and leisurely, albeit enjoyable, experience. Additionally, having more windows on the corridor-facing frontage will allow guests on the interior of the building to see the bustle of the corridor outside (Speck, 2012, p.240-241). Integrating the public and private realms on the corridor makes the entire street more cohesive (Hajrasouliha, 2014). Lastly, natural light should be a component of any building proposal; building facades with more windows intuitively allow for more sunlight to stream in.

Figure 4.2 – 4: More storefront windows makes buildings more inviting for visitors. The corridor can become more readable and interesting if commercial activities are easily within view.

Exemplary: **Needs Improvement:**

Figure 4.2 – 5: Transparency ties ground-floor uses to the street (left), whereas blank walls isolate the two (right).

Ground floors should be differentiated from upper floors, and provide visual interest, with architectural details.

The ground floor of a building more directly interacts with the outside streetscape than any other portion of the building (Speck, 2012, p.240-243). It is for this reason that the first-floor façade should be differentiated from the upper portions of the building. The ground floor creates the most visual interest for pedestrians and motorists alike. Ensuring the façade is replete with architectural and artistic details will create the most unique corridor design and feel.

Figure 4.2 – 6: Using various articulations, cornices, columns, and door and window treatments, the ground-floor use can be differentiated from the upper floors. This draws attention to the first-floor use, and in coordination with adjacent buildings makes the corridor more cohesive and readable.

Exemplary:

Figure 4.2 – 7: Differentiations can include variations in materials and styles (left), or strictly in architectural finishes (right).

Entrances to non-residential buildings should be prominent and frequent along main street frontages.

Part of the ground floor façade design should obviously include entrances to the building interior. Providing entrances more frequently down the length of the corridor breaks up otherwise monotonous facades, adding to the corridor's pedestrian oriented design. Making main entrances more elaborate and prominent will draw attention to the business inside. In lieu of a flashy sign, the building itself can, and in this case, should, advertise the business inside.

Figure 4.2 – 8: Buildings and their subsequent uses should be as accessible to as many users as possible. Increasing the number of entrances does just that. Accessibility can often deter people from visiting certain locations; better accessibility removes that hindrance.

Exemplary:

Figure 4.2 – 9: Multiple entrances at street level can break up an otherwise monotonous, flat façade.

4.2.2. Building Design

Visual impacts of larger building facades should be reduced.

Larger buildings inherently command more attention from passerby. As such, reducing their impact on the surrounding corridor should be strived for. This can be accomplished by breaking up larger façades. Using articulation, changes in stylings and materials, and/or splitting the building into multiple smaller façades can be effective techniques in making a large building less imposing (Hajrasouliha, 2014).

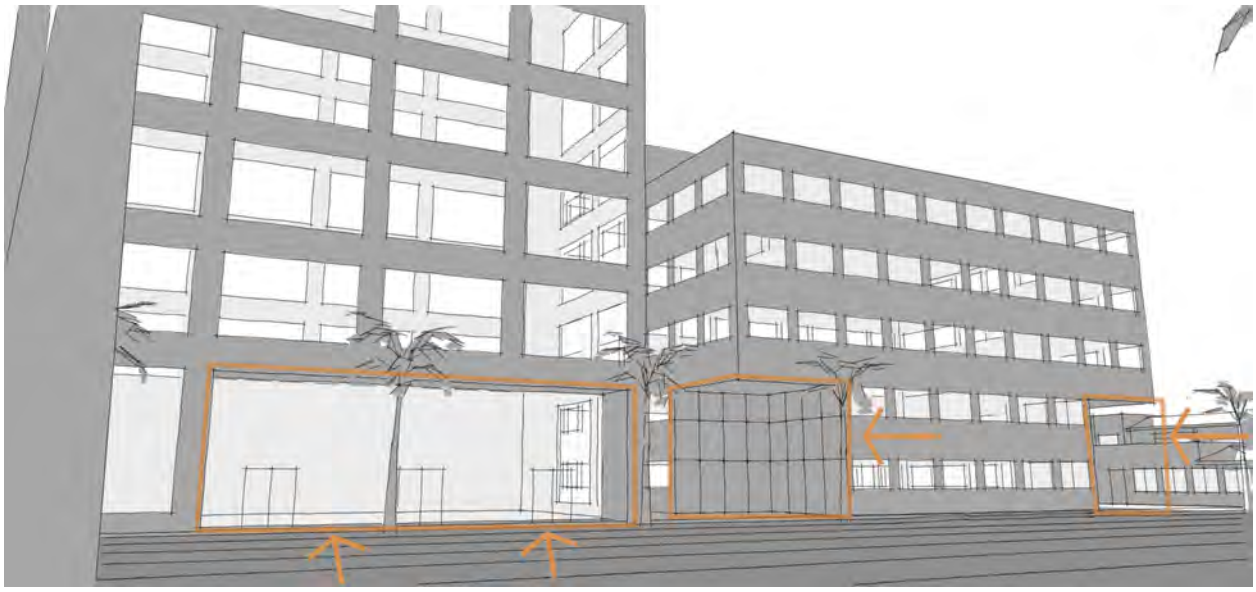

Figure 4.2 – 10: Simple articulations on the building frontage, as well as including plenty of windows, allows larger buildings to remain friendly to pedestrians and other users at street grade.

Exemplary:

Figure 4.2 – 11: Even when housing an expansive use as a cinéma (above), the building façade can be articulated, perforated, and detailed in such a way that an otherwise overbearing building is not so imposing at street level. (Creative Commons, Attributive-Noncommercial, https://www.flickr.com/photos/spg9/8131588705)

New development projects should complement the existing architecture of a neighborhood.

Part of making the Katella corridor more cohesive as a destination for locals and tourists alike is ensuring the design of the corridor remains appealing throughout. While the definition of appealing varies from person to person, having architecture that is generally similar and complementary makes urban settings more attractive. New developments should consider the architectural context of its surrounding. It is not the intention to have all buildings in one architectural style, but rather have some sort of balance. Buildings, should not stick out, and stand apart too much from one another. Even landmark buildings, such as entertainment buildings, or buildings on key intersections along the boulevard, should not be visually jarring with its surroundings.

Figure 4.2 – 12: Infill development can successfully accommodate surrounding buildings and their subsequent architectural styles by being similar to their neighbors, but not necessarily exact copies.

Exemplary:

Figure 4.2 – 13: These neighborhoods benefit from having an overall aesthetic goal. The new buildings complement the existing ones, generally creating a seamless fabric when viewed as a whole.

Needs Improvement:

Figure 4.2 – 14: While otherwise quality structures in their own right, because the context of existing styles was not considered, these buildings clash with one another.

Horizontal features of a building should be coordinated with its adjacent neighbors, particularly at ground level, to create a cohesive composition.

One of the easiest ways to ensure neighboring buildings harmonize with each other is to ensure horizontal elements are aligned along the same axis. Windows, doors, cornices, awnings, and other linear design elements should generally be at the same height. Horizontal axes will thus flow from one building to the next, giving the corridor a cohesive look, even if individual buildings are of different styles.

Figure 4.2 – 15: Aligning major features like windows, doors, and significant architectural features onto a single axis allows new development to complement with existing neighborhood architecture.

Exemplary:

Figure 4.2 – 16: Placing major features on a single linear axis connects the entire corridor. Even though neighboring buildings are of different styles, windows, door frames, and other horizontal features tend to be on the same plane.

Large blank walls should be improved with various details, including architectural or artistic details, that increase visual interest.

The corridor by no means should have large blank walls. Where ordinarily blank walls are found, they should be improved with elements that supply more visual intrigue. These elements could include cornices, moldings, windows, landscaping, and murals and other art installations, amongst other solutions. Blank, boxy buildings are not conducive to friendly walking conditions. Avoiding these buildings or improving their design will make the corridor exciting and visually interesting.

Exemplary:

Figure 4.2 – 17: Where no other solutions are feasible for blank walls, art installations can enliven the streetscape, as well as giving an opportunity to showcase local artists.

Needs Improvement:

Figure 4.2 – 18: Unadorned walls clearly visible from main corridors can detract from an otherwise lively destination for visitors.

Building materials should be of high quality, durability, and be compatible with the overall design of the building.

The Katella corridor already has several iconic buildings of high quality. To best complement these existing structures, new development such aim for a similarly high quality in material and design. Building materials must be appropriate for the style of the structure in question. Materials should be contextually consistent with the building design.

Exemplary:

Figure 4.2 – 19: Even newer constructions can project a timeless quality in design and material.

To the degree possible, buildings should incorporate as many sustainable building methods as possible.

Over the course of a year, buildings consume approximately 40% of all US energy. Using passive heating and cooling methods will lower the impact a building's energy consumption has on Anaheim's power network. For example, windows should be oriented facing south in an effort to let in more light during winter months when energy consumption for heating is ordinarily much higher. Similarly, planting shade trees near buildings reduces the need for air conditioning in the summer months. For certain projects, solar power might be feasible to offset some energy use. These are a few solutions amongst a whole wave of other green-technologies that make buildings more sustainable.

Exemplary:

Figure 4.2 – 20: Native vegetation can reduce water needs for landscaping, as well as providing for seasonal passive heating/cooling. (Creative Commons, Attributive-Noncommercial-ShareAlike, https://www.flickr.com/photos/csufnewsphotos/15907527186)

Figure 4.2 – 21: Rooftops can be used as a location for solar arrays to help offset energy needs (left), or for green roofs (right), which help reduce energy needs for heating/cooling. (Creative Commons, Attributive-ShareAlike, https://www.flickr.com/photos/arlingtonva/6284322776; Creative Commons, Attributive, https://www.flickr.com/photos/andrewzahn/4811639078)

4.2.3. Signs

Integrate signs into the building façade, following similar architecture, where possible. Free standing monument signs should follow the guidelines set forth in the Anaheim Resort Specific Plan Section 5.7.2.

As another remnant of California's auto centric urbanization patterns, large, freestanding, and bright signs locating businesses are still a common sight along Katella. Signs that are smaller in scale and integrated into a building façade are more pedestrian-oriented. They require users to remove themselves from their personal vehicle and onto the sidewalk, as well as being conducive to pedestrian-oriented building forms. This once again reinforces pedestrian activity along the corridor, making a more unique destination.

Exemplary:

Figure 4.2 – 21: Signage should be appropriate for the overall building design, including historic buildings (top left). For specialty buildings and uses, larger signs may be used, but they should correspond with its surrounding design context (top right). Other buildings that do not require or necessitate larger, flashier signs, should focus on pedestrians, with small-scale signs oriented toward the sidewalk (bottom).

4.3. Parking Design

4.3.1. General Parking

All parking areas should either be setback from the corridor, behind active spaces, or underground.

Buildings that are fronted by large swaths of pavement are not friendly to pedestrian activity. Pedestrians require visual interest as they move through cities because of the slower pace with which they move through their surrounding environment. Parking lots are generally not visually appealing or intriguing. Placing parking behind active spaces (buildings, parks, patios, etc.) pushes more interesting uses closer to the sidewalk. The pedestrian realm thus becomes more enticing. (Speck, 2012, p.238-239)

Figure 4.3 – 1: Not all parking can or should be eliminated, but it can be rearranged away from the corridor to mitigate its negative impacts on the streetscape.

Exemplary:

Figure 4.3 – 2: Even parking garages can be screened from public view by being wrapped in other buildings, or having the ground floor adjacent to the main corridor feature commercial space.

Needs Improvement:

Figure 4.3 – 3: Unscreened parking structures are generally unappealing visually.

Limit access, driveways, curb cuts, and garage doors to parking areas on the main corridor.

Sidewalks and the pedestrian realm are often interrupted by features that favor auto centric uses. To create a more lively, unique, urban destination with appropriate pedestrian oriented design, sidewalks should be interrupted as little as possible by vehicular traffic. For this reason, parking lots, and their accompanying access ways, driveways, curb cuts, and garage doors should be relegated to side streets away from Katella Avenue as much as possible. The corridor then features sidewalks that are safer for pedestrians and undisturbed by cars pulling in and out.

Exemplary:

Figure 4.3 – 4: The number of interruptions on a sidewalk should be limited to make the main corridor as contiguous as possible.

4.3.2. Parking garages

Parking garages shall be consistent architecturally with the rest of the project, with appropriate screening of the parking areas.

With the high volume of cars traveling to destinations on the corridor, garages are the most responsible use of land to handle parking requirements. An emphasis on garages for serving parking needs will require standards for parking garage design. To best incorporate parking structures into the design of the corridor, they should match the surrounding building designs as much as possible. Even when sited behind buildings, parking garages should try their best to blend and match the architecture of their surroundings. This reduces the visual impacts garages have on the surrounding community.

Exemplary:

Figure 4.3 – 5: Parking structures can be built to blend into its surroundings. At first glance, traditional, boxy parking garages should not dominate the streetscape. Designing facades on parking garages will give the corridor some sense of cohesion.

Needs Improvement:

Figure 4.3 – 6: Typical parking structures are basic, boxy in design, and generally do not have an appealing style.

4.3.3. Surface parking

Surface parking lots will feature appropriate landscaping, safe and comfortable paths for pedestrian circulation with connections to the corridor, consistent architecture for amenities (lighting, garbage cans, signage, etc.) and design features to limit storm water runoff.

Where parking garages are not feasible, surface parking lots should attempt to limit their impacts. One of the biggest impacts that can be mitigated is controlling storm water runoff by implementing bioswales and other features to restore water to the groundwater basin. Parking lots should have safe connections for pedestrians, including paths with different paving textures and patterns that connect to sidewalks along the corridor. All amenities in the parking lot need to be architecturally consistent with each other. Directional signage, lighting, garbage cans, and other features should match one another.

Exemplary:

Figure 4.3 – 7: Parking lots should adequately consider connections between the parking area and the main corridor with prominent sidewalks and crossings (top right, bottom left). Surface parking should also incorporate landscaping (top left, top right, bottom left, bottom right) to maximize greenspaces citywide, and incorporating bioswales to minimize storm water runoff (top left, bottom right).

Needs Improvement:

Figure 4.3 – 8: Many parking lots are unimproved in any way, serving only the needs of drivers. An otherwise expansive use of land could be improved to serve more than one purpose.

4.3.4. Street parking

Secondary streets branching from Katella should provide on-street parking, in conjunction with traffic calming infrastructure.

Studies have shown that parking on the side of the road slows down vehicular traffic, and makes streets safer for pedestrians (Speck, 2012, p.182-183). Including street parking on the streets connecting to Katella can help minimize the effect development along the corridor has on the surrounding communities. This also expands the pedestrian oriented development away from the corridor, making a larger portion of the city more readily accessible to all users. Additionally, this expands the parking availability for the businesses and projects in the vicinity of the corridor.

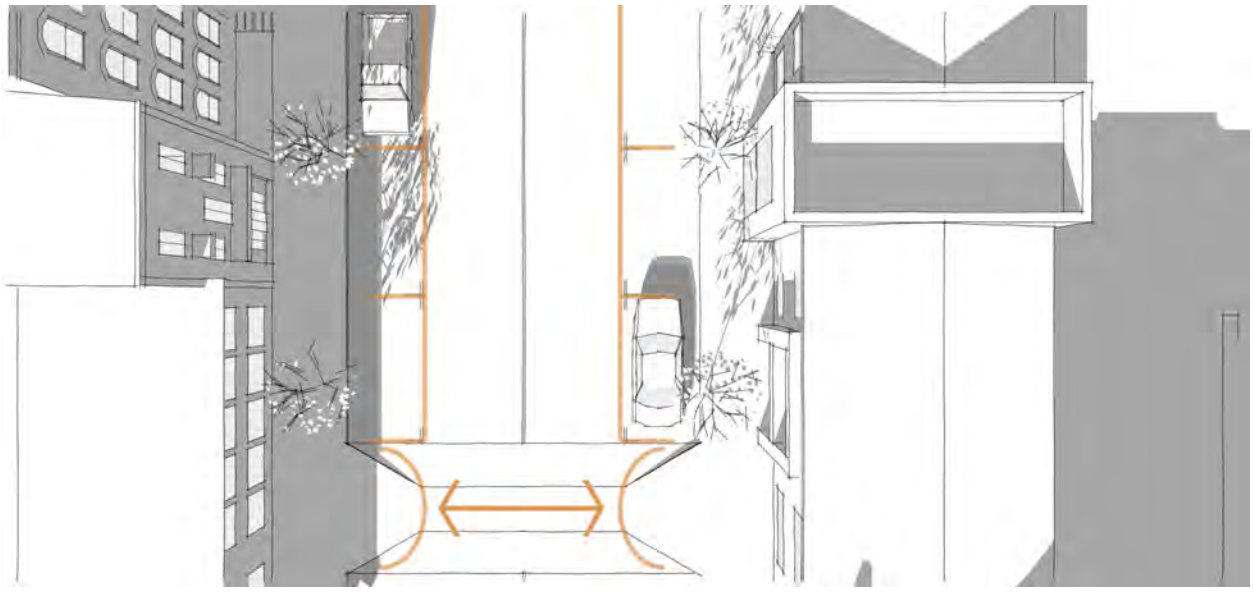

Figure 4.3 – 9: On-street parking spaces can be combined with crosswalks, bulbouts, and other traffic calming measures to slow down traffic on quieter streets.

Exemplary:

Figure 4.3 – 10: Bulbouts, bioswales, and other infrastructure improvements not only help delineate parking spaces, they can also aid in slowing down traffic.

4.4. Streetscapes

4.4.1. Landscaping

The pedestrian experience should be improved with the continuation of the landscaping designs in the Anaheim Resort Specific Plan Chapter 5.0 Design Plan through the Platinum Triangle neighborhood.

The Anaheim Resort Specific Plan lays out precise guides on streetscape vegetation. Similar landscaping rules should be continued down the eastern portion of Katella, connecting multiple parts of the city together stylistically. The existing landscaping guides have improved surrounding streets to be more walkable. Continuing a comfortable walking environment down the length of the corridor creates a cohesive destination.

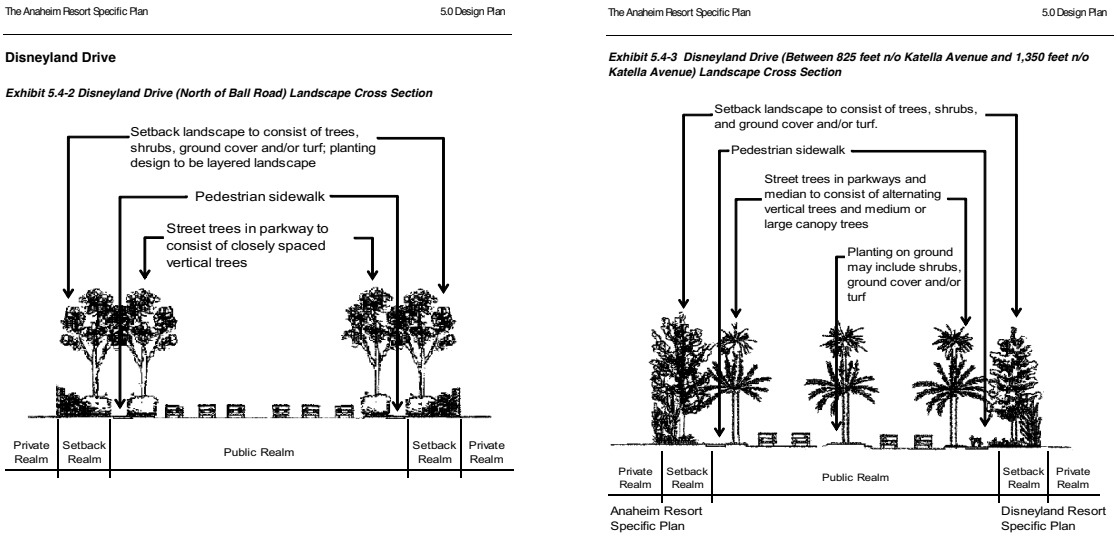

Figure 4.4 – 1: The Anaheim Resort Specific Plan has comprehensive street landscape plans for all roads under the plan's jurisdiction. These landscape guides should be expanded down the Katella corridor.

Exemplary:

Figure 4.4 – 2: Along certain stretches of Katella where the Anaheim Resort Specific Plan has been implemented, landscaping has created a well-shaded, comfortable, and exciting sidewalk for pedestrians.

Where suitable, bioswales shall be used to minimize the impact of storm water runoff, as well as a method for integrating more greenery into the built environment.

As is the case with surface parking lots, enhancing streetscapes can replenish groundwater systems with storm water. Incorporating bioswales, and other such improvements can hold, and slowly release storm water back into the groundwater basin. This is far more advantageous to letting water run off streets into gutters and eventually out to the ocean. These infrastructure improvements can also clean storm water before it is returned to the ground. Simultaneously, these green infrastructure improvements make streetscapes more lively, interesting, and comfortable for all users by providing space for landscaping. (Fulton and Shigley, 2012, p.426-427)

Exemplary:

Figure 4.4 – 3: Bioswales serve double as a way to control storm water runoff, as well as landscaping areas for streets. (Creative Commons, Attributive, https://www.flickr.com/photos/87297882@N03/8183599860; Creative Commons, Attributive-Noncommercial, https://www.flickr.com/photos/dylanpassmore/7559851982; Creative Commons, Attributive-Noncommercial, https://www.flickr.com/photos/dylanpassmore/6939383075)

4.4.2. Sidewalks

The sidewalk paving pattern and width in the Anaheim Resort area should continue down Katella and through the Platinum Triangle.

The Anaheim Resort is easily identified with its sidewalk texture and patterns. Continuing this unique feature down the corridor will make this portion of the city more cohesive as a destination. Sidewalk patterns further differentiate the pedestrian realm from the vehicular realm, making the corridor easily readable and usable.

Exemplary: **Needs Improvement:**

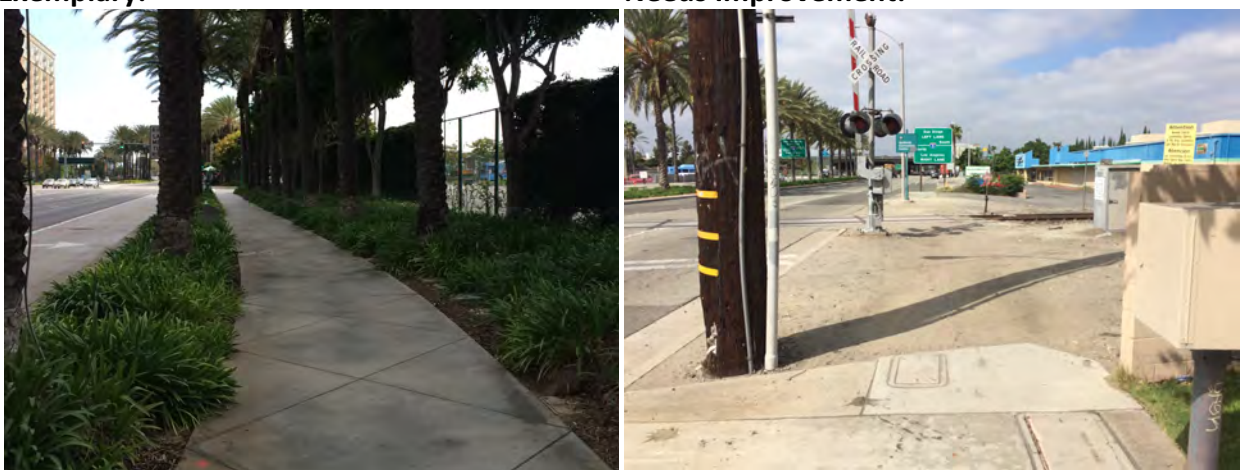

Figure 4.4 – 4: A continuous sidewalk pattern stitches together a linear urban environment, whereas disjointed and fragmented sidewalks do not.

Sidewalks should feature amenities for pedestrians, including, but not limited to: adequate lighting, benches, trashcans, bicycle racks, bus shelters, and wayfinding signage.

Sidewalks and pedestrian paths should have as many accompanying amenities as possible. This makes users more comfortable to use sidewalks down the corridor. Pedestrians should be incentivized with welcoming features. Previous development patterns prioritized vehicular traffic with comfortable, easy paths of travel. Other forms of transportation should be now similarly incentivized.

Exemplary:

Figure 4.4 – 5: Adding pedestrian-oriented amenities, like benches, awnings, trashcans, bike racks, and so on, make sidewalks more attractive for pedestrians and bicyclists.

In conjunction with ground-floor commercial spaces, the creation of sidewalk cafés should be encouraged.

To create a livelier urban environment, sidewalks should also be used for other activities, including sidewalk cafés (Speck, 2012, p.241). Seating areas on sidewalks and along streets make the destination more unique. They provide opportunities to sit, relax, and people watch, making streets more leisurely and attractive for pedestrian travel. All the while, these outdoor spaces should incorporate American Disabilities Act accessibility requirements.

Exemplary:

Figure 4.4 – 6: Providing seating and dining areas adjacent or on sidewalks makes streets appear more lively and friendly to visitors.

4.4.3. Intersection design

Crosswalks should be at-grade with the sidewalks, providing ease of travel for pedestrians, and simultaneously calming traffic.

Despite the amount of pedestrian traffic along Katella, particularly in the Anaheim Resort area, the circulation system primarily benefits automobile traffic. Prioritizing pedestrians in key areas and intersections will make it safer and more comfortable for users to use other modes of transportation other than driving. By making walking easier and more comfortable, it minimizes the need to drive from location to location, removing cars from the road, and reducing the strain on the roadway system.

For these reasons, intersections should be retrofitted to make pedestrian travel more comfortable. Instead of pedestrians having to step down off sidewalks into crosswalks, road crossings should be raised to the level of sidewalks. This makes walking simpler by allowing pedestrians to travel unimpeded along an axis. It is easier for vehicular traffic, albeit at slightly slower speeds, to drive over a raised crosswalk platform than it is for people to be continuously stepping down onto street level. Simultaneously, pedestrians will be raised into drivers' eyelevel, potentially reducing conflicts between cars and pedestrians. (Speck, 2012, p.174-175)

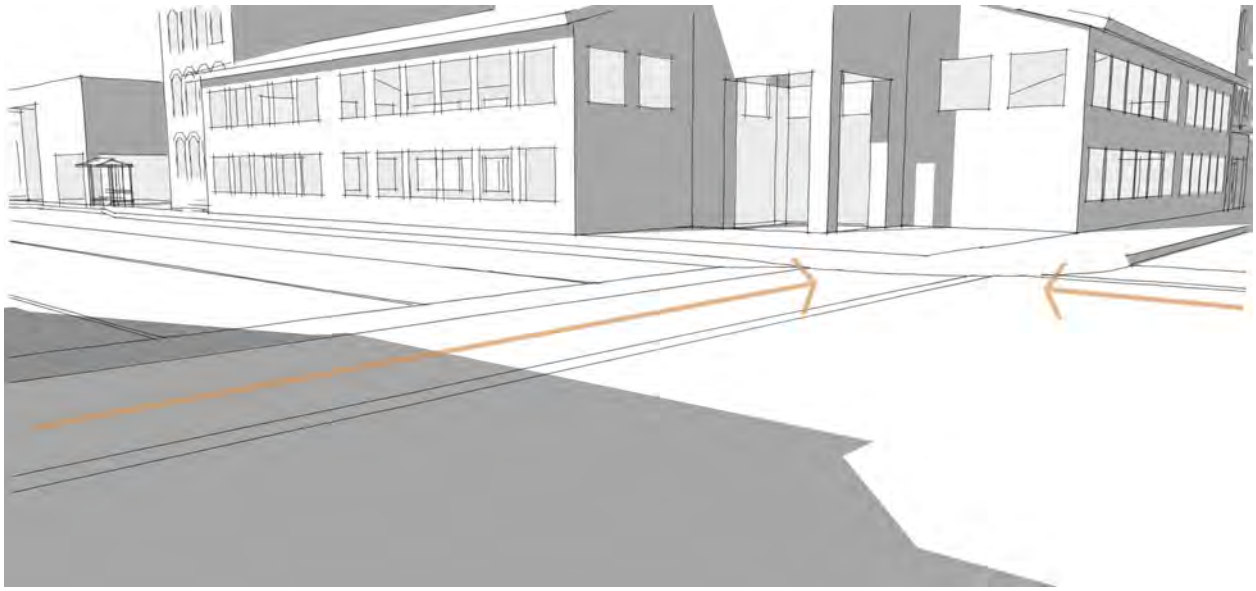

Figure 4.4 – 7: Minimizing hindrances on pedestrian activity (such as stepping down onto street level) makes walking from destination to destination that much easier.

Exemplary:

Figure 4.4 – 8: At-grade crossings prioritize pedestrian comfort over motorized vehicles.

Intersections with crosswalks should feature bulbouts to shorten crossing distances for pedestrians.

In the same safety objective as raised crosswalks, bulbout features on crossings bring pedestrian travelers into better view of drivers. This reduces potential clashes between cars and people. Bulbouts have the additional benefit of reducing crossing distances for pedestrians. This once again entices more people to forego driving relatively short distances along the corridor.

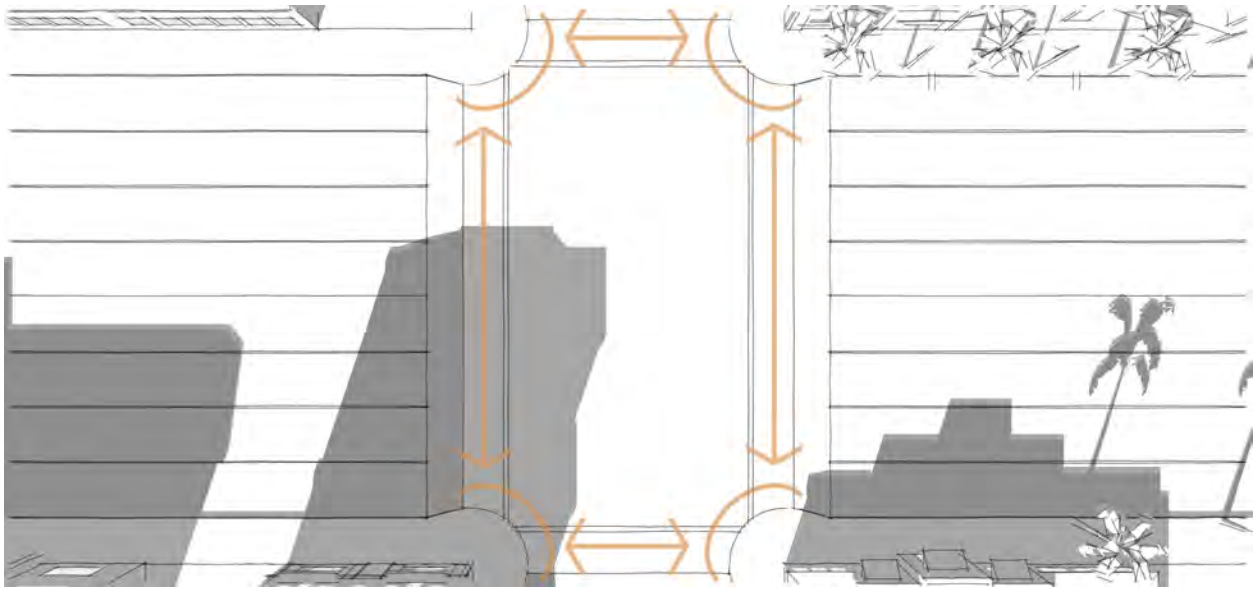

Figure 4.4 – 9: Simple bulbout extensions on street corners make crossing distances shorter for pedestrians. Given the multi-lane layout of Katella, shorter crossings could give pedestrians a head start in making it safely from one side to the other.

Exemplary:

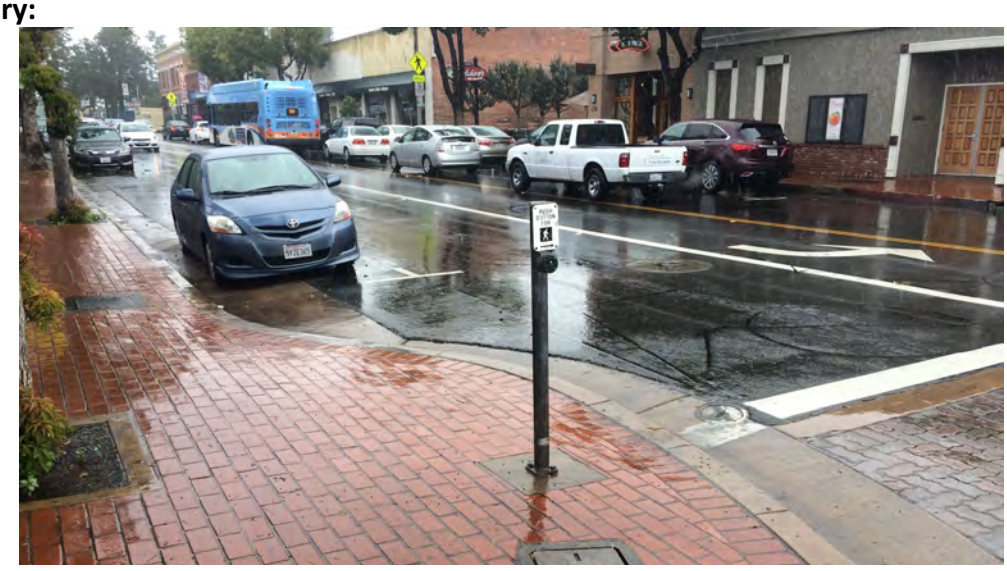

Figure 4.4 – 10: While benefitting pedestrians, bulbout features also improve traffic safety by requiring vehicles making right turns to slow down around a sharper turn radius.

Crosswalks should be demarcated with textures and paving patterns that substantially differ from automobile traffic uses.

Whereas sidewalks in the Anaheim Resort area already feature different textures and patterns than ordinarily, crosswalks should also be demarcated with unique treatments. This draws more attention to the crossings, making it safer for foot traffic. In addition, this gives an opportunity for the city to be creative and create memorable designs, enhancing the corridor's unique aesthetic.

Exemplary:

Figure 4.4 – 11: Various techniques involving color and texture can be used to increase the visual prominence of crosswalks. Pavers (left), textured paint (center), and concrete treatments (right) all stand out better against the street compared to traditional striped crosswalks.

Needs Improvement:

Figure 4.4 – 12: Traditional crosswalk striping often does not adequately differentiate the pedestrian realm from that of motor vehicles.

4.4.4. Public Transit

Appropriate consideration should be given to improve current transit service, and potential transit expansion in the future.

Transit should be given equal consideration as a reasonable transportation mode. This can only be accomplished if current transit systems are improved. All stops along the corridor should be identified with not only signage, but shelters as well. Where possible, bus stops should incorporate bus turnouts. This removes stopped buses from lanes of traffic, and making it safer and more comfortable for passengers to board. Lastly, proper consideration should be given to rail or other forms of rapid public transit as a possible link between the full extent of the corridor. (Speck, 2012, p.144-145)

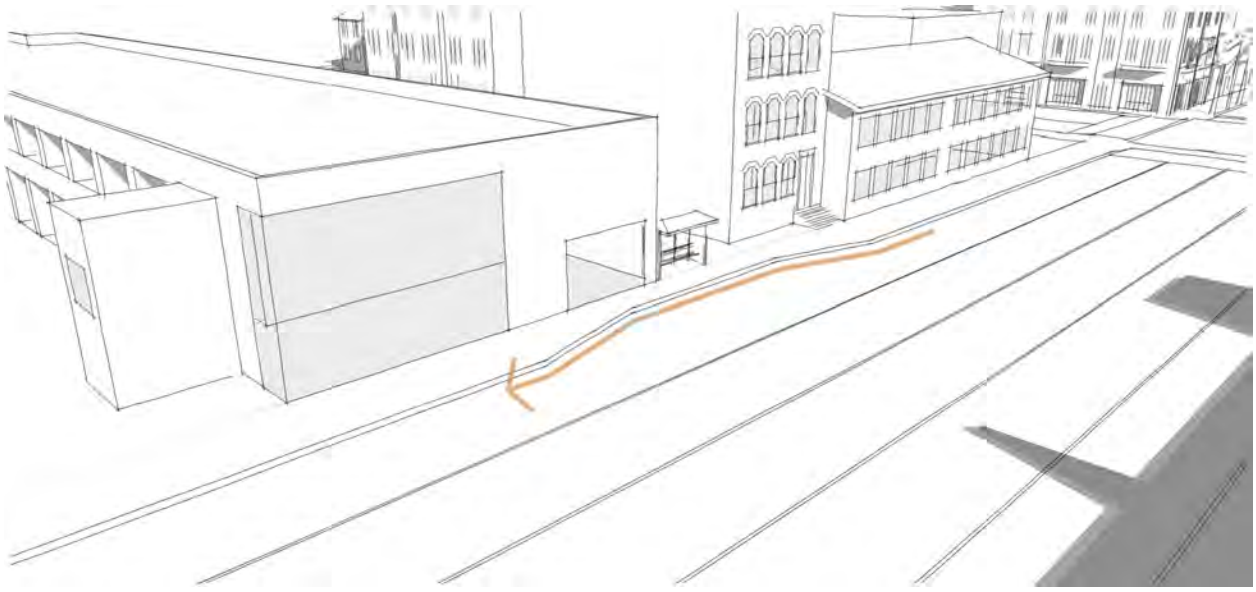

Figure 4.4 – 13: Transit can be improved by instituting formalized transit infrastructure, like bus turnouts and permanent bus shelters.

Exemplary:

Figure 4.4 – 14: Other amenities for transit users include: shade structures, seating areas, real time arrival schedules, and informational signage. (Creative Commons, Attributive-NoDerivatives, https://www.flickr.com/photos/nickbastian/3818137817)

Chapter 5:
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5. Works Cited

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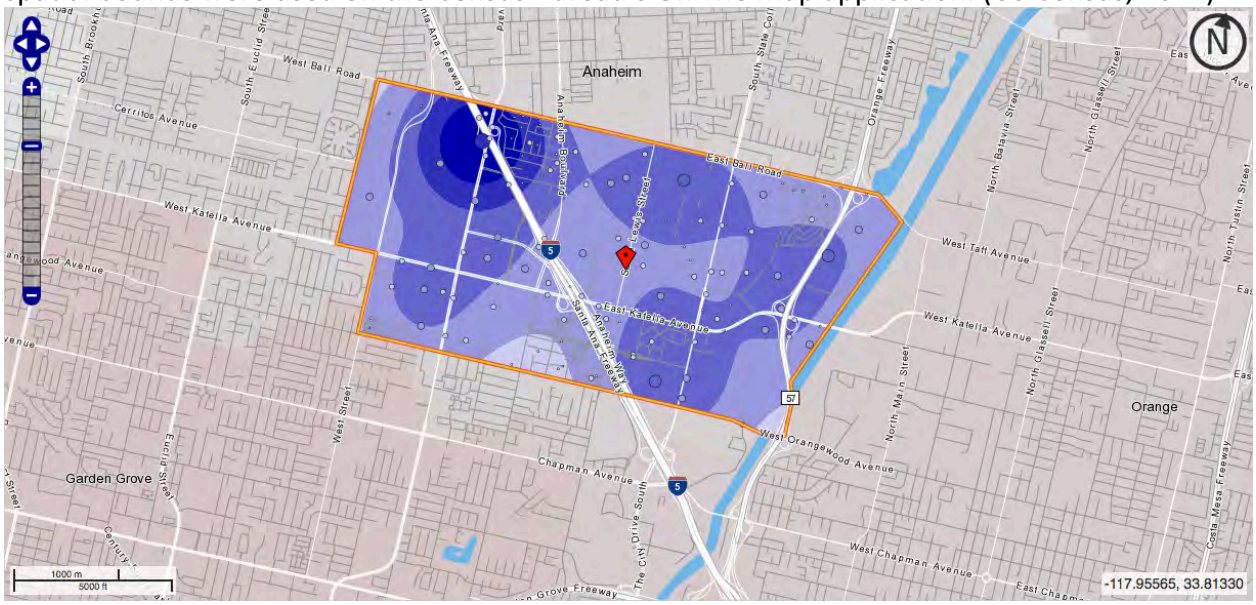
Chapter 6:
Appendix

6. Appendices

6.1. Appendix A: In order to quantify the employment data along the corridor, the following spatial bounds were used on the Census Bureau's On The Map application. (US Census, 2012)



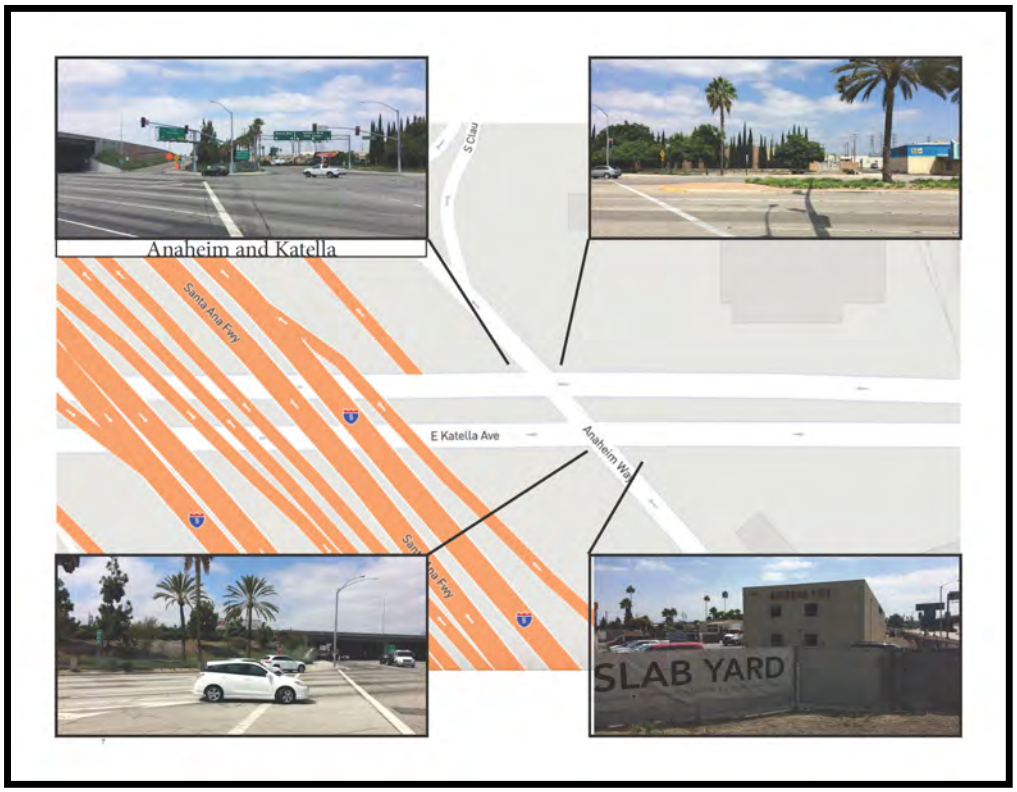
6.2. Appendix B: Prior to the preparation of the guideline document, a walking survey was conducted along Katella Avenue. The purpose of this was to visually grasp the current state of the corridor. The results of the visual survey were summarized in a document linking the photos to locations on a map.


Clementine and Katella
Bubba Gump Shrimp Co.
McCormick & Schmick's Grille
P.F. Chang's China Bistro
Cheesecake Factory
California Pizza Kitchen
W Katella Ave
W Katella Ave
Castmember Vehicle Enterence
Gate 35


Zeyn and Katella
WorldMark Anaheim
S Zeyn St
W Katella Ave
W Katella Ave
ARENA INN & SUITES


Haster and Katella
W Katella Ave
E Katella Ave
Haster St


Manchester and Katella
Manchester Ave
Del Taco
E Katella Ave
E Katella Ave
Manchester Ave
The Comfort Inn & Suites Anaheim, Disneyland Resort


Anaheim and Katella
S Claw
Santa Ana Fwy
E Katella Ave
Anaheim Wa
SLAB YARD


Lewis and Katella
E Katella Ave
E Katella Ave
N Main St


Katella
E Katella Ave


W. Auburn and Katella
E Katella Ave
E Katella Ave


E. Auburn and Katella
Auburn Way
E Katella Ave
E Katella Ave
E Katella Ave
JEFFERSON
TRIANGLE


State College and Katella
Stadium Lofts
S State College Blvd
Stadium
CROSSINGS
Denny's
Carl's Jr.
E Katella Ave
E Katella Ave


Sportstown and Katella
Crossing
Carl's Jr.
Panda Express
Starbucks
E Katella Ave
E Katella Ave
City National