



# URBAN DESIGN

## INTRODUCTION AND VISION FOR THE FUTURE



Urban design is concerned with the arrangement, appearance, and functionality of the community. It focuses on the shaping and uses of urban public spaces—the public realm—and the way these public places are experienced and used. Architecture and urban form have played a significant role in defining Orange's sense of place within its downtown core and neighborhoods.

**Sense of place** is a feeling or perception held by people about a particular location. It includes those characteristics that make a place special or unique, as well as those attributes that foster a sense of human attachment and belonging. Places that are said to have a strong "sense of place" are those that society has given

meanings or names that strongly define it as important or even sacred.

When this sense of place is lacking, a place can be referred to as placeless or inauthentic. Placeless environments have no special relationship to the people or context in which they are located—they could be anywhere. Strip malls, gas stations, and convenience stores are a few examples of placeless environments, having no special connection to any specific community.

Orange desires to be characterized by a strong identity and a sense of place that is deeply felt by both residents and visitors. This character will be derived from the built and natural environment, from Orange's unique history and cultural heritage, and from the needs and activities of its residents. It will be embodied in its buildings, streets, and landscapes—in its physical design.

A key objective for the Urban Design Element is to enhance Orange's sense of place in a manner that reflects the community's values and its deep connection to the history and traditions that distinguish Orange from other cities in the region. Strong community support and interest exist for preserving and enhancing the City's historic character while accommodating new growth and change. The preservation of Old Towne has provided a potential model for improving other commercial areas throughout the City. In the future, the care and attention to detail that has been used in the preservation of Old Towne will be expanded and applied to commercial corridors throughout the City.

The Urban Design Element focuses on place making and on those physical features which shape the setting for life in the community. It addresses the design of buildings, groups of buildings, spaces and landscapes, and open space between buildings, and establishes the processes that



make places successful and aesthetically appealing. The focus of policies and programs in this Element is on the image and character of the City's streets, commercial and mixed-use corridors, districts and neighborhoods, the Old Towne core, and appropriate infill development. Attention is also given to residential areas and their interface with commercial areas. The Element identifies the physical features and spaces desired by the community, and establishes the goals, policies, and programs that reflect those desires.

Shaping the built environment through high quality urban design requires resources and community consensus. Policies and programs within the Urban Design Element seek to enhance Orange's commercial resources and provide guidance for new growth and redevelopment, by strengthening the public realm and the image of the community, and by supporting the goals of the other General Plan elements.

Orange's *Vision for the Future*, described in the General Plan Introduction, recognizes the importance of the design and visual appeal of the City and its public realm. In the future, the distinct neighborhoods and special places that contribute to the City will be enhanced and Orange's retail districts will be characterized by visually attractive development, active public areas, high quality streetscapes, and innovative design that complements Orange's heritage. To accomplish this, the Vision includes the following objectives:

- The City will continue efforts to protect and enhance its historic core. This same type of care and attention will be applied throughout the City.
- The City will work to improve the quality of life for all residents by providing residential, commercial, industrial and public uses that exist in harmony with the surrounding urban and natural environments.
- The appearance and variety of commercial, retail, industrial, and employment centers will reflect the pride that residents have in Orange and will be supported by the long-term investments the City has made in its infrastructure.

## **Purpose of the Urban Design Element**

The Urban Design Element is a framework for shaping the future form and character of Orange and is driven by input from the public and local businesses. Carefully planned urban spaces affect the quality of the physical environment, and the perception, economic investment, and success of the City. Pedestrian-friendly areas should be designed to provide a sense of security and safety for people who use them. The quality of the built environment is a key factor that affects the local image of Orange and sets the stage for economic activity. The City's cultural identity is an important factor determining why people choose to visit, invest in or relocate here. Well-proportioned public spaces and streets contribute to business visibility, accessibility, and viability. The use of design features such as appropriately-scaled lighting, street furniture, street trees, and other amenities can help to define places. An authentic, well-designed urban environment uplifts the community spirit, becomes the stage on which the community conducts its daily life, and helps give identity and meaning to the special places that comprise Orange.



## Scope and Content of the Urban Design Element

This Element encompasses the built and shaped environments that are experienced by the public, including streets, buildings, landscapes, spaces between buildings, and other physical features; placing special emphasis on the City's commercial and mixed-use corridors. Issues addressed within the Element include the City's physical organization, appearance, and function, and recognition of Orange's heritage and the cultural aspects of the environment.

The Urban Design Element is not a required General Plan element under state law; however, because of the importance of urban design in Orange, the City has chosen to include it as an additional element in the General Plan. This Element plays a critical role in maintaining and improving the physical quality of the environments that define the City's identity and give character to its commercial districts and neighborhoods.

The Urban Design Element is organized in three sections:

- (1) Introduction
- (2) Issues, Goals, and Policies
- (3) The Urban Design Plan

This *Introduction* describes the Element's intent, organization, and relationships to other elements and programs. The Issues section describes the basic design factors that contribute to the character of the community. The Goals discussion describes ideal outcomes regarding the urban character of the City of Orange as expressed by private and public interests. The Policies discussion provides recommendations to achieve the stated goals. The Urban Design Plan explains the programs to be implemented according to the urban design policies. Descriptions of the various implementation programs recommended within this Element can be found in the Appendix to the General Plan.

## Relationship to Other General Plan Elements

The issues raised in the Urban Design Element primarily affect the contents of the Land Use, Natural Resources, Circulation & Mobility, Cultural Resources & Historic Preservation, Infrastructure, and Economic Development Elements. The contents of these elements are related and must be integrated to provide for comprehensive and consistent guidelines throughout the General Plan.

The Land Use Element establishes development guidelines that affect the built environment, such as density and intensity requirements of land uses. As these directly influence land uses and associated building and site design quality, the contents of the Land Use and Urban Design Elements are highly correlated.

Urban design involves modifying elements of the natural environment as well as the built environment. It influences not only how structures are built, but also the quality of spaces between buildings, and open spaces within the developed areas of the city. Open spaces, addressed within the Natural Resources Element, provide visual relief from urban settings, and also serve as spaces for passive and active leisure activities. Additionally, good quality landscaping



leads to reduced impervious surfaces, more trees, and improved air quality, all supporting a more sustainable community.

A strong desire has been expressed within the community regarding the need for accessible open spaces. Recognizing that most infill development opportunities in Orange lie within the City's commercial and mixed-use corridors, policies in the Natural Resources and Urban Design Elements focus upon strategies to incorporate additional green space within these corridors, using design concepts such as urban green linkages and green zones (e.g., plazas, pocket parks, courtyards, and paseos). Other supporting strategies include creek restoration projects, urban courtyards, plazas, and gathering places, and "viewshed" protection and enhancement.

The provisions of the Circulation & Mobility Element affect the quality of the urban setting by establishing the organization, arrangement and appearance of streets, paths, and transit systems. Street classifications, widths, level of service standards, and right-of-way limitations affect accessibility, function, visibility, safety, and appearance. The ultimate width of streets determines the amount of space available for streetscape improvements within the public realm. Furthermore, access to certain modes of transportation affects visual quality, noise levels, and the walkability of commercial districts and public spaces.

The Cultural Resources & Historic Preservation Element addresses areas containing historic resources. As many of the Urban Design Element's proposals draw upon the history and cultural heritage of the City, the recommendations of these two elements are related.

The Infrastructure Element directs the location, distribution, and maintenance of utilities and public facilities, including overhead electrical and communication lines, utility corridors, and service yards. These facilities also affect the visual character of the built environment, and in this way are related to the goals and objectives of the Urban Design Element.

The Economic Development Element presents revitalization strategies for many of the City's key commercial corridors. One such strategy is to upgrade the image and appearance of these areas in order to distinguish them from each other and from commercial districts in adjacent cities. To the extent that those strategies depend on the design or re-design of public spaces within the corridors, the two elements are related.

## **ISSUES, GOALS AND POLICIES**

The goals and policies of the Urban Design Element address the following major design issues:

- Transforming Streets—how to create accessible streets that provide ease, safety, and choice when moving to and through places.
- Reinventing Commercial Corridors—how to redesign commercial corridors with respect for the local heritage and support for contemporary needs.
- Enhancing Community Image and Character—how to manage the form and physical appearance of the City to create a distinct design character or image.
- Defining Districts and Neighborhoods—how to recognize and value the differences between places, and affirm the meaning of those places for people.



- Strengthening the Old Towne Historic District—how to manage the form and physical appearance of the Old Towne Historic District to preserve and improve its unique historic design character.
- Encouraging Appropriate Infill and Renovations—how to balance consistency and variety in the urban environment when locating activities and designing new, infill places to allow constructive interaction between the new and the old.

## Transforming Streets

City streets are a major physical component of urban structure and organization. They organize movement from one place to another, providing people with ease, safety, and choice when moving to and through places. City streets also structure how places and uses relate to one other. Major streets serve as gateways to the City and play a key role in expressing the image and character of the City, and of the areas they traverse. Coordinated street landscaping and improvements enhance the character of districts, soften the transition between commercial and residential areas, and create impressions and experiences for Orange residents and visitors.

**GOAL 1.0: Promote streetscapes that enhance the economic vitality and overall visual quality of commercial corridors, support the circulation network, and support pedestrian-scale streets and patterns of activity.**

Policy 1.1: Enhance the streetscape along the City's major commercial corridors and other major streets through coordinated public and private improvements to convey a positive image of the district, contribute to its economic vitality and perception of the City, and improve visual and physical transitions into adjacent neighborhoods. Streetscape designs should include wide sidewalks to accommodate unified landscaping, trees, lighting, paving, street furniture, and other public improvements appropriate to the scale of the streets.

Policy 1.2: Provide streetscape improvements on Tustin Street and Chapman Avenue that convey their role as major boulevards in the City and County.

Policy 1.3: Ensure that streetscape improvements provide for an environment that offers a pleasant experience for motorists, pedestrians, and transit riders.

Policy 1.4: Coordinate with local utility providers to identify priority areas for undergrounding or relocation of overhead electrical and telephone/cable wires to remove visual clutter of existing infrastructure.

Policy 1.5: Emphasize street-oriented development, with parking located behind or next to buildings rather than in front. Encourage commercial activities such as sidewalk and outdoor dining.

## Reinventing Commercial Corridors

The Land Use Element designates several corridors within Orange as locations where more intense commercial development and future mixed-use development may be appropriate. The design of these corridors determines how well they will function as activity centers for social, commercial and entertainment purposes. The following goal and policies demonstrate the City's commitment



to ensuring that commercial and mixed-use activity centers enhance the community’s quality of life.

**GOAL 2.0: Create commercial and mixed-use areas of varying scale and function that are visually distinct and complement the City’s identity.**

Policy 2.1: Transform corridors such as Chapman Avenue, Main Street, The City Drive, and Katella Avenue into active, pedestrian-friendly streets that balance auto, transit, and pedestrian mobility. These streets should accommodate compact development that is oriented to the sidewalks to promote active street life.

Policy 2.2: Provide convenient pedestrian and transit access throughout commercial and mixed-use corridors, including an interconnected network of high-amenity streetscapes, attractive and comfortable transit stops, and multiple walkways that connect activities and uses.

Policy 2.3: Improve the appearance of arterials and corridors that pass through commercial and mixed-use areas. Use street trees and other landscape and hardscape improvements to improve the visual and spatial experience of drivers, transit riders, and pedestrians using City streets.

Policy 2.4: Design future infill mixed-use projects in a manner that reduces or eliminates adverse effects on adjacent single-family residences.

Policy 2.5: Develop design standards that ensure the integration of urban parks and open spaces within mixed-use corridors by providing safe and comfortable pedestrian paths, paseos, and high-amenity streetscapes.

## **Enhancing Community Image and Character**

At a citywide level, programs and improvements will be pursued to improve the visual character of business districts throughout Orange in order to enhance the economic vitality and overall visual quality of the community. The following goal and policies address this desired enhancement of character and identity.

**GOAL 3.0: Express the City’s distinct community identity and sense of place through improvements to the appearance of new development and commercial and mixed-use corridors.**

Policy 3.1: Promote community identity through streetscape enhancements, building designs, and treatments marking the primary entrances to the City.

Policy 3.2: Encourage contemporary interpretations of historic building types and features to promote architectural continuity throughout the community that reflects the City’s historic and cultural characteristics and emphasizes the history of Orange.

Policy 3.3: Strengthen the urban form of the City’s commercial, industrial, institutional, and mixed-use districts by working within the character of the existing historical and architectural fabric of the community, while allowing for the addition of complementary new development and urban design elements.





- Policy 3.4: Provide better visual continuity between The Block at Orange shopping center and the rest of the City through consistent streetscape treatments linking The City Drive to West Chapman Avenue.

## Defining District and Neighborhood Identity

Old Towne's prominent identity distinguishes Orange from many other Orange County cities. However, numerous distinctive commercial districts and residential neighborhoods contribute to the City's identity. Additionally, the interface between residential and commercial areas in Orange presents special challenges. The following goal and policies describe the City's strategies to enhance district and neighborhood identity and the interface between commercial and residential areas through urban design.

**GOAL 4.0: Establish and reinforce district and neighborhood characteristics recognized both within the community and throughout the region.**

Policy 4.1: Establish appropriate transitions between commercial, industrial, higher density residential, mixed-use development, and lower density residential areas.

Policy 4.2: Encourage the use of creative landscape designs to visually define districts and reduce conflicts between residential and commercial land uses.

Policy 4.3: Create an attractive, walkable pedestrian environment within and between commercial districts and neighborhoods through careful site planning, architectural design, and provision of pedestrian amenities such as sidewalks, benches, plaza areas, information kiosks, and other street furniture.

Policy 4.4: Provide pedestrian linkages between government buildings and around the Civic Center complex.

Policy 4.5: Provide incentives to create neighborhood parks, green spaces, or other public open spaces throughout the City, particularly within commercial and mixed-use corridors.

## Old Towne Orange Historic District

As the heart of Orange, the Old Towne Orange Historic District is a dynamic combination of commercial and residential areas blended together in a compact, walkable space. The District contains the largest concentration of historic buildings in California. Commercial buildings date from the 1880s through the 1920s and exhibit a rich variety of styles and architectural detail.

The Old Towne District consists of four distinct component areas: the Plaza Historic District, the Downtown Core, the Spoke Streets, and the Residential Quadrants. The District is regulated by the City's Historic Preservation Design Standards for Old Towne. These standards establish special processing requirements and detailed architectural standards to ensure the long-term enhancement and preservation of the District's architectural resources and context. The Standards also emphasize context and compatibility in design of building additions, rehabilitation, and new infill structures. The following goal and policies are intended to enable and support the Old Towne Design Standards and associated review procedures.



- GOAL 5.0:** Maintain Old Towne’s identity as the only authentic and intact historic downtown in Orange County.
- Policy 5.1: Encourage diverse commercial, housing, employment and cultural opportunities throughout Old Towne, placing emphasis on context-sensitive mixed-use and pedestrian-oriented development patterns and adaptive re-use.
- Policy 5.2: Protect the single-family character and enhance the quality of Old Towne Orange’s residential areas while accommodating change in the commercial core.
- Policy 5.3: Require infill development to be compatible with the scale and appearance of neighboring historic structures and to comply with all applicable historic preservation design and development standards and Secretary of the Interior standards.
- Policy 5.4: Support preservation and rehabilitation of commercial and residential buildings in Old Towne, ensuring consistency with the historical context of the District.

### **Encouraging Appropriate Infill Development and Renovations**

Many of Orange’s older residential and commercial areas are experiencing infill development. At the same time, aging structures in these areas require exterior renovations. The following goal and policies outline the City’s preferred strategy to address infill development and exterior renovations in a manner that is sensitive to the context established by surrounding development.

- GOAL 6.0:** Encourage contextually appropriate infill development projects and property renovations.
- Policy 6.1: Encourage consistent high quality design of development projects, and provide development standards that ensure building and site design that is well integrated with infrastructure and circulation systems.
- Policy 6.2: Ensure that new infill development contributes positively to the quality of the surrounding corridor or neighborhood, including the potential to provide additional park space, and minimize the visibility of on-site parking.
- Policy 6.3: Encourage development of public spaces and plazas within commercial, mixed-use, and residential projects that can accommodate civic events and function as community gathering areas.
- Policy 6.4: Promote the renovation and upgrading of older commercial developments to create more attractive and functional retail environments.
- Policy 6.5: Provide logical transitions between higher intensity development within the City’s established commercial, office, and institutional corridors and nearby single-family neighborhoods. Scale, massing, and the location of services within these corridors should respond sensitively to adjacent residential uses.





## **Urban Design Plan**

Orange seeks to pursue programs and improvements that enhance and beautify many of its key commercial corridors and build upon the City's distinct identity. The following Urban Design Plan provides a framework for Orange's visual character, defining an urban form that is functional, conveys a sense of place, is aesthetically pleasing, and complements both the urbanized and natural character of the area. Primary community design concepts include:

- Developing and enhancing the form and appearance of Tustin Street, Chapman Avenue, Main Street, The City Drive, Katella Avenue, and Lincoln Avenue in a way that expresses a positive image and emphasizes their importance as major commercial corridors in the City and County.
- Improving the overall visual character and image of the City through streetscape enhancement, special architectural treatments, prominent landmarks, design quality, and integration of natural features.
- Reinforcing the relationship between the urban form of commercial corridors with their function as vehicular and transit corridors and links between different commercial districts, neighborhoods, open spaces, and activity nodes.
- Recognizing the role that visual appearance of commercial corridors plays in defining the image of the City.
- Continuing to enhance Old Towne Orange as the historic heart of the community, with an emphasis on promoting walkability, and encouraging adaptive re-use of industrial buildings.
- Developing design strategies for the City's commercial corridors that describe desired street- and pedestrian-oriented architecture, that encourage larger massing that complements and helps to define the street edge, and that highlight the distinct character of each corridor.
- Establishing a sense of identity and character for business districts throughout the City.

These concepts comprise the Urban Design Plan, illustrated in Figure UD-1. Together, they will provide the improved visual character and design cohesiveness that Orange desires.

## **Transforming Streets**

The City recognizes that making streets inviting and pleasant for people is an important first step toward creating identity for its business districts. Streetscape aesthetics cover a wide variety of features, all of which help to create an attractive street scene. Streetscape features include lighting, signage, street trees, landscaping, street and road median plantings, and gateways that help mark entry into the City from major streets. Streetscapes also include amenities such as bus shelters, bike stands, benches, and trash receptacles. All of these features



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benefit pedestrians, transit riders, and motorists alike, and are important components of Orange's memorable character.

However, many City streets lack a sense of character and distinction. Within the commercial corridors, the focus has historically been on providing easy access by automobile and establishing signage meant for drivers. The buildings tend to be set back from the street with numerous curb cuts, creating incongruous appearance and an inhospitable pedestrian experience. In many cases, walkways from the street to retail areas do not exist, and bus stops along transit corridors lack rider amenities such as shelters, trash receptacles and lighting. Street design standards are not evenly implemented throughout the community. As a result, a number of streets lack trees, medians, and sidewalks. Many utility poles remain, and some sidewalks along Tustin Street and Chapman Avenue have been damaged by tree roots.

Through land use policy, the City has actively reserved portions of arterial streets such as Chapman Avenue, South Main Street, and East Katella Avenue to be transformed into vibrant and compact commercial and mixed-use activity centers that cater to both pedestrian- and auto-oriented consumer needs. Several of these activity centers are oriented around major arterial corridors. Establishing a "boulevard" image and character, transforming the existing streetscape, and changing the relationship between buildings, cars, people, and streets are key objectives for these locations.

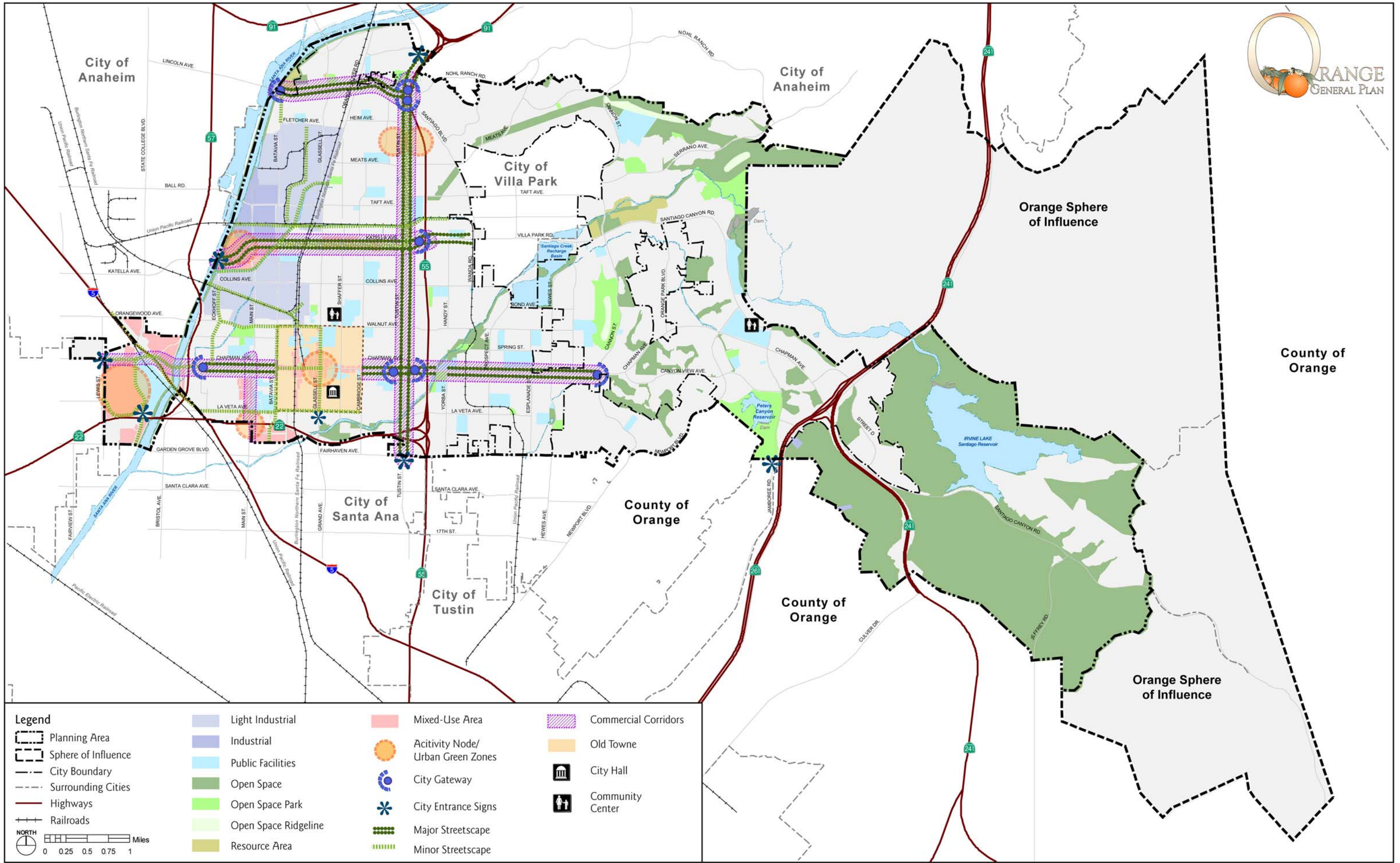
Street plantings (including street trees and median plantings), sidewalk improvements, and lighting are among the streetscape features the City will encourage along these highly-visible corridors. These improvements will help better convey the City's image as a desirable commercial and mixed-use destination. In addition, the City will continue to encourage streetscape improvements along other commercial corridors. The City will help coordinate public and private improvements that promote streetscape enhancement to advance business districts, create desirable residential neighborhoods, and buffer the transition between commercial and residential areas.

Future streetscape improvements will provide an attractive commercial environment, as well as a safe and pleasant experience for motorists, pedestrians, and transit riders. These improvements will include providing adequate bus shelters, transit signage, and sidewalk improvements along major transit thoroughfares such as Katella Avenue, Chapman Avenue, Main Street, The City Drive, and Tustin Street. The City will work with the Orange County Transportation Authority (OCTA), the Orange Redevelopment Agency (Redevelopment Agency), and individual property owners to achieve these streetscape improvements.

## **Reinventing Commercial Corridors**

A diverse variety of retail, office, and industrial areas have been developed within Orange, reflecting the diversity of Orange businesses and the strength of its commercial and industrial areas. Despite the variety and stability of non-residential areas, many of these retail areas have taken on a cluttered, nondescript appearance dominated by their adjacent roadway environment. Enhancing and improving these areas will incrementally improve the quality of life in Orange, both aesthetically and economically. Successful reinvention of the City's commercial areas will provide an attractive shopping and business environment, an improved street environment, and a vibrant public realm for motorists, pedestrians, and transit riders.





Legend			
	Planning Area		Light Industrial
	Sphere of Influence		Industrial
	City Boundary		Public Facilities
	Surrounding Cities		Open Space
	Highways		Open Space Park
	Railroads		Open Space Ridgeline
			Resource Area
	0 0.25 0.5 0.75 1 Miles		Mixed-Use Area
			Activity Node/ Urban Green Zones
			City Gateway
			City Entrance Signs
			Major Streetscape
			Minor Streetscape
			Commercial Corridors
			Old Towne
			City Hall
			Community Center





Maintaining an urban design focus on Orange’s commercial corridors is not a new concept. To improve and enhance retail areas, the City developed the *Tustin Street Design Standards* (1986) and the *Design Standards for the Southwest Project Area* (1986). The purpose of these standards was to “coordinate individual buildings or projects, which were often constructed at different times, into a harmonious whole and to improve the aesthetic environment.” Nearly twenty years after implementation of these measures, results have been mixed. Many retailers have retained their corporate identity through the use of programmatic architecture that is not intended to blend well with surrounding structures and settings. Furthermore, much of the corporate architecture in Orange represents standard building and site design that is replicated across Southern California and the nation. Little of the commercial strip architecture reflects a distinctive sense of character or place. The 1986 standards attempted to guide development into thematic areas that would create districts with distinct identities. For example, the State College Thematic District targeted office development with a corporate contemporary look. The South Main/La Veta Thematic District adds to the financial, medical, and business office inventory while presenting an urban contemporary look that is less bold and monumental than that of the State College District. The Tustin Street standards were designed to encourage redevelopment that would focus on “good design rather than on ever-larger, more eye-catching signs or advertising.” This Element seeks to unify these ideas and provide a better foundation for the City’s goals for commercial corridors.

Even though Orange already has many examples of mixed-use development, it will require new and innovative design standards and guidelines to implement mixed-use development on automobile-dominated roads.

### **Tustin Street**

To improve retail areas on major six-lane arterials such as Tustin Street, the City will revise and enforce the *Tustin Street Design Standards* and the *Design Standards for the Southwest Project Area*. Each of these documents is geared to harmonizing buildings that were constructed at various times, and to creating an aesthetically pleasing corridor. New implementation measures to be included in these documents will address the contextual integration of building styles and site design on adjacent parcels to create better harmony among buildings along Tustin Street.

### **Chapman Avenue and Main Street**

On other arterial roads such as Chapman Avenue and Main Street, the City will encourage structured parking wrapped or disguised with commercial or residential uses, and placement of parking behind or next to buildings to create street-oriented pedestrian entrances. Street façades can be improved by varying the massing and height of buildings, and by using a wider spectrum of plants and trees in landscaping.

### **Katella Avenue**

On Katella Avenue, the City will promote the use of more consistent signage legible to both drivers and pedestrians, as well as improved landscaping to create a consistent and coherent streetscape. Transit amenities will be particularly important along Katella Avenue, which leads to the proposed Anaheim Regional Transportation Intermodal Center (ARTIC) in Anaheim. Creation of a consistent streetscape will be a challenge, because land uses along Katella Avenue between Batavia Street and Glassell Street will remain, for the most part, automobile-oriented retail and





service uses. The westernmost portion of Katella Avenue will host a mix of high-density recreational and retail along with residential uses. Many of the City's valued automobile sales outlets are located along the central portion of Katella Avenue, and will be maintained and enhanced for the long term. Approaching Tustin Street, Katella Avenue will be targeted for infill commercial and residential mixed-use projects consistent with surrounding neighborhood character. The City will work with OCTA, other transit service providers, the Redevelopment Agency, and individual property owners to ensure that both transit and automobile features are provided within the streetscape of Katella Avenue, that visibility and access are maintained to auto dealers and other commercial uses along the street, and that the City's sign requirements are met.

### **Lincoln Avenue**

Lincoln Avenue, located at the northern end of the City, currently functions as a pass-through traffic corridor between State Route 91, Anaheim Hills, and the City of Anaheim. In its current form, the streetscape lacks visual appeal, cohesion, and civic identity. The City seeks to improve the future commercial environment of Lincoln Avenue, to reclaim the street and redefine the corridor as distinctly Orange, and to transform the wide street into a more pedestrian-friendly environment. Such techniques as improved landscaping, median treatments, and street-sensitive building orientation will be used to introduce pedestrian scale features to the streetscape.

Humanizing the scale of Lincoln Avenue and improving the pedestrian environment will be critically important to the success of the planned land use strategy at this location, which seeks to encourage both commercial activity and mixed-density residential development. The City will be sensitive to the concerns of neighbors at this location, and seeks to recognize and promote the eclectic nature of the live-work environment that already exists on Lincoln Avenue. Retaining and reinforcing design elements of the current larger lot, unconventional environment of the corridor will be a key requirement for future development.

## **Enhancing Community Image and Character**

Orange will refine its visual character and community image through gateway enhancements, spatial definition and landmarks, design quality, activity nodes, urban linkages, street trees, urban green zones, viewsheds, and mixed-use activity centers. Each of these design tools is described below.

### **Gateway Enhancements**

Commercial corridors play an important role in the City's economy, providing shopping, dining, and entertainment options for residents and visitors alike. The entrances or gateways to these corridors from other communities should raise awareness of the City, orient visitors and residents to the place, and strengthen community identity. Gateway enhancement is a design technique that can be used to introduce a distinctly Orange look and feel to the streetscapes that connect the City to surrounding communities. Gateway signs are currently present at primary intersections near the municipal boundary. However, designing good gateways extends beyond entry markers to consideration of the surrounding buildings, landscaping, plazas, and streets.





To improve gateway streets, the City will prepare, adopt and implement a streetscape master plan for key commercial corridors, including the gateway corridors of Tustin Street, Chapman Avenue, South Main Street, Lincoln Avenue, Katella Avenue, and The City Drive. The master plan will integrate concepts discussed for these corridors throughout the General Plan and will provide guidelines related to façade improvements, pedestrian amenities, streetscapes, and urban green zones. Specifically, the master plan will focus upon the role of these streets as entryways to the City, and will determine the desired design techniques to improve them.

### Spatial Definition and Landmarks

Much like the rest of the County, Orange is a fully developed urban area, with the exception of the east Orange hillsides and portions of the Santiago Creek corridor. Park and open space opportunities within the urban fabric are rare. However, Orange has been successful in retaining large areas of open space along the fringes of the community, and these help to spatially define the City. These areas include the County’s 477-acre Irvine Regional Park, which contains a zoo, a scale railroad, a nature center, and other amenities. Irvine Lake provides a chance to fish and hike. The City also boasts a number of wilderness areas, including Peters Canyon Regional Park, Santiago Oaks Regional Park and Nature Center, and the Tucker Wildlife Sanctuary within the City’s Sphere of Influence.



A sign for Grijalva Community Park marks the site of the historic Grijalva Adobe.

Many landmarks serve as reminders of the City’s cultural history. The 1928 American Legion Hall and the 1922 Sunkist Fruit Exchange Building are located near the Plaza in downtown Orange. The community’s roots as part of the Rancho Santiago de Santa Ana are marked by the Grijalva Adobe

site, original site of the region’s first rancharo, home to the builder and colonizer of Orange. Pitcher Park is home to the Honey House and the Orange Fire Museum. The area’s agricultural heritage is best revisited at the Villa Park Orchards Association, which is owned by Chapman University. This is one of only two packing houses remaining in Orange County, and the last in the City.



Historic icons include the church spires of St. John’s Lutheran Church.

During discussions with community members as part of the development of this General Plan, a number of key visual focal points were highlighted. The protection of these resources is an important part of maintaining the City’s links to the past as it moves forward. For many, the Norfolk pine tree at Plaza Park is an immediate icon for motorists traveling east and west on Chapman Avenue. The hills in the eastern portion of the City, near the Orange Hill Restaurant, are a reminder of the City’s rural past. Church spires, such as the one at St. John’s Lutheran Church, help establish neighborhood identity and a sense of place. Even icons such as the Selman Chevrolet neon sign and the flag pole in the median of Town and Country Road are important landmarks that residents associate with the community.



Landmarks serve as identification points and markers that guide people to destinations. Landmarks also provide historical points of reference that convey how the City's current design evokes its history. The City will continue to recognize landmarks such as Plaza Park, at the intersection of Chapman Avenue and Glassell Street, which is surrounded by a commercial square and serves as the centerpiece of the original one-square mile city. The City will continue to work through established processes to identify additional landmarks and icons.

### **Design Quality**

Consistent streetscape design and urban form hierarchy will be encouraged to strengthen district and neighborhood identities within both residential and non-residential areas. Preservation of the historic portion of the community will be achieved through renovation and adaptive reuse of buildings. New developments will complement the existing urban fabric by emphasizing a harmonious building and site interface and using streetscape treatments as transitional elements between commercial and residential areas. This aim of ensuring proper visual and land use transitions from one district to another will also be pursued regarding renovation and infill development. The City will preserve neighborhood character through applying standards such as the *Infill Residential Design Guidelines* and the *Old Towne Design Standards*. These guidelines require and guide the design of new development projects so they adhere to the existing neighborhood character.

Even though the intent of the land use designations is to place complementary uses and features adjacent to one another, the nature and sequence of development will sometimes allow conflicting or inconsistent uses to abut each other. To address such situations, the City will revise existing design and development guidelines to improve the relationship of buildings to one another, to open spaces, and to the public realm. Because the City's most effective current guidelines focus solely on new development in residential neighborhoods or the Old Towne Historic District, revisions to the guidelines for commercial districts are needed to address design and scale issues apparent in transitional areas where commercial corridors abut residential uses. By requiring buffer zones or encouraging thoughtful, quality design at these thresholds, the City will harmonize visually incompatible land uses.

### **Activity Nodes**

Key activity nodes in Orange include Old Towne Orange and major commercial, civic, entertainment, or employment centers such as The Village at Orange, The Block at Orange, South Main, Town and Country, and El Modena. To enhance urban form, the City will assess and identify design elements that distinguish activity nodes from one another, and will improve and maintain architectural and landscape details, site layout, and land uses. The City will also identify elements that hinder activity in less vibrant commercial areas, and will improve the visual appeal and access of these locations. To minimize any unsightly view of utility lines, the City will encourage utility lines to be placed underground or relocated away from the arterial street frontage for new



The Block at Orange serves as an activity center with commercial and retail features that attract regional and local residents.



infill developments, and will work with local utility providers to identify and move unsightly overhead utility lines underground.

### Urban Linkages

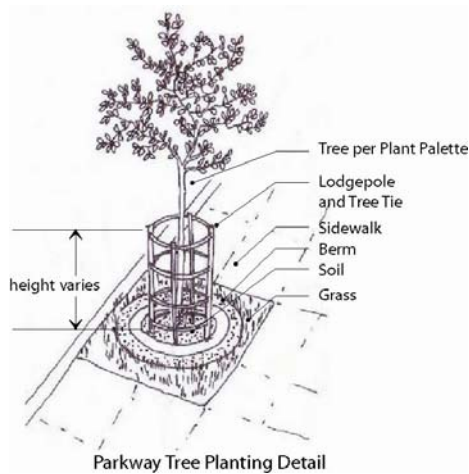
Residents of Orange will use streets, sidewalks, bike paths, and trails to connect from various destinations throughout the City. Orange will be well-connected through aesthetically pleasing and safe multi-modal routes on which to walk, bike, and drive. The City recognizes Old Towne as the center of public and civic life in Orange. The City will use the network of connections in Old Towne as a model for developing connections between commercial, recreational, and residential areas in other parts of Orange. Street amenities such as landscaping and street lighting will guide pedestrians and drivers.



Santiago Creek Trail provides bike paths and pedestrian linkages to other green spaces such as Hart Park.

Commercial and retail developments will enhance street life through people-oriented architectural features and quality building design. The City will update the Zoning Code to encourage features that buffer street activity and pedestrians from automobile traffic by providing both distance and substantial landscaping. Within mixed-use areas and other commercial districts, the City will employ pedestrian-friendly amenities such as enhanced crosswalk areas, lighting, benches, and trash receptacles to create a safer, more inviting, and more walkable environment.

### Street Trees



Orange's Street Tree Master Plan provides a community-approved plant palette and planting details.

Trees are an important component of Orange's urban landscape. They can create a pleasant environment in which to drive and walk, and they can buffer sounds and obscure unsightly blank walls. To harmonize and beautify streets with community-approved trees and tree layouts, the City of Orange implements its *Street Tree Master Plan*. The master plan quantifies existing trees and points out those determined undesirable by the community.

Unorganized and neglected street trees can detract from the streetscape. Additionally, not all trees are ideal for street use. Some trees can create hazards when their roots cause damage to underground water or wastewater pipes, or uplift pavements and sidewalks. The *Street Tree Master Plan* takes these and other precautions into consideration to recommend reliable and attractive trees. The master plan includes a municipal ordinance and a street tree inventory, which lists and describes acceptable trees and planting areas within the City's road right-of-way. Approximately 80 different species have been approved to be planted in Orange. The ordinance





and inventory recommend trees for various areas and arterials within the City in order to preserve and enhance Orange's unique commercial corridors and neighborhoods.

### **Urban Green Zones**

Urban green zones are constructed green spaces within the urban boundaries of the City, and may consist of such varied features as parkways along sidewalks and trails, neighborhood or pocket parks, plazas and public spaces, landscaped medians, and street trees and smaller plantings along local roads and abandoned railroad corridors. Such green spaces are often provided in activity zones to give shade, beautify streets with abundant vegetation, or function as plazas and valued public spaces, such as the Plaza in Old Towne. Urban green zones serve as destination points where pedestrians rest, residents gather, and visitors orient themselves within the City. Public plazas also provide space for cultural and social events. With attractive fountains, street furniture, and other amenities, public spaces can attract activity and enhance community vitality.



The Plaza Fountain in Old Towne Orange is an historical element that provides public open space for resting, water and “softscape” features that beautify, and serves as a destination point for visitors.

The built-out, urban character of Orange makes the creation and preservation of urban green zones a priority. The City will incorporate natural resources into the urban fabric through the designation of urban green zones, as shown on the Urban Design Plan (Figure UD-1).



New mixed-use centers and major commercial and office centers can incorporate public spaces where Orange residents, from youths to seniors, can relax and recreate. These green zones will complement the built-out City while providing respite and relief from the urban fabric through landscaping and vegetation. The City will provide incentives to developers who incorporate user-friendly, publicly-accessible urban green space into mixed-use, residential, and commercial developments. These green spaces should be easily accessible and inviting, both physically and visually. They should be well-integrated with street activity and designed to prevent dead or isolated spaces. Specially designed layouts of plants and trees will provide visual and sound buffers from the built environment, while providing smooth transitions between land uses. Urban green zones will also be encouraged along abandoned rail corridors and along waterways (rivers, creeks, and channels) to link trails and to integrate linear parks within urban settings.

Sidewalk improvements such as multiple walkways, landscape and hardscape embellishments, provision of adequate bicycle and pedestrian linkages between activity nodes, and establishment of design standards that recognize the role of buildings and the built environment in promoting street life are important steps to achieving these objectives. Improving pedestrian comfort will also require addressing needs of transit riders by embellishing transit stops with shelters and benches, signs, route maps, and schedules.

### **Viewsheds**

A viewshed is the space that is readily visible from the public areas of a city. Obviously, it is desirable that the views provided be inviting, meaningful, or even scenic. Orange contains both built and natural environments that convey identity and that should be easily seen by residents and visitors.

Within the built environment, the City addresses viewshed issues by trying to reduce unsightly features and introduce or enhance features that make views more meaningful and inviting. Accordingly, the City will encourage coherent, well-designed signs within commercial corridors, employing design elements that tie into the history of the City, or character or function of the particular district where possible. These physical alterations will, in turn, enhance local community identity and sense of distinctiveness. Banners mounted on street lights will communicate ongoing City-sponsored activities and encourage public involvement. Appropriately scaled signs, designated walkways for pedestrians, and continuous façades will also enhance the image of the City.

The City requires that utilities for new development be placed underground, hiding unsightly overhead utility lines. The City will also consider adopting an ordinance requiring that existing overhead utility lines be placed underground in accordance with the City's Utility Undergrounding Master Plan. Benefits would include a safer and more attractive pedestrian environment once utility poles are removed from sidewalks. Business improvement programs will provide funding for maintenance and renovations, and redevelopment plans for the Orange Merged and Amended Redevelopment Project Area will be consistent with approved design standards for the area.

Preserving public access to views of the natural environment is a topic discussed at length in the Natural Resources Element. The eastern portion of Orange's planning area is rich with natural aesthetic resources, including canyons, a lake, creeks, ridgelines, and expanses of public green space. Both City trails and privately-maintained community trails link neighborhoods and provide



east-to-west connections within the City. Trails and viewsheds provide visual and psychological respite and spaces for recreation. Preserving valued physical features of open spaces within the City requires adherence to hillside development requirements and conservation laws. For more detailed discussion on landscape and viewshed corridors, please refer to the Natural Resources Element.

## **Defining District and Neighborhood Identity**

Orange consists of many distinct commercial, office, mixed-use, industrial, and residential neighborhoods that all contribute to the City's identity. Establishing or fostering neighborhood-based district identity requires making sure that each of the City's commercial and mixed-use districts are distinctive, but contribute to a cohesive community environment.

### **Commercial and Office Districts**

Connectivity is a challenge within commercial areas. The two connectivity issues are: (1) easy access from one commercial building to another; and (2) connections from commercial buildings to the adjacent residential areas. As each parcel along the commercial strips was developed, automobile access was resolved one parcel at a time. As a result, today one is unable to easily walk from one building to another, or to drive one's car from one building to another without having to exit the property and use the street. Most of the commercial strips abut residential areas. However, connecting residential areas with retail centers was not a community priority at the time the centers were developed.

The office areas throughout Orange, especially the South Main Street district, the areas adjacent to the hospitals, and the Town and Country area, are areas in transition. Currently, many of the facilities aim to meet the needs of those approaching by automobile, with little regard for the pedestrian, despite the convenient mix of uses and services within easy walking distance of major facilities. For example, the area near Children's Hospital of Orange County contains very large institutional buildings on a campus that has expanded many times over the years. The result is very large buildings that come right up to the property line and sidewalk with virtually no pedestrian amenities. Other office towers are set back from the street to provide limited parking in front of the building, with no consideration for human scale design.

The interface between residential and commercial and office areas in Orange presents special challenges. Potential conflicts exist between redevelopment of the City's commercial and office corridors by encouraging higher-intensity infill projects, and maintenance of the privacy and seclusion offered by many of the City's residential neighborhoods. This interface issue is particularly apparent in the Katella Avenue corridor and the South Main Street corridor, where land use policy recommends both intensification of commercial land use and integration of mixed-use residential and commercial uses. Through updates to the City's various design guidelines to specifically address this issue, the City will encourage pedestrian and visual connections to adjacent neighborhoods and context-sensitive design of new commercial projects.





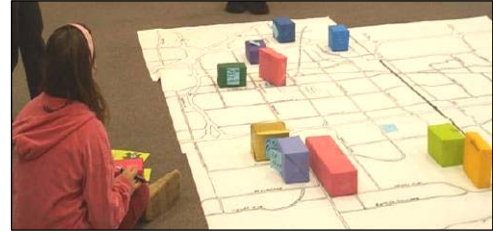
### Mixed-Use Activity Centers

Mixed-use is a planning concept that recognizes the value of mixing complementary land uses within proximity of each other. Blending various types of land uses either vertically or horizontally, and co-housing diverse uses in the same building or adjacent buildings creates vitality, encourages around-the-clock activity, and brings residents to retail shops and amenities located within walking distance of their homes or offices.

Mixed-use is not a modern phenomenon, but a tested and accepted concept commonly found in older downtowns and urban cores. Though our current reliance on automobiles has resulted in heavy emphasis on drivers and the car, mixed-use design allows the City to create places for people, accommodating both the driver and the pedestrian.

Mixed-use offers distinct physical characteristics that result in vibrant, pedestrian-friendly environments. Street-oriented stores and compact site designs attract activities and encourage walking, especially when these design features are accompanied by an enhanced environment characterized by pronounced entryways, textured exterior materials, display windows, and outdoor eating areas. Building designs often employ both horizontal and vertical components that break up the building mass. Street amenities, such as benches, street trees and landscaping, trash receptacles, human-scaled lighting, surface treatments, and public art often accompany mixed-use environments. Public or civic uses are desirable as a component, if not the centerpiece, of larger mixed-use projects or districts. These uses emphasize civic responsibility and recall a former time when the post office, city hall, or library was the center of public life.

Mixed-use emphasizes the need to blend parking structures seamlessly into the built fabric. To achieve this, parking entrances should be designed to match the architectural scale and style of surrounding building façades. Surface parking should be abundantly landscaped and pedestrian paths should be well defined from building entrances to parking spaces.



Visioning games helped youth participants visualize and convey urban design ideas for the City.



Example of a mixed use center incorporating parking within the site to maintain a pedestrian oriented street environment



Neighborhood mixed-use mixes residential and commercial uses that cater to local clientele.



Lower-density neighborhood mixed-use and well-designed streetscapes and street furniture will provide human-scaled developments.



On a grander scale, mixed-use corridors aim to connect activity nodes. They orient pedestrians and drivers by communicating place-specific information through clear signage that informs, through promenades of trees that guide, and through landmarks that steer people to their destinations.

Potential desirable results of developing mixed-use activity centers include context-sensitive building scale and design, a higher intensity of use, and increased pedestrian facilities. These results are not automatic, however. They will be more likely where designs include architectural references to local history and local culture, and where public programs and specific uses arise as a result of input from residents of all ages and backgrounds.

**Mixed-Use Districts**

Mixed-use areas need not appear either “generic” or radically different from Orange’s existing built environment. Orange will provide a range of mixed-use areas, including lower scale projects that complement historic areas or residential neighborhoods, projects with contemporary style, eclectic projects, and projects that are quintessentially “urban.”



Old Towne areas previously designated for light industrial use will be rehabilitated to house mixed-use or residential development while preserving the exterior historic character of the building.

The Land Use Element identifies several types of mixed-use. Four neighborhood scale mixed-use categories are established, including two categories to be used exclusively in Old Towne Orange. Lower densities are encouraged where mixed-use development abuts established single-family residential areas, such as along portions of West Katella Avenue. Higher densities are encouraged within established, higher-intensity commercial and institutional corridors, such as South Main Street, and within planned, transit-oriented development districts, such as the Santa Fe Depot area. An urban mixed-use category is also introduced for portions of Uptown Orange, The Block at Orange, the Promenade on West Katella, and the Town and Country Road corridor. The neighborhood-serving mixed-use areas will include a mix of residential and commercial uses that will provide amenities for local residents and workers. Urban mixed-use zones will serve as regional centers for entertainment, office, and commercial uses, as well as providing needed housing for the area.

Each location will require different architectural styles, densities, and approaches to mixed-use. However, all will gradually incorporate a mix of residential and commercial uses with street-oriented buildings and will emphasize streetscape improvements. Residents will benefit from proximity to retail and commercial stores, and businesses will gain more customers because of improved visibility, better accessibility, and more welcoming designs.



A mix of commercial and residential uses in compact development creates a walkable and vibrant environment.

### ***Neighborhood Mixed-Use Districts***

Neighborhood mixed-use areas include East Katella Avenue between Glassell Street and California Street, and South Main Street between Almond Avenue and La Veta Avenue.

These areas will accommodate commercial uses with residential units on the upper floors, featuring vertical setbacks and improved store recognition. The City will consider undertaking a streetscape program to improve the appearance of East Katella Avenue and South Main Street, which will form the spines of the City's mixed-use neighborhoods. User-friendly bus stops will accompany other pedestrian-scaled street furnishing.

For East Katella Avenue, the City will encourage more compact, intensely developed designs at these locations, and may require a decrease in height and/or massing as these developments abut single-family residential areas. Strip malls located along East Katella Avenue will gradually incorporate mixed-use elements. Public safety will be improved with streetscape improvements and landscaping. Residential neighborhoods will be buffered from traffic through use of landscaping, attractive walls, and fences.

### ***Old Towne Mixed-Use Districts***

Old Towne, including the Santa Fe Depot area, will continue to function as a lower density mixed-use and residential area. Future emphasis will be placed upon adaptive reuse of industrial structures surrounding the Santa Fe Depot and rail corridor as potential Transit Oriented Development projects, consistent with recommendations of the *Santa Fe Depot Specific Plan*. Adaptive reuse is a preservation concept that allows older buildings to be adapted to new uses while preserving the exterior historic character of the building. Old Towne areas previously designated for light industrial use will be rehabilitated to house mixed-use or residential development, and they will be designed to minimize impacts from adjacent industrial uses and rail activity. Continued application of the *Old Towne Design Standards* and use of cultural and historical design cues will preserve Old Towne's unique character.

### ***Urban Mixed-Use Districts***

The City's most intense future residential and commercial uses will occur in the areas located west of the Santa Ana River in Uptown Orange, including The Block at Orange, County Facilities, University of California Irvine Medical Center, and West Chapman Avenue, as well as the Town and Country Road and Katella Avenue corridors. Streets within these areas will be lined with streetlights and banners announcing civic events held in the City, and will be bustling with outdoor seating at restaurants and stores.



Urban mixed-use areas within the City will provide a dynamic mix of open plazas for al fresco dining, shopping, and entertainment along with residential uses.





Most of the West Chapman/Uptown Orange district, west of SR- 57 and Interstate 5 (I-5), will accommodate high-density, high-rise apartments or condominiums near or mixed with commercial retail uses and institutions. New mixed-use designations established in the Land Use Element will provide needed housing at intensities appropriate to the area.

The West Katella district will accommodate a mixture of commercial, entertainment, and residential uses. This vibrant area will include a variety of public spaces for outdoor eating and events. These spaces will be surrounded by shops and entertainment. The entire West Katella Avenue gateway corridor will be better connected visually to other major arterial roads by a promenade of street trees and by consistent, attractive signage. Dynamic developments will locate parking behind or away from the street front, further enhancing the gateway corridor. The City will also work to improve bus stop amenities along the street.



**Industrial Districts**

Industrial areas in Orange add to the diverse economic base of the City. In the future, Orange’s industrial area will be exclusively clustered within the central western portion of the City, as industrial uses located in Old Towne transition to more exclusively residential, commercial, and office uses.

The City’s industrial areas combine a mix of heavy industrial, light industrial, commercial, and office uses, and serve as buffer zones between intense commercial developments and residential neighborhoods. Industrial and office buildings are often boxy and nondescript, but their appearance can be improved by clear signage and landscaped street fronts, as advocated by the City to improve the image of local businesses. Building designs should integrate public spaces for employees, should incorporate parking away from the main access street, and should improve public safety through lighting, landscaping, and other amenities and features that promote actively used spaces and natural surveillance. Aside from traditional industrial uses, the industrial areas also provide an opportunity to expand and connect open spaces for buffering and for recreational purposes along rail corridors and the Santa Ana River trail.



Clear signage provides information to drivers. Landscaped parkways soften the appearance of industrial areas.



## Old Towne Orange Historic District



Harmonized, yet varied architecture and intricate details result in the charming and interesting environment of Old Towne Orange.

The City's most recognized and best documented neighborhood is the Old Towne Orange Historic District. The District is the largest concentration of historic buildings in California. The commercial buildings date from the 1880s through the 1920s and exhibit a rich variety of styles and architectural detail. At one point in 1928, the City of Orange Planning Commission proposed that the entire commercial area be remodeled in the then-popular Mission Revival style. Only the first block of East Chapman was completed with red tile roofs and stucco arches.

The District consists of four distinct component areas: the Plaza Historic District, the Downtown Core, the Spoke Streets, and the Residential Quadrants. Each of these components will be preserved to maintain Old Towne's identity as a unique historic downtown for the City as well as the County of Orange. The entire area is regulated by the *Historic Preservation*

*Design Standards for Old Towne*, last updated in 1995. The Standards set forth special processing requirements and detailed architectural standards to better ensure the long-term enhancement and preservation of the District's architectural resources and context. City development approval processes allow for the careful evaluation of projects, including their relationship to the rest of the District, the rhythm and pattern of buildings on the street, and the height, scale, massing, textures, materials, and colors of buildings. Other design criteria include landscaping, signage, and overall design quality.

To maintain the vibrant, dynamic central core, the City will apply the design guidelines to renovations and maintain the existing design character of commercial buildings with brick facades, ornamental cornices, decorative awnings, and enhanced fenestration. Additionally, development up to the lot lines will be encouraged to preserve this area's small-town downtown character. In areas where land uses of differing intensity meet, buffers, landscaping, and building height step-backs will be employed to ensure optimal conditions for both commercial and residential activities.



Awnings at street fronts, pavers on sidewalks, and brick facades create a colorful and interesting street elevation, and outdoor dining provides opportunities for people-watching.

Several streets serve as transitional areas between Old Towne and surrounding residential or commercial neighborhoods. The main design goal for Old Towne streets is to improve the aesthetic value of properties that front these streets: North Glassell Street from Maple Avenue to Walnut Avenue, South Glassell Street from Almond Avenue to the Garden Grove Freeway (SR-22), East Chapman Avenue from Grand Street to Cambridge Street, and West Chapman Avenue from Lemon Street to Batavia Street. To create a gradual transition on these streets from Old Towne's historic small-scale development to the more contemporary, and in some cases more intense,



development in surrounding areas will generally require less intense land uses and strict adherence to historical references.

In residential portions of Old Towne, the City will protect the predominantly single-family character of neighborhoods, enhance the quality of Old Towne Orange’s residential areas, and ensure that infill developments are compatible with existing neighborhood scale and appearance. In addition, as detailed in the Land Use Element, residential densities permitted throughout Old Towne are generally low, in order to maintain historic integrity, and to reduce the likelihood of higher density infill projects that are incompatible with neighborhood character.

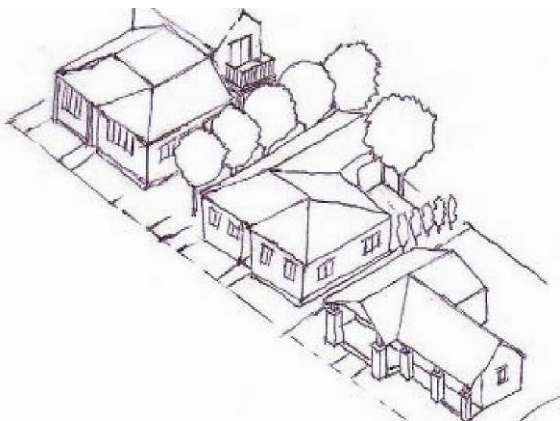
## ENCOURAGING APPROPRIATE INFILL DEVELOPMENT AND RENOVATIONS

Orange developed over many decades, as indicated in the City’s wide variety of distinctive neighborhoods, each of which reflects the thinking about urban form and neighborhood structure that was current at the time of their creation. These design values range from the tight cohesiveness of the Old Towne residential neighborhood to the equestrian estates found in the Orange Park Acres community. This variety is also evident in a large number of the City’s suburban residential tracts.



Preserving neighborhood character and property values are key objectives of the City’s *Infill Residential Design Guidelines*.

Like the commercial areas, residential neighborhoods offer a diverse range of eclectic styles and densities that cater to a full range of residential needs. Successful maintenance of the City’s varied residential areas allows the Urban Design Element to focus on enhancement of the City’s commercial corridors. Ultimately, successful integration of the residential areas with the commercial corridors will be a critical factor for the quality of life in Orange.



Orange’s Infill Residential Guidelines encourage infill development to:

- Follow the existing scale and pattern of the neighborhood.
- Match or complement the existing architectural fabric.
- Preserve existing topography.
- Preserve privacy of neighbors.
- Minimize prominence of accessory features from street elevation.

Orange’s *Infill Residential Design Guidelines* aim to preserve neighborhood character and property values, maintain streetscape integrity, continue existing urban form, and encourage sensitivity to topography. Small-scale subdivisions, single-family units, accessory units, additions, and





transitions between single-family to multi-family residential units are subject to the requirements established in the *Guidelines*. Design elements addressed in the *Guidelines* include site planning, building scale, architectural considerations, topography and natural features, and accessory features that achieve gradual transition between new and existing development.

The City will continue to support new developments and renovations that promote preservation or are well-integrated into existing architectural styles and the prevalent character of each neighborhood.

## **URBAN DESIGN IMPLEMENTATION**

The goals, policies, and plans identified in this Element are implemented through a variety of City plans, ordinances, development requirements, capital improvements, and ongoing collaboration with regional agencies and neighboring jurisdictions. Specific implementation measures for this Element are contained in the General Plan Appendix.

