

3. Development Concept

Introduction

The purpose of the Moran Street Specific Plan is to generate momentum and provide comprehensive direction for future improvements to the Specific Plan area. This Chapter describes the type and character of development the City of Westminster envisions for the project area.

The Specific Plan seeks to encourage lot consolidation and comprehensive planning for cohesive and efficient use of land. The development of the site will be guided by this Specific Plan to ensure that development will take place in an orderly fashion. The number of property owners and their disparate interests could inhibit the creation of a unified place without careful management by the City. The Specific Plan, therefore, requires that development plans submitted to the City for approvals must demonstrate, amongst other requirements, that the proposed project helps to achieve the objectives and design principles outlined in this Specific Plan.



The Moran Street Specific Plan aims to create a place for people to gather, play, and shop.





Outdoor spaces with amenities such as benches and landscaping help create vibrant places.



Appropriately scaled buildings, attractive storefronts, and wide walkways improve the pedestrian environment.

Design Principles

The primary goal of the Specific Plan is to establish the framework that will permit the orderly transformation of the project site into a unique and vibrant mixed-use district that provides places for people to live, shop, work, play, and gather in the heart of Little Saigon. Through collaboration with the City, property owners, and the existing community surrounding the Specific Plan area, the following design principles have been established to reinforce this goal.

Create vibrant public places. The placement of buildings can help transform outdoor spaces (streets, sidewalks, plazas, and paseos) into comfortable and memorable places.

Design buildings at a human scale. Interesting building forms and facades can positively influence the pedestrian experience and help in generating pedestrian activity and increasing a sense of security.

Create distinctive streets. Prominent street trees, attractive landscaping, decorative lighting, and pedestrian scale amenities help to establish quality neighborhoods.

Enhance pedestrian connectivity. Convenient and comfortable pedestrian paseos connecting residential, commercial, and open space uses improves pedestrian, as well as vehicular circulation.

Reduce the visual impact of parking. Parking lots and parking structures hidden behind buildings or articulated building facades emphasizes the importance of the pedestrian.

Incorporate sustainable design practices. The daylighting of buildings, the use of energy efficient appliances, and incorporating permeable surfaces are some of the ways to reduce energy demand and promote resource conservation.

Planning Areas

The Moran Street Specific Plan is divided into five planning areas based on the location of uses and potential impacts of development within the site (see Figure 3.1). The planning areas also allow for customized development standards and guidelines. This approach enables the Moran Street Specific Plan to create unique areas within the project, while ensuring compatibility with uses adjacent to the site.

The boundaries of the planning areas are approximate and generally follow streets and property lines. It should be recognized that the planning area boundaries are not absolute - as development concepts come in, they may overlap the planning area boundaries. Per Chapter 6 minor changes in boundary alignment and location are permissible with approval by the Community Development Director. However, the intended character of each Planning Area must be maintained.

This section describes the type and character of development envisioned for each Planning Area, in addition to any special opportunities or constraints that must be considered to ensure future development is complementary to adjacent development.

Planning Area A: Asian Garden Mall

Planning Area A is envisioned as the primary retail and entertainment destination in the Specific Plan area centered around the existing Asian Garden Mall. Planning Area A is approximately 4.8 acres and is located at the western edge of the Specific Plan area.

Asian Garden Mall occupies the north half of the planning area with an existing one-way private drive, referred to as Asian Garden Mall Drive, located on its east side. Asian Garden Mall Drive will become an attractive and lively street with expanded pedestrian sidewalks on both sides providing space for distinctive lighting, enhanced landscaping, benches, kiosk spaces, and other pedestrian amenities. As new development occurs buildings will be required to be placed adjacent to, and oriented toward, the street to create areas of pedestrian activity. The eastern facade of the Asian Garden Mall may be retrofitted to provide direct pedestrian access to mall shops from the street. Installation of new doors and windows will provide increased pedestrian activity along Asian Garden Mall Drive. Additional design details for Asian Garden Mall Drive can be found later in this Chapter as well as in Chapter 4, *Development Standards*.



Asian Garden Mall is a bustling retail center in Little Saigon.



Kiosks along Asian Garden Mall drive can complement the mall's retail shops.



A wide sidewalk allows for amenities such as bike racks and landscaping while still providing ample room for pedestrians.

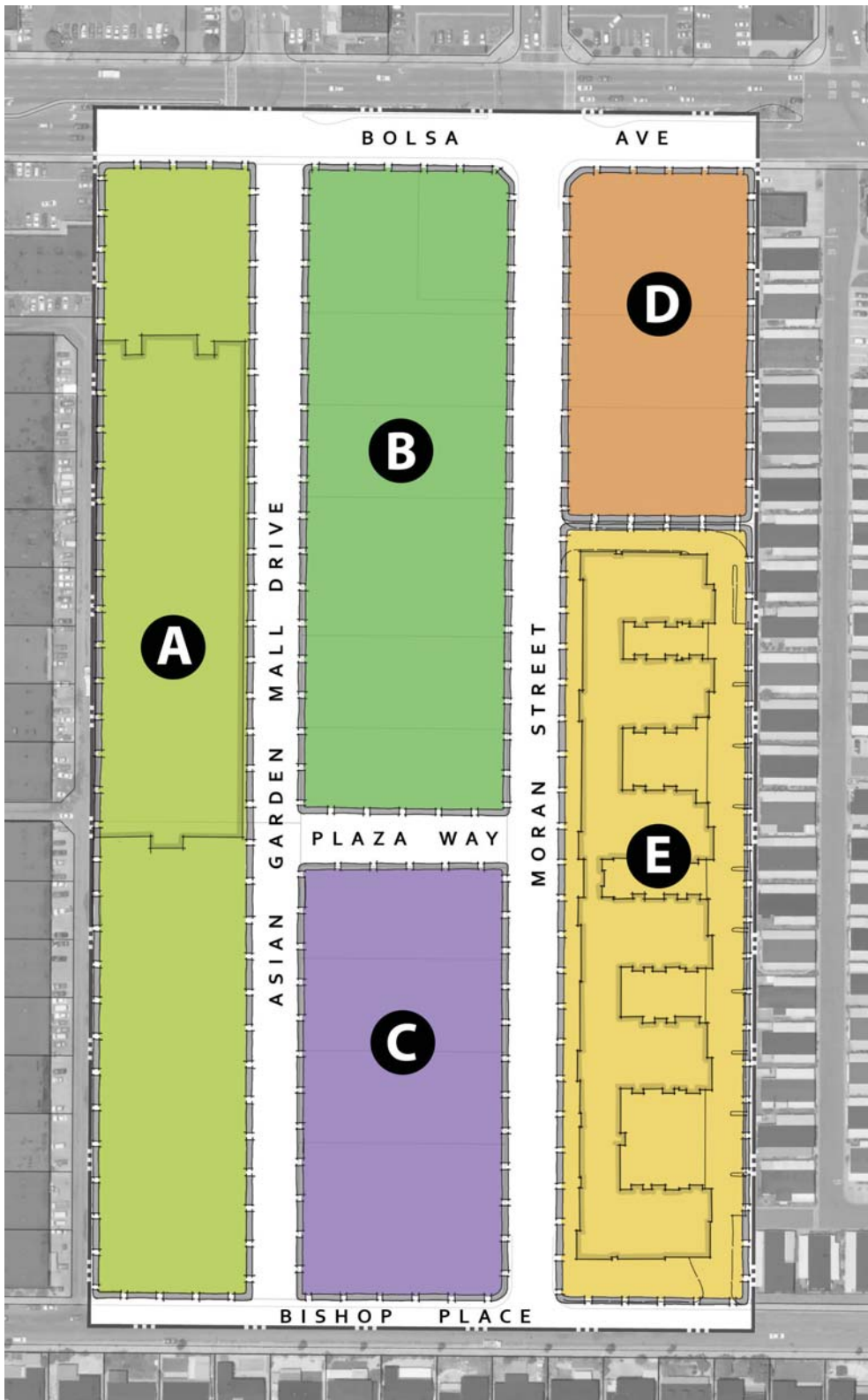
ASIAN GARDEN MALL PLAZA

Asian Garden Mall Plaza is envisioned as a 0.6 acre public open space located north of Asian Garden Mall, replacing the surface parking lot located between the Mall and Bolsa Avenue. The Plaza is envisioned to be the central public gathering space for the Moran Street Specific Plan area and be a focal point for activity. The plaza will be designed to provide areas for outdoor seating and special events, fostering social gathering. The design of outdoor furniture, landscaping, wayfinding signs, lighting, special paving, and artwork should be coordinated with the theme of adjacent development to create a unique and memorable place in Little Saigon.

ASIAN GARDEN MALL DRIVE

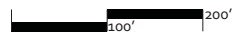
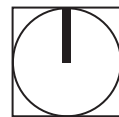
The streetscene for Asian Garden Mall Drive is envisioned to be a lively, pedestrian-oriented space with wide sidewalks and mechanisms to limit car access during special events or activities. The drawing below provides a conceptual illustration of Asian Garden Mall Drive as envisioned by the Specific Plan. Pages 3-13 and 4-7 of this document provide additional information and development standards regulating the design of Asian Garden Mall Drive.

Figure 3.1 Planning Areas



LEGEND

- A** Asian Garden Mall
- B** Moran St. North
- C** Moran St. South
- D** Moran St. East
- E** Saigon Villas





Parking should meet the needs of the community and be well concealed by interesting facades.



Gateway design elements will help welcome visitors into the project area.



Paseos and cut-throughs provide important pedestrian linkages within the project area.

FUTURE PARKING STRUCTURE

Due to the success of the Asian Garden Mall and the demand for additional parking, the construction of a parking structure is being considered to replace the surface parking lot behind the Asian Garden Mall to offset some of the area's parking needs.

To accommodate the increase in development throughout the Specific Plan, the Specific Plan envisions that a new parking structure will be constructed to the south of Asian Garden Mall.

Overall, most businesses and properties in the study area are located within a 1,500 foot radius of the parking lot behind the Asian Garden mall, further supporting the site as a logical location for a new parking structure, that may also be used by other non-residential uses in the Specific Plan area. This approach, called "shared parking" would require coordination with property owners and the City to ensure that it is effectively managed and monitored.

Depending on the number and locations of businesses that may possibly utilize spaces in the parking structure, it is encouraged that smaller concentrations of parking spaces be provided in close proximity to those businesses (near Moran Street and Bolsa Avenue, for example).

If a parking structure is constructed behind the Asian Garden Mall, it is important to create attractive, safe pedestrian paths between it and the surrounding uses. To minimize pedestrian conflicts in between the Asian Garden Mall and the proposed parking structure, a pedestrian plaza transitioning between the two uses is also encouraged.

Planning Area B: Moran Street (North of Plaza Way)

Planning Area B is a transitional area between the retail and entertainment uses in Planning Area A and the residential uses in Planning Area E. It is envisioned to include a hotel and a mix of residential and retail uses. Buildings should be placed adjacent to, and oriented toward, the street. Planning Area B is approximately 3.6 acres and is located in the northern half of the Specific Plan area.

The street corners where Bolsa Avenue intersects Asian Garden Mall Drive and Moran Street function as the primary gateways into the Specific Plan area. Buildings in Planning Area B located at these two corners should be given careful design consideration.

Future development in Planning Area B will be required to be placed adjacent to, and oriented toward, the east side of Asian Garden Mall Drive. Special coordination efforts between the property owners and City will be necessary to ensure a smooth and equitable planning process.

An existing two-way private drive, referred to as Plaza Way, is located on the planning area's southern edge. Plaza Way includes perpendicular parking on both sides and provides an important vehicular and pedestrian connection

from Moran Street to Asian Garden Mall Drive. Plaza Way will have expanded pedestrian sidewalks on both sides providing space for distinctive lighting, enhanced landscaping, and street trees. As new development occurs buildings should be placed adjacent to, and oriented toward, Plaza Way. Additional design details for Plaza Way can be found later in this Chapter.

Paseos providing east-west pedestrian connections between Moran Street and Asian Garden Mall Drive are required to improve overall pedestrian circulation in the Specific Plan area.

Planning Area C: Moran Street (South of Plaza Way)

Planning Area C is a transitional area between the retail and entertainment uses in Planning Area A and the residential uses in Planning Area E. It is envisioned to include a mix of retail and residential uses in mixed-use buildings, placed adjacent to, and oriented toward, the streets that surround it. Planning Area C is approximately 2.4 acres and is located in the southern half of the Specific Plan area.

Future development in Planning Area C will be required to be placed adjacent to, and oriented toward, the south side of Plaza Way. Special coordination efforts between the property owners and City will be necessary to ensure a smooth and equitable planning process.

Paseos providing east-west pedestrian connections between Moran Street and Asian Garden Mall Drive are required to improve overall pedestrian circulation in the Specific Plan area.

Planning Area D: Moran Street (South of Bolsa Avenue)

Planning Area D is envisioned to include a mix of retail and office uses with buildings placed adjacent to, and oriented toward Moran Street. Planning Area D is approximately 1.8 acres and is located in the northeast corner of the Specific Plan area. The street corner of Bolsa Avenue and Moran Street functions as a primary gateway into the Specific Plan area. Buildings in Planning Area D located at this corner should be given careful design consideration.

Planning Area E: Saigon Villas

Planning Area E is approximately 4.0 acres and is located in the southeast corner of the Specific Plan area. Saigon Villas is a 4 1/2 story 144 unit multigenerational living residential development. In addition to the parking required for the residential units, the Saigon Villas project provides approximately 322 additional parking spaces that are intended to support the adjacent commercial uses. The conceptual development plan assumes the surplus parking provided by Saigon Villas will be used by retail and office uses in other planning areas. This approach will require coordination between property owners and the City to ensure that adequate parking is provided for all uses in the Specific Plan area.



Iconic structures such as an arch can help identify the site to visitors and invoke a sense of arrival at the intersection of Bolsa Avenue and Moran Street.



The Saigon Villas multigenerational residential development provides residents with nearby access to shopping.



Paseos provide convenient pedestrian access within the Specific Plan area.

Circulation Plan

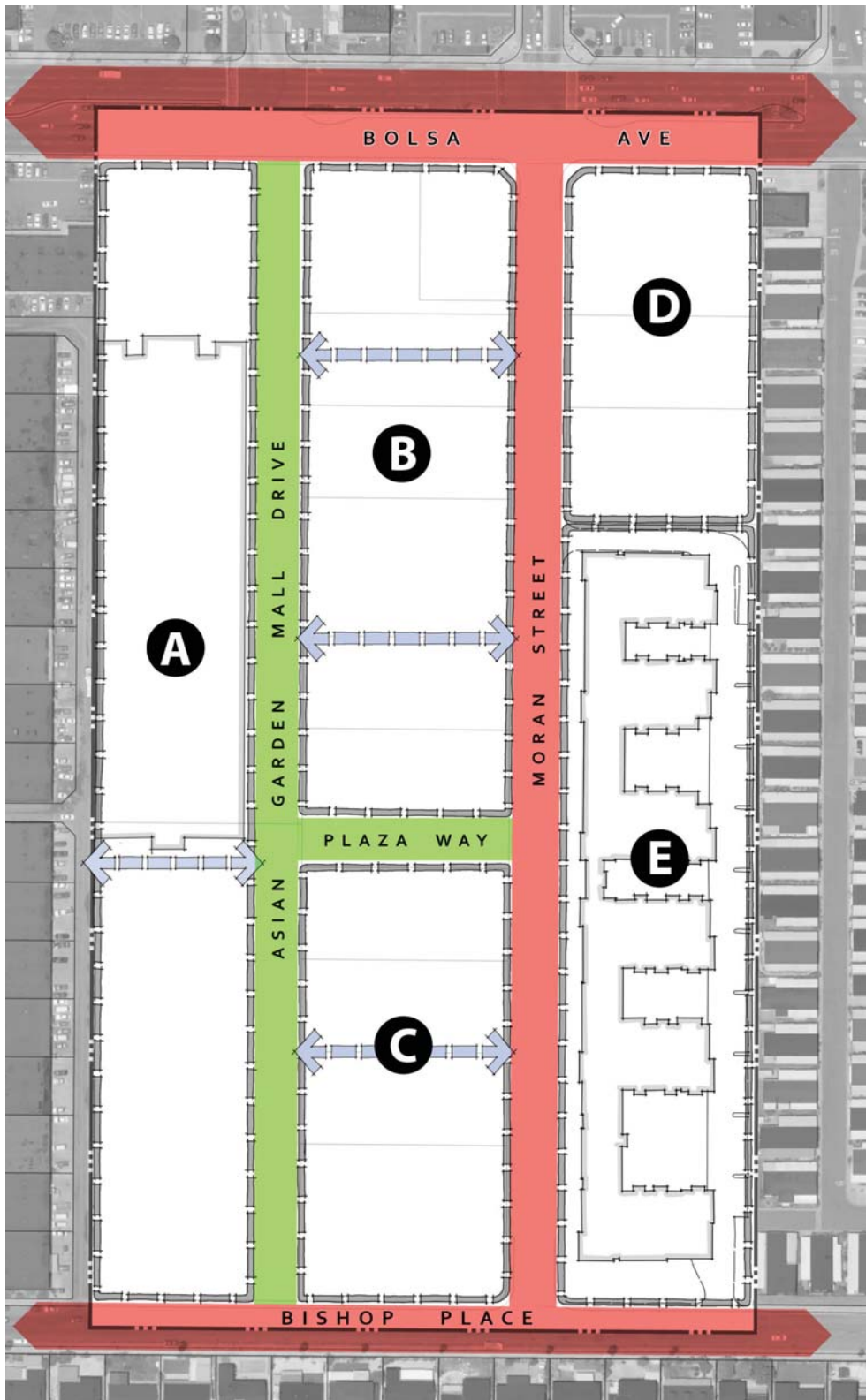
Achieving the objectives of the Moran Street Specific plan will require improvements to the existing pedestrian and vehicular circulation system. Circulation improvements are provided to ensure that streets and blocks are designed and built to improve connectivity, create safe and attractive streetscape environments, and to encourage walking. The Circulation Plan (Figure 3.2) delineates the public and private streets in the Specific Plan area and shows conceptual locations for pedestrian paseos. A summary of proposed vehicular and pedestrian improvements are provided in this section.

All streets shall comply with the Americans with Disabilities Act (ADA) regulations and Orange County Fire Authority (OCFA) standards. Private streets will be maintained by the property owner or through a property owner's association.



Existing bicycle parking at the project site is in high demand (above, left). Additional bicycle parking should be integrated into the development of future projects and should be decorative (above, right). This can be achieved through bicycle parking in a singular location, or in several different locations dispersed throughout the project area.

Figure 3.2 Circulation Plan



LEGEND

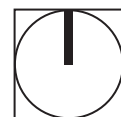
- Public Street
- Private Street
- Conceptual Locations for Pedestrian Access

NOTE:

If improvements are made to the Asian Garden Mall Drive and Plaza Way, the intersections of Asian Garden Mall Drive at Bolsa Avenue and Bishop Street, and Moran Street at Plaza Way should be constructed as full intersections (not driveway approaches).

Since Plaza Way and the Asian Garden Mall Drive are private streets, no closures are permitted in these areas without a special event permit from the City.

Specific locations of pedestrian access points will be determined on a case-by-case basis as individual development proposals are brought forward to the City for consideration.





Existing Moran Street streetscape.



Sidewalks on Moran Street should be wide enough to allow for uninterrupted pedestrian movement.



Enhanced intersections with special pavement or corner treatments should be used.

Public Streets

Public streets located in the Specific Plan include Moran Street, Bolsa Avenue, and Bishop Place. A summary of proposed vehicular and pedestrian improvements to these public streets are provided below.

MORAN STREET

Moran Street is envisioned as a two-lane street with an expanded area adjacent to the curb to provide space for street trees, decorative street lighting, wide sidewalks, and landscaping. The street consists of two travel lanes and on-street parallel parking. The General Plan Circulation Element classifies Moran Street as a commuter roadway.

On the west side of Moran Street a 4-foot wide area adjacent to the curb provides space for tree wells, street lighting, and landscape pockets. Adjacent to the 4-foot buffer is a 6-foot wide sidewalk that will allow for uninterrupted pedestrian movement. On the east side of Moran Street a 4-foot wide area adjacent to the curb provides space for street lighting and landscape pockets. Adjacent to the 4-foot buffer is a 6-foot wide sidewalk north of Saigon Villas and an existing 4-foot wide sidewalk in front of Saigon Villas.

Development standards for improvements in the vehicular zone and pedestrian zone for Moran Street are provided in Chapter 4. Guidelines for landscaping, lighting, and pedestrian amenities in the pedestrian zone are provided in Chapter 5.



Moran Street is envisioned to have an active streetscene with both vehicles and pedestrians. Landscaping and sidewalk amenities should be used along the street.

MORAN STREET: BEFORE AND AFTER



Existing streetscene of Moran Street looking northwest towards Plaza Way.



Street-level illustrative of Moran Street looking northwest towards Plaza Way.



Existing Bolsa Avenue streetscape.



Landscape pockets at the curb provide a visual buffer between pedestrians and automobiles.

BOLSA AVENUE

Bolsa Avenue is classified in the Westminster General Plan as a major arterial roadway and is designated as a truck route. The section of roadway adjacent to the Specific Plan area has 6 lanes of travel divided by a landscaped median. The Specific Plan does not propose any changes to the configuration of travel lanes along Bolsa Avenue. The Specific Plan does provide for an expanded area adjacent to the curb to provide space for street trees, decorative street lighting, wider sidewalks, and landscaping.

A 4-foot wide area adjacent to the curb provides space for tree wells, street lighting, and landscape pockets, and also functions as a buffer between pedestrians and automobiles. A 6-foot wide sidewalk will allow for uninterrupted pedestrian movement along Bolsa Avenue.

Development standards for improvements in the pedestrian zone for Bolsa Avenue are provided in Chapter 4. Guidelines for landscaping, lighting, and pedestrian amenities in the pedestrian zone are provided in Chapter 5.



Along Bolsa Avenue the Specific Plan provides for an expanded area adjacent to the curb to allow for street trees, decorative street lighting, wider sidewalks, and landscaping (see existing conditions picture top-right).

BISHOP PLACE

Bishop Place is classified in the General Plan as a commuter roadway with two travel lanes and on-street parallel parking. The Specific Plan provides for an area adjacent to the curb to provide space for street trees, street lighting, sidewalks, and landscaping.

A 4-foot wide area adjacent to the curb provides space for trees, street lighting, and landscape pockets and a 6-foot wide sidewalk will allow for pedestrian movement.

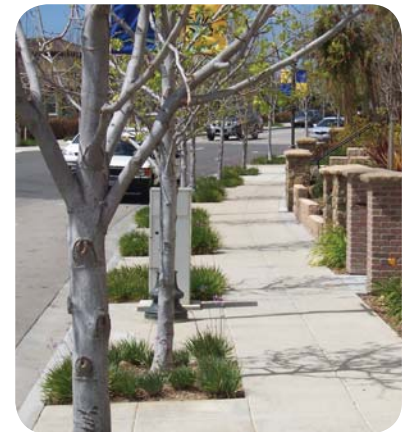
Development standards for improvements in the pedestrian zone for Bishop Place are provided in Chapter 4, *Development Standards*. Guidelines for landscaping, lighting, and pedestrian amenities in the pedestrian zone are provided in Chapter 5, *Design Guidelines*.



The streetscape adjacent to the Saigon Villas development along Bishop Avenue (shown above) is an example of how future streetscape improvements along Bishop Avenue can buffer existing single-family residences from new development.



Existing Bishop Place streetscape



Sidewalks should be wide enough to let pedestrians move easily by landscaping and other features.



Street trees help soften the appearance of on-street parking.



Large potted plants may be used to separate vehicular traffic from pedestrians.



Sidewalks should use distinctive materials such as stone pavers.



Pedestrians should have an unobstructed path to move freely.

Private Streets

Asian Garden Mall Drive and Plaza Way are located on private property. Since these two drive aisles are busy vehicular corridors and are located at the center of the Specific Plan area, they warrant special design direction. The private street classification of these two roads also means that no street closures are permitted in these areas without a special event permit from the City. For additional information regarding Asian Garden Mall Drive and Plaza Way, refer to pages 3-3 and 3-4 of this Chapter and Chapter 4, *Development Standards*.

ASIAN GARDEN MALL DRIVE

Asian Garden Mall Drive is envisioned as an attractive, lively, and pedestrian-oriented corridor with wide sidewalks, shade trees, distinctive lighting, benches, special paving, and landscaping. However, it will also provide efficient vehicular access to businesses and parking areas. Neck-downs, bulb-outs, and other traffic calming measures contribute to pedestrian safety and comfort and should be used at strategic locations along the street.

The section of Asian Garden Mall Drive located north of Plaza Way is proposed to be a two-lane street for southbound travel only. This section has a second option that provides for parallel parking on one side.



Asian Garden Mall Drive will have an expanded sidewalk area to accommodate landscaping, street furniture and outdoor events.

The section of Asian Garden Mall Drive south of Plaza Way is proposed to be a three-lane street with two travel lanes for southbound travel and one travel lane for northbound travel. This section has a second option that provides for parallel parking on one side.

The property line location in each scenario varies, therefore as development occurs coordination between property owners and the City is essential to achieving the envisioned outcome. Development standards for improvements for Asian Garden Mall Drive are provided on Page 4-7. Guidelines for landscaping, lighting, and pedestrian amenities in the pedestrian zone are provided in Chapter 5.

A 4-foot wide area adjacent to the curb provides space for tree wells, street lighting, and landscape pockets, and also functions as a buffer between pedestrians and automobiles. A minimum 6-foot wide space is required to allow for uninterrupted pedestrian movement along the street. An additional 10 feet of expanded sidewalk is available for outdoor dining, kiosks, food carts, and flower stalls. Neck downs, bulb-outs, and mid-block pedestrian crossings contribute to pedestrian safety and comfort and should be used at strategic locations along the street.



Asian Garden Mall Drive should be framed by interesting buildings and complemented with distinctive landscaping and street furniture.



Outdoor dining adds interest to the streetscene.



Outdoor sales areas provide shop owners to sell their goods.



Street furniture and landscaping should be used to soften the parking structure at street level.

ASIAN GARDEN MALL DRIVE: BEFORE AND AFTER



Existing view of Asian Garden Mall Drive looking north toward Bolsa Avenue.



Proposed view of Asian Garden Mall Drive looking north toward Bolsa Avenue.

PLAZA WAY

Plaza Way is a key east-west corridor providing pedestrian and vehicular connections across the Specific Plan area. Plaza Way is envisioned as a two-lane street with diagonal parking on the north side only and an expanded area adjacent to the curb to provide space for street trees, decorative street lighting, wide sidewalks, and landscaping.

A 4-foot wide area adjacent to the curb provides space for tree wells, street lighting, and landscape pockets, and also functions as a buffer between pedestrians and automobiles. An 8-foot wide sidewalk will allow for uninterrupted pedestrian movement along Plaza Way. Currently, no sidewalk exists on the south side of Plaza Way, therefore the new sidewalk will require the provision of 12 feet for expansion.

Development standards for improvements for Asian Garden Mall Drive are provided in Chapter 4. Guidelines for landscaping, lighting, and pedestrian amenities in the pedestrian zone are provided in Chapter 5.



Plaza Way should include design features such as elevated walkways, potted plants or other decorative barriers that buffer pedestrians from on-street parking whenever practical.



Existing Plaza Way streetscape



Plaza Way will include on-street diagonal parking on one side of the street.



Decorative shade structures can provide relief from the sun and create an interesting pedestrian experience.



Enhanced intersection with design features such as bulb-outs improve the pedestrian experience.



Paseos help separate pedestrians and vehicles and link areas of a project together.



Pedestrian crosswalk located at the intersection of Moran Street and Plaza Way.

Community Structure

This section describes the elements of the development concept that are integral to creating an environment that fosters pedestrian connectivity throughout the Specific Plan area. These elements include gateways into the site, significant intersections, key pedestrian access corridors, and areas where ground floor retail uses are encouraged along the street. Figure 3.3 provides a diagrammatic illustration of the elements that form the community structure.

GATEWAYS

The majority of visitors to the project area will arrive via Bolsa Avenue, using either Moran Street or Asian Garden Mall Drive to access the site. The intersections of Bolsa Avenue with Moran Street and Asian Garden Mall Drive should be treated with design elements that signify importance and convey a sense of arrival to visitors. Design elements at these intersections may include a gateway arch, thematic trees, enhanced paving, and public art. Buildings located at the corners of these two intersections are required to have special architectural treatments (See Chapter 5)

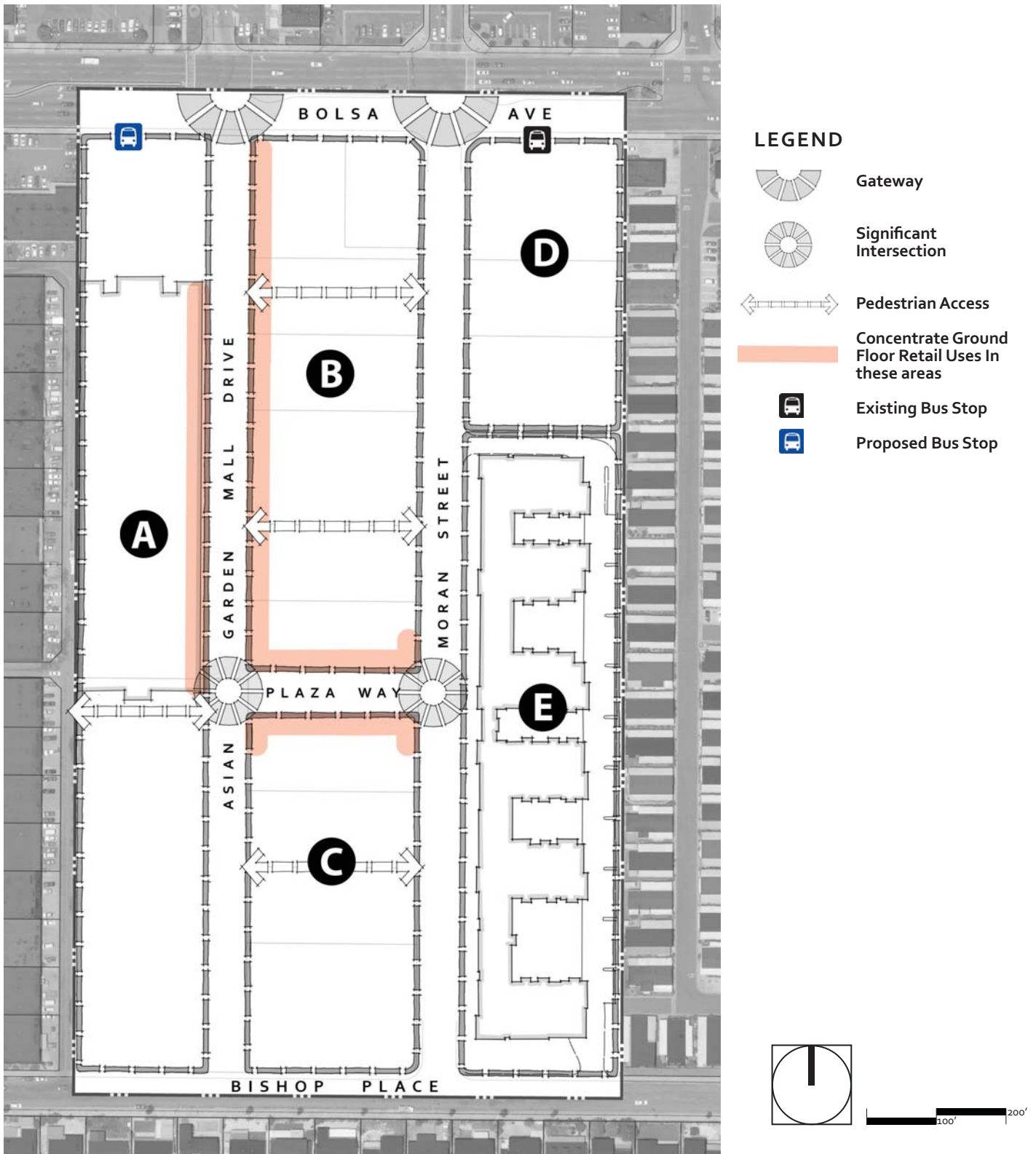
PEDESTRIAN CONNECTIVITY

As a general rule of thumb, most pedestrians will tolerate a 4 to 5 minute walk, approximately 1,500 feet, from one destination to another. The provision of paseos in the Specific Plan area will ensure that any point in the project area is within a 4 to 5 minute walk from any other point. In addition, paseos will help minimize pedestrian and vehicle conflict and direct pedestrian traffic away from vehicle traffic. Of particular importance is providing east-west pedestrian access across the Specific Plan area, linking the Saigon Villas multigenerational housing project on the east side of Moran Street with Asian Garden Mall. These links will reduce the number of pedestrian-vehicle conflicts. All paseos should incorporate enhanced paving materials and street furnishings. Figure 3.3 identifies conceptual locations for paseos in the Specific Plan area; however, specific locations will be determined on a case-by-case basis as individual development proposals are brought forward to the City for consideration. Development standards for paseos are provided in Chapter 4. Guidelines for paseos are provided in Chapter 5.

SIGNIFICANT INTERSECTIONS

Plaza Way provides the main vehicular access connecting Moran Street with Asian Garden Mall Drive and will also be a major pedestrian corridor connecting Saigon Villas to Asian Garden Mall. Therefore the intersections of Plaza Way and Asian Garden Mall Drive, and Plaza Way and Moran Street must be designed to ensure efficient vehicular circulation, as well as provide safe pedestrian movements. Traffic calming measures, such as bulb-outs at intersection corners and raised crosswalks, should be used to improve safety and enhance the pedestrian experience.

Figure 3.3 Community Structure Diagram





Visitors to the project site arrive a variety of ways including on bike and public transit.



Route 64 bus stop on Bolsa Avenue.

BICYCLE CIRCULATION AND PARKING

Currently there are no bike lanes within any of the public streets in the Specific Plan area. The closest bike trail to the project area is a Class II trail located a quarter-mile to the east along Bushard Street. However, based on observations, there is a high demand for bicycle storage facilities in the Specific Plan area and it is expected that future development will increase the need for bicycle facilities. Proposed projects should accommodate cyclists through the provision of bike storage racks conveniently located adjacent to retail uses. Additional guidance for accommodating bicycles in the Specific Plan area is provided in Chapter 4.

TRANSIT ACCESS

The Orange County Transit Authority (OCTA) is the provider of public transit service within the City of Westminster. The Moran Street Specific Plan area is served by Route 64, which travels along Bolsa Avenue between Huntington Beach and Tustin. The buses are equipped with wheelchair lifts and bike racks, facilitating mass-transit travel for a wide variety of riders. Route 64 currently stops near the intersection of Bolsa Avenue and Moran Street. Potential exists to give transit riders improved access to Asian Garden Mall by relocating the bus stop adjacent to Asian Garden Mall Plaza at the time of its redevelopment.

OFF -SITE ACCESS

Pedestrians frequently cross Bolsa Avenue to patronize the Asian Garden Mall and the Asian Village shopping center to the north. Developers of parcels fronting on Bolsa Avenue should consult with the City regarding ways to improve pedestrian circulation and linkages across Bolsa Avenue, and to minimize conflicts between pedestrians and vehicles.

PREFERRED LOCATIONS FOR RETAIL USES

Retail uses should be concentrated to the greatest extent feasible to ground floor uses that front Asian Garden Mall Drive in an effort to facilitate an active pedestrian environment. If commercial uses can be concentrated in a common location, a focal point can be created at the heart of the Specific Plan project area, serving as the primary gathering space for visitors. Retail uses are also allowed in the remaining areas of the Specific Plan (Moran Street, for example); however, it is strongly encouraged that when siting new commercial uses, businesses should be directed to buildings fronting the Asian Garden Mall Drive (north of Plaza Way) first, with Moran Street serving as a secondary alternative.

Conceptual Site Plan

In this section a conceptual development plan is presented as an example of the varied mix of commercial and residential uses that could be developed in the Specific Plan area. It is important to note that the layout illustrated is not the only configuration of buildings or mix of uses permitted, but is an example of a single development alternative that is achievable through the provisions of this Specific Plan. Future plans may vary so long as they are consistent with this Specific Plan.

The conceptual site plan introduces residential, office, and retail land uses to the Specific Plan area, complimenting the Asian Garden Mall and Saigon Villas developments. Figure 3.4 identifies possible locations for these uses in relation to the design principles outlined previously. The combination and intensity of the mix of uses, integrated with strategically located and aesthetically pleasing plazas, outdoor dining spaces, and sitting areas will help to create a desirable walking, shopping, working, and living experience for visitors and residents.

Figure 3.4 Conceptual Development Plan Illustration



This illustration provides a birds-eye view of what future development in the Specific Plan area could look like (looking northwest towards Bolsa Avenue) using the development assumptions identified in Table 3.1.



Expanded sidewalks, street furniture, landscaping, and on-street parking all work together in the Moran Street Specific Plan.



Outdoor gathering spaces should compliment a mix of uses throughout the Specific Plan area.

The Moran Street Specific Plan provides for a potential mix of approximately 275,280 square feet of retail, restaurant, and entertainment uses, including the existing square feet of retail associated with the Asian Garden Mall; approximately 38,400 square feet of office uses; and up to 259 residential units, including the existing 144 units in the Saigon Villas development. Table 3.1 identifies the amount, type, and location of development by planning area.

Parking is often difficult to find in the Specific Plan area and providing for adequate parking is one of the most significant issues future development projects will have to address. The conceptual site plan assumes a shared parking arrangement where surplus parking found in the parking structure in Planning Area A and the Saigon Villas residential development in Planning Area E provides additional parking needed for retail uses in Planning Area B and D.

It should be noted that future development can apply shared or joint-use parking (multiple properties utilizing a singular parking facility). Alternatively, each individual development can provide their own parking on-site. Because mixed uses (office and residential, commercial and office, etc.) have different peak times for parking demand, the application of shared parking can potentially reduce the total number of parking spaces required at any given time, which in turn can provide a cost savings property owners and can help minimize the amount of space that is dedicated to parking only (as opposed to alternative uses such as plaza spaces or additional building square footage).

Table 3.1 Conceptual Development Plan Assumptions

	Retail	Office	Hotel	Residential
Planning Area	Square Feet	Square Feet	Rooms	Units
A	135,680	0	0	0
B	46,000; 20,000 (Banquet)	16,000	120	50
C	40,000	0	0	65
D	33,600	22,400	0	0
E	0	0	0	144
Total	275,280	38,400	120	259

Notes:

1. The 144 units shown in Planning Area E reflect existing units (Saigon Villas), no new construction is proposed.
2. The conceptual development plan assumptions for retail and office square footage, hotel rooms, and residential units will be used to analyze any potential environmental impacts that may result from build-out of the Specific Plan. However, these assumptions present only one example of a development concept that is achievable through the provisions of this Specific Plan, and are not meant to limit the amount of development that is permitted on individual parcels. A traffic analysis, using these assumptions, has determined a maximum number of trips that could be generated by all the uses in the Specific Plan at build-out. Potential development projects may deviate from these use and square footage assumptions provided that the maximum trip thresholds (as defined on page 3-24) are not exceeded.

Relationship Between Land Use and Traffic

Based upon the conceptual site plan represented in Table 3.1 and Figure 3.4, a traffic analysis determined that the proposed combination of uses would generate new trips to the area. The City is concurrently preparing a traffic analysis that will determine the maximum Average Daily Trips (ADT) that can be supported on the surrounding street system. This trip threshold serves as the primary controlling factor of the Specific Plan. Any combination or mix of uses may be developed under the provisions of this Specific Plan so long as the maximum ADTs identified for the Specific Plan area are not exceeded.

While ADT will serve as the primary threshold measurement for future development in the Specific Plan area, AM and PM peak hour trip generation will also be evaluated at the time of project submittal for individual development to ensure no additional impacts occur at these peak travel times that could be missed by evaluating ADT alone. This concurrent analysis of AM and PM peak trips is also necessary in the event a development is large enough to trigger a CMP TIA (Congestion Management Plan Transportation Impact Analysis); analysis of the AM and PM peak trips will satisfy the County’s CMP requirements.

Any future changes to the total dwelling units and non-residential square footage identified in the Specific Plan that exceed the trip thresholds would be required to conduct additional traffic analyses. Development intensity would be controlled through use of a vehicle trip cap consistent with the proposed zoning. ADT for each new land use type would be used to track the thresholds as defined in the specific plan. The AM and PM peak hour trip generation analysis would then be used during the analysis process to track project specific impacts.

A separate traffic and parking analysis was conducted to assess the efficiency of the circulation system after the implementation of the Specific Plan using a mix of uses as illustrated in Table 3.1, *Conceptual Site Plan Assumptions* and Figure 3.4, *Conceptual Site Plan*. Mitigation measures were identified in this analysis.

Maximum trip thresholds have been established for the project area based upon the traffic analysis prepared in association with the Specific Plan; additional information can be found in Table 5.4-9, *Project Trip Generation*, in the Environmental Impact Report.

Table 3.2 Maximum Trip Thresholds

WEEKDAY TRIPS		WEEKEND TRIPS	
Daily	14,892	Daily	17,161
AM Peak	1,141	Peak	2,337
PM Peak	1,346		