



RED HILL AVENUE SPECIFIC PLAN

Community Workshop #1 July 21, 2016

TUSTIN



RED HILL AVENUE
SPECIFIC PLAN

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Community Workshop Overview

- Introductions
- What is a Specific Plan?
- Project Overview and Scope of Work
- Virtual Walking Tour
- Community Identification Exercise
- Vision Statement Exercise
- Vision Statement Presentations
- Next Steps

Introductions

What is a Specific Plan?

- Guiding document for orderly development and improvement of a specific area in the City
- Does not “build” anything, but provide guidance for future projects
- Provides for creativity at the individual project level, and at the same time ensures that developments will ultimately combines to create a cohesive community

What is a Specific Plan?

- The Specific Plan will address:
 - Permitted land uses and development standards
 - Market potential and development opportunities
 - Access, circulation, and parking
 - Infrastructure facilities
 - Design standards and guidelines
 - Streetscape and wayfinding concepts
 - Implementation strategies

Project Overview

- Specific Plan area = 55.8 acres
- Existing uses “On-The-Ground” Today
 - Commercial and retail shopping centers
 - Residential development
 - Medical office
 - Light industrial
 - Hotel/motel
 - Institutional
 - Vacant

Scope of Work

1. **Project Initiation and Baseline Conditions**
 - Land use; economic; urban design; transportation; parking; and infrastructure
2. **Public Outreach and Community Engagement**
 - Three community workshops
 - Project website
3. **Conceptual Design Features**
 - Design guidelines; urban design framework; land use concept; mobility; and sustainability concepts

Scope of Work

4. Draft and Final Specific Plan Documents

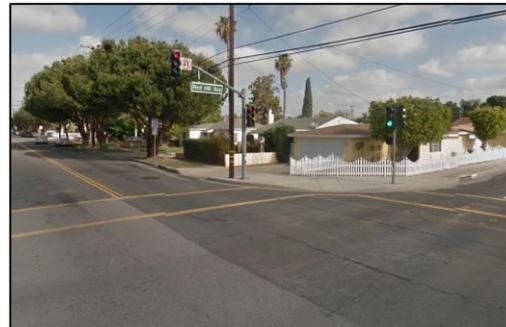
- Land Use and Urban Design
- Development regulations and standards
- Development incentives
- Economic development strategy
- Implementation strategy

5. Environmental Impact Report

Virtual Walking Tour



Virtual Walking Tour



Virtual Walking Tour



Virtual Walking Tour



Virtual Walking Tour



Virtual Walking Tour



Virtual Walking Tour



Virtual Walking Tour



Red Hill Avenue Treasures

- Identify your top THREE TREASURES
 - What things do you value most in the Red Hill Avenue study area?
 - What are your favorite things?
- Write one thought per Post-It note
- Place the Post-It notes on the wall, clustering yours with similar ideas



Red Hill Avenue Challenges

- Identify top THREE CHALLENGES facing Red Hill Avenue
 - What are the biggest challenges in the Red Hill Avenue study area?
 - What problems does the area face?
- Write one thought per Post-It note
- Place the Post-It notes on the wall, clustering yours with similar ideas



Visions for Red Hill Avenue

- Identify your top THREE VISIONS for the future of Red Hill Avenue
 - What ideas do you have for the future of the Red Hill Avenue study area?
 - What would make the area better?
- Write one thought per Post-It note
- Place the Post-It notes on the wall, clustering yours with similar ideas





Community Identification Summary





Vision Statement Exercise



Vision Statement Exercise

- Developing a Draft Vision Statement for the Red Hill Avenue Specific Plan area
- A Vision Statement is:
 - A vivid description of the future
 - A description of a community's dreams, hopes, and aspirations
 - An expression of ideas clearly and concisely
 - A tool that helps guide short-term and long-term actions

Vision Statement Exercise

- Each group will create a vision statement, building on the Post-It note exercise
- Look at the Post-It notes and consider:
 - **Treasures**- How will the Red Hill Avenue study area's treasures be reflected in its future?
 - **Challenges**- What will the Red Hill Avenue study area be like when it has overcome its challenges?
 - **Visions**- What new opportunities do you see for the Red Hill Avenue study area in the future?

Small Group Exercise

- Groups will work 15-20 minutes, then share results with everyone
- Group member roles:
 - Discussion leader - Facilitates discussion
 - Presenter - Presents vision statement
 - Recorder - Writes down notes and vision statement
 - Timekeeper - Keeps group aware of time



Vision Statement Exercise Group Presentations



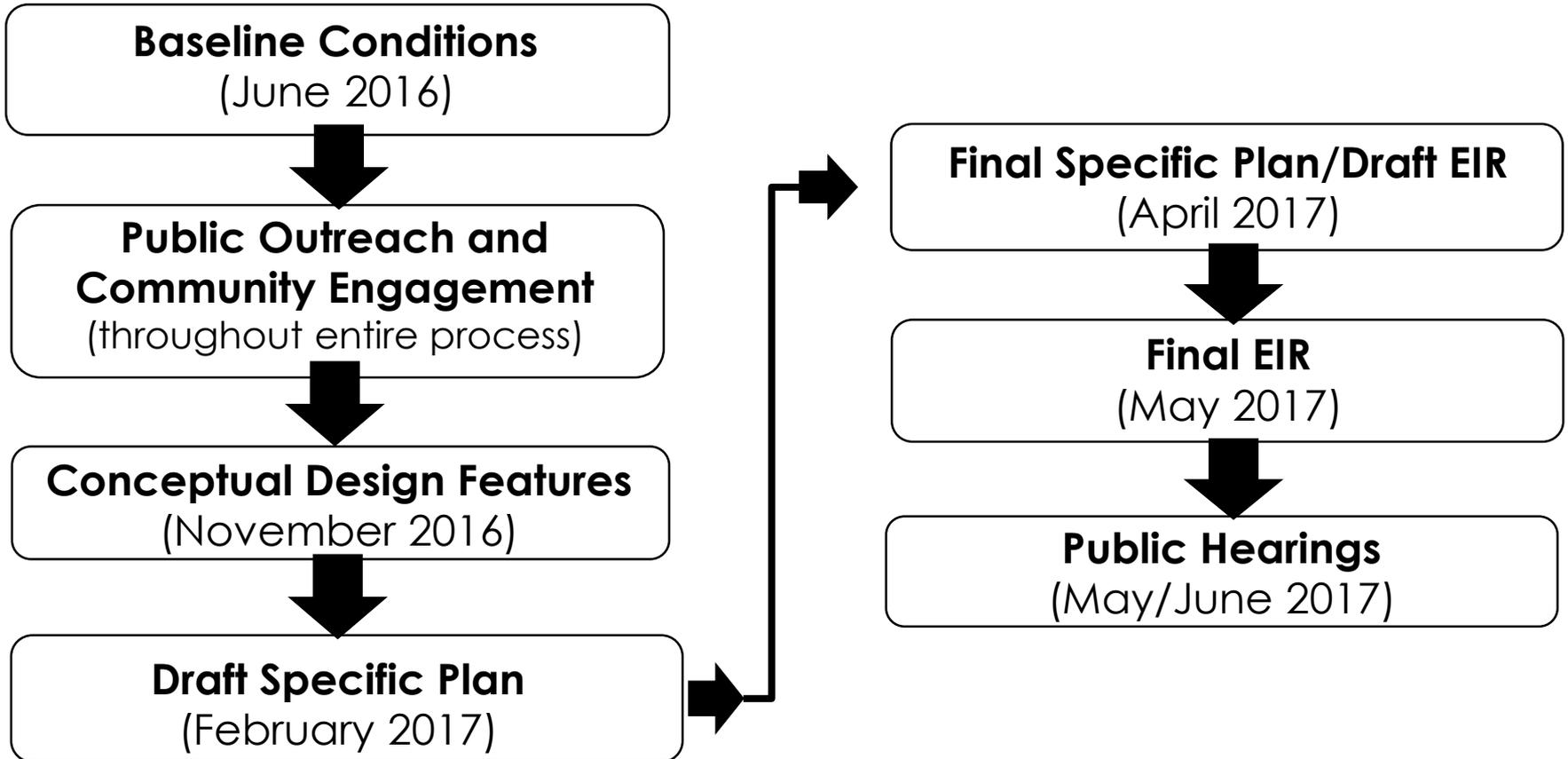
How to Participate and Stay Informed

- Visit the project website
- Attend workshops and public hearings
- Any questions, contact:

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Next Steps



Closing