

# 2 Land Use

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## 2.1 INTRODUCTION

### *Rich Heritage, Bright Future: Our Vision in Motion.*

More than any other element, the Land Use Element sets our vision in motion, as it will shape the way our community evolves over the next twenty years. We cherish our rich heritage and seek to protect the attributes that have contributed to creating a thriving community: well-maintained neighborhoods, quality schools, a diversified economy and a variety of recreational opportunities. We also embrace changes that will result in a more improved quality of life for future generations, changes that create a more sustainable and equitable environment for all stakeholders.

This Element serves as the long-range planning guide for development in the City. It determines where people live, work, shop, play and socialize; and our quality of life depends on how each of these fit together in a coherent pattern to create a sense of place that fosters health and well-being.

The Land Use Element commits Placentia to realizing its vision by achieving the following, each of which is described and accompanied by goals and policies in Section 2.7 of this Element:

- Balanced Development with Economic Growth;
- Compatible and High-Quality Development;
- Revitalization of Existing Uses and Properties;
- Protection of Natural Resources;
- Well Designed Places, Buildings and Streetscapes; and
- Provision of High-Quality Infrastructure and Services.

The Land Use Element serves as a guide to public officials, the investment community and private citizens for decisions regarding the type, intensity and general distribution of uses of land for housing, business, industry, and open space. The Element provides public officials with the framework for directing new development and providing high-quality public infrastructure and community services in a way that achieves the community vision.

### The Essential Components

The essential components of the Land Use Element are the General Plan Land Use Map and the goals and policies that guide future development. While the General Plan Land Use Map is an essential component of the entire General Plan, it also provides a graphic representation of the goals and policies expressed by all the General Plan's elements. Users of this document should refer to the goals, policies and the Land Use Map when evaluating proposed development and improvements.

## 2.2 AUTHORITY FOR THE ELEMENT

The State of California Government Code Section 65302 (a) requires that a General Plan include:

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*“A Land Use Element that designates the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open space including agriculture, natural resources, recreation and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, greenways and other categories for public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan. The land use element shall identify and annually review those areas covered by the plan that are subject to flooding identified by flood plain mapping prepared by the Federal Emergency Management Agency (FEMA) or the department of water resources.”*

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## 2.3 SUMMARY OF EXISTING LAND USES

Placentia has grown into a community of approximately 50,533 residents according to the most recent 2010 US Census. The general layout and land use pattern of the City has stayed relatively consistent throughout the years. Exhibit 2-1 shows the distribution of existing land uses within the City, as of the date of this General Plan. Table 2-1, Existing Land Use Distribution, quantifies the amount of acreage devoted to each land use, as well as the existing number of dwelling units within each category. The City of Placentia, which represents the planning area for the Placentia General Plan, encompasses approximately 4,238 acres, including the area devoted to public right-of-way (ROW). The planning area also includes the 76 acres of unincorporated area within the city boundaries. See the Local Agency Formation Commission (LAFCO) Sphere of Influence map in Appendix 2-1.

The City is almost entirely developed. New development occurs on the limited remaining vacant and underutilized parcels (i.e., parcels that have remaining development capacity pursuant to the Zoning Code). Vacant land within the City of Placentia encompasses 54.5 acres, or 1.3 % of the City's total acreage. Exhibit 2-2, *Vacant Parcels*, illustrates vacant lands within the City. Table 2-2, *Summary of Vacant Land*, identifies the land uses of the vacant acres. Vacant parcels are primarily located in the southeastern portion of the City within Specific Plan areas.

The majority of vacant residential parcels are located in low-density residential areas.

*Table 2-1. Existing Land Use Designation*

Land Use Designation	Existing Acreage	Percentage <sup>1</sup>	Number of Units
Low Density Residential	1266	30%	6,900
Medium Density Residential	400	9%	3,676 <sup>2</sup>
High Density Residential	136	3%	2,503
Commercial	137	3%	--
Planned Community (Alta Vista Golf Course)	337	8%	1,614
Old Town	29	1%*	285
Transit Oriented Development (TOD)	22	1%*	11
Commercial-Manufacturing	47	1%	--
Office	32	1%*	--
Industrial	327	8%	--
Schools	212	5%	--
Park	94	2%	--
Specific Plan	309	7%	2,281
ROW- Railroad	25	1%*	--
ROW - Parkway Vista	18	1%*	--
ROW- Local streets	798	19%	--
ROW - Freeways, Flood Control, Highway	49	1%	--

Land Use Designation	Existing Acreage	Percentage <sup>1</sup>	Number of Units
<b>TOTAL AREA OF CITY W/O ROW</b>	<b>3,348</b>		
<b>TOTAL AREA OF CITY</b>	<b>4,238</b>	<b>100%</b>	<b>17,270</b>

<sup>1</sup> Percentage ages based on 4,238 acres of total land area within City limits, which includes the right of way acreage. %age figures are rounded to closest whole numbers. The symbol \* means that the %age is less than 1%.

<sup>2</sup> 569 mobile homes are principally located in the Medium-Density district.

*Table 2-2. Summary of Vacant Land by Land Use Designation*

Land Use Designation	Vacant Areas	Vacant Parcels
Low Density Residential	3.6	24
Medium Density Residential	6.1	8
High Density Residential	5.2	3
Commercial	2.3	3
Old Town	0.2	3
Transit Oriented Development (TOD)	0.4	1
Office	1.4	2
Commercial-Manufacturing	8.4	5
Industrial	5.7	4
Specific Plan	21.2	65
<b>Total</b>	<b>54.5</b>	<b>118</b>

Source: City of Placentia, 2018

Note: 1.3% of total city is vacant

Exhibit 2-1

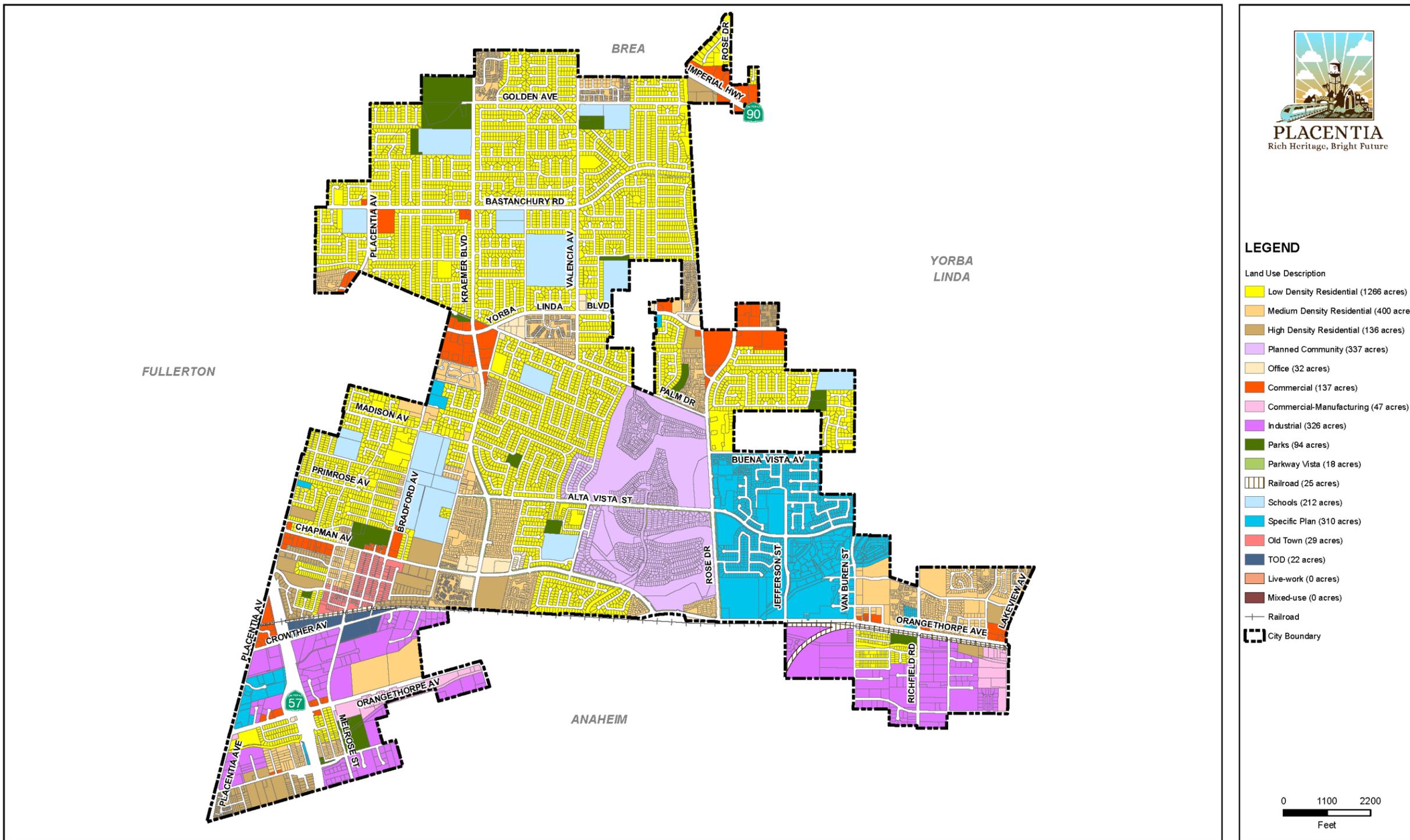
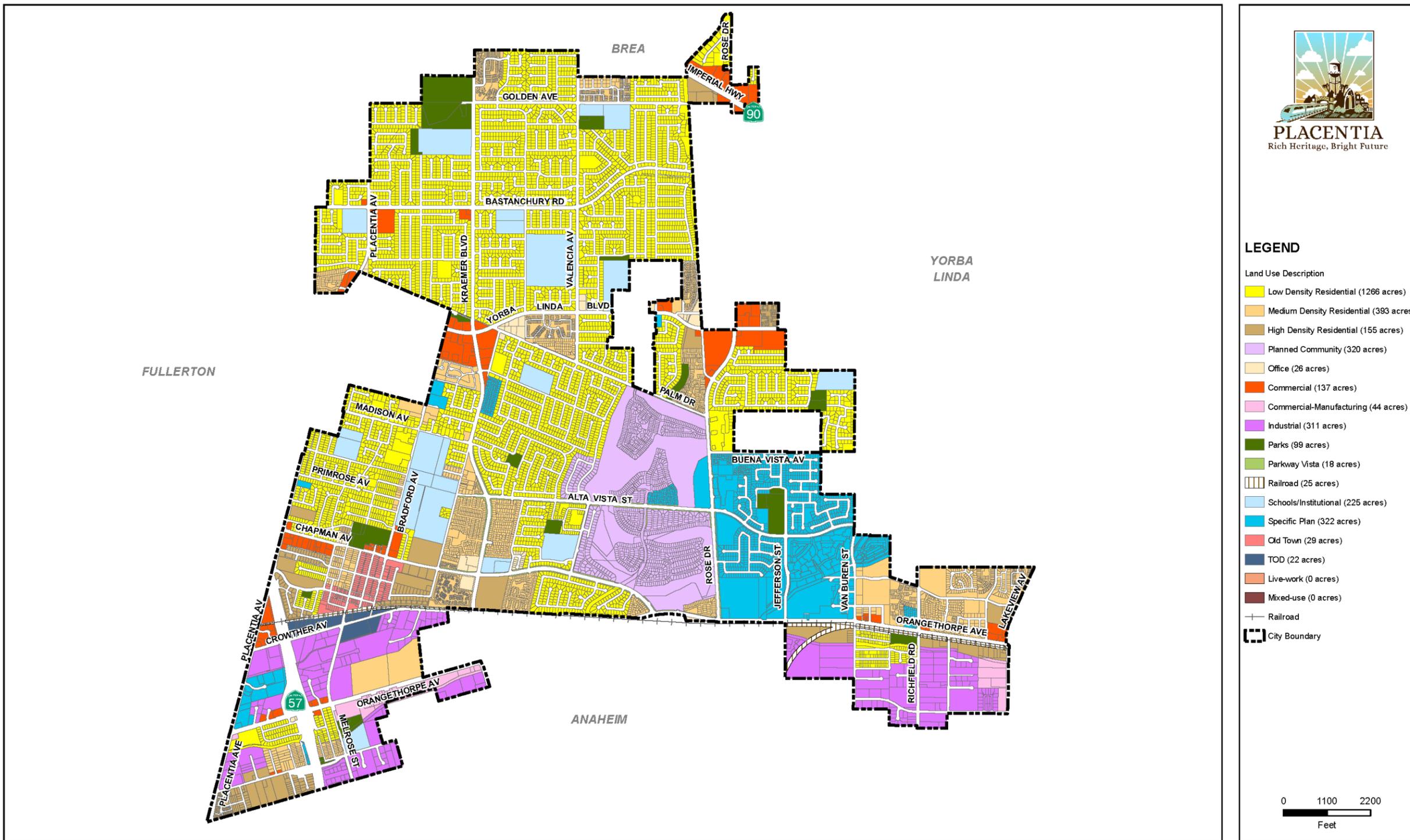


Exhibit 2-2



As shown in Table 2-1 and Exhibit 2-1, residential uses make up the majority of the City's total acreage. Over half (52% or 9,394 du) of the residential units in Placentia are designated as low-density residential. Residential land uses within the City range from low-density single-family development and planned communities to higher density multi-family housing.

Commercial and office uses are concentrated along primary arterials in the eastern and western portions of the City, serving Placentia residents and the surrounding region. Industrial and manufacturing uses occur in the southern portion of the City adjacent to the rail line. The combined acreage for commercial, office and industrial/manufacturing areas make up 13%, or 543 acres of the City.

Public schools within the City of Placentia utilize approximately 212 acres, or 5% of the City's total acreage. Placentia's educational services are provided by the Placentia–Yorba Linda Unified School District (PYLUSD). Communities served by PYLUSD include Placentia, Yorba Linda and parts of Anaheim, Brea, Fullerton and unincorporated County territory. There is a total of 16 public schools located within the City of Placentia. Of those 16 schools, ten are elementary schools, two are middle schools, three are high schools, and there is one District Education Center. The additional three schools (Adult Education, District Education Center, and Parkview School) provide for alternative education opportunities.

Parks are dispersed throughout the City of Placentia. The facilities are primarily used for community and neighborhood recreational opportunities. Park uses consist of 94 acres, or 2%, of the City's total acreage.

There are four types of public ROW within the City's boundaries including railroad, local streets, freeways, highways, flood control channels, and the parkway vista area. The parkway vista category refers to designated landscaped thoroughfares with common setback requirements. The total ROW within the City of Placentia encompass approximately 890 acres, or 21% of the City's total acreage.

Since the last adopted General Plan Land Use Map in 1977, thirty land use amendments have been adopted by the City. The primary purpose for these amendments has been to create opportunities to accommodate market demand for alternative land uses in various parts of the City. The types of land use amendments adopted are varied and have included re-designating low-density residential land to medium-density residential, commercial to residential, industrial to commercial/manufacturing, office to commercial or residential, and creating at least five specific plan areas. The two most recent amendments designated two areas near the upcoming Metrolink Station from commercial and industrial to "Old Town" and "Transit Oriented Development." The total of these two combined areas is approximately 50 acres.

## 2.4 RELATIONSHIP TO OTHER PLANS AND PROGRAMS

The Land Use Element sets forth the policy framework to shape the long-term physical environment of Placentia through comprehensive guidance on how the City will develop and what it wants to accomplish with its development. The Land Use Element both reinforces and is reinforced by the other elements of the General Plan and is implemented through other City planning tools and programs, including the Zoning Map, Zoning Code, specific plans, development agreements and the City's Capital Improvement Program.

However, not all City projects and public works improvements can be consistent with the General Plan and Zoning Code, as there are unique requirements and challenges faced by the City in providing the necessary infrastructure and services to the citizens. The City Council is acting in the interests of the citizens health, safety and general welfare when approving City projects, and the location and regulations of the General Plan and Zoning Code are not applicable to, nor binding on, City projects and public works improvements.

### Relationship to other General Plan Elements

All elements of the General Plan are interrelated and must be internally consistent. The Land Use Element works in concert with other elements to achieve broader community goals and is designed to be compatible with, and complementary to, all other elements. The Land Use Element integrates policies contained in other elements through the proposed pattern of land uses established on the General Plan Land Use Map. Conversely, other elements support implementation of the Land Use Element.

- The Mobility Element provides for the maintenance of a transportation network that will support the ultimate land uses established on the Land Use Map. Land use and mobility depend upon one another to create efficiencies in the movement of people and goods.
- The Housing Element, adopted in 2013, contains policies for residential development, which are supported by policy and land use designations outlined in the Land Use Element. The Land Use Element works to provide the sites and associated designations required to meet the City's regional housing needs.
- The Open Space and Recreation Element identifies sites for community open space uses that are reflected on the Land Use Map and contains policies to enhance open space and recreational resources within the City.
- The Conservation Element identifies policies related to air quality, water resources, cultural resources and recreation, each of which relate to land use and influence the pattern of proposed land use contained in the Land Use Map to achieve the sustainable management of resources.
- The Safety Element identifies potential hazards that may occur within the land use planning areas and serves to influence the location of different types of land use to avoid hazardous areas.

- Noise contours identified in the Noise Element are used as a guide to establish the land use patterns to ensure that future development minimizes exposure of residents to excessive noise.

### Relationship to Placentia’s Zoning Code

The City of Placentia Zoning Code is a regulatory document that provides a means to implement the policies contained in the City’s General Plan. While the General Plan provides long-range and broad categories of land use, the Zoning Code provides specific development requirements, such as density, height, setbacks, lot coverage, and development character. Similar to the General Plan, a Zoning Map accompanies the Zoning Code and defines the boundaries of each Zoning District.

The City of Placentia’s Zoning Code (Title 23 of the Placentia Municipal Code) establishes land use zoning districts that provide for uniform regulations to properties similarly situated within each zoning classification. State of California law requires the City’s Zoning Code be in conformance with the General Plan. Therefore, any land use designation amendments that will become inconsistent with Title 23 of the Placentia Municipal Code will have to be reconciled. This means that a series of Zoning Map Changes will need to occur to make the zoning of certain properties consistent with the amended land use designation.

The relationship between the General Plan land use designations and zoning districts is shown in Table 2-3, General Plan/Zoning Relationships. The table indicates how properties should be zoned to be consistent with the General Plan Land Use Map.

Table 2-3. General Plan/Zoning Relationships

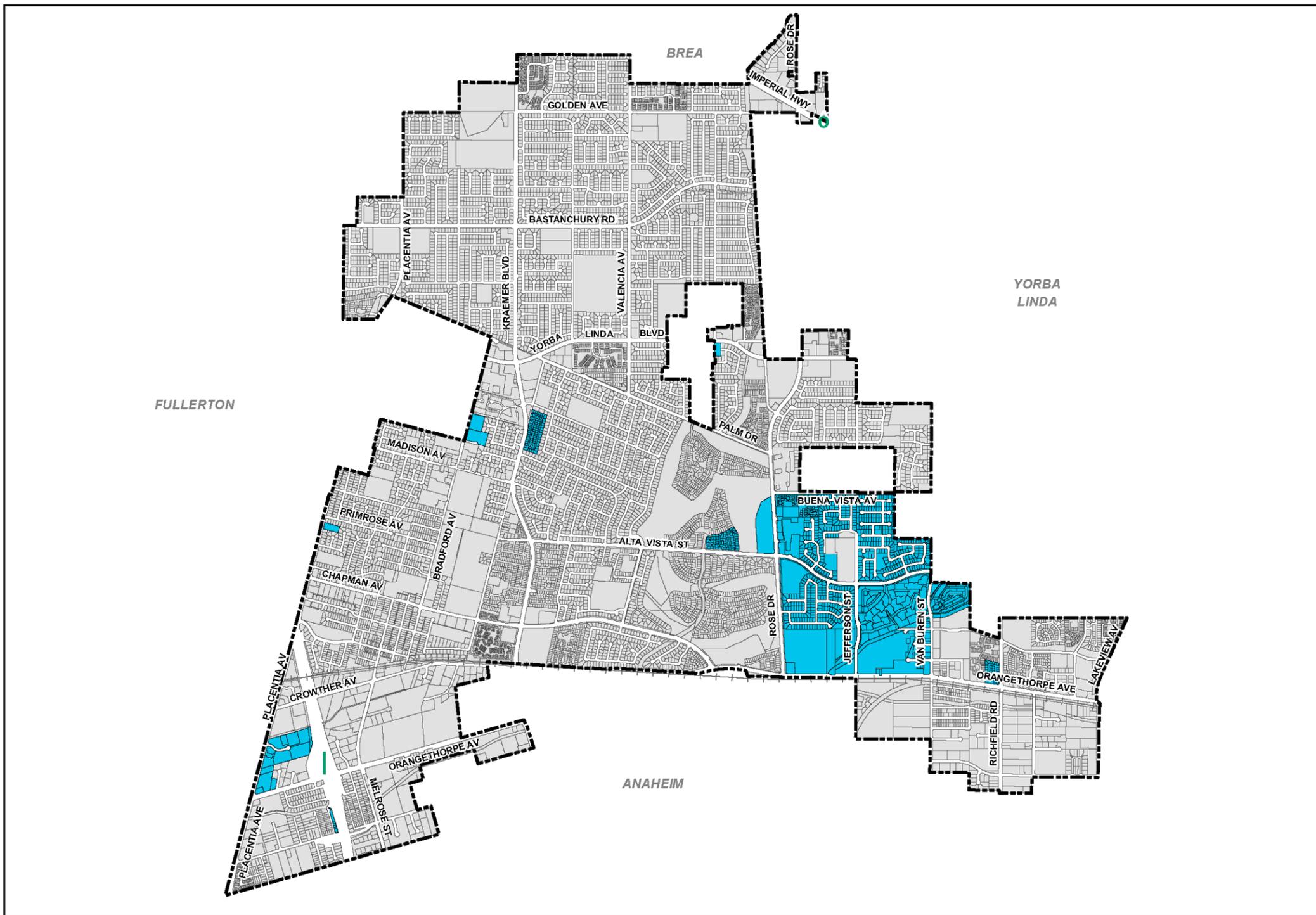
General Plan Land Use Designation	Compatible Zoning District(s)																			
	R-A	R-1	R-2	R-G	R-3	RPC	SRO	T-C	P-V	C-O	C-1	C-2	OT	TOD	C-M	M	PMD	MHP	O, O-1	PUD
Low Density Residential	●	●				●												●		●
Medium Density Residential			●	●			●											●		●
High Density Residential					●		●													●
Commercial							●	●		●	●	●	●	●	●					
Old Town													●							
Transit Oriented Development														●						



Name of Specific Plan	Description of Specific Plan
<b>Specific Plan 3</b>	The purpose of this specific plan is to provide an area for senior citizen board and care facilities and senior apartments which shall be compatible with the surrounding residential development and is designed specifically for the needs of the elderly.
<b>Specific Plan 4</b>	The purpose of this specific plan is to provide apartments in a medium density residential setting that will be affordable to lower-income families for a minimum of thirty (30) years. Special development standards are applied to further this purpose and to allow development of a parcel that is impacted by considerable physical constraints.
<b>Specific Plan 5</b>	The specific plan is intended to provide a site for retailers and businesses, which through the characteristics of their respective services offered, cater to the entire community.
<b>Specific Plan 6</b>	The purpose of this specific plan is to provide single-family detached housing of an alternative design while maintaining as many R-1 development standards as possible: to provide private and common recreation opportunities, mitigate impacts from noise and oil production and provide safe vehicle and pedestrian circulation.
<b>Specific Plan 7</b>	The purpose of this specific plan is to assure the consistent development of the East Placentia specific plan area in a manner which meets the growing housing needs of Placentia while adapting to the special characteristics of the land available for residential and commercial development.
<b>Specific Plan 8</b>	The purpose of this specific plan is to provide for cluster single-family detached housing units. There is private fee ownership of the lots in Specific Plan 8, with the majority of the lots configured in a cluster arrangement, and with many of the remaining row lots offering a golf course view.

Name of Specific Plan	Description of Specific Plan
<b>Specific Plan 9</b>	The purpose of this specific plan is to provide an area for a senior apartment complex, which shall be compatible with the surrounding golf course and residential development and is designed specifically for the needs of senior citizens.
<b>Specific Plan 10</b>	The purpose of this specific plan is to provide for a single-family detached residential neighborhood plus common area open space and improvements. There is private fee ownership of the lots in Specific Plan 10 with common areas owned and maintained by a homeowner’s association.

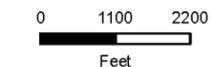
Exhibit 2-3



**PLACENTIA**  
Rich Heritage, Bright Future

**LEGEND**

- Specific Plan (322.21 acres)
- Other Land Use (3,049.87 acres)
- Railroad
- City Boundary



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Table 2-5. General Plan/Zoning Relationship – Specific Plans

General Plan Land Use Designation	Compatible Zoning Districts									
	SP-1	SP-2	SP-3	SP-4	SP-5	SP-6	SP-7	SP-8	SP-9	SP-10
Low Density Residential						●	●			
Medium Density Residential				●			●	●		●
High Density Residential			●				●		●	
Office	●	●			●					
Commercial					●		●			
Day Care/Assisted Living									●	
Oil Extraction								●		
Open Space						●	●			
Flood Control							●			

Source: City of Placentia, May 2018

## 2.5 LAND USE PLAN

### Land Use Designations

General Plan land use designations describe the type and intensity of development allowed in a specific area. While terms like “residential”, “commercial”, or “industrial” are generally understood, State General Plan law requires a clear and concise description of the land use categories that are depicted on the General Plan Land Use Map (refer to Exhibit 2-4, General Plan Land Use Map). The General Plan Land Use Map indicates the location of the land use designations within the City. The acreages of the various land uses on the General Plan Land Use Map are presented in Table 2-6, General Plan Land Use Designations.

Table 2-6. Proposed General Plan Land Use Designations

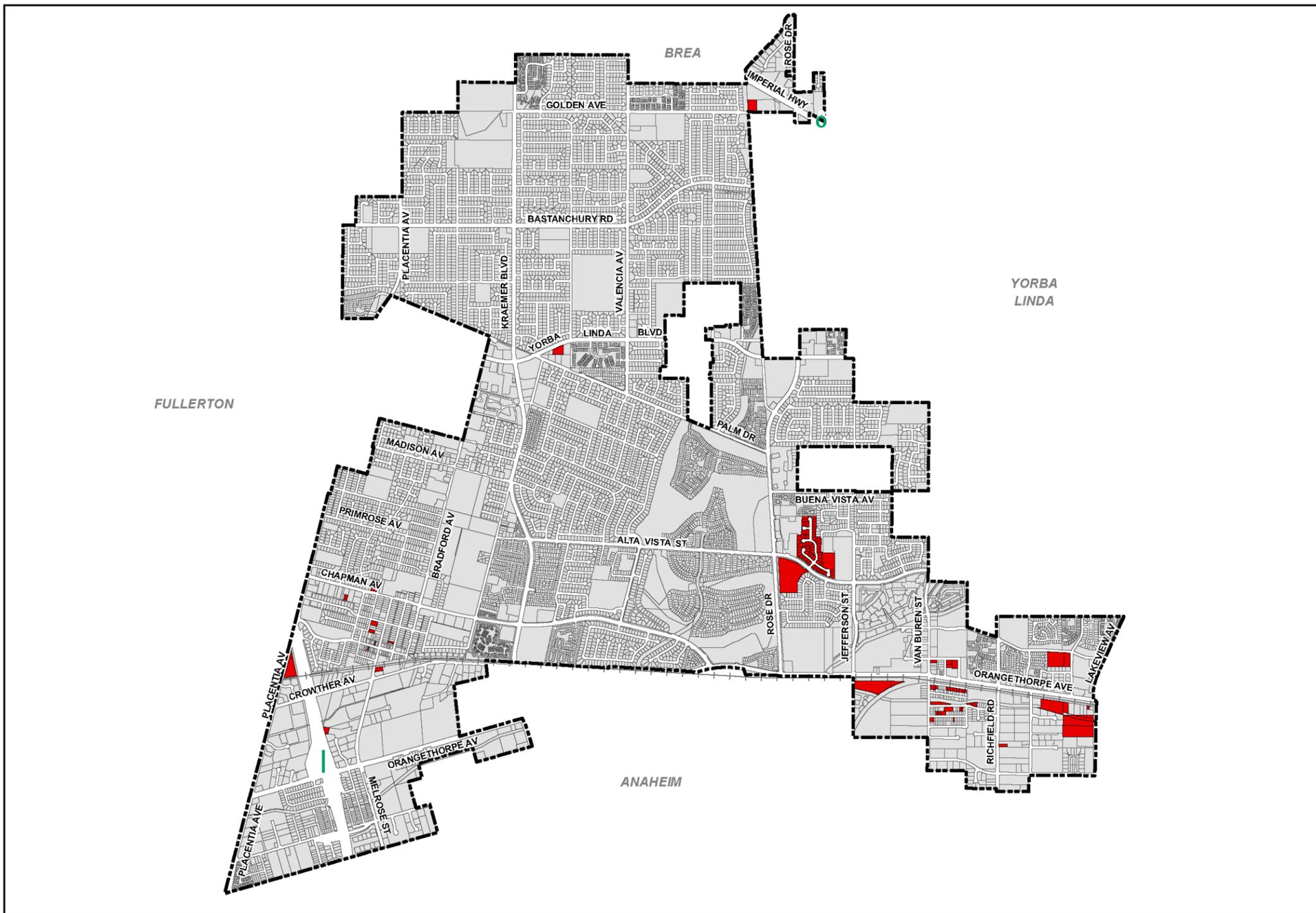
Land Use Designation	Approximate Acreage	Percentage <sup>1</sup>
Low Density Residential	1266	30%
Medium Density Residential	393	9%
High Density Residential	155	4%
Planned Community	320	8%
Commercial	137	3%
Old Town	29	1%*
Commercial-Manufacturing	44	1%
Mixed-Use	0	0%
Transit Oriented Development (TOD)	22	1%*
Live Work	0	0%
Office	26	1%*
Industrial	311	7%
Schools/Industrial	225	5%
Parks	99	2%
ROW - Freeways, Flood Control, Highway	49	1%
ROW - Parkway Vista	18	1%*
ROW- Local streets	798	19%
ROW- Railroad	25	1%*
Specific Plan	322	7%
<b>TOTAL AREA OF CITY</b>	<b>4,238</b>	<b>100%</b>

Source: City of Placentia, May 2018

<sup>1</sup> Percentages based on 4,238 acres of total land area within City limits, which includes the right of way acreage. %age figures are rounded to closest whole numbers. The symbol \* means that the %age is less than 1%.

The General Plan Land Use Map indicates the location of General Plan land use designations within the City. Each designation is defined below. It is a State requirement that the land use designations and the City’s zoning districts are to be consistent with each other. Therefore, within each land use designation definition are a list of consistent zoning districts.

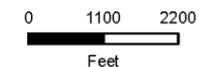
Exhibit 2-4



**PLACENTIA**  
Rich Heritage, Bright Future

**LEGEND**

- Vacant Parcel (54.70 acres)
- Other Land Use (3,049.87 acres)
- Railroad
- City Boundary



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## Low Density Residential

The Low-Density Residential designation is intended to provide for the development of single-family detached homes on moderate-to large-sized lots. The Low-Density Residential designation permits a maximum development of six dwelling units per acre. The Low-Density Residential designation make up approximately 1,266, or 30%, of the City's total land area.

Zoning districts compatible with the Low-Density Residential designation include Residential Agriculture (R-A), Single Family Residential (R-1), Residential Planned Community (RPC) and Planned Unit Development (PUD).

*Figure 2-1*



- **Residential Agricultural (R-A).** Residential Agricultural classification is intended to provide an area for people to have parcels of land larger than typical residential lots where livestock, poultry and small animals may be kept or raised in limited numbers. One single-family dwelling unit per minimum lot size is permitted in this district.
- **Single-Family Residential (R-1).** Single-Family Residential classification provides for single-family residential uses in areas where a lower density of housing is desirable. This district is different from the Residential Agricultural district in terms of permitted uses and development standards.
- **Residential Planned Community (RPC).** Residential Planned Community classification provides for a variety of housing types and unit densities. Related commercial uses may be developed through the use of a development plan.
- **Planned Unit Development (PUD).** Planned Unit Development classification provides opportunities for alternative styles of single-family housing developments. The PUD is intended to provide a combination of private open space, common facilities or common open space owned and maintained by a homeowner's association.

*Figure 2-2*



## Medium Density Residential

The Medium Density Residential designation is intended to provide for the development of single-family detached homes with increased density. The Medium Density Residential designation permits development of up to 15 dwelling units per acre. The Medium Density Residential designation makes up approximately 393 acres, or approximately 9%, of the City's total acreage.

Depending on parcel size, housing types can be innovatively designed with clustering and other techniques through a Planned Unit Development (PUD). Medium density developments typically provide greater opportunities to reduce environmental effects such as noise and aesthetics from adjacent uses than lower-density developments.

Zoning districts compatible with the Medium Density Residential designation include Low to Medium Density Multi-Family Residential (R-2), Medium Density Multi-Family (R-G), Mobilehome Park (MHP), Residential Planned Community (RPC) and Planned Unit Development (PUD). The RPC and PUD are discussed above.

- **Low to Medium Density Multi-Family (R-2).** The Low to Medium Density Multi-Family classification provides a suitable environment for family living on a smaller scale by permitting higher densities. Typical developments in this district consist of two or three units per lot.
- **Medium Density Multi-Family (R-G).** The Medium Density Multi-Family classification provides for lower density apartment living with areas for common-use facilities and open space. The maximum density allowed in this classification is 15 dwelling units per acre.
- **Mobile home Park (MHP).** The Combining Mobile Home Park classification provides for the accommodation of mobile homes in planned, integrated mobile home parks and subdivisions.

- **Planned Unit Development (PUD).** This classification provides for alternative styles of single-family housing developments, utilizing more imaginative and innovative site planning concepts than would be possible through the strict application of conventional zoning and subdivision regulations. The PUD allows for density ranges of 6 to 15 dwelling units per acre.

*Figure 2-3*



### High Density Residential

The High-Density Residential designation is intended to accommodate multiple family residences such as apartments. This designation permits a maximum development of 25 dwelling units per acre. The High-Density Residential designation will consist of approximately 155 acres, or 4%, of the City's total acreage.

Zoning districts compatible with the High-Density Residential designation include High-Density Multi-Family (R-3) and Residential Planned Community (RPC).

- **High Density Multi-Family (R-3).** The High-Density Multi-Family classification provides for medium high-density apartment living with substantial space for common-use facilities and open space.

### Commercial

The Commercial designation encompasses a broad range of retail uses. The Commercial designation makes up approximately 137 acres, or 3%, of the City's total acreage. The Commercial designation permits a maximum FAR of 1.0.

Zoning districts compatible with the Commercial designation include Town Center (T-C), Commercial Office (C-O), Neighborhood Commercial (C-1), and Community

Commercial (C-2). Several specific plan designations allow Mixed-Use development. These Mixed-Use areas can include commercial uses as well. In light of the fact that the majority of the City (59%) is residential, these represent some of the last opportunities for commercial and Mixed-Use development.

*Figure 2-4*



- **Town Center (T-C).** The Town Center classification provides for commercial uses offering a selective range of goods and services, including shopping, restaurants, major financial and administrative centers, governmental offices, entertainment, cultural and recreational uses.
- **Commercial Office (C-O).** The Commercial Office classification provides for office type uses with larger yard and open space requirements. The commercial office classification provides architectural standards similar to those used in residential districts.
- **Neighborhood Commercial (C-1).** The Neighborhood Commercial classification provides for general retail and office uses that offer the sale of goods and services to the general public, catering primarily to local residents.
- **Community Commercial (C-2).** The Community Commercial classification provides for retail businesses that offer the sale of goods and services to a larger market area.

*Figure 2-5*

## Old Town (OT)

This designation permits a mixture of housing, retail, office, and/or other similar uses integrated into a walkable neighborhood and located within a half-mile of quality public transportation. Typically, this type of development is characterized by a mixture of medium-high to high density residential development (30 to 65 dwelling units/acre), and neighborhood-supporting mixed-use areas designed to be contextually appropriate in and compatible with the identified neighborhood or historic area. On a single site, a combination of non-residential and residential uses can occur in the same structure or on the same site, where the residential component is located either above (vertical mixed-use) or behind or next to (horizontal mixed-use) the non-residential component. Commercial retail is encouraged to be the primary use on the ground floor. Professional office and housing uses are also encouraged, particularly as adaptive reuse opportunities



within existing structures. This designation encourages lower parking standards, enhanced pedestrian environment, active streetscape, and enhanced amenities for bikes and buses. Similar to the TOD area, the pedestrian and transit rider are given priority over the motorist. Transit orientation, walkability, and pedestrian access are key considerations. This land use designation shall feature sites for reserved solely for residential development (30 to 65 dwelling units/acre) and for mixed-use developments. The Old Town designation makes up approximately 29 acres, or less than 1% of the City's total acreage.

## Transit Oriented Development (TOD)

This designation permits transit-oriented development. Transit-oriented development, or TOD, is a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation. Typically, this type of development is characterized by high density residential development (65 to 95 dwelling units/acre), lower parking standards, enhanced pedestrian environment, active streetscape, and enhanced amenities for bikes and



buses. In TOD areas, the pedestrian and transit rider are given priority over the motorist. The TOD designation makes up approximately 22 acres, or less than 1% of the City's total acreage.

### Mixed-Use (MU)

Local and neighborhood-supporting mixed-use areas designed to be contextually appropriate in and compatible with the identified neighborhood or historic area. On a single site, a combination of non-residential and residential uses can occur in the same structure or on the same site, where the residential component is located either above (vertical mixed-use) or behind or next to (horizontal mixed-use) the non-residential component. Commercial retail is encouraged to be the primary use on the ground floor. Professional office and housing uses are also encouraged, particularly as adaptive reuse opportunities within existing structures. Transit orientation, walkability, and pedestrian access are key considerations. There are currently no parcels designated as Mixed-Use.

### Live Work (LW)

This category of land use is represented by an integrated residence and working space, occupied and utilized by a single household in a structure that has been designed or structurally modified to accommodate joint residential occupancy and work activity. There are currently no parcels designated as Live Work.

### Commercial-Manufacturing

*Figure 2-6*

The Commercial-Manufacturing designation is intended to provide for uses combining both commercial and industrial characteristics. In addition, the designation allows for commercial uses that require large display or storage areas.

The Commercial-Manufacturing designation permits a maximum FAR of 1.0. The Commercial-Manufacturing designation makes up approximately 44 acres, or 1% of the City's total acreage.

The Commercial-Manufacturing (C-M) zoning classification is compatible with the Commercial-Manufacturing land use designation.

## Office

The Office land use designation provides for office, professional employment and services. The designation is intended to provide for office type uses that are located along major roadways, providing buffers for residential areas.

The Office designation permits a maximum FAR of 1.0. The Office designation makes up approximately 26 acres, or less than 1% of the City's total acreage.

The Commercial-Office (C-O) zoning classification is compatible with the Office land use designation.

## Industrial

The Industrial land use designation provides for industrial uses with a maximum FAR of 1.0. The Industrial designation makes up approximately 311 acres, or 7% of the City's total acreage. Industrial uses are high traffic generators and adequate access to these uses and buffering from surrounding sensitive uses should be provided.

Zoning classifications compatible with the Industrial designation include Manufacturing (M) and Planned Manufacturing (PMD).

- **Manufacturing (M).** The Manufacturing zoning classification provides for industrial uses and related facilities.
- **Planned Manufacturing District (PMD).** The Combining Planned Manufacturing District zoning classification provides a method by which individual parcels may be developed utilizing a wider variety of building sizes and types.

## Schools/Institutional

The School/Institutional land use designation provides for schools, their related uses and public buildings such as City Hall, the library, and the Police Station., all located at the City's Civic Center. Schools should be located in residential areas and away from high intensity uses that generate substantial traffic and noise. The School designation makes up approximately 225 acres. This accounts for approximately 5% of the City's total acreage.

## Parks

The Parks land use designation is intended for recreational type areas such as City parks. Open space should be located in residential areas so that recreational opportunities can be in close proximity to residents. The Parks designation makes up approximately 99 acres, or 2% of the City's total acreage.

Zoning districts compatible with the Open Space designation include Combining Parkway Vista (P-V) and Combining Oil (O and O-1).

*Figure 2-7*



- **Parkway (P-V).** The Parkway Vista classification creates landscaped thoroughfares with common setback requirements for all districts that abut designated thoroughfares.
- **Combining Oil (O and O-1).** The Combining Oil “O” classification provides for the use of land or the surface thereof in connection with the removal of minerals. The Combining Oil “O-1” classification provides for the use of land or the surface thereof in connection with the removal of minerals, providing for the maintenance and operation of existing wells, but limited from any new surface location.

### Specific Plans

Currently, the City has ten specific plan areas, covering approximately 322 acres. The specific plans are principally for residential development, although two allow for commercial. Two residential specific plans allow for home occupations on the same property as historic structures and two allow for day care or assisted living. Another permits residential in conjunction with oil extraction. The Specific Plan designation makes up approximately 322 acres, or 8% of the City's total acreage.

## 2.6 LAND USE INTENSITY/DENSITY

State General Plan law requires that the Land Use Element indicate the maximum building intensities/densities allowed in the City. Each land use designation listed above contains corresponding intensity/density standards.

The term “intensity” refers to the degree of development based on a building’s characteristics such as, floor area ratio (FAR), building height and lot coverage. Intensity is most often used to describe non-residential development. The measure of intensity, known as floor area ratio (FAR), provides the most convenient method of describing levels of development. The floor area ratio is the relationship of total gross floor area of all buildings on a lot in square feet to the total land area of the lot in square feet expressed as a ratio. The FAR describes use intensity on a lot, but not the actual building height and lot coverage.

The term “density” is a measure of the population or residential development capacity of a designated land use. Residential density is described in terms of dwelling units per gross area (du/ac). A dwelling unit is a building, or a portion of a building used for human habitation and may vary considerably in size (square footage). For purposes of calculating population, an average number of persons per acre or dwelling unit for all types and sizes of dwelling units is assumed.

Table 2-7 includes the density or intensity standard for each land use designation and the corresponding future development potential. However, given the limited amount of vacant land (54 acres), the level of existing, stable development, and the historical development patterns over the last three decades, the buildout is not likely to be realized.

*Table 2-7. General Plan Land Use Designation – Potential Development Buildout*

Land Use Designation	Density Standard (du/ac) or Total Acres (acs)	Intensity Standard (FAR) <sup>1</sup>	Ultimate Buildout Dwelling Units <sup>2</sup>	Ultimate Build Out Square Footage <sup>2</sup>
Low Density Residential	6 du/ac		7,596	
Medium Density Residential	15 du/ac		5,895	
High Density Residential	25 du/ac		3,875	
Commercial	137 acs	1.0 FAR		5,967, 720
Old Town <sup>3</sup>	30-65 du/ac		810	181,250
Transit Oriented Development (TOD)	65-95 du/ac		564	30,000

Land Use Designation	Density Standard (du/ac) or Total Acres (acs)	Intensity Standard (FAR) <sup>1</sup>	Ultimate Buildout Dwelling Units <sup>2</sup>	Ultimate Build Out Square Footage <sup>2</sup>
Commercial-Manufacturing	44 acs	1.0 FAR		1,910,640
Office	25 acs	1.0 FAR		1,089, 900
Industrial	311 acs	1.0 FAR		13,547,160
Specific Plans <sup>5</sup>	322 acs	Varies	3,690	570,200
Residential Planned Community	7.1 du/ac		2,272	
<b>TOTAL</b>			<b>24,702</b>	<b>22,511,890</b>

Land Use Designation	Density Standard (du/ac) or Total Acres (acs)	Intensity Standard (FAR) <sup>1</sup>	Ultimate Buildout Dwelling Units <sup>2</sup>	Ultimate Build Out Square Footage <sup>2</sup>
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Source: City of Placentia, May 2018

Notes:

<sup>1</sup> Density standards represent the maximum gross density allowed. Net densities would be lower, dependent on zoning requirements and other regulatory considerations that limit the full development potential.

<sup>2</sup> Ultimate dwelling units and square footage estimates based upon existing acreage multiplied by gross density/intensity standards. The realistic buildout for the city is represented in the Environmental Impact Report for the General Plan update.

<sup>3</sup> Based on the Negative Declaration, (ND 2017-02), July 2017 the Old Town area would consist of the addition of 525 residential units, 85,000 square feet of commercial use, 40,000 square feet of retail use, and a 50-room hotel to the existing area. The existing number of units is 285.

<sup>4</sup> Based on Mitigated Negative Declaration, (MND 2017-01), April 2017, which assumed a 5,000 net vehicle trip cap. The cap of 5,000 vehicle trips (net) at buildout assumes that an estimated 752 dwelling units (DU) could be constructed under an all residential development scenario and stay within the 5,000-vehicle trip cap or, alternatively, a mix of 75% residential (564 DU) and 25% commercial (30,000 square feet of gross leasable area (GLA)) could also stay within the 5,000-vehicle trip cap. This table assumes the mix scenario. Any additional development above the 5,000-trip cap would require further environmental analysis and is not permitted until that is completed.

<sup>5</sup> Specific Plan category represents both residential and commercial development and was calculated taking potential buildout of each specific plan area and then totaling, as below:

- SP 1- SFD=1 Unit
- SP 2- SFD =1 Unit
- SP 3- Assisted Living – 5.80 45du/ac for 261 units
- SP 4- 8 affordable units
- SP 5- 19 acres of retail, hotel, dealership 0.5 FAR assumption for 413,820 sf of commercial
- SP 6- 4.1 acres, 6 du/ac for 24 units
- SP 7- 300 acres residential and commercial:
  - Low Density—163.85 ac 6 du/ac = 983 units
  - Medium Density—11.40 ac at 15du/ac = 171 units
  - Medium-High Density—36.97ac at 20du/ac (assumption) =739 units
  - High Density—37.34ac at 25du/ac = 933 units
  - Commercial—7.18ac 0.5 FAR (assumption) =156,380sf
- SP 8- 7 acres at 10.3 du/ac = 72 units
- SP 9- 10.35 ac at 40.5 du/ac = 419 units
- SP 10- 7.82 ac at 10 du/ac = 78 units

## 2.7 GOALS AND POLICIES

The Land Use Element goals and policies provide direction for future growth and development in Placentia, while minimizing existing and potential land use conflicts. Goals are statements, or declarations, that reflect the broader vision for the City: the overall way Placentia wants to allow and encourage development. Policies follow each goal and provide more specific ways to achieve those goals.

Related land use goals and policies are also located in several other Elements of the General Plan.

### Balance Development with Economic Growth

The City of Placentia is largely residential but also has neighborhood serving commercial uses, with a smaller industrial base. While the City provides a range of land use types, it also competes with surrounding jurisdictions for basic services (groceries, retail, etc.). Therefore, it is in the best interest of the City to establish a land use pattern that balances economic development with land use decisions.

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**GOAL LU - 1** *Provide a well-balanced land use pattern that accommodates existing and future needs for housing, commercial, industrial and open space/recreation uses, while providing adequate community services to City residents.*

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**Policy LU - 1.1** Preserve single-family neighborhoods in Placentia, which provide support for the city’s commercial and industrial uses.

**Policy LU - 1.2** Allow for a variety of residential infill opportunities including single family, multi-family, mixed-use, manufactured housing and mobile homes, in designated areas to satisfy regional housing needs.

**Policy LU - 1.3** Provide sites for a range of commercial uses, including shopping, dining, entertainment, and offices that provide a strong employment base and offer local services. Encourage the redevelopment of aging commercial centers.

**Policy LU - 1.4** Preserve and improve industrial uses that provide manufacturing employment opportunities, through infrastructure upgrades, enhanced aesthetics, and new business development strategies.

**Policy LU - 1.5** Promote the development of distinct, well-designed focus areas that are served by transit, contain a mix of commercial or civic activities, are supported by adjacent residential areas, and serve as focal points in the community.

**Policy LU - 1.6** Encourage mixed-use development within the Old Town District, TOD District and other appropriate areas.

- Policy LU - 1.7 Where feasible, increase the amount and network of public and private open space and recreational facilities for active or passive recreation as well as for visual relief.
- Policy LU - 1.8 Monitor and amend ordinances periodically to provide incentives for the development of workforce housing, affordable housing, and mixed-use multi-family housing.
- Policy LU - 1.9 Encourage the development of housing for extremely low-income households, senior housing, larger family housing, and housing for persons with special needs through incentives and code flexibility.
- Policy LU - 1.10 Create specific zoning or plans for major corridors within the City. This would include the Chapman Avenue corridor and the Placentia Avenue corridor, among other major thoroughfares.
- Policy LU - 1.11 Amend the Zoning Ordinance to provide development standards for the Mixed-Use Zoning Designation.

### Compatible and High-Quality Development

Compatible, complementary and high-quality development is a key element to achieving functional, economically viable and livable communities. The provision of effectively integrated land uses will promote a more walkable environment and contribute to the reduction in infrastructure needs and traffic congestion. Future redevelopment of the Old Town area is one example of the City’s desire for compatible, high-quality mixed-use development.

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**GOAL LU - 2** *Ensure that new development is compatible with surrounding land uses, the circulation network, and existing development constraints.*

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- Policy LU - 2.1 Where residential/commercial Mixed-Use is permitted, ensure compatible integration of adjacent uses to minimize conflicts through site planning, development standards and architectural compatibility.
- Policy LU - 2.2 Develop residential and commercial design guidelines to both protect existing development and allow for future development that is attractive, compatible, and sensitive to surrounding uses.
- Policy LU - 2.3 Orient land uses that create employment opportunities toward major and primary arterial streets so that activities associated with these uses will have minimal effect upon adjacent residential neighborhoods.
- Policy LU - 2.4 Large, contiguous vacant or underutilized parcels should be comprehensively planned for development to be compatible with adjacent neighborhoods.

- Policy LU - 2.5** Ensure a sensitive transition between commercial or business park uses and residential uses by implementing precise development standards or design guidelines with such techniques as buffering, landscaping, setbacks and traffic calming features.
- Policy LU - 2.6** Require new multifamily development to provide adequate buffers (such as decorative walls and landscaped setbacks) along boundaries with single-family residential uses to reduce impacts on residences due to noise, traffic, parking, light and glare, and differences in scale; to ensure privacy; and to provide visual compatibility.
- Policy LU - 2.7** Allow small lot single-family and medium-density development as infill projects and provide adequate development standards or design guidelines to ensure compatibility with surrounding residential uses.
- Policy LU - 2.8** Preserve Placentia's low-density residential neighborhoods through enforcement of land use and property development standards while creating a harmonious blending of buildings and landscape when new development occurs.
- Policy LU - 2.9** Reduce the number of existing isolated commercial outlets through consolidation, where appropriate, and discourage small-scale strip commercial development.
- Policy LU - 2.10** Encourage non-conforming uses and buildings to be brought into compliance with City codes.
- Policy LU - 2.11** Preserve neighborhood integrity by routing extraneous traffic around neighborhoods.
- Policy LU - 2.12** Mitigate traffic congestion and unacceptable levels of noise, odors, dust, and light and glare which affect residential areas and sensitive receptors, when and where feasible.
- Policy LU - 2.13** Monitor the impact and intensity of land uses in adjacent jurisdictions on Placentia's transportation and circulation systems, so that traffic from projects in neighboring cities can move efficiently without interfering with existing development. Impacts from these projects shall be properly assessed to mitigate any impacts to the existing Placentia mobility network.
- Policy LU - 2.14** Encourage consolidation of parking and reciprocal access agreements among adjacent businesses to minimize curb cuts and disruption of traffic flow.
- Policy LU - 2.15** Work with Placentia Fire and Life Safety Department (PFLSD) to ensure adequate monitoring of those uses that utilize hazardous materials to avoid industrial accidents, chemical spills, fires, and explosions.

- Policy LU - 2.16 Establish and maintain recreational open space opportunities in proximity to residential areas.
- Policy LU - 2.17 Encourage the development of Mixed-Use and transit-oriented development to promote a wider range of residential opportunities, to help meet the regional housing needs, and to complement the principles of the Complete Streets model.
- Policy LU - 2.18 Work pro-actively with Orange County Transportation Authority (OCTA) to properly plan appropriate land uses around existing and future planned transportation projects built by OCTA.
- Policy LU - 2.19 Orient the placement of developments to take advantage of views of open space or circulation greenery to enhance mental health benefits.
- Policy LU - 2.20 Require adequate off-street parking for all land uses so that on street parking is not necessary on arterial streets. Ensure that off-street parking facilities are designed to be future-compatible and adaptively reusable for retail, distribution and other uses, reflecting advances in shared automobile technology and shifts toward e-commerce and new urban goods movement and delivery models.
- Policy LU - 2.21 Ensure development provides adequate infrastructure improvements are provided to support new multi-family development, including on-site recreational amenities.

**Revitalization of Existing Uses and Properties**

As the City of Placentia approaches build-out conditions, revitalization of existing uses and properties will be necessary to accommodate new development and provide for the needs of the community. The City of Placentia understands the importance of providing incentives to encourage redevelopment and revitalization opportunities within the City.

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**GOAL LU - 3** *Revitalize underutilized, abandoned or dilapidated commercial, industrial and residential uses and properties.*

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- Policy LU - 3.1 Encourage opportunities for redevelopment and improvements in the Old Town area, the TOD district, industrial areas, neighborhoods in the southern sector of the City, and commercial centers along major roadway corridors.
- Policy LU - 3.2 Support the provision of incentives for private development (as appropriate), joint public private- partnerships, and public improvements.
- Policy LU - 3.3 Provide incentives to encourage lot consolidation and parcel assemblage to provide expanded opportunities for coordinated development.

- Policy LU - 3.4 Provide rehabilitation assistance in targeted residential neighborhoods and commercial districts to eliminate code violations and enable the upgrading of residential and commercial properties.
- Policy LU - 3.5 Vigorously enforce City codes, including building, safety, and housing codes, to promote property maintenance.
- Policy LU - 3.6 Encourage creative reuse, restoration and adaptive reuse of historical buildings.
- Policy LU - 3.7 Develop economically viable development standards and programs to facilitate adaptive reuse of historical buildings that will have a public function, thereby allowing it to become part of contemporary urban life.
- Policy LU - 3.8 Make available a building façade improvement program designed to encourage economic investment and revitalization to industrial and commercial buildings by making improvements to frontages visible from the public right-of-way. By improving the physical appearance, the Old Town, central business districts and industrial sectors of the City will have a much greater potential for attracting and retaining businesses.

### Protection of Natural Resources

The City understands that importance of protecting the natural environment both now and for future generations.

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**GOAL LU - 4** *Ensure that new development minimizes the impacts on the natural environment including the natural landscape, vegetation, air and water resources.*

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- Policy LU - 4.1 Require all new development to adhere to the standards of the Low Impact Development (LID) guidance.
- Policy LU - 4.2 Require all new development to minimize impervious surfaces wherever feasible.
- Policy LU - 4.3 Discourage soil compaction in landscaped areas, both existing and proposed.
- Policy LU - 4.4 For citywide projects in the public right-of-way, minimize impervious surfaces wherever possible, while maintaining public safety.
- Policy LU - 4.5 Require new development to preserve all mature vegetation wherever possible.
- Policy LU - 4.6 Ensure that all new development adheres to the Water Quality Management best practices and approved plans beginning at the grading stage of construction.

## Well Designed Places, Building, and Streetscapes

The City of Placentia understands the importance of good design, both at a larger scale in the case of urban design and at a smaller scale in the case of buildings and public spaces. All new development should be well designed and architecturally attractive.

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**GOAL LU - 5** *Improve urban design in Placentia to ensure that development is both architecturally attractive and functionally compatible and to create identifiable neighborhoods, and community areas.*

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**Policy LU - 5.1** Encourage development projects to utilize high quality design for architecture and site planning through the City’s design review process. Create Design Guidelines for focused areas and for development Citywide.

**Policy LU - 5.2** Develop citywide visual and circulation linkages through strengthened landscaping, pedestrian lighting, and bicycle trails.

**Policy LU - 5.3** Continue established design themes of existing neighborhoods for new development in or adjacent to that neighborhood.

**Policy LU - 5.4** Ensure compatible design with sensitive building massing and proportion.

**Policy LU - 5.5** Adopt and Implement design guidelines, specific zoning, plans, and streetscape design along the Chapman Avenue Corridor, Kraemer Boulevard and Placentia Avenue Corridor to improve the overall appearance of new or redeveloped buildings, landscaped areas, streets, and parking areas.

**Policy LU - 5.6** Improve roadway corridor aesthetics with implementation of a streetscape program that includes median island beautification and enhanced City entry locations.

**Policy LU - 5.7** Promote exterior signage and lighting that is subdued in character and non-intrusive upon neighboring uses.

**Policy LU - 5.8** Improve the quality of Placentia’s multi-family neighborhoods through a) improved buffers between multi-family residences, and commercial, and business park uses; b) provision of usable private and common open space in new multi-family projects; c) increased code enforcement; and d) improved site, building, and landscape design.

**Policy LU - 5.9** Review and revise, as necessary, the City's development standards and project review/approval process to improve the quality of new development and to protect the public health and safety.

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**GOAL LU - 6** *Enhance and improve the visual image, economic vitality and infrastructure of the Old Town area, TOD, and surrounding areas, like the future Chapman corridor.*

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**Policy LU - 6.1** Vigorously implement the Old Town Revitalization Plan, adopted in 2016, TOD, and surrounding areas. Seek grants and other funding sources to implement.

**Policy LU - 6.2** Promote economic revitalization for the Old Town and TOD area through business attraction and retention activities. Programs should include consultation and participation with businesses and residents of the area.

**Policy LU - 6.3** Conduct, with assistance and cooperation of area merchants, special community events to encourage cultural awareness and community participation awareness of the Old Town and TOD area.

**Policy LU - 6.4** Promote new businesses, mixed used projects, and re-use of historic structures in the Old Town and TOD districts. Monitor the TOD and Old Town zoning districts to determine if any amendments would help spur new development.

**Policy LU - 6.5** Implement programs and projects that contribute to funding for new infrastructure in the Old Town and TOD districts, with a focus on private development funding and other infrastructure financing tools.

**Policy LU - 6.6** Focus planning and economic development efforts to spur development and infrastructure improvement on major transportation corridors, such as the future Chapman Avenue corridor.

**Policy LU - 6.7** Incorporate existing established businesses into new development in the Old Town and TOD districts.

### Provision of High-Quality Infrastructure and Services

The provision of high-quality infrastructure service is vital to successful land use decisions. Land use decisions rely on the proper evaluation and implementation of infrastructure including roadways, public utilities and other services that support existing and new development. The establishment of diversity in transportation choices, such as bus routes, rail, shuttles, bike lanes, and the provision of high quality, well-maintained public facilities will ensure the long-term success of land use decisions.

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**GOAL LU - 7** *Ensure that public facilities and services are available to accommodate development allowed under the General Plan and Zoning Ordinance.*

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**Policy LU - 7.1** Encourage a wide range of accessible public facilities and community services, including fire and police protection, flood

control and drainage, educational, cultural and recreational opportunities and other governmental and municipal services.

**Policy LU - 7.2** Identify public facility and service deficiencies, for example, through the Capital Improvement Program (CIP) and introduce priority projects into the City's budget process.

**Policy LU - 7.3** Coordinate and collaborate with other agencies providing public utility service to Placentia to define area-wide and regional needs, projects and responsibilities.

**Policy LU - 7.4** Coordinate the construction of all public utilities to minimize disruption of vehicular traffic and negative impacts on roadways.

**GOAL LU - 8** *Continue to diversify transportation choices in Placentia for residents and businesses.*

**Policy LU - 8.1** Continue to facilitate the development of passenger-serving rail through the City, ensuring the construction of the proposed Metrolink stop to serve the Old Town area.

**Policy LU - 8.2** Identify locations for potential transportation facilities, such as parking facilities and transit stations, that serve both commuters and residents and include in future private and public redevelopment of these locations.

**Policy LU - 8.3** Identify transportation needs of senior citizens in the community and provide targeted services.

**Policy LU - 8.4** Provide all classes of bike lanes, bike paths, and bike routes throughout the city as new development or redevelopment occurs.

**Policy LU - 8.5** Consider new and innovative modes of transportation for inner city travel and for local regional travel, such as motorized bikes, scooters, ride-share, etc.

**Policy LU - 8.6** Consider providing parking management programs in commercial and residential areas where needed.

**Policy LU - 8.7** Facilitate the construction and management of a parking structure for the patrons of the Metrolink and Old Town area.

**GOAL LU - 9** *Continue to provide a high quality of public infrastructure and services.*

**Policy LU - 9.1** Continue to improve the quality of public improvements through the capital budgeting process and through private development.

**Policy LU - 9.2** Continue to identify new local, State and Federal funding sources to leverage local resources.

**Policy LU - 9.3** Adopt a “Complete Streets” policy, which embodies the community’s intent to plan, design, operate and maintain streets so they are safe for all users of all ages and abilities. These policies shall guide the planning, design and construction of streets to accommodate all anticipated users, including pedestrians, bicyclists, public transit users, motorists and freight vehicles.

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**GOAL LU - 10** *Create enhanced connectivity with California State University Fullerton (CSUF) campus community.*

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**Policy LU - 10.1** Derive economic benefits through the provision of retail uses oriented toward consumer needs of the CSUF students and faculty.

**Policy LU - 10.2** In creating the aforementioned corridor plans, the City shall take into consideration the nearby Cal State University Fullerton campus community and capitalize on its proximity.

**Policy LU - 10.3** Where advantageous, link future land use and circulation considerations to the CSUF campus community.