

Envision Willowick!

Visioning Document

DRAFT / January 23, 2019





Envision Willow **wick!**

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Introduction

Purpose

The Cities of Garden Grove and Santa Ana are gathering community input in developing a conceptual “vision” for redevelopment of the Willowick Golf Course site. This process explored conceptual land use options that are formed by community and stakeholder collaboration and input. **The Visioning Document is intended to be used to guide and act as a resource in the preparation of development plans for Willowick.**

Objectives

The Willowick Visioning process was created in collaboration with community members, working together through the step-by-step process. Specific objectives for public involvement were to:

- Engage a wide mix of Garden Grove and Santa Ana residents and other stakeholders from the many communities that make up the two cities.
- Solicit input, ideas and feedback that will shape design concepts, alternatives, and ultimately the vision.
- Share project information and studies with the community.
- Report on milestones throughout the process to the community.

Project Overview

The visioning process explored how Willowick can best serve and enrich the community, including the next generation, what activities and land uses are needed, and how it can keep pace with changing conditions and trends. The Visioning is a compilation of community-driven needs, goals, ideas, and feedback.

The Willowick Golf Course site, located in the City of Santa Ana, is situated on 5th Street, adjacent to the Santa Ana River, at 3017 W 5th Street. Owned by the City of Garden Grove, the property is currently developed as an 18-hole golf course. The site is adjacent to the Santa Ana River on the east, and the Pacific Electric (PE) Right-of-Way on the north, and abuts Garden Grove’s Buena Clinton neighborhood and the Willowick Royal Mobile Home Park. To the east across the Santa Ana River, is Spurgeon Intermediate School and Spurgeon Park. Directly to the south, is Cesar Chavez Campesino Park.

The visioning process proceeded through three major steps over the course of the project:

1. Listen: Solicit input and ideas
2. Create: Vision brainstorming and mapping
3. Evaluate: Alternative vision concepts and economic viability review

Community Workshops

At the heart of the visioning process for Willowick was a series of four community workshops covering the three major steps. Interactive formats facilitated discussion of perspectives among community members, and provided a space for them to work together in a step-by-step fashion to provide input for the Visioning. The project team also shared information about the project area and case studies exploring other similar projects.

Importantly, the workshop discussions built upon each other. In the first workshop, participants explored ideas, needs and goals related to the community and big-picture “what if” questions about the future of Willowick. In the second workshop (2A & 2B), the project team presented the case studies and solicited input on which ideas might have applicability for Willowick. The majority of time in the second workshop was devoted to small group discussions where participants brainstormed and mapped their ideas for the Visioning. In the third workshop, the project team returned with several alternative concepts for the Visioning that combined the themes and ideas from the prior workshops and solicited feedback on relative merits for the alternatives.

Community Workshop Process

Listen

Workshop **#1**

August 30
2018

Goodwill Industries

410 N. Fairview St.
Santa Ana, CA 92703

6–8 pm

Explore ideas, needs and goals of the community.

Create

Workshop **#2A**

September 27
2018

Spurgeon Intermediate School

2701 W. 5th St.
Santa Ana, CA 92703

6–8 pm

Explore economic and market forces, then brainstorm and map your ideas for the future of Willowick.

Workshop **#2B**

October 2
2018

Buena Clinton Youth and Family Center

12661 Sunswept Ave.
Garden Grove, CA 92843

6–8 pm

Evaluate

Workshop **#3**

October 25
2018

Spurgeon Intermediate School

2701 W. 5th St.
Santa Ana, CA 92703

6–8 pm

Provide feedback on alternative concepts developed on input from the previous workshops.

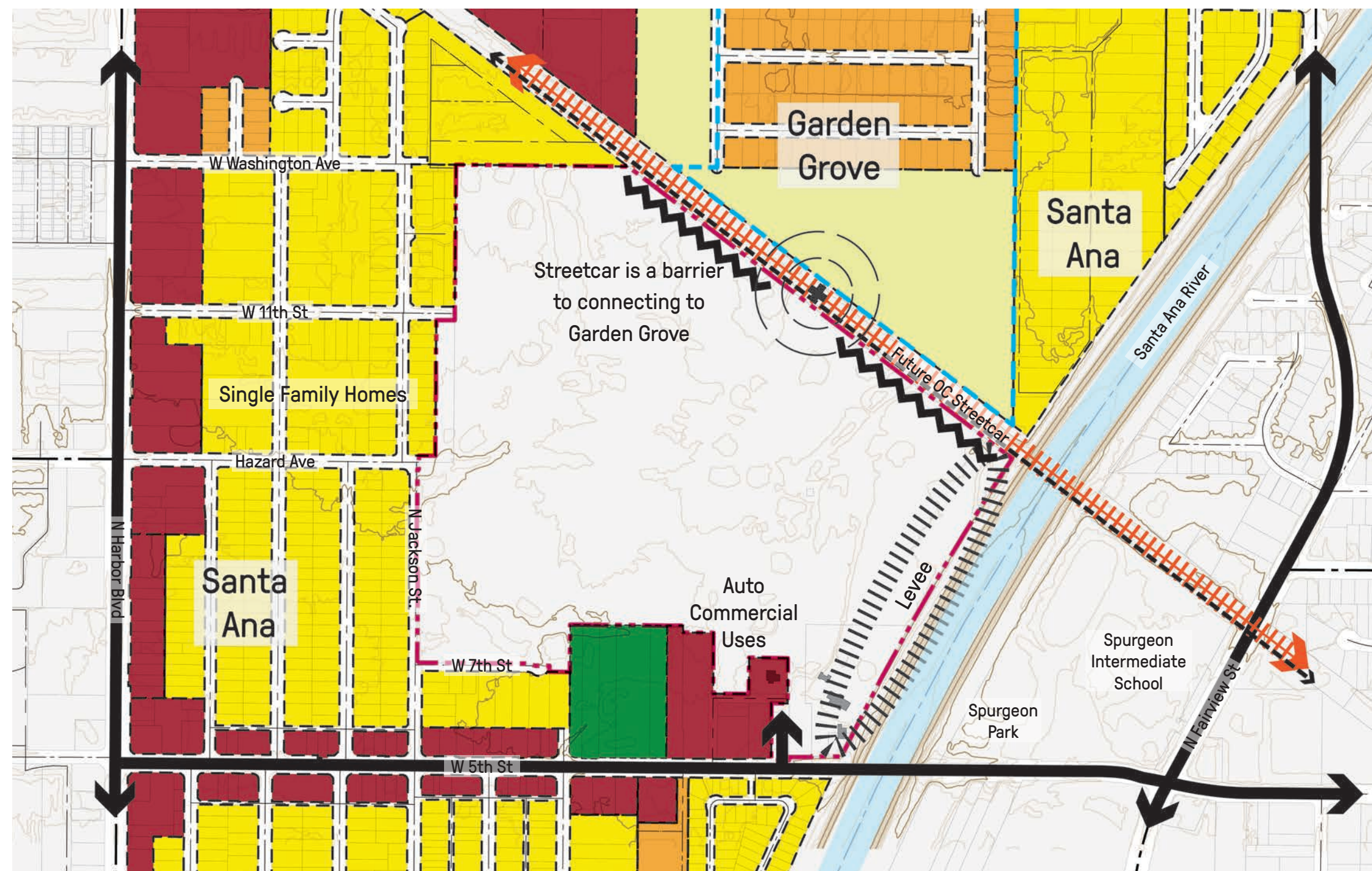
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LISTEN

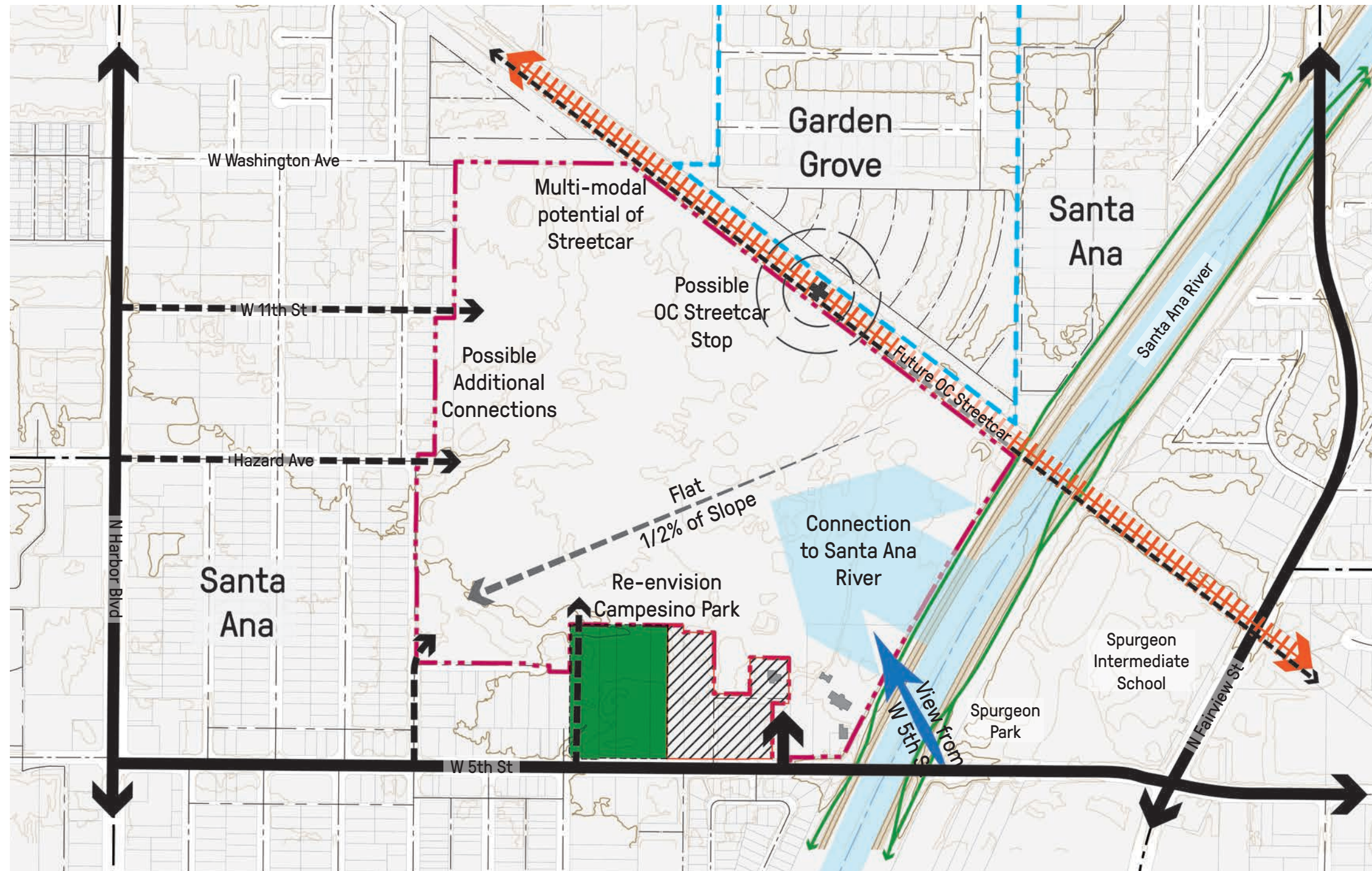
The first step in the visioning process was to 'Listen'. This included listening to the physical conditions and opportunities of the site and to the ideas, needs and goals of the surrounding community. From this listening, a Community Values Statement and Guiding Principles were developed to help guide subsequent steps.

Site Conditions

The Willowick Golf Course site is owned by the City of Garden Grove and is located within the boundary of the City of Santa Ana. At 102 acres, the site is zoned as an open space and is surrounded by existing uses on three sides with its eastern edge abutting the Santa Ana River. Access is currently from a small portion of the site along W 5th St at its southeast corner although the site does border parts of the residential streets of N Jackson St and W 7th St as well as the ends of Hazard Ave and W 11th St to the west. To the north, the site is bordered by the Pacific Electric ROW where the OC Streetcar is being built.



Site Opportunities



The site has several great opportunities including a potential transit stop along the OC Streetcar route as identified in OCTA's planning documents. Additionally, the site is relatively flat, has a long frontage along the Santa Ana River including connections to the River's regional trail system, has good views from the W 5th St bridge at its key entry condition, and is adjacent to several community facilities including Campesino Park and Spurgeon Intermediate School.

Workshop 1 Overview



Purpose & Summary

The Cities of Garden Grove and Santa Ana hosted the first community workshop for the Willowick Golf Course Visioning. The workshop was held on Thursday, August 30th, 2018 at Goodwill Industries in Santa Ana, CA. The materials and content were presented by their joint-selected consultant – SWA Group.

Approximately 35 to 40 community members attended the workshop, sharing ideas, needs and goals for their community and the Willowick Golf Course site.

The purpose of the workshop was to:

- Inform the community about the project and
- Explain the various opportunities to participate
- Understand the changes desired by the community
- Solicit input on Willowick's unique qualities, needs, and goals related to development and placemaking opportunities
- Present pros and cons related to existing conditions of the project site and surrounding area



Activities & Major Themes

SWA Group gave a presentation that included the following topics:

- Project introduction
- Overview on the visioning process and upcoming workshops
- Willowick analysis and inventory with opportunities and challenges
- Site-scaled comparisons – varying from a village/town scale to a site-specific use scale

The first activity was a **pop quiz**; attendees were asked to respond to 9 questions, recording each answer on a sticky note and posting each answer on exhibits posted on the wall.

The major themes that resulted from this exercise are:

- 1. Neighborhood safety and access**
- 2. Community and family-oriented**
- 3. Culture and learning**
- 4. Renovate and renew**
- 5. Places to play and gather**



The second activity was a dot polling exercise, where participants were given 15 sticker dots and asked to place each dot on their top-rated programs among 8 different board topics.

The top programs resulted in:

- 1. Learn**
- 2. Play**
- 3. Engage**
- 4. Entertain**
- 5. Gather**

Please find specific results of both Activities in the Appendix.

Community Values Statement

From input received during the first workshop, a Community Values Statement was created to identify and articulate the basic values that should guide development of the site. The statement is as follows:

“The Cities of Garden Grove and Santa Ana value a *vibrant*, multi-use gathering place—a complete community that is ***family-oriented***, ***safe*** and ***publicly accessible***.

A new Willowick will foster the community’s ***cultural heritage***; provide ***educational and economic*** opportunities that *encourage* community ***interaction***; and allow a ***multitude of uses*** that bring families together for generations to come.

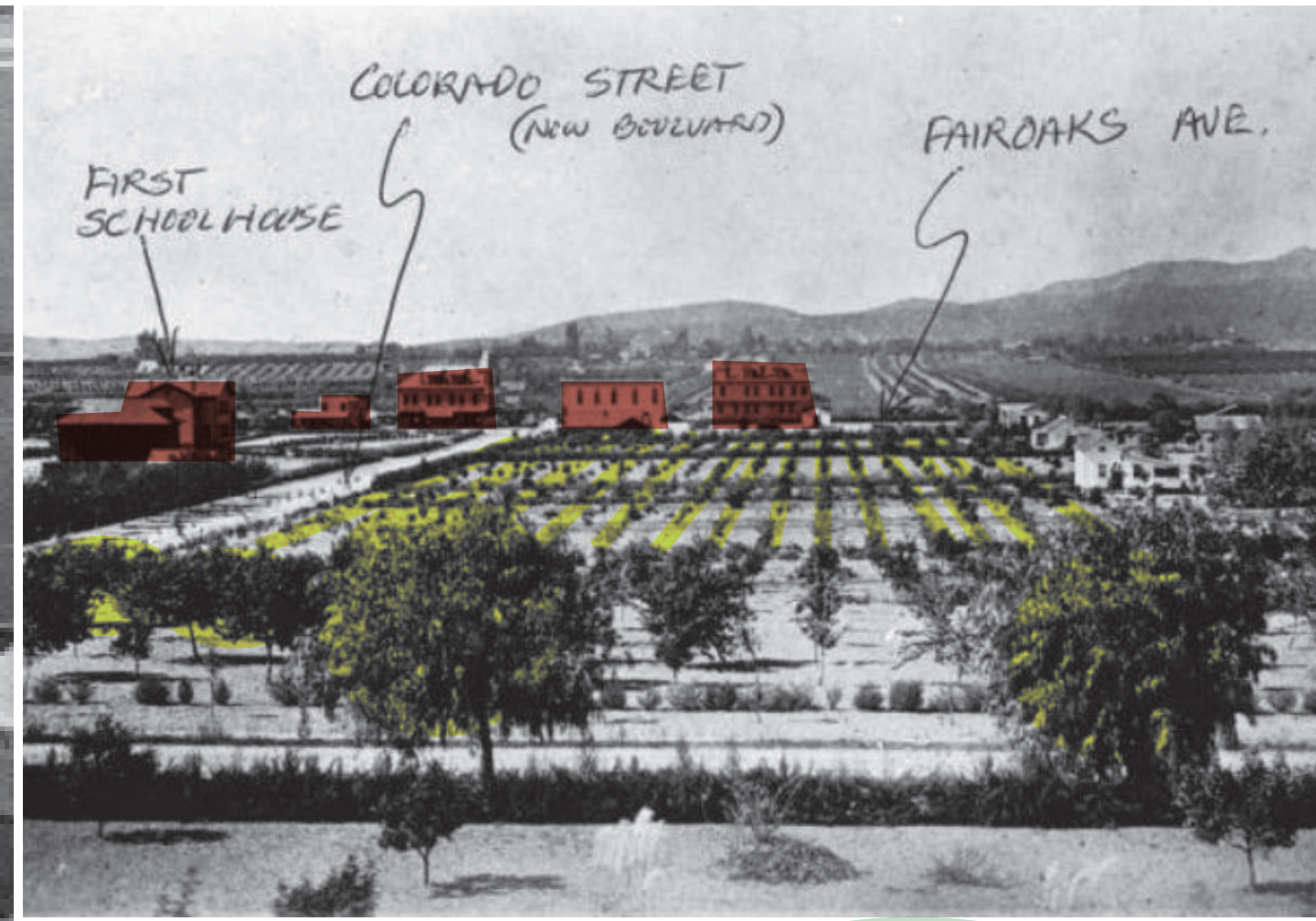
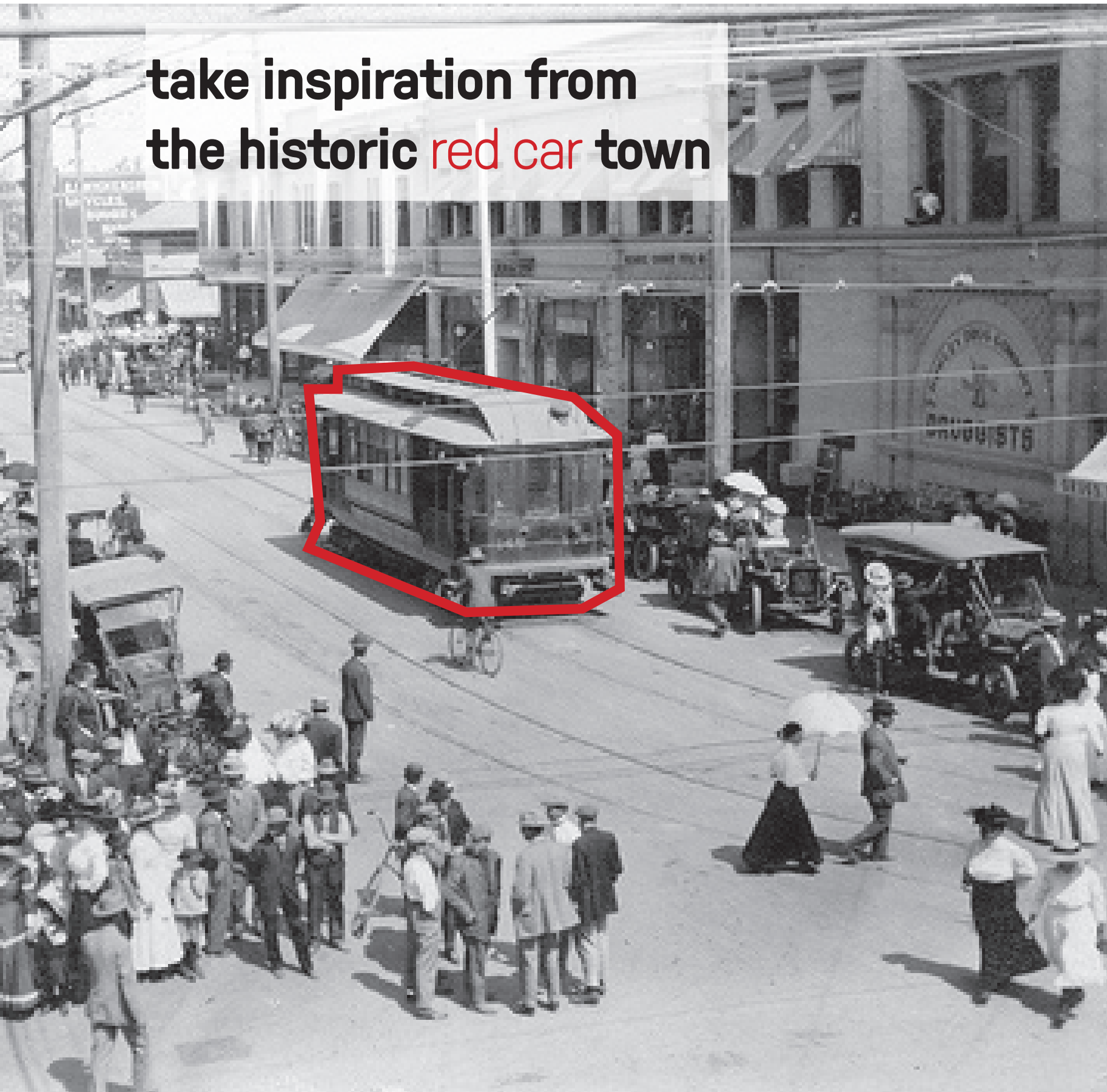
Guiding Principles for Willow**wick**

Based on input and feedback from Workshop 1, a series of **Guiding Principles** were developed. These Guiding Principles are intended to inform the ultimate vision of Willowick while not restricting the uses or form of the redevelopment.

- 1.** Celebrate the **history of Willow**wick****
- 2.** Create **memorable gathering** places
- 3.** Provide for **safety and accessibility**
- 4.** Promote a **distinct character** of place
- 5.** Maintain a **flexible framework**

1. Celebrate the **history** of Willow**ick**

take inspiration from
the historic **red car** town



2. Provide for *safety and accessibility*

a place for the public / publicly accessible

connect to public regional trails



leverage accessibility to the future OC Streetcar

3. Create *memorable gathering* places

family-oriented

human, pedestrian scale



4. Promote a ***distinct character*** of place

preserve and renew historic roots

character rooted in culture

new development that enriches the quality of the existing neighborhoods



5. Maintain a *flexible framework*

economic viability reinforces program

a layered program with experiential qualities that are ever-evolving



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CREATE

The second step in the visioning process was to 'Create'. Workshop participants were presented with relevant economic and market forces, site conditions, and comparable case studies and asked to brainstorm and map their ideas for the future of Willowick. From this community input, a Vision Statement, Framework Strategies and Vision Concepts were developed.

Workshop 2 A/B Overview



Purpose & Summary

The Cities of Garden Grove and Santa Ana hosted community workshops 2A & 2B for the Willowick Golf Course Visioning. The workshops were held on Thursday, September 27th, 2018 at Spurgeon Intermediate School in Santa Ana, CA and on Tuesday, October 2nd, 2018 at Buena Clinton Youth & Family Center in Garden Grove, CA. The materials and content were presented by their joint-selected consultants – SWA Group and Hatch Urban Solutions.

Approximately 30 to 35 community members attended Workshop 2A and 25 to 30 community member attended the Workshop 2B, sharing ideas, needs and goals for their community and the Willowick Golf Course site.

The purpose of the workshops was to:

- Inform the community about the project and
- Explain the various opportunities to participate
- Present case studies illustrating comparable studies whose goals were similar to the ideas expressed in themes from the first workshop
- To involve community members in hands-on design activities to generate planning concepts for consideration in the future alternatives study



Activities & Major Themes

SWA Group gave a presentation that included the following topics:

- Project introduction
- Overview on the visioning process and upcoming workshops
- Community Involvement Update
- Economic and Market Factors that impact Willowick
- Comparable Studies

The first activity was a **dot polling exercise**, where participants were given 15 sticker dots; attendees were introduced to 8 different comparable projects in cities across North America, and asked to indicate preference for aspects of the projects that they liked

The top principles included:

- 1. Urban farm supports the local community**
- 2. Park-like setting**
- 3. Respects existing neighborhood**
- 4. Mix of housing choices**
- 5. Campus central park creates recreational amenity**
- 6. Connection to recreational amenities along river**



At each workshop, attendees were seated at one of four tables, each with a large gridded map of the project area, and given a set of materials to design their version of Willowick. The materials included blocks to represent buildings of different sizes and uses, as well as tracing paper, and markers of different colors. The goal was to explore changes in Willowick that address the themes from the first workshop and incorporate ideas from the comparable studies and market information.

Each table selected a representative to be a scribe, and the group recorded their design's "big ideas" on a flip chart.

The major themes that resulted from this exercise are:

- 1. Parks with a variety of amenities**
- 2. Spaces for the community to gather and celebrate culture**
- 3. Mix of housing choices**
- 4. Complimentary uses adjacent to existing neighborhood**
- 5. Public safety & security**
- 6. Neighborhood serving retail and business space**

Please find specific results of both Activities in the Appendix.

Vision Statement

From input received during the second workshop, a Vision Statement was created to articulate the character, resources, and other qualities that make the site unique; the community attributes citizens want to be sure to keep and those they want to change; the preferred future for the site regarding land use, transportation, infrastructure, education, natural environment, recreation, parks, open space, and other aspects of the site; and the transition issues between adjacent uses. The statement is as follows:

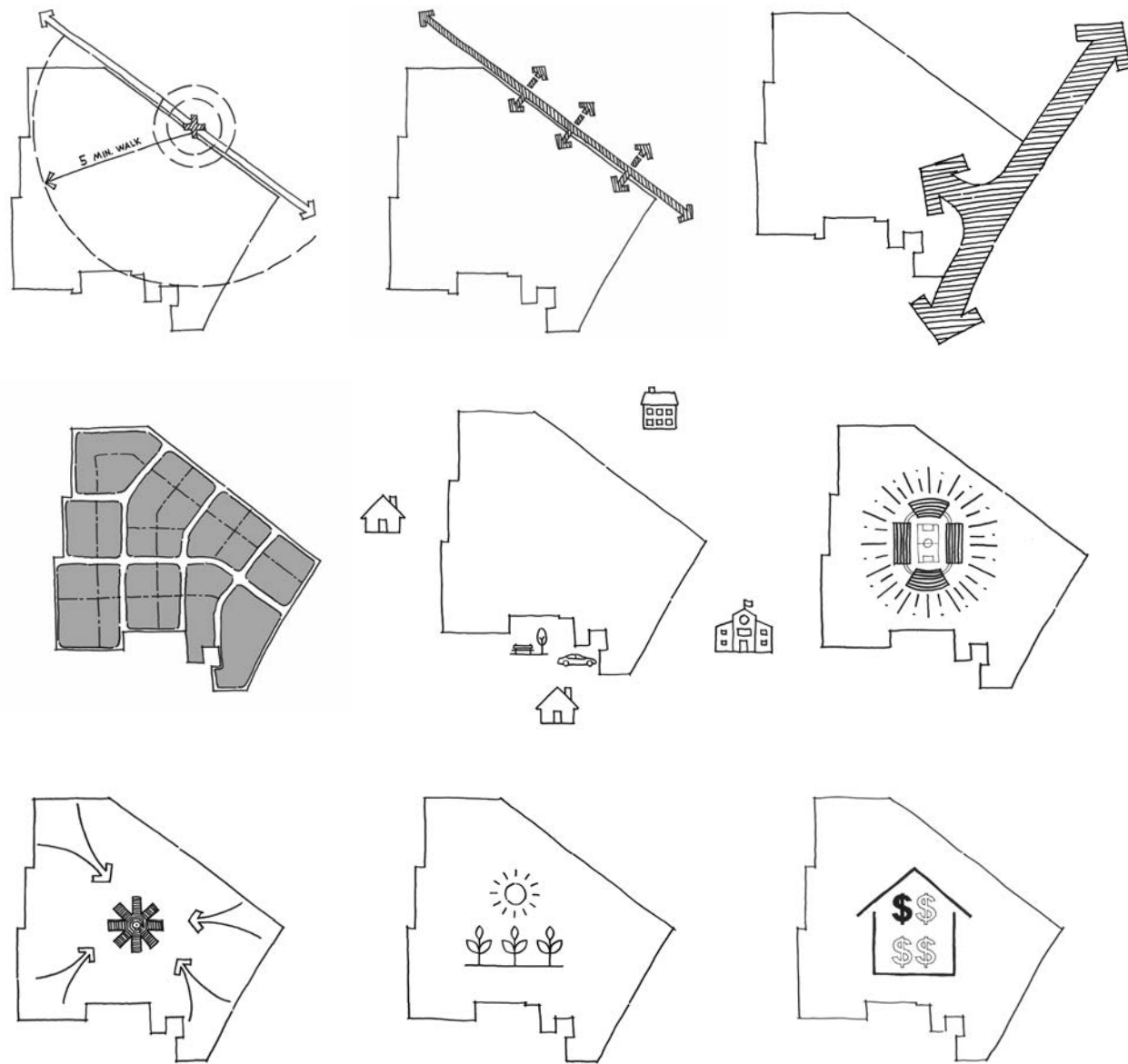


For the future of Willowick, the Cities of Garden Grove and Santa Ana envision a **safe, vibrant**, and **multi-use destination** for its residents. A new Willowick will **celebrate the history** of the site and provide **memorable, family-oriented, public gathering places** that enrich the quality of the existing neighborhoods. Through a **flexible framework** with ever-evolving experiential qualities, Willowick will be able to support a **layered program** that **reinforces the economic viability** of the area.

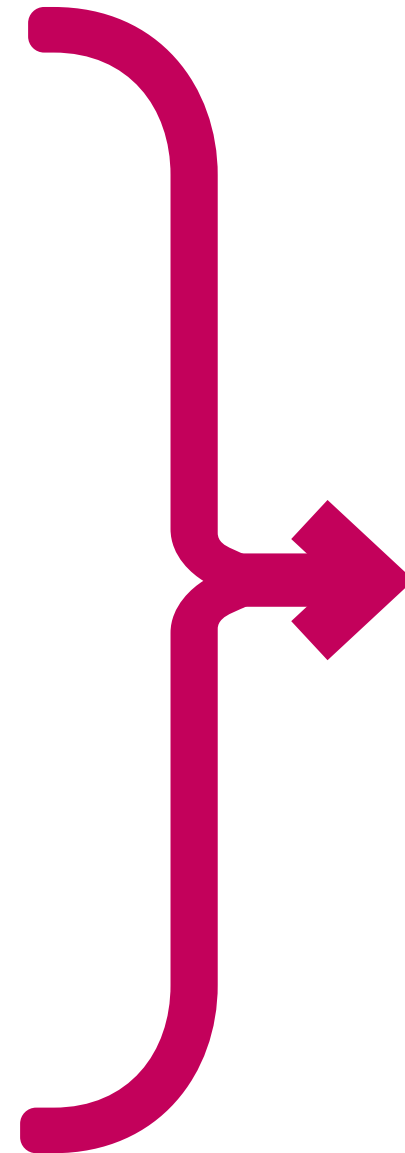
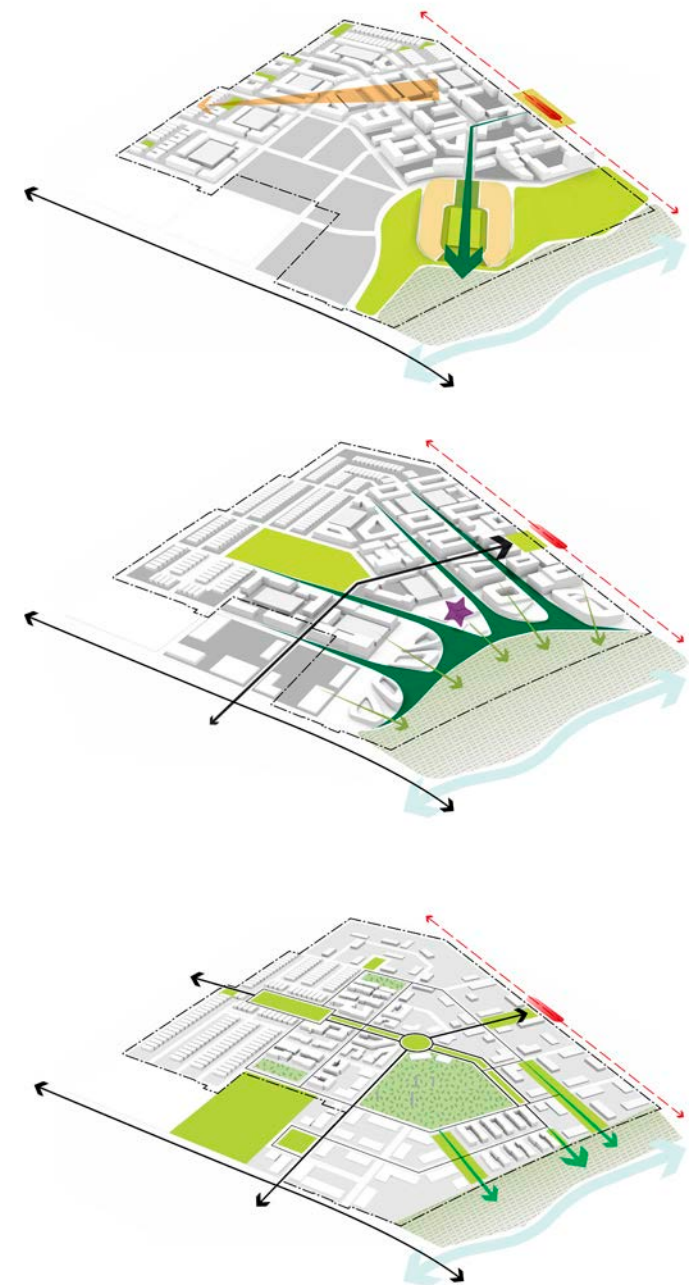
Create

From Workshops 2A & 2B, nine flexible **Framework Strategies** were developed based on community and stakeholder input to clearly guide the creation of three **Vision Concepts**.

Overview of Framework Strategies



Overview of Vision Concepts

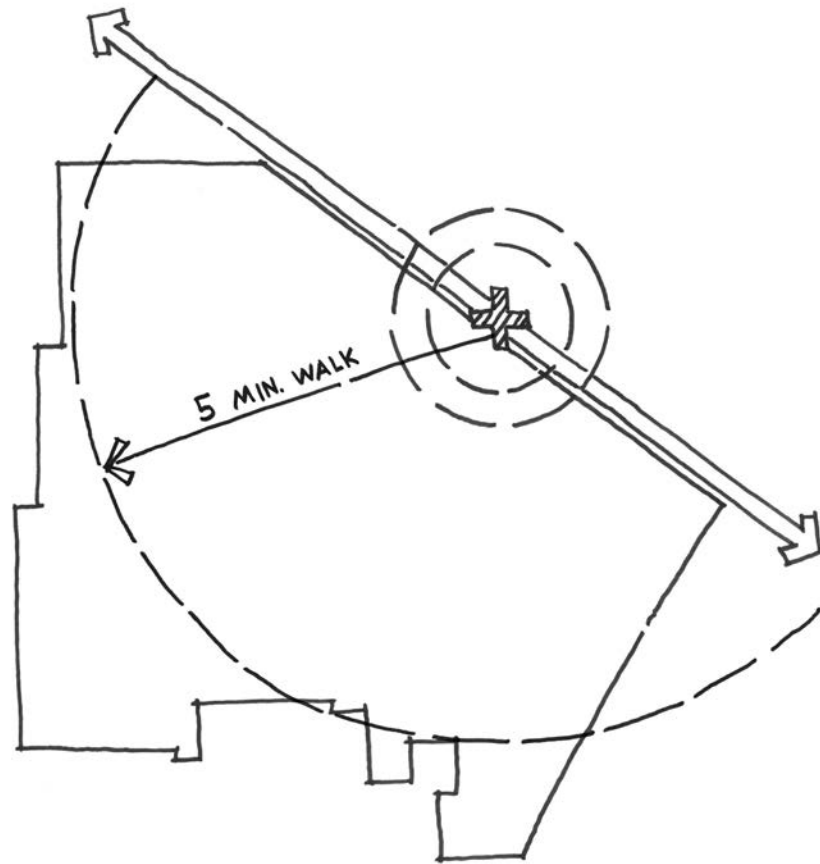


Framework Strategies for Willowick

Framework Strategies are intended to have the ability to be combined with other Framework Strategies and to be implemented at various scales and in different ways. The following nine strategies were identified for the Willowick site:

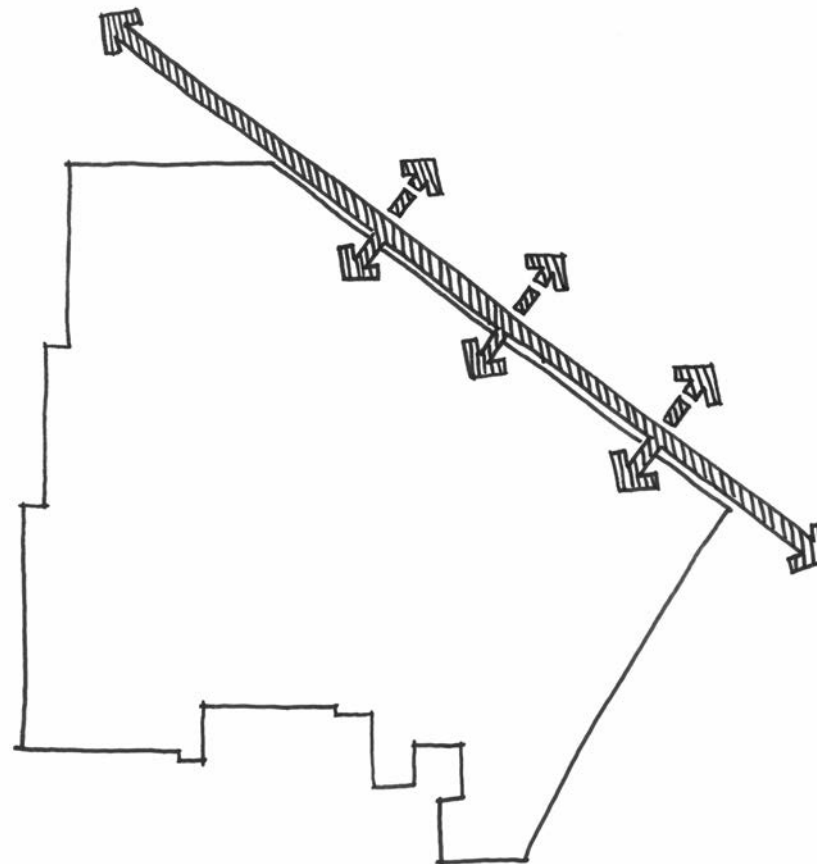
- **Transit-Oriented** Development
- **Access** along Pacific Electric R.O.W.
- Open Spaces Engage the **Santa Ana River** and **Bike Trail**
- **Block Structure** relates to Surrounding Area
- **Transition** to Existing **Edges/Uses**
- Provide a variety of **Entertainment Choices**
- Create a **Community Gathering** Space
- Access to **Food/Agriculture**
- Encourage Housing Production with **Attainable/Affordable Housing**

Framework Strategies for Willow**wick**



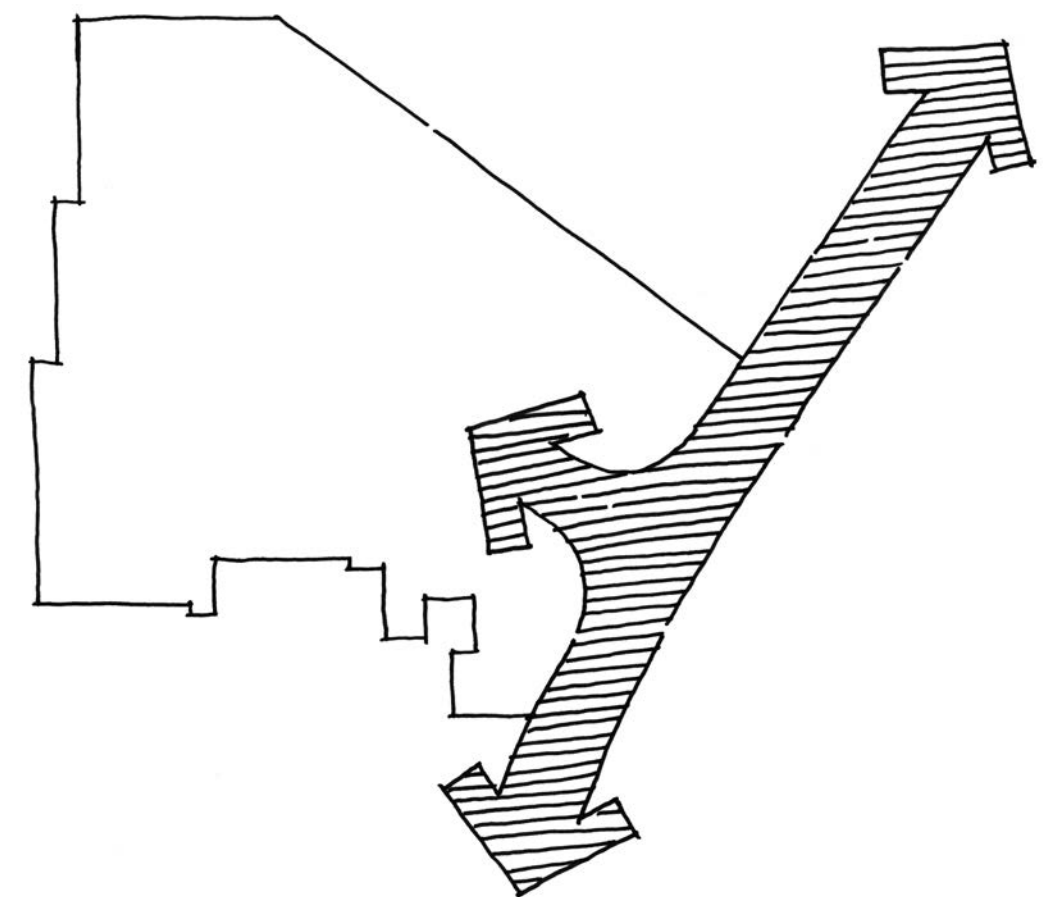
Transit-Oriented Development

Willowick should seek to leverage the proposed streetcar stop to unlock the sites full potential



Access along Pacific Electric R.O.W.

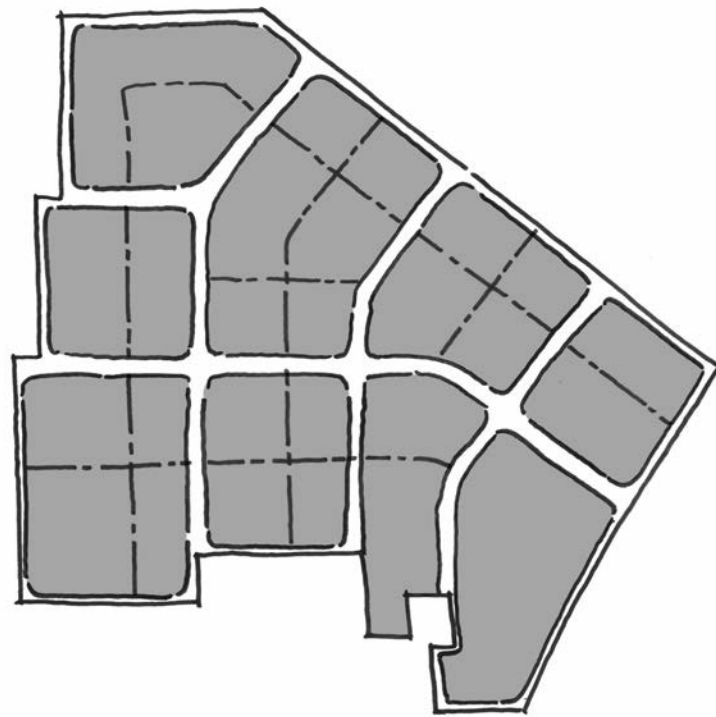
In addition to the streetcar, other forms of access along and across the Pacific Electric R.O.W. should be explored



Open Spaces Engage the **Santa Ana River** and **Bike Trail**

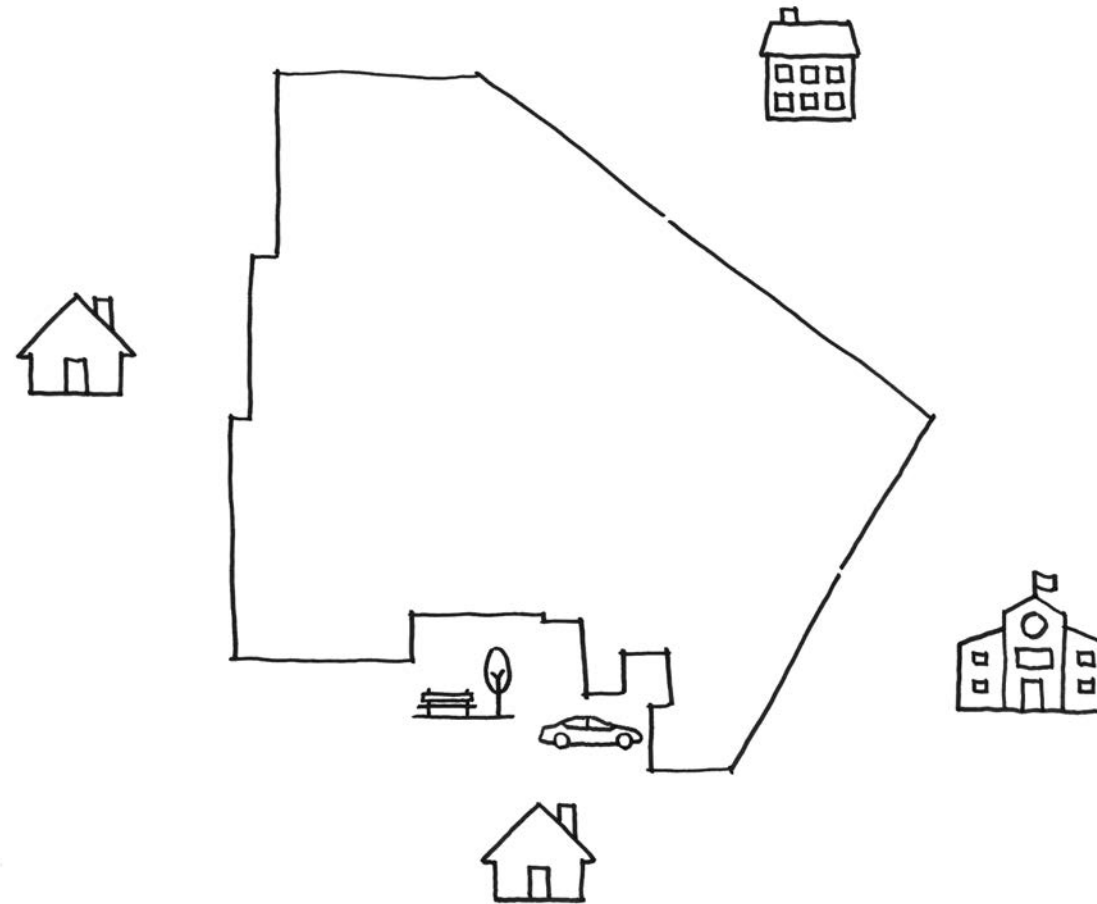
Willowick should engage with the Santa Ana River, either visually or physically and provide connections to the existing bike trail

Framework Strategies for Willowick



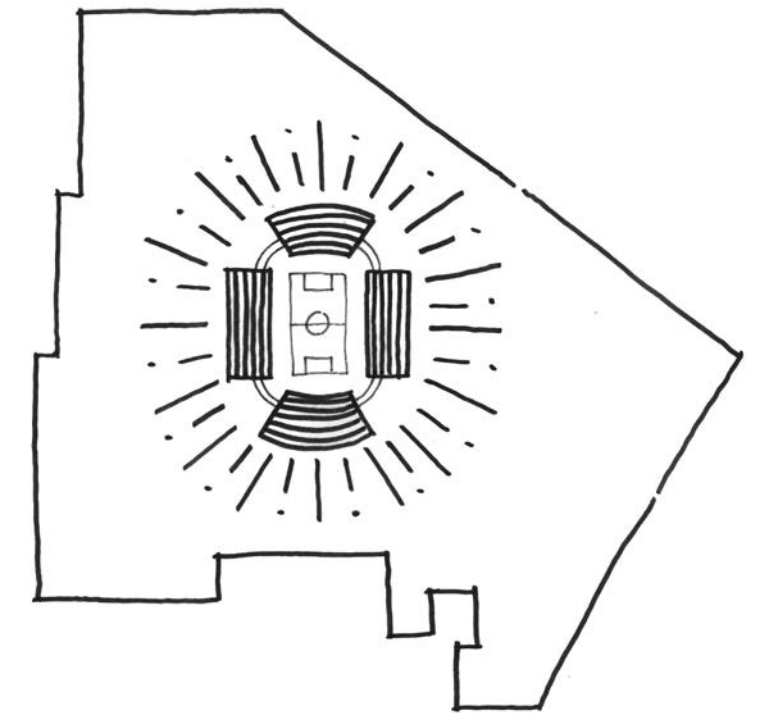
Block Structure relates to
Surrounding Area

Willowick's future block structure should relate and provide connections to that of the surrounding neighborhoods



Transition to Existing **Edges/Uses**

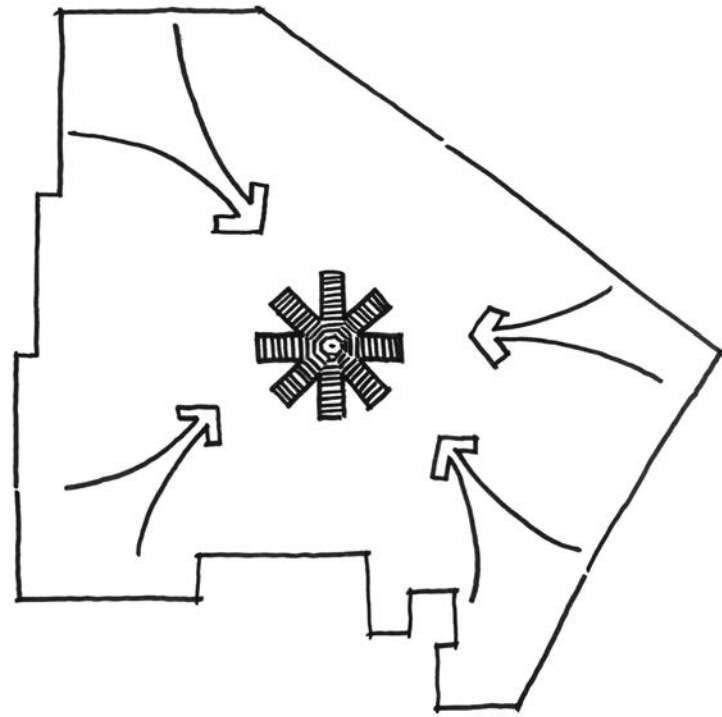
The scale and intensity of development at Willowick should respect the existing, surrounding development and provide a transition to these developments at the edges



Provide a variety of
Entertainment Choices

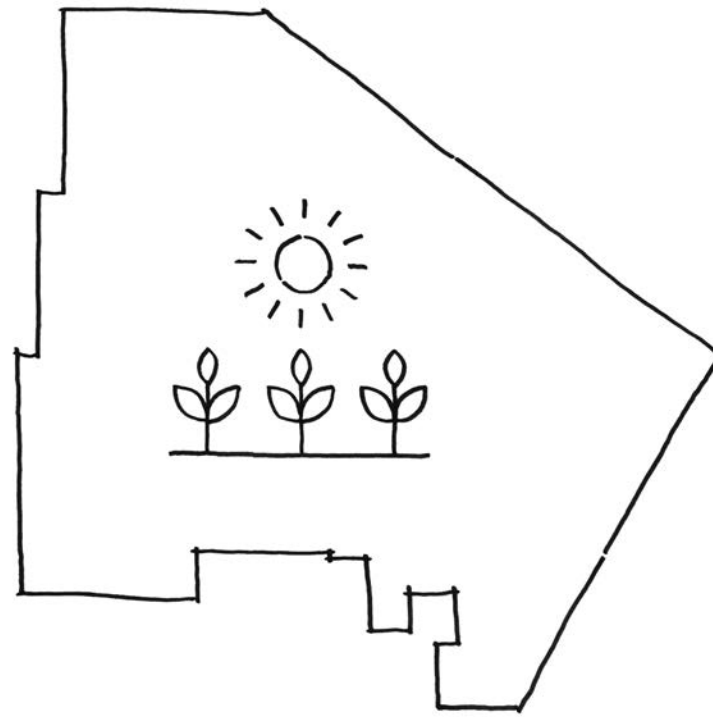
A range of entertainment choices should be explored for Willowick, this may range from sports fields and skateparks to stadiums and theaters.

Framework Strategies for Willow**wick**



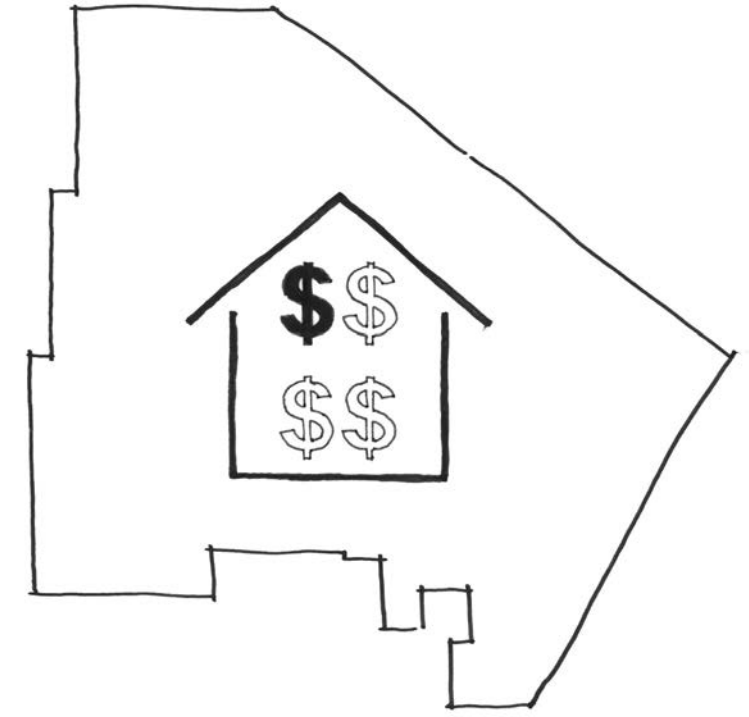
Create a **Community Gathering** Space

Community gathering space should be central to Willowick and may range from a cultural center to an amphitheater



Access to **Food/Agriculture**

Willowick should seek to provide the existing neighborhood and future residents with availability to fresh food, including options such as community gardens or grocery stores



Encourage Housing Production with **Attainable/Affordable Housing**

Housing production that includes attainable/affordable housing should be encouraged at Willowick to help with the existing housing shortage

Vision Concepts for Willow**wick**

A series of three **Vision Concepts** were developed based on Community and Stakeholder input to explore different possibilities for Willowick. These Vision Concepts are intended to implement the Guiding Principles while exploring the range of Framework Strategies and intensities of development.



Willow**wick** Stadium



Willow**wick** District



Willow**wick** Tech

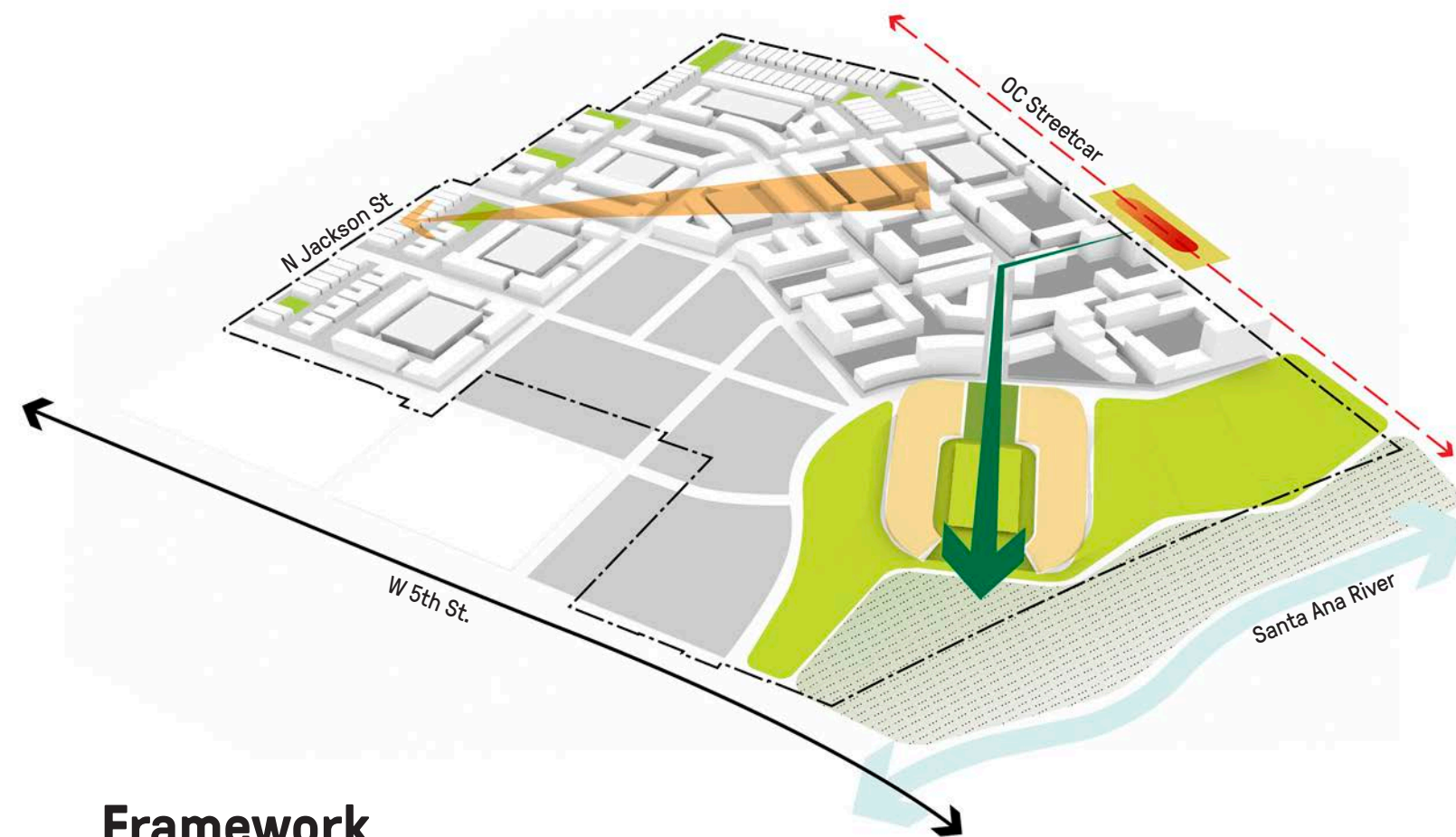
An architectural rendering of a proposed stadium and sports complex. The stadium is a large, oval-shaped structure with a pinkish-red interior field, surrounded by a multi-tiered seating bowl. It is situated in a dense urban environment with numerous high-rise buildings, some with blue-tinted glass facades. A river, the Santa Ana River, flows along the bottom left of the stadium. The area is landscaped with green lawns, trees, and pedestrian walkways. The overall style is a detailed line drawing with selective color washes.

stadium & sports complex

Willowick Stadium

- » ***High-Rise Scale***
- » ***Large Entertainment Use***
- » ***Sports Park along Santa Ana River***
- » ***Transit-Oriented Development around Streetcar Stop***

Vision Concept - Willowick Stadium



Framework

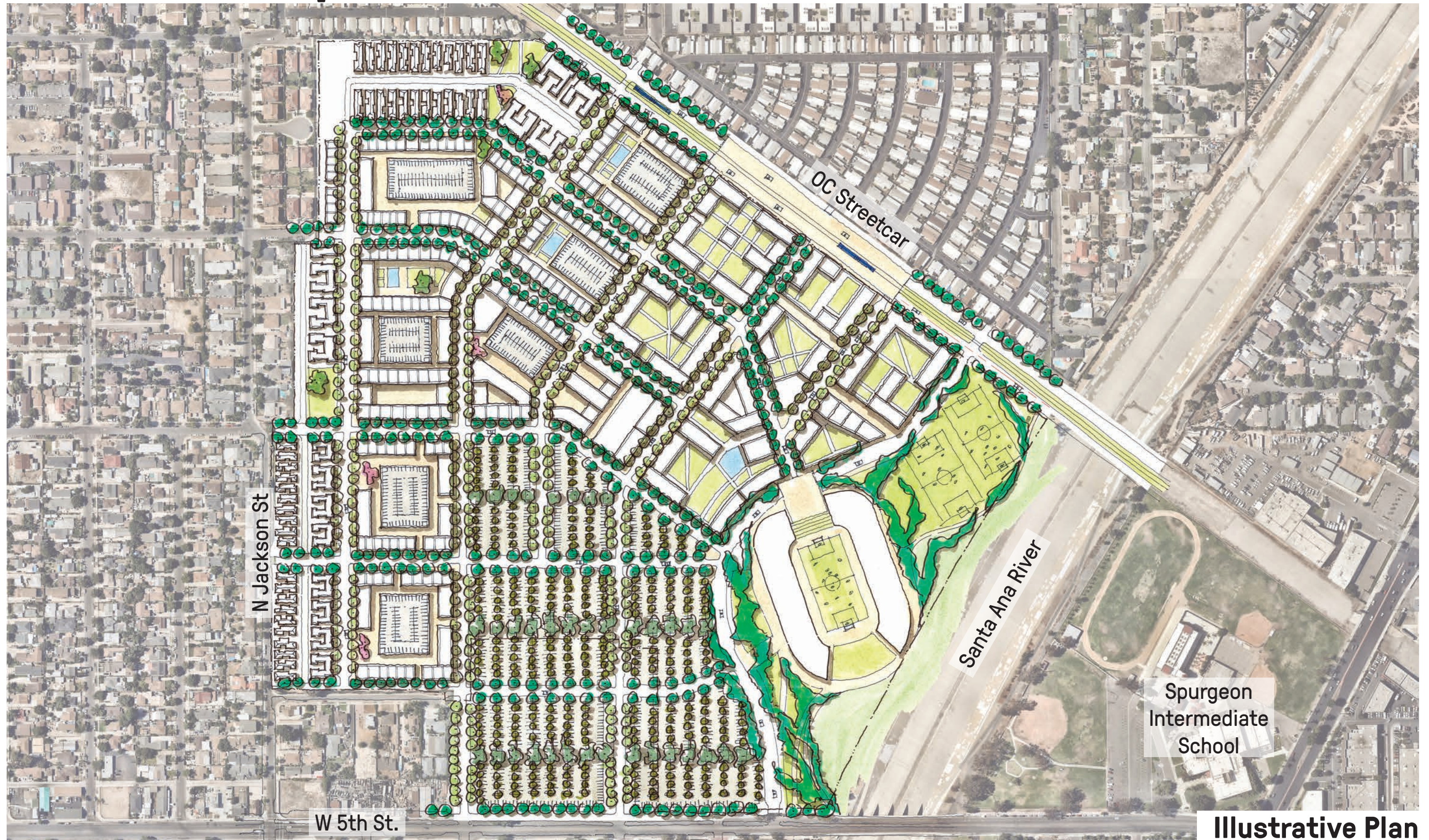
The Willowick Stadium vision concept explores the potential of a large entertainment use (in this case a stadium) that utilizes approximately half of the site. The required infrastructural improvements and the OC Streetcar stop unlock the potential for a higher density of development on the remainder of the site.

A mixed-use district is located between the OC Streetcar and the stadium to create a vibrant, transit-oriented district. Adjacent to the stadium and Santa Ana River is a sports park that takes advantage of connections along the bike trail to engage the larger community. The necessary parking for a stadium or other large entertainment use is easily accessible off of W. 5th St. Apartments and townhomes along the western edge of the site allows for the scale and intensities of development to smoothly transition to the existing neighborhoods.



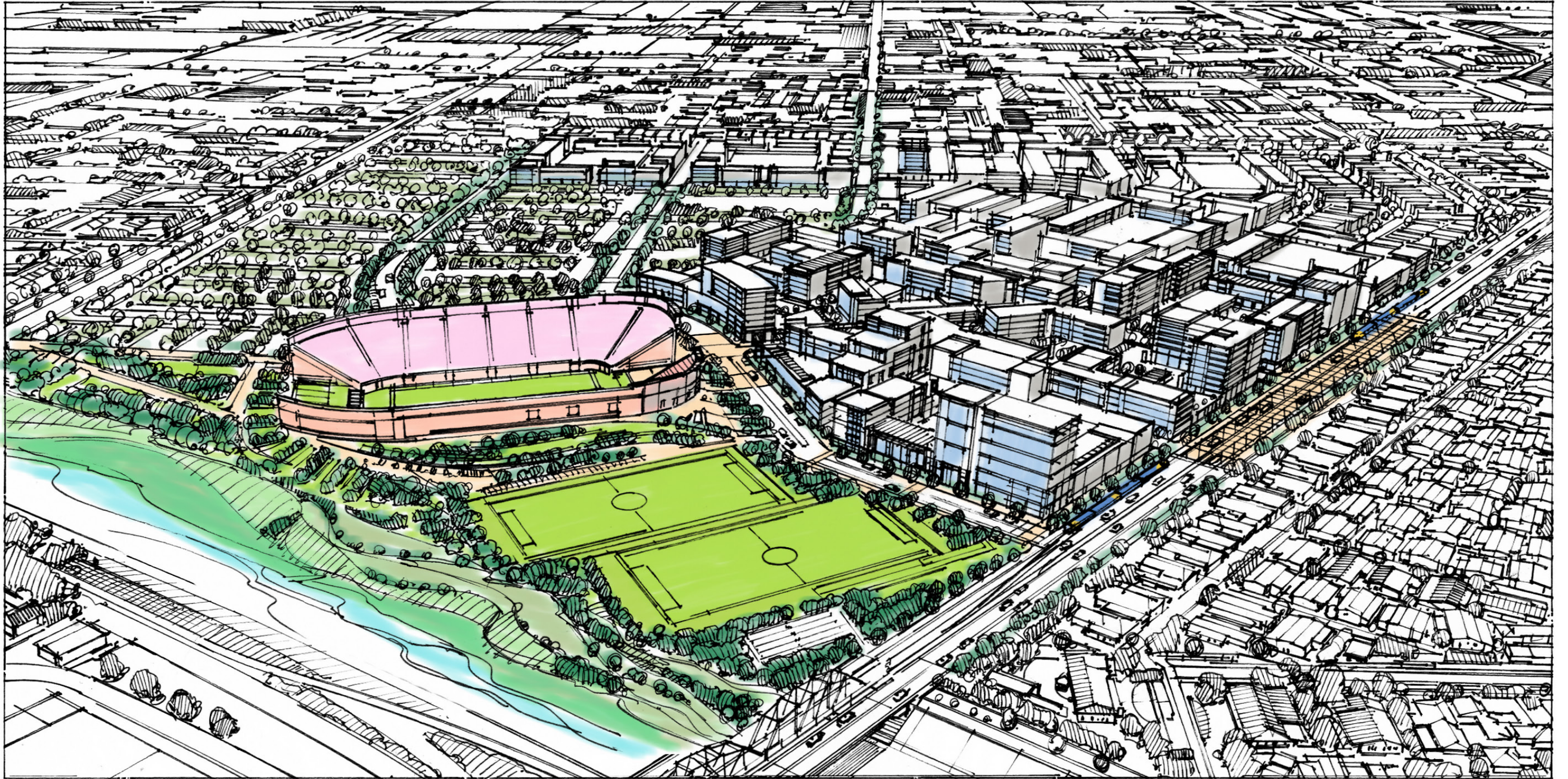
Land Use

Vision Concept - Willowick Stadium



Illustrative Plan

Vision Concept - Willowick Stadium



Aerial Perspective

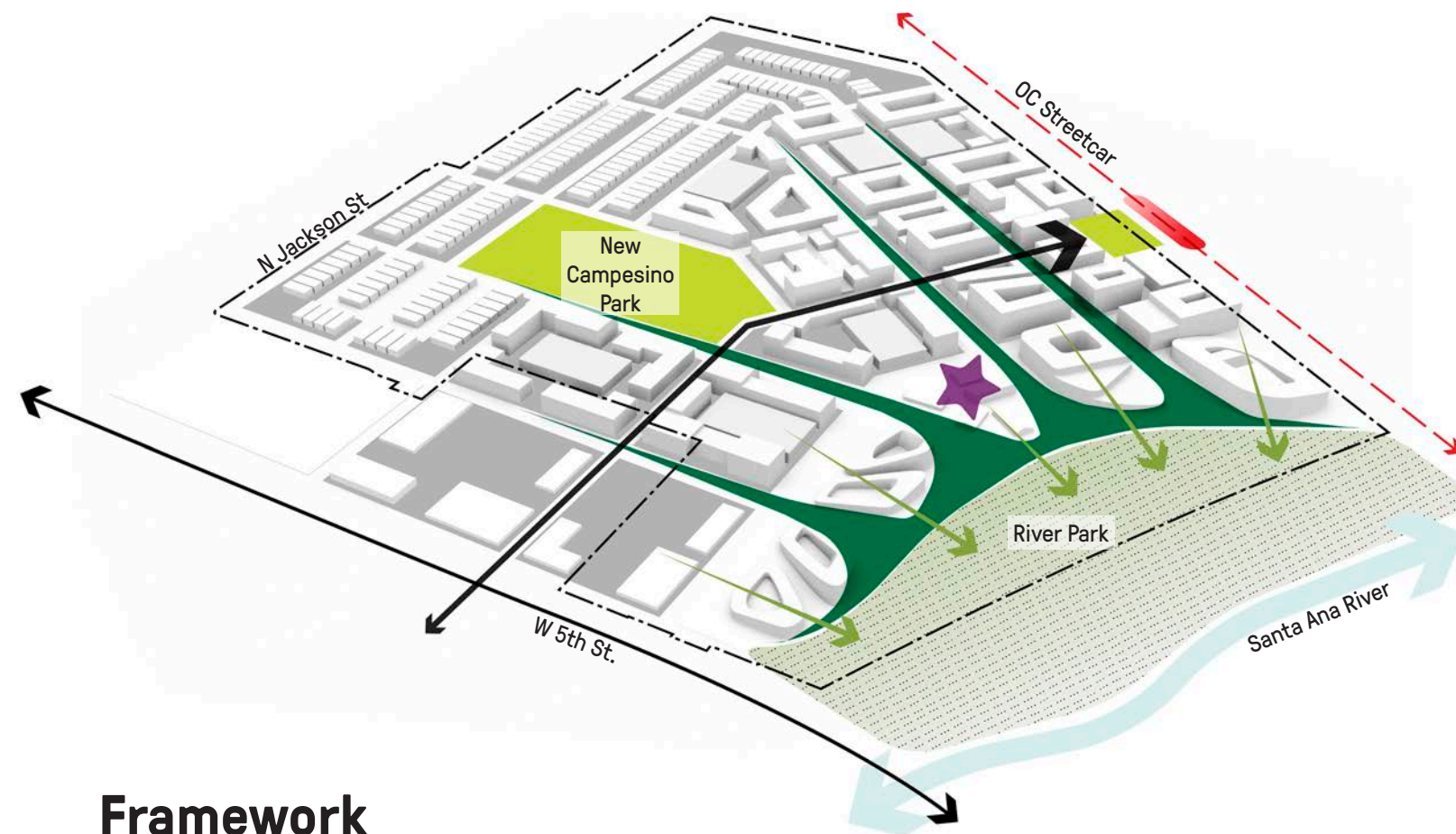
An aerial sketch of a city district, likely Willowick, showing a grid of streets, various building footprints, and a river flowing through the area. The sketch is rendered in a light, hand-drawn style with some color washes in green and blue. The text is overlaid on the left side of the image.

cultural & office district

***Willowick* District**

- » ***Mid-Rise Scale***
- » ***Cultural and Community Gathering Space***
- » ***Large Park along River connects back to Neighborhoods***
- » ***Mixed-Use Core around Streetcar Stop***

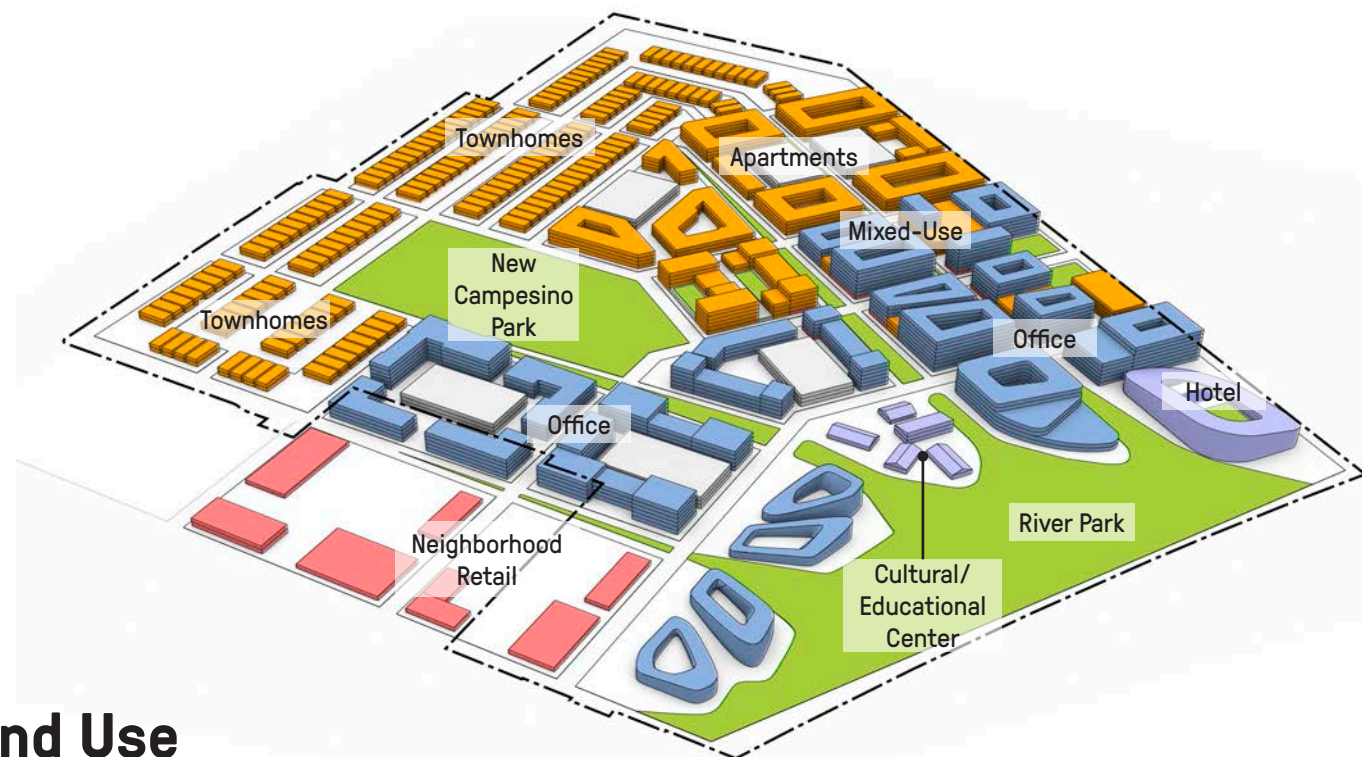
Vision Concept - Willowick District



Framework

The Willowick District vision concept explores the potential of a large corporate or institutional tenant. This tenant will help to anchor the eastern half of the site along with a river park that provides recreational opportunities and extends into the development as a series of green streets. Prominently located on the river park is a cultural/educational center that serves the local community.

A new, rebuilt Campesino Park sits at the center of the site. By shifting Campesino Park away from the busy W. 5th St., a safer, more family-oriented park is created. Townhomes to the west of the park help to keep eyes on the park and transition the scale of development to the existing neighborhood. The area along W. 5th St. is then redeveloped as neighborhood serving retail, including a grocery store. The OC Streetcar stop is anchored by a small plaza and surrounded by multi-family residential and a mixed-use district.



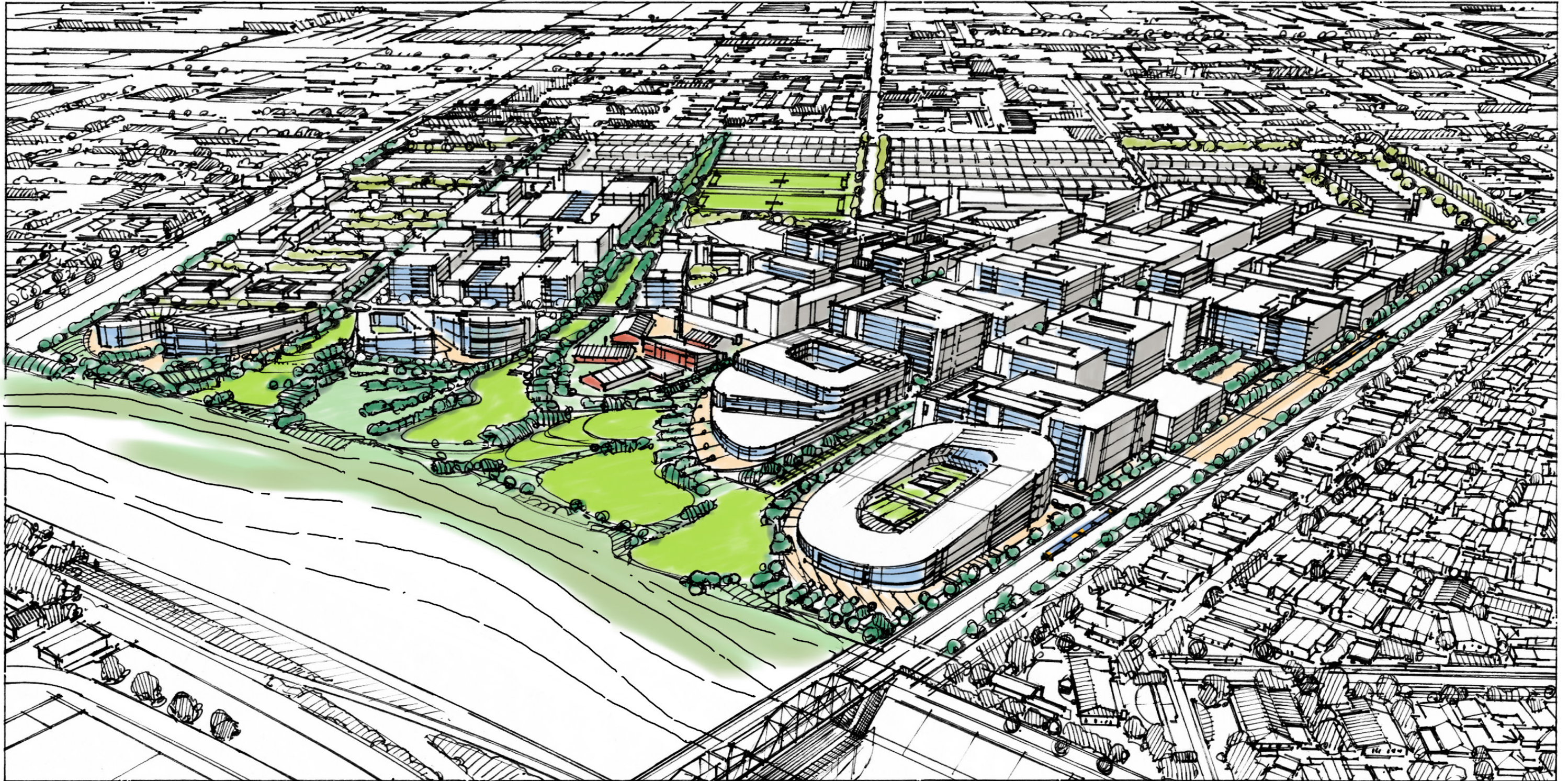
Land Use

Vision Concept - Willowick District



Illustrative Plan

Vision Concept - Willowick District



Aerial Perspective



tech & agriculture innovation

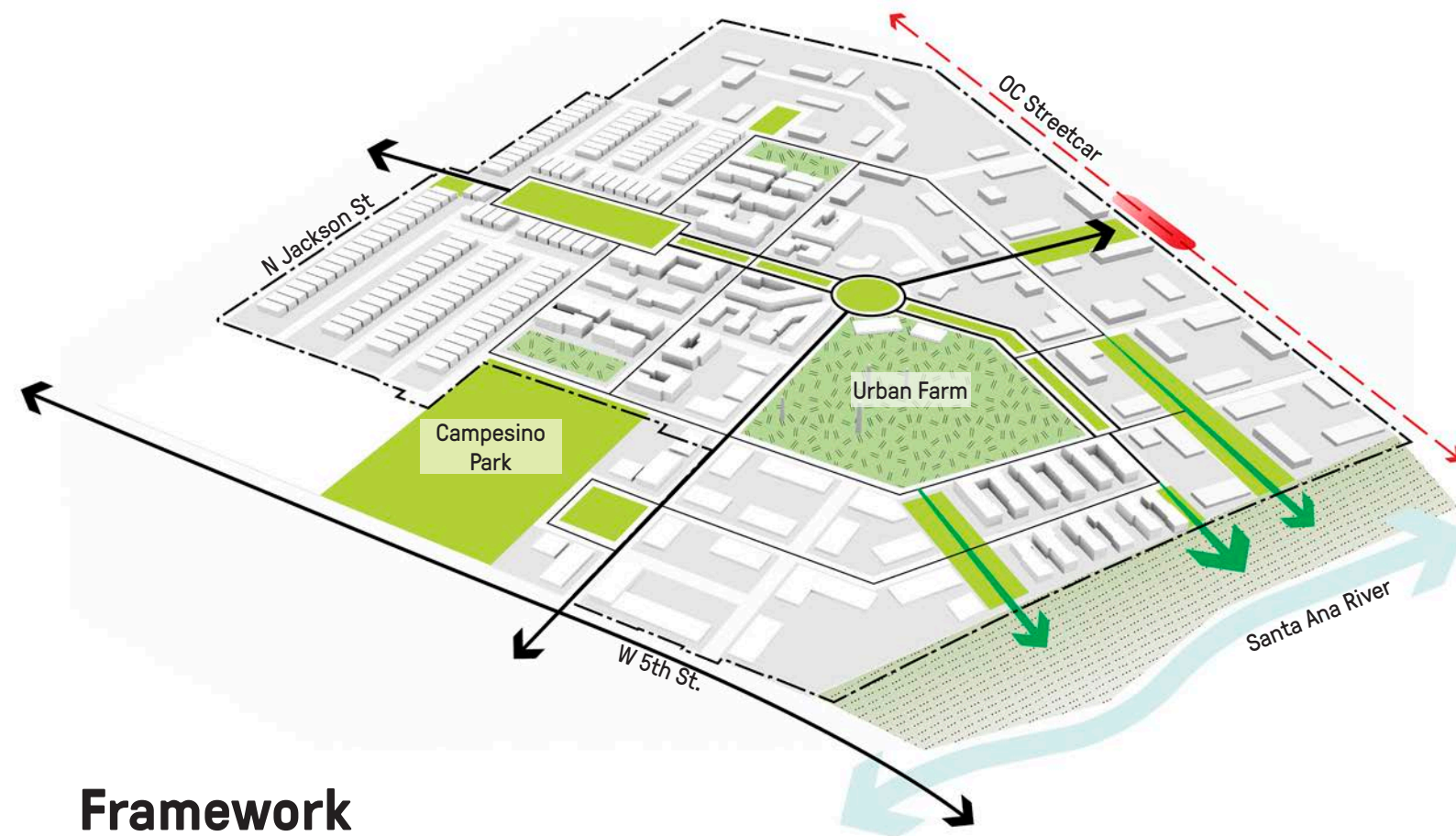
Willowick Tech

- » ***Low Scale***
- » ***Central Urban Farm, with Agriculture and Orchards
Incorporated Throughout***
- » ***Small Open Spaces Distributed Throughout***
- » ***Flexible, Creative Office Space***

Vision Concept - Willowick Tech

The Willowick Tech vision concept explores the potential of a low-scale, tech- and agriculture-focused creative campus. The plan is oriented around a central, urban farm and surrounded by smaller pocket parks.

Along the north edge of the site are creative and flexible office spaces that are grouped into clusters around pocket parks. This allows for a variety of companies to be part of a cluster, or for a single larger company to have its own cluster. Neighborhood focused retail is situated along W. 5th St. and leads into the site. Apartments and townhomes with community gardens, flank a pocket park and boulevard that connects from the Santa Ana River back to the existing neighborhood.

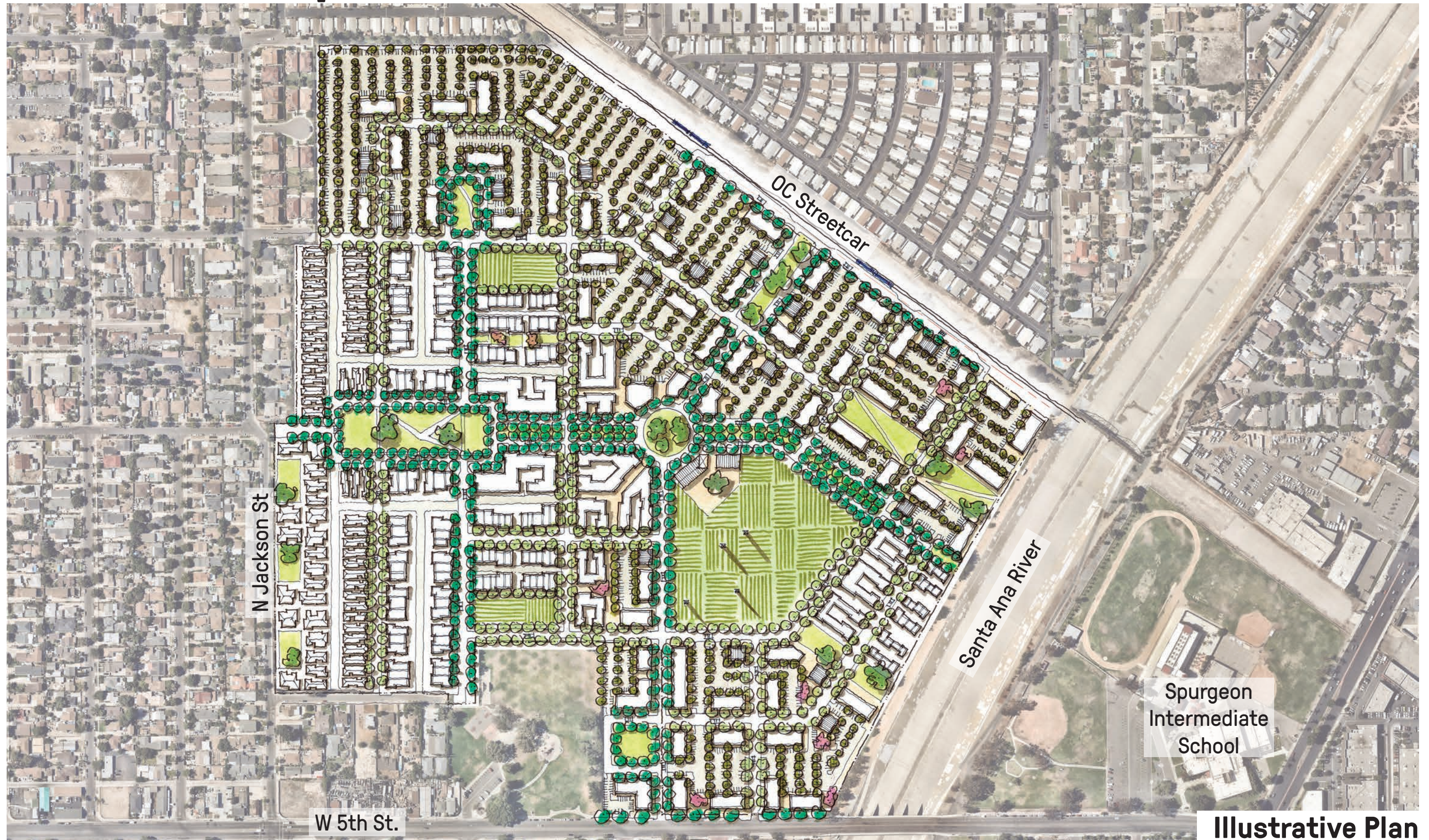


Framework



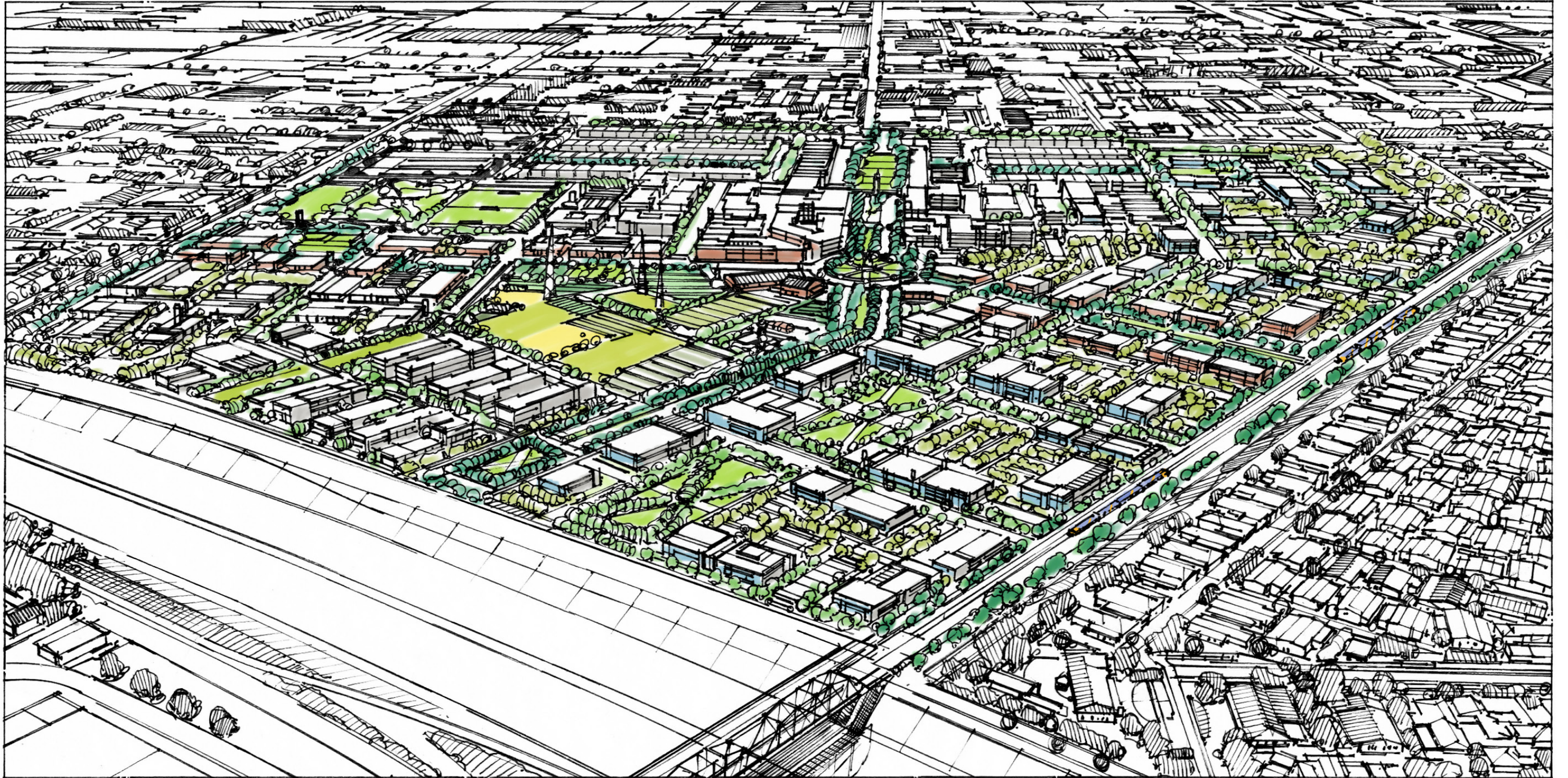
Land Use

Vision Concept - Willowick Tech



Illustrative Plan

Vision Concept - Willowick Tech



Aerial Perspective

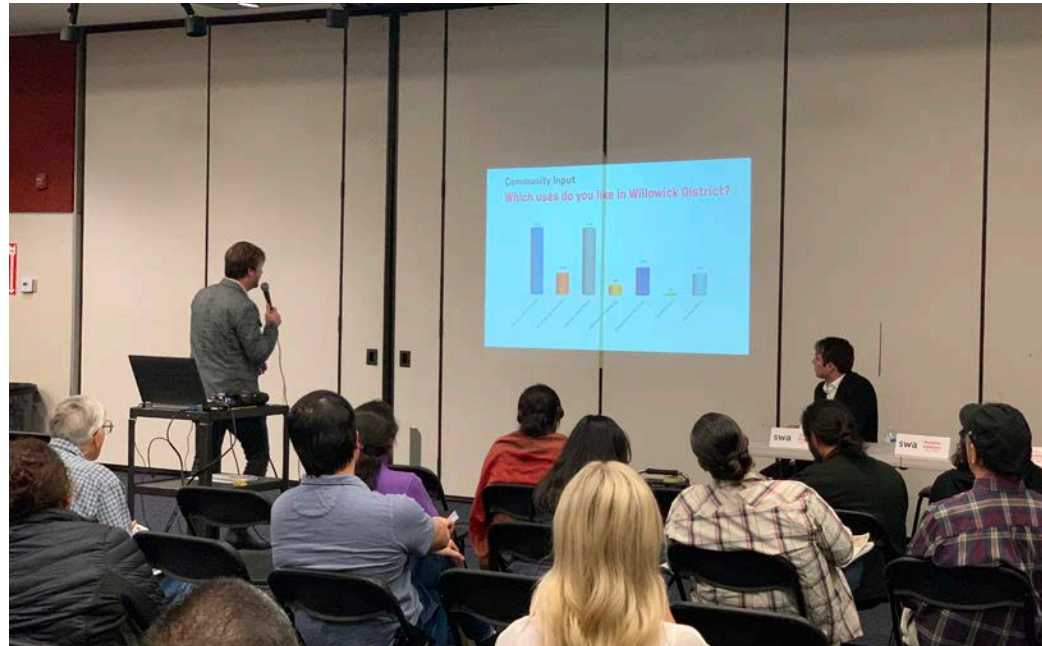
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EVALUATE & IMPLEMENT

The third step in the visioning process was to 'Evaluate'. Workshop participants were asked to provide feedback about the Community Values and Vision Statements, Guiding Principles, Framework Strategies and Vision Concepts. From the feedback received, Visioning Ideas were developed to help guide next steps.

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Workshop 3 Overview



Purpose & Summary

The Cities of Garden Grove and Santa Ana hosted the third community workshop for the Willowick Golf Course Visioning. The workshop was held on Thursday, October 25th, 2018 at Spurgeon Intermediate School in Santa Ana, CA. The materials and content were presented by their joint-selected consultants – SWA Group.

Approximately 45 community members participated, exploring ideas, needs and goals for their community and the Willowick Golf Course site.

The purpose of the workshop was to:

- Inform the community about the project and
- Explain the various opportunities to participate
- Solicit community input on the work from Workshops 1, 2A, and 2B
- Solicit community input on each of the 3 vision concepts
- Conclude the community involvement portion of the visioning and provide the community members the next steps



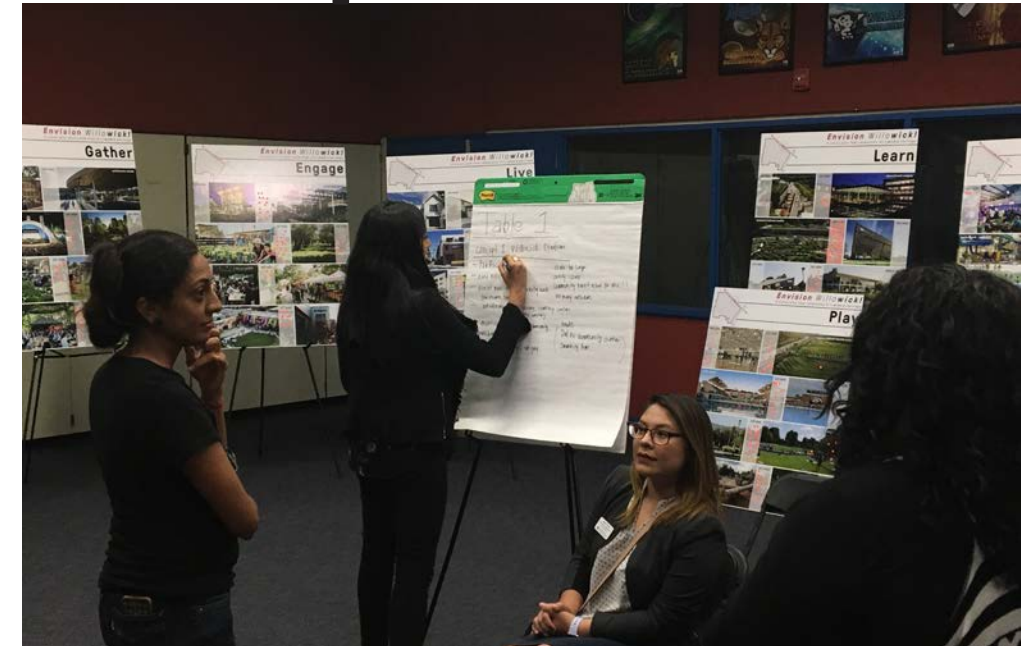
Activities & Major Themes

SWA Group gave a presentation that included the following topics:

- Project Introduction
- Community Involvement Update
- Guiding Principles
- Economic and Market Factors Recap
- Framework Strategies
- *Willowick* Vision Concepts

The first activity was a **community polling exercise**, where participants were given a clicker; attendees were asked to indicate preference for aspects of the work from the first three workshops and for aspects of each of the 3 Vision Concepts.

For the second activity, interested attendees formed groups at one of two tables. Attendees were asked to discuss the advantages and drawbacks of each Vision Concept and if the project team missed any important ideas. Each table selected a representative to be a scribe, and the group recorded their input on the 3 Vision Concepts on a flip chart.



The major themes that resulted from this exercise are:

- 1. Increased focus on outreach to the community**
- 2. Would like to see more Gathering Spaces, and Community and Educational Centers (Library, Learning Centers, Science Centers, etc.)**
- 3. Parks should include a diversity of amenities that engage a wide variety of interests**
- 4. Community concerns about safety, traffic, and noise**
- 5. Housing should be focused on providing more opportunities for low-income community members**
- 6. Complimentary uses adjacent to existing neighborhood**
- 7. Agriculture and a Community Farm were viewed positively**

Please find specific results of both Activities in the Appendix.

Visioning Ideas

In order to help guide the next steps, a series of Visioning Ideas were developed. These are intended to serve as a guide for the next steps of development and have the ability to be implemented individually and/or comprehensively.

These ideas cover a broad range of topics and issues related to Willowick that were communicated to the design team during the visioning process by community members and stakeholders.

- » Continue **community outreach** throughout the planning and design process. Any future plans for the site should **engage the community** early on and provide consistent communication.
- » Seek **potential partners** including, but not limited to:
 - City of Garden Grove
 - City of Santa Ana
 - Orange County Transportation Authority
 - CalTrans
 - Army Corp. of Engineers
 - Orange County Flood Control District
 - Santa Ana Unified School District
- » Issue an RFP to **solicit private development partners.**
- » Review current **zoning** and **building standards** and ensure consistency with the Santa Ana General Plan Update.

Visioning Ideas (cont'd)

- » Community uses such as ***gathering spaces, community centers, educational centers*** and/or ***museums*** should play significant roles within a future plan.
- » Create a plan that emphasizes ***safety*** and ***accessibility***.
- » Provide for ***attainable*** and ***affordable housing***.
- » Create a ***large park*** (among the preferred were a variety of uses such as ***sports, dog park***, and ***skate park***).
- » ***Engage*** the ***Santa Ana River*** and ***Bike Trail***.
- » Provide access to ***food sources*** including ***community agricultural opportunities***.

- » Explore ***vehicular access*** along the ***PE ROW***.
- » Explore ***enhancements*** to ***Campesino Park***.
- » Provide ***community uses*** that remain ***accessible to the public*** (even if the provided uses are 'pay to play or enter')
- » Ensure that the ***scale of development*** is ***grounded*** by its ***surrounding uses and densities***.
- » Ensure that ***traffic, noise***, and localized ***market/demographic factors*** are ***studied*** and included in the future plan.
- » Invest in the ***surrounding neighborhoods***.
- » Develop a comprehensive ***phasing strategy***

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APPENDIX

<i>Community Workshop 1</i>	<i>48</i>
<i>Community Workshop 2 A/B</i>	<i>52</i>
<i>Community Workshop 3</i>	<i>55</i>

Workshop 1: *Pop Quiz* Results (Activity #1)

Overview: Answers to the pop quiz questions below are sized based on the amount of post-its tallied by phrase.

(x) = high

(x) = medium/high

(x) = medium

(x) = low

1. What three qualities of Santa Ana/Garden Grove do you and your family value the most?



2. Name three things that you enjoy in other places and wish you could find in Santa Ana/Garden Grove.



Workshop 1: *Pop Quiz* Results (Activity #1)

3. What other places do you enjoy visiting and wish were closer to Santa Ana/Garden Grove?

gardens **open space** **science/learning**
 dining
culture/museum the mountains
 fishing library/bookstore
the beach community center theme park
 movie theatre archery range/skatepark
trails/recreation/exercise equipment
 amphitheatre the city the desert
 winery safe environment

4. What qualities draw you to visit these other places?

transit
 shopping diversity/urban
gathering places with
 fun people **family and friends**
 educational
 safe environment recreation
entertainment relaxation
 community environment **dining**
 walkable natural

5. How many times per month do you visit the Willowick Golf Course?

0 1
 12+ 4

7. What is one change that could be made to the Willowick site that would bring you there more?

public transit park and ride
community activities
 destination development
 safe environment library
renovate golf course
 open space remove golf course
 change management

Workshop 1: *Pop Quiz* Results (Activity #1)

6. What do you think is unique and important about the Willowick site?

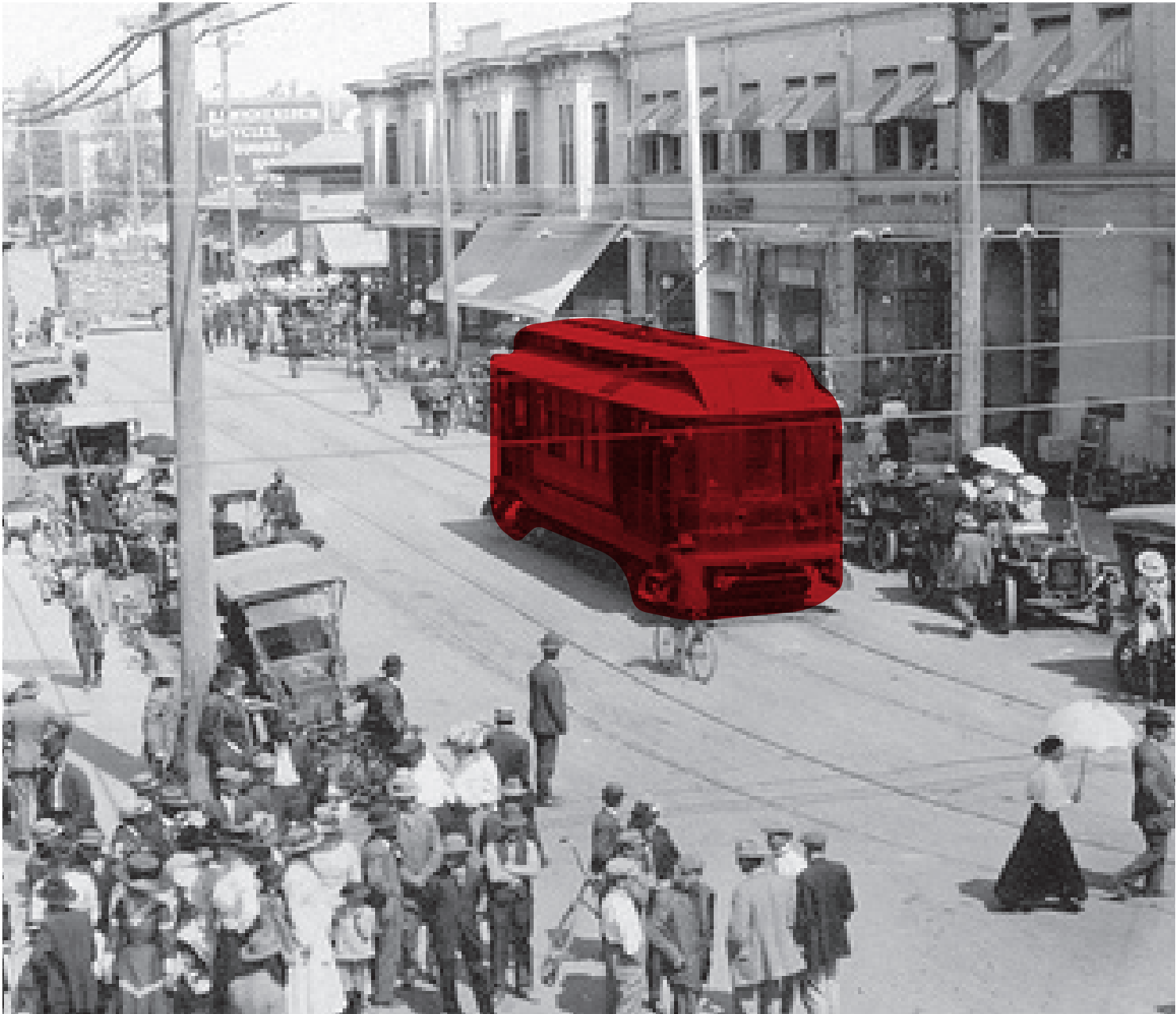
size
location
open space
trees
bad area
history
golf

8. In thinking about the next generation of residents in Santa Ana/ Garden Grove (the children and teens of today) what change would they want to see at Willowick?

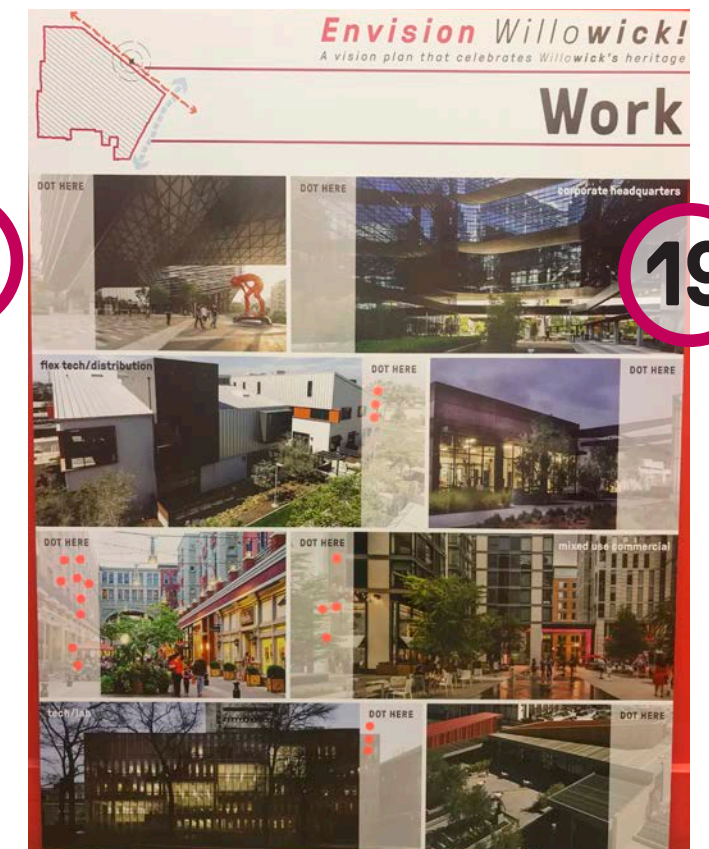
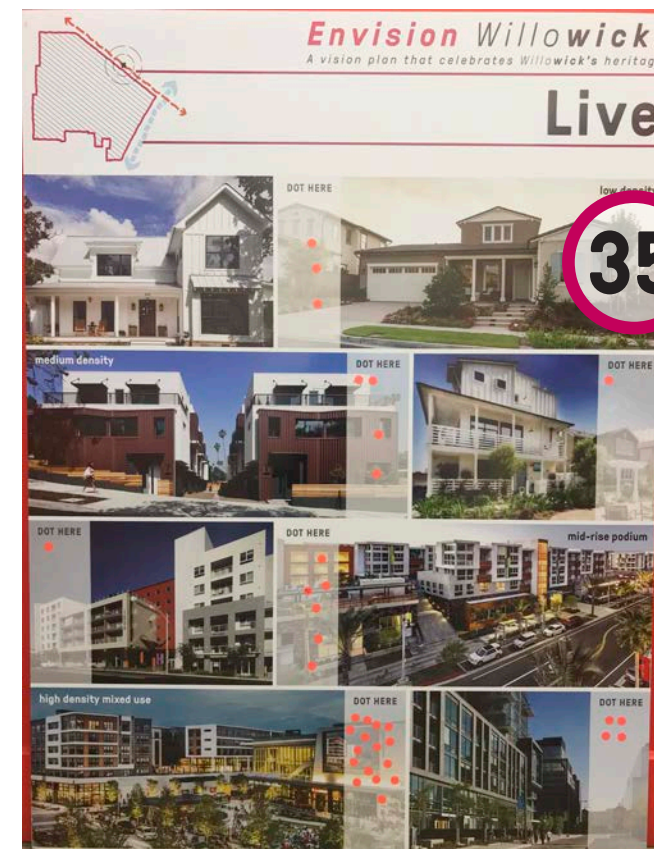
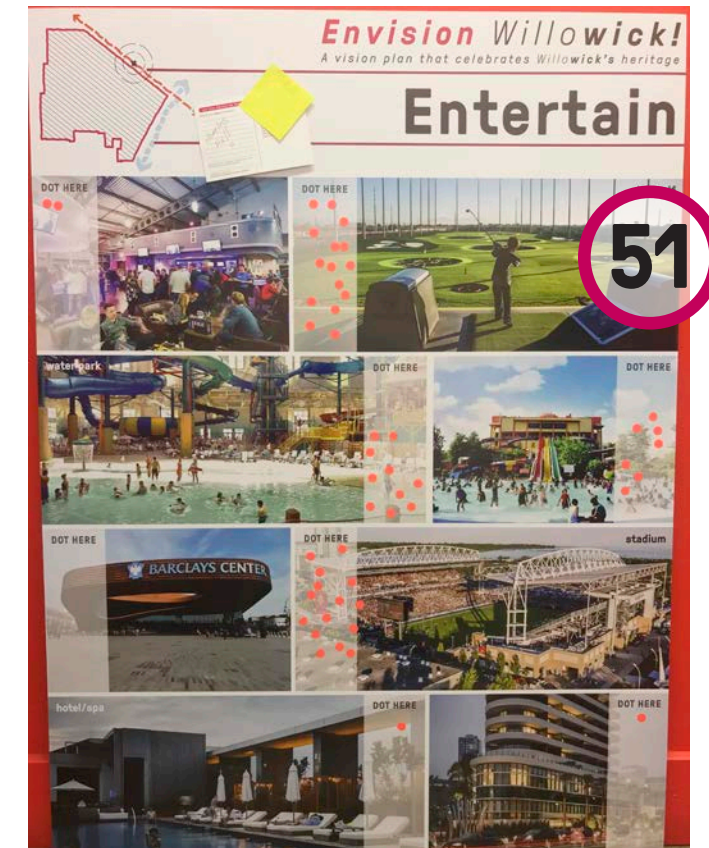
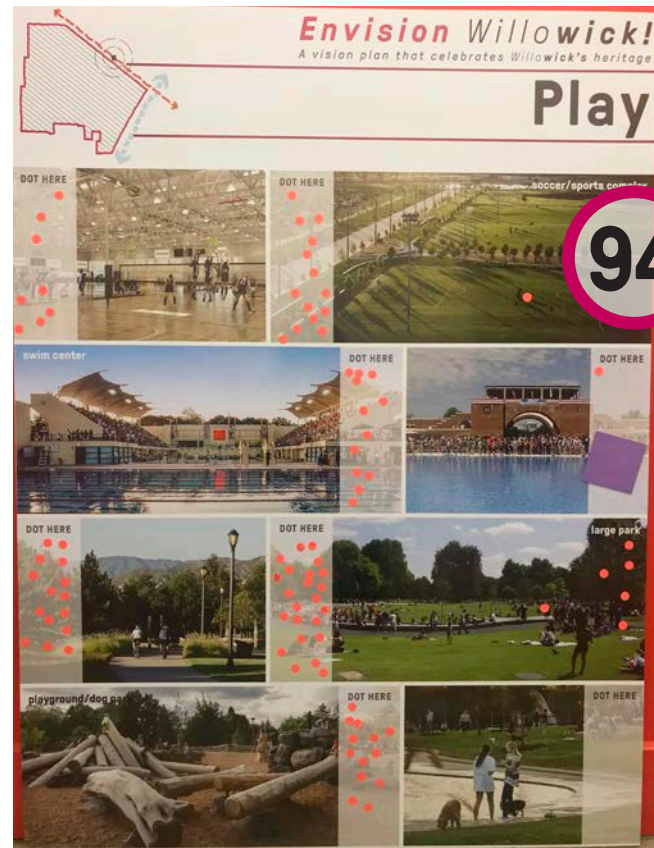
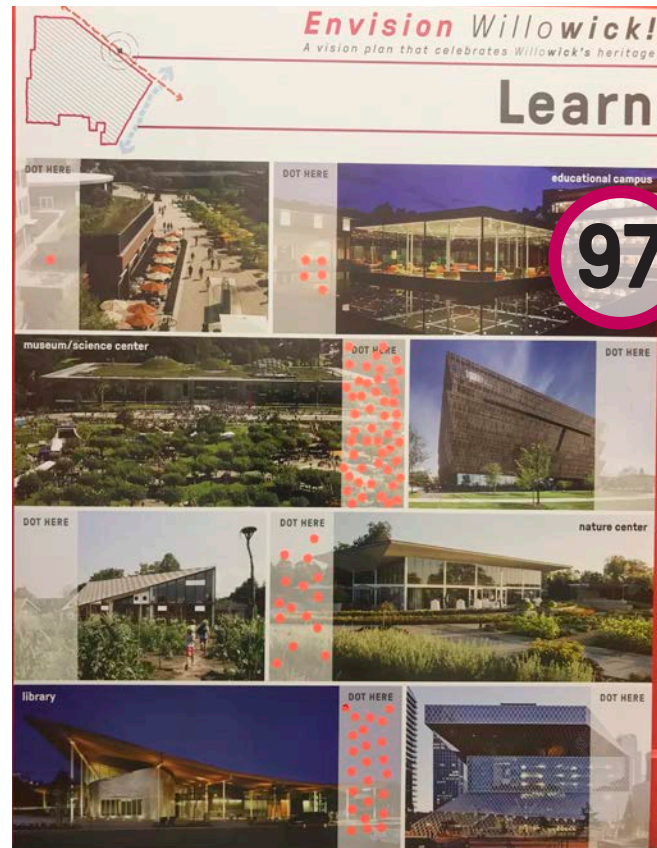
affordable housing
recreation
employment/business
library
mixed use development
gathering place
community activities
golf
science museum
hispanic identity

9. *Bonus* - What was the last year that the historic Red Car line passed by Willowick?

1946-1949
1970-1976
1960-1969
1951-1959
???



Workshop 1: *Program & Experience* Results (Activity #2)



Workshop 2: Comparable Studies Results (Activity #1)

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Heifer International Village & Clinton Library
Little Rock, AK

'park and cultural center engages river'

TOTAL PROJECT AREA
35 acres

PROXIMITY
2 miles east of Downtown Little Rock
1/8 mile from highway

PROGRAM
Heifer International Village (Headquarters), Clinton Presidential Library, Offices of the Clinton Foundation, University of Arkansas Clinton School of Public Service, Trails and Open Space

CAMPUS ENGAGES THE RIVER

URBAN FARM SUPPORTS THE LOCAL COMMUNITY

PARK-LIKE SETTING

181

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Lansdowne Park
Ottawa, ON

'sports and mixed-use campus along river'

TOTAL PROJECT AREA
62 acres

PROXIMITY
1 1/2 miles south of Downtown Ottawa
1 mile from highway

PROGRAM
Sports Stadium, Retail Mixed-Use, Restaurants, Apartments, Condominiums, Village Square, Sports Fields, Multi-purpose Event Lawn, Trails

RESPECTS EXISTING NEIGHBORHOODS

CONNECTION TO RECREATIONAL AMENITIES ALONG RIVER

SPORTS CAMPUS WITH MIXED-USE MAIN STREET

123

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Playa Vista
Playa Vista, CA

'pedestrian-friendly village to live, work, and gather'

TOTAL PROJECT AREA
104 acres

PROXIMITY
20 miles from Downtown Los Angeles
2 miles from Marina Del Rey
1 1/4 miles from highway

PROGRAM
Retail Mixed-Use, Restaurants, Apartments, Condominiums, Single Family Residential, Community Recreation Center, Parks and Open Space

COMMUNITY AMENITY AT THE CORE

RESTAURANTS AND RETAIL INTEGRATED WITH APARTMENTS

MIX OF HOUSING CHOICES

106

Envision Willowick!
A vision plan that celebrates Willowick's heritage

The Campus
Playa Vista, CA

'campus reinforces creativity and recreation'

TOTAL PROJECT AREA
128 acres

PROXIMITY
20 miles from Downtown Los Angeles
2 miles from Marina Del Rey
1 1/4 miles from highway

PROGRAM
Creative Corporate Office, Office Adaptive Re-Use, Campus Central Park with Sports Courts and Amphitheater

RE-USE OF HISTORIC STRUCTURES CONNECTS THE CAMPUS TO ITS PAST

CAMPUS CENTRAL PARK CREATES RECREATIONAL AMENITY

MAJOR ANCHOR TENANTS

68

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Pearl District
Portland, OR

'small blocks create a walkable, mixed-use neighborhood'

TOTAL PROJECT AREA
34 acres

PROXIMITY
1 mile north of Downtown Portland
1/4 mile from highway

PROGRAM
Retail, Restaurants, Office, Village Green, Plaza, Hotel

VERTICAL MIXING OF USES

NARROW STREET WIDTHS

SMALL BLOCKS INCREASE WALKABILITY

28

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Santana Row
San Jose, CA

'retail environment focused on gathering and culture'

TOTAL PROJECT AREA
54 acres

PROXIMITY
3 miles west of Downtown San Jose
1/4 mile from highway

PROGRAM
Retail and Office Mixed-Use, Restaurants, Hotel, Apartments, Condominiums, Movie Theater, Village Green, Median Park

CENTRAL GATHERING PLACES

MIX OF RETAIL, OFFICE, HOTEL & RESIDENTIAL

PEDESTRIAN SCALE WALKABILITY

22

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Knott's Berry Farm
Buena Park, CA

'major regional attraction'

TOTAL PROJECT AREA
100 acres - Knott's Berry Farm
57 acres - Knott's Soak City

PROXIMITY
1 1/2 miles south of Buena Park
5 miles west of Anaheim
3/4 mile from highway

PROGRAM
Amusement Park, Water Park, Hotel, Retail, Restaurants

PEDESTRIAN SCALE ENTRY

FRONTAGE ENGAGES WITH THE STREET

MAJOR REGIONAL ATTRACTION

21

Envision Willowick!
A vision plan that celebrates Willowick's heritage

Pike and Rose
North Bethesda, MD

'contemporary mixed-use environment'

TOTAL PROJECT AREA
27 acres

PROXIMITY
11 miles northwest of Washington D.C.
2 miles from highway
adjacent to major arterial

PROGRAM
Retail Mixed-Use, Office, Restaurants, Hotel, Apartments, Village Green, Rooftop Farm

INTEGRATION OF OFFICE, RETAIL & RESIDENTIAL

GREEN ROOFS AND ROOF DECKS

DENSE URBAN NEIGHBORHOOD

21

Workshop 2: *Design your Willowick* Results (Activity #2)

Table 1



Big Ideas

- Open Space next to the river
- Sports for the children
- Minimal traffic
- Roads to the train stop
- Mix of uses near the train
- Family entertainment
- Police Station
- Family housing
- Regional shopping
- Sports complex added to Cesar Chavez Park
- Dog parks
- Jackson street is small. Widen?
- Sports center

Table 2



Big Ideas

- Safety near the river
- Parking at entrances and rail
- Quiet use toward existing residential
- Science/Nature/Heritage Museum
- River Education
- Concerned about homelessness
- Greenery in the middle of everything

Table 6



Big Ideas

- Large recreational open space
 - Skatepark
 - Trails
 - Amphitheater
 - Community center with rental space
 - Playground
 - Botanical garden/pond
 - Library
 - Restroom/water fountain
- Focus on community wants and needs
 - Outreach/community survey
- Lighting/security
- Historical/Cultural Museum

Table 7

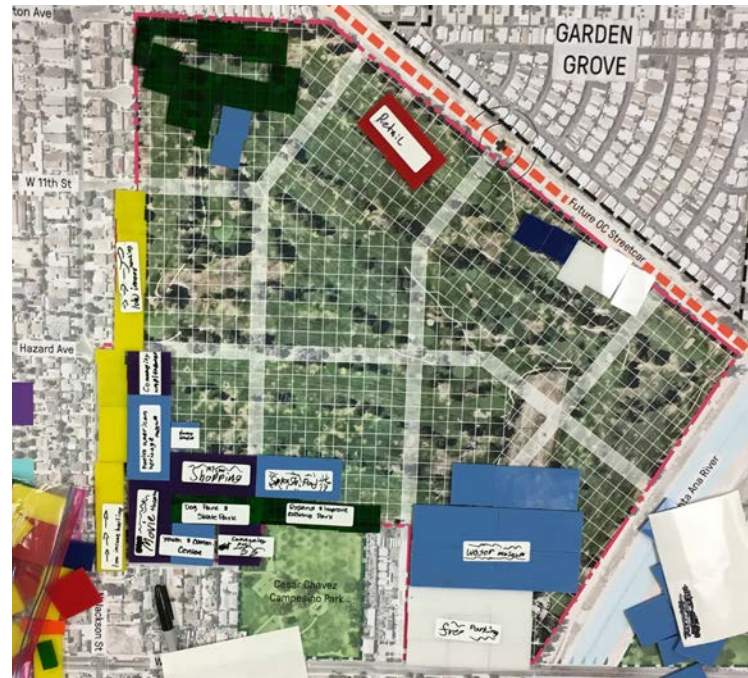


Big Ideas

- Willowick Stop
- OC Streetcar with school
- School will benefit communities
- Shops @ Willowick, restaurants
- Keep the golf spirit - Top Golf
- Museum
- Theater
- Residential at the edges
- Big park/sports
- Office
 - WeWork complex
 - Arts district

Workshop 2: *Design your Willowick* Results (Activity #2)

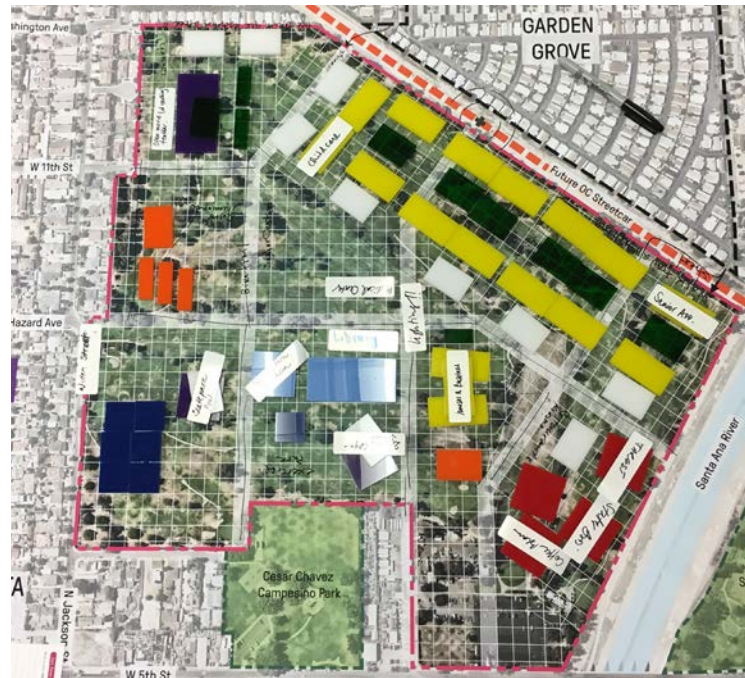
Table 1



Big Ideas

- Low income housing
- Access to healthy food
 - Grocery store/Neighborhood retail
- Micro-business space
- Move Campesino Park away from the street
- Add dog park & skatepark
- Engage the youth
 - Community center/pool
- Community gathering/festival/rental spaces
- Spaces the community is invested in
 - Community murals, parks, amphitheater, gardens

Table 3



Big Ideas

- Houses one side, businesses other (Live-Work spaces)
- Community uses in the middle
- Library, Police station
- Street connections across PE R.O.W. from Garden Grove
- Widen Jackson St.
- Free train around perimeter

Table 5



Big Ideas

- Residential buffer on Jackson
- Mixed-use near trolley
- Parks integrated in residential
- Lago (Lake)
- Parks - fitness equipment
- Lakes + Parks
- Markets with residential
- Community organizations can gather
 - Urban farm
 - Amphitheater
 - Public Space
- Plenty of parking
- Sports complex
- Various park types
- Exercise parks
- Learning center
 - Museum - media
 - Art
 - Kid friendly
- We utilized!
- Made more roads
- Frisbee golf park
- Splash pad by trolley
- Pedestrian bike bridge to connect!
- Library with a park

Table 6



Big Ideas

- Public parking/similar to 4th Street
- Stadium (sports, soccer) + artistic theater
- Community center
- Dance theater
- "Oldies" daycare
- High density apartments
- School for special needs
- Soccer, tennis, basketball
 - A big park
- Apartments (affordable housing)
- Advancing technology office
- Fire + police station near streetcar station

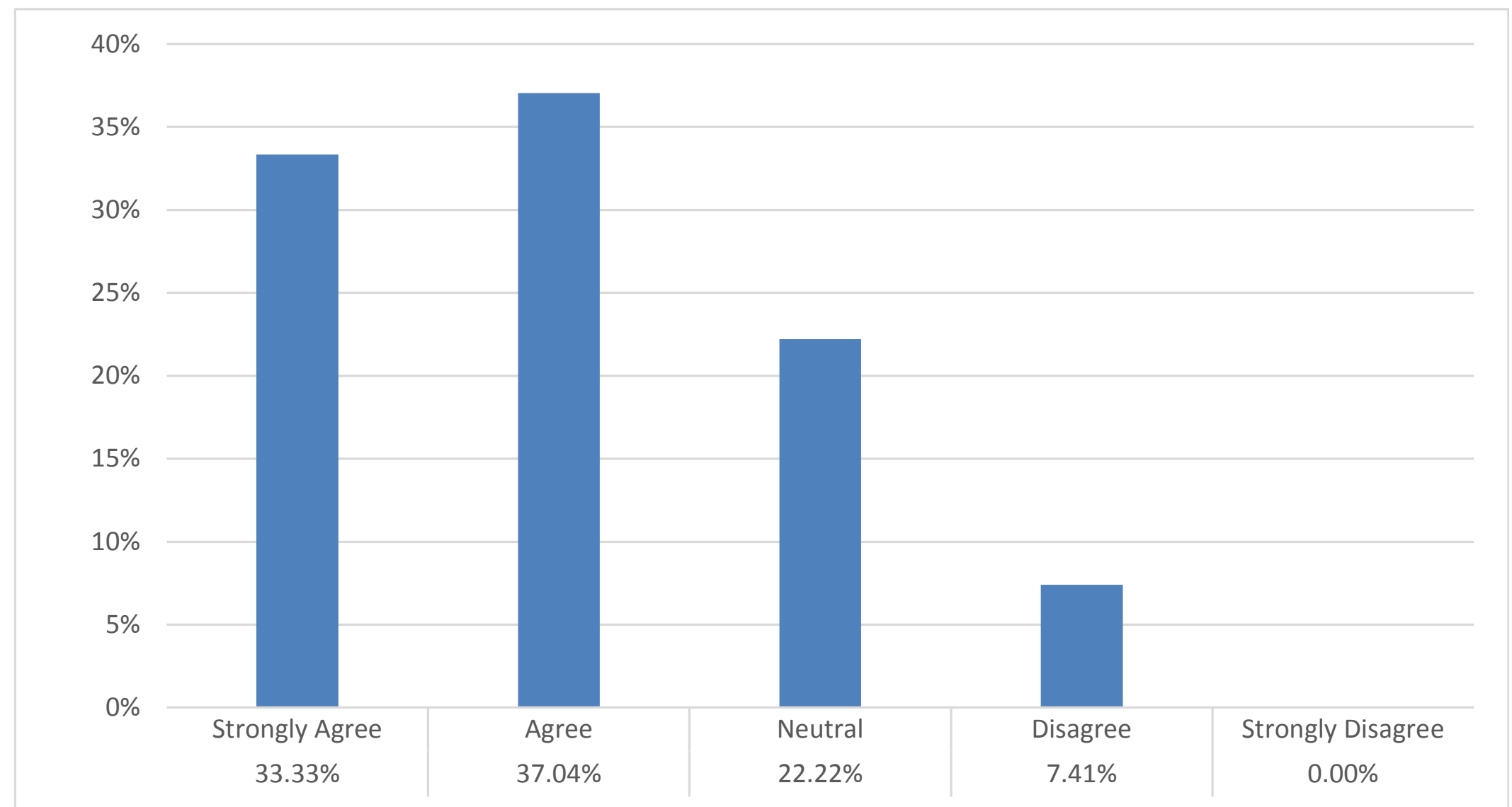
Workshop 3: *Community Polling* Results (Activity #1)

Do you agree with the Community Values?

The Cities of Garden Grove and Santa Ana value a *vibrant*, multi-use gathering place—a complete community that is ***family-oriented***, ***safe*** and ***publicly accessible***.

A new Willowick will foster the community's ***cultural heritage***; provide ***educational and economic*** opportunities that *encourage* community ***interaction***; and allow a ***multitude of uses*** that bring families together for generations to come.

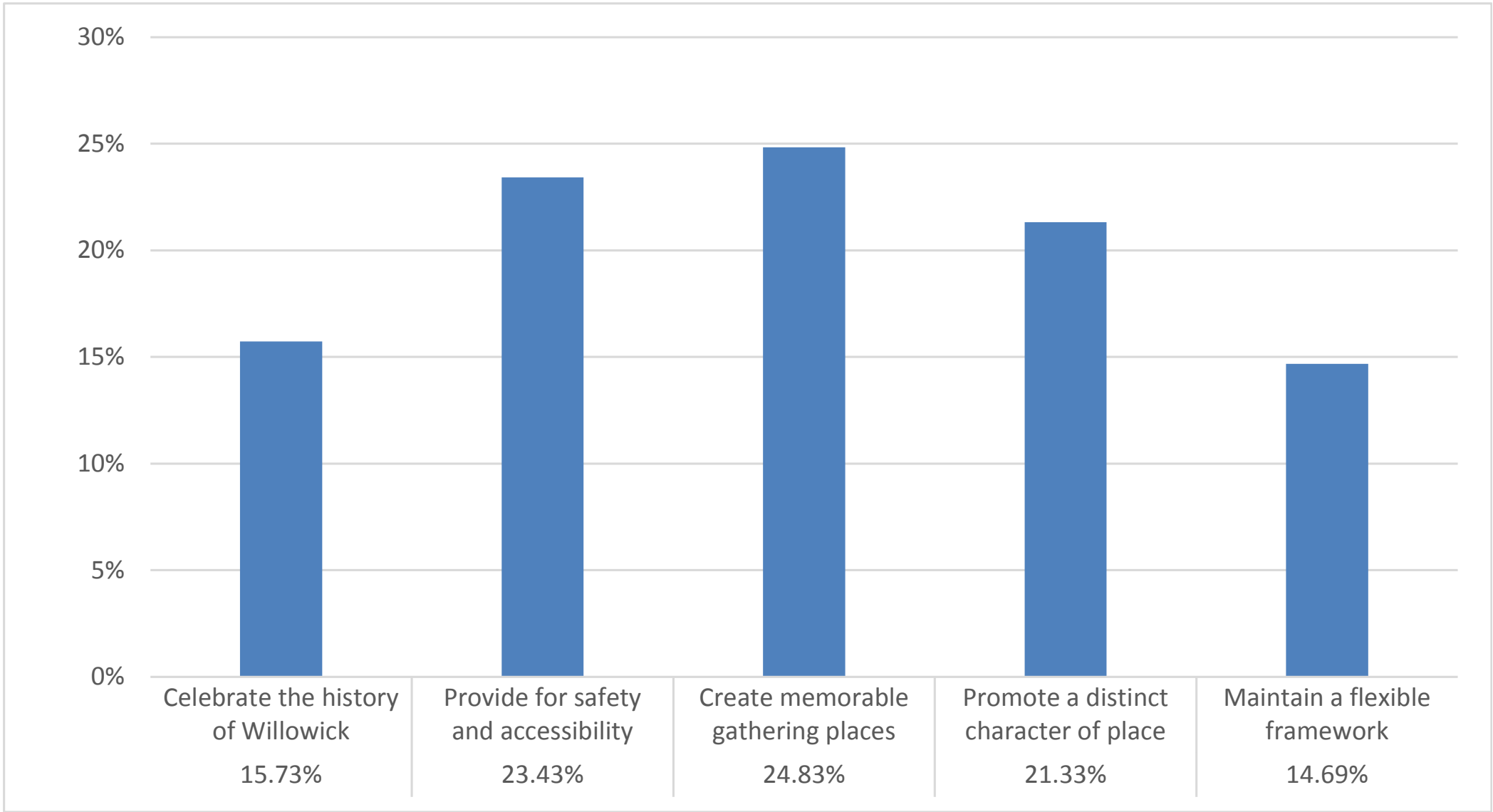
- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



Workshop 3: *Community Polling* Results (Activity #1)

Rank your top 3 Guiding Principles

- A. Celebrate the *history of Willow***wick**
- B. Provide for *safety and accessibility*
- C. Create *memorable gathering* places
- D. Promote a *distinct character* of place
- E. Maintain a *flexible framework*

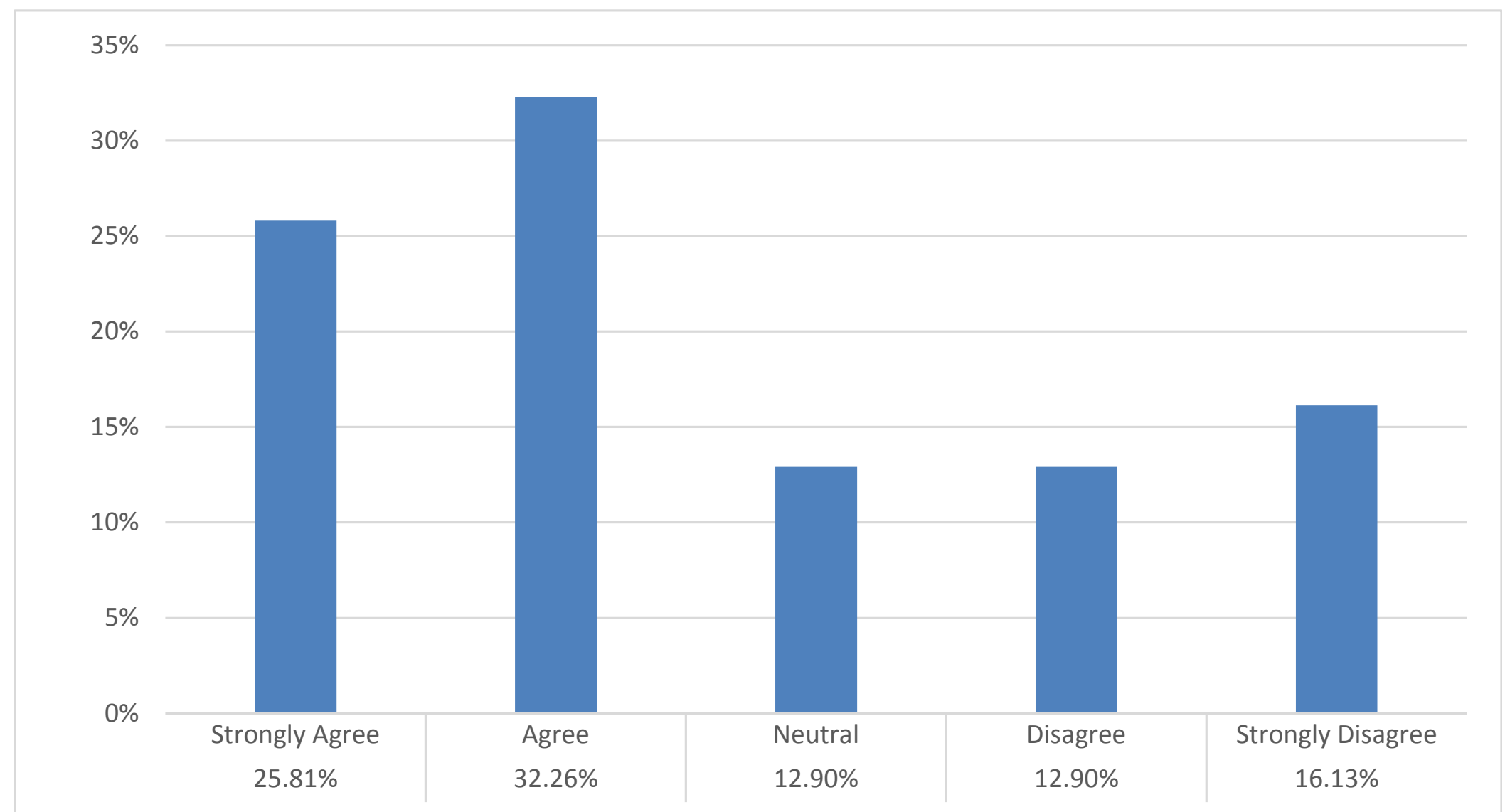


Workshop 3: *Community Polling* Results (Activity #1)

Do you agree with the Vision Statement?

For the future of Willowick, the Cities of Garden Grove and Santa Ana envision a **safe, vibrant, and multi-use destination** for its residents. A new Willowick will **celebrate the history** of the site and provide **memorable, family-oriented, public gathering places** that enrich the quality of the existing neighborhoods. Through a **flexible framework** with ever-evolving experiential qualities, Willowick will be able to support a **layered program** that **reinforces the economic viability** of the area.

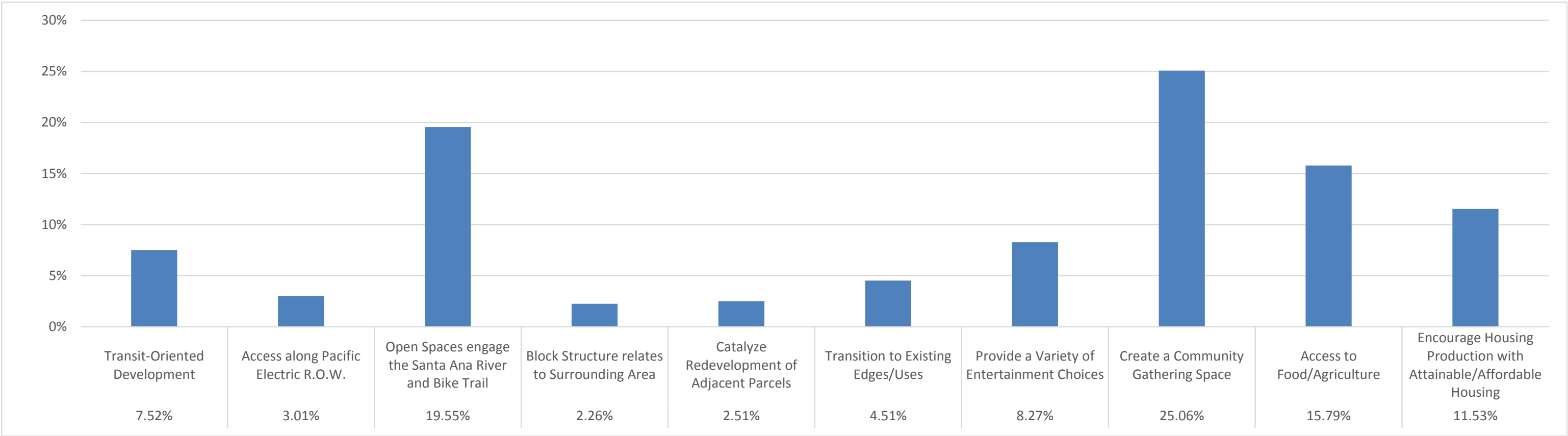
- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



Workshop 3: *Community Polling* Results (Activity #1)

Rank your top 3 Framework Strategies

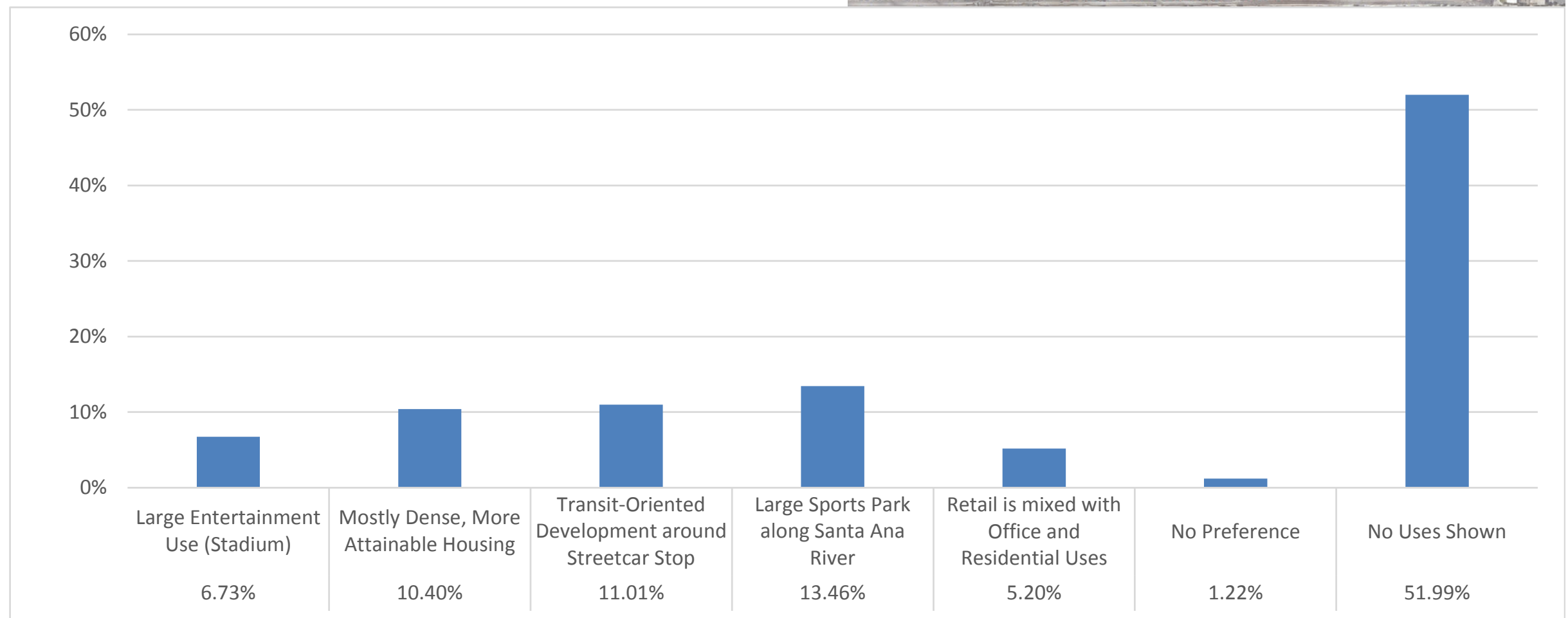
- A. **Transit-Oriented** Development
- B. **Access** along Pacific Electric R.O.W.
- C. Open Spaces Engage the **Santa Ana River** and **Bike Trail**
- D. **Block Structure** relates to Surrounding Area
- E. Catalyze Redevelopment of **Adjacent Parcels**
- F. **Transition** to Existing **Edges/Uses**
- G. Provide a Variety of **Entertainment Choices**
- H. Create a **Community Gathering** Space
- I. Access to **Food/Agriculture**
- J. Encourage Housing Production with **Attainable/Affordable** Housing



Workshop 3: *Community Polling* Results (Activity #1)

Which uses do you like in *Willowick Stadium*?

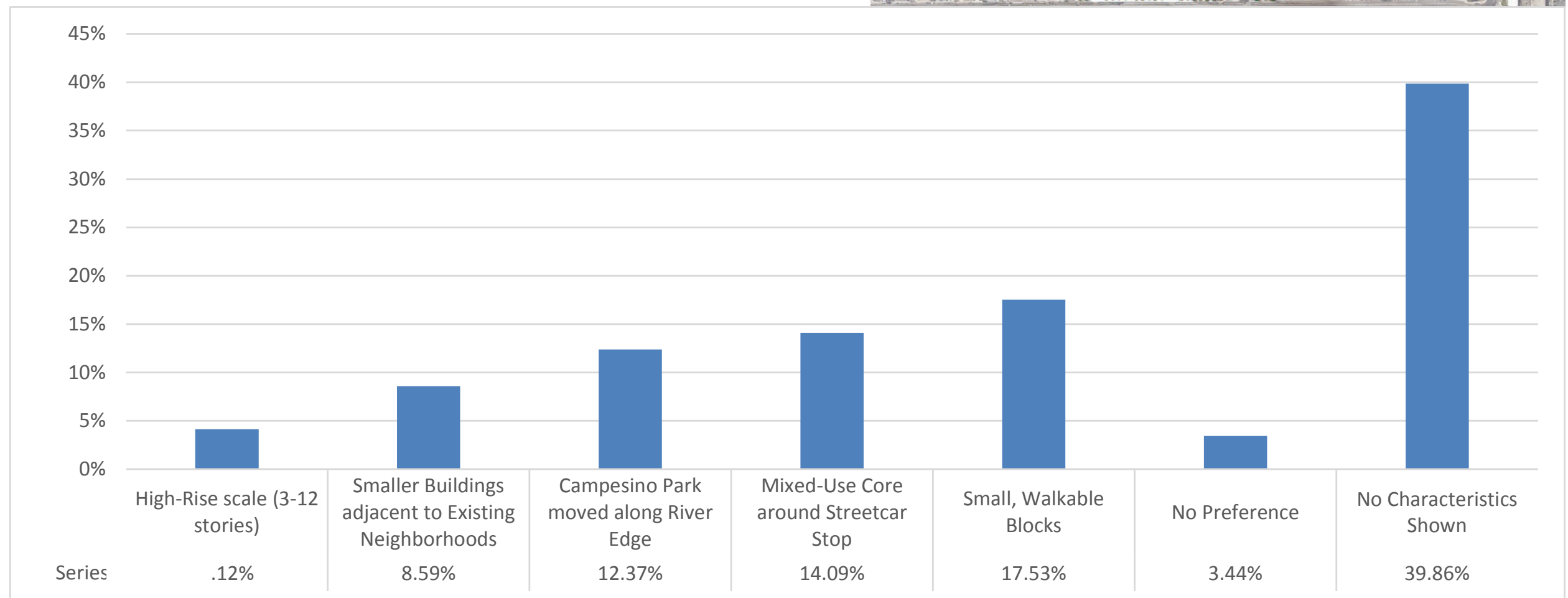
- A. Large Entertainment Use (Stadium)
- B. Mostly Dense, More Attainable Housing
- C. Transit-Oriented Development around Streetcar Stop
- D. Large Sports Park along Santa Ana River
- E. Retail is mixed with Office and Residential uses
- F. No Preference
- G. No Uses Shown



Workshop 3: *Community Polling* Results (Activity #1)

What characteristics of *Willowick* Stadium do you like?

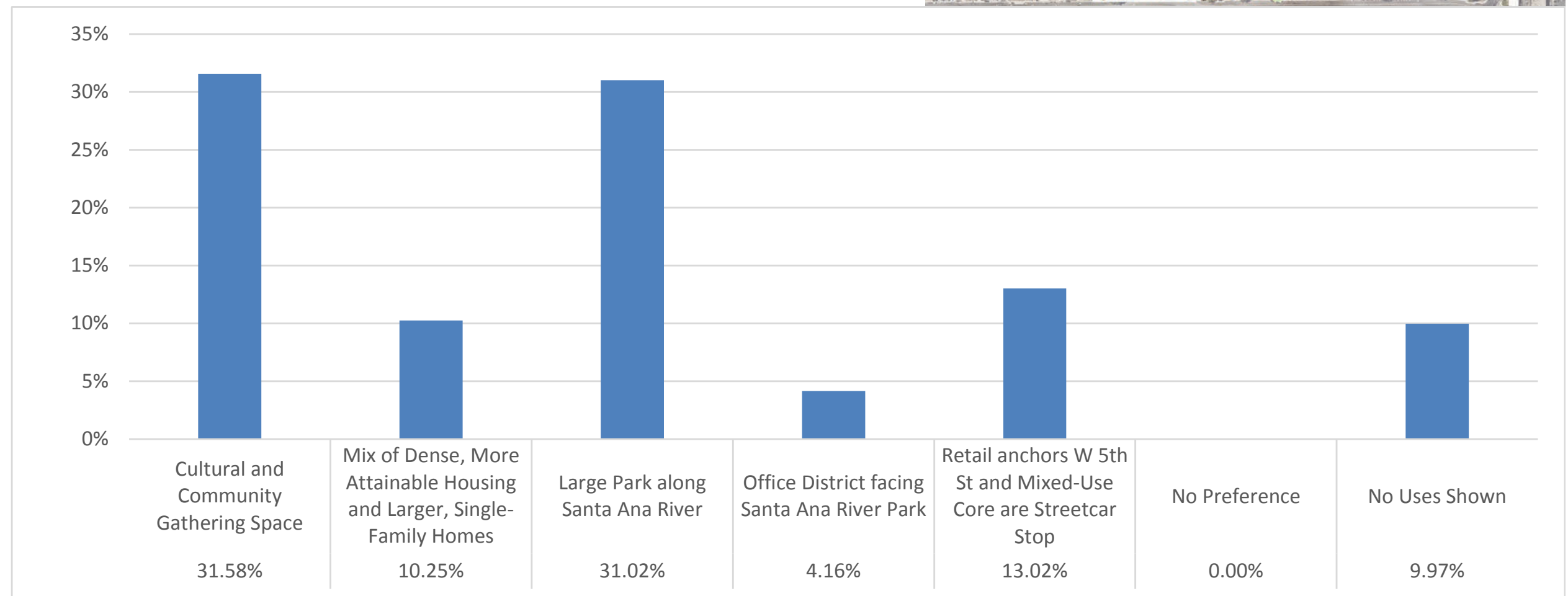
- A. High-Rise scale (3-12 stories)
- B. Smaller Buildings adjacent to Existing Neighborhoods
- C. Campesino Park moved along River Edge
- D. Mixed-Use Core around Streetcar Stop
- E. Small, Walkable Blocks
- F. No Preference
- G. No Characteristics Shown



Workshop 3: *Community Polling* Results (Activity #1)

Which uses do you like in *Willowick District*?

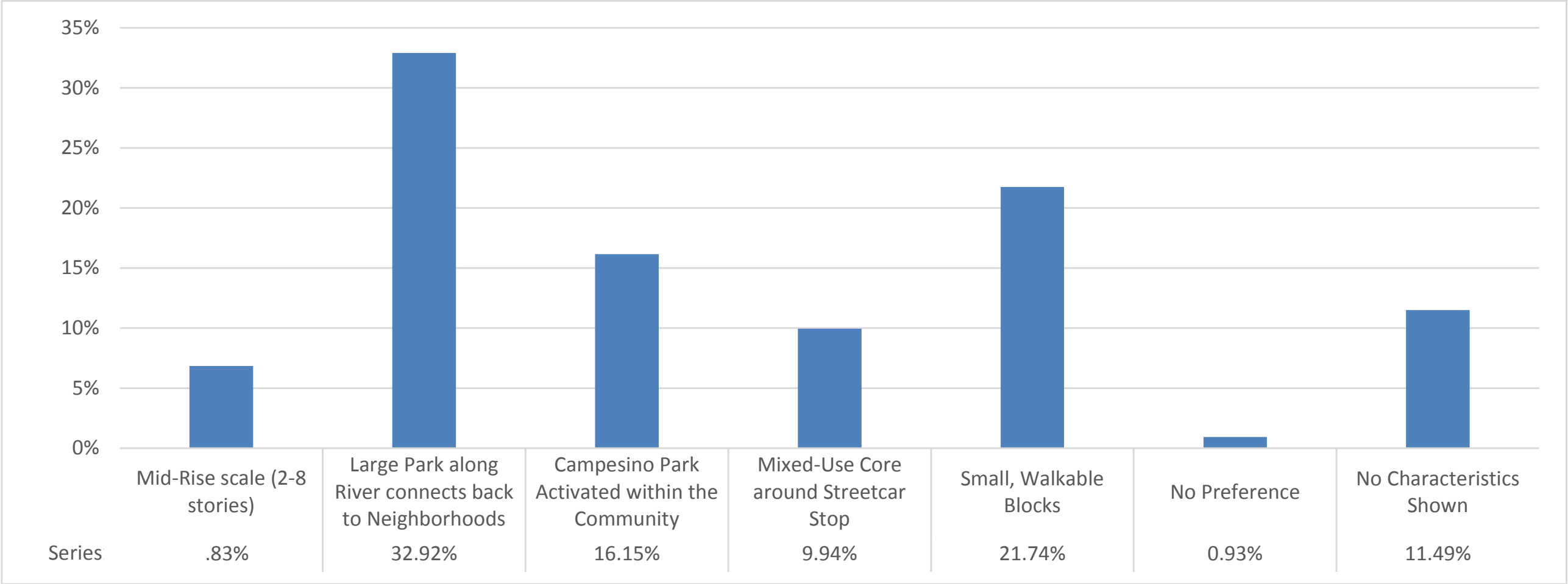
- A. Cultural and Community Gathering Space
- B. Mix of Dense, More Attainable Housing and Larger, Single-Family Homes
- C. Large Park along Santa Ana River
- D. Office District facing Santa Ana River Park
- E. Retail anchors W 5th St. and Mixed-Use Core at Streetcar Stop
- F. No Preference
- G. No Uses Shown



Workshop 3: *Community Polling* Results (Activity #1)

What characteristics of Willowick District do you like?

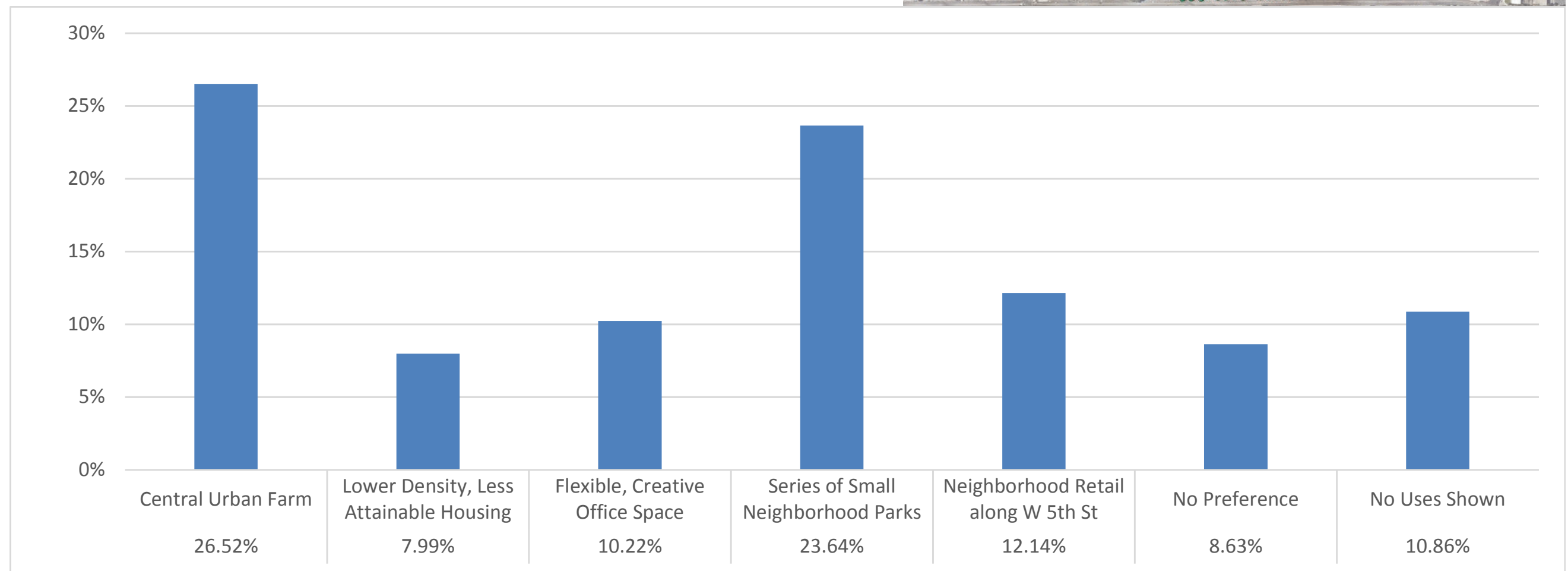
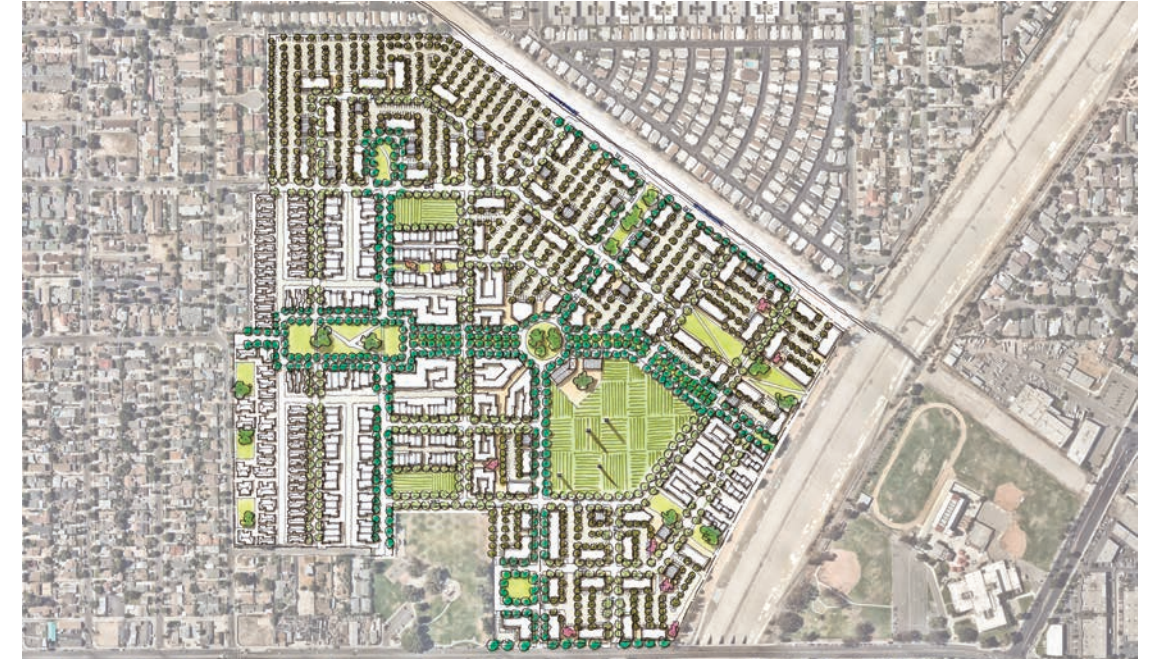
- A. Mid-Rise scale (2-8 stories)
- B. Large Park along River connects back to Neighborhoods
- C. Campesino Park Activated within the Community
- D. Mixed-Use Core around Streetcar Stop
- E. Small, Walkable Blocks
- F. No Preference
- G. No Characteristics Shown



Workshop 3: *Community Polling* Results (Activity #1)

Which uses do you like in *Willowick Tech*?

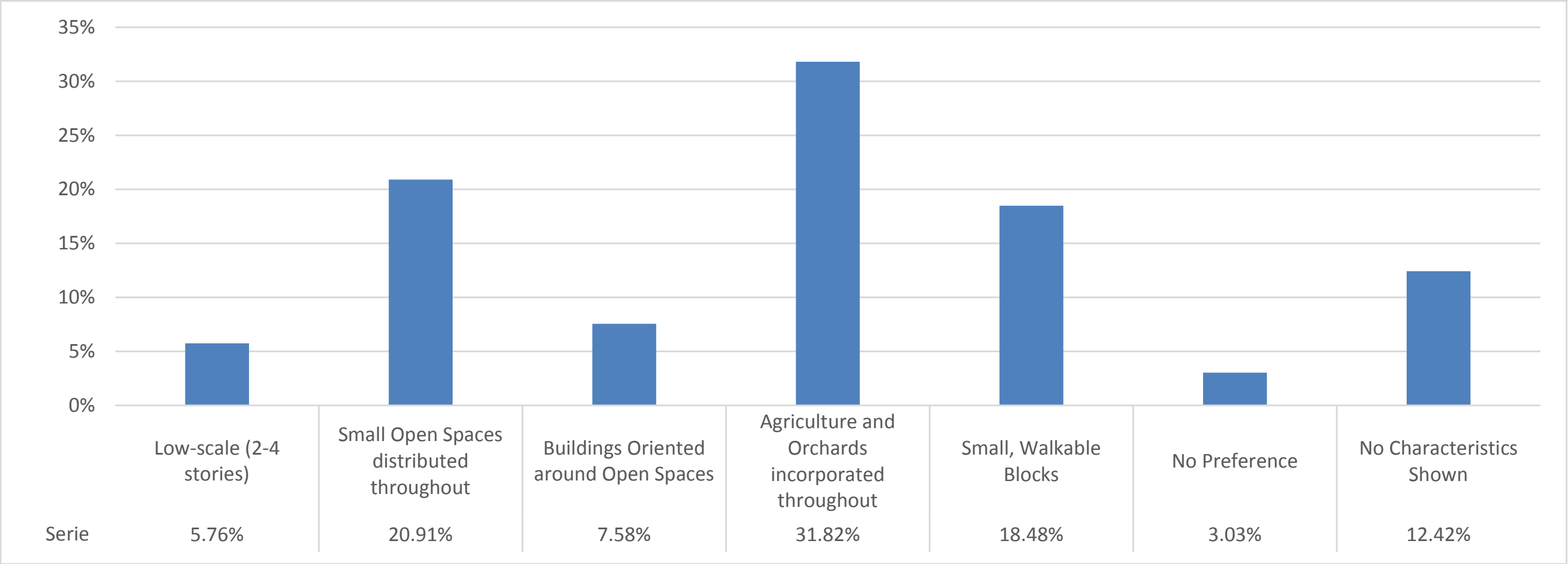
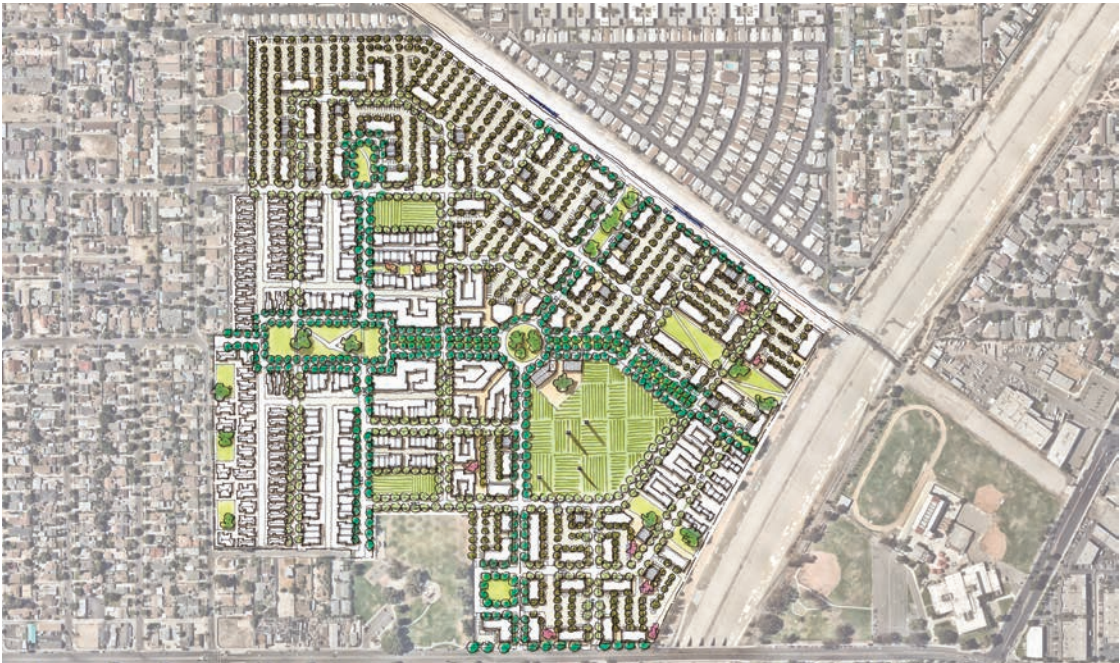
- A. Central Urban Farm
- B. Lower Density, Less Attainable Housing
- C. Flexible, Creative Office Space
- D. Series of small Neighborhood Parks
- E. Neighborhood Retail along W 5th St.
- F. No Preference
- G. No Uses Shown



Workshop 3: *Community Polling* Results (Activity #1)

What characteristics of Willowick Tech do you like?

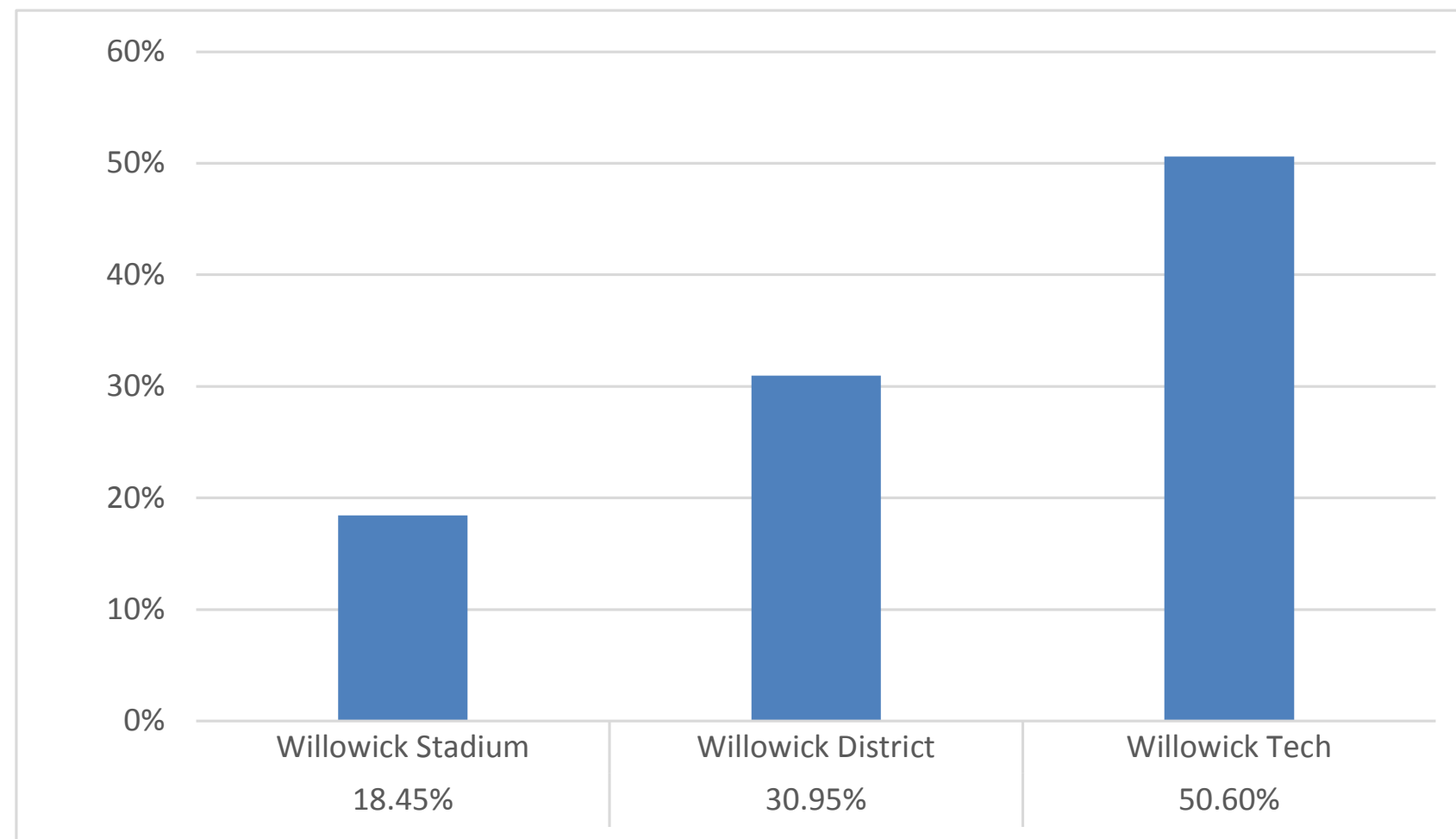
- A. Low-scale (2-4 stories)
- B. Small open spaces distributed throughout
- C. Buildings oriented around open spaces
- D. Agriculture and Orchards incorporated throughout plan
- E. Small, walkable blocks
- F. No Preference
- G. No Characteristics Shown



Workshop 3: *Community Polling* Results (Activity #1)

Rank the Vision Concepts in order of your favorite

- A. Willow**wick** Stadium
- B. Willow**wick** District
- C. Willow**wick** Tech



Workshop 3: *Community Roundtable* Results (Activity #2)

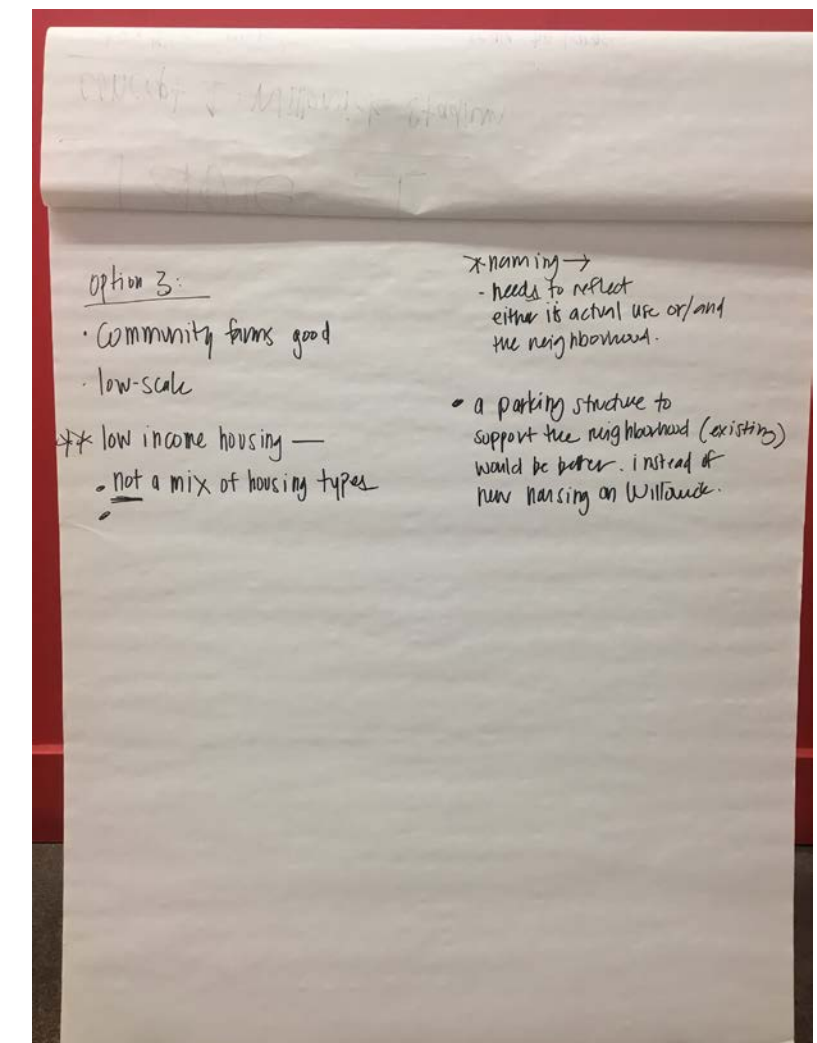
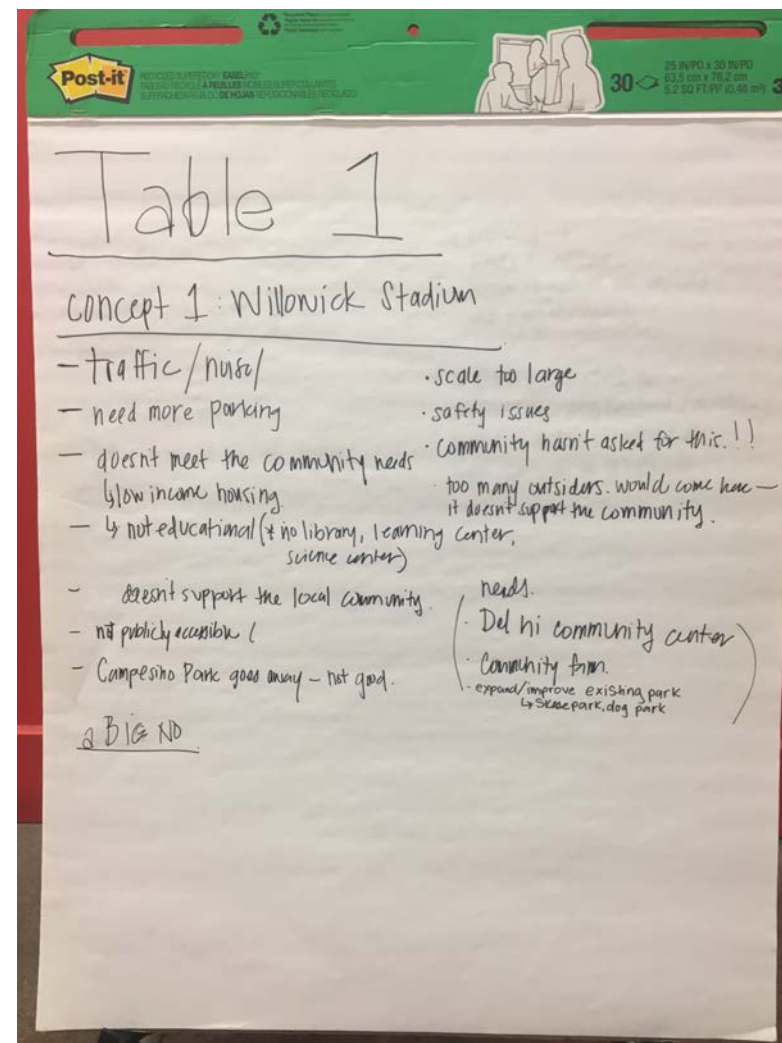
Table 1

Concept 1: Willowick Stadium

- Traffic/Noise
- Need more Parking
- Doesn't meet the Community needs
 - Low Income Housing
 - Not Educational (No Library, Learning Center, Science Center)
- Doesn't Support the Local Community
- Not Public Accessible
- Campesino Park goes away - Not Good
- A Big No
- Scale too Large
- Safety Issues
- Community hasn't asked for this!!
- Too many outsiders would come here - it doesn't support the community
- Needs
 - Delhi Community Center
 - Community Farm
 - Expand/Improve Existing Park
 - Skate Park, Dog Park

Concept 3: Willowick Tech

- Community Farms Good
- Low-Scale
- Low Income Housing**
 - Not a Mix of Housing Types
- Naming - Needs to reflect either its actual use and/or the neighborhood
- A parking structure to support the neighborhood (existing) would be better. Instead of new housing on Willowick



Workshop 3: *Community Roundtable* Results (Activity #2)

Table 2

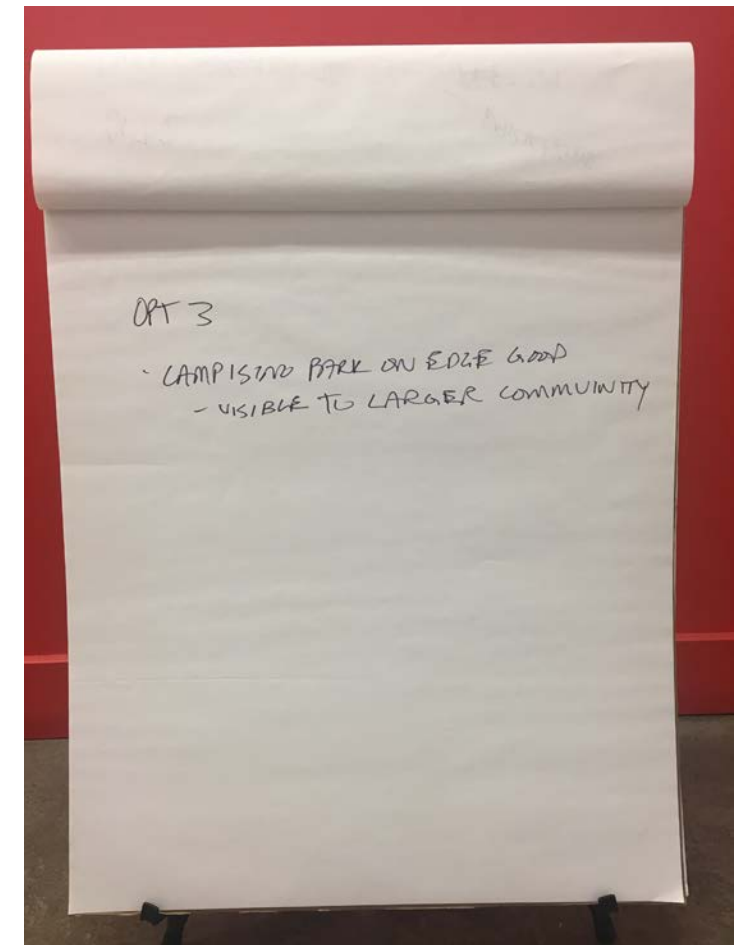
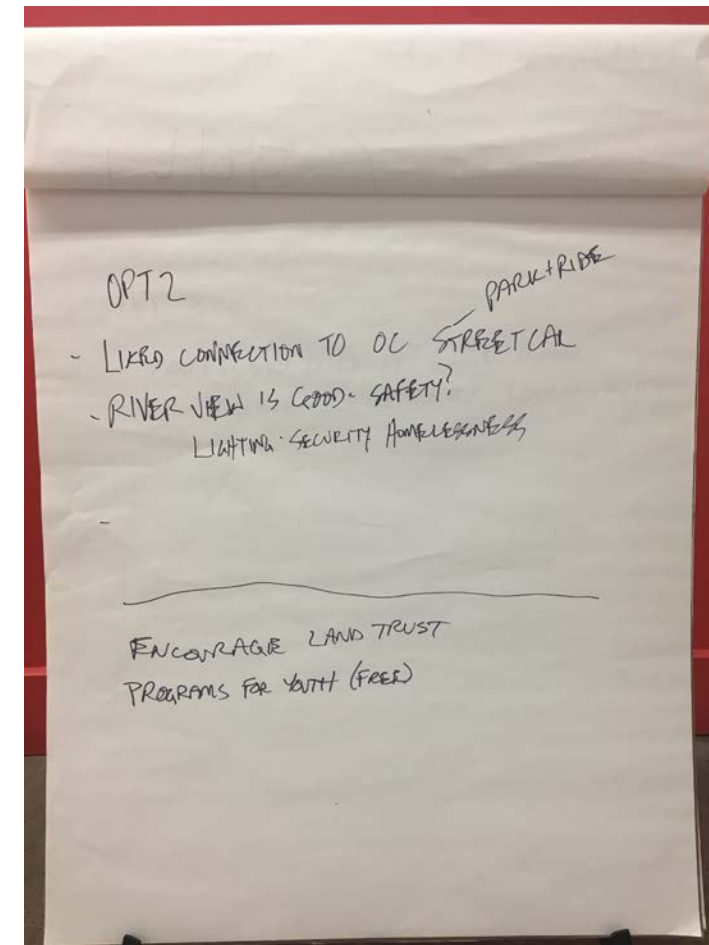
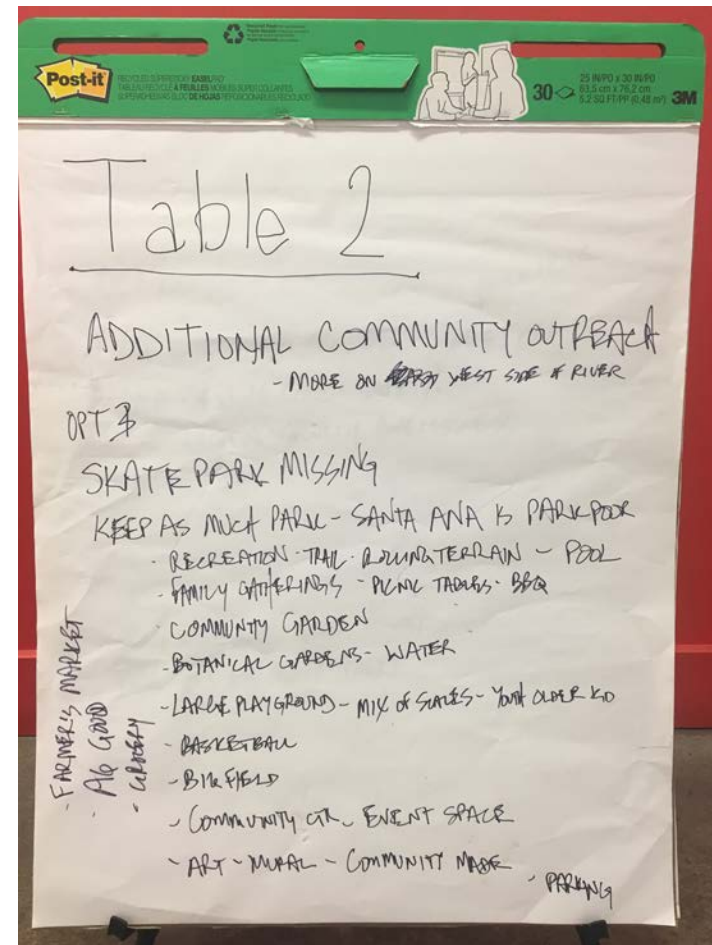
- Additional Community Outreach
 - More on west side of river
- Encourage Land Trust
- Programs for Youth (Free)

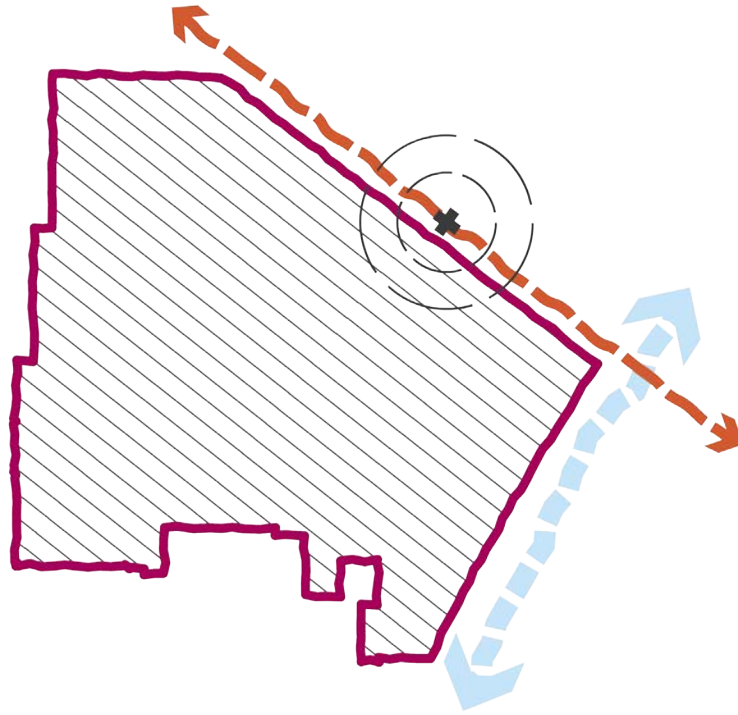
Concept 3: Willowick Tech

- Skate Park Missing
- Keep as much Park - Santa Ana is Park Poor
 - Recreation, Trail, Rolling Terrain, Pool
 - Family Gatherings - Picnic Tables, BBQ
 - Community Garden
 - Botanical Gardens, Water
 - Large Playground - Mix of Scales
 - Youth Older Kids
 - Basketball
 - Big Field
 - Community Center - Event Space
 - Art - Mural - Community Made
- Parking
- Farmer's Market
- Ag Good
- Grocery
- Campesino Park on edge good
 - Visible to Larger Community

Concept 2: Willowick District

- Liked Connection to OC Streetcar
 - Park & Ride
 - River view is good - Safety?
 - Lighting, Security, Homelessness





*Envision Willow**wick**!*
