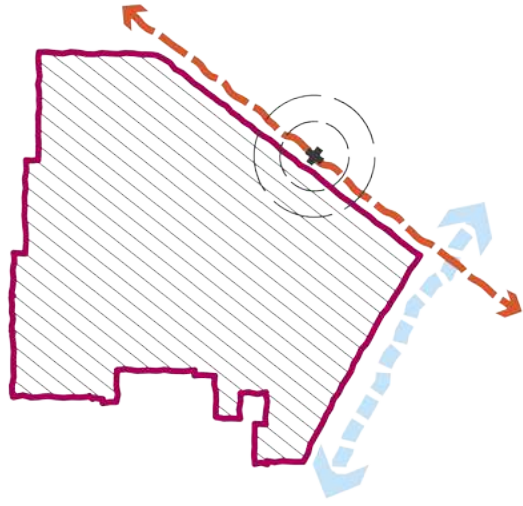


Envision Willowwick!

Help **envision** the future of the Willowick Golf Course site!



Envision Willowick!

Community Workshop #2 & #3 - *Create*

1. Presentations:

Project Introduction

Community Involvement Update

Economic and Market Factors

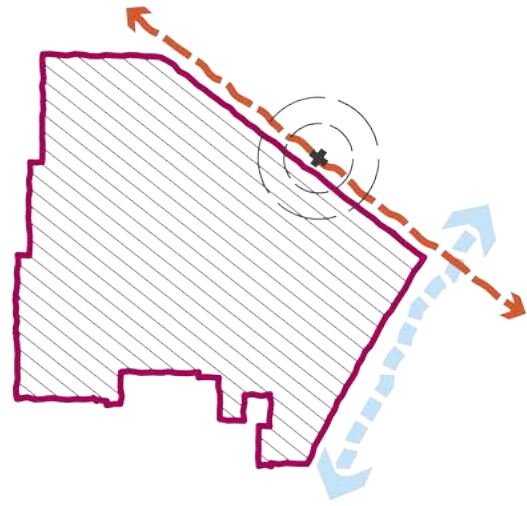
Comparable Studies

2. Activity #1: Comparable Studies - Dot Polling

3. Break

4. Activity #2: Design *your Willowick*

5. Next Steps



Envision Willowick!

Consultant Team

SWA Group

Planning, Urban Design, Landscape Architecture

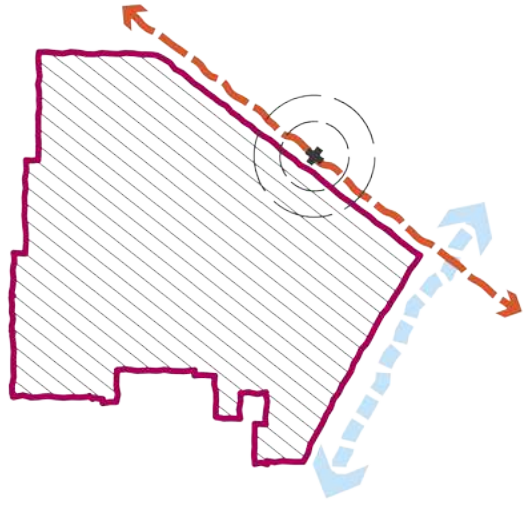
Hatch Urban Solutions

Economics



swa

urban design, planning and
landscape architecture



Envision Willowick!

What is Visioning?

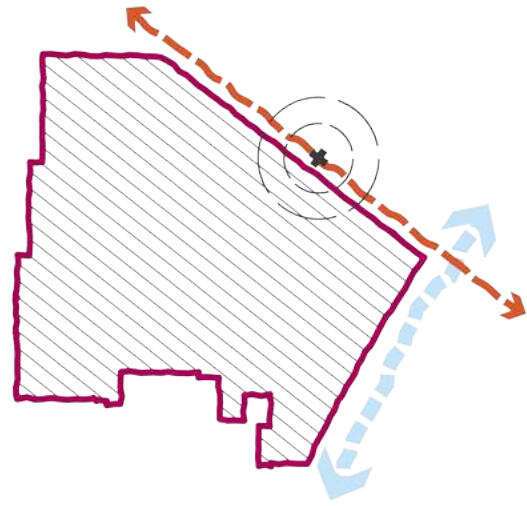
Visioning is a process where a community imagines and identifies the future that it wants.

1. Foundation for a Vision

Community Outreach & Market Analysis

2. Plan for a Vision

Vision Plan, Illustrations & Public Hearings



Envision Willowick!

Your involvement and input builds the foundation of the Vision Plan!

Listen

Workshop #1

August 30

Goodwill Industries

410 N. Fairview St.
Santa Ana, CA 92703

6-8 pm

Explore ideas, needs and goals of the community.

Create

Workshop #2

September 27

**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 #3

October 2

**Buena Clinton Youth
and Family Center**

12661 Sunswept Ave.
Garden Grove, CA 92843

6-8 pm

Evaluate

Workshop #4

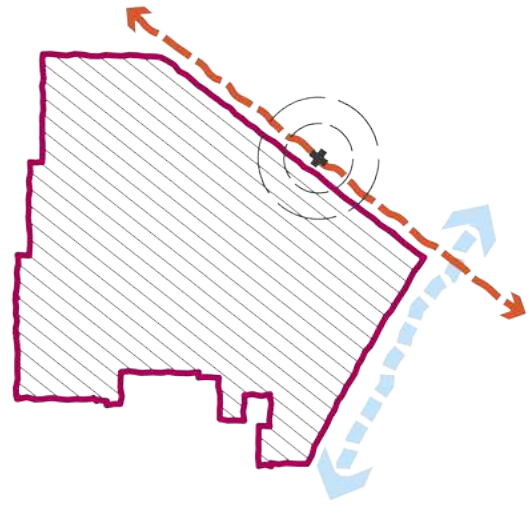
October 25

**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.



Envision Willowick!

Creating the Vision Plan

The Vision Plan will synthesize the potential of the Willowick site - rooted from the community itself.

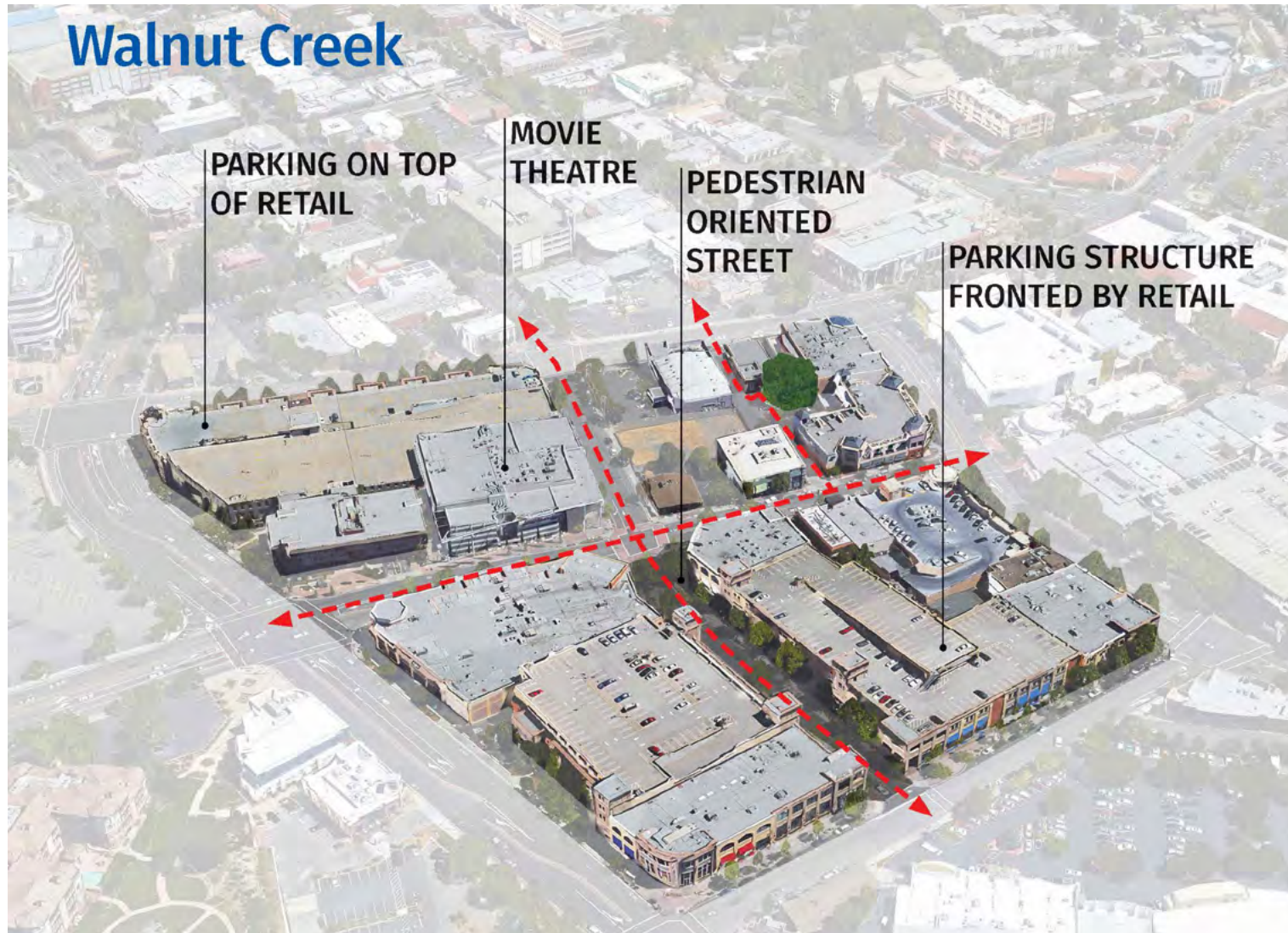
The Willowick Vision Plan will include ...

results from community-based input



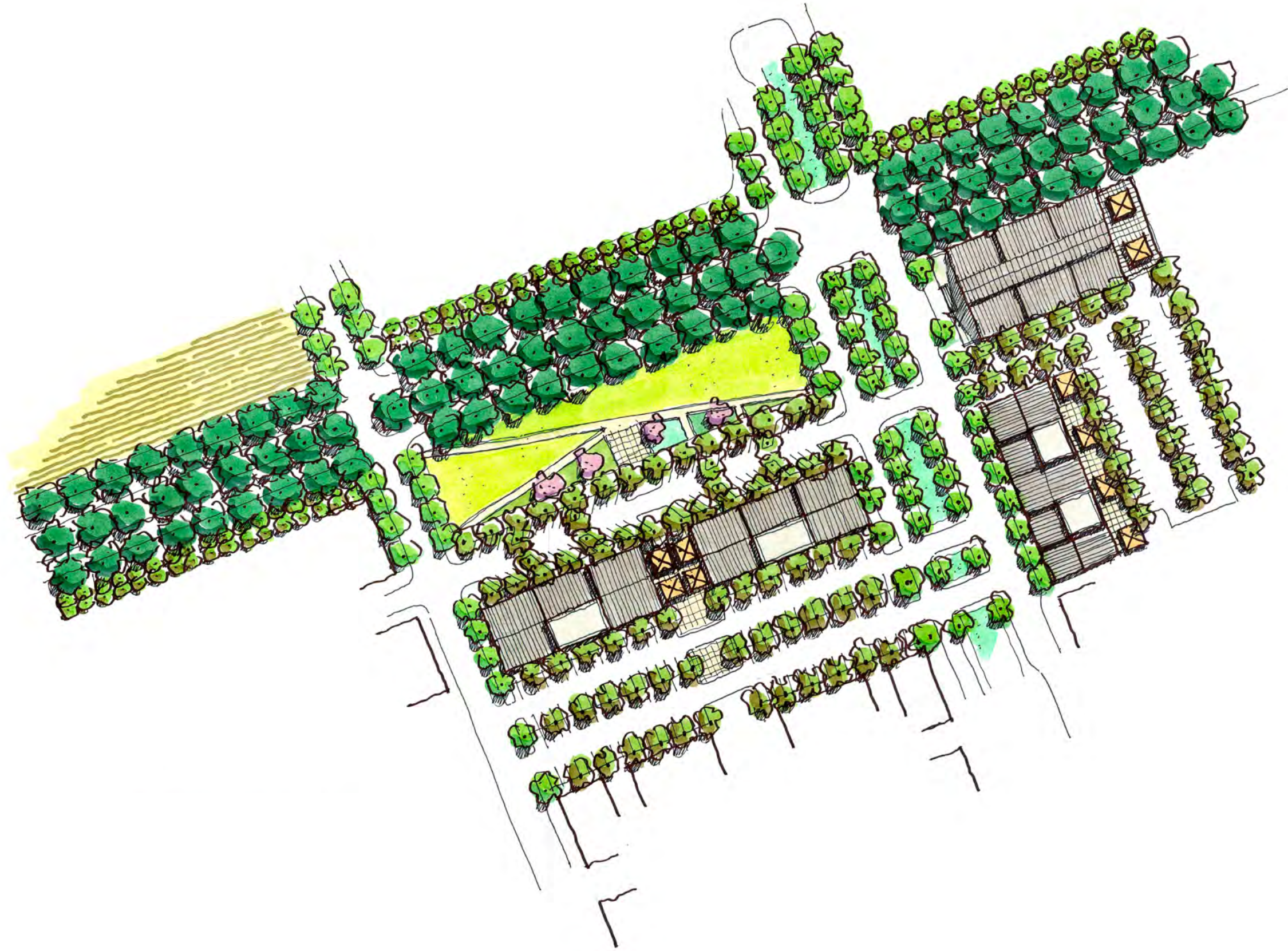
The Willowick Vision Plan will include ...

market analysis and comparable site studies



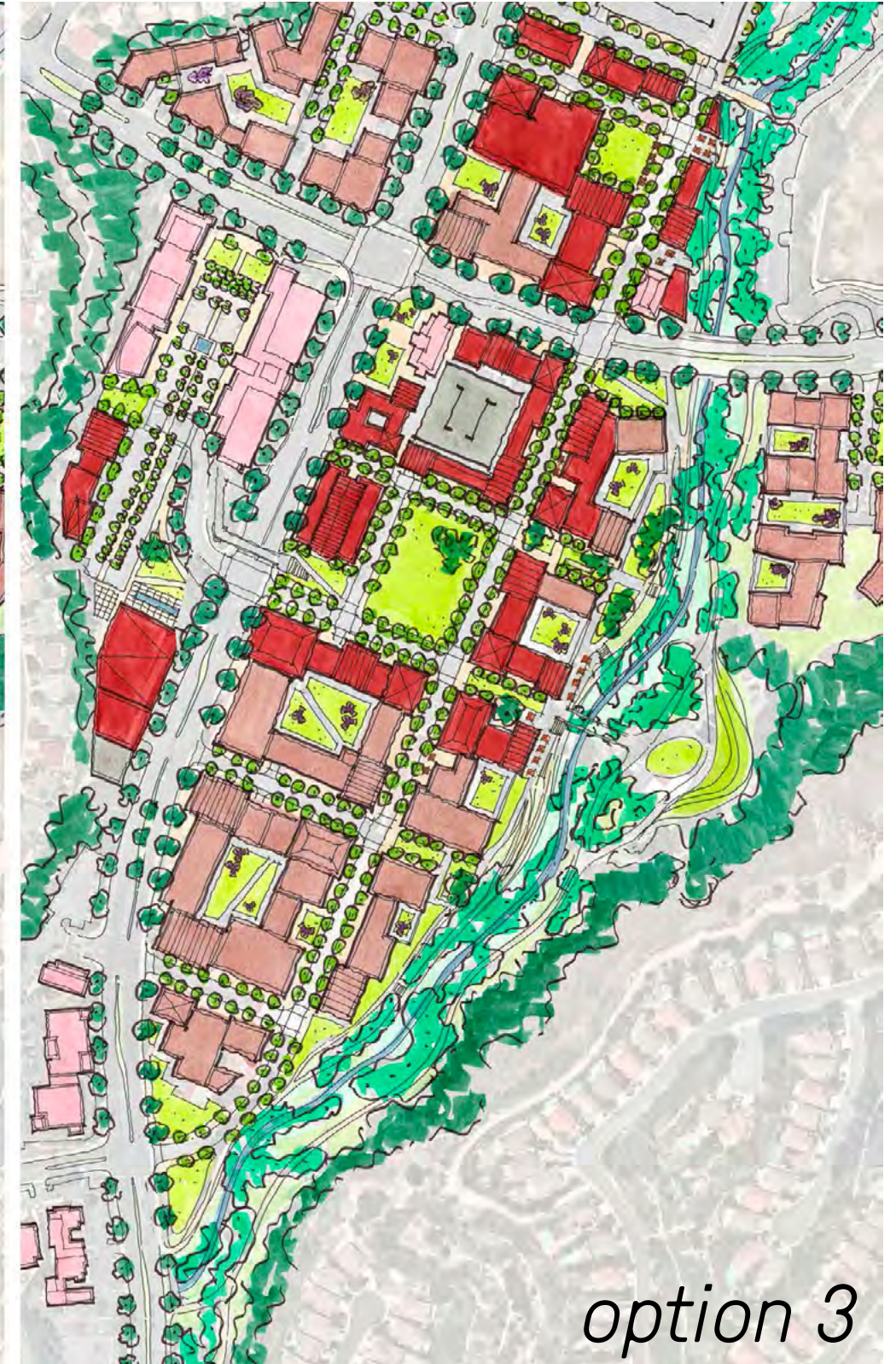
The Willowick Vision Plan will include ...

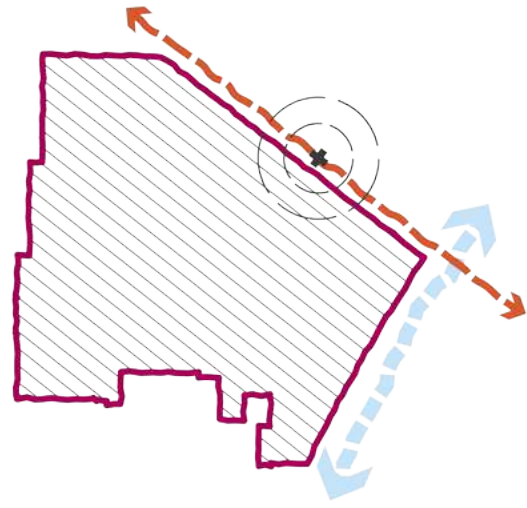
maps, diagrams, and illustrations



The Willowick Vision Plan will include ...

strategies for site design and placemaking





Envision Willowick!

What's happened so far?

Community Workshop #1

Goodwill Industries

Thursday, August 30, 2018

Workshop Activity #1: Pop Quiz



Workshop Activity #1: Pop Quiz

Major Themes

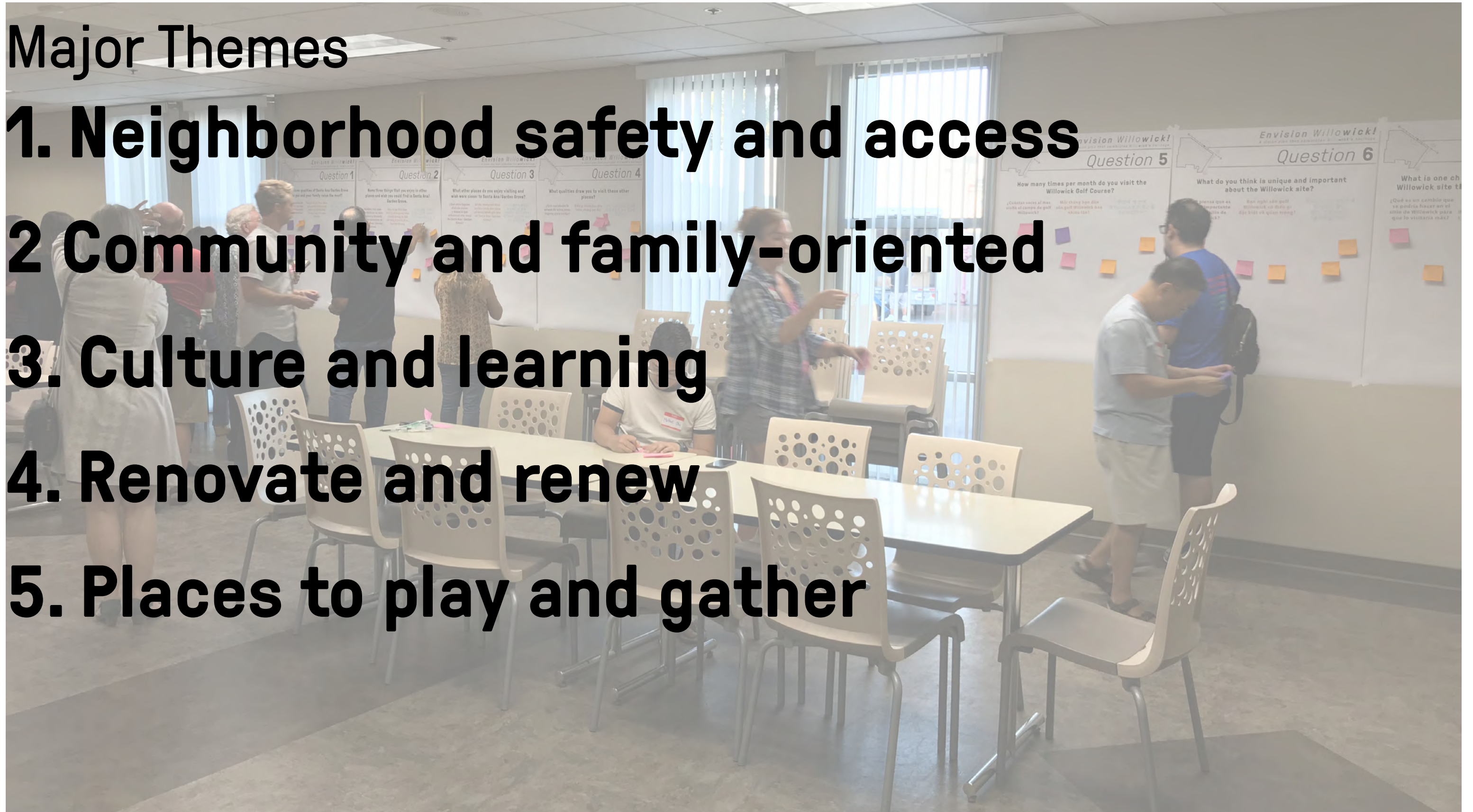
1. Neighborhood safety and access

2. Community and family-oriented

3. Culture and learning

4. Renovate and renew

5. Places to play and gather



Workshop Activity #2: Experience Boards



Major Themes:

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

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

Learn

97

educational campus
museum/science center
nature center
library

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

Play

94

soccer/sports complex
swim center
large park
playground/dog park

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

Engage

65

community center
orchard/farms
farmer's market
arts/cultures

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

Entertain

51

water park
stadium
hotel/casino

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

Gather

46

conference center
amphitheatre
festival

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

Live

35

low density
medium density
mid-rise podium
high density mixed use

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

Shop

20

main street
pedestrian mall
restaurant
food hall

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

Work

19

corporate headquarters
flex tech/distribution
mixed use commercial

Learn

museum/ science center 52



Learn

library **24**



Play

large park



Play

sports/ soccer complex

15



Engage

orchards/ farms **17**



Engage

community center **14**



Entertain

top golf **15**



Entertain

stadium **15**



Gather

festival

17



Work

mixed use commercial

9



Live

high-density mixed use

16



Shop

food hall **5**



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***.

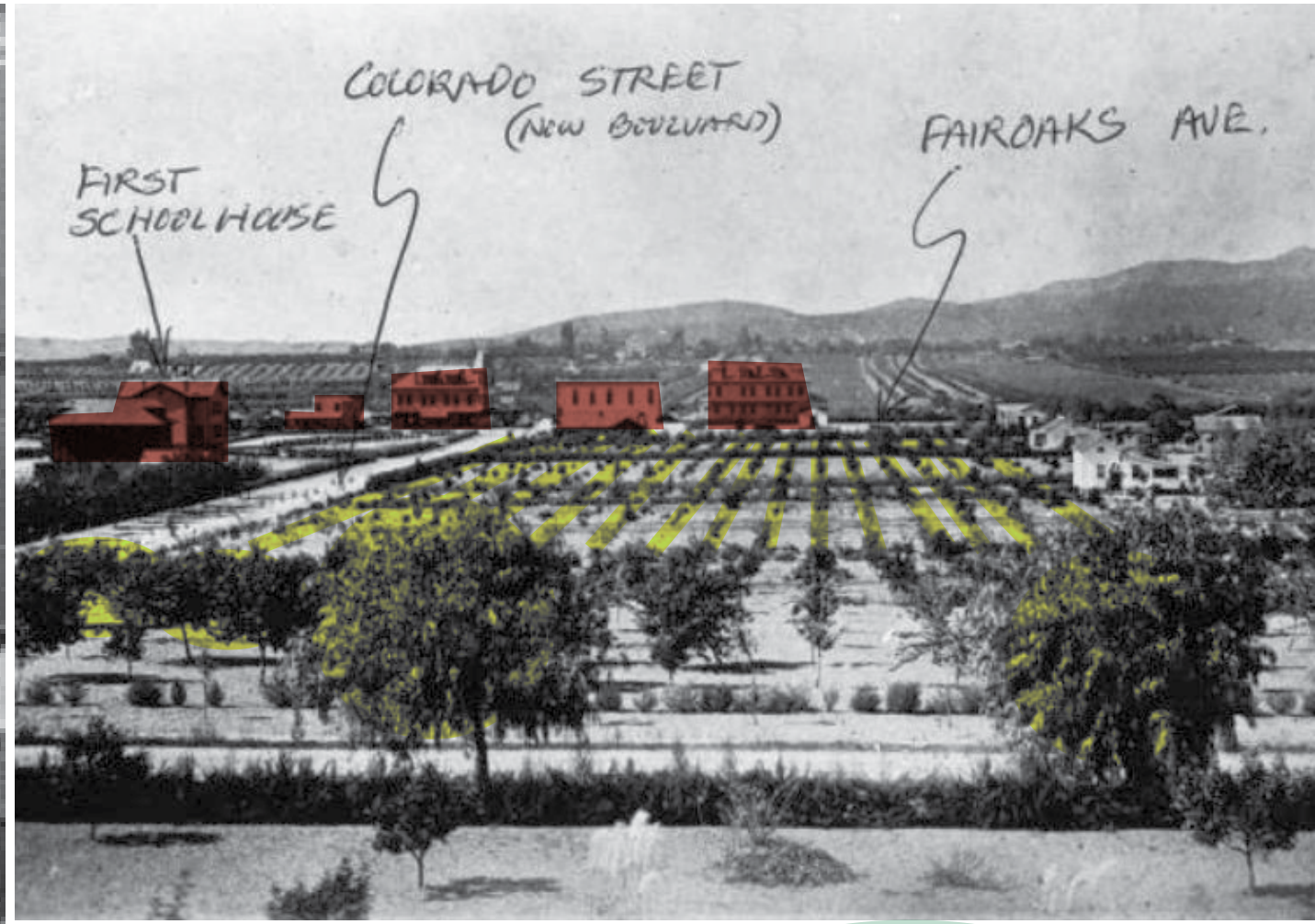
A new Willowick will foster the community's ***cultural heritage***; provide ***educational and economic*** opportunities that *encourage* community ***interaction***; and allow a ***multitude of uses*** that bring families together for generations to come.

Guiding Principles for Willowick

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

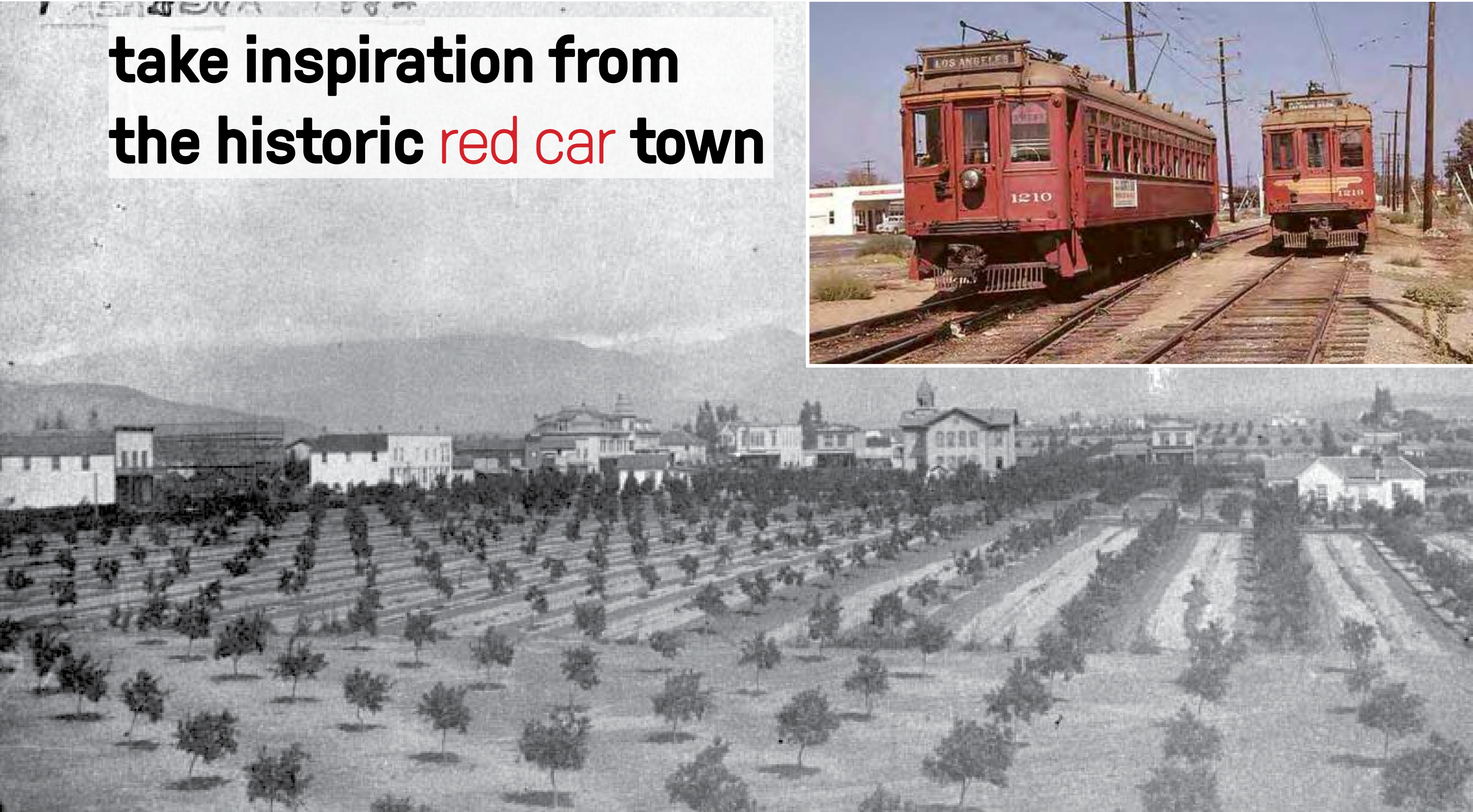
1. Celebrate the **history** of Willow**ick**

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



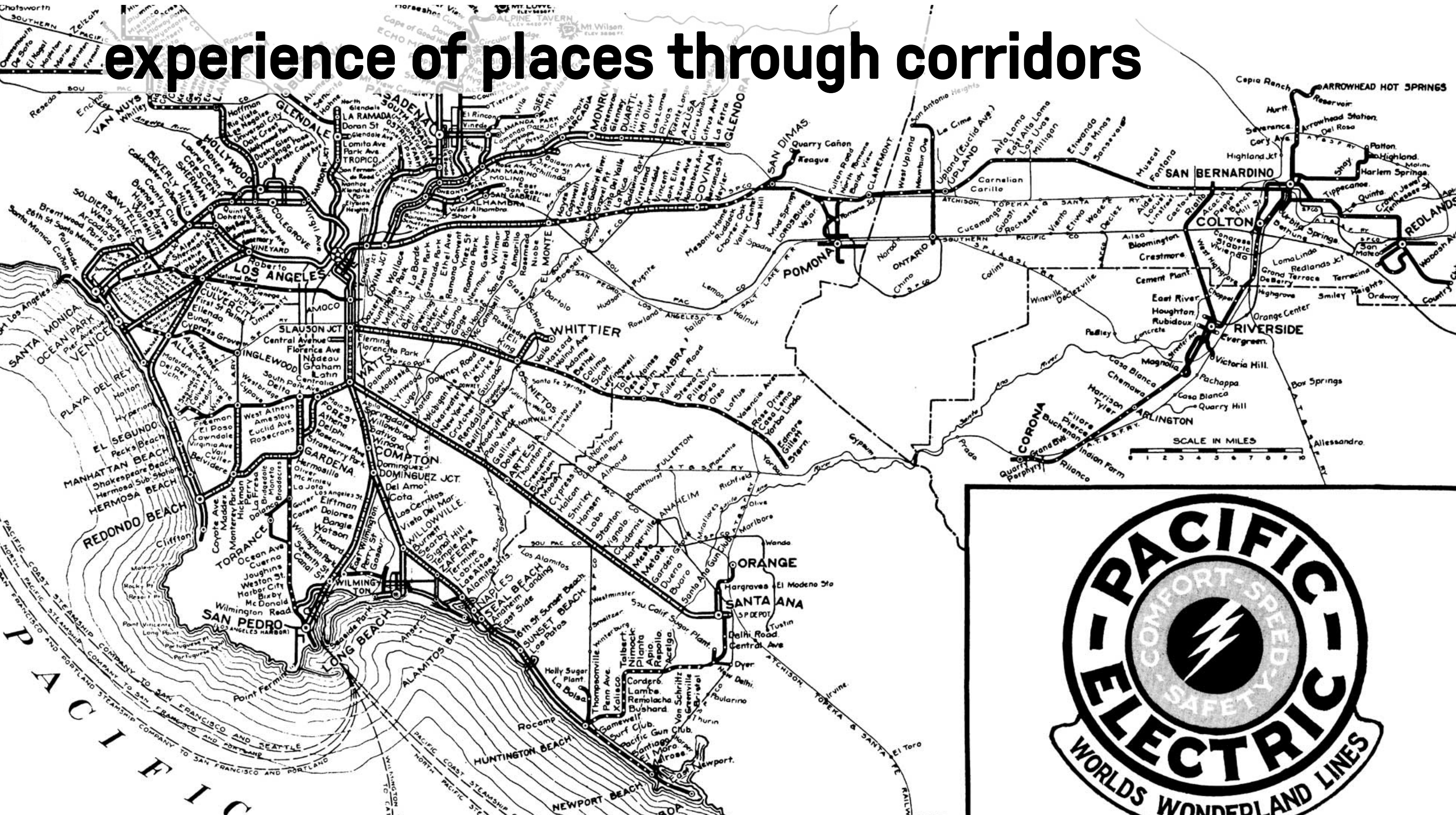
1. Celebrate the **history of Willowick**

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



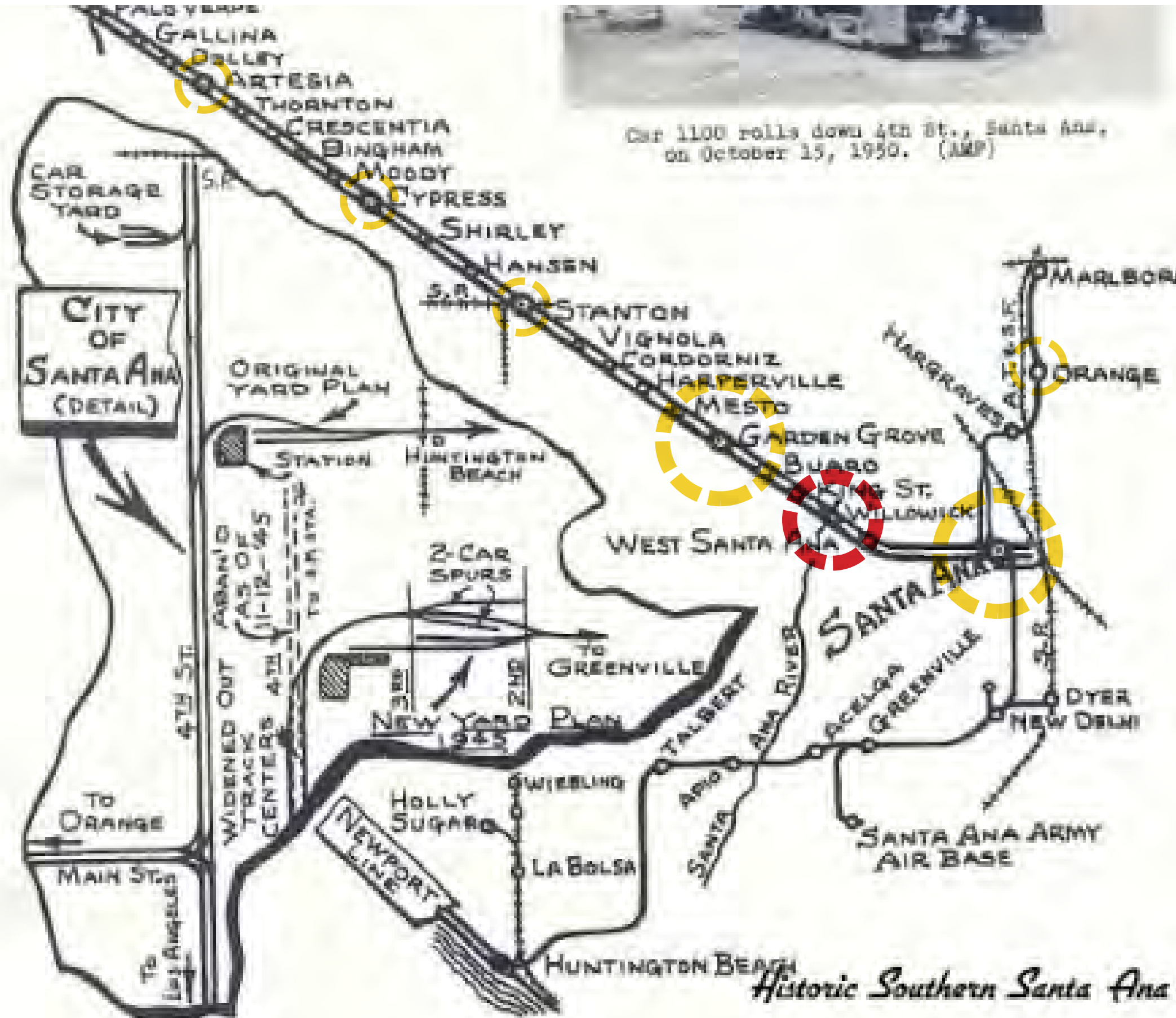
1. Celebrate the **history of Willowick**

experience of places through corridors



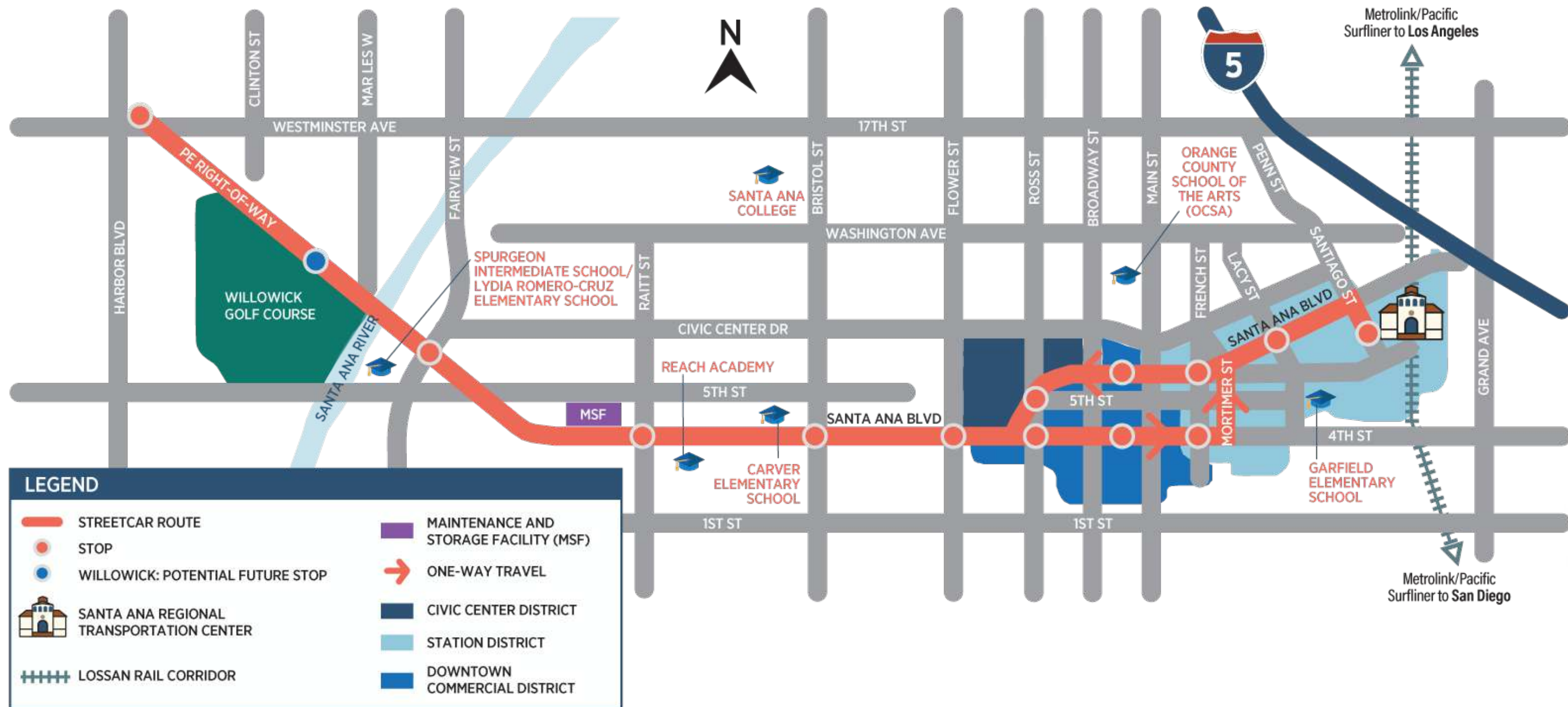
1. Celebrate the **history of Willowick**

experience of
places through
corridors - the
Santa Ana line



2. Provide for *safety and accessibility*

leverage accessibility to the future OC Streetcar



2. Provide for *safety and accessibility*

a place for the public / publicly accessible

connect to public regional trails



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

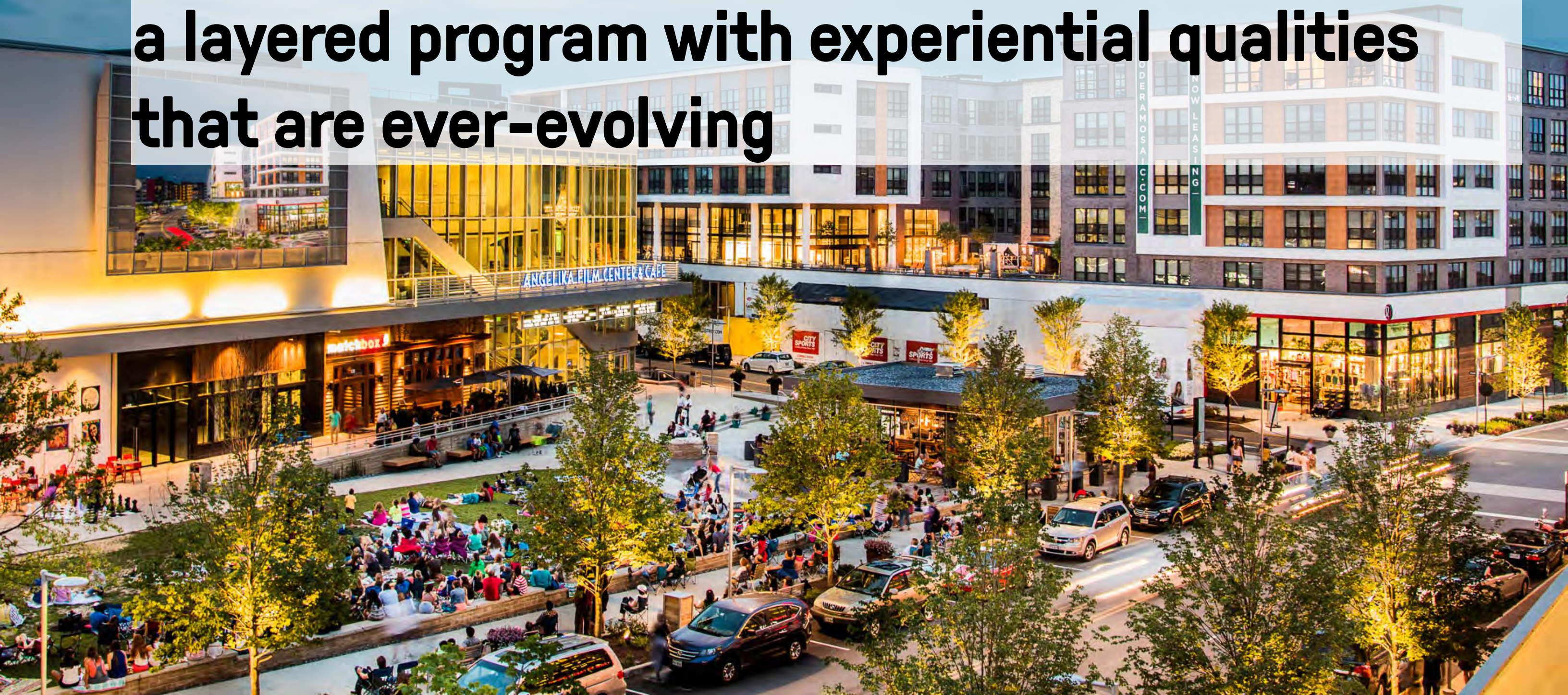
**new development that enriches the quality of
the existing neighborhoods**



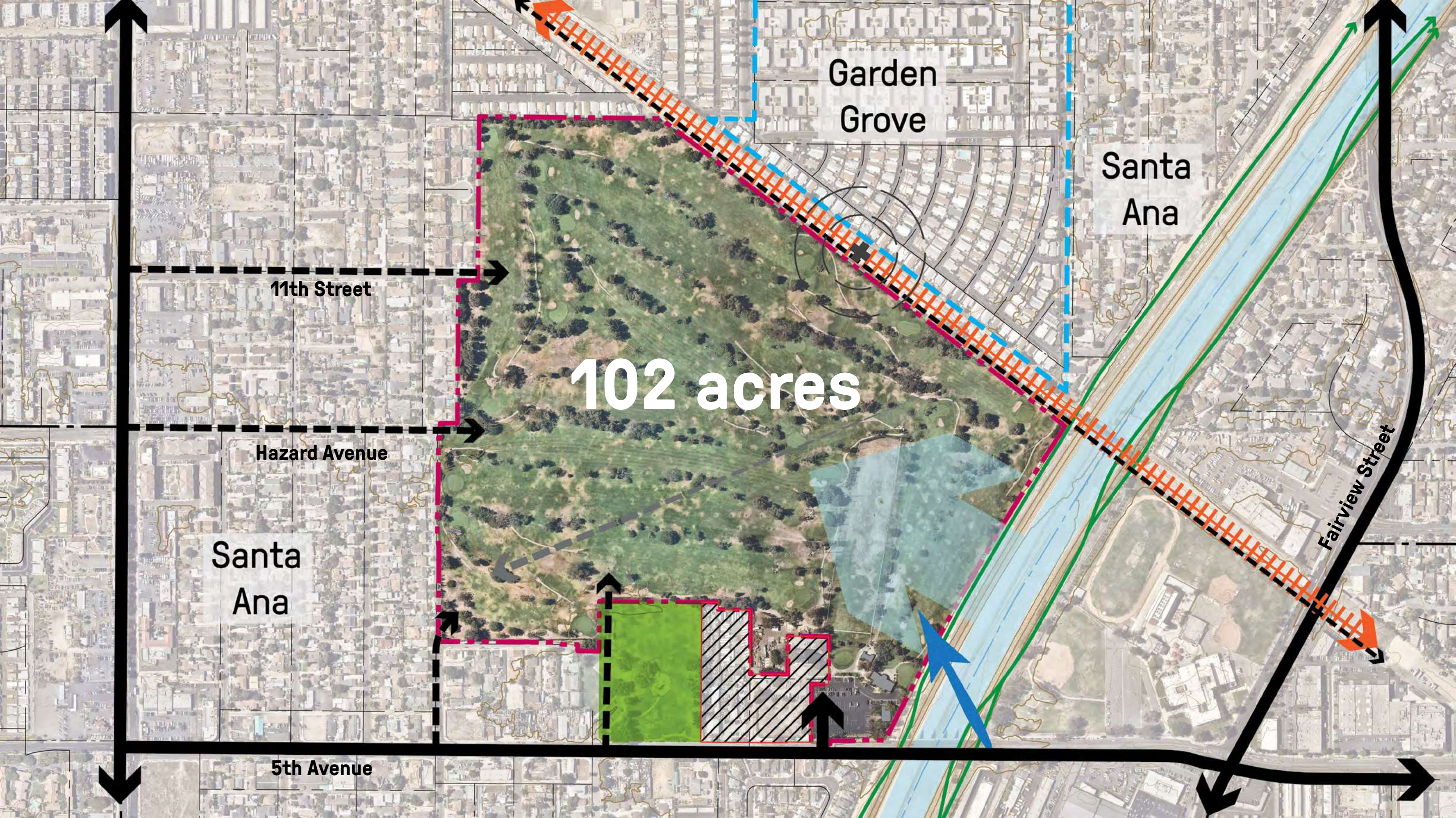
5. Maintain a *flexible framework*

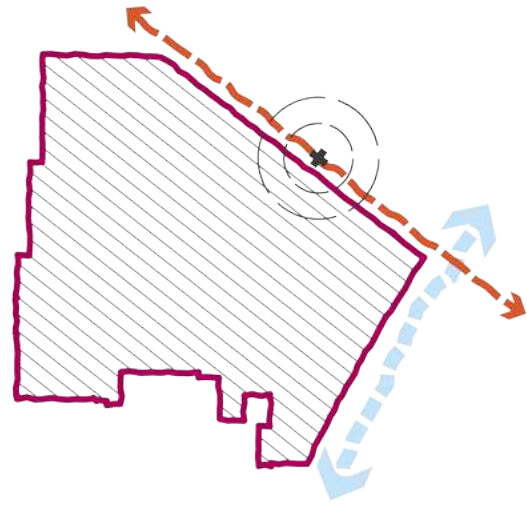
economic viability reinforces program

**a layered program with experiential qualities
that are ever-evolving**



Willowick - The Site Today





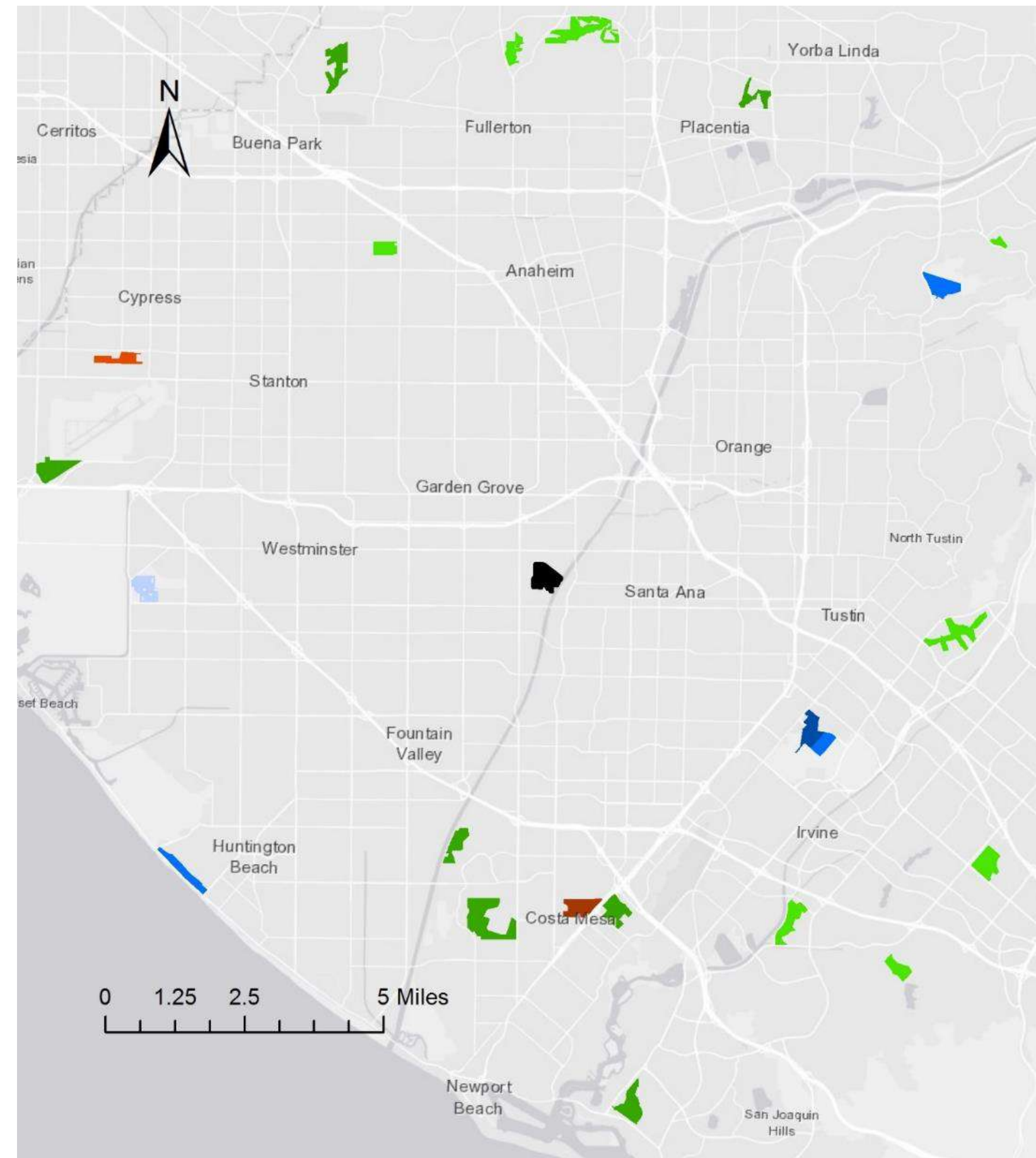
Envision Willowick!

Economic & Market Factors:

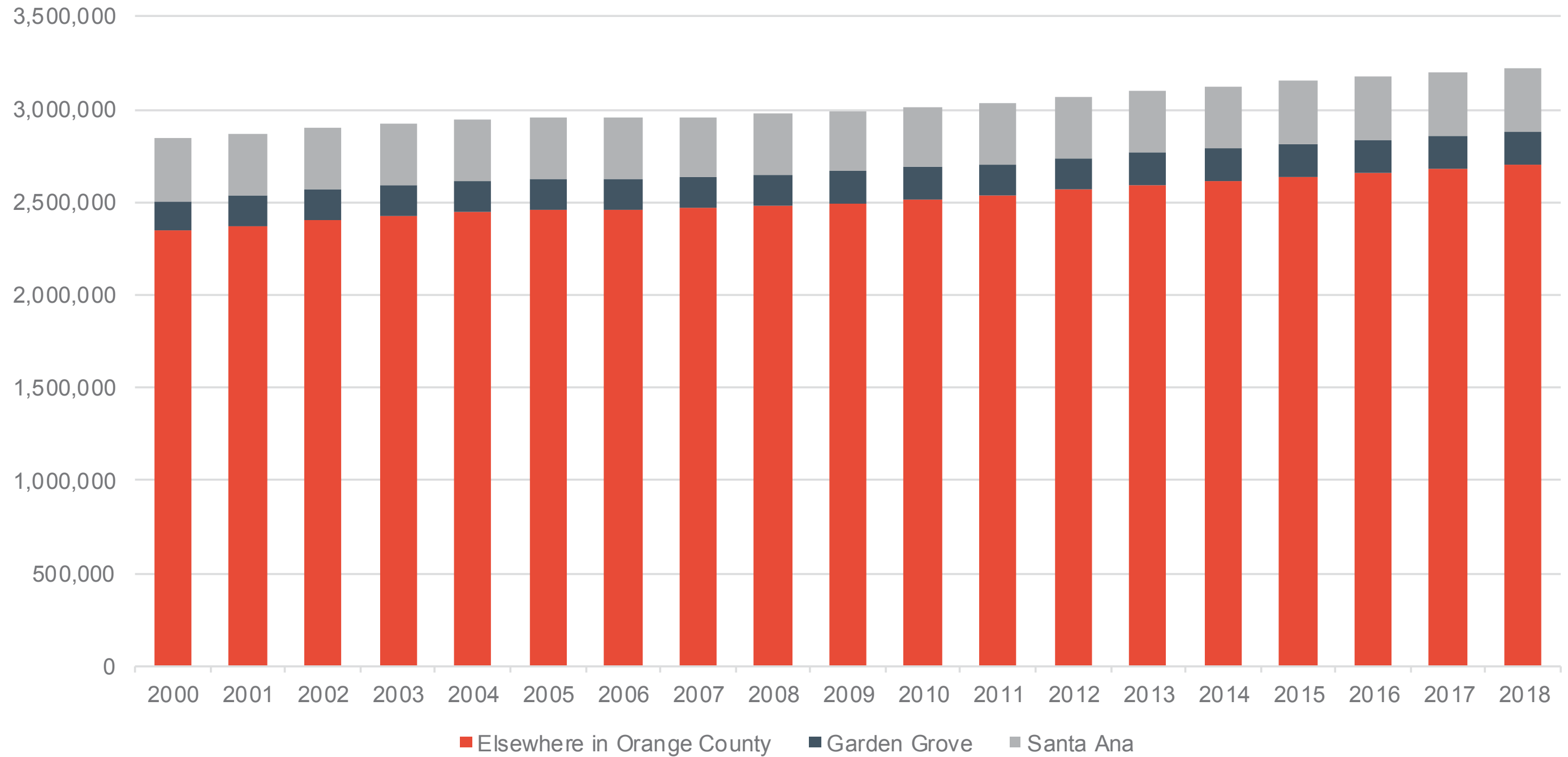
**Why do Market Factors
matter?**

Comparable sites in adjacent neighborhoods

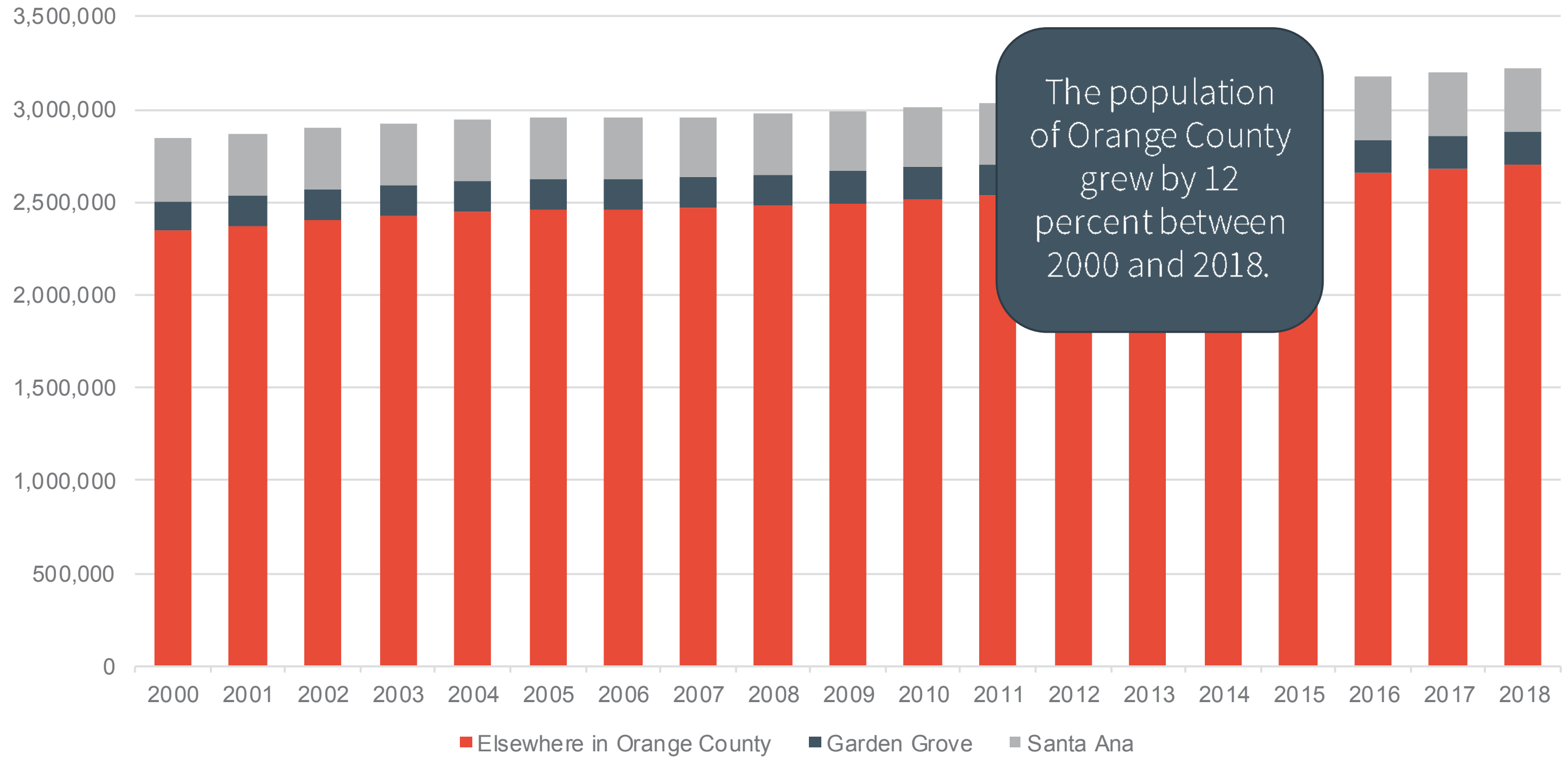
- 22 sites within a 10-mile radius
 - 5 are on the urban fringe
 - 3 are brownfield sites
 - 2 are too near the airport
 - 4 are farther from the freeway than Willowick
- Of the remaining 8 sites, Willowick has:
 - 10% of available land



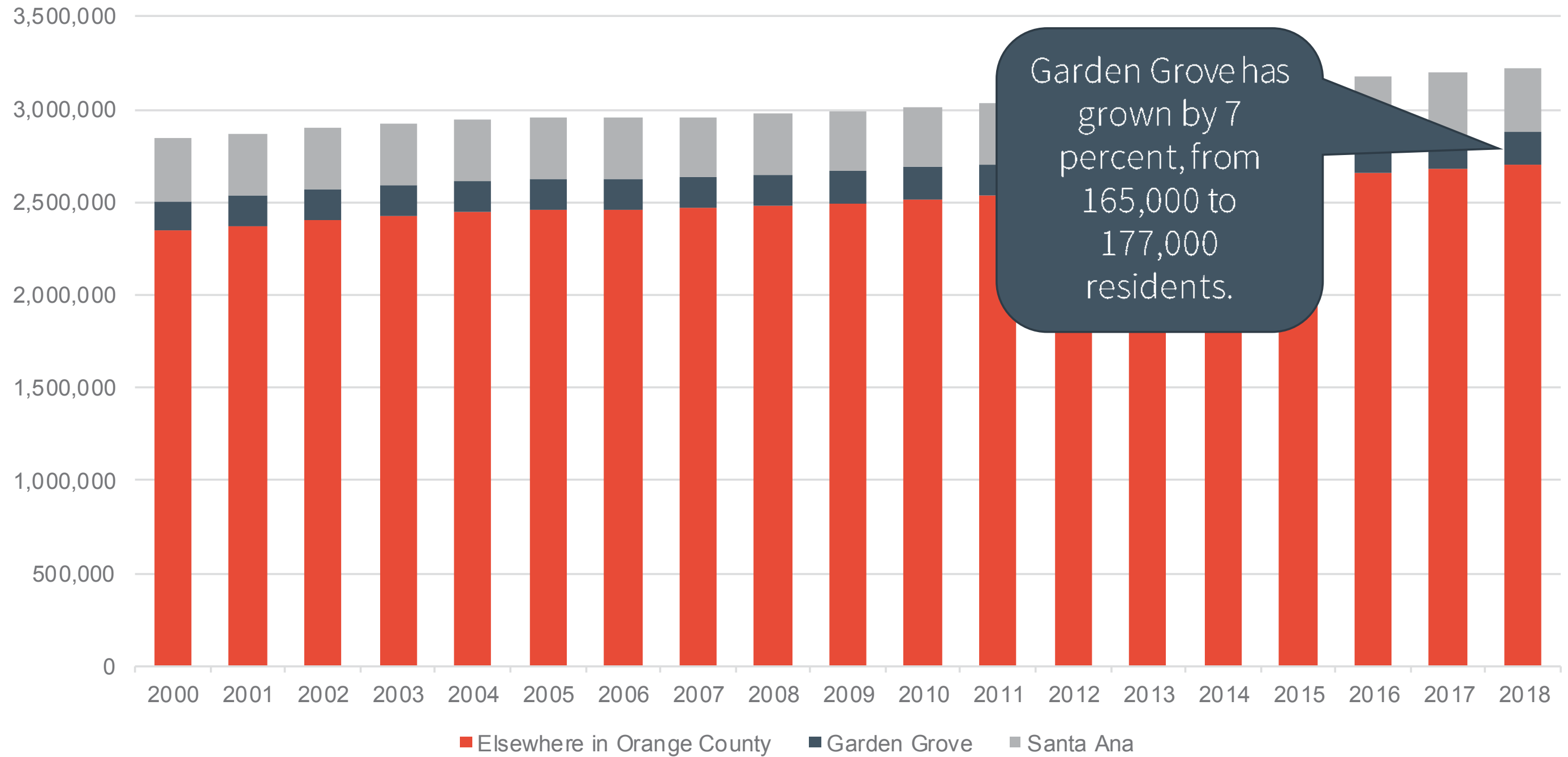
Market Drivers : Population



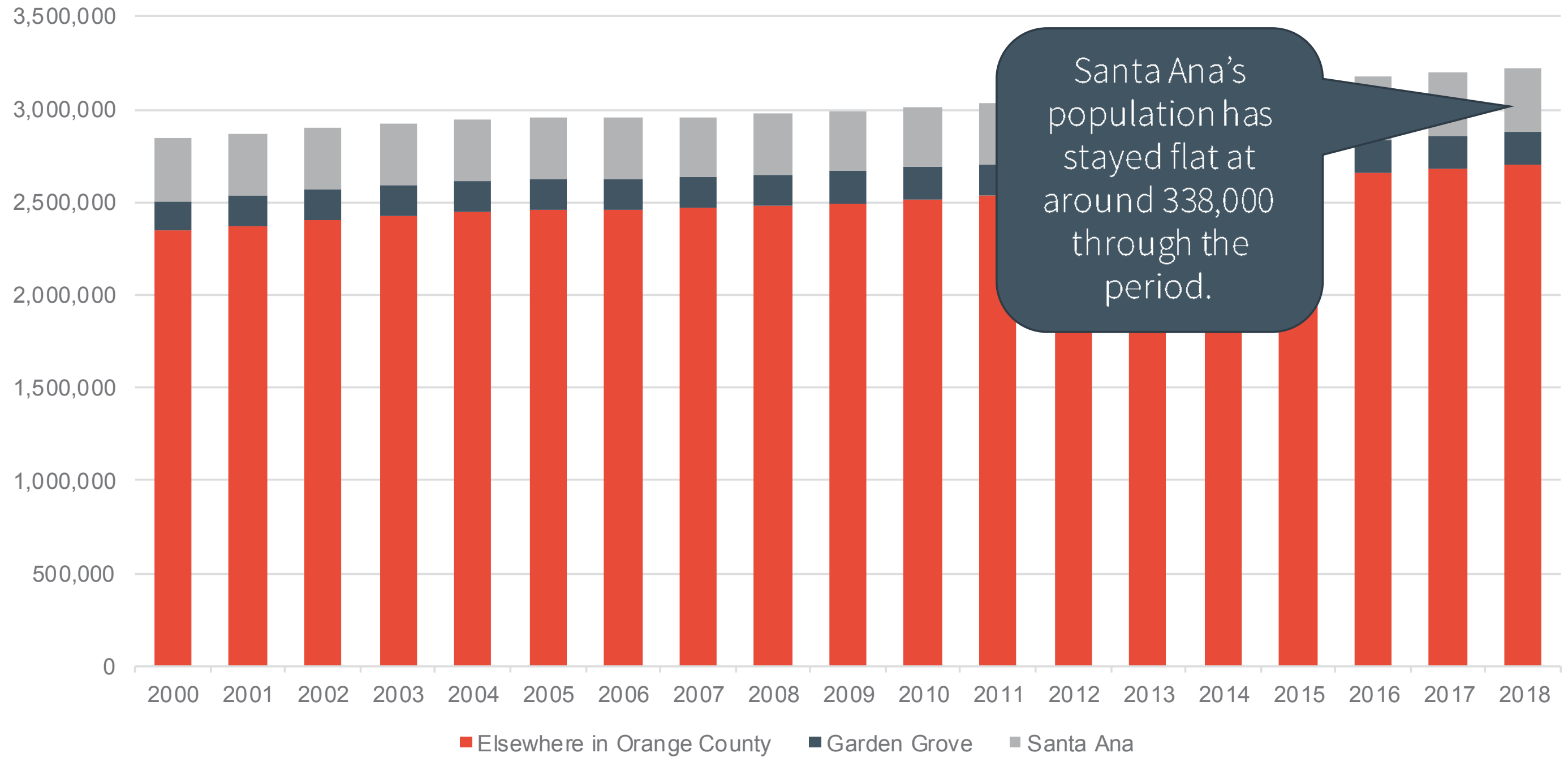
Market Drivers : Population



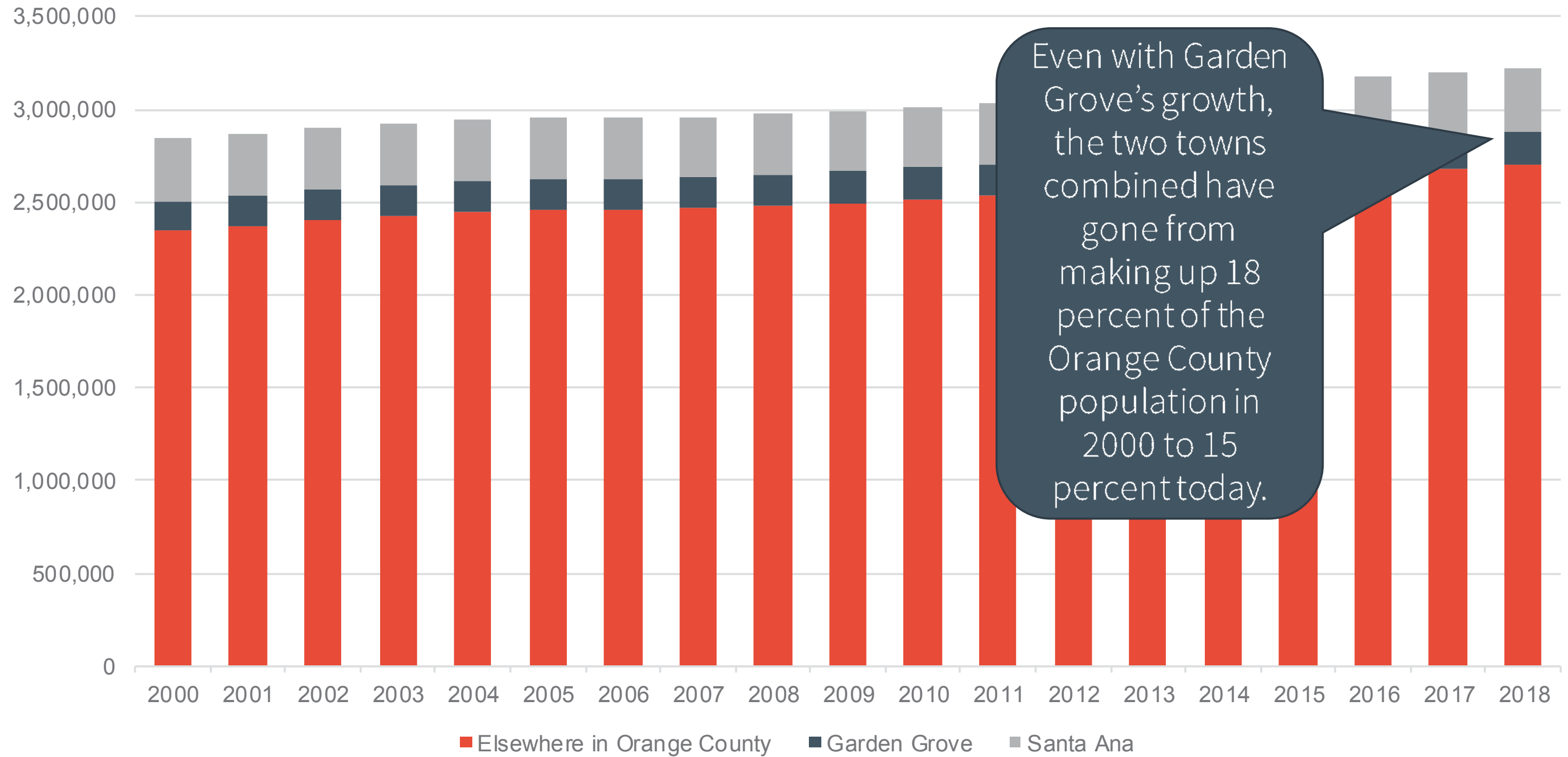
Market Drivers : Population



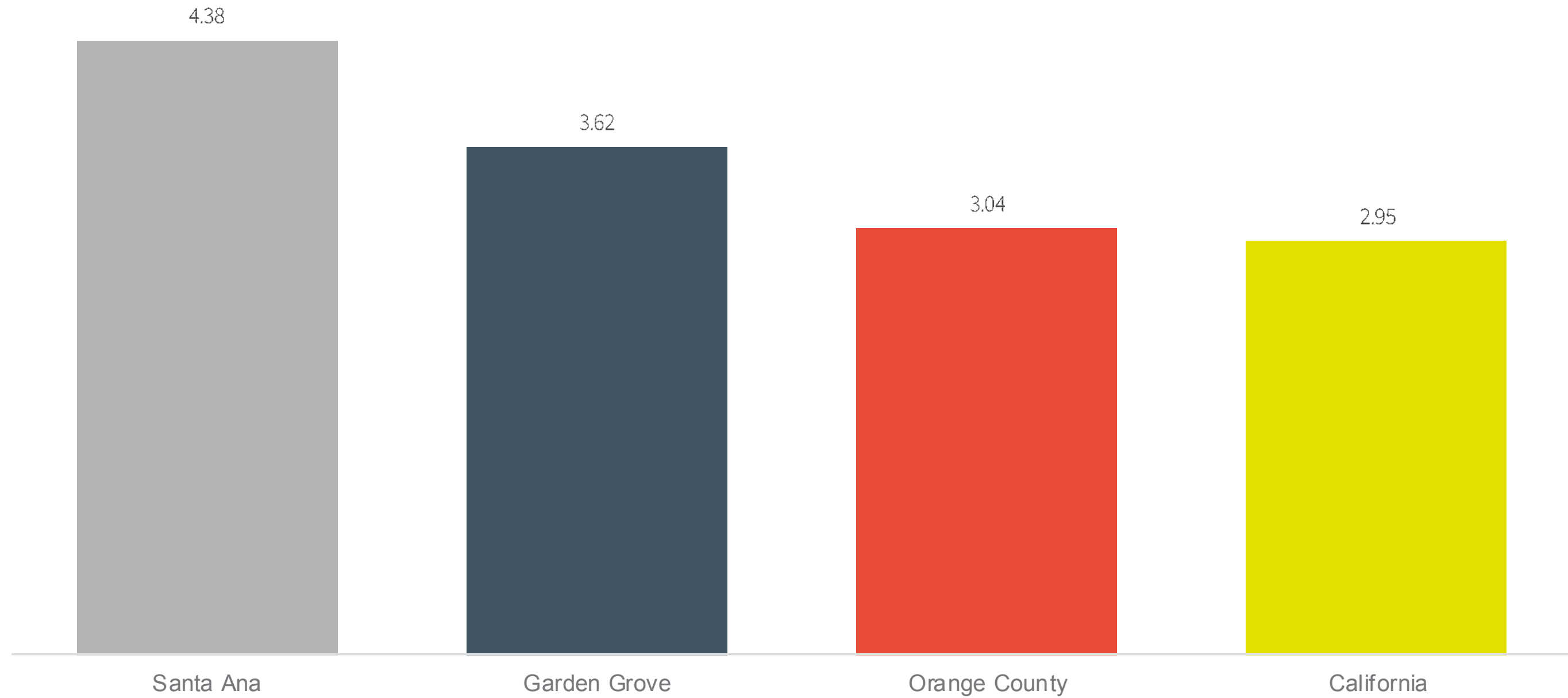
Market Drivers : Population



Population

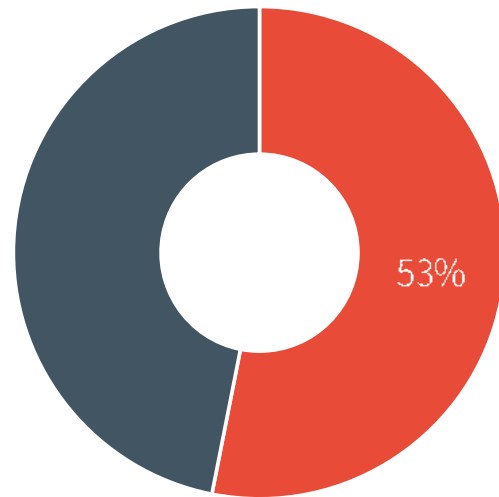


Market Drivers : Average Household Size

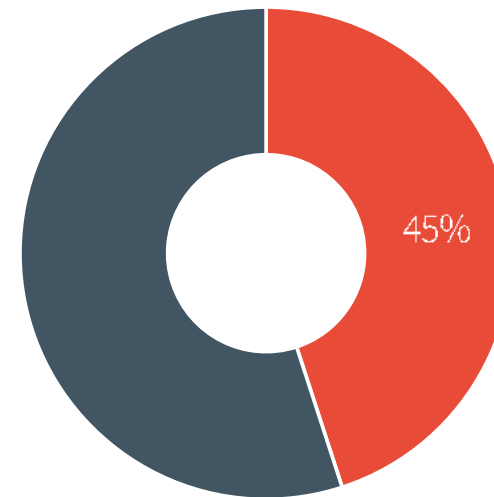


Market Drivers : Families with Children as a Share of Total Households

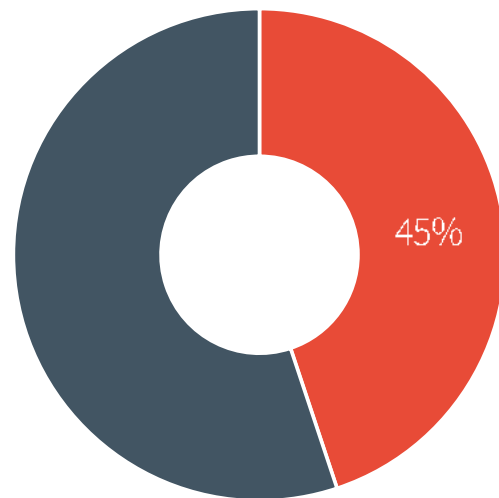
Santa Ana



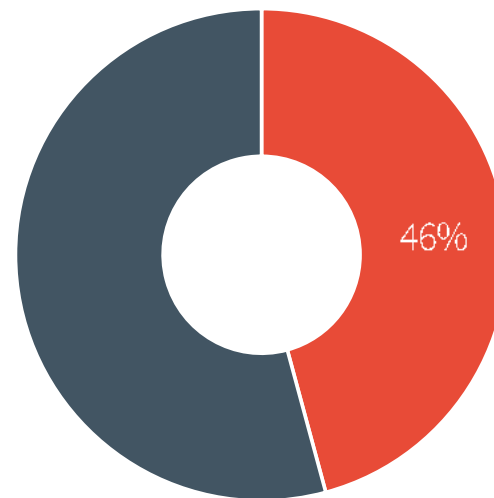
Garden Grove



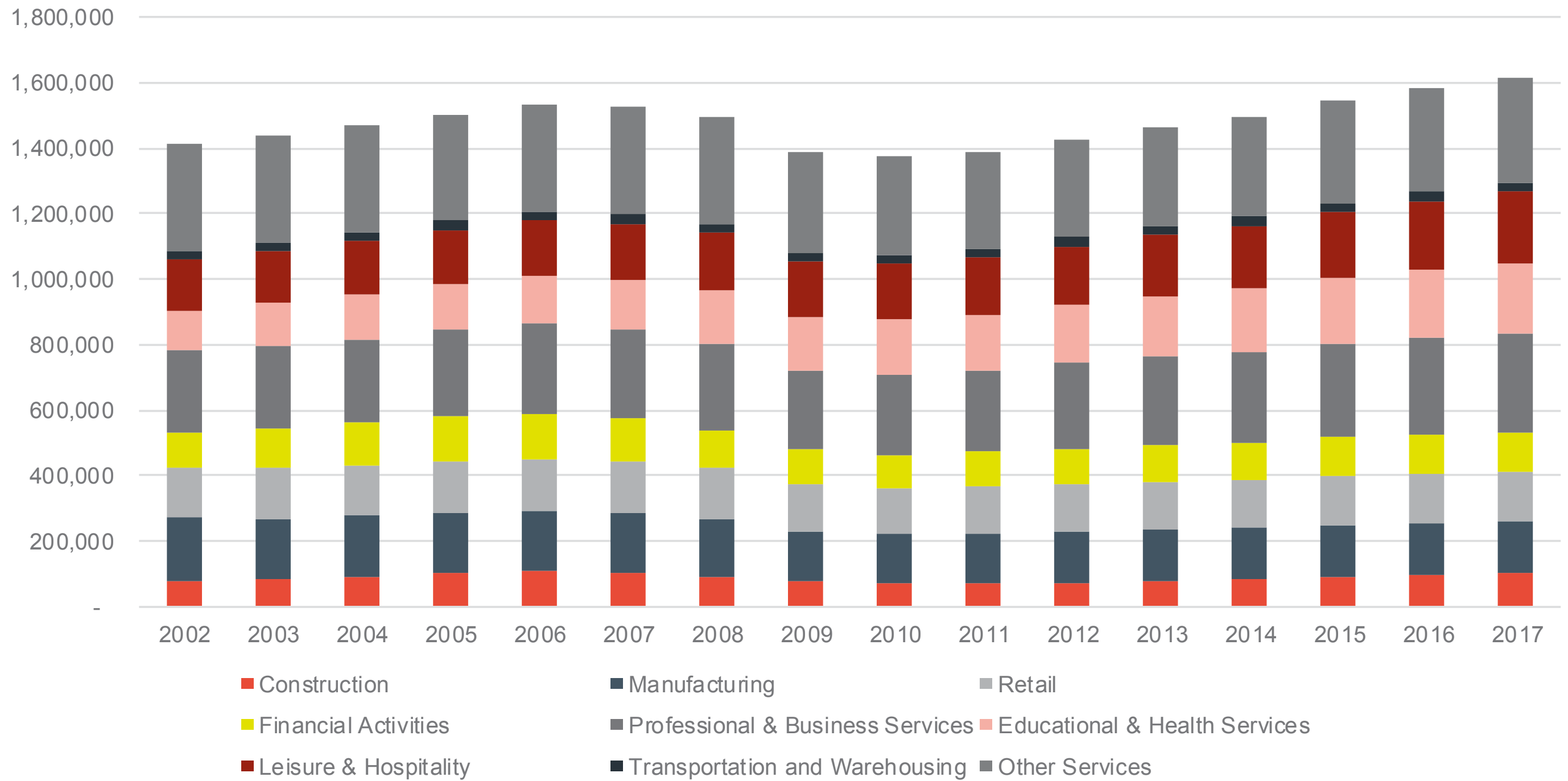
Orange County



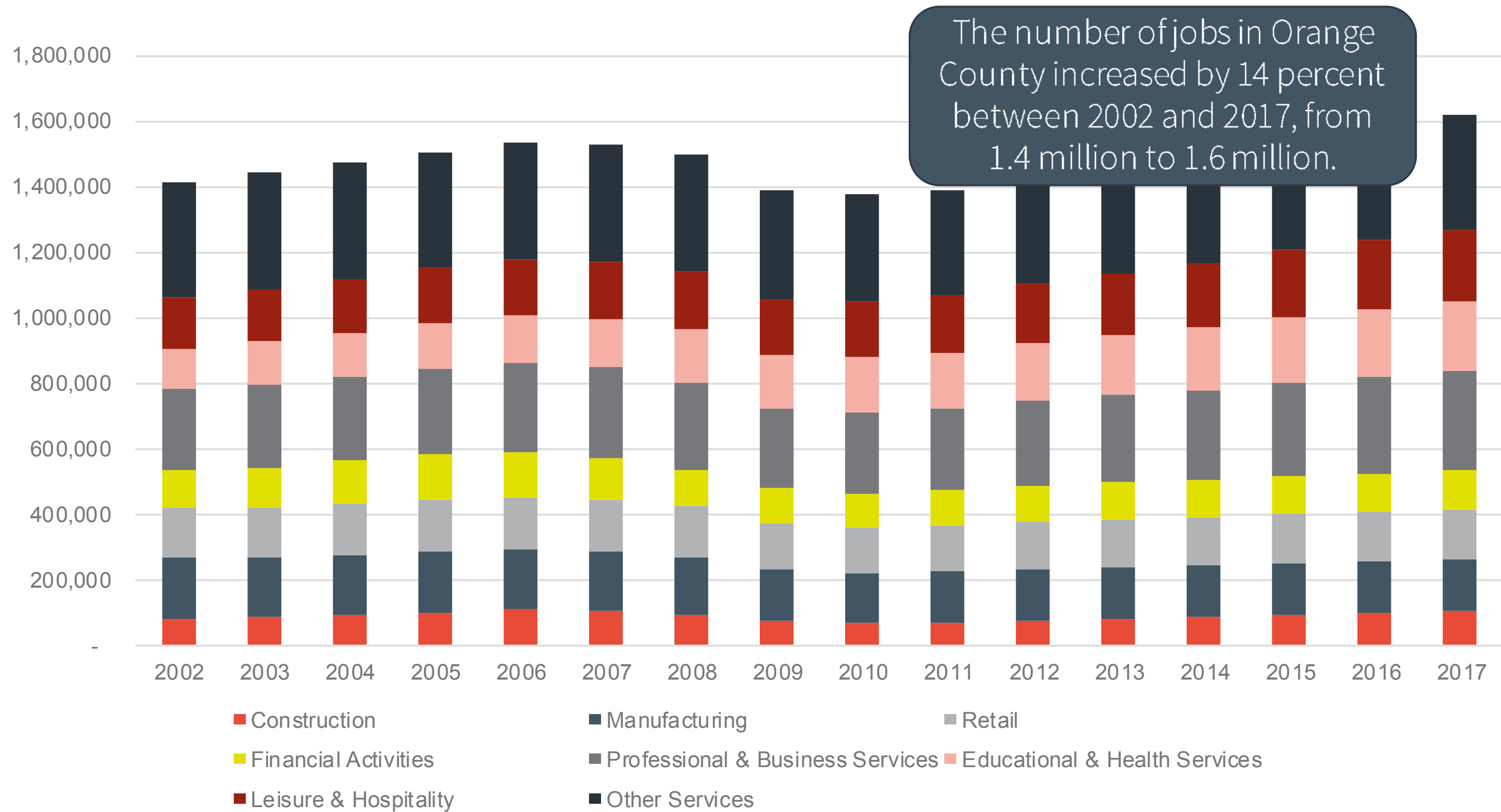
California



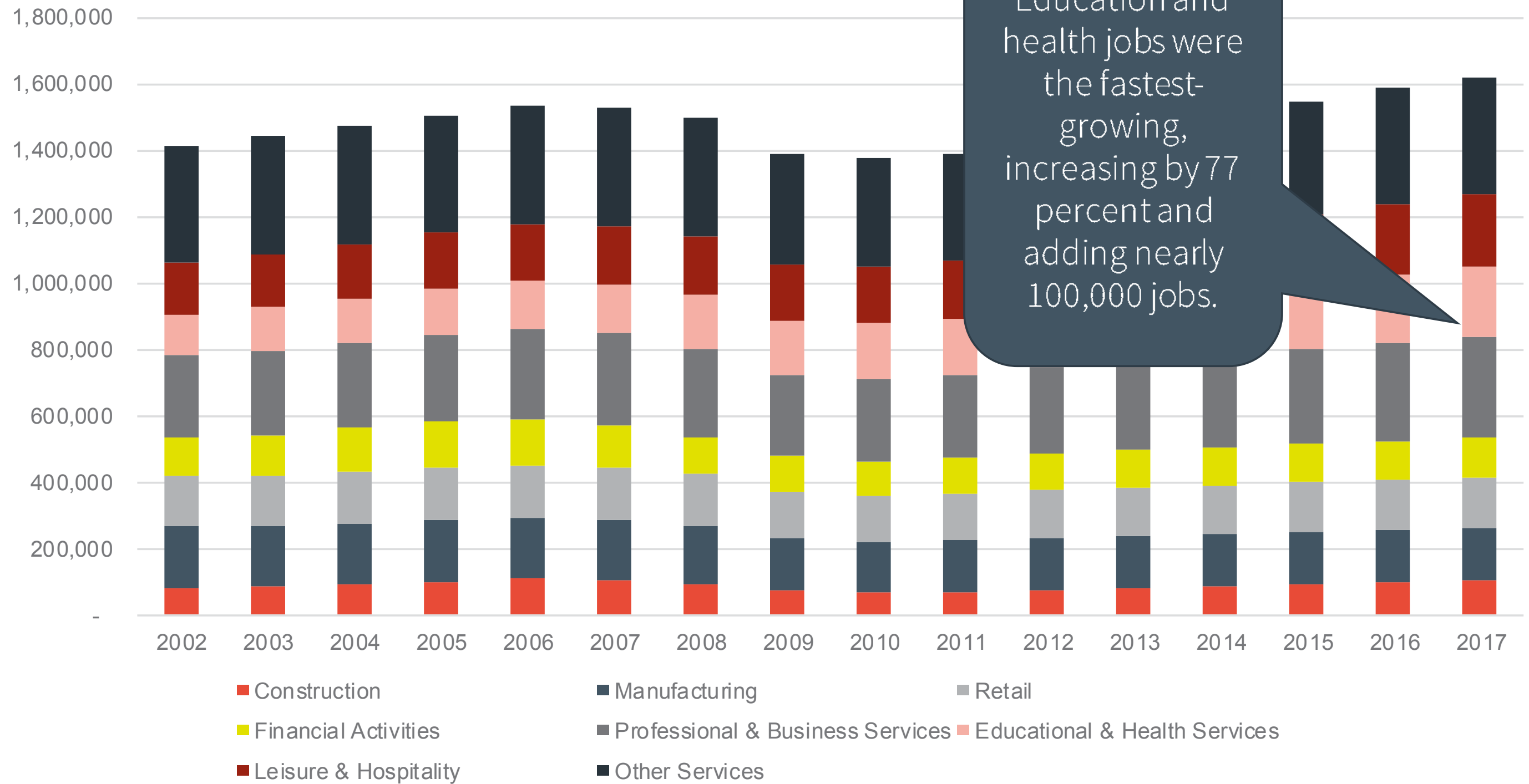
Market Drivers: Job Growth (Orange County)



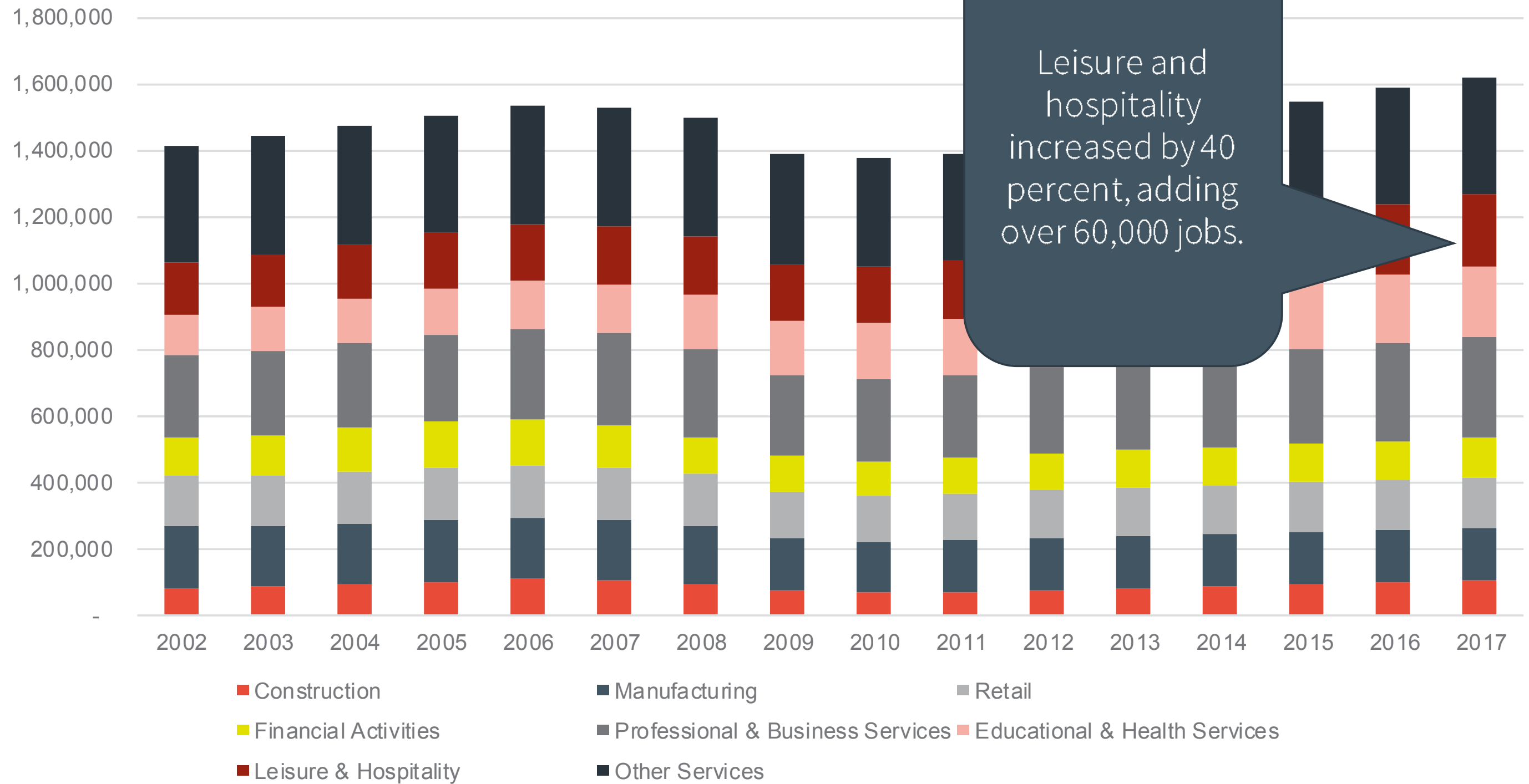
Market Drivers: Job Growth (Orange County)



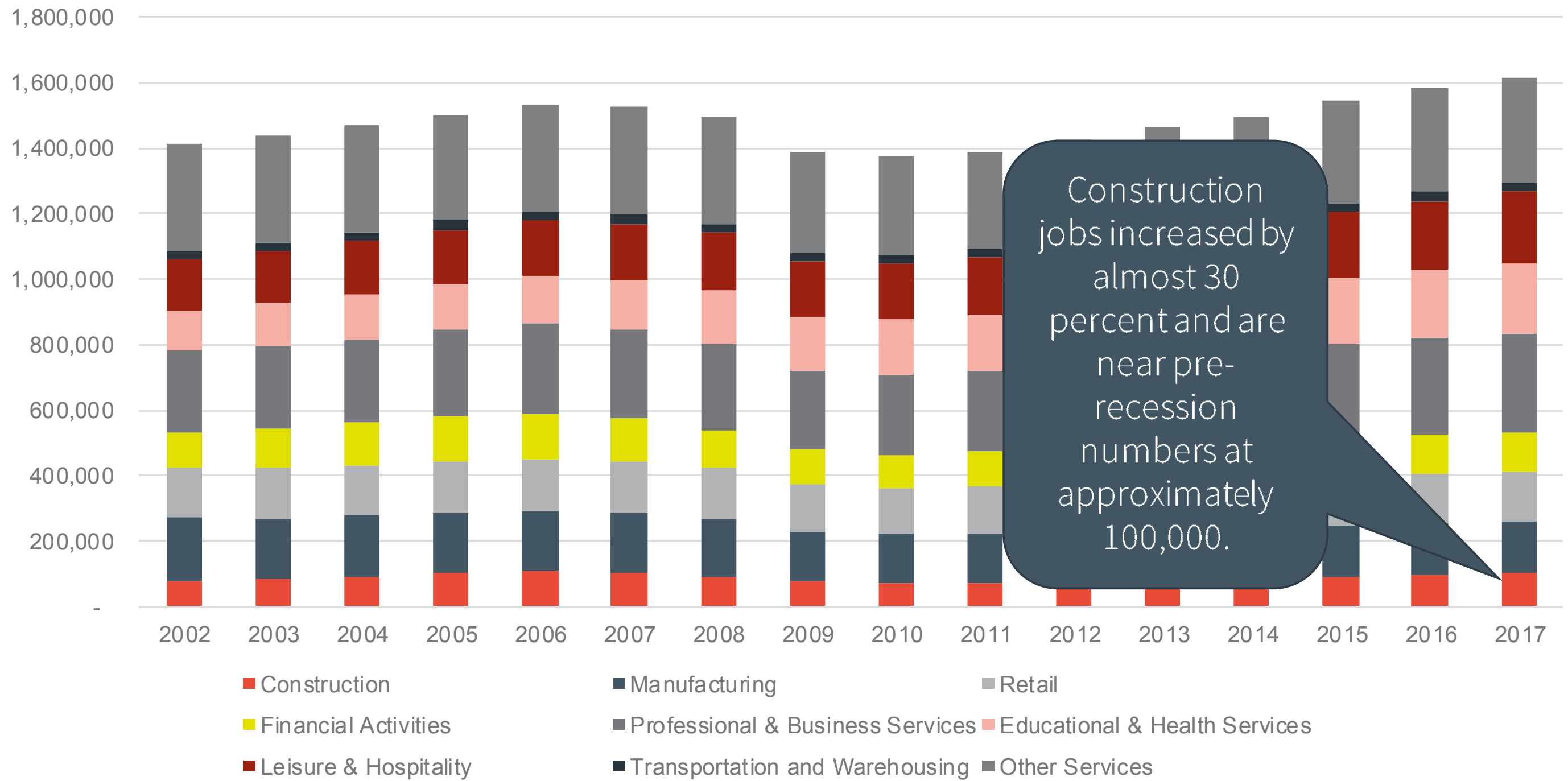
Market Drivers: Job Growth (Orange County)



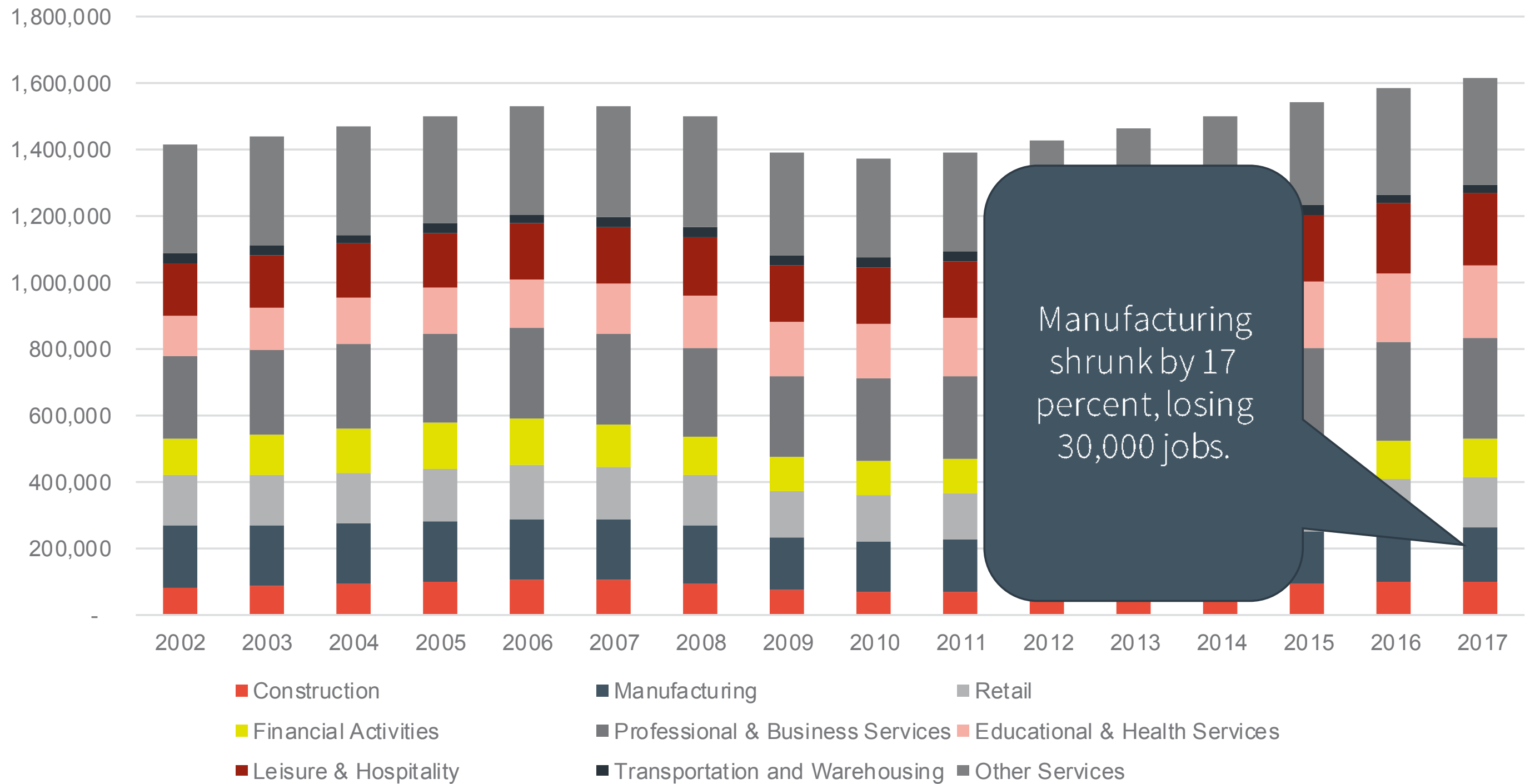
Market Drivers: Job Growth (Orange County)



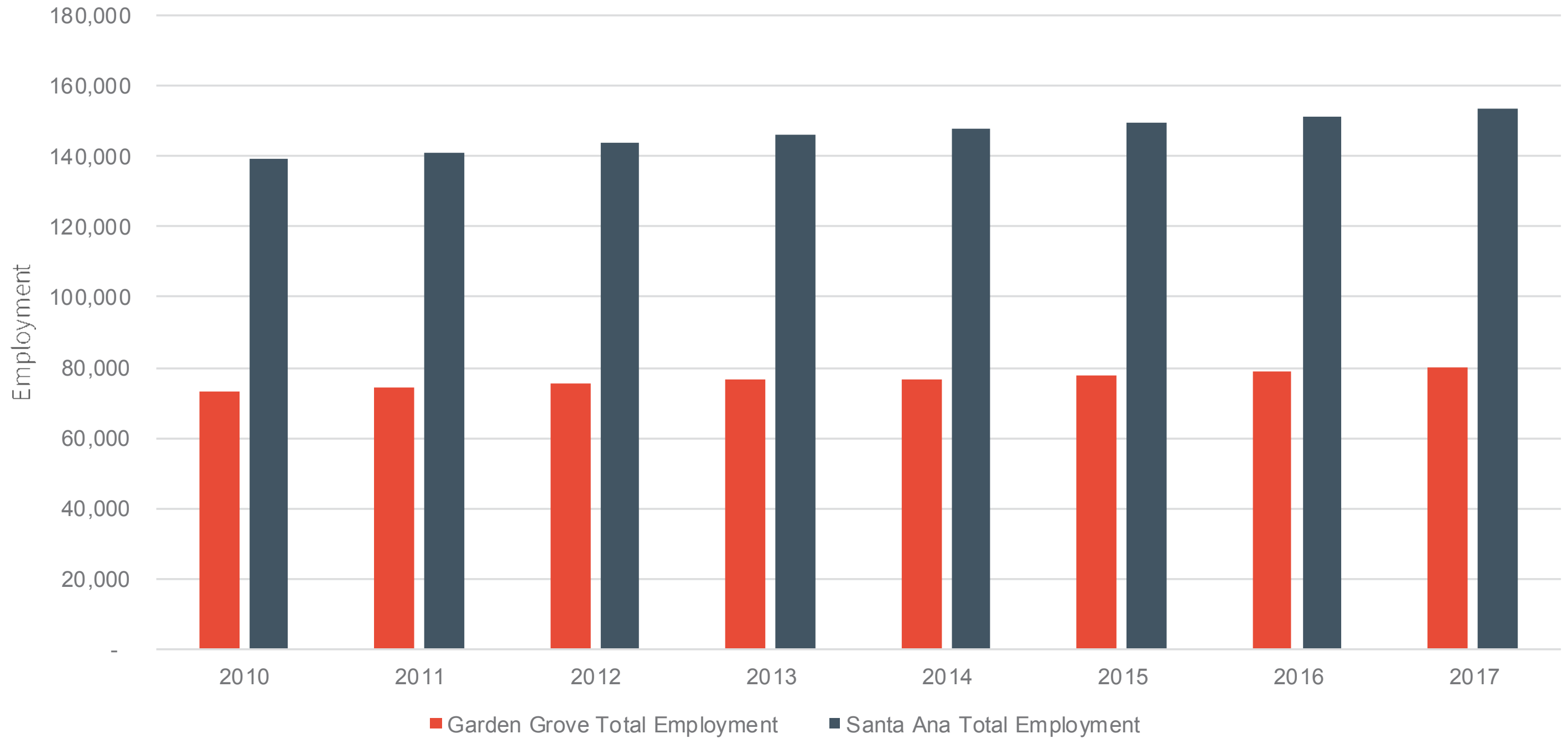
Market Drivers: Job Growth (Orange County)



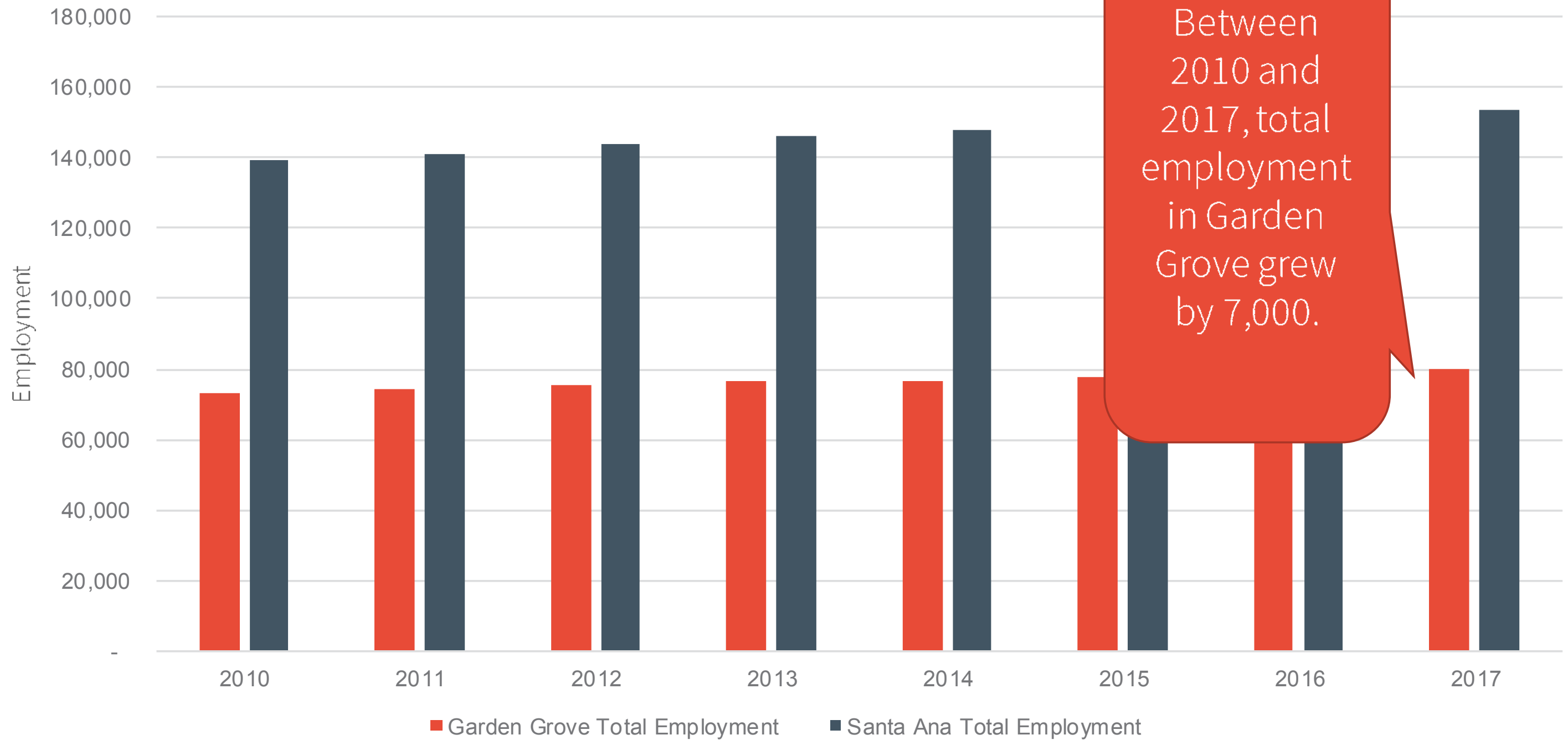
Market Drivers: Job Growth (Orange County)



Market Drivers: Employment

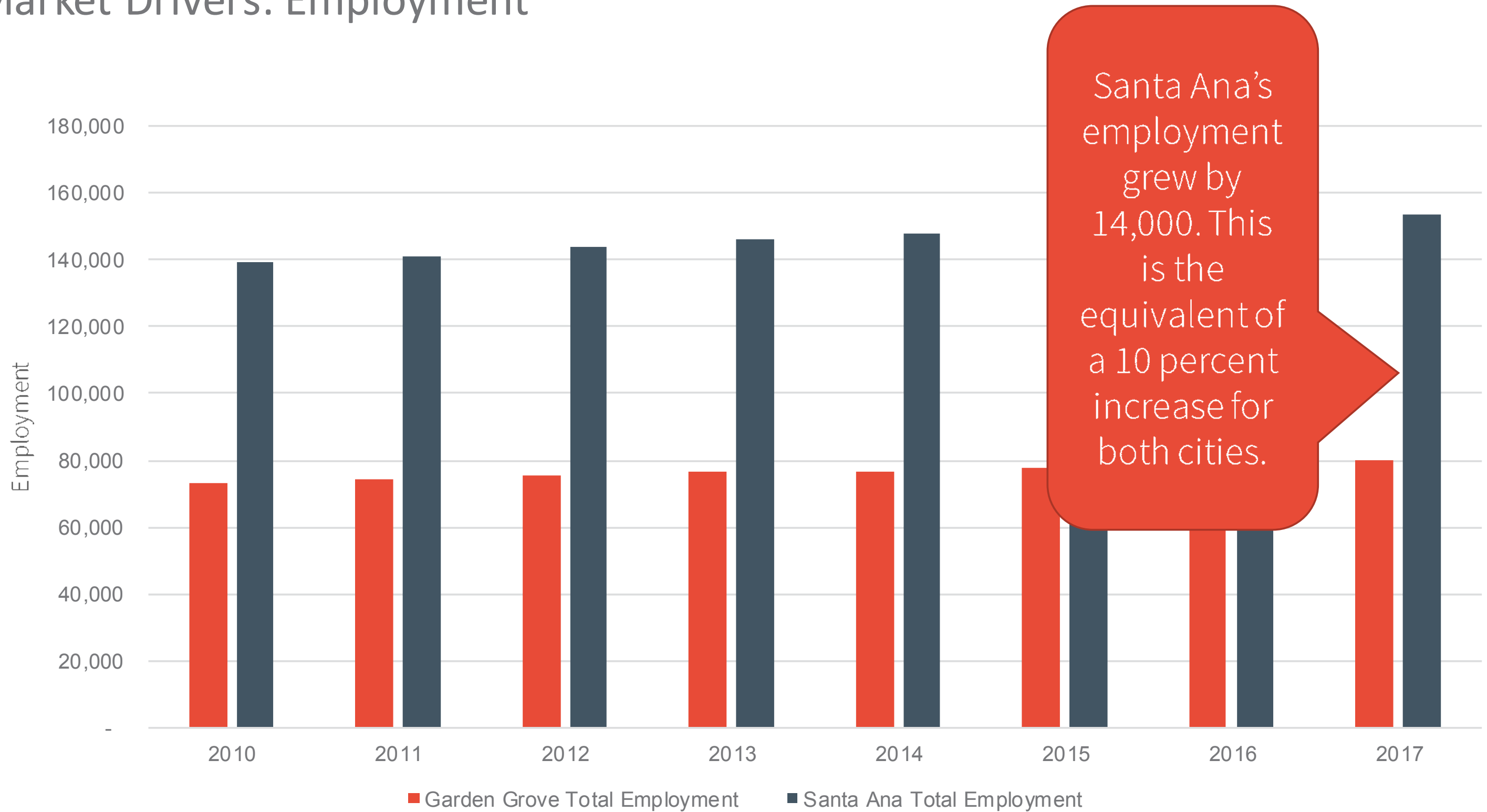


Market Drivers: Employment

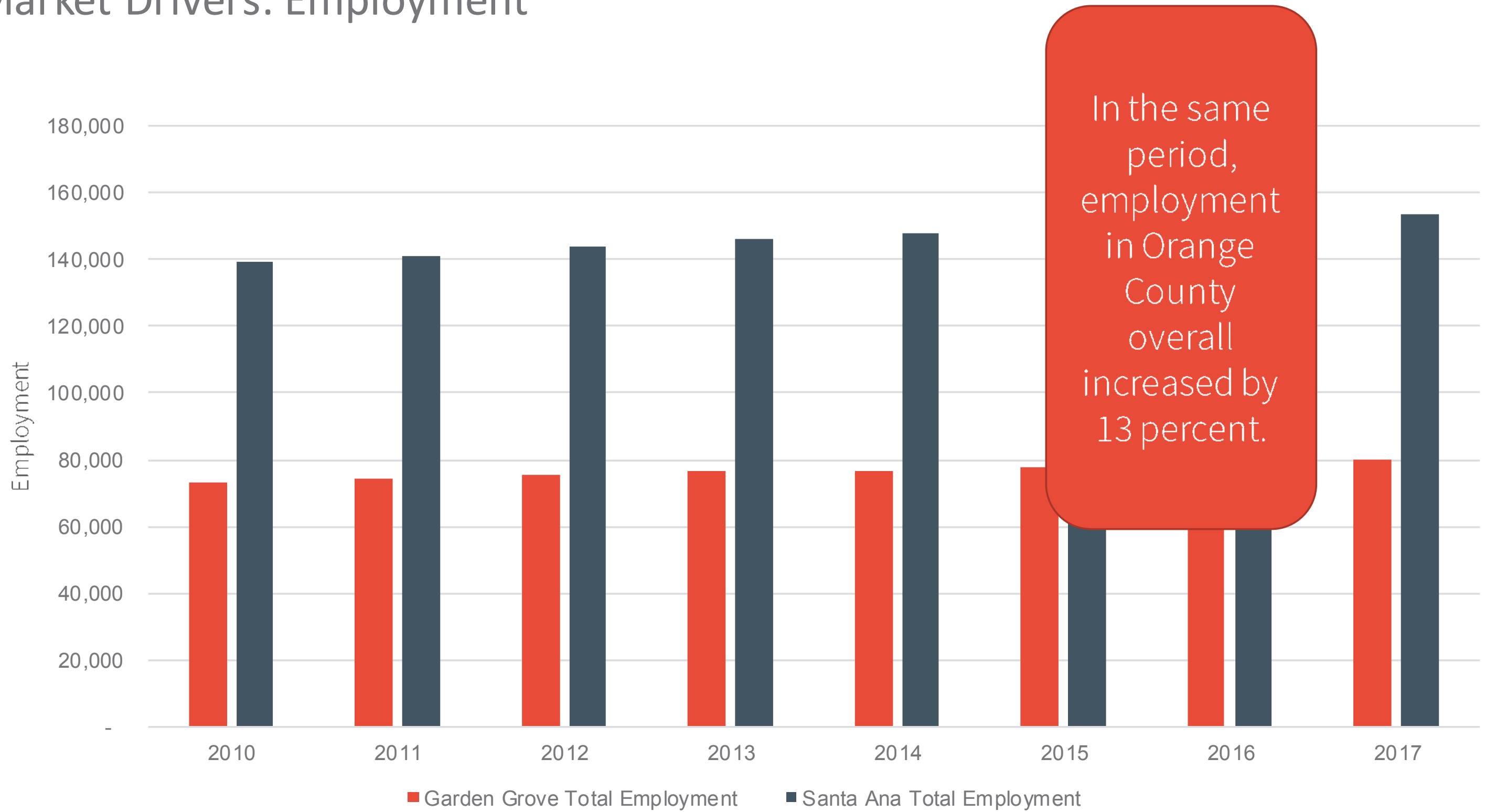


Between 2010 and 2017, total employment in Garden Grove grew by 7,000.

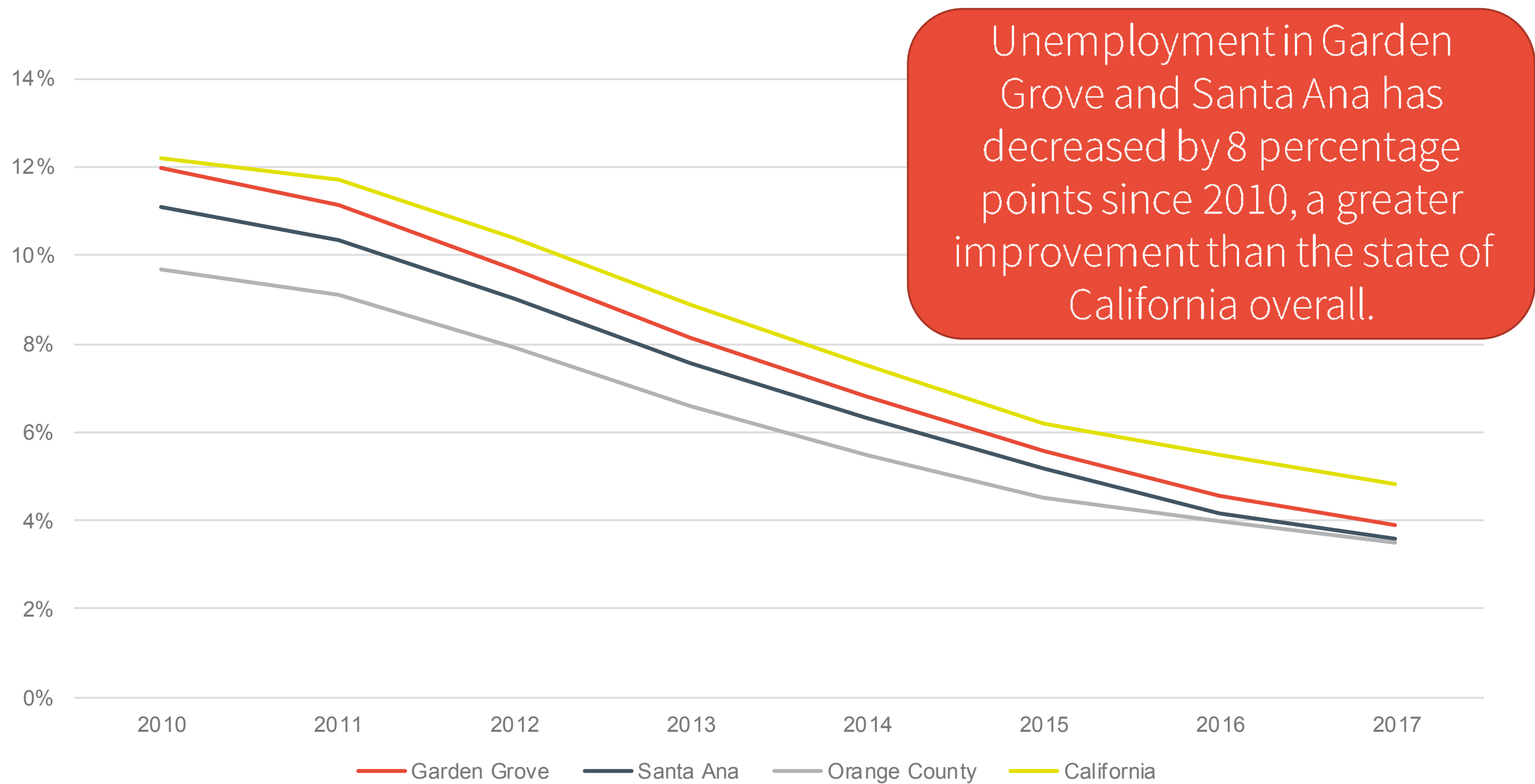
Market Drivers: Employment



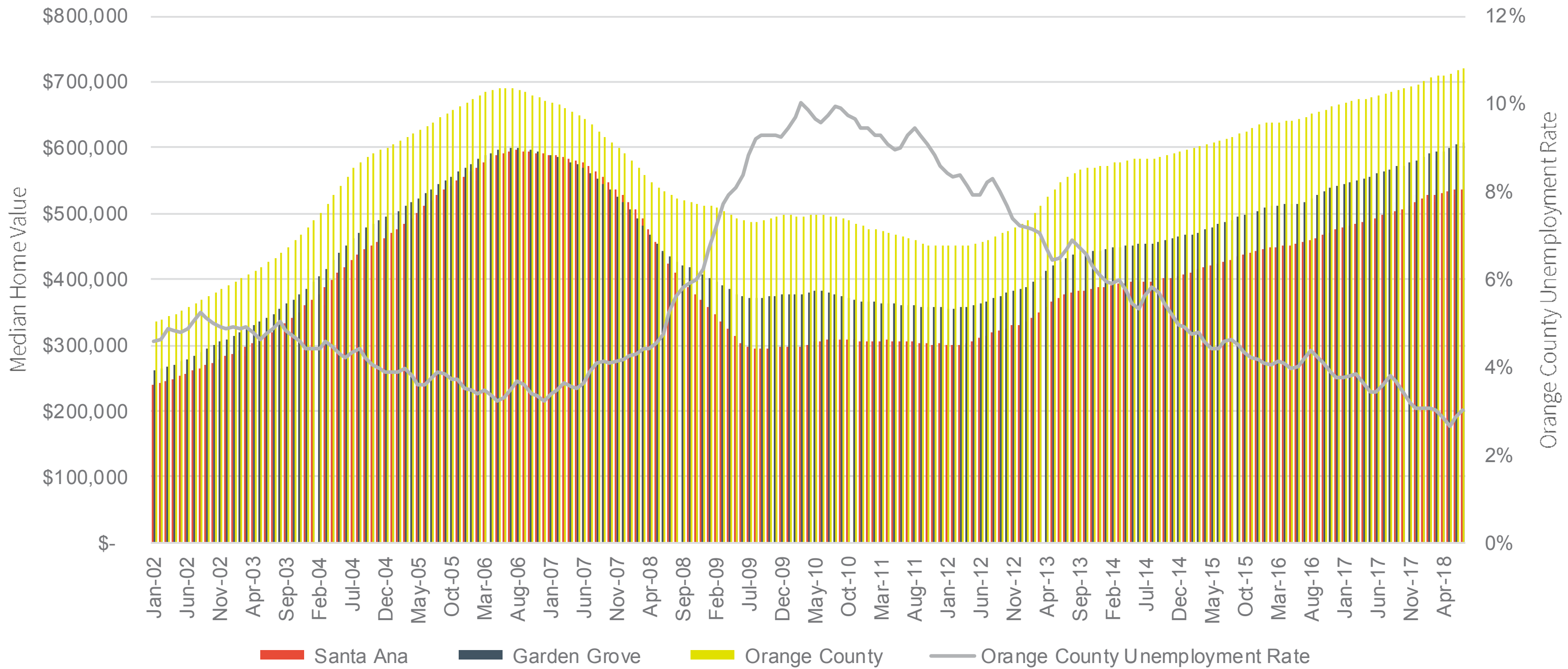
Market Drivers: Employment

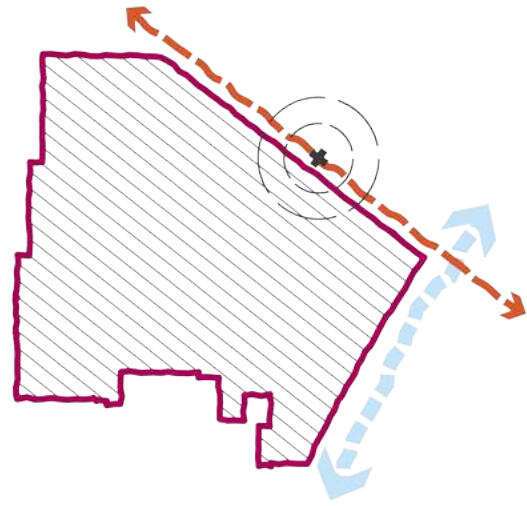


Market Drivers: Unemployment



Market Drivers: Median Home Value





Envision Willowick!

Comparable Studies:

What are some good comparables to *Willowick*?

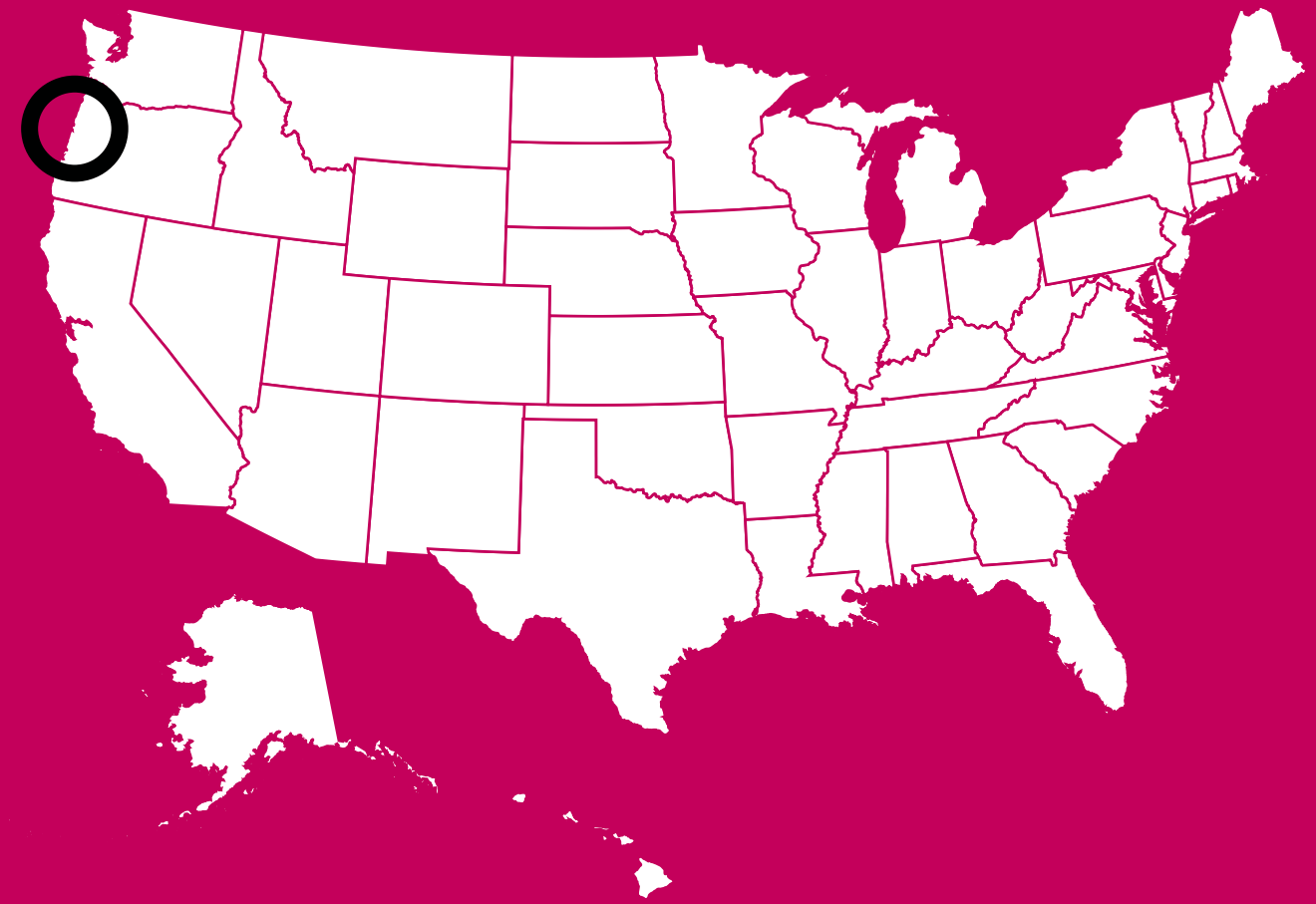
Mixed Use District
Residential/Mixed-Use
Lifestyle Center
Office Campus

Cultural Campus
Amusement Park
Sports Park

mixed use district

Pearl District

- Portland, Oregon
- *‘small blocks create a walkable, mixed-use neighborhood’*



Pearl District

Portland, Oregon

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

Size: **34 acres**

Small block structure to increase walkability

Integrated open space/park

Vertical mixed-use buildings

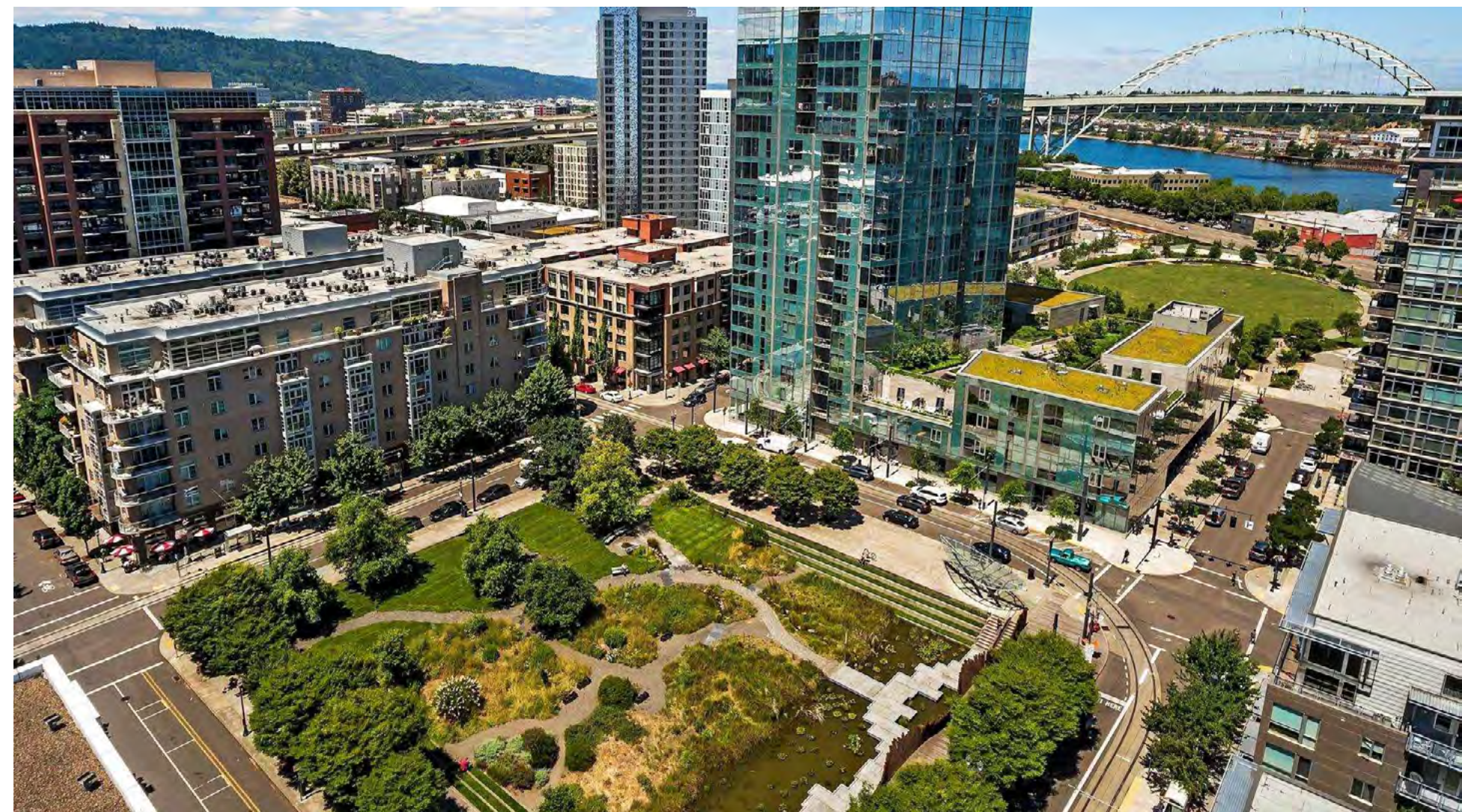


Neighborhood park

Existing highway

Hotel on park

Existing rail line



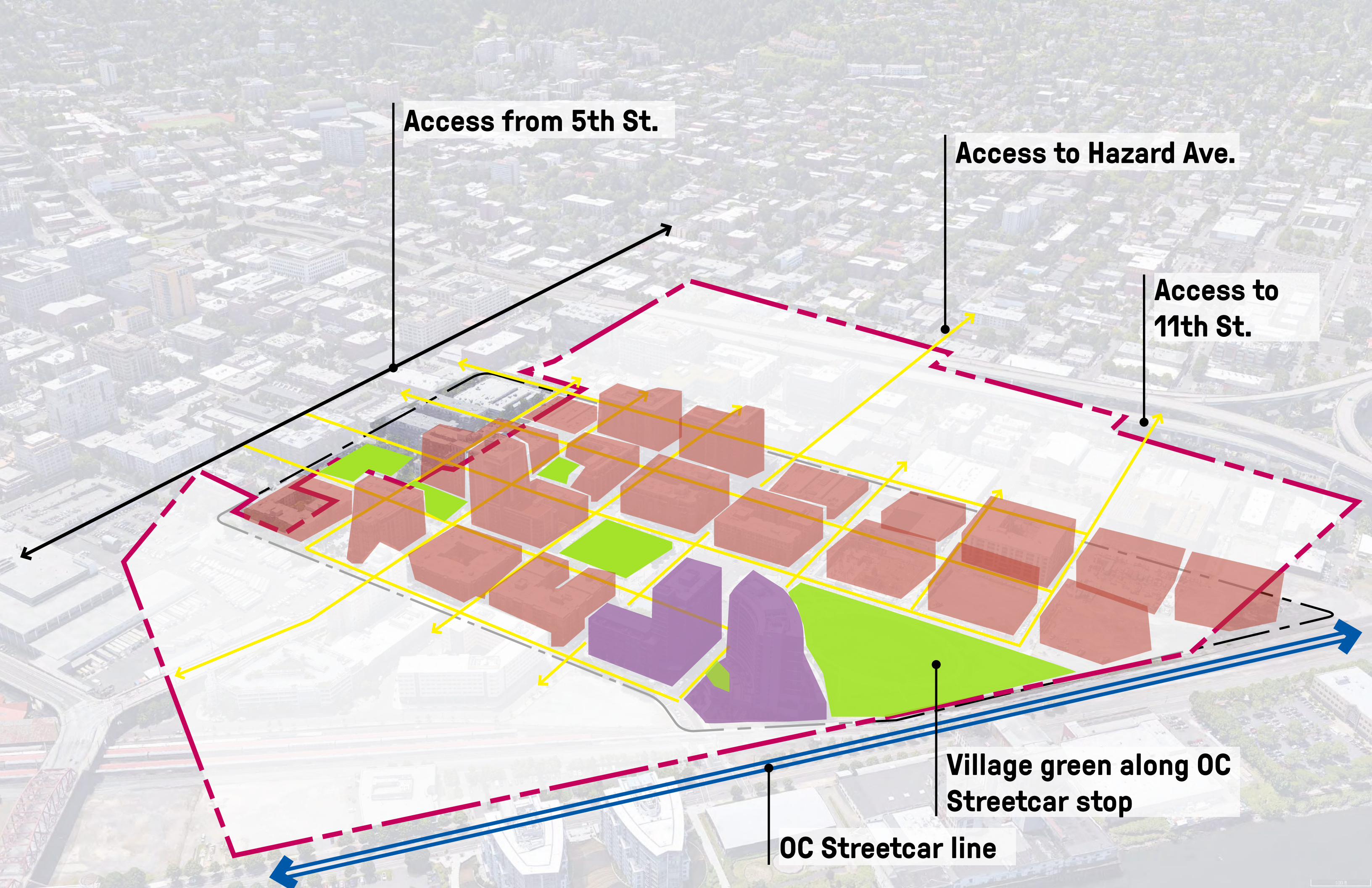
Access from 5th St.

Access to Hazard Ave.

Access to 11th St.

Village green along OC Streetcar stop

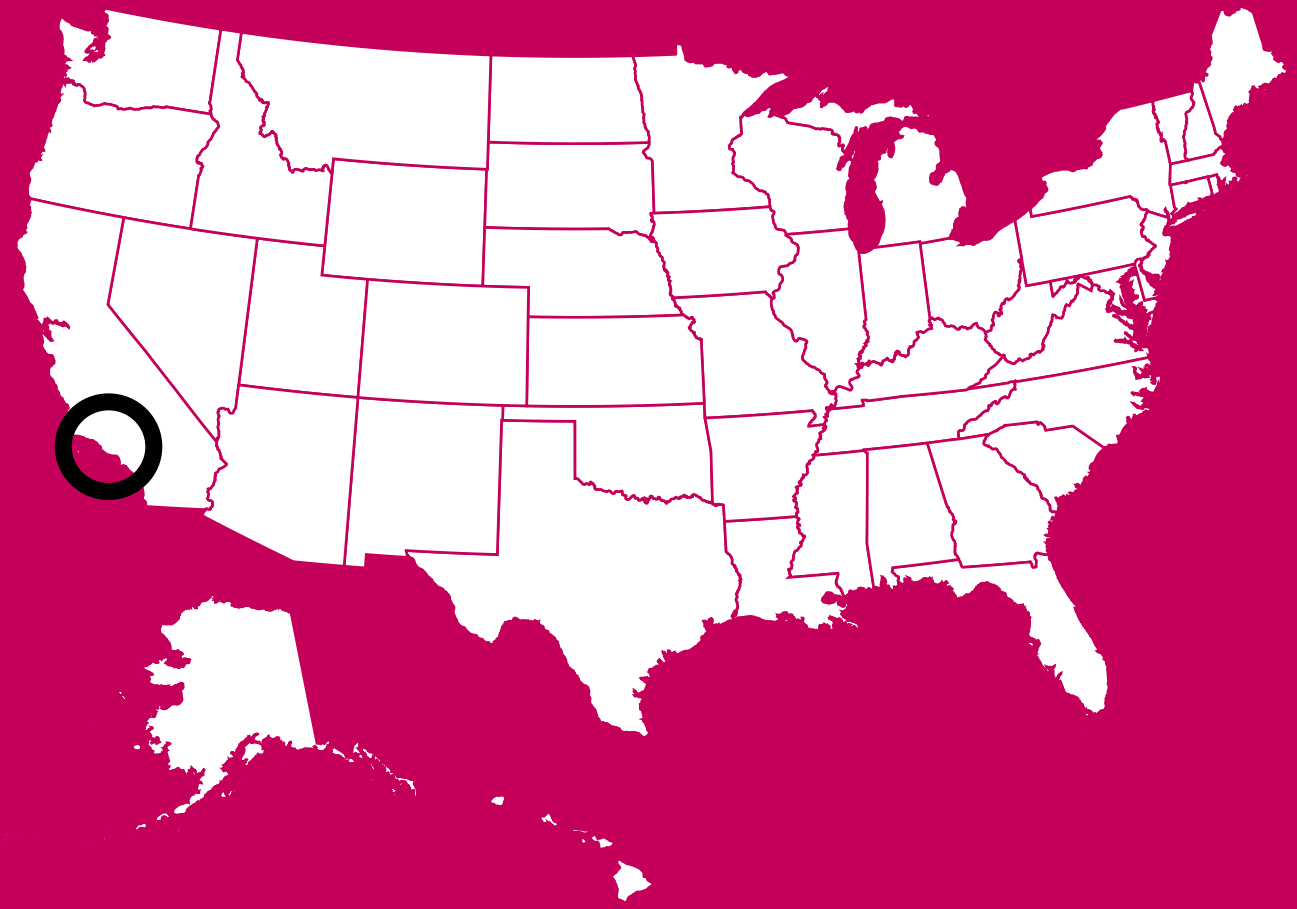
OC Streetcar line



residential/mixed use

Playa Vista

- Playa Vista, California
- *‘pedestrian-friendly village to live, work, and gather’*



Playa Vista

Playa Vista, California

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

Size: **104 acres**

Movie theater

**Retail and
restaurants**

Main plaza

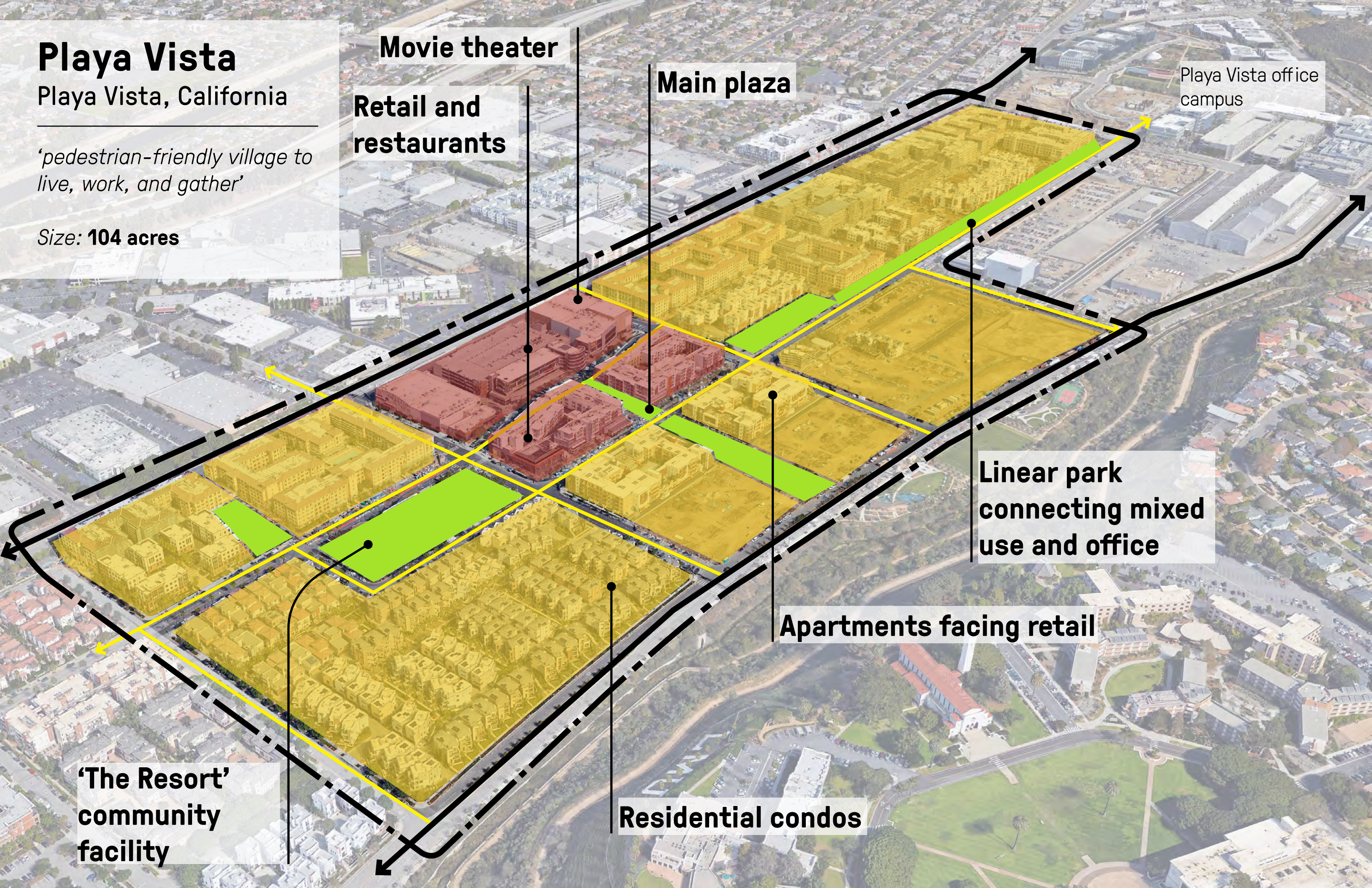
Playa Vista office
campus

**Linear park
connecting mixed
use and office**

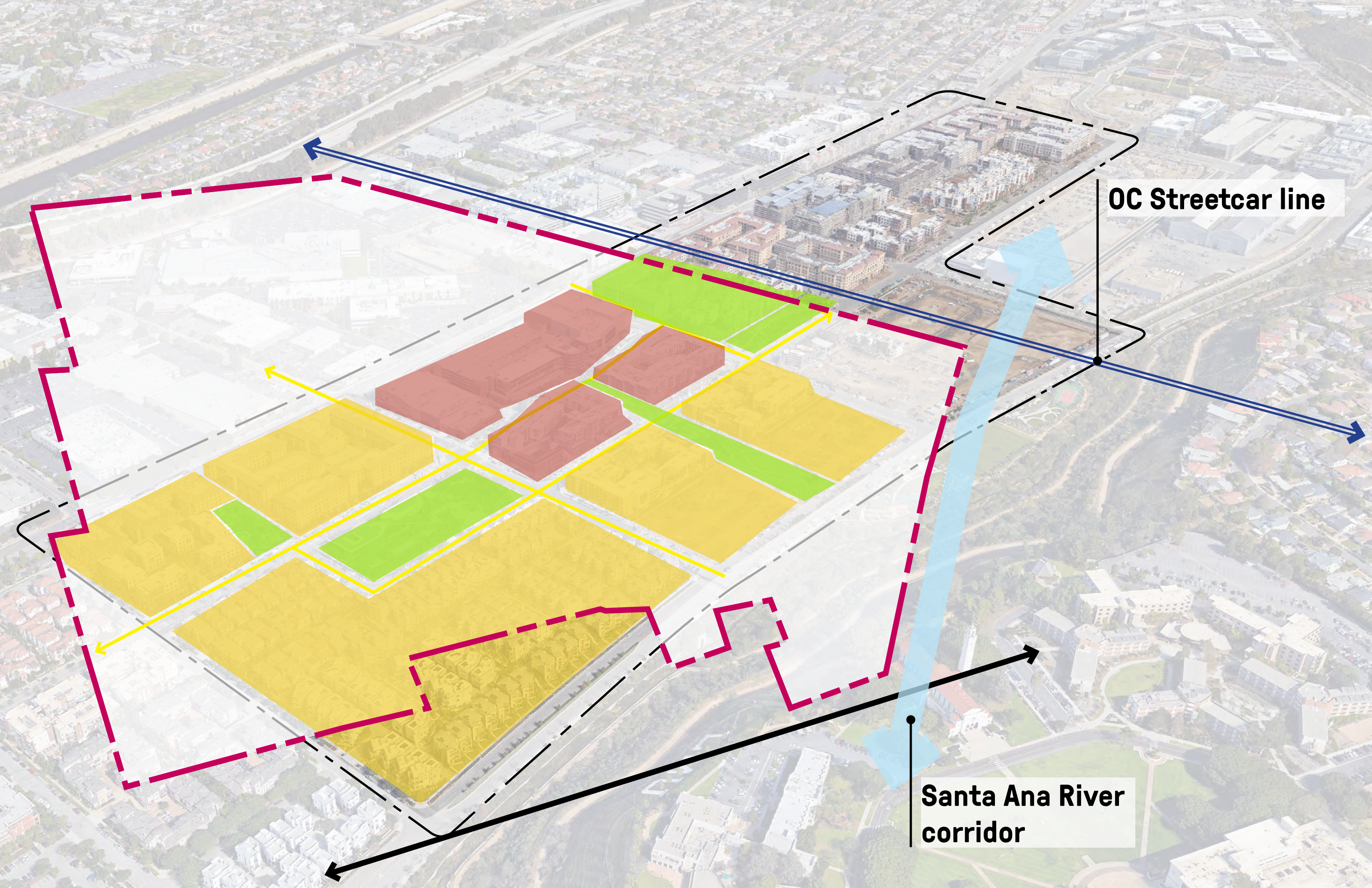
Apartments facing retail

Residential condos

**'The Resort'
community
facility**







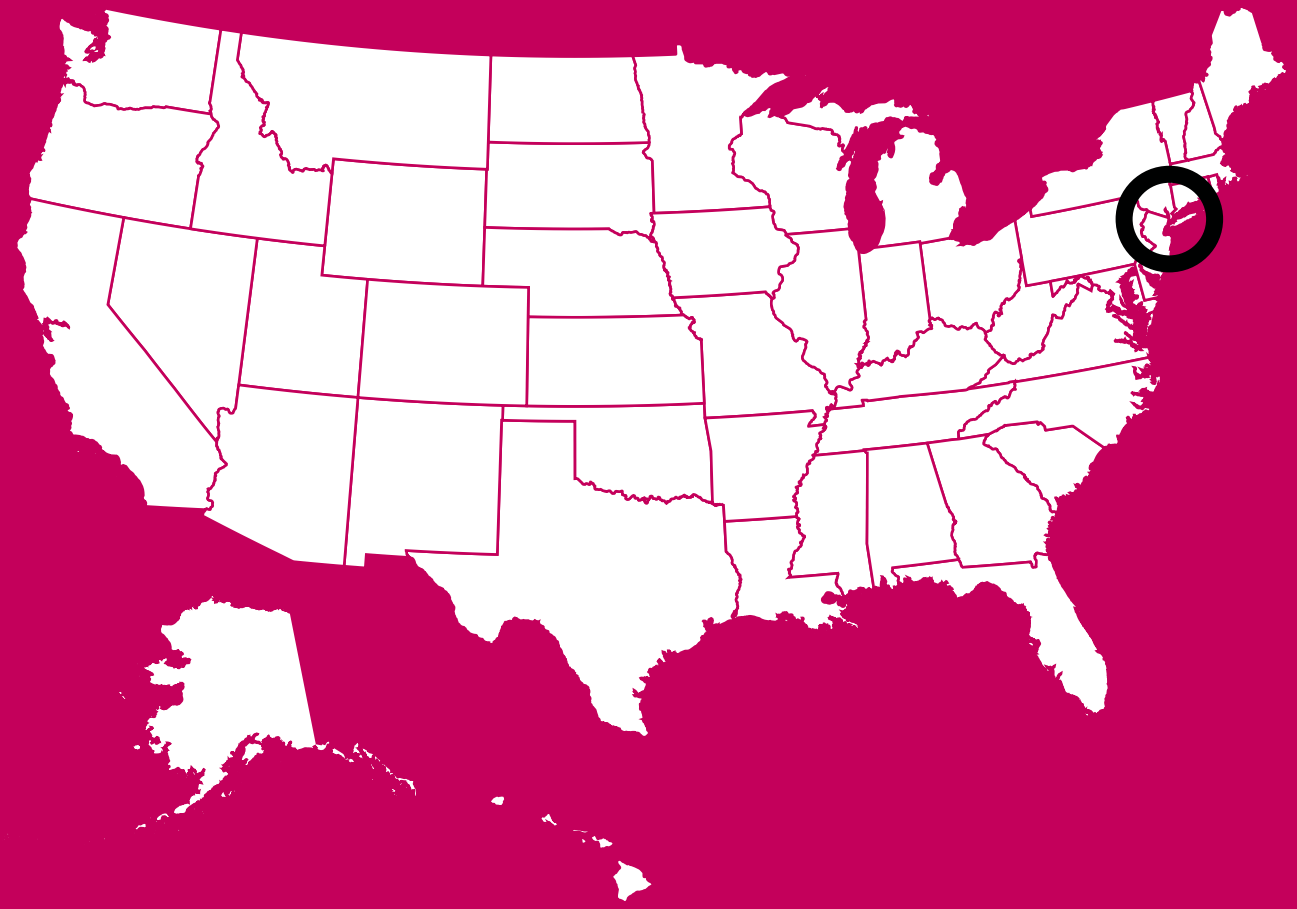
OC Streetcar line

**Santa Ana River
corridor**

mixed use district

Pike and Rose

- North Bethesda, Maryland
- *‘contemporary mixed-use environment’*



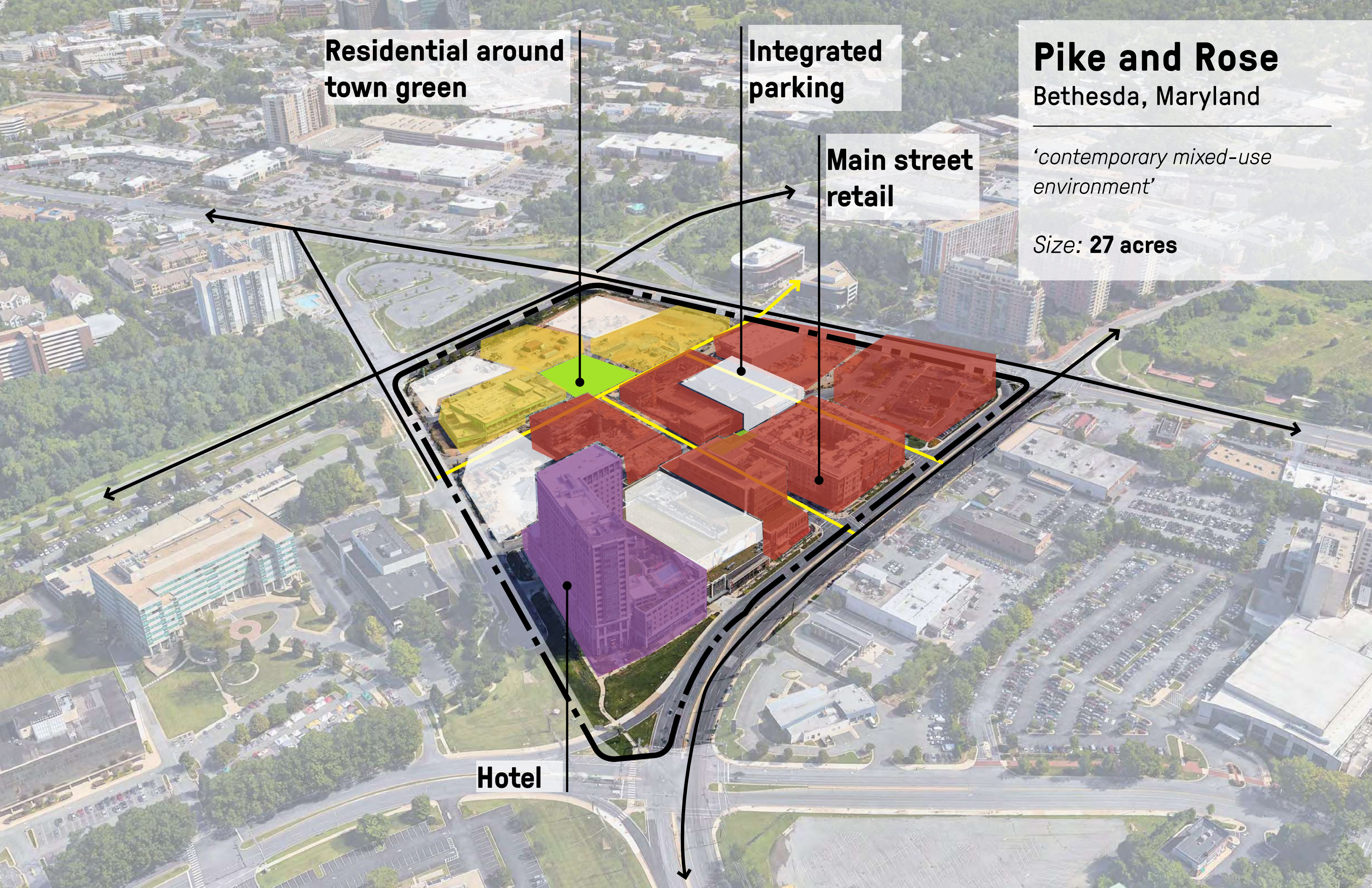
Residential around town green

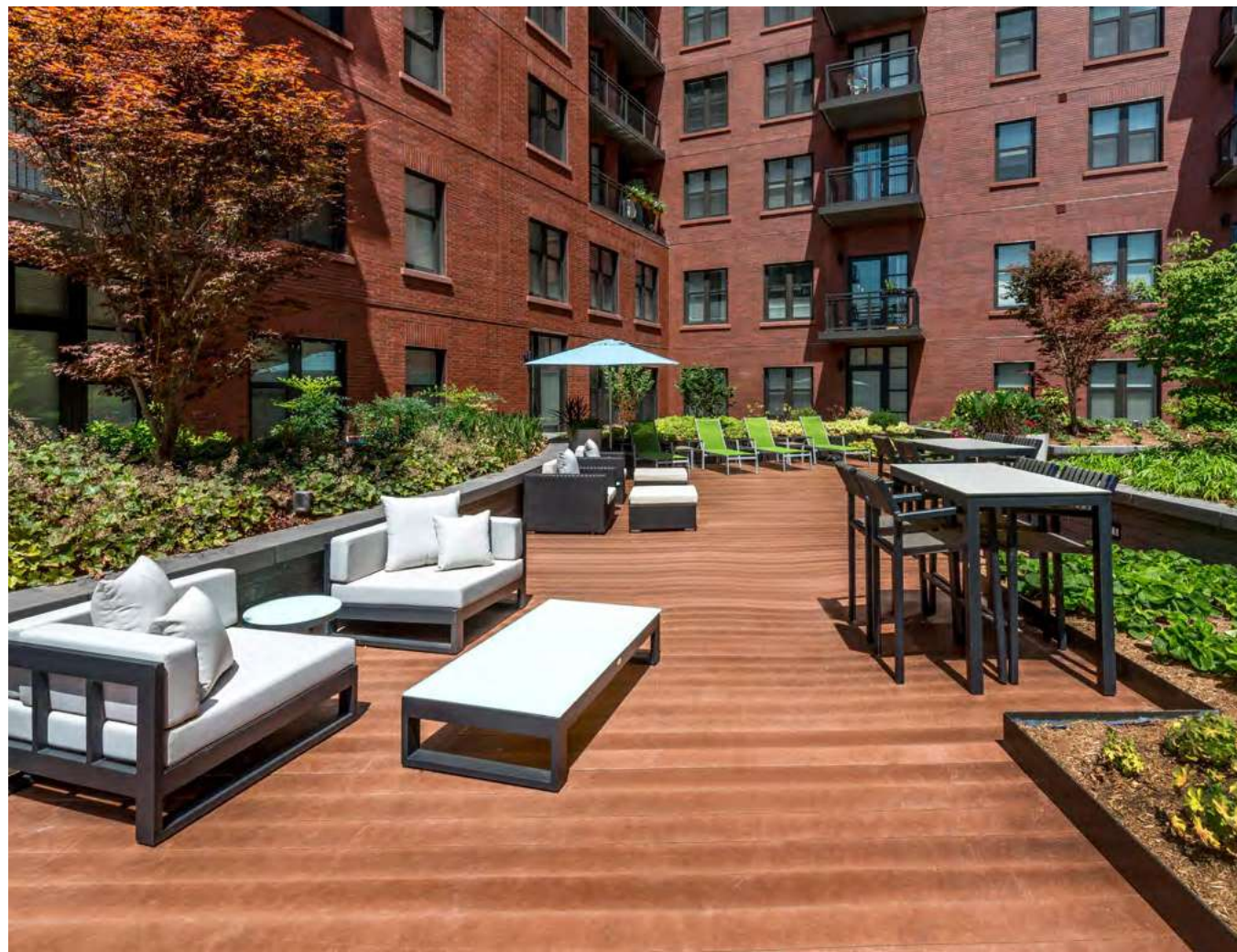
Integrated parking

Pike and Rose
Bethesda, Maryland
'contemporary mixed-use environment'
Size: 27 acres

Main street retail

Hotel

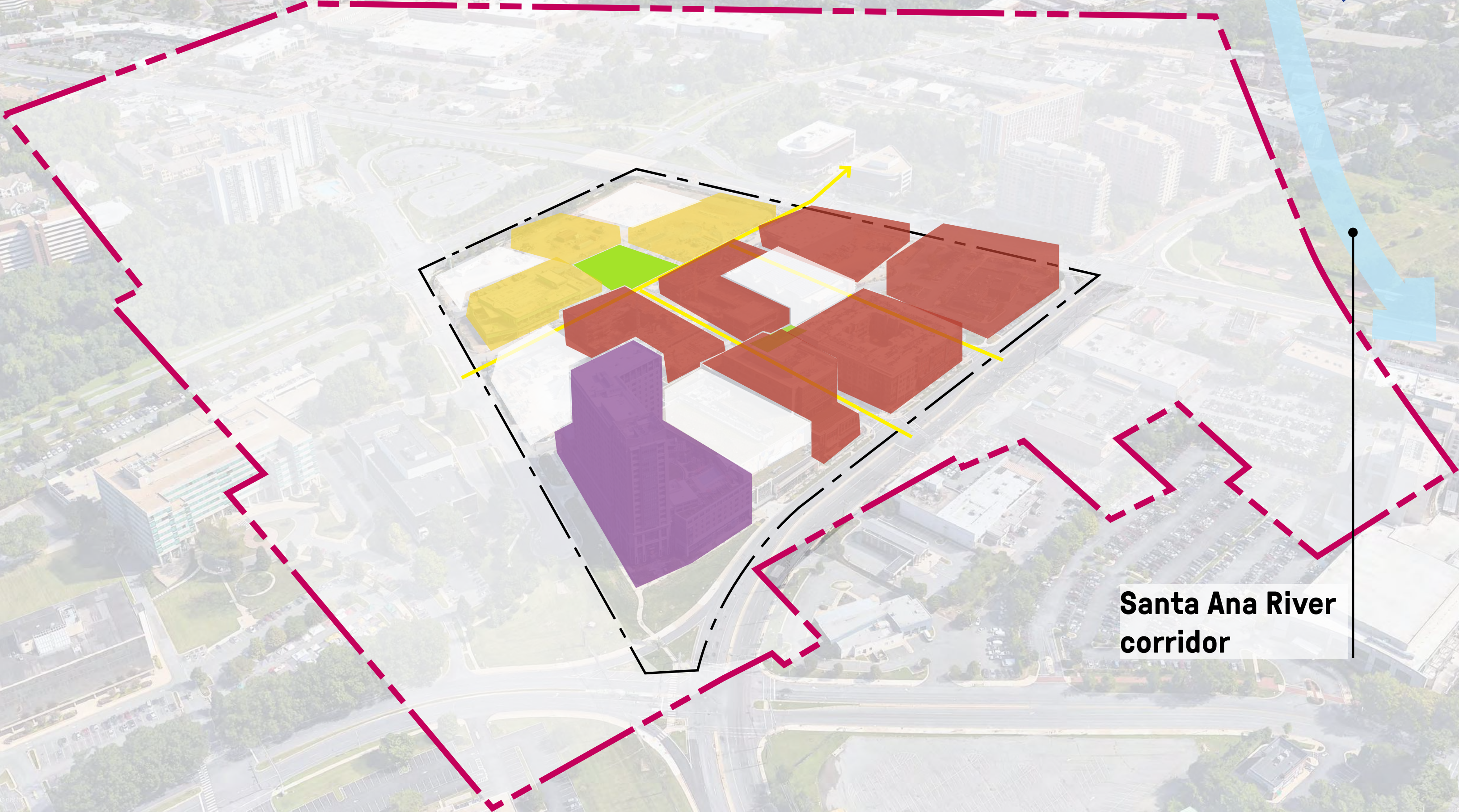




OC Streetcar line



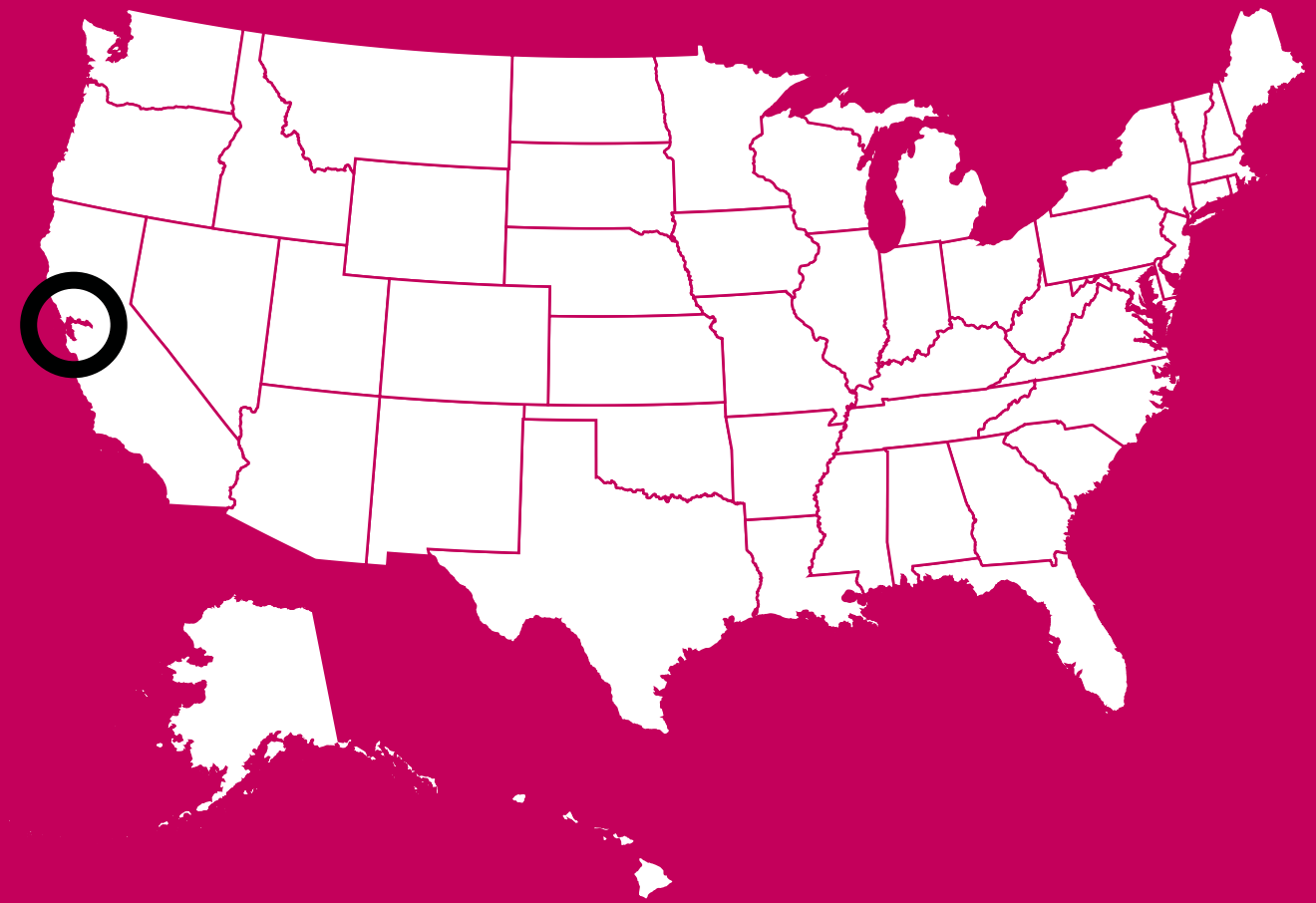
**Santa Ana River
corridor**



lifestyle center

Santana Row

- San Jose, California
- *‘retail environment focused on gathering and culture’*



Santana Row

San Jose, California

'retail environment focused on gathering and culture'

Size: 34 acres

Office above retail

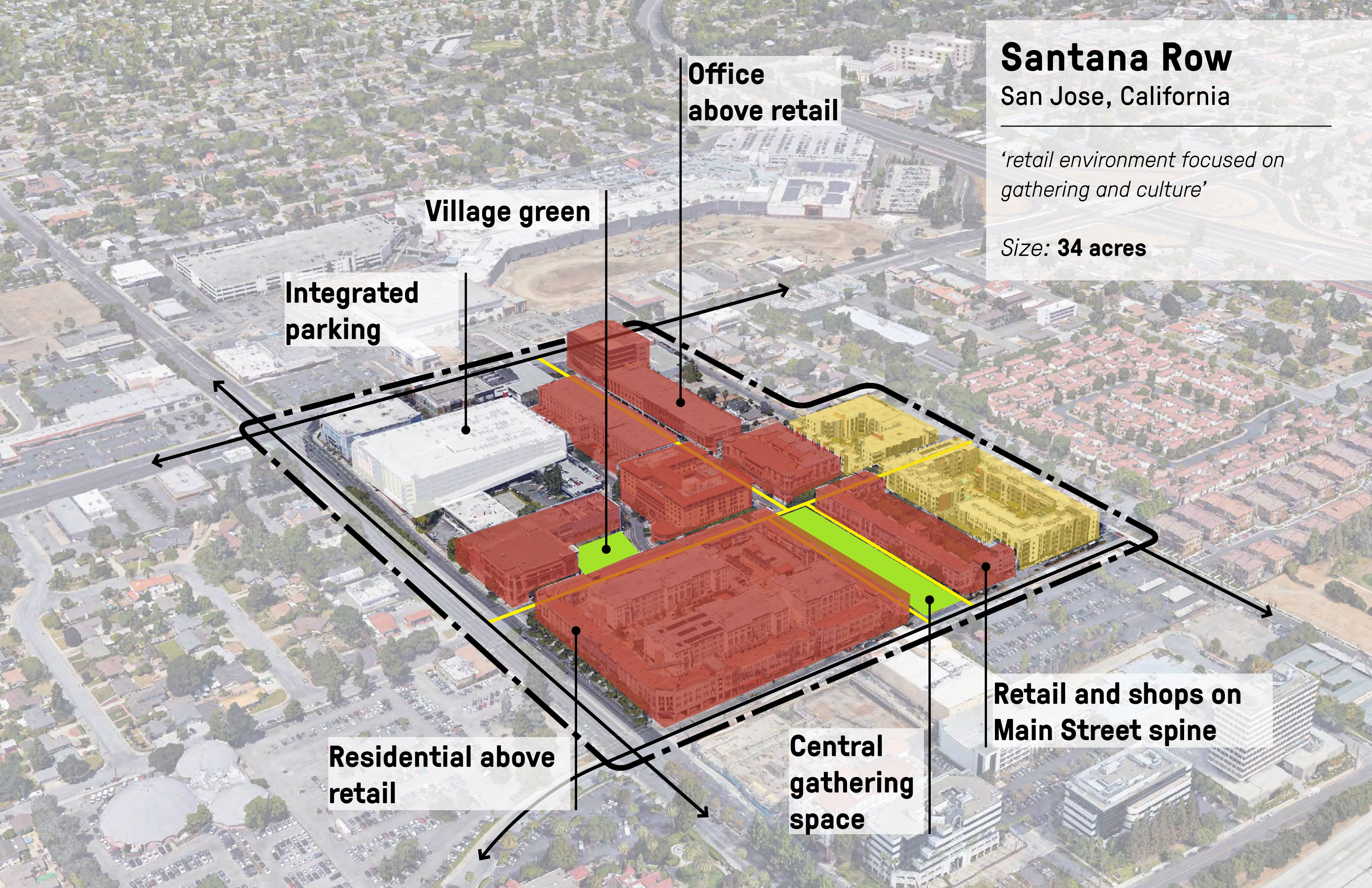
Village green

Integrated parking

Retail and shops on Main Street spine

Residential above retail

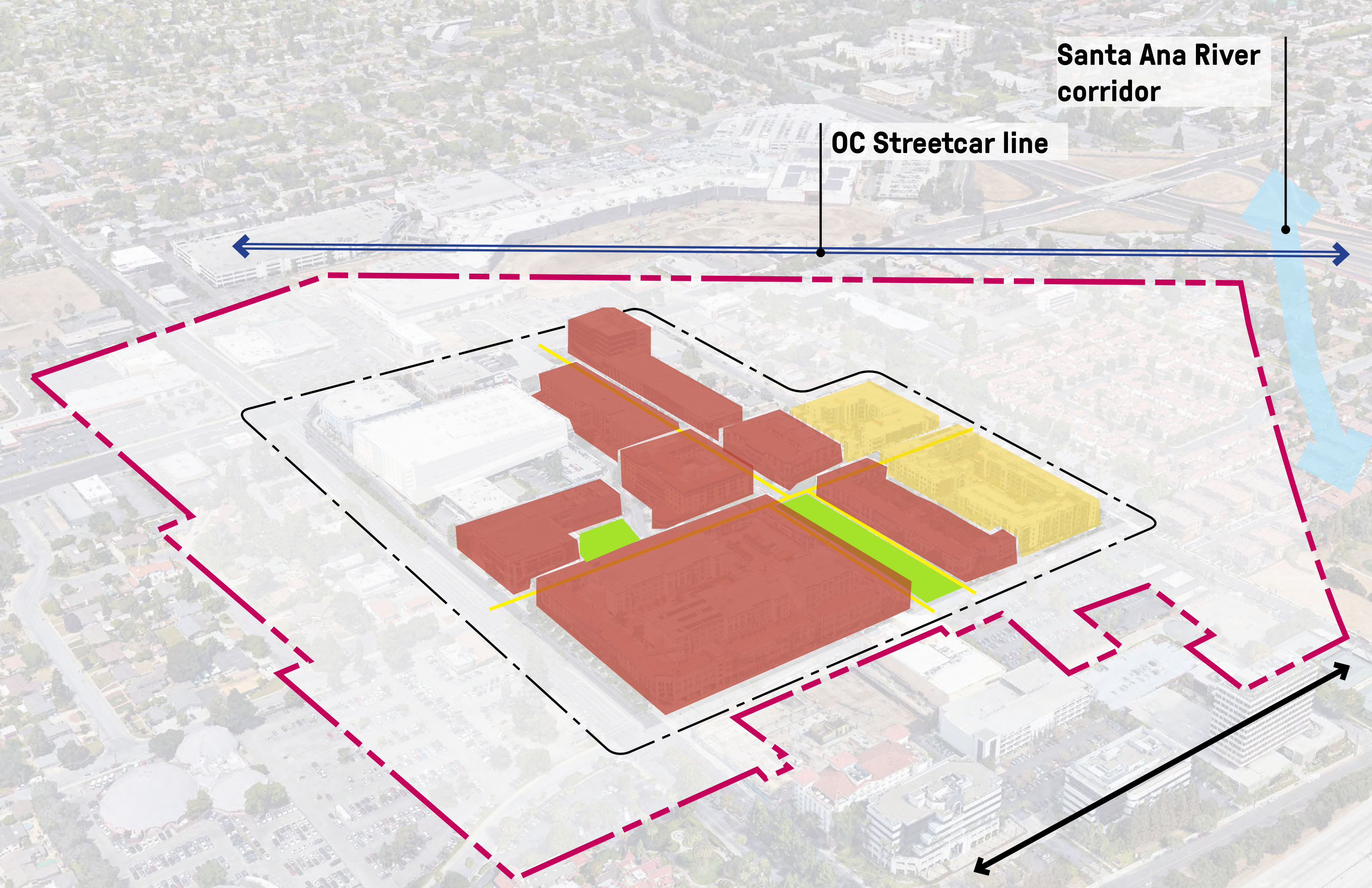
Central gathering space





**Santa Ana River
corridor**

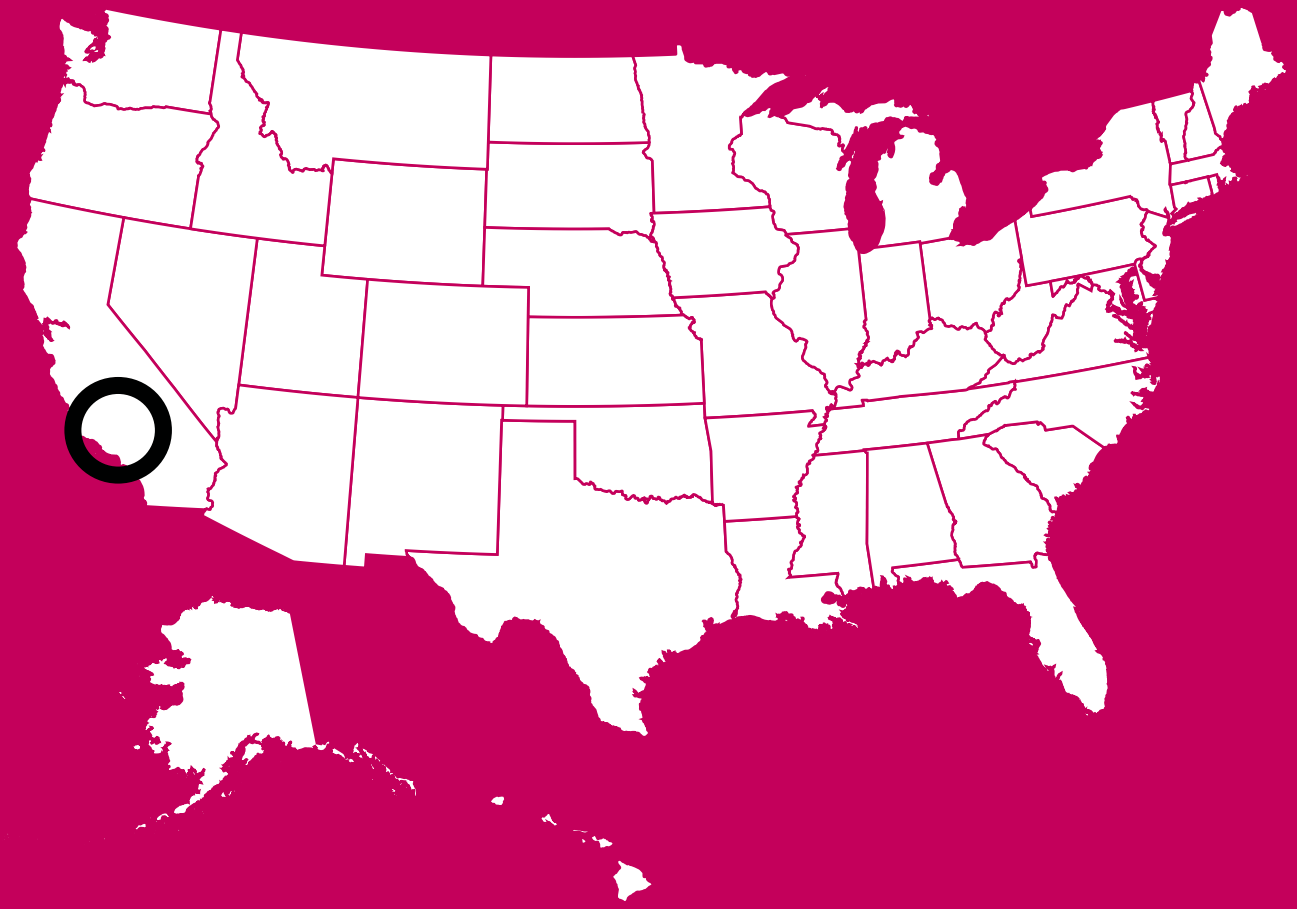
OC Streetcar line



office campus

The Campus at Playa Vista

- Playa Vista, California
- *‘campus reinforces creativity and recreation’*



The Campus at Playa Vista

Playa Vista, California

'campus reinforces creativity and recreation'

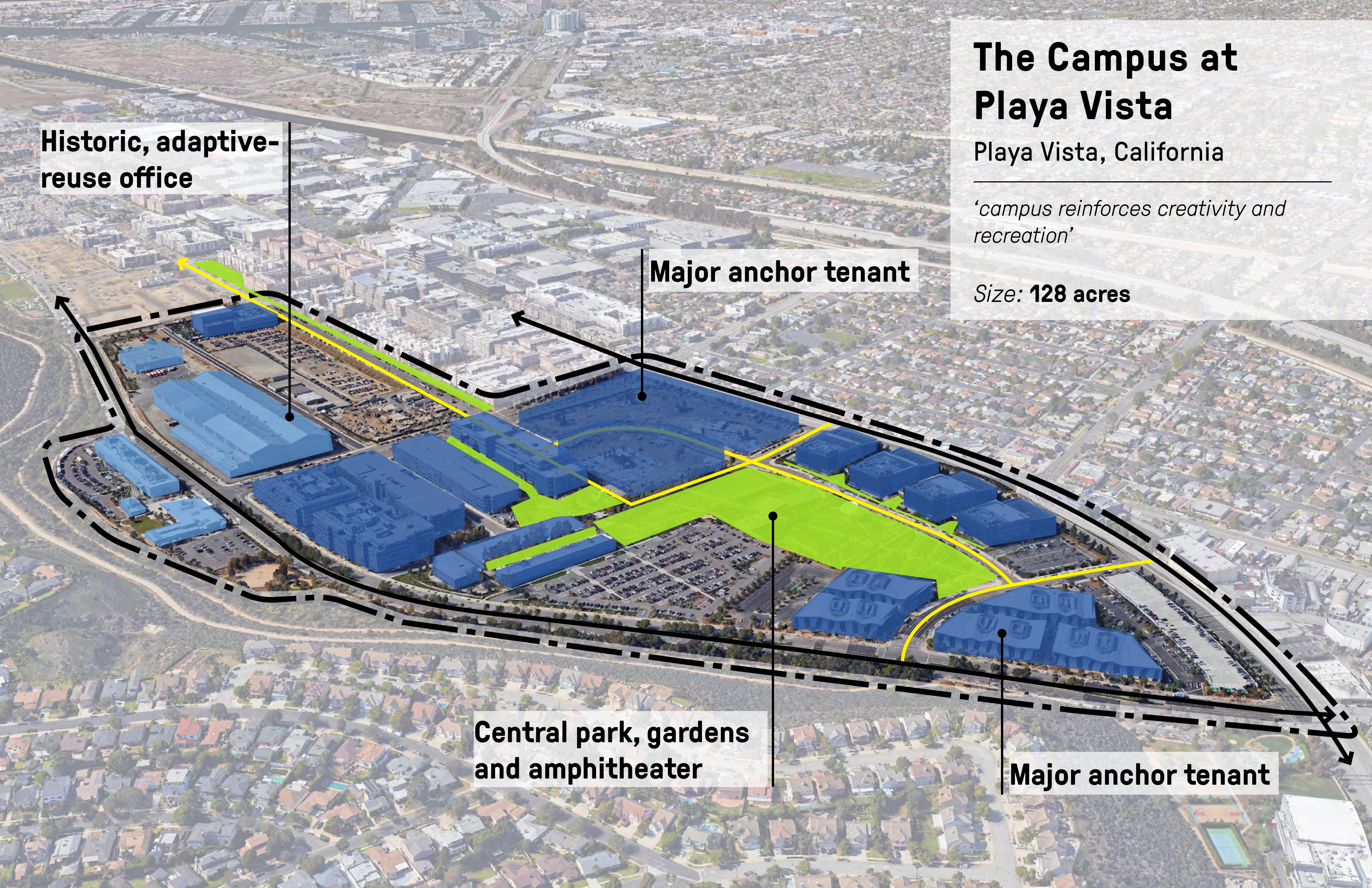
Size: **128 acres**

Historic, adaptive-reuse office

Major anchor tenant

Central park, gardens and amphitheater

Major anchor tenant







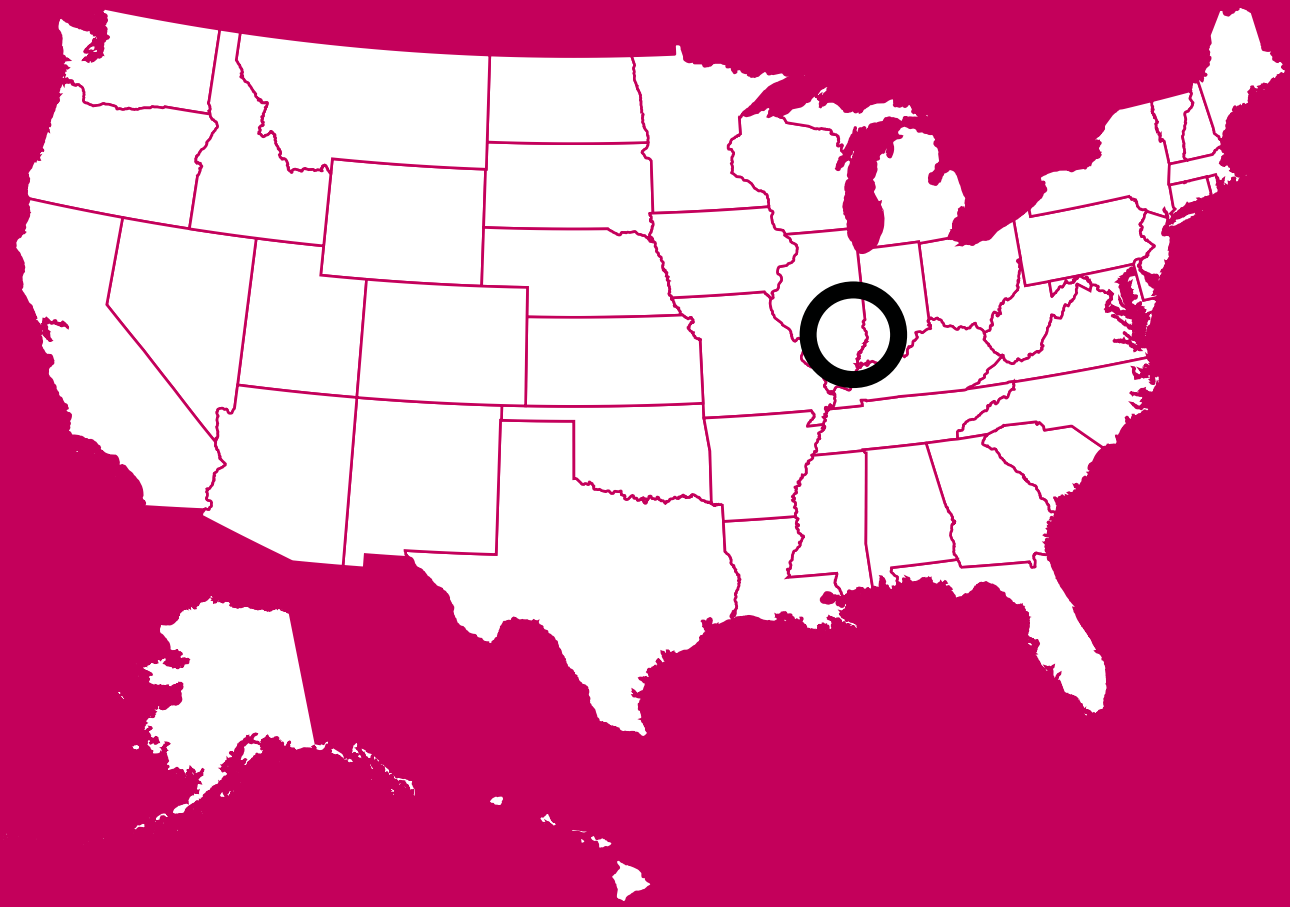
**Santa Ana River
corridor**

OC Streetcar line

cultural campus

Heifer Village and Clinton Library

- Little Rock, Arkansas
- *'park and cultural center engages river'*



Heifer Village and Clinton Library

Little Rock, Arkansas

'park and cultural center engages river'

Size: 55 acres

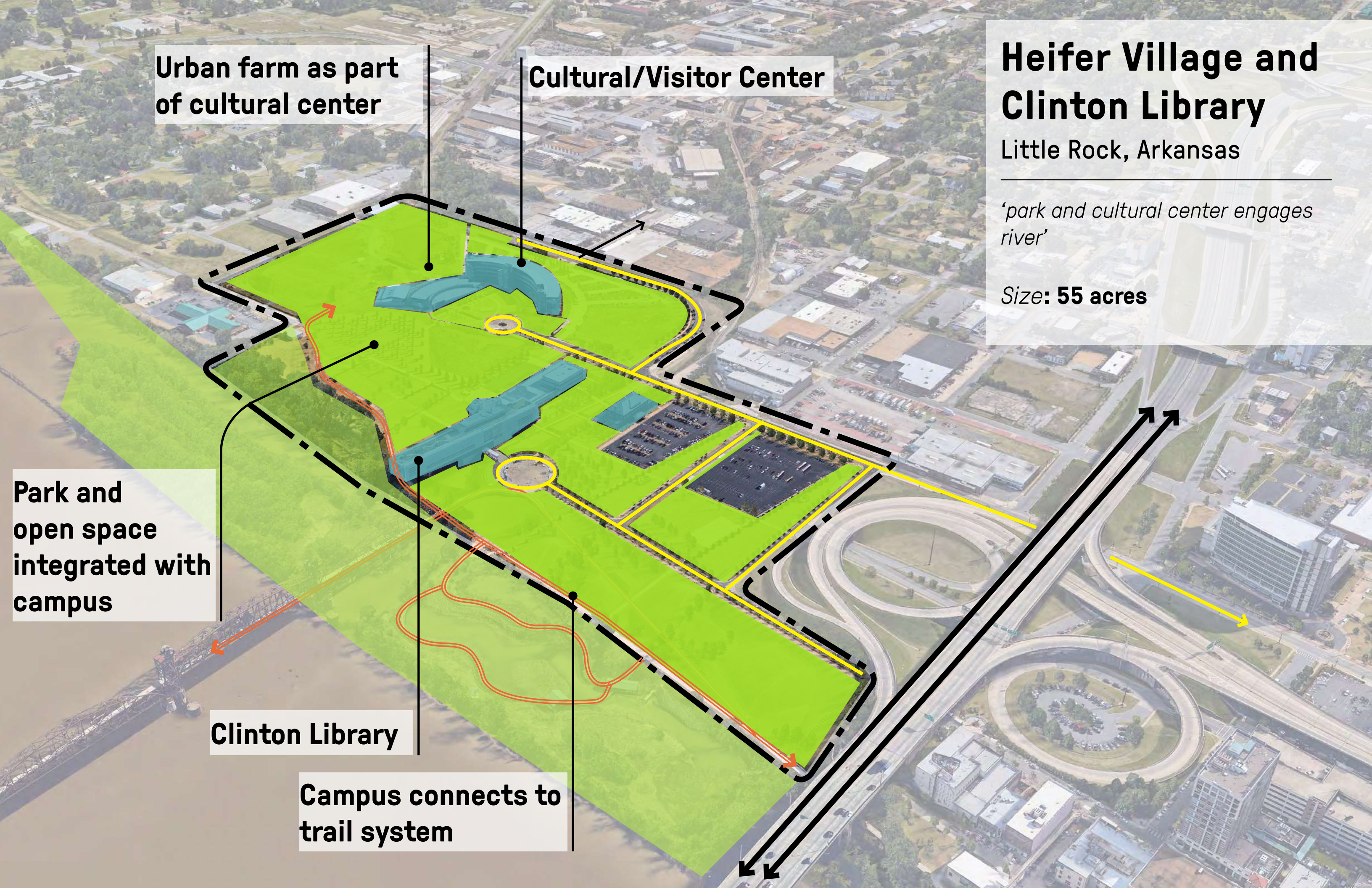
Urban farm as part of cultural center

Cultural/Visitor Center

Park and open space integrated with campus

Clinton Library

Campus connects to trail system

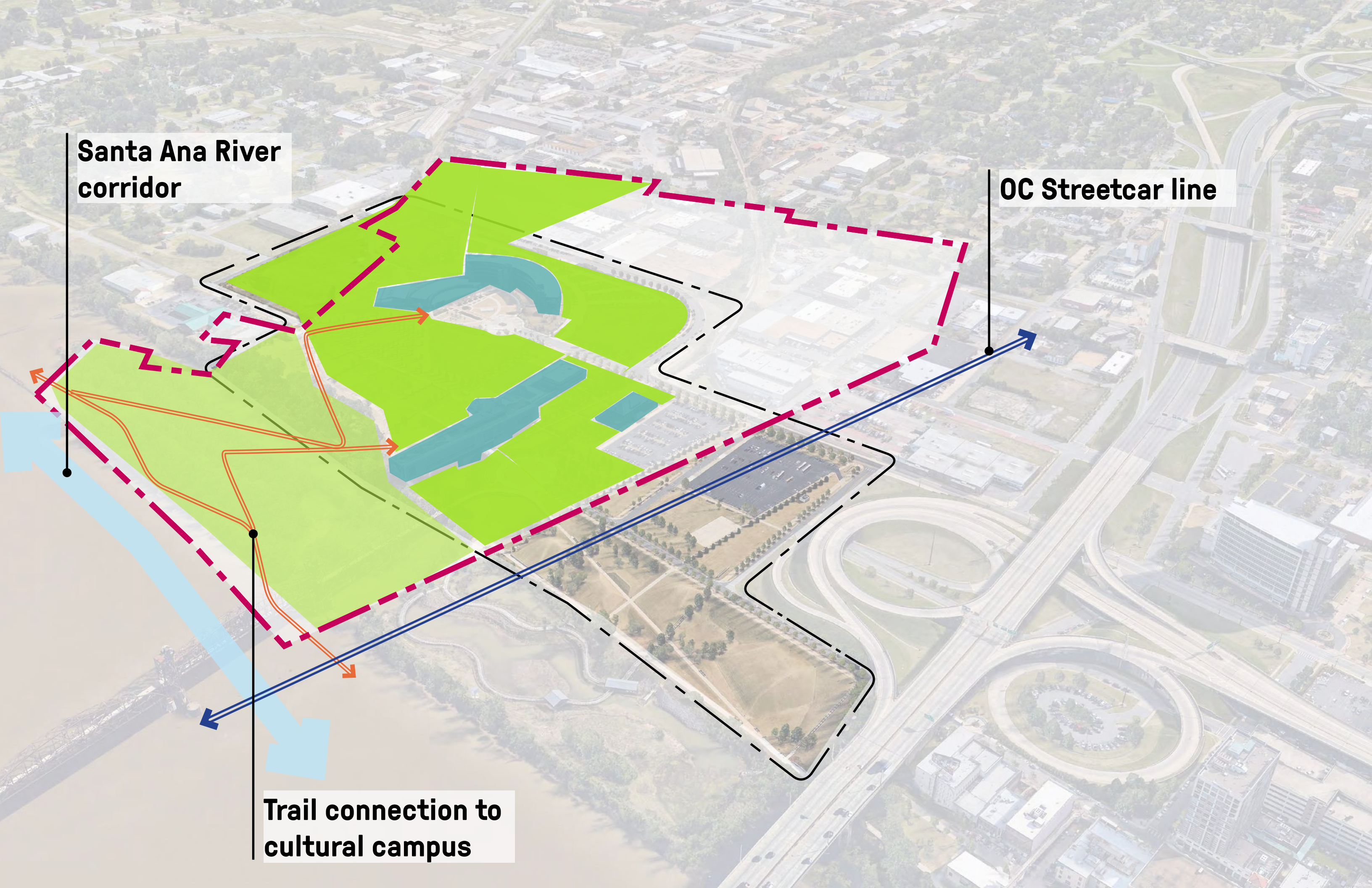




**Santa Ana River
corridor**

OC Streetcar line

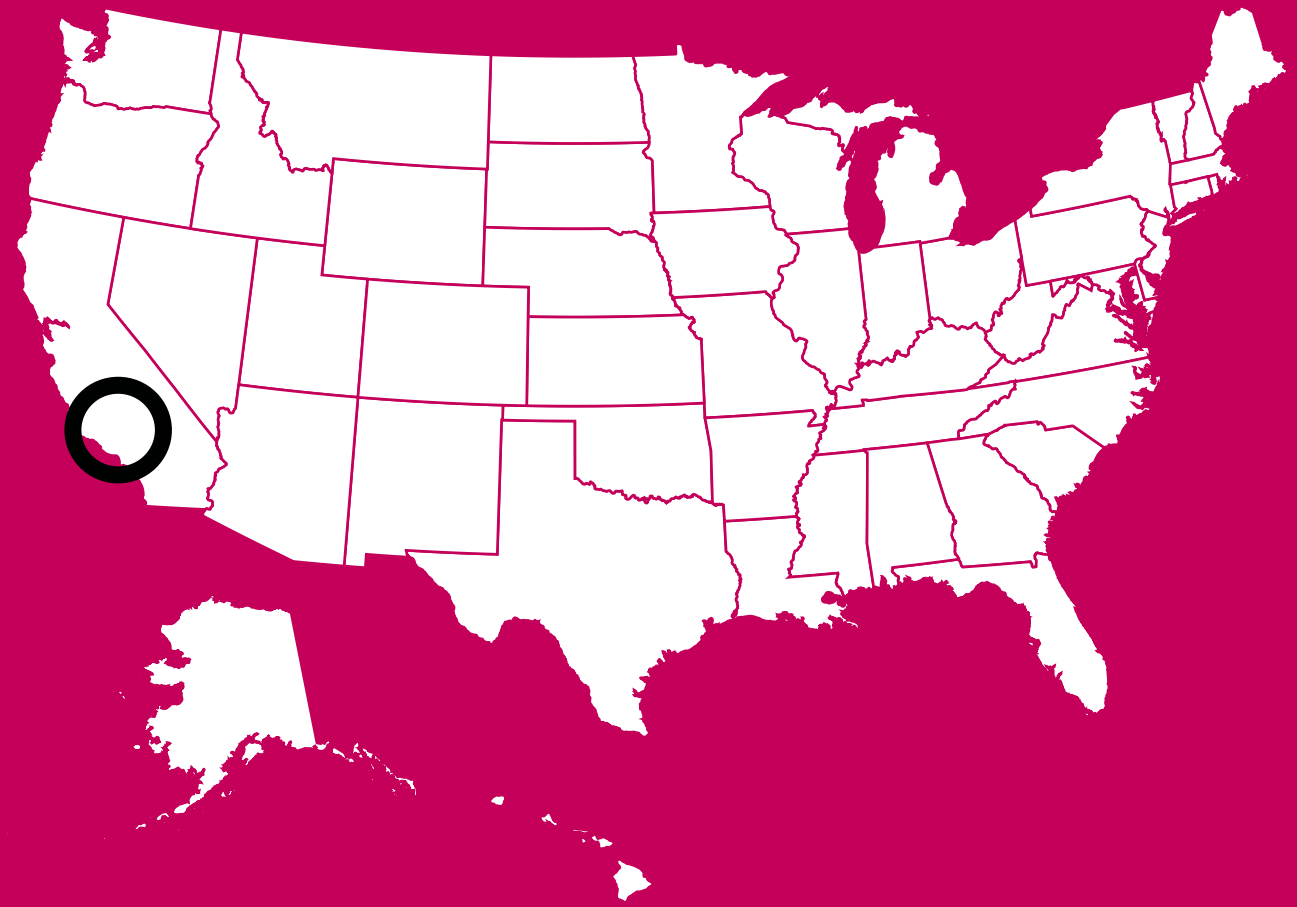
**Trail connection to
cultural campus**



amusement park

Knott's Berry Farm and Soak City

- Buena Park, California
- *'major regional attraction'*



Knott's
amusement park

Main Street entry
character

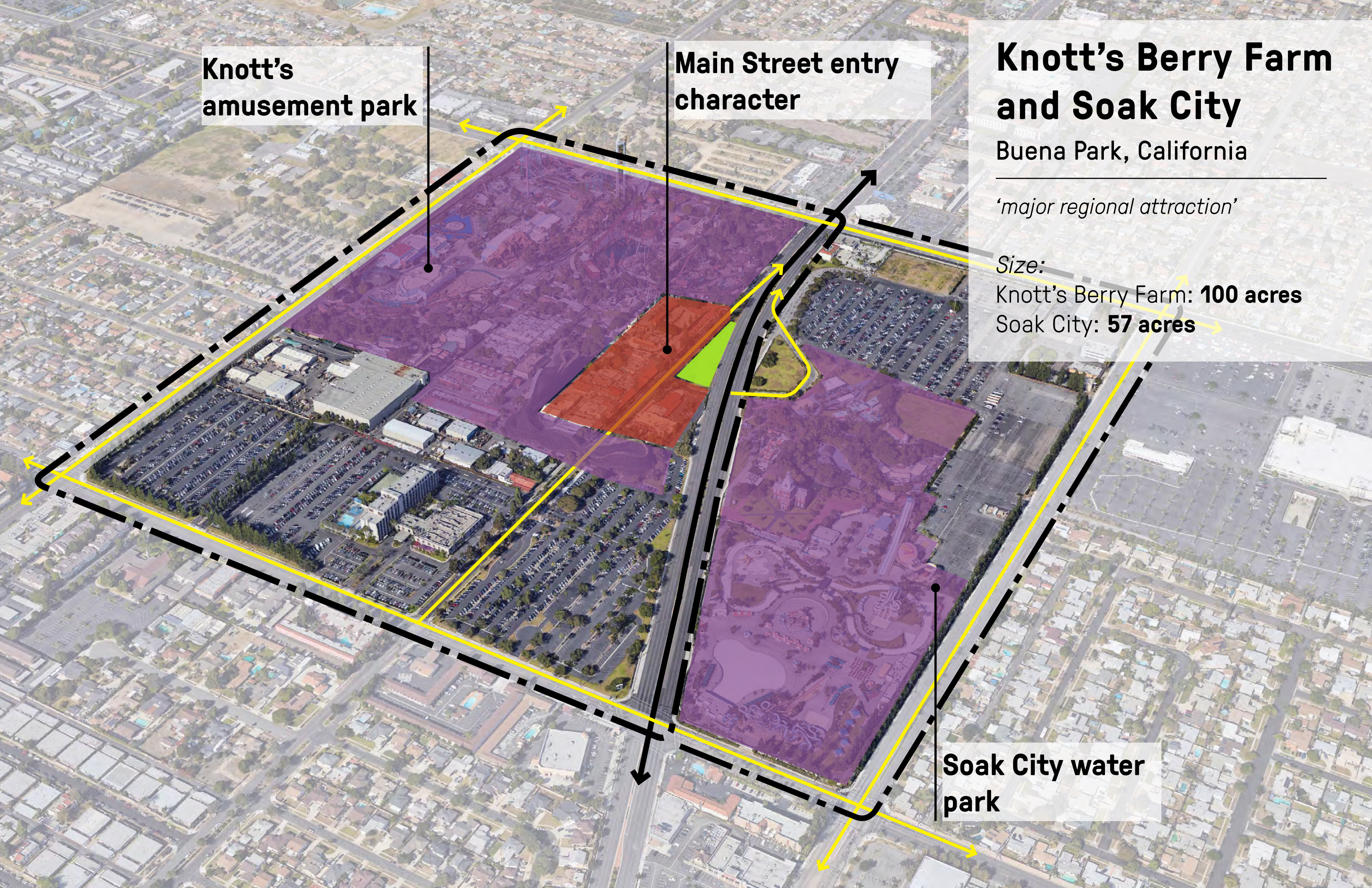
Knott's Berry Farm and Soak City

Buena Park, California

'major regional attraction'

Size:
Knott's Berry Farm: **100 acres**
Soak City: **57 acres**

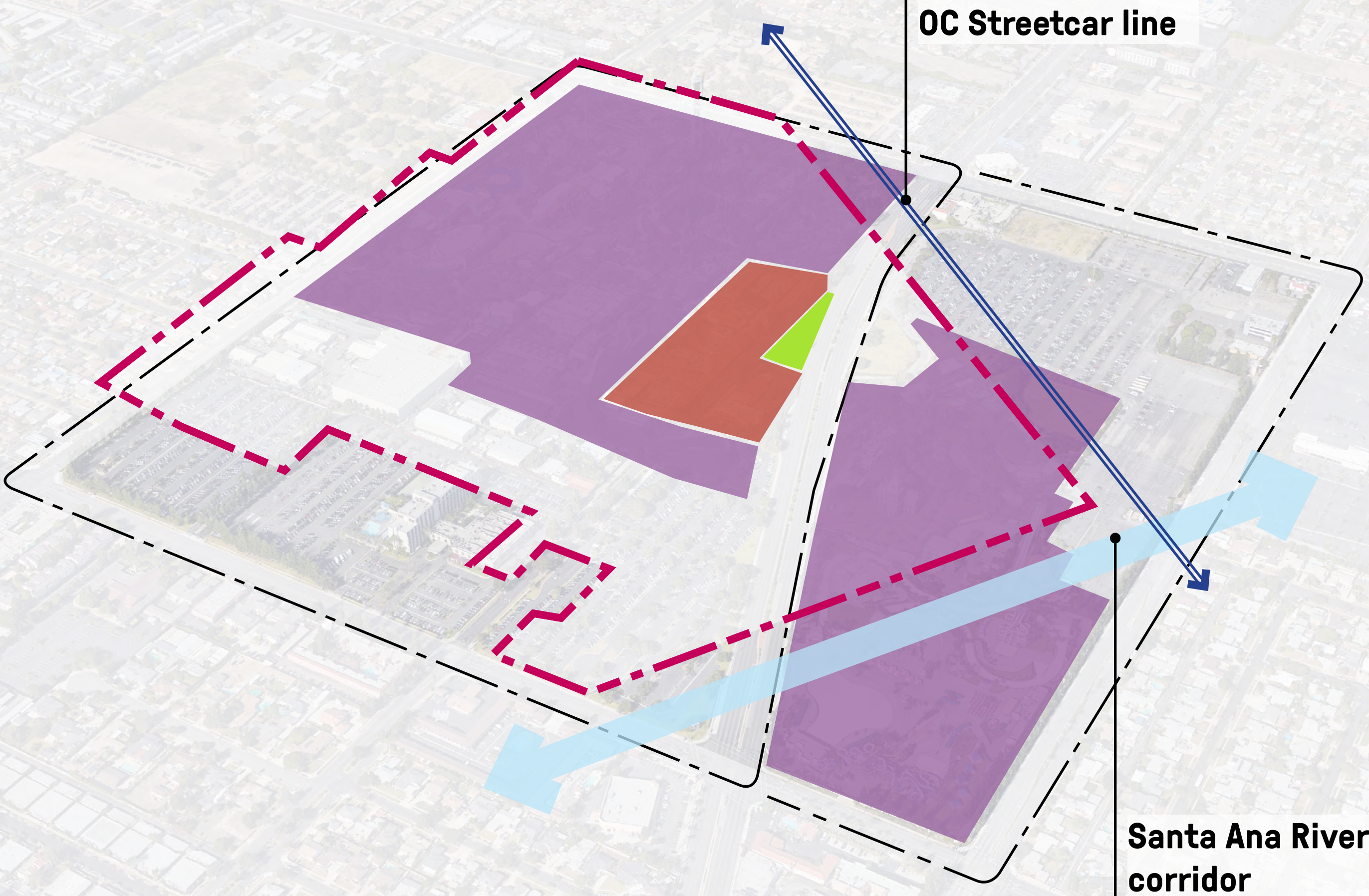
Soak City water
park





OC Streetcar line

**Santa Ana River
corridor**



sports park

Lansdowne Park

- Ottawa, Ontario
- *'sports and mixed-use campus along river'*



Lansdowne Park

Ottawa, Ontario

*'sports and mixed-use campus
along river'*

Size: 62 acres

TD Place Stadium

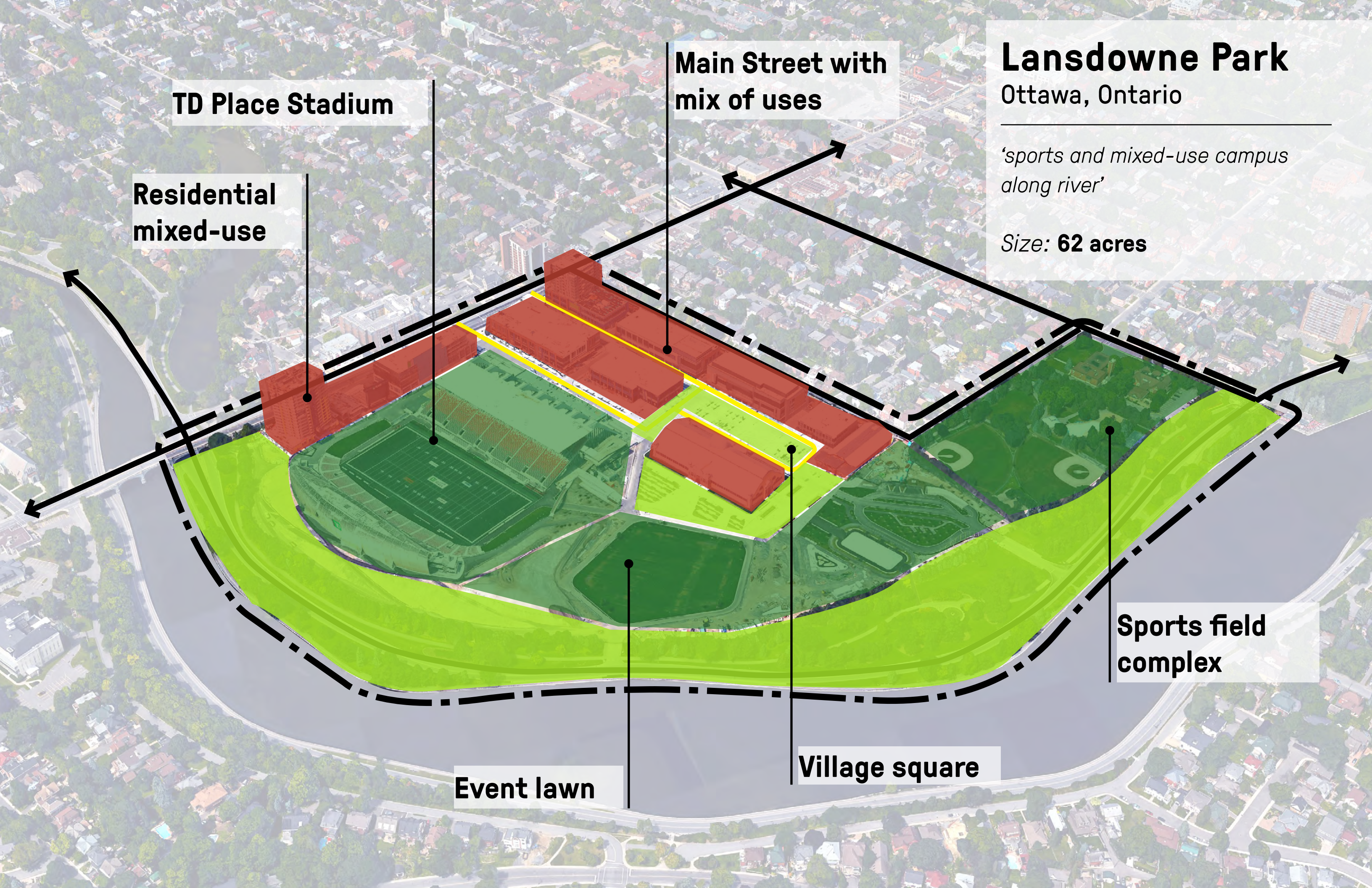
**Residential
mixed-use**

**Main Street with
mix of uses**

**Sports field
complex**

Event lawn

Village square

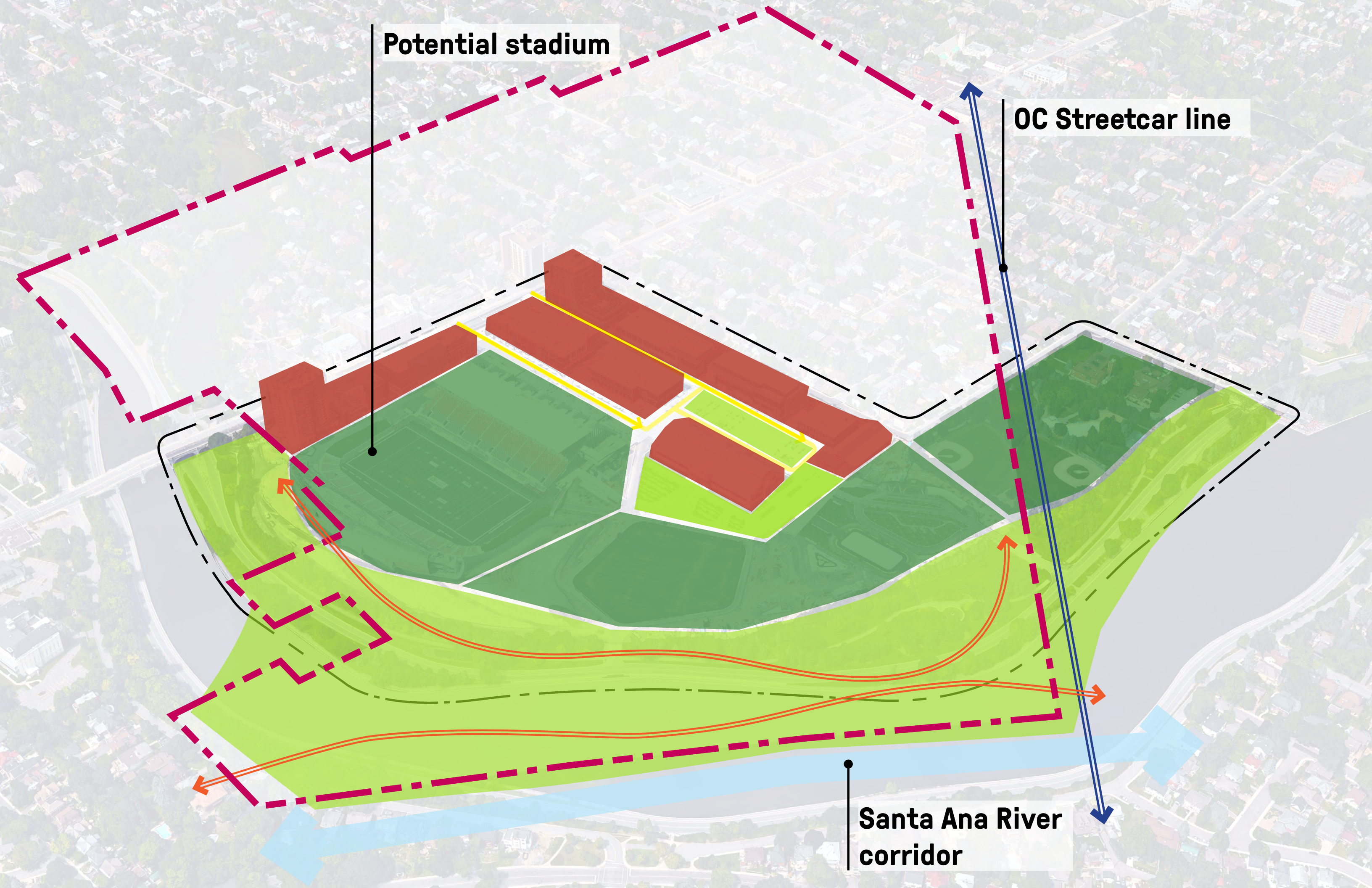


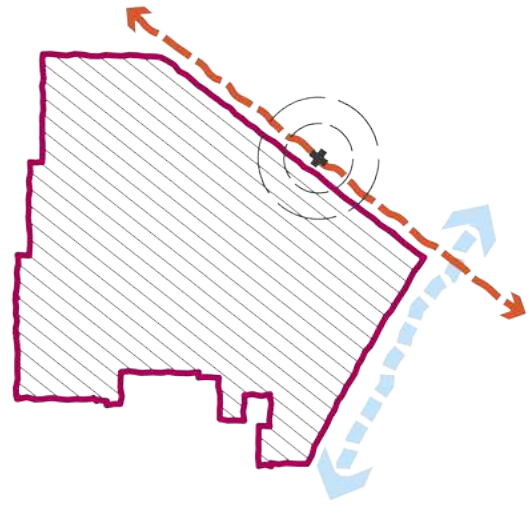


Potential stadium

OC Streetcar line

Santa Ana River corridor





Envision Willowick!

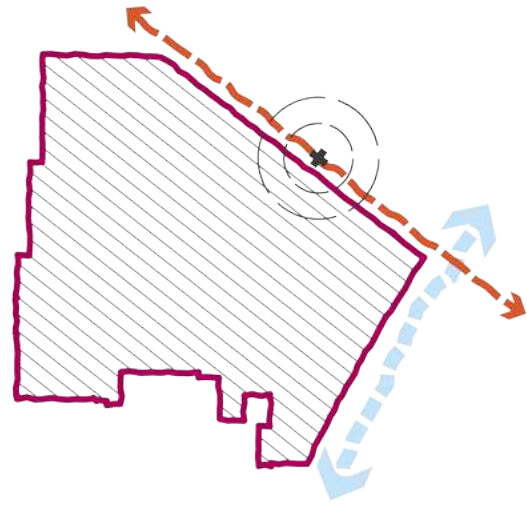
Activity #1:

Comparable Studies - Dot Polling

***Which elements do you
prefer the most?***

BREAK!

Place a dot on the images
that you prefer the most!



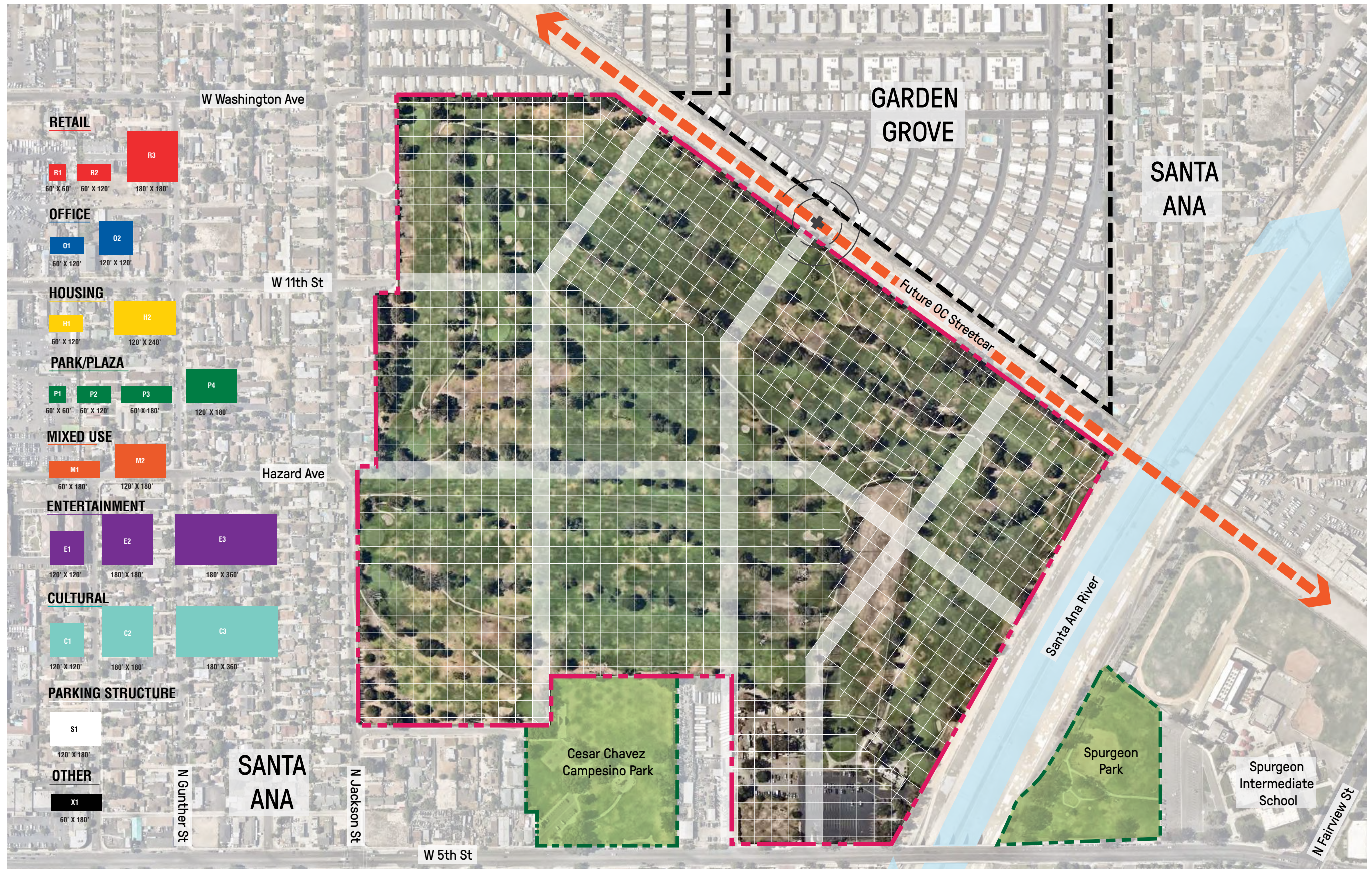
Envision Willowick!

Activity #2:

Group Design Activity -

Design *your* Willowick

Design *your* Willowick - The Board



Design *your Willowick* - The Kit of Parts



Retail



Office



Housing



Park / Plaza



Mixed-Use



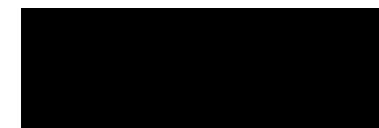
Parking Structure



Entertainment



Cultural



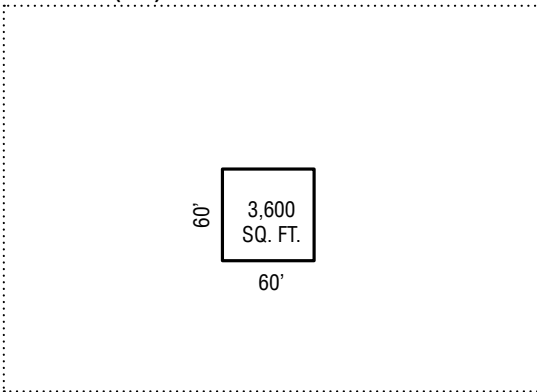
Pedestrian Bridge

Design *your* Willowick - Design Activity Guide

R RETAIL

\$

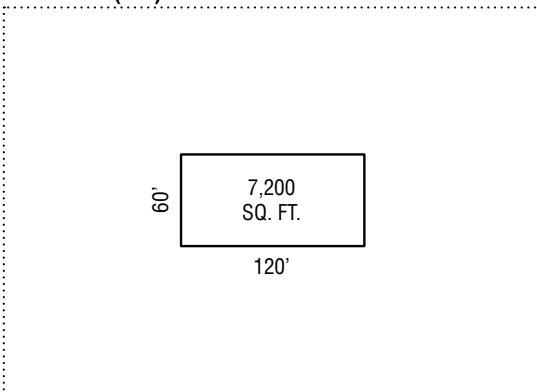
RETAIL 1 (R1) BOARD PIECE



RETAIL 1 (R1) THEME IMAGES



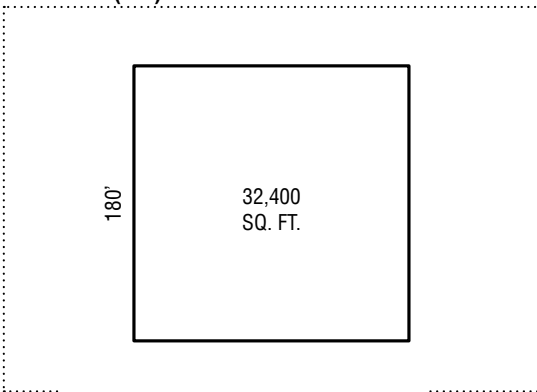
RETAIL 2 (R2) BOARD PIECE



RETAIL 2 (R2) THEME IMAGES



RETAIL 3 (R3) BOARD PIECE



RETAIL 3 (R3) THEME IMAGES



Design *your Willowick* - The Kit of Parts



Retail



Office



Housing



Park / Plaza



Mixed-Use



Parking Structure



Entertainment



Cultural



Pedestrian Bridge

Design *your Willowick* - Activity Instructions

1: Meet your group members

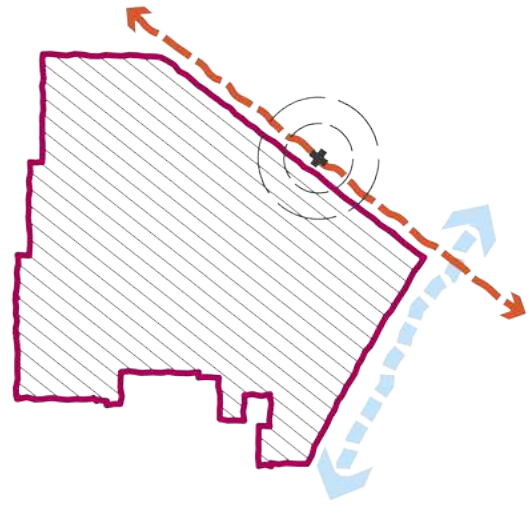
2: Select Volunteers - a Reporter and a Scribe

3: Review the Design Activity Guide

4: **Design *your Willowick*** - Place legos, draw, design

5: Review Concepts and Discuss the **BIG** Ideas

6: Report Back on your **BIG** Ideas



Envision Willowick!

Next Steps

Evaluate

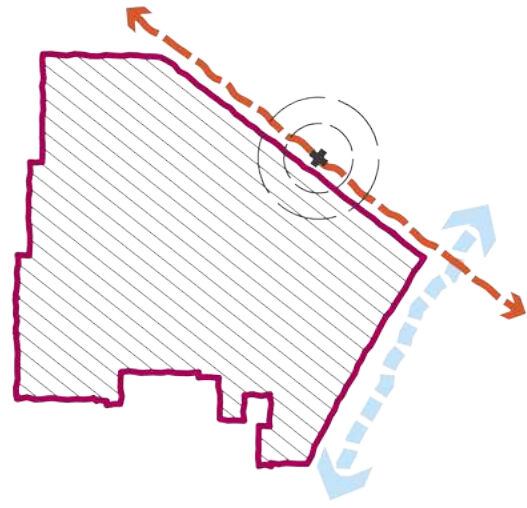
Workshop #4

October 25

**Spurgeon
Intermediate School**

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

6-8 pm



Envision Willowick!

Thank You!

Visit our website:

www.ggcity.org/econdev/envision-willowick