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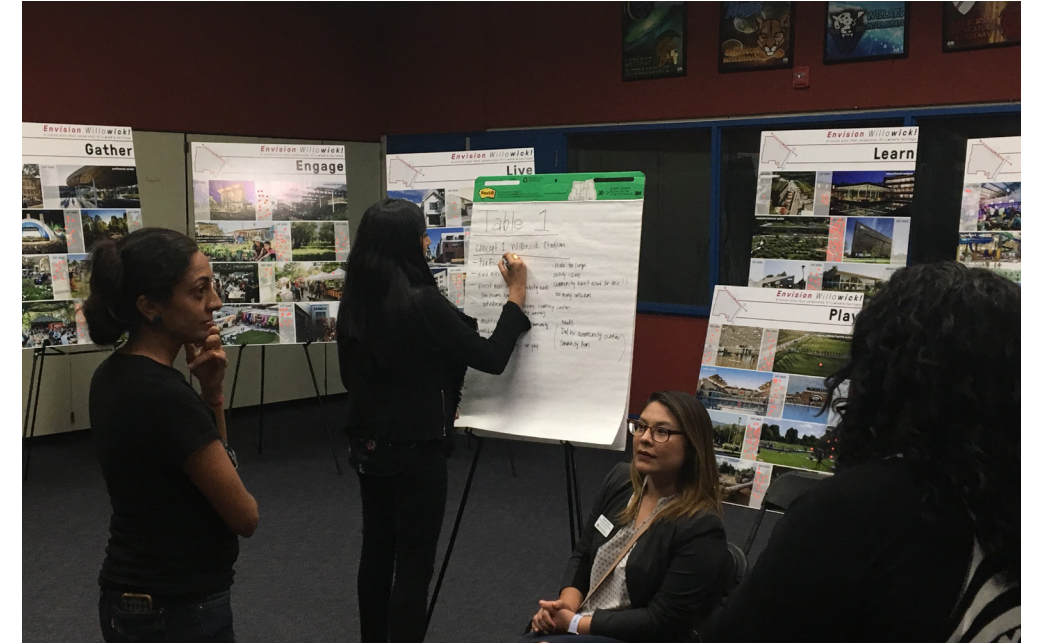
# *Envision Willowick!*

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

## **Workshop 4 Summary**

DRAFT / October 25, 2018



## Purpose & Summary

The Cities of Garden Grove and Santa Ana hosted the fourth community workshop for the Willowick Golf Course Vision Plan. 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 and Hatch Urban Solutions.

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 the first three workshops
- Solicit community input on each of the 3 vision concepts
- Conclude the community involvement portion of the vision plan 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**

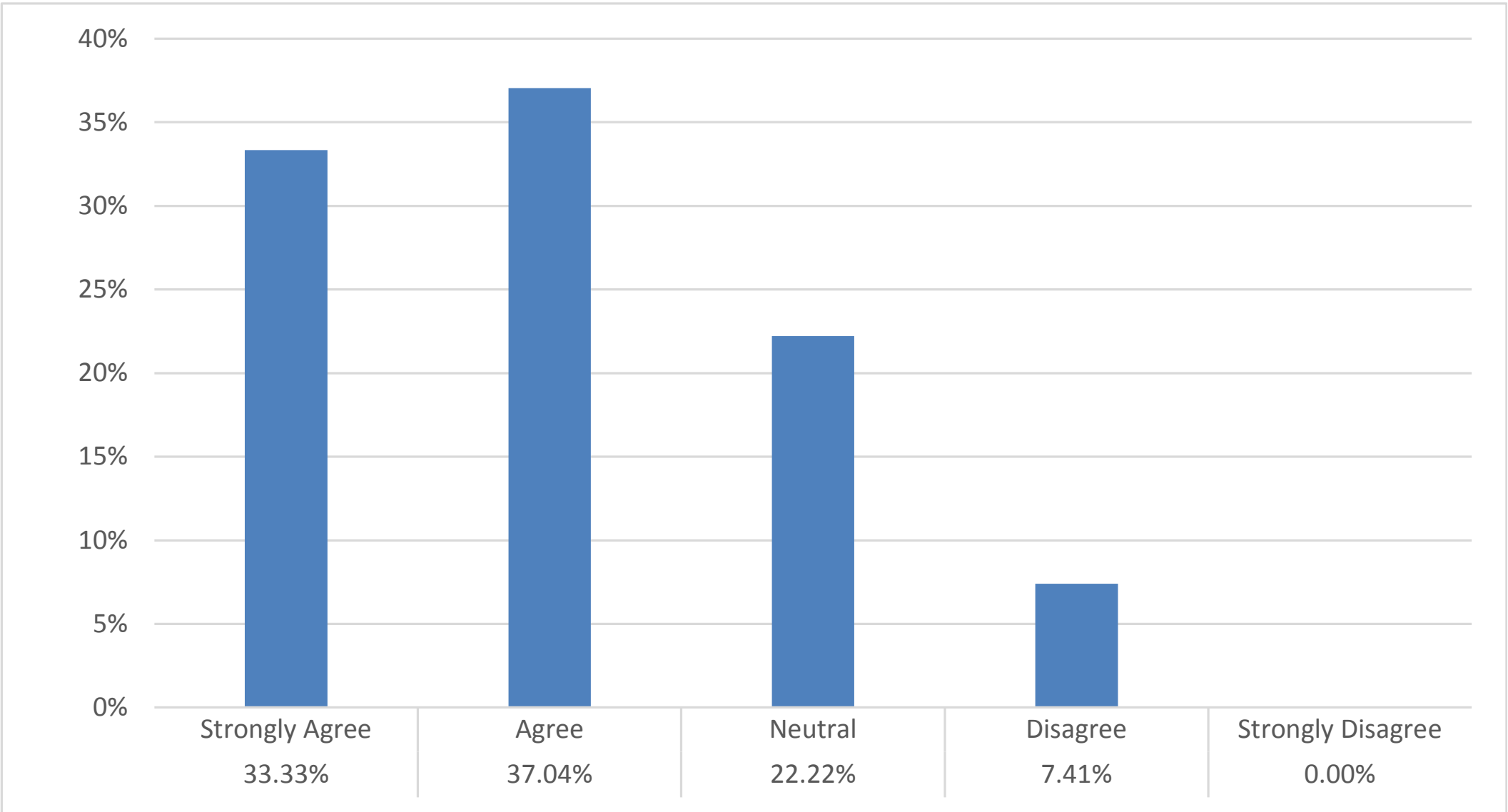


# Do you agree with the Community Values?

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**.

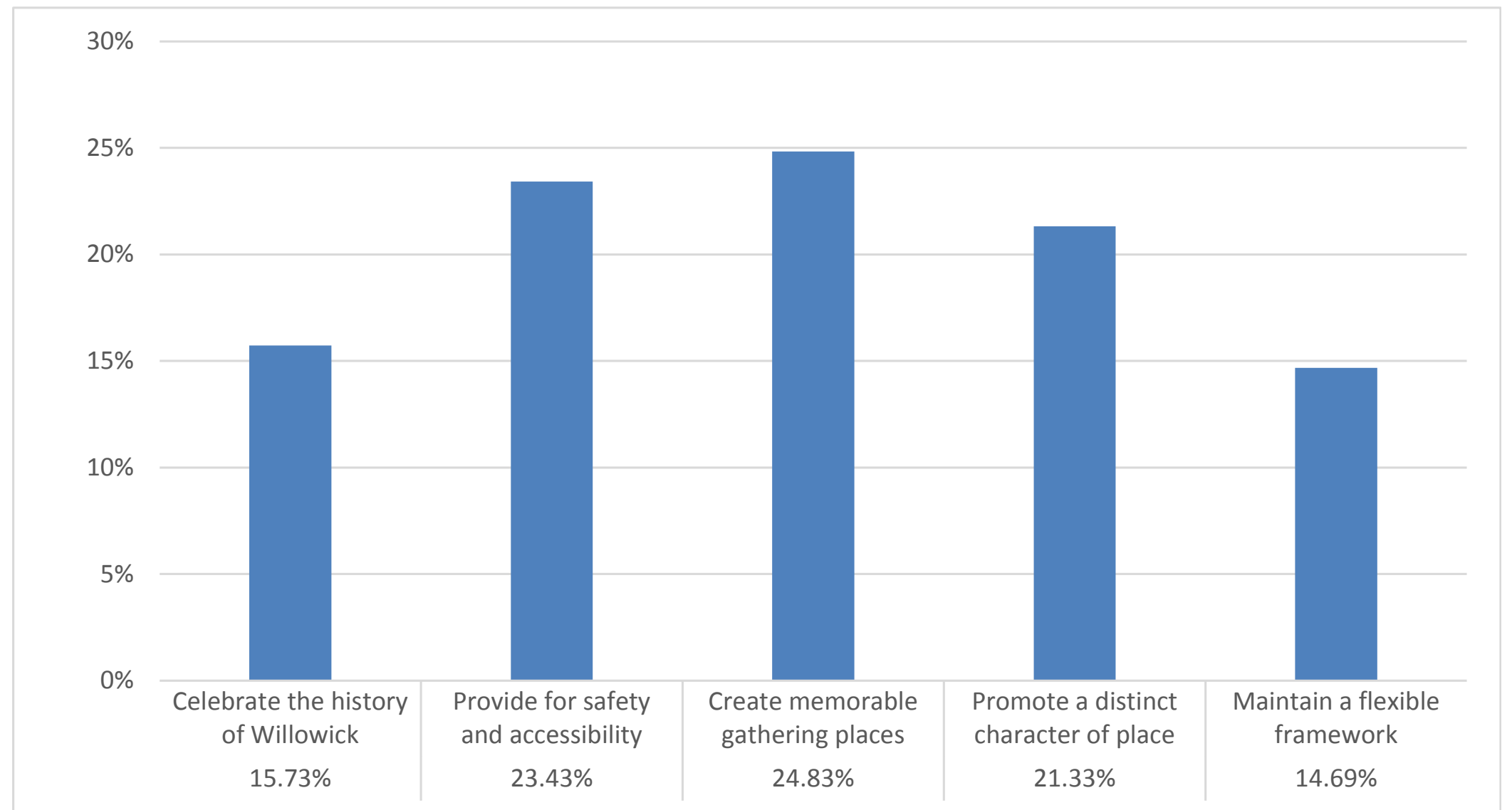
A new Willowick will foster the community’s **cultural heritage**; provide **educational and economic** opportunities that *encourage* community **interaction**; and allow a **multitude of uses** that bring families together for generations to come.

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



## Rank your top 3 Guiding Principles

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

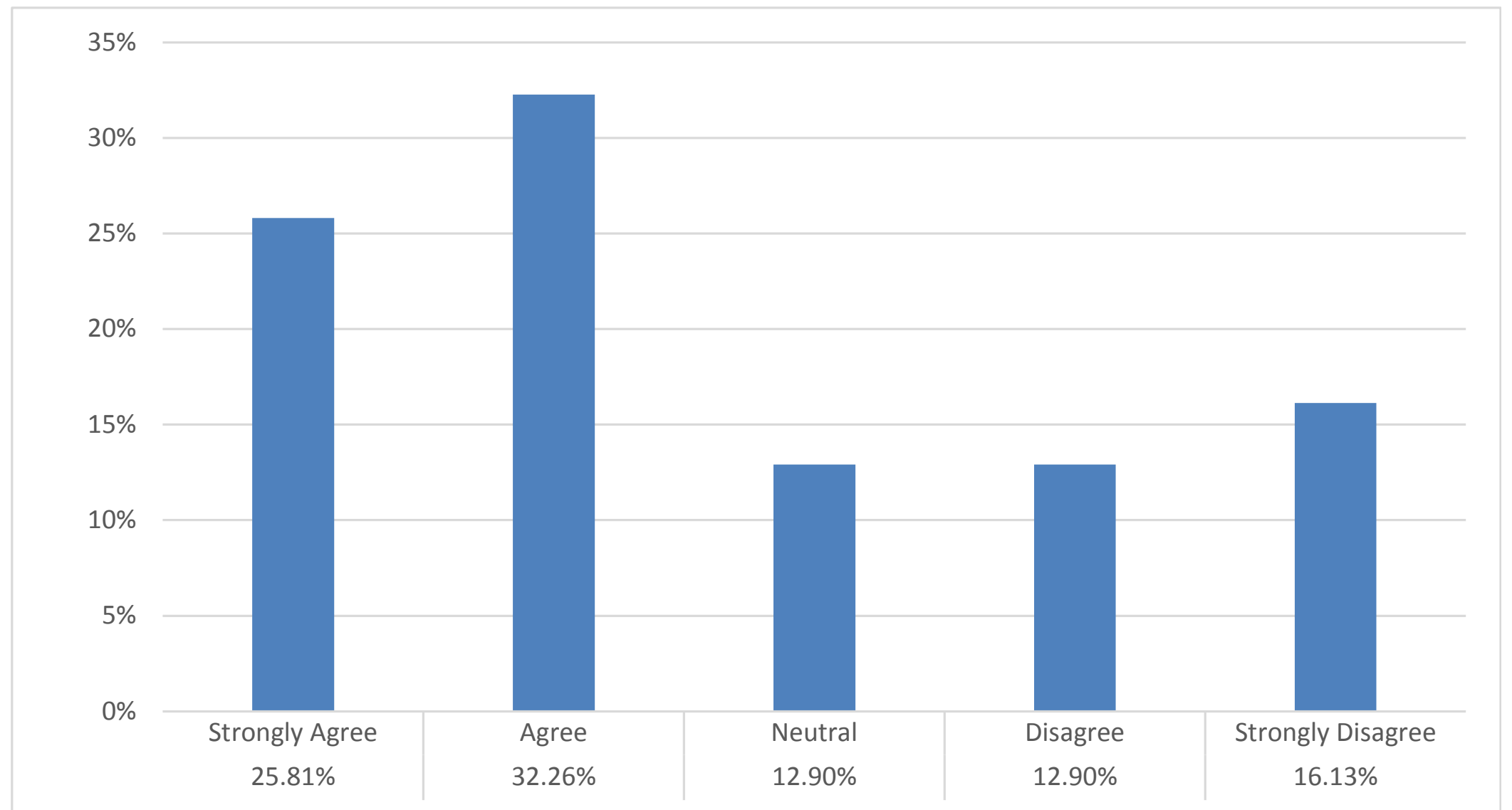




## Do you agree with the Vision Statement?

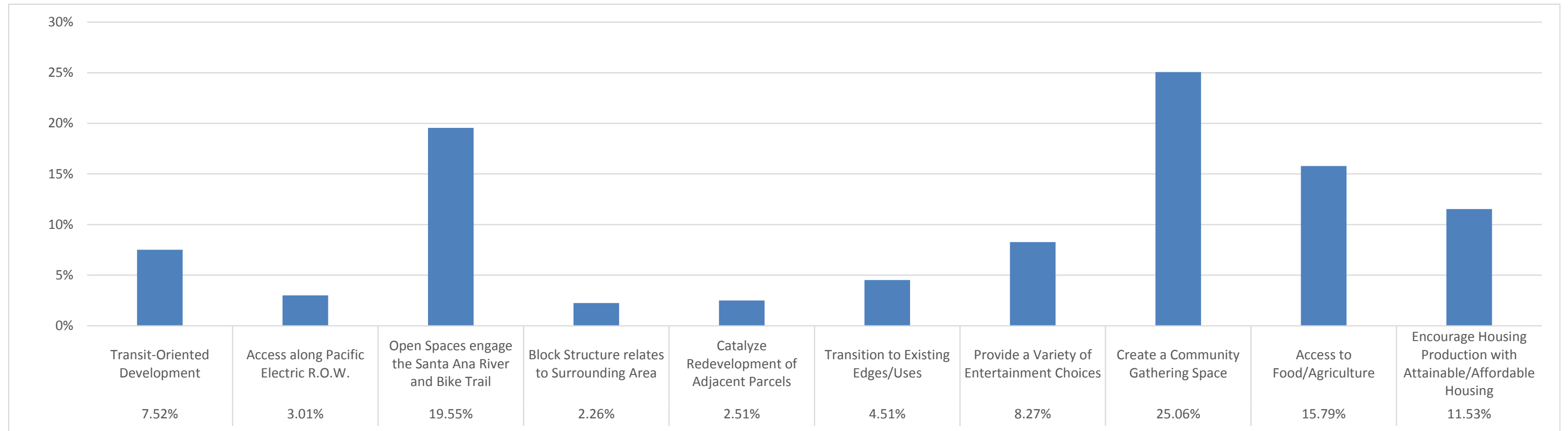
For the future of Willowick, the Cities of Garden Grove and Santa Ana envision a **safe, vibrant, and multi-use destination** for its residents. A new Willowick will **celebrate the history** of the site and provide **memorable, family-oriented, public gathering places** that enrich the quality of the 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



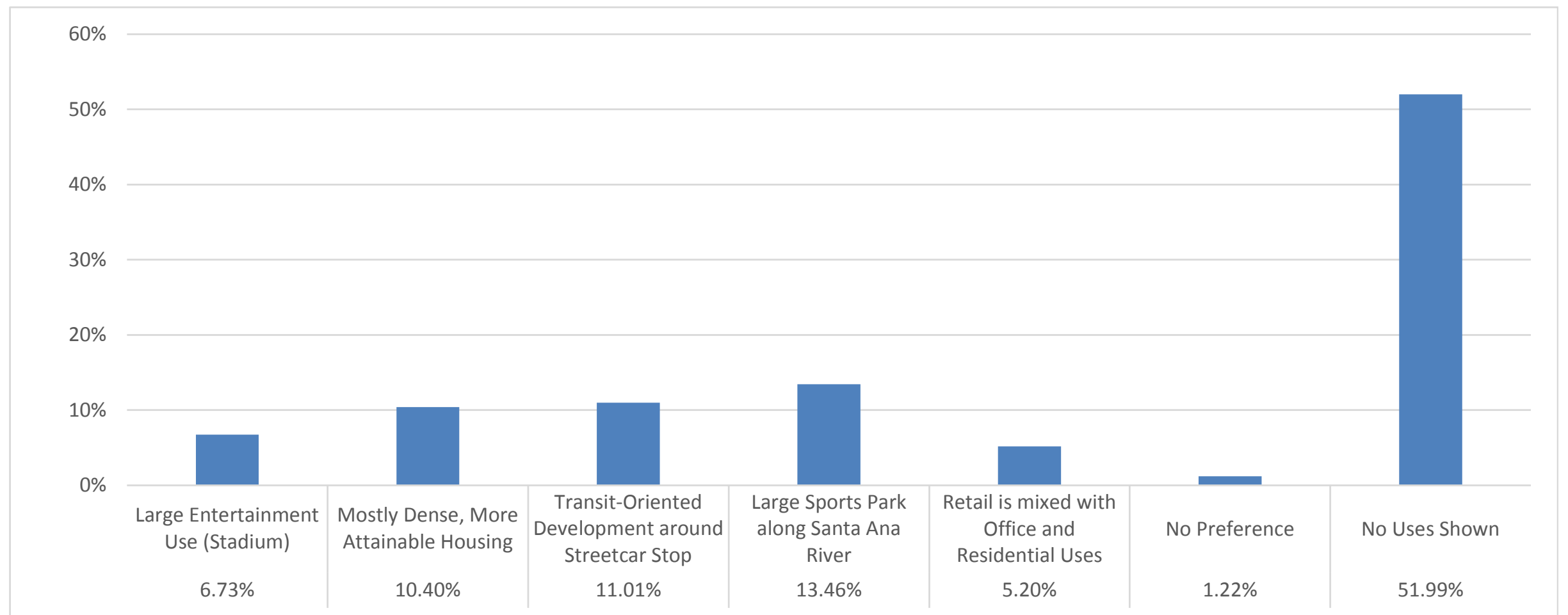
# Rank your top 3 Framework Strategies

- 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



# Which uses do you like in *Willowick Stadium*?

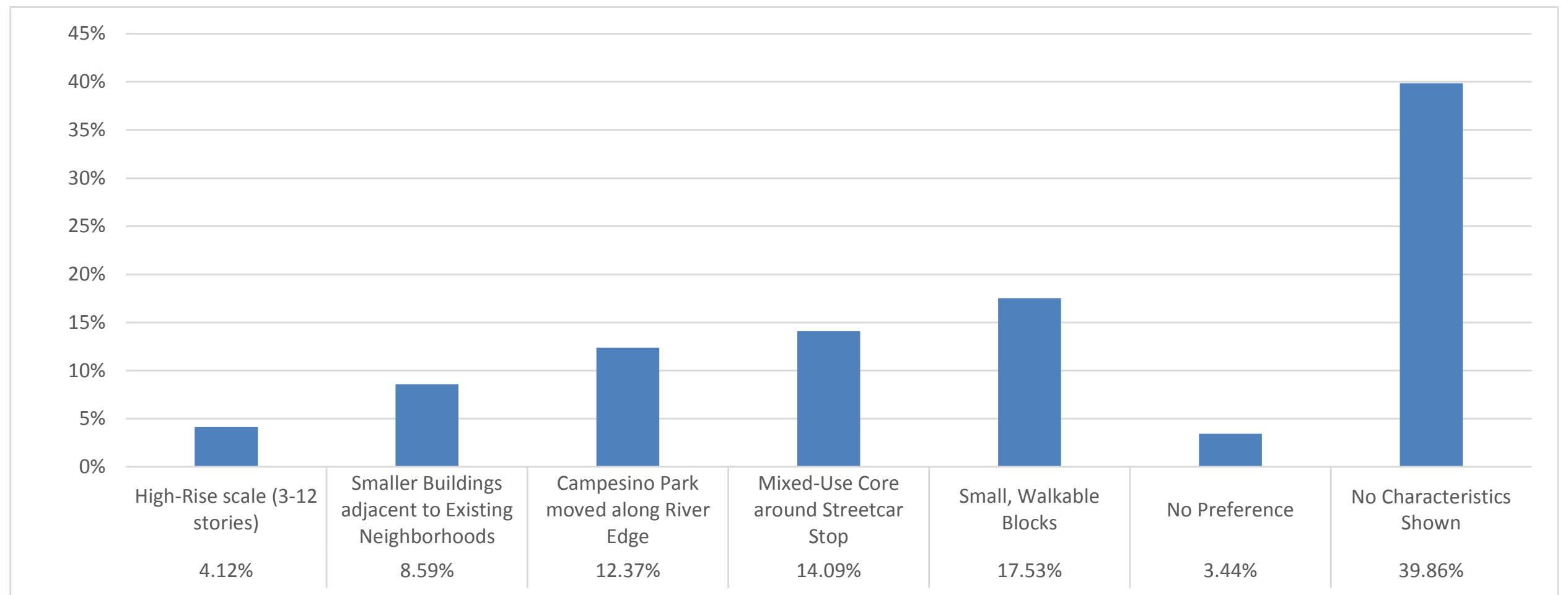
- A. Large Entertainment Use (Stadium)
- B. Mostly Dense, More Attainable Housing
- C. Transit-Oriented Development around Streetcar Stop
- D. Large Sports Park along Santa Ana River
- E. Retail is mixed with Office and Residential uses
  
- F. No Preference
- G. No Uses Shown





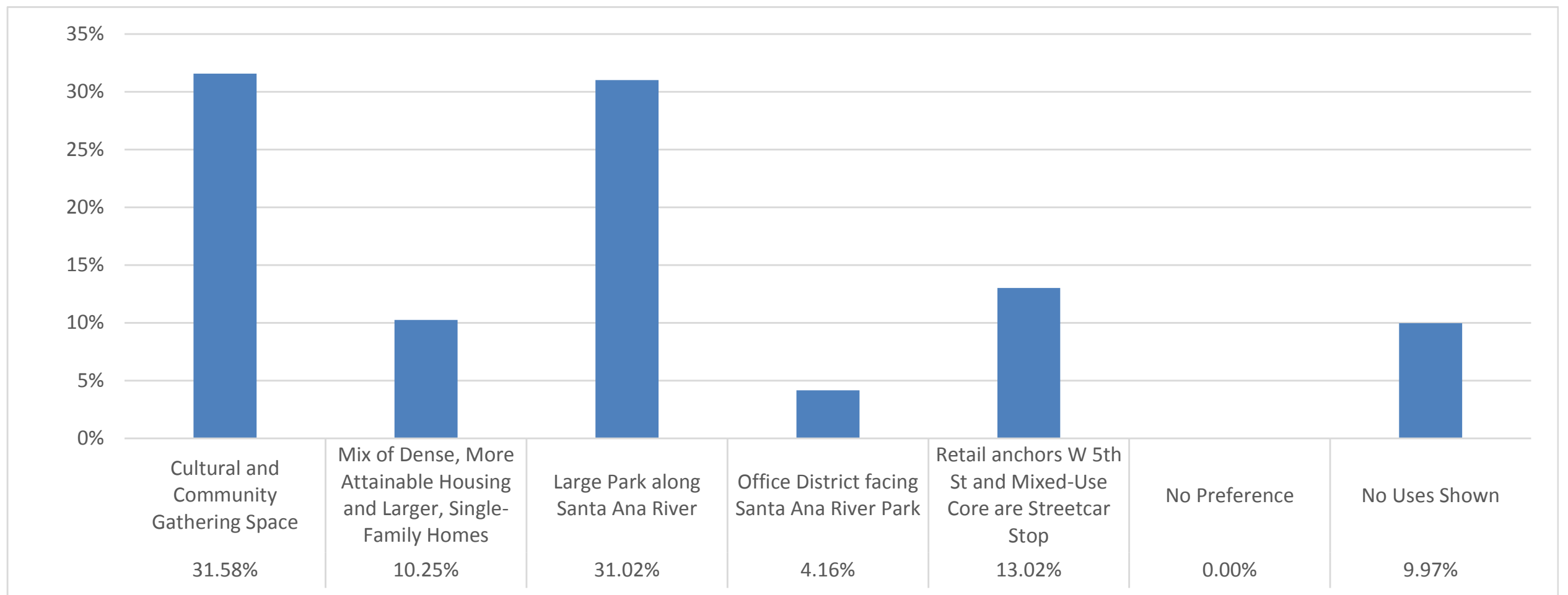
# What characteristics of *Willowick Stadium* do you like?

- 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



# Which uses do you like in Willowick District?

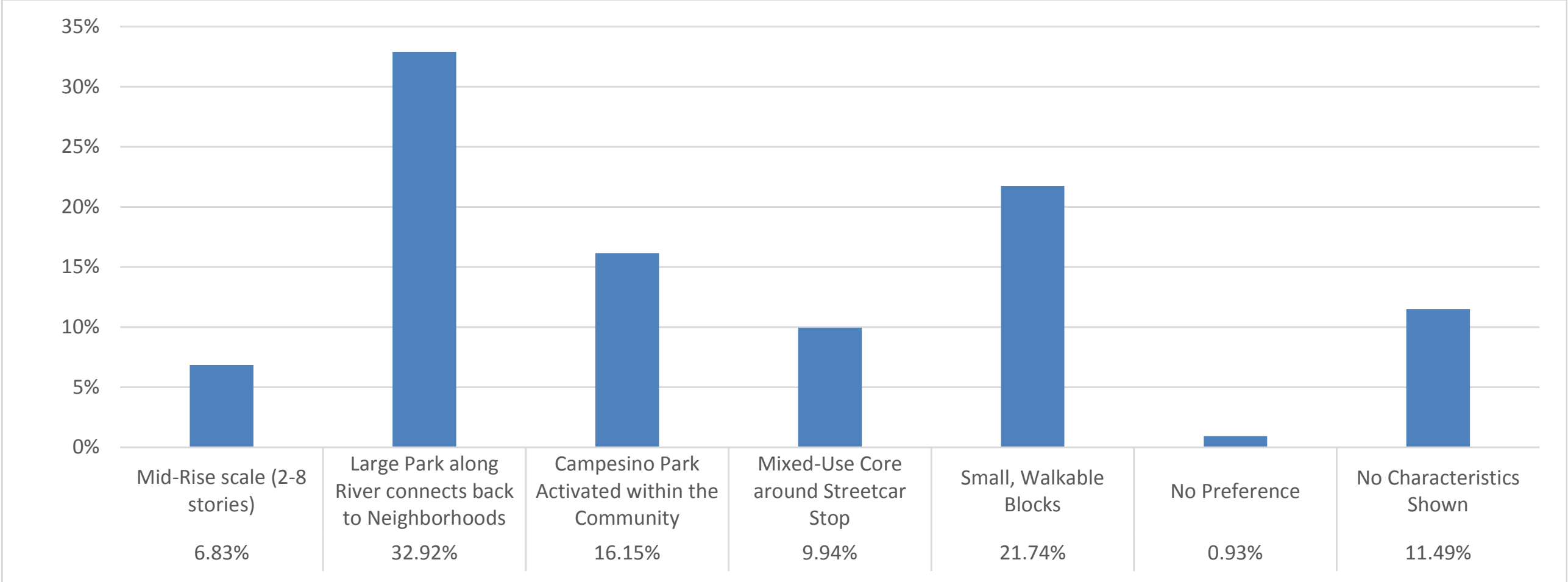
- A. Cultural and Community Gathering Space
- B. Mix of Dense, More Attainable Housing and Larger, Single-Family Homes
- C. Large Park along Santa Ana River
- D. Office District facing Santa Ana River Park
- E. Retail anchors W 5th St. and Mixed-Use Core at Streetcar Stop
- F. No Preference
- G. No Uses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





# What characteristics of Willowick District do you like?

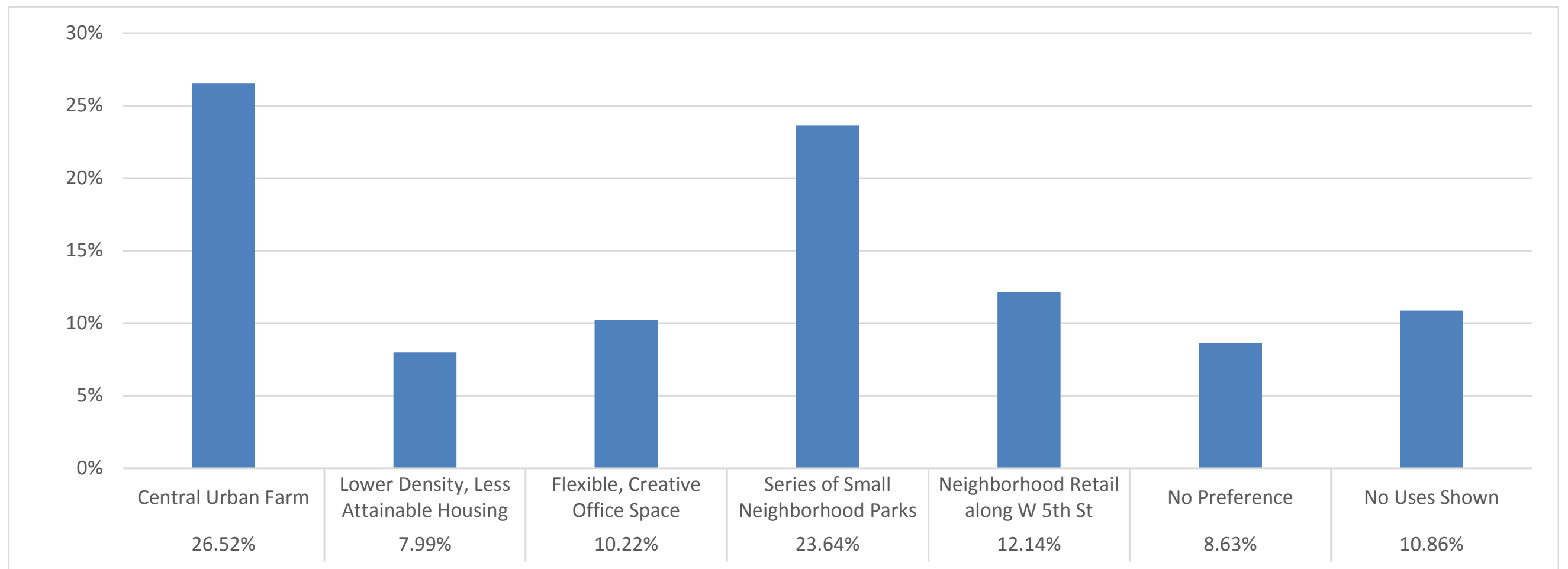
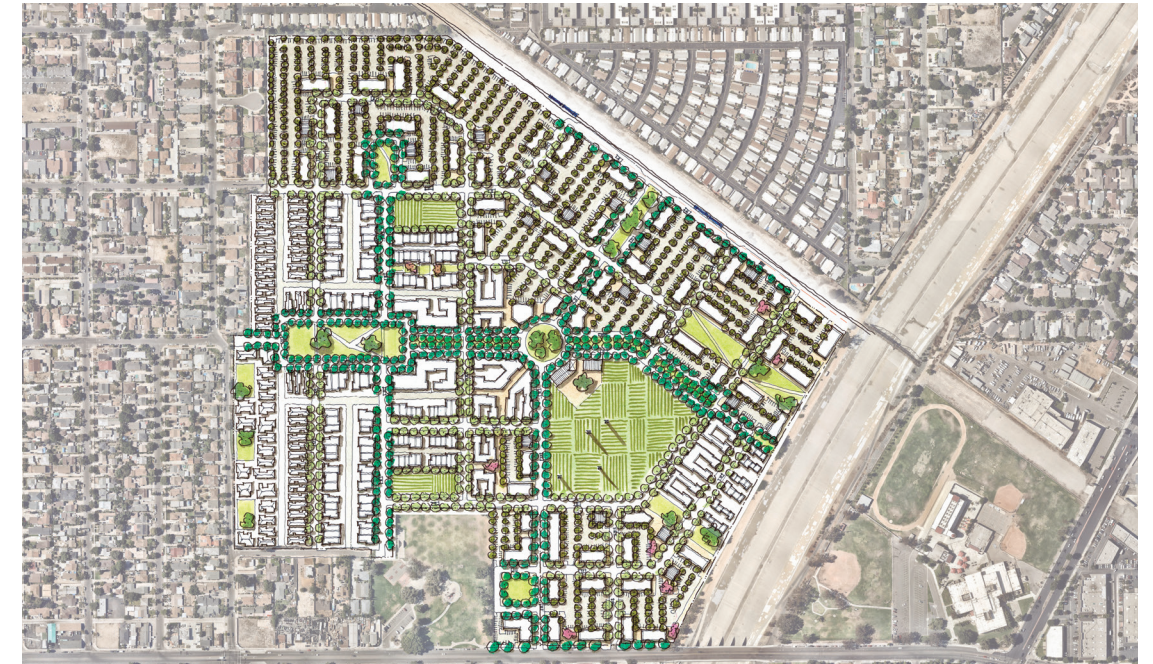
- A. Mid-Rise scale (2-8 stories)
- B. Large Park along River connects back to Neighborhoods
- C. Campesino Park Activated within the Community
- D. Mixed-Use Core around Streetcar Stop
- E. Small, Walkable Blocks
  
- F. No Preference
- G. No Characteristics Shown





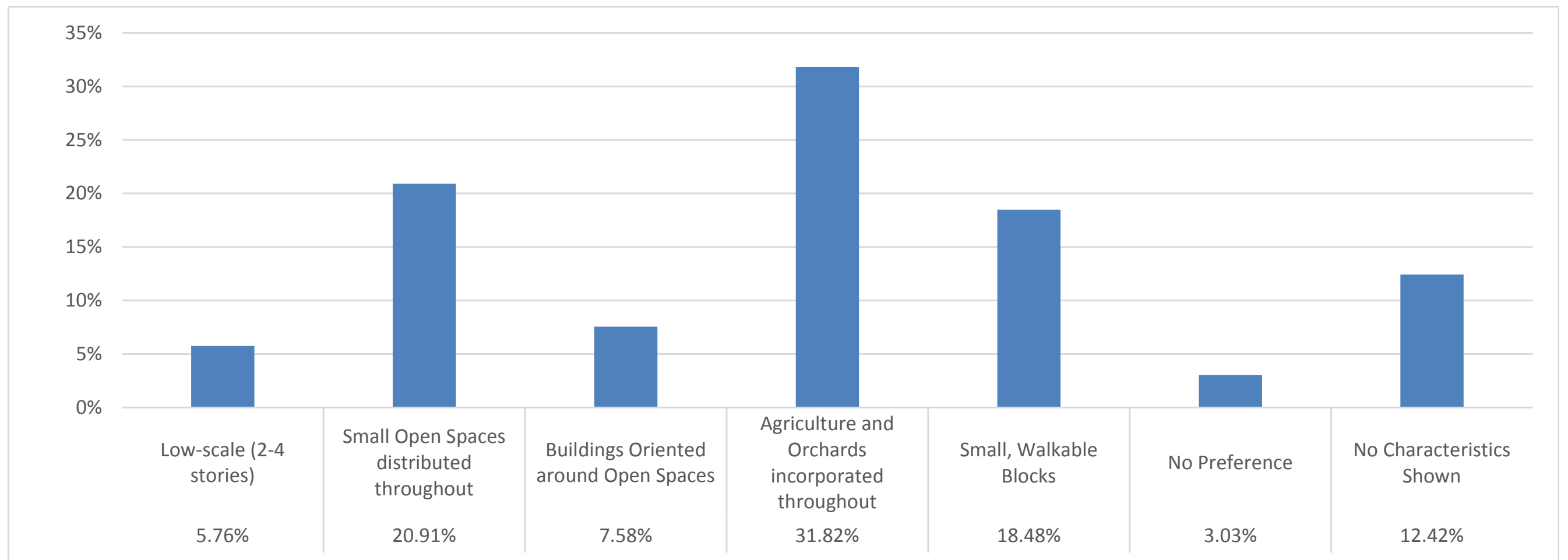
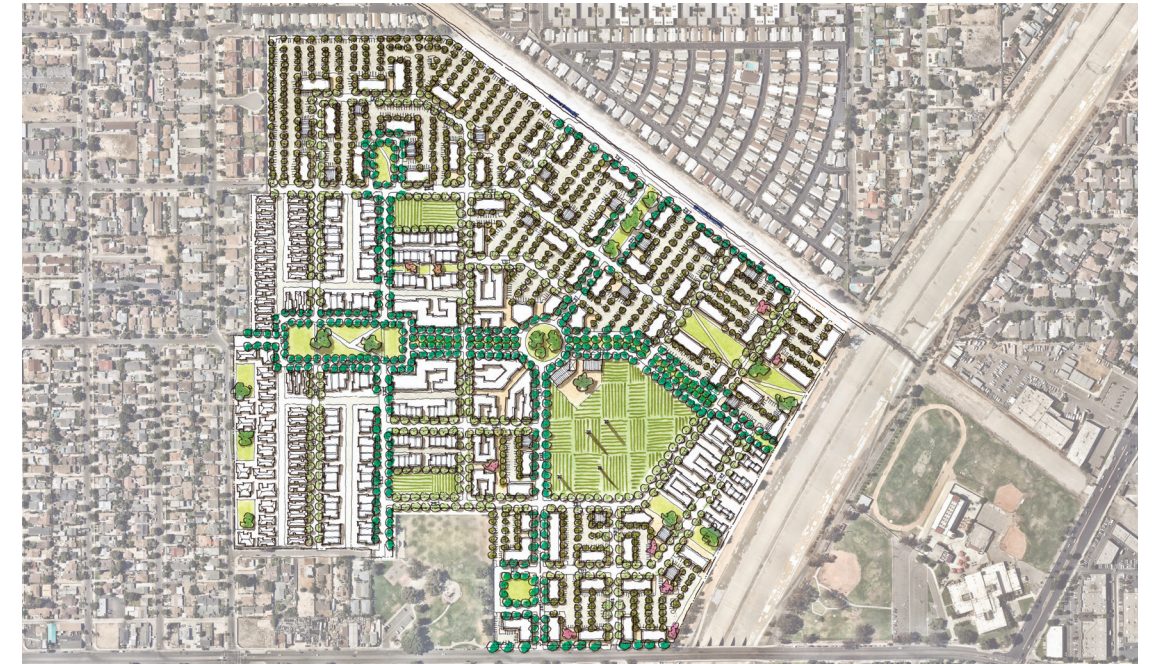
# Which uses do you like in Willowick Tech?

- 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



# What characteristics of *Willowick Tech* do you like?

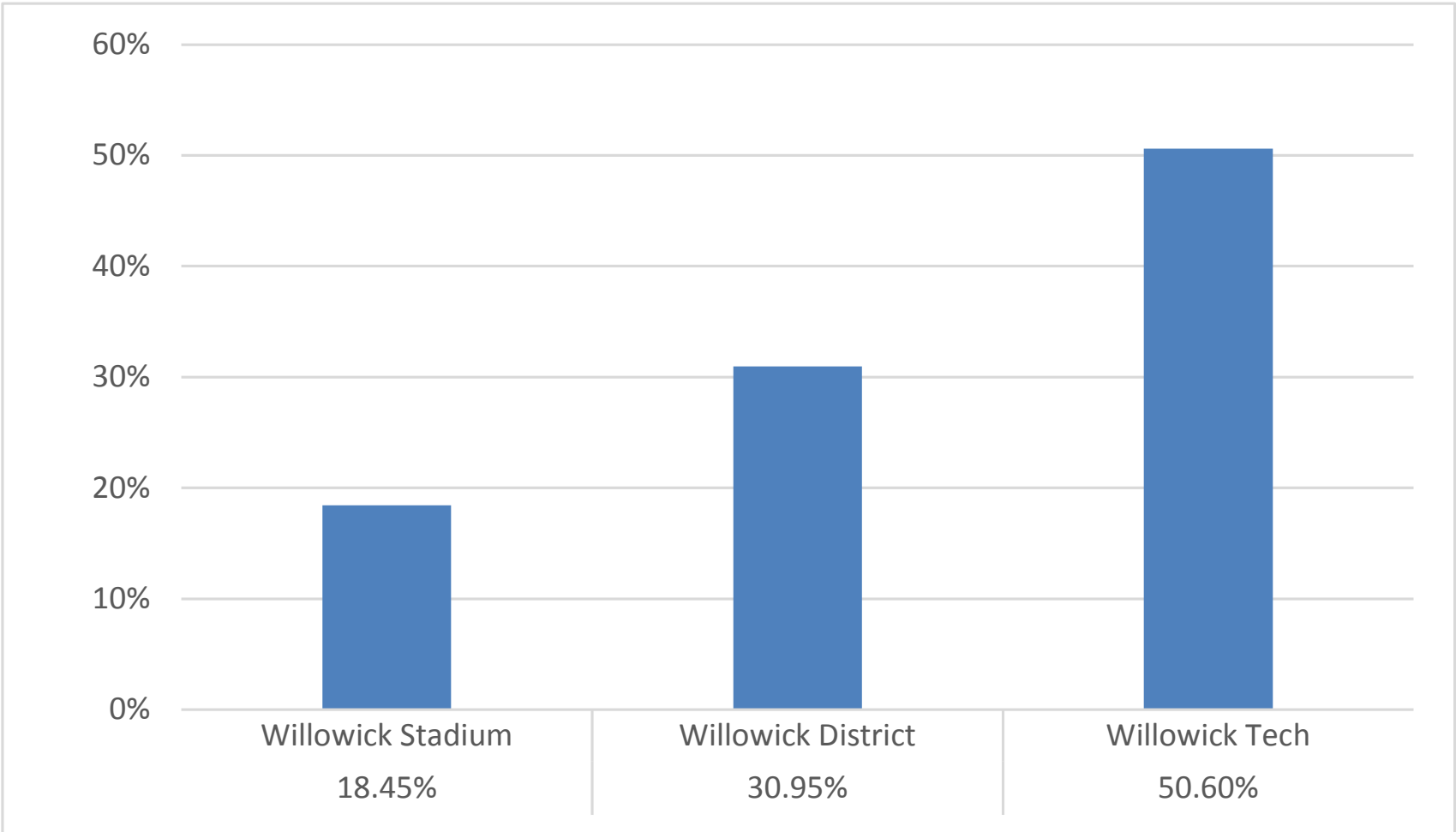
- A. Low-scale (2-4 stories)
- B. Small open spaces distributed throughout
- C. Buildings oriented around open spaces
- D. Agriculture and Orchards incorporated throughout plan
- E. Small, walkable blocks
  
- F. No Preference
- G. No Characteristics Shown





# Rank the Vision Concepts in order of your favorite

- A. Willowick Stadium
- B. Willowick District
- C. Willowick Tech





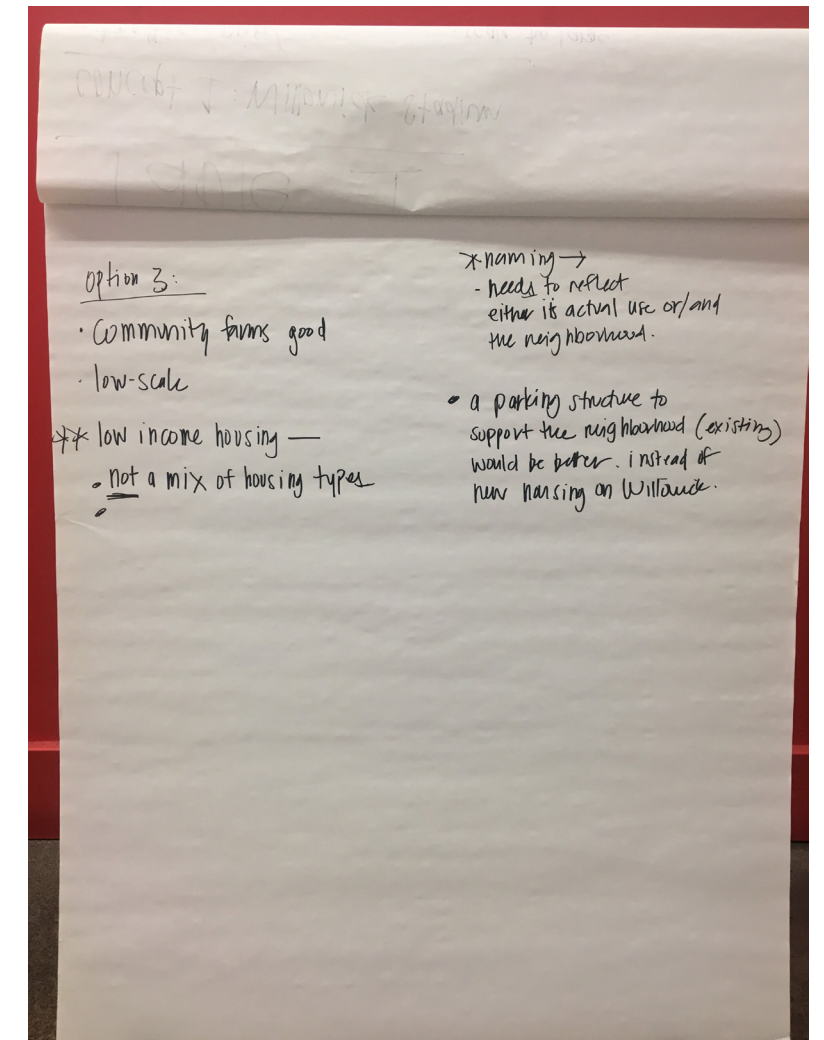
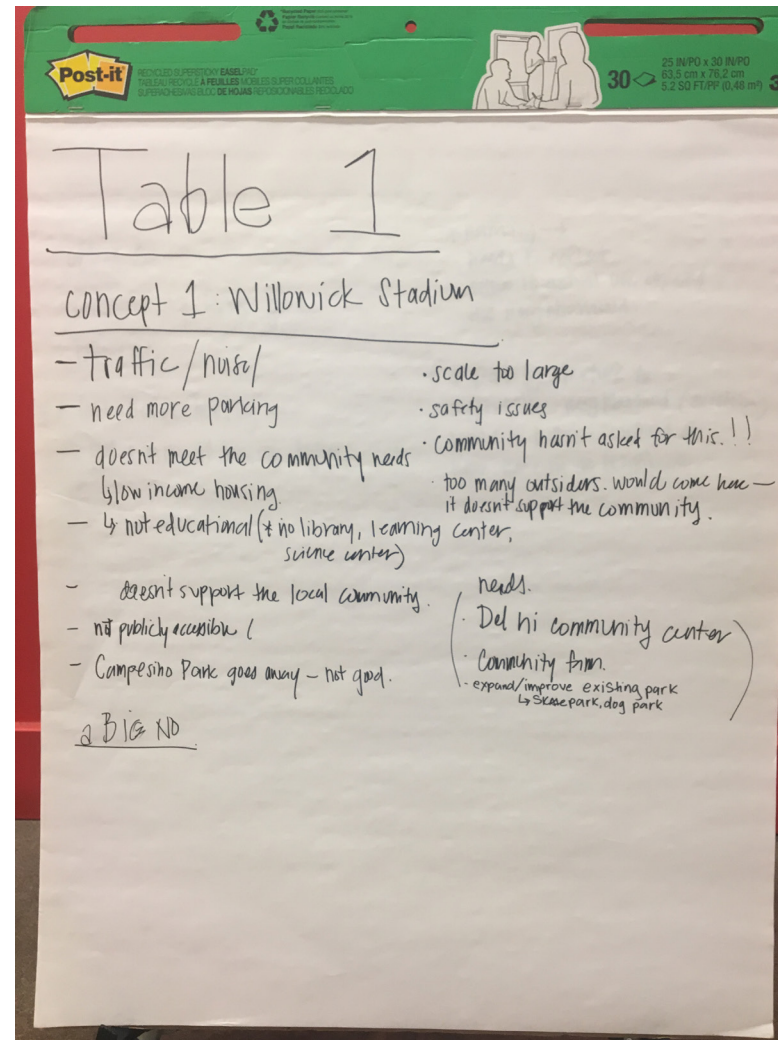
# Table 1

## 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



# Table 2

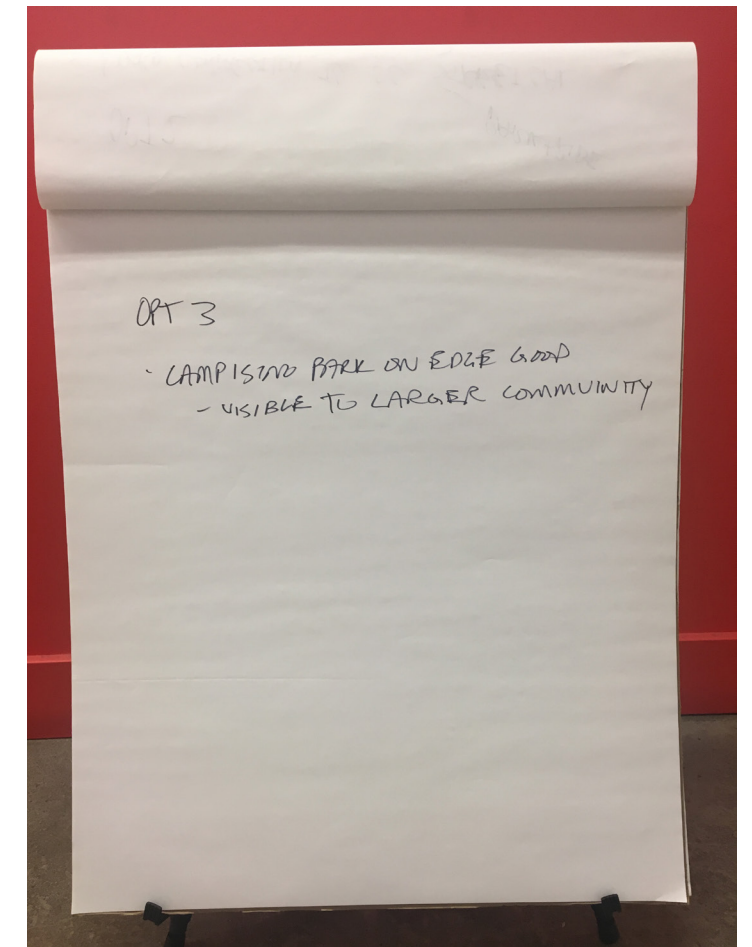
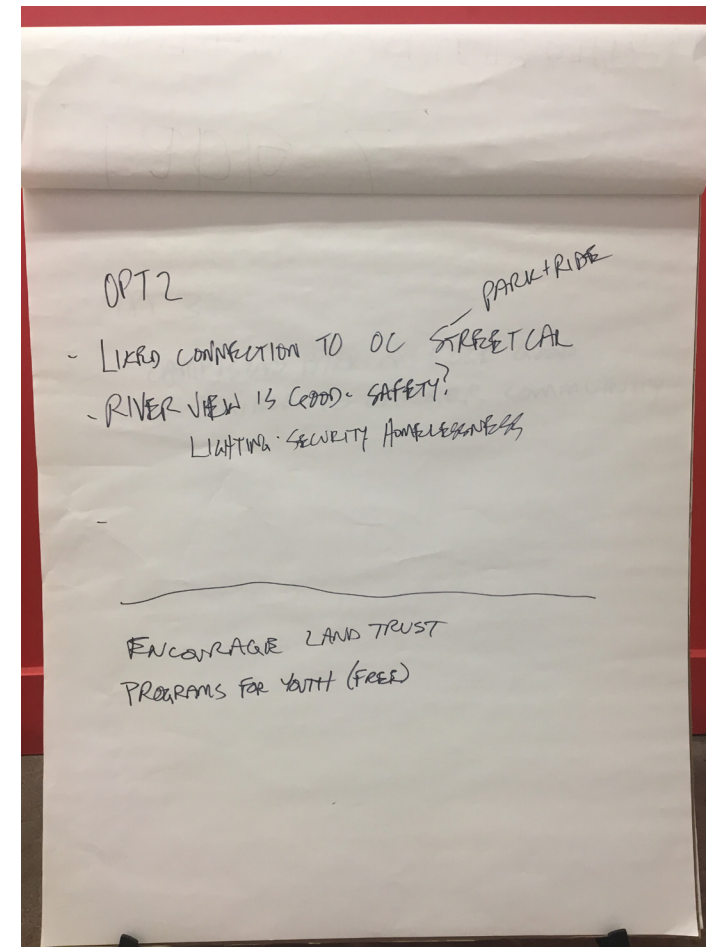
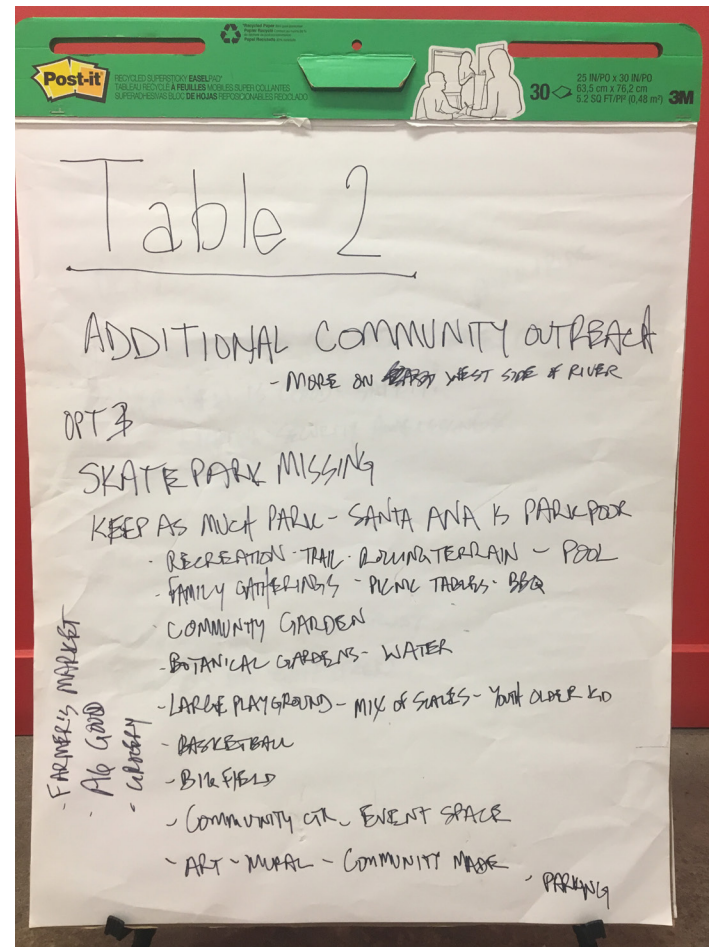
- Additional Community Outreach
  - More on west side of river
- Encourage Land Trust
- Programs for Youth (Free)

## Concept 3: Willowick Tech

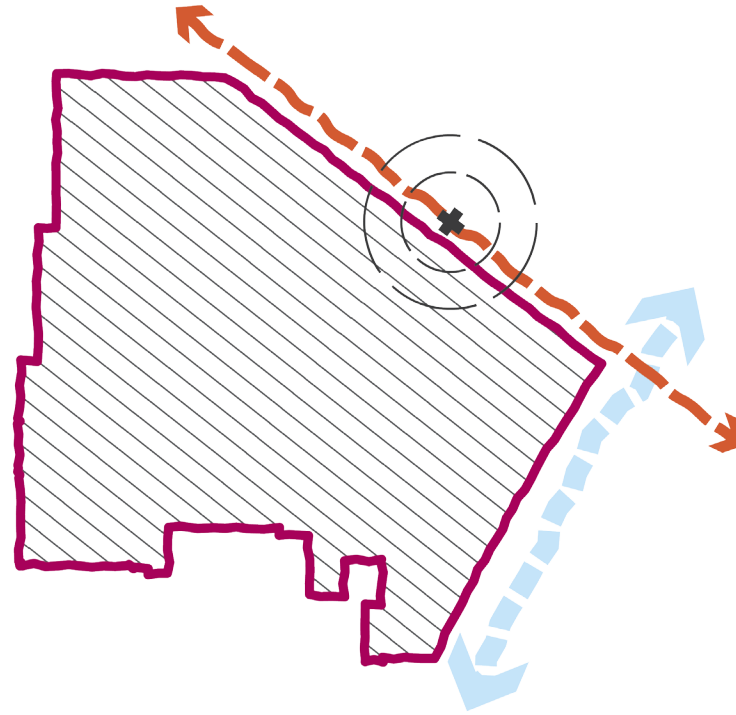
- Skate Park Missing
- Keep as much Park - Santa Ana is Park Poor
  - Recreation, Trail, Rolling Terrain, Pool
  - Family Gatherings - Picnic Tables, BBQ
  - Community Garden
  - Botanical Gardens, Water
  - Large Playground - Mix of Scales
    - Youth Older Kids
  - Basketball
  - Big Field
  - Community 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







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# *Envision Willowick!*

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

**Appendix: Community Polling Tallied Results**



# Community Polling Tallied Results

## Total Participants: 43

Questions with a weighted count were scored as:

- 10 for first choice
- 8 for second choice
- 6 for third choice

### Do you agree with the Community Values? (Multiple Choice)

Responses		
	Percent	Count
Strongly Agree	33.33%	9
Agree	37.04%	10
Neutral	22.22%	6
Disagree	7.41%	2
Strongly Disagree	0.00%	0
<b>Totals</b>	<b>100%</b>	<b>27</b>

Total Respondents: 27

### Rank your top 3 Guiding Principles (Priority Ranking)

Responses		
	Percent	Weighted Count
Celebrate the history of Willowick	15.73%	90
Provide for safety and accessibility	23.43%	134
Create memorable gathering places	24.83%	142
Promote a distinct character of place	21.33%	122
Maintain a flexible framework	14.69%	84
<b>Totals</b>	<b>100%</b>	<b>572</b>

Total Respondents: 25

### Do you agree with the Vision Statement? (Multiple Choice)

Responses		
	Percent	Count
Strongly Agree	25.81%	8
Agree	32.26%	10
Neutral	12.90%	4
Disagree	12.90%	4
Strongly Disagree	16.13%	5
<b>Totals</b>	<b>100%</b>	<b>31</b>

Total Respondents: 31

### Rank your top 3 Framework Strategies (Priority Ranking)

Responses		
	Percent	Weighted Count
Transit-Oriented Development	7.52%	60
Access along Pacific Electric R.O.W.	3.01%	24
Open Spaces engage the Santa Ana River and Bike Trail	19.55%	156
Block Structure relates to Surrounding Area	2.26%	18
Catalyze Redevelopment of Adjacent Parcels	2.51%	20
Transition to Existing Edges/Uses	4.51%	36
Provide a Variety of Entertainment Choices	8.27%	66
Create a Community Gathering Space	25.06%	200
Access to Food/Agriculture	15.79%	126
Encourage Housing Production with Attainable/Affordable Housing	11.53%	92
<b>Totals</b>	<b>100%</b>	<b>798</b>

Total Respondents: 37

### Which uses do you like in Willowick Stadium? Rank your top 3 (Priority Ranking)

Responses		
	Percent	Weighted Count
Large Entertainment Use (Stadium)	6.73%	44
Mostly Dense, More Attainable Housing	10.40%	68
Transit-Oriented Development around Streetcar Stop	11.01%	72
Large Sports Park along Santa Ana River	13.46%	88
Retail is mixed with Office and Residential Uses	5.20%	34
No Preference	1.22%	8
No Uses Shown	51.99%	340
<b>Totals</b>	<b>100%</b>	<b>654</b>

Total Respondents: 37

### What characteristics of Willowick Stadium do you like? Rank your top 3 (Priority Ranking)

Responses		
	Percent	Weighted Count
High-Rise scale (3-12 stories)	4.12%	24
Smaller Buildings adjacent to Existing Neighborhoods	8.59%	50
Campesino Park moved along River Edge	12.37%	72
Mixed-Use Core around Streetcar Stop	14.09%	82
Small, Walkable Blocks	17.53%	102
No Preference	3.44%	20
No Characteristics Shown	39.86%	232
<b>Totals</b>	<b>100%</b>	<b>582</b>

Total Respondents: 30

# Community Polling Tallied Results

Which uses do you like in Willowick District? Rank your top 3 (Priority Ranking)

Responses		
	Percent	Weighted Count
Cultural and Community Gathering Space	31.58%	228
Mix of Dense, More Attainable Housing and Larger, Single-Family Homes	10.25%	74
Large Park along Santa Ana River	31.02%	224
Office District facing Santa Ana River Park	4.16%	30
Retail anchors W 5th St and Mixed-Use Core are Streetcar Stop	13.02%	94
No Preference	0.00%	0
No Uses Shown	9.97%	72
<b>Totals</b>	<b>100%</b>	<b>722</b>

Total Respondents: 37

What characteristics of Willowick Tech do you like? Rank your top 3 (Priority Ranking)

Responses		
	Percent	Weighted Count
Low-scale (2-4 stories)	5.76%	38
Small Open Spaces distributed throughout	20.91%	138
Buildings Oriented around Open Spaces	7.58%	50
Agriculture and Orchards incorporated throughout	31.82%	210
Small, Walkable Blocks	18.48%	122
No Preference	3.03%	20
No Characteristics Shown	12.42%	82
<b>Totals</b>	<b>100%</b>	<b>660</b>

Total Respondents: 32

What characteristics of Willowick District do you like? Rank your top 3 (Priority Ranking)

Responses		
	Percent	Weighted Count
Mid-Rise scale (2-8 stories)	6.83%	44
Large Park along River connects back to Neighborhoods	32.92%	212
Campesino Park Activated within the Community	16.15%	104
Mixed-Use Core around Streetcar Stop	9.94%	64
Small, Walkable Blocks	21.74%	140
No Preference	0.93%	6
No Characteristics Shown	11.49%	74
<b>Totals</b>	<b>100%</b>	<b>644</b>

Total Respondents: 32

Rank the Vision Concepts in order of your favorite (Priority Ranking)

Responses		
	Percent	Weighted Count
Willowick Stadium	18.45%	62
Willowick District	30.95%	104
Willowick Tech	50.60%	170
<b>Totals</b>	<b>100%</b>	<b>336</b>

Total Respondents: 23

Which Uses do you like in Willowick Tech? Rank your top 3 (Priority Ranking)

Responses		
	Percent	Weighted Count
Central Urban Farm	26.52%	166
Lower Density, Less Attainable Housing	7.99%	50
Flexible, Creative Office Space	10.22%	64
Series of Small Neighborhood Parks	23.64%	148
Neighborhood Retail along W 5th St	12.14%	76
No Preference	8.63%	54
No Uses Shown	10.86%	68
<b>Totals</b>	<b>100%</b>	<b>626</b>

Total Respondents: 32