



## CHAPTER 3

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### COMMUNITY DESIGN ELEMENT

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### 3.1 INTRODUCTION

Community identity is the visual image of the community that is held in the minds of residents and visitors. The many visual images that people associate with the community, include the City's physical form, districts and gathering areas, landmarks, street corridors, buildings, signs, and other similar physical features.



A City has a clear physical identity when people readily perceive the community in images that differentiate it from surrounding communities. This is particularly important in an urbanized region where communities run together with minimal distinguishing characteristics. Community design is the collective experience of the shapes, forms, and spaces that make up Garden Grove's built environment and form its identity. It is created by many factors, including the physical setting, roadway corridors, existing neighborhoods, public spaces, and industrial and commercial development. The scale of community design, therefore, encompasses groups of related elements rather than individual buildings.

This element aims to recognize and enhance design opportunities throughout Garden Grove that will improve the livability of the community through physical design considerations in public areas and encourage quality new development through appropriate development policies. The Community Design Element of the General Plan is intended to build upon existing unique community characteristics and enhance efforts to differentiate Garden Grove as a unique place to live, work, play, and visit. The Community Design Element establishes goals, policies, and implementation programs that address the following topics:

- Community Image and Neighborhood Identity
- Entries
- Wayfinding and Signage
- Paths and Corridors
- Landmarks
- Public Art
- Districts and Gathering Places



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## 3.2 AUTHORITY FOR THE ELEMENT

The Community Design Element is not a State-mandated element of the General Plan. Authority for the Community Design Element is found in Section 65303 of the State Government Code, which allows cities and counties to add optional elements. Once adopted, this element becomes an integrated part of the General Plan, with the same authority and must be consistent with the other elements of the plan.

## 3.3 KEY THEMES AND VISION FOR GENERAL PLAN

### COMMUNITY IMAGE AND NEIGHBORHOOD IDENTITY

The City of Garden Grove was founded on the mining and agricultural industry; it has evolved from being characterized by rows of farmland and ranch style homes, to commercial centers, condominiums, and a growing urban skyline, with everything in between. The City's evolution of building form has also been influenced by Korean and Vietnamese culture. Creating harmony between the variety of development styles and cultural influences poses challenges, but also provides a unique opportunity to build upon positive elements throughout the community to create a sense of place distinct to Garden Grove.

### RESIDENTIAL NEIGHBORHOODS

Residential neighborhoods in Garden Grove are generally located off main corridors in the northern and southern portion of Garden Grove. Additionally, the area west of Knott Street is primarily residential. A few homes remain from Garden Grove's earliest days, these homes reflect a unique and timeless architectural style that may be used as examples for new development to enhance the hometown feel within newer neighborhoods.

The majority of homes in Garden Grove are from the 1940s to 1950s and are reminiscent of the wartime tract architectural style; characterized as small one-story buildings set on a concrete perimeter foundation with a pitched roof. Homes from the 1950s and 1960s were primarily built in the California Ranch architectural style, characterized by its one-story, pitched-roof construction, wood or brick exterior walls, sliding and picture windows, and sliding doors leading to patios. Over time, these single-family homes have been remodeled, increasing their size and creating a larger variety of façade treatments that disrupt the consistency of the established neighborhoods. Landscaping in these areas is generally mature and extends out to the back of the curb face. In some neighborhoods, large lawns and deep setbacks create a more rural feel in an otherwise urban environment.

Garden Grove's multi-family residences typically include one- or two-story buildings set back from the street. The most successful multi-family neighborhoods in the City are those that are



*Older style homes create a “hometown feel” in residential neighborhoods*



*Wartime Tract Single-Family Home*

designed at a pedestrian scale: include deep roof overhangs; create visual interest through good architectural detail: and locate parking in the back of the development. Most recently landscaping and private outdoor space in the multi-family neighborhoods offer more extensive vegetation which reduce urban temperatures and creates a pleasant natural environment for residents.



*Multi-family can be designed to fit into existing residential neighborhoods and maintain “hometown” feel.*



*Existing Multi-family Residential in Garden Grove*



## COMMERCIAL

Commercial development is focused along primary corridors and at the major intersections of the City's secondary corridors. The City's vision is to move away from the old style of strip commercial development that is dominated by parking and automobiles to a pedestrian friendly, attractive, and diverse commercial/mixed-use development type with well-designed rear parking. This more urban commercial/mixed-use style of development would encourage both local and regional commerce, while also enhancing the City's image. Commercial areas should work in harmony with adjacent residential uses by maintaining a pedestrian scale and consistent architectural styles, providing appealing access, well designed landscaping, and pedestrian amenities that foster interaction.

Main Street, located off Euclid Street offers a unique sense of place within the heart of Garden Grove. Residents and visitors identify with this area, and its contribution in the community is of profound value. Main Street's architecture styles and scale, street trees decorative paving, walkability, and friendly atmosphere may create a unique experience and can provide design inspiration for other areas of the City.



*Human scale, a broken façade with mixed materials, and rear parking makes this shopping center more appealing for the pedestrian.*



*Building form and architectural style along Main Street creates a unique sense of place.*

Two other key commercial areas, the Korean Business District along Garden Grove Boulevard and the extension of “Little Saigon” from the City of Westminster, offer unique cultural and shopping experiences. These two areas provide an opportunity to emphasize a strong cultural, architectural, and landscape statement for the City, catering to the pedestrian in both the scale and visual appeal, while also celebrating the diversity of the community.

## INDUSTRIAL

Industrial development in the City is concentrated east of Knott Avenue, but is also found in other areas of the City. Architecture associated with industrial uses varies noticeably, from single story flat roof structures, to tilt-up concrete buildings with modest window treatments. The best examples of industrial building design in Garden Grove locate the building near the street in a manner that strengthens the pedestrian experience, provide strong architectural detailing, and include landscaping that softens the façade and breaks up parking areas, loading docks, and storage lots.



*Well designed live/work units in light industrial and office areas create a unique place in a city.*

As Garden Grove looks to the future and nears its build-out potential, the City must encourage a high level of design in both private and public development and redevelopment projects. Through more visually distinct gateways, public and private signage, and architectural style, the City can establish an even stronger sense of identity through its industrial development.

## ENTRIES

As shown in *Exhibit CD-1, Corridors, Entries, and Landmarks*, primary entries into the City are from the Garden Grove Freeway and major corridors at City boundaries. Secondary entries are more local, entries into the City. Special district entries are smaller entries denoting a transition into these unique areas within Garden Grove.



*Existing Entry Monument*

## WAYFINDING AND SIGNAGE

Cities and towns are complex environments; they are often confusing to a first time visitor or even long-time residents. Yet, views from the road often form our first and most lasting view of a community. A wayfinding system does more than simply create informational and directional signs; they provide the following:

- Welcome
- A sense of place
- Communicate quickly and effectively
- Are attractive and well-made



*Existing Wayfinding Signage*

- Increase visitor retention
- A safe, consistent experience

Garden Grove has incorporated a wayfinding program that includes entry monuments, district monuments, and wayfinding signage at key locations throughout the City. To enhance the sense of arrival, the City should continue to incorporate strong wayfinding and entry treatments throughout the City.

Primary entries should incorporate trees specific or characteristic of the district corridor or area, major City of Garden Grove monuments, and sconces (could use a design similar to those found in the Village Green Clock Tower). Secondary entries should have similar treatment, but at a smaller scale. Wayfinding signage and district entries should also be enhanced to provide similar treatments.

In addition to the wayfinding signage in the public right-of-way, the City should also encourage the use of attractive and appropriate signage in commercial and residential areas of the City.



**Unique Entry Signage that Complements the Residential Development**



**Example of a Primary Entry at Harbor Boulevard off ramp: accent paving of crosswalks, large corner setbacks with low planting, low brick wall behind.**

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## **PATHS AND CORRIDORS**

Paths and corridors are methods of movement within a community that include walkways, streets, transit lines, and highways. There are four types of paths – primary corridors, secondary corridors, collectors, and alleys – found within Garden Grove; refer to [Exhibit CD-1](#) for locations. A well-designed community network gives equal weight to all modes of transit; in Garden Grove this includes automobiles, pedestrians, and bicycles.

### **PRIMARY CORRIDORS**

Primary corridors serve as both the highest traveled vehicular routes, as well as the highest level of pedestrian use. With this in mind, primary corridors are the most visible and highest priority for streetscape enhancements. Although each of the primary corridors may differ in specific streetscape elements, each corridor itself should have a continuous and cohesive treatment for its entire length. Primary corridors within Garden Grove include:

- Valley View Street
- Brookhurst Street;
- Chapman Avenue;
- Euclid Street;
- Harbor Boulevard and,
- Garden Grove Boulevard.



*Median Treatment*

The renovation of the City's primary corridors will need to be innovative, thoughtful, and site-specific given the existing conditions. Past street widenings and haphazard development over time have created an inconsistent and impacted streetscape. New streetscape treatments should include wide sidewalks and substantial naturalistic landscaping that includes canopy trees. Sidewalks should be further enhanced with paving patterns (used effectively on Harbor Boulevard). To create pathways that are truly pedestrian-friendly streets should be planted with double rows of canopy trees with the pedestrian zone between the rows of trees (a design element for an urban trail). Low growing evergreen shrub massing in street-adjacent wells and property-adjacent setbacks will unify the pedestrian zone. Widened pockets of sidewalk can occur at various locations (setback side) to accommodate pedestrian amenities such as benches, seat walls, trash receptacles, etc.

Medians along primary corridors should incorporate the same types of trees to be consistent with the sidewalk plantings and employ a continuous and tightly spaced pattern. Groundcovers and accent shrub massing should be low growing, low maintenance, and with little or no water requirements once established. Although typical high-level cobra-head style lighting may still be required for the high level of traffic, secondary thematic, pedestrian level lighting should be considered within or oriented toward the sidewalk area.

### **SECONDARY CORRIDORS**

The secondary corridors within Garden Grove, in many cases carry as much traffic as the primary corridors; however, they tend to have less intensive commercial uses and are less pedestrian oriented than the primary corridors. These streets still require a consistent and high level of streetscape enhancements. While each of the secondary corridors has varying right-of-way widths and varying adjacent land uses, each should have its own consistent, continuous streetscape for its entire length of within distinct neighborhoods.

Generally, sidewalks within the secondary corridors have enough width to allow for street-adjacent trees in cutout tree wells, wide pedestrian concrete walkways, and landscaped setbacks on the property side of the sidewalk. Landscaped setbacks should have enough room for a continuous planting of low groundcover or shrub mass, as well as a second row of trees. In addition, bus shelters should be provided for in expanded rights-of-way behind the sidewalks. Block or masonry walls, which are discouraged along sidewalk edges, must be setback far enough for landscape screening.

Medians should be provided to the maximum extent possible. Median treatments will include formal and informal groupings of trees that match or compliment the street trees within the sidewalk areas, and low growing, low maintenance, low water usage, shrub massing or groundcover. Median noses and occasional sections of medians can be treated with enhanced concrete pattern and/or permeable rock and aggregate accent material.



***Wide Pedestrian Sidewalk, Tree Wells, and Landscaped Setback provided on Existing Corridor.***

### **COLLECTOR AND RESIDENTIAL STREETS**

Residents value the older neighborhoods in Garden Grove, and do not wish to see the streetscapes altered significantly. In these areas, it would be appropriate to leave the streetscape consistent with the existing theme of the neighborhood. In other residential neighborhoods, which need revitalization or lack any consistent street tree plantings and cohesive streetscape pattern, enhancements and consistency will improve the area and foster heightened pedestrian activity.



***Maintain Consistent Character of Residential Neighborhood.***



***4 – 6 Foot Sidewalk with Parkway Creates a Safe and Appealing Streetscape.***

Preferred streetscape elements on these typically residential streets would be a traditional four-foot wide sidewalk separated from the street with a four- to six-foot wide parkway. Sidewalks should either be continuously parallel to the street or meander from side to side, depending on the neighborhood character. Street trees should be planted within the parkway areas, with ground cover and shrubs filling in underneath.

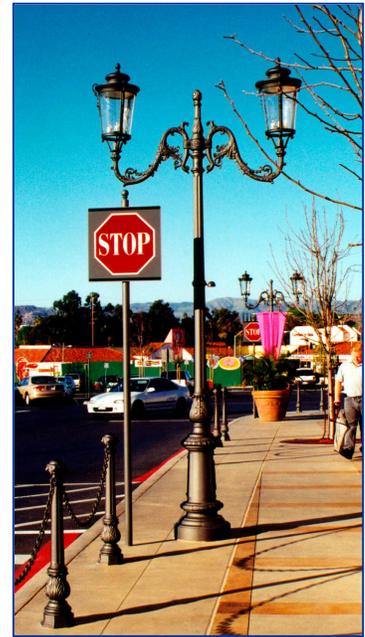
In addition, street lighting should also reflect the smaller scale and traditional character of the residential neighborhood by replacing the standard cobra-head style with a smaller pedestrian scaled thematic streetlights.

## ALLEYS

Alleys occur throughout the City in all land use zones and act as an important element of both circulation and infrastructure, as well as potential areas for neighborhood socialization. Most alleys are primarily serving vehicular access, however they can provide pedestrian linkages as well. While maintenance and safety are top priority, visual enhancement of rear properties, special accent paving at entries, pedestrian level lighting, and landscaping where feasible should be encouraged.



*Street Lighting with Pedestrian Scale Theme*



## LANDMARKS

Landmarks are unique structural or natural features in a community. They are typically visible from a distance and often used as a reference point. They evoke feelings of familiarity with a particular area and help in establishing identity. The following four landmarks are important to the community and contribute towards Garden Grove's identity; refer to [Exhibit CD-1](#).

- **Clock Tower:** Located in the Village Green Park, this structure serves as an entrance monument at the north end of the Civic Center.
- **Hyatt Hotel (Plaza Alicante):** This 17-story hotel is connected to a 10-story office building converted into additional hotel rooms by a 160-foot glass atrium. The building is located at the north end of Harbor Boulevard.
- **Crystal Cathedral:** The City's most prominent landmark. The 236-foot steeple of highly polished stainless steel prisms is visible from nearby freeways and adjacent cities.
- **Stanley Ranch Museum and Heritage Park:** The Stanley Ranch house, and general store are notably visible along Euclid Street with a water tank and windmill on the grounds.
- **Main Street:** Main Street, located off Euclid Street, is an old-time pedestrian shopping street that has maintained its character and "hometown" feel.



*Clock Tower in the Village Green*



*Hyatt Hotel (Plaza Alicante)*



*Crystal Cathedral*



*Above: Main Street*

*Left: Stanley Ranch Museum and Heritage Park.*

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## **PUBLIC ART**

The term public art usually refers to works of art in any media that has been planned and executed within the public domain, usually outside and accessible to all. Public art includes statues and murals that are visible from public spaces and streets. Currently, the primary location of public art within the City of Garden Grove is within the Civic Center.

Opportunities for additional pieces of public art should be considered. Most aspects of the built environment can be seen as candidates for consideration as, or location for, public art, including, street furniture, lighting, etc. Public art is not confined to physical objects - dance, procession, street theatre and even poetry have proponents that specialize in public art.



*Existing Public Art in Garden Grove*



*Public Art can be Provided in a Variety of Ways*

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## DISTRICTS AND GATHERING PLACES

A “district” is defined as a geographic area that has common distinguishing characteristics and/or functions. It is identifiable as a place that is distinct from other areas of the community. Distinguishing features may include building type, the types of businesses, activity, and/or inhabitants. Districts also have a high concentration of activity and serve as gathering places or “nodes”. The City of Garden Grove has several well-defined districts/gathering places. As shown in *Exhibit CD-2, Districts*, Garden Grove’s districts can be characterized by the following.

### INTERNATIONAL WEST DISTRICT

International West or the Harbor Corridor is emerging as a major entertainment and tourism destination. Hotels and entertainment uses line the corridor from the northern boundary of the City to Lampson Avenue and are envisioned to expand throughout the entire Harbor corridor.

Existing streetscape treatment in the district varies; the northern portion is more defined than the southern portion; and the Garden Grove Freeway divides the corridor. Enhancing the existing streetscape and extending it along the entire length of Harbor Boulevard will help to connect the southern portion of the corridor with the north. Streetscape enhancements such as consistent sidewalk widths, high quality accent paving pattern, curb-adjacent planted parkways, with occasional breaks for expanded sidewalk/access to street edges, continuous parkway planting, and intersections with special accent treatments will visually set this district apart from other areas in the City.



*Existing streetscape on Harbor Boulevard*



*Extended streetscape improvements throughout the district*



*Expand tourism and entertainment focus within the district*

To be an area known for tourism and entertainment, great gathering places or nodes are also important in the International West District. As redevelopment occurs in the corridor, opportunities for additional public spaces and linkages between spaces should be considered. To bring more activity onto the street, taller development should be setback from the street with retail, shopping or other pedestrian amenities located adjacent to the street.



*Harbor Boulevard will have a series of public spaces connected by pedestrian paths*



*Buildings should relate to the street*



*Public spaces should engage and entertain users through design, art, fountains, and landscaping*



*Taller development should be setback from the street with pedestrian amenities adjacent to the street*



*Well landscaped pedestrian path*

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## CIVIC CENTER DISTRICT

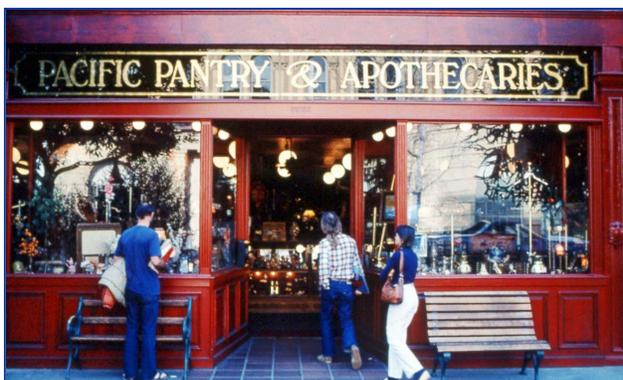
The Civic Center District includes the City Hall, Main Street, as well as a number of institutional uses. At the heart of the Civic Center District are two parks – the Village Green and the Civic Center Park – both serve as gathering places for the community. New development and redevelopment should open onto these green spaces to create a human-scale environment that maintains the atmosphere of a traditional town center. Parcels that do not face an open space area should also maintain a pedestrian-friendly, traditional street frontage.



*Lake at Civic Center Park*

To heighten activity within this district and distinguish the Civic Center District as a unique area, a pedestrian-friendly streetscape and amenities should be incorporated as the amenities would include specific streetscape furniture, pavement treatments, consistent landscaping and tree type, and thematic street lights.

Within this area, Acacia Parkway, between Main Street and Ninth Street, and all of Civic Center Drive should be given the highest level of attention to pedestrian and visual improvements in order to create the sense of importance of the Civic Center. Successful streets in town centers have building frontages towards the sidewalk, forming a consistent street wall. The intent is to make the street part of the public realm, part of the network of buildings and public spaces in the Civic Center. The most essential element of mixed-use buildings for town centers is the shop front. Regardless of the height of the building, the articulation of the ground floor façade is critical in creating a viable retail experience and pedestrian-friendly environment. Elements of an effective shop front include generous storefront windows, ample ceiling heights, pedestrian-oriented signage and canopies. Sidewalks and roadways should be paved in the same special material, with extra tree plantings in sidewalks, lighting, bollards lining the sidewalks edge, and numerous benches, seating areas, and other pedestrian amenities.



*Large windows draw customers in and create an entertaining environment for pedestrians*

Located within the Civic Center District, Main Street is one of Garden Grove's landmarks. Today Main Street has a unique character comprised of small businesses and a pedestrian friendly environment. The area includes a variety of building facades including red tile roofs and white and tan stucco finishes. Streetscape elements along Main Street include stamped paving along the sidewalk, historic light fixtures, and Sycamore trees. The character on this unique street should be preserved and enhanced.



*The Civic Center District is envisioned to be a pedestrian-friendly area with small shops and restaurants with outdoor dining*



*Existing streetscape on Main Street*



*Outdoor dining should be encouraged*



*Alleys can also be valuable pedestrian space*

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## ARTIST LOFT/LIGHT INDUSTRIAL DISTRICT

The Artist Loft/Light Industrial District located west of the Civic Center includes the Post Office and mostly automotive, and light industrial uses. The Pacific Electric Corridor, owned by the OCTA, runs in a southeast-northwest direction through the district. This vacant corridor has the potential to be used for a regional transit system. In the interim, this corridor has great potential to be a multi-use trail. As this area grows, new development should focus on the industrial character of the area, adding artist/industrial lofts and including some neighborhood serving retail and services.



*Multi-use trail concept*



*Artist/Industrial Lofts*



## **BROOKHURST TRIANGLE/GARDEN GROVE CORRIDOR DISTRICT**

The Brookhurst Triangle/Garden Grove Corridor is one of the major corridors within the City. Within this area are opportunities to preserve and enhance smaller businesses as well as create key activity nodes at the major intersections including Brookhurst Street, Magnolia Avenue, and Beach Boulevard.

Brookhurst Triangle, located at the intersection of Garden Grove Boulevard and Brookhurst Street, is in large part vacant, and provides the opportunity for a major activity node within this district. This intersection is also where Korean, Vietnamese, and other businesses converge. Future development should reflect the different cultures as well as provide a major focal point for the area.

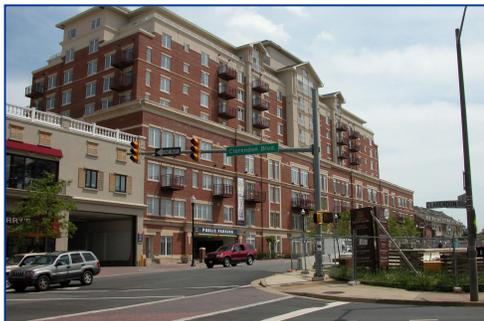
Further west of Brookhurst Triangle along Garden Grove Boulevard is the Korean Business District. Two major intersections, Magnolia Avenue, and Beach Boulevard, offer opportunities for minor activity nodes. These intersection, although less intense than the Brookhurst Triangle, should also serve as focal points for the district. Unique and culturally influenced gateway monuments at strategically located intersections would help to identify this area. Around these key nodes, development should continue to stay pedestrian in character and reflect the unique character of the Korean Business District.



*Modern architecture reflecting different cultures at key nodes*



*Development around key nodes should be pedestrian in character*



*Development at the key intersections should create a sense of arrival*



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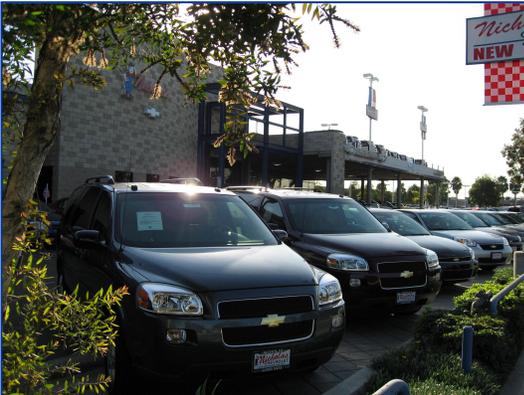
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## TRASK CORRIDOR DISTRICT

The Trask Corridor District is the primary automotive sales and service corridor of the City. The area is envisioned to expand to become a regional destination. Future development and redevelopment should reinforce district scale, identity, and urban form. A consistent streetscape design would reinforce that the district has been expanded along the length of Trask Avenue. Similarly, signs that identify the District would be effective. The Trask Corridor District provides additional opportunities for new or expanded automobile sales and service businesses and the redevelopment of the area. New development shall protect the adjoining residential neighborhoods from intrusions by commercial uses and their patrons. The following photos capture what is envisioned for the area.



*The Trask Corridor District is the primary automotive sales and service corridor of the City*

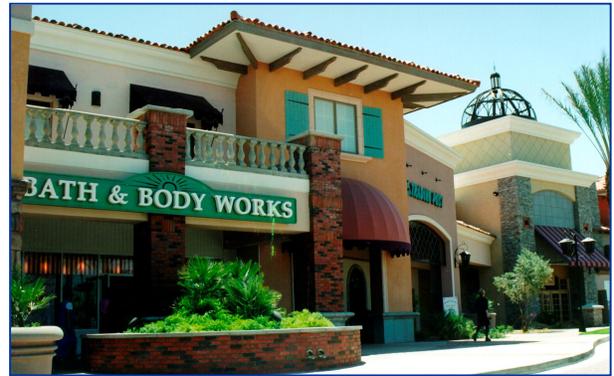


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## MIXED-USE SHOPPING CENTER DISTRICTS

The older shopping centers and strip malls are the commercial lifelines of the community. . They provide needed retail and services to the community and offer opportunities for enhancement and expansion. As these commercial areas expand it will be important to respect the character of the adjacent single-family neighborhoods while providing aesthetically pleasing gathering places for the community. Pedestrian access to these areas is also important. Mixed-use shopping districts should create pedestrian access both within the center and between the centers and adjacent neighborhoods.



*Commercial character should respect the neighboring residential uses*

## FUTURE TRANSIT-ORIENTED DEVELOPMENT DISTRICT

The Future Transit-Oriented Development District is currently comprised of light industrial uses with the Union Pacific Railway corridor running along the eastern edge of the district. Should this corridor be used for mass transit, this district may have the opportunity to evolve into a transit-oriented mixed-use node within the City. The district should encourage mixed-use development with a focus on transit and the pedestrian as well as quality development that is compatible with the surrounding area and the community.



*With the potential for future transit in the district, development and redevelopment should cater to the pedestrian.*

## LITTLE SAIGON DISTRICT

Located adjacent to the Little Saigon district in Westminster, the Garden Grove Little Saigon District is generally located along Brookhurst Avenue south of the Garden Grove Freeway.

The District is home to a large number of Vietnamese businesses. The City has recently installed flags and entry monuments to distinguish this area. Opportunities to strengthen and celebrate this district include developing detailed signage guidelines, enhancing the pedestrian experience, and developing a Vietnamese inspired streetscape and architecture program.



*Entry monument in Little Saigon*

### 3.4 GOALS, POLICIES AND IMPLEMENTATION PROGRAMS

This Element is organized into goals, policies, and implementation programs. A description of each is provided in Chapter 1, Introduction. It is important to note that the implementation programs are specific actions to carry out all of the preceding goals and policies.

<b>Goal CD-1</b>	<b>Create a positive and distinctive City image by protecting historic resources, and by strengthening the positive qualities of the City's overall image and neighborhood identity.</b>
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| Policy CD-1.1 | Enhance the positive qualities that give residential, commercial, and industrial areas their unique identities, while also allowing flexibility for innovative design.   |
| Policy CD-1.2 | Preserve the unique character and integrity of the City's traditional residential neighborhoods.   |
| Policy CD-1.3 | Improve the appearance and function of regional commercial centers through improved site design, landscaping, and architectural integrity.   |
| Policy CD-1.4 | Seek to create unique retail spaces that are architecturally rich, pedestrian friendly, culturally sensitive, and economically viable.   |
| Policy CD-1.5 | Prepare and implement design guidelines for special districts or areas with unique character in the City of Garden Grove.  |
| CD-IMP-1A     | Promote commercial uses near residential neighborhoods that serve local residents and create neighborhood-gathering places.  |
| CD-IMP-1B     | Review the existing Zoning Code and develop standards for citywide design considerations, with particular attention to infill development and redevelopment projects and major ground floor additions and renovations to ensure compatibility with surrounding uses. |

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## SIGNAGE

<b>Goal CD-2</b>	<b>Provide attractive and appropriate signage throughout the City of GardenGrove.</b>
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| Policy CD-2.1 | Continue and expand the wayfinding signage program throughout the City.  |
| Policy CD-2.2 | Incorporate special signage in unique districts within the City.   |
| Policy CD-2.3 | Prepare and implement comprehensive signage guidelines for commercial, residential, industrial, and special uses.  |
| CD-IMP-2A     | Continue the use of monument signs to identify significant areas of the City.  |
| CD-IMP-2B     | Develop updated distinctive street and directional signs, which identify the City of Garden Grove.   |
| CD-IMP-2C     | Encourage the use of individually designed entry monuments for new residential, commercial, and industrial projects.   |
| CD-IMP-2D     | Develop new sign standards in the Zoning Code that are up to date with current industry design such as larger pylon and monument signs for shopping centers. Look for opportunities for different types of signs that reinforce the character of specific areas such as blade signs and old-fashioned wall-painted signs on Main Street/Civic Center District. |

## ENTRIES

<b>Goal CD-3</b>	<b>Clearly marked major entry points into Garden Grove create a sense of arrival and symbolize the City's identity</b>
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| Policy CD-3.1 | Encourage entry points that incorporate distinctive landscaping, signage and wall treatments appropriate for the area/district. |
| Policy CD-3.2 | Create gateways that not only identify an area; but portray the character of the area.  |
| CD-IMP-3A     | Require unique, cultural, and or heritage inspired gateway monuments.   |
| CD-IMP-3B     | Encourage and implement the development of new logo designs identifying special districts and citywide entry signs.             |

## PATHS AND CORRIDORS

<b>Goal CD-4</b>	<b>Create comfortable and safe corridors that accommodate all modes of transportation.</b>
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| Policy CD-4.1 | Encourage improvement to the function and appearance of corridors based on each corridor's contribution to the City , its land use and transportation function, and how it is experienced by the public. |
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Policy CD-4.2	Develop a comprehensive or a series of focused streetscape programs to retrofit/redevelop primary and secondary corridors with appropriate design features, including sidewalks, paving patterns, street trees, parkways, , median planting, lighting, benches, trash receptacles, etc.
PolicyCD-4.3	Adopt a comprehensive landscaping program to encourage public-private partnerships for landscaping collector and residential streets.
Policy CD-4.4	Require new development and redevelopment projects to improve and maintain dedicated alleys location on their sites. In addition, encourage, where feasible, the utilization of vacated alleyways.
Policy CD-4.5	Encourage new public and private parking facilities to meet aesthetic and functional standards beneficial to the urban environment.
CD-IMP-4A	Require walls and fences that act as attractive elements of the streetscape, while providing privacy and views, creative design, and visual continuity.
CD-IMP-4B	Review and update all street standards to support design features that will create an attractive and safe environment for pedestrians, transit users, and bicyclists.
CD-IMP-4C	Develop a primary, secondary, and residential street tree planting and replacement program.
CD-IMP-4D	Develop citywide recommendations for landscape planting including trees with appropriate irrigation systems. Encourage water-saving techniques and drought-tolerant plants.
CD-IMP-4E	Require that all sides of a building visible from City streets display fully finished architectural detail, including finished doors, windows, and exterior surfaces identical to, or which complement the front of the building.
CD-IMP-4F	Require landscaping treatment on all parts of a building site, visible from City streets.

## LANDMARKS

<b>Goal CD-5</b>	<b>Landmarks contribute to the character and image of Garden Grove.</b>
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Policy CD-5.1	Preserve existing landmarks and encourage the creation of new buildings and monuments that will function as neighborhood and district landmarks.
Policy CD-5.2	Within new development or redevelopment projects, encourage civic, public, or religious buildings to have a special location and prominent design so that they function as landmark structures.
CD-IMP-5A	Continue to maintain existing landmarks in the community.
CD-IMP-5B	Encourage new development to create new landmarks for the community.



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## PUBLIC ART

**Goal CD-6 Public art throughout the community that enhances the image and character of the City.**

Policy CD-6.1	Encourage the development and display of public art to promote the history, heritage, and culture of Garden Grove.
CD-IMP-6A	Continue funding of and support for the Art in Public Places Program and encourage diversity in the selection of art in public places.
CD-IMP-6 B	Consider adopting a public art ordinance that charges a fee for commercial and industrial projects.
CD-IMP-6C	Enable artists to create artwork which enlivens, enriches and enhances the quality of Garden Grove's visual environment and public spaces.
CD-IMP-6D	Identify locations for placement of substantial culturally or historically influenced public art, along primary corridors, within special districts and as part of major development projects.
CD-IMP-6E	Look for additional opportunities in the built environment to incorporate public art.

**Related Goals and Policies:** Refer to the Parks, Recreation, and Open Space Element for goals and policies related to cultural arts, events, and diversity.

## DISTRICTS

**Goal CD-7 Unique and distinct districts will further enhance and strengthen the City's identity.**

Policy CD-7.1	Encourage future development and redevelopment projects to reinforce district scale, identity, and urban form.
Policy CD-7.2	Develop unique streetscape palettes for the International West, Brookhurst Triangle/Garden Grove Boulevard, and Civic Center Areas. The landscape palettes shall reinforce the existing character of these districts, for instance, Civic Center includes sycamores along Main Street and on major streets, so the use of sycamores or a similar type of tree would create a consistent landscape element that identifies an important place.
Policy CD-7.3	Promote linkages between separate districts through bike trails, pedestrian paths, common medians or parkway landscaping in connecting streets, and other physical improvements as necessary.
CD-IMP-7A	Encourage the use of specific plans, master plans, or other planning and design tools to develop detailed plans, revitalization strategies, and implementation tools for Garden Grove's districts, incorporating the General Plan 2030 (particularly Community Design) ideas, goals, and policies.



- CD-IMP-7B Through conditions of project approval, public improvement projects, and other measures, support the development of new connections and enhancements of existing connections between districts.
- CD-IMP-7C Place design elements that signify district identities at the district entrances and at district focal points.
- CD-IMP-7D Establish minimum standards for pedestrian-oriented circulation in the International West, Brookhurst Triangle/Garden Grove Boulevard, Civic Center, and other pedestrian-oriented districts.
- CD-IMP-7E Urban Trails on public and/or private property shall have identifiable landscape plantings and signage.

**GATHERING PLACES**

**Goal CD-8 Lively and attractive activity nodes or gathering places, with a combination of quality seating, shade, fountains, and other pedestrian amenities enhance the experience for people to gather.**

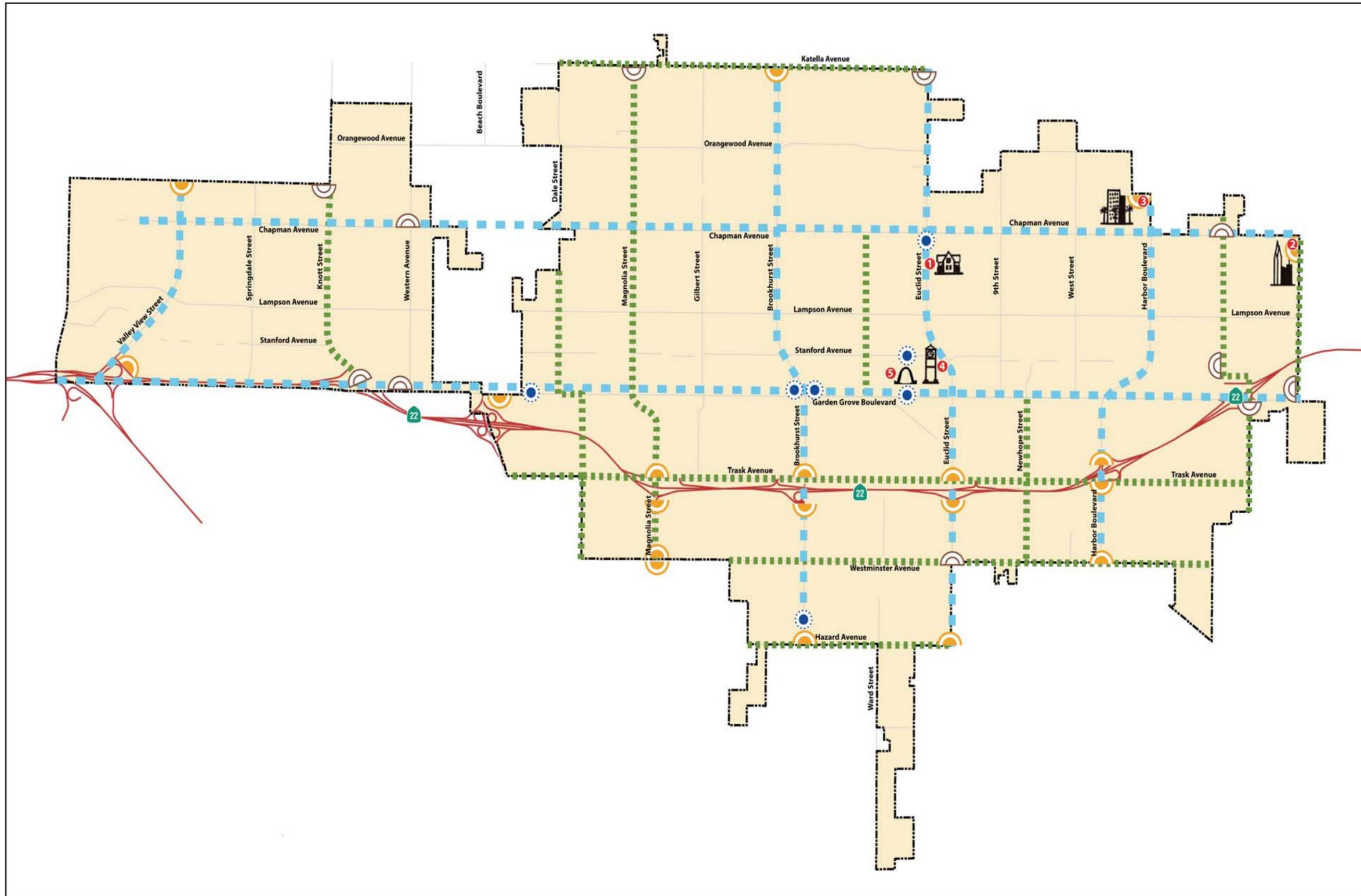
- Policy CD-8.1 Ensure that activity nodes and gathering places are visible from the street or parking areas.
- Policy CD-8.2 Incorporate interesting design features, which draw people of all ages together such as novelty fountains, public art, or historical references.
- Policy CD-8.3 Provide ample and comfortable sitting areas, preferably moveable seating, in shaded plazas, courtyards, and arcades.
- CD-IMP-8A Amend the City's Zoning Code to incorporate development standards.



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### LEGEND

#### Corridors

- Primary Corridors
- Secondary Corridors

#### Entries

- ◐ Primary Entry
- ◐ Secondary Entry
- Special District Entry

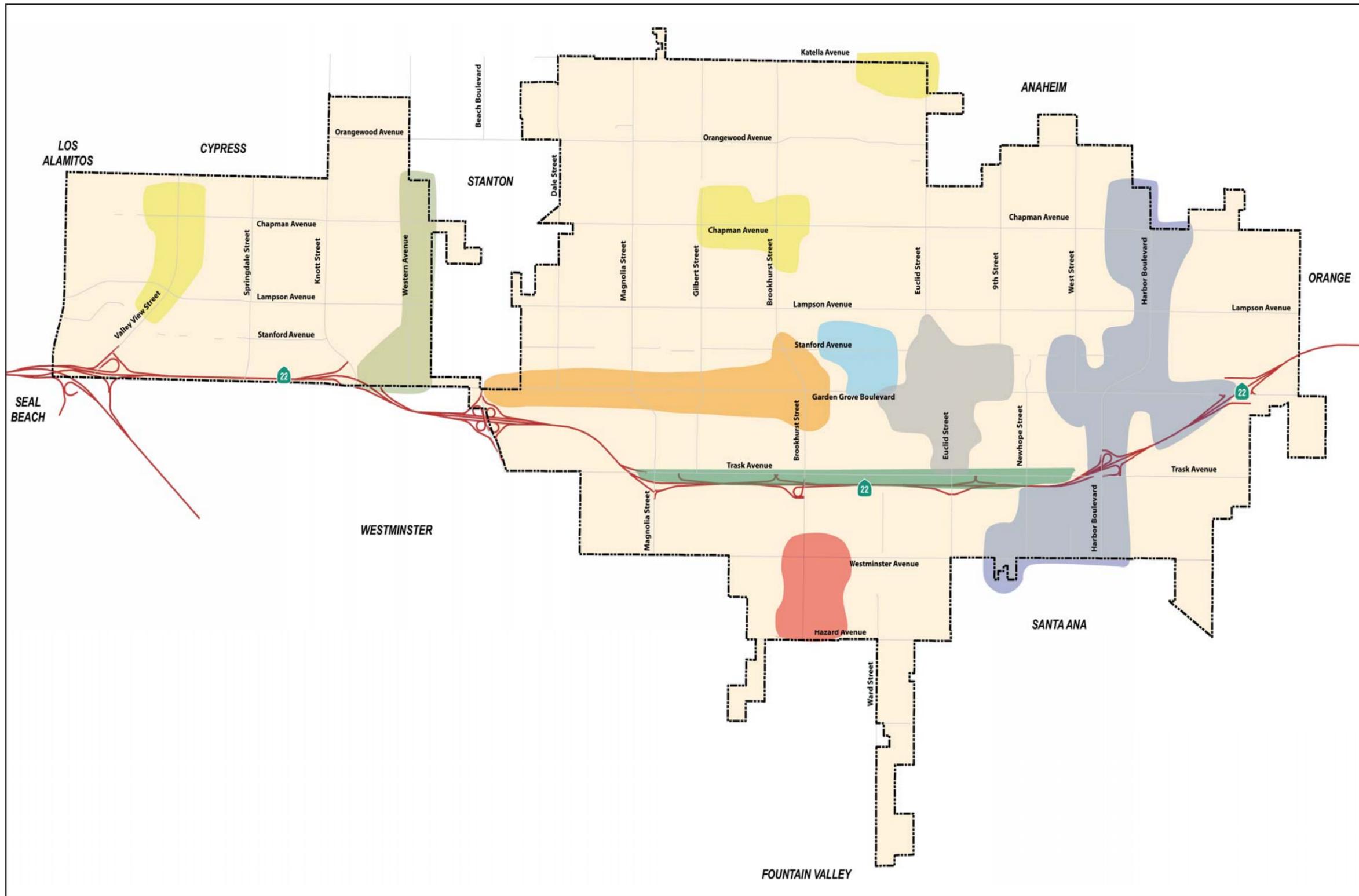
#### Landmarks

- ① Stanley Ranch Museum at Heritage Park
- ② Crystal Cathedral
- ③ Hyatt Hotel
- ④ Clock Tower Village Green Park
- ⑤ Main Street

NOT TO SCALE



SOURCE: RBF Consulting.



**LEGEND**

- International West
- Civic Center
- Artist Loft / Light Industrial
- Brookhurst Triangle / Garden Grove Corridor
- Trask Corridor
- Mixed-Use Shopping Center
- Future Transit Oriented Development
- Little Saigon

NOT TO SCALE



SOURCE: RBF Consulting.