

# **Community Vision for the Platinum Triangle: Embracing A New Plan for All of Anaheim**



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**Community Benefits Coalition  
December, 2009**

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## EXECUTIVE SUMMARY

The Platinum Triangle is envisioned to be a high density, mixed-use urban environment unlike anything that has been seen in Orange County. It is the City of Anaheim's solution to an ever-changing landscape caused by continued increases in population, changing demographics, and a depleting stock of open, developable land. In total, the proposed Platinum Triangle Plan permits upwards of 18,909 housing units, 4,909,682 square feet of commercial space, 14,340,522 square feet of office space, and 1,500,000 square feet of institutional space.<sup>1</sup>

The Platinum Triangle Master Land Use Plan encompasses approximately 820 acres at the confluence of Interstate 5 (I-5) and State Route 57 (SR-57) in the City of Anaheim in Orange County, California.

The smart growth principles employed by the City are intended to promote the health and general welfare of all residents through good urban design and smart construction of the built environment. To achieve this vision will require balancing the influences of land use patterns, housing affordability, density, transportation strategies, the types of jobs created, community facilities, and street design. Individually, each of these factors influences the others, thus they must be analyzed comprehensively to ensure that The Platinum Triangle promotes the general welfare.

### A COMMUNITY VISION

This document utilizes a foundation of smart growth principles to integrate the community's perspective and priorities into The Platinum Triangle Master Land Use Plan.

Surrounding The Platinum Triangle are a number of low-income neighborhoods that have not benefited from economic development. Over time, these neighborhoods have experienced overcrowding, unsafe living conditions, community health issues, and poor access to quality jobs and other resources. The Platinum Triangle, if planned properly, can improve conditions in the area by creating economic opportunity and a higher quality of life for residents.

To ensure that The Platinum Triangle lives up to its potential for enhancing Anaheim as a world-class destination, a group of two dozen community stakeholders, including local nonprofit organizations, clergy and laity groups, child care advocates, labor unions, housing advocates, and small business owners, collaborated with approximately 200 residents from neighborhoods surrounding The Platinum Triangle. Over an eight-month period, these leaders worked together to document community needs,

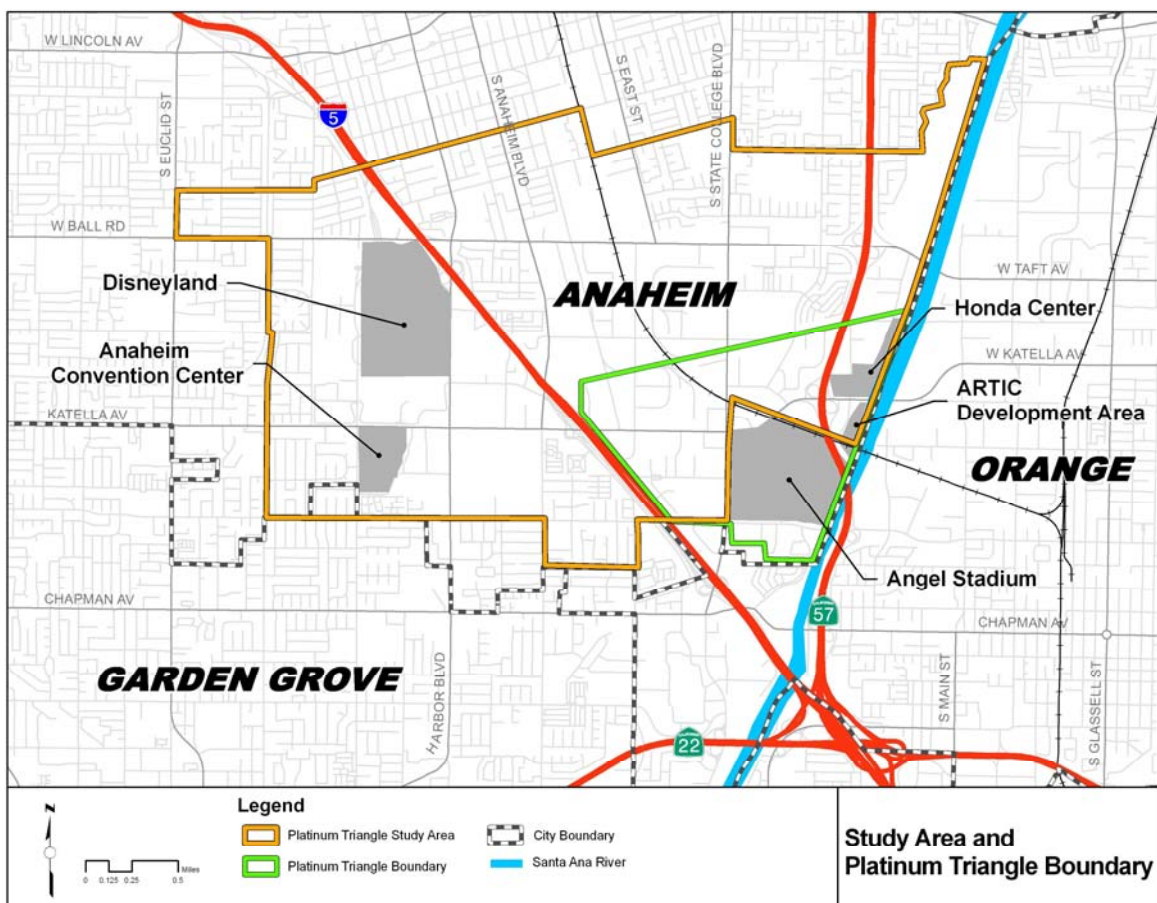
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<sup>1</sup> Initial Study for Amendment to The Platinum Triangle Master Land Use Plan and Associated Actions, December, 2008

develop solutions, and integrate the community's perspective and priorities into plans for The Platinum Triangle. The group identified five major areas of interest:

- Quality Jobs With Benefits
- Accessible, Affordable Housing
- Community and Environmental Health
- Family-Oriented Community Resources
- Responsible Development Around Transit Centers.

**Figure 1**





**QUALITY JOBS WITH BENEFITS**

Job quality was at the forefront of concerns discussed by stakeholders and residents. The City of Anaheim has a large regional economic base, with the Anaheim Resort serving as the number one employer in the County. Although job rich, the Anaheim Resort is composed of primarily service sector jobs that pay close to minimum wage and offer few, if any, benefits. Indeed, a study in the summer of 2008 found that 40% of families living around The Platinum Triangle and Anaheim Resort earned below \$25,000 annually, and that 40% were without any form of health benefits.<sup>2</sup> This translates into quality of life issues for residents living in the area, as low-quality jobs result in the over-concentration of poverty that exists around the Anaheim Resort and The Platinum Triangle.

To remedy this, residents and stakeholders have established a broad set of principles that call for responsible job creation within The Platinum Triangle. Jobs that provide sustainable wages which allow residents to support their family, local hire policies, and jobs with career paths are among the solutions that have been created by the community, and are presented within this document.

**ACCESSIBLE, AFFORDABLE HOUSING**

The cost of housing has become too burdensome for many of Anaheim's working families. Orange County is the second least affordable region in California to buy a home, and developers have drastically reduced plans for affordable housing as public funding for such uses are expected to decrease as a result of the current economic downturn (Seay, 2008 & Gurner, 2009).

With the current proliferation of low-wage jobs and the high cost of housing in Anaheim, working-families struggle to afford rent. As noted in Table 1, a family with both parents employed full time in most of the new jobs created in Orange County would still be unable to afford rent in a 1-bedroom apartment.

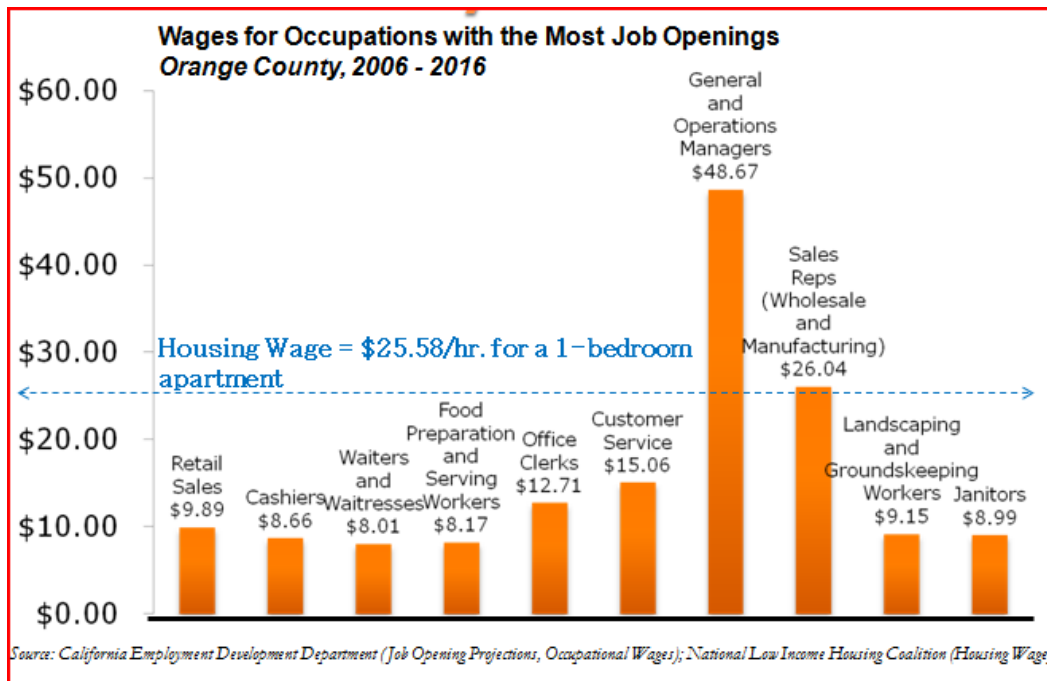
To address this issue, new housing must be in line with the types of jobs created. In addition, proposals for mixed-income housing developments are called for, as mixed-income development reduces over-concentrations of poverty in one area, thus upholding the quality of life within the region.

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<sup>2</sup> In the Shadows of A New City: How Low-Wage Jobs and High-Cost Housing Undermine Community Health In Anaheim, OCCORD, 2008.



Figure 2



## COMMUNITY AND ENVIRONMENTAL HEALTH

In neighborhoods surrounding The Platinum Triangle, residents noted that they are without access to healthy groceries, safe parks, community clinics, and safe, walkable neighborhoods. The community vision entails comprehensive strategies utilizing The Platinum Triangle development to create safe, walkable neighborhoods that promote healthy lifestyles, provide access to grocery stores and community gardens, and encourage physical fitness through the creation of bike lanes. Safe, public parks which are open to the general public are also envisioned in the community vision.

Furthermore, community residents and stakeholders decided on a set of policies to help improve environmental health in the area. According to a study conducted by OCCORD, 16% of families in the area suffer from asthma, which is higher than both the State and County rates.<sup>3</sup> Asthma can be attributed to poor air quality, which is often the result of high green house gas (GHG) emissions. To

<sup>3</sup> In the Shadows of A New City: How Low-Wage Jobs and High-Cost Housing Undermine Community Health In Anaheim, OCCORD, 2008.

reduce such emissions, strategies to curtail traffic volume have been adopted into the community vision for The Platinum Triangle.

#### **FAMILY-ORIENTED COMMUNITY RESOURCES**

Neighborhood residents and stakeholders determined that the City of Anaheim must implement long-term, comprehensive planning strategies that account for residents of all ages. At the crux of long-term planning is the availability of public resources to ensure that Anaheim's residents remain safe, and continue to lead the way into the 21<sup>st</sup> century. As the City's population ages, young singles will start families and will need schools, child care facilities, parks, and community centers. High quality public services and infrastructure such as schools, libraries, police and fire facilities, parks and community centers are essential to public health and safety in The Platinum Triangle and the City of Anaheim as a whole.

#### **RESPONSIBLE DEVELOPMENT AROUND TRANSIT CENTERS**

Located within The Platinum Triangle will be the Anaheim Regional Transportation Intermodal Center (ARTIC), a state-of-the-art transportation center that will make Anaheim the regional hub for high-speed rail connections, bus transit, taxi, and other forms of transit. Given ARTIC's regional importance, a large, mixed-use development is planned around the train station that will include a mix of housing, office and retail.

Residents and stakeholders understand the opportunity that ARTIC presents, and have devised a series of policies that ensure that it will be a world-class development to be emulated for generations to come. For example, low-income individuals are some of the highest users of mass-transit. Thus, in an effort to maximize utility and promote ridership, policies that locate affordable, accessible housing and quality, affordable child care around the development are included in the community vision. Policies that link healthy groceries with existing low-income neighborhoods are also included in the vision, as are policies to reduce health disparities, connect vulnerable populations to jobs, business opportunities, medical services, and other necessities.

## CHAPTER 1: PLATINUM TRIANGLE STUDY AREA DEMOGRAPHICS

The Platinum Triangle is an 820 acre development area located in the heart of Anaheim. The area includes Angel Stadium, The Honda Center, The Grove, and several other businesses. The proposed Platinum Triangle Expansion Plan will increase development densities to 18,909 housing units; 4,909,862 square feet of commercial space; 14,340,522 square feet of office space; and 1,500,000 square feet of institutional space, which is where the Anaheim Regional Transportation Intermodal Center (ARTIC) will be constructed. The development has been described as Orange County's new downtown, as it will provide a vibrant mix of upscale housing, retail, and office use.

The size and scope of The Platinum Triangle offers several opportunities for the City of Anaheim. In particular, given the location of the development, it presents an opportunity to provide an economic boost to the nearby neighborhoods, which currently suffer from poverty conditions. Immediately surrounding the area are several working class communities that have not benefited demonstrably from economic development in Anaheim.

To effectively assess neighborhood conditions immediately adjacent to The Platinum Triangle, the most recently made available demographic information, the 2000 U.S. Decennial Census, was used. Nine census tracts are adjacent to the Platinum Triangle: 863.03, 863.06, 871.06, 874.03, 874.04, 874.05, 875.01, 875.03, and 875.04. For the remainder of this document, the above nine census tracts will be referred to collectively as the Platinum Triangle Study Area (PTSA). The U.S. Census defines a census tract as "a small, relatively permanent statistical subdivision of a county or statistically equivalent" (U.S. Census, 2000). In addition, "census tract boundaries are delineated with the intention of being stable over many decades, so they generally follow relatively permanent visible features" (U.S. Census).

As Table 1 illustrates, according to the 2000 U.S. Census, the total population for the Platinum Triangle Study Area was 48,583. Approximately 67 percent of the population in the PTSA is Hispanic, which is well above the City of Anaheim average of 30 percent (U.S. Census, 2000). Approximately half of the population in the PTSA and the City of Anaheim were between the ages of 21 to 54. In addition, approximately 62 percent of homes are renter occupied in the PTSA.

**Table 1****Platinum Triangle Study Area Demographic Information  
Compared with the City of Anaheim**

	Total Tracts	Anaheim
Total Population	48,583	327,357
Hispanic	67%	30%
White Alone	23%	36%
Renter Occupied	62%	50%
Average Household Size	3.83	3.34
Median Household Income (1999)	\$41,115	\$47,122
Median Family Income (1999)	\$41,497	\$49,969
Percent of Households who Spend 30% or More on Rent <sup>1</sup>	45%	45%
Greater than 1.5 Renter Occupants per Room	43%	28%

1. Gross Rent as a Percentage of Household Income for renters

Source: 2000 U.S. Census

**Table 2****Platinum Triangle Study Area Demographic Information by Census Tract**

Demographic Indicator	863.03	863.06	871.06	874.03	874.04	874.05	875.01	875.03	875.04
Total Population	4,546	3,570	4,990	3,735	3,785	6,649	5,950	7,110	8,248
% Hispanic	34%	33%	58%	82%	89%	83%	70%	62%	77%
White Alone	47%	47%	29%	15%	10%	10%	20%	25%	13%
Renter Occupied	48%	50%	59%	59%	74%	71%	60%	63%	78%
Average Household Size	2.83	2.81	3.67	4.58	4.87	4.42	4.15	3.84	4.36
Median Household Income <sup>1</sup>	\$46,366	\$52,381	\$41,042	\$34,722	\$38,526	\$35,965	\$45,472	\$43,438	\$32,119
Median Family Income <sup>1</sup>	\$50,319	\$59,226	\$46,515	\$31,658	\$38,718	\$33,622	\$42,102	\$42,443	\$28,870
% Households who Spend ≥30% on Rent <sup>1</sup>	43%	48%	50%	46%	42%	43%	46%	42%	48%
> 1.5 Renter Occupants per Room	22%	22%	33%	58%	50%	52%	60%	44%	46%

1. 1999 information

2. Percent of Median Family Income to Gross Rent

Source: 2000 U.S. Census

The PTSA median family income in 1999 was \$41,497. The PTSA median family income is significantly lower than the 1999 median family income for the City of Anaheim, which was \$49,969. It's important to note, however, that this number can be deceiving as numerous families within the PTSA are doubling and tripling up, skewing the household income numbers. Additionally, a 2008 study conducted by Orange County Communities Organized for Responsible Development (OCCORD) found that 40% of families living around The Platinum Triangle earn below \$25,000 annually.

**Figure 3**

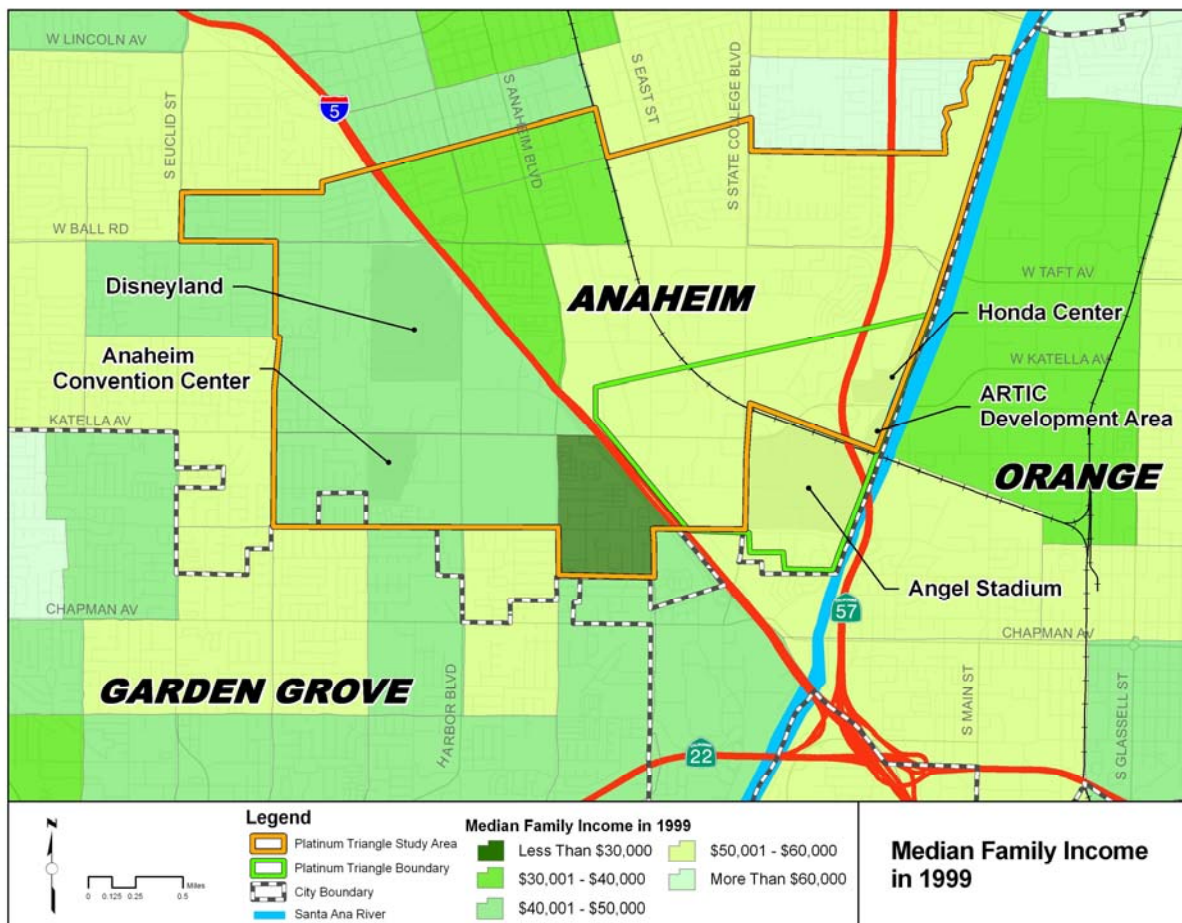


Table 3 below further breaks down the median family income for the surrounding PTSA. The table shows the percentage of households within the PTSA that are in each income bracket.

**Table 3**  
***Households According to Household Income***

	Platinum Triangle Study Area	Anaheim
Less than \$10,000	6%	5%
\$10,000 to \$14,999	6%	4%
\$15,000 to \$24,999	16%	11%
\$25,000 to \$34,999	16%	13%
\$35,000 to \$49,999	19%	17%
\$50,000 to \$74,999	20%	21%
\$75,000 to \$99,999	8%	13%
\$100,000 or more	10%	16%

*Source: 2000 U.S. Census*

Table 3 above illustrates that approximately 43 percent of all families in the PTSA make less than \$35,000 per year. In comparison, approximately 33 percent of households in the City of Anaheim make less than \$35,000 per year. Similarly, the OCCORD study found that 52% of families in the area earned below \$35,000 annually.

## CHAPTER 2: JOBS FOR THE PLATINUM TRIANGLE

To properly plan for the 21<sup>st</sup> century, local developments must take into account the long-term economic impact of job creation. Access to quality jobs with good wages and benefits serves as a foundation for a sustainable, healthy economy, whereas low-wage jobs with no benefits create a systematic proliferation of poverty. Quality jobs with benefits allow local residents to provide for themselves and their families, while also providing families with disposable income, which they can spend in the local economy. The net effect is that a dollar will be recycled several times in a community, increasing economic stability and the local tax base. With the creation of quality jobs, families become less dependent on the local government for support, freeing up funds to go to resources such as police, fire, schools, and other essential public services.

### 2.1 CURRENT STATE OF JOBS IN ANAHEIM

In 2002, the city of Anaheim updated the General Plan to reflect a more current vision of the city. Contained within the General Plan is the Economic Development Element (EDE), which addresses the issues of jobs in the city of Anaheim. Although this element is not required by the state, the city recognizes “the importance economic development plays in helping to ensure the quality of life within its community.” The goals and policies set forward in the EDE are in place to ensure the economic prosperity of the city through a list of objectives, including continued investment in the tourism industry, diversifying the city’s economic base, and creating an environment that is conducive to developing a highly-skilled workforce that employs local residents. The existing EDE points out that while economic development and the creation of jobs has often been seen as a function of the private sector, the city wants to do its best to lay out a plan that “expands the local economy” and therefore “provides jobs.”<sup>4</sup>

The current General Plan recognizes the importance of the Resort District as Anaheim remains one of the top tourist destinations in the country. The GENERAL PLAN states that the type of economic growth that the city has seen in the past several years will provide more “economic potential” for its residents who will be able to strengthen their job skills as a result of the new corporations present within the

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<sup>4</sup> City of Anaheim General Plain; Economic Development Element, page ED-1



community. However, it does not specify a process by which their jobs skills will be strengthened and does not explain which residents will be likely to have access to these better jobs that require more skill.

The city recognizes that the proliferation of retail centers, which generate both jobs and tax revenue for the city, is another means through which the local economy thrives.

The City of Anaheim contains over 11,000 businesses, relying mostly on the tourism and manufacturing sectors for its base<sup>5</sup>. Jobs in the tourism and entertainment sectors often offer wages close to minimum wage and offer few, if any, benefits. According to the EDE, Anaheim's workforce is primarily comprised of a young workforce that comes from larger households, stating that this part of the population comprises a majority of the labor pool from which local employers can hire. The EDE states that Anaheim's strategies for addressing "key issues of growth and adaptation" include "build[ing] on its existing dynamic base" while "bring[ing] in a variety of companies, investment, and jobs to Anaheim."<sup>6</sup> However, the issue that arises is what type of jobs will be created?—are the jobs being created in Anaheim quality jobs that pay enough for families to sustain themselves?

Given the EDE's high priority on creating a strong, healthy, and diverse workforce, policies centering on job quality must be enacted to ensure that Anaheim's future workforce does, in fact, meet these standards. The local economy will be further strengthened if Anaheim residents are hired into new jobs that are created within the City. Quality jobs with a local hire component will both broaden Anaheim's workforce, as well as ensure that local sales taxes stay within the community, helping to strengthen the local economy.

The policies in this section of the Platinum Triangle Master Land Use Plan are intended to improve economic prosperity by ensuring that the economy grows in ways that strengthen our industries, retain and create quality jobs with self-sufficient wages, increase average income, and stimulate economic development in our communities.

## 2.2 EXISTING COMMUNITY NEEDS AND CONCERNS AROUND THE PLATINUM TRIANGLE

Orange County Communities Organized for Responsible Development (OCCORD) conducted a survey in the summer of 2008 in which 524 families were interviewed in neighborhoods adjacent to the Platinum Triangle. The survey was a broad-based, comprehensive tool designed by local Anaheim residents. Results from the survey showed 59% of families interviewed believe that the jobs created in Anaheim do

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<sup>5</sup> City of Anaheim General Plan; Economic Development Element

<sup>6</sup> City of Anaheim General Plan; Economic Development Element, p. ED-4

not pay enough<sup>7</sup>. Currently, the neighborhoods surrounding The Platinum Triangle experience high levels of poverty, an abundance of low-wage jobs that offer few, if any, benefits, and quality of life issues that are a result of an over-concentration of poverty in the area. This overconcentration of poverty is in part a result of the low-quality jobs available to residents.

Income data shows that wages currently being earned by local residents are not enough to afford the current cost of living. 40% of the families surveyed in the 2008 study earned *less than \$25,000 annually*. According to the Orange County United Way's self-sufficiency standard, a single mother with two kids would need to earn an income of over \$60,000 a year to be able to meet basic needs. Based on the 2008 OCCORD survey, two thirds of families living in the communities surrounding the Platinum Triangle earn less than this amount.

Another way to measure income is to consider how personal household income relates to the cost of rental housing. The Orange County Workforce Investment Board (WIB) uses a tool called *The Housing Wage*, which determines the hourly wage an employee would have to earn in order to afford Fair Market Rent. According to the Housing Wage, a person would need to make an hourly wage of \$25.58 per hour to afford a one-bedroom housing unit, which is equivalent to \$53,200 annually. According to the same data, a family would need to earn \$43.88 per hour for a three-bedroom unit, indicating that a family had to make over \$90,000 a year in order to afford such a unit. For families interviewed in OCCORD's survey, 62.7% earn less than \$52,000 a year, meaning that according to the Orange County WIBs Housing Wage tool, many families would struggle to afford a one-bedroom apartment.

Existing jobs do not pay sufficient wages, nor offer substantial benefits for residents in the survey area. In OCCORD's community survey, 16.9% of families interviewed worked in the service sector, 7.5% worked administrative/office work, and 5% worked in construction. These occupations constituted the top three occupational groups in the OCCORD survey. According to the California State Employment Development Department, wages in these fields range between \$8.01-\$15.61 per hour, translating to an annual salary of between \$16,660 and \$31,533. Many community members stated that their current employers did not provide them with health benefits. With few, if any, benefits and wages that barely cover the cost of housing, families are unable to contribute to Anaheim's economic vitality. According to Anaheim's Municipal budget for Fiscal Year 2008-09, the top employers in Anaheim were:

1. Walt Disney World Resort
2. Kaiser Permanente
3. Northgate Gonzalez Supermarkets

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<sup>7</sup> OCCORD Survey 2008

4. Anaheim Memorial Health Center
5. Alstyle Apparel
6. The Honda Center
7. The Hilton in Anaheim
8. Long Beach Mortgage
9. SBC
10. West Anaheim Medical Center

The jobs in Anaheim are in line with what is taking place in the Orange County as a whole. Similarly, both the City of Anaheim and the County of Orange are experiencing rises in inequality, as noted by Professor John Hipp in his recently released study on inequality in Orange County entitled “The Orange Crush: The Squeezing of Orange County's Middle Class.” Countywide, the top 10 jobs with the most job openings in Orange County through 2016 will be:<sup>8</sup>

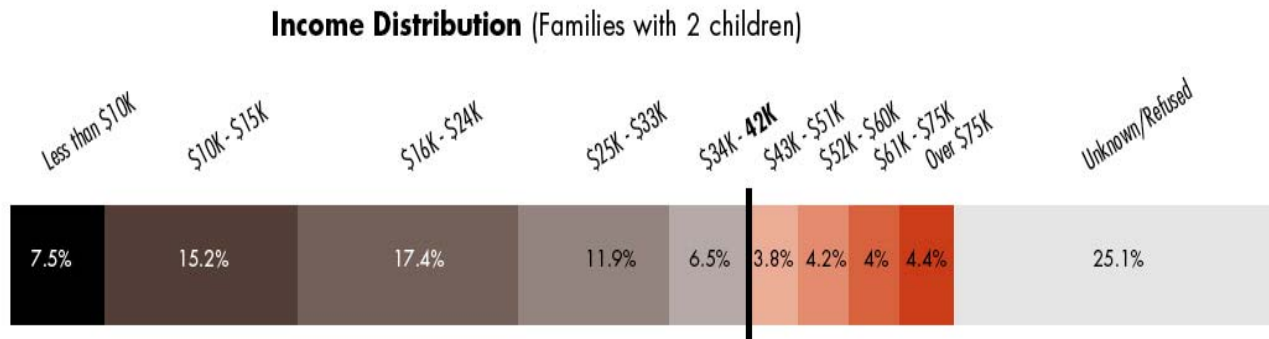
**TABLE 4**  
**Occupations with Most Job Openings 2004-2014**  
**ORANGE COUNTY**

	Occupational Title	Median Hourly Wage
1	Retail Salesperson	\$9.89
2	Cashiers	\$8.66
3	Waiters and Waitresses	\$8.01
4	Combined Food Preparation and Serving	\$8.17
5	Office Clerks General	\$12.71
6	Laborers and Freight Stock and Material	\$9.38
7	Customer Service Representatives	\$15.06
8	Landscaping and Grounds keeping Workers	\$9.15
9	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$8.99
10	General and Operations Managers	\$48.67

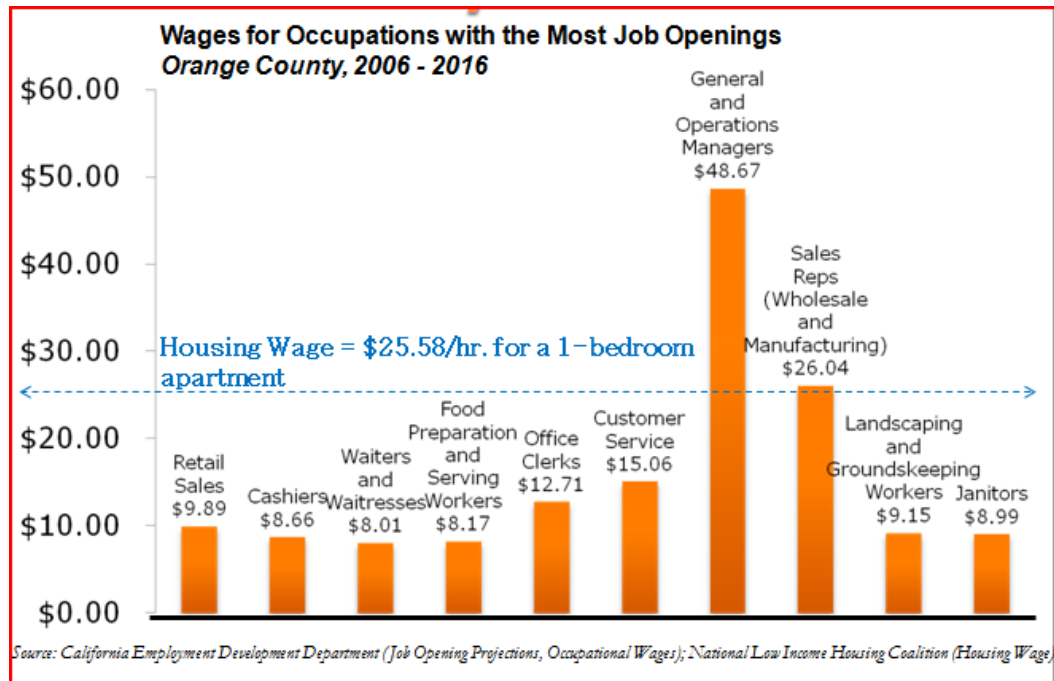
*Source: California Employment Development Department, 2008*

Most of these jobs pay very low wages, with a majority of them ranging from \$8.01 to \$9.89 per hour. If we take the Orange County Workforce Investment Board’s Housing Wage Indicator into account we can see that a family that works in one of these employment sectors would to have approximately three full time workers just to be able to afford a one bedroom apartment in Orange County.

<sup>8</sup> California Employment Development Department

**Figure 4**

Committees of residents, community groups, and local stakeholders have discussed strategies to ensure that large-scale development in The Platinum Triangle mitigates existing concerns within their communities. Among the issues discussed, job quality was a regular issue. These committees discussed the importance of creating quality jobs with benefits in lieu of the existing low-quality jobs, and a list of priorities was developed highlighting concerns with the current jobs in the area. Priority issues included low wages, lack of benefits, and dead-end jobs that don't sustain a family. To address these concerns, better wages, benefits, career paths, and local employment opportunities should be included within The Platinum Triangle.

**Figure 5**

Anaheim's largest employer is the Resort District, which produces a vast amount of service sector jobs. These service sector jobs often pay low wages, and provide few, if any, benefits, exacerbating the current crisis of poverty in Anaheim's neighborhoods in and around the resort. Thus, to address the concentrations of poverty that have emerged from the abundance of low-wage jobs within the Resort District, minimum standards must be included for new jobs created within The Platinum Triangle.

### 2.3 JOBS IN THE PLATINUM TRIANGLE

Existing jobs adjacent to The Platinum Triangle are primarily within the service sector and do not afford families an opportunity to sustain themselves. With the average wages paid in the service sector, families would need approximately 3 ½ full-time breadwinners to sustain themselves. This forces many residents to work multiple jobs, taking away from their ability to raise children and create a high quality of life for their families.

Anaheim's current vision for the Platinum Triangle is to be a "world champion [in] entertainment." The current Platinum Triangle plan includes millions of square feet for new development opportunities. A

majority of The Platinum Triangle area is zoned for mixed-use, which will include a mix of residential, retail, restaurant and office uses. The design of the area includes a framework which encourages ground floor retail development with residential units stacked on top.

The language and intended land uses in the existing Platinum Triangle Master Land Use Plan suggest that many jobs in the retail services, restaurant, entertainment, and landscaping industries will be needed to sustain the development. These are the same types of service sector jobs that have caused unsustainable living conditions for community members living in and around the Platinum Triangle. Without any job standards, including sustainable wages and benefits, The Platinum Triangle risks exacerbating the concentrations of poverty that exist in adjacent neighborhoods. To reiterate the problem, OCCORD's survey found that 62.7% of residents in the surrounding area did not earn enough money at their jobs to be able to afford a one-bedroom apartment in Anaheim. To address this need, The Platinum Triangle must provide quality jobs with benefits to ensure that those locally employed within The Platinum Triangle are able to sustain themselves and their family. It is unsustainable to continue to create low-wage jobs that offer no benefits.

The Economic Development Element of Anaheim's General Plan states that having a strong, well-trained, educated job force is a key foundation for the city to have a strong economy. However, there seems to be a lack of language within the General Plan that specifies exactly how the city plans to achieve that goal. With difficult economic conditions facing the communities surrounding The Platinum Triangle, it will be imperative to introduce language into the General Plan that sets a standard for jobs in the new development. Policies must address solutions to ensure that Anaheim's new jobs are creating a "strong, well-trained" job force and that ensure the workforce is comprised of local community members

A report conducted by the UC Berkeley Labor Center for the National Economic Development and Law Center provides information showing that a growing number of families in the state of California work year-round and are still not able to make enough money to provide for their families. Data from the communities surrounding the Platinum Triangle mirrors the trends identified in this report. The report from UC Berkeley provides evidence showing that families facing economic hardship will often "resort to publicly funded safety net programs in order to supplement their earnings and meet their basic needs." If quality jobs are created in The Platinum Triangle, this will mitigate the need for increased public assistance, preserving taxpayer resources.<sup>9</sup>

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<sup>9</sup> The Hidden Public Cost of Low Wage Jobs in California, 2004, <http://laborcenter.berkeley.edu/publiccosts/>

## 2.4 POLICY RECOMMENDATIONS FOR PLATINUM TRIANGLE EXPANSION

Government officials should tie public investment in infrastructure, economic development, incentives and other subsidies to the creation of good jobs. Those jobs should be made available to communities most in need. Otherwise, taxpayers must pay twice for government subsidies and the cost of low-wage, no benefit employment through expenditures for food stamps, school lunches, rental assistance, and public health costs. Public investment in private development should target industries that are tied to the region and that provide quality jobs or the opportunity to raise job standards.

As a part of these policies, Orange County's businesses should recognize that their future is tied to the success of the region, and strive to provide good jobs and decent benefits. Fortunately, many business leaders have seen the wisdom of the high road approach, and are providing good, family-sustaining jobs. Business leaders should support policies to improve job quality, such as living wage laws, labor peace policies, and project labor agreements. Such policies make good business sense by allowing firms to compete on the basis of quality and service—rather than by lowering standards—and helping them to increase the productivity of their workforce. Likewise, developers who build mixed-income housing are tapping into an important market and ensuring that Orange County's workforce has a place to live. (Hipp, 2009).

The following are policy recommendations to ensure that The Platinum Triangle Master Land Use Plan addresses the issue of job standards, ensuring that the development is sustainable and economically beneficial as a tax-producing base for the entire city. The following recommendations must also be included in the Economic Development Element of the General Plan in order to ensure that the job policies in the Platinum Triangle hold merit.

### Goal 2.1:

Ensure that public money used for job training, whether through the Workforce Investment Board (WIB) and/or other sources, is spent to train residents for good quality jobs.

### Rationale:

Data from Anaheim and Orange County has shown a majority of the employment sectors with the most job openings are those that pay low-wages and offer few, if any, benefits. By using publicly funded training efforts to place residents in jobs that have higher economic potential, the city ensures that it will mitigate the problem of placing workers into low-wage, unsustainable jobs.

Job creation and retention is directly related to enhancing economic development opportunities. The combination of preparing the local workforce for the types of jobs the region is creating, and then focusing on developing jobs that pay a sustainable wage and have advancement potential, will help the City address the disparity between income levels and make the City more prosperous as a whole.



**Policies:**

- 2.1.1 Gear job training programs to sectors with 1) high growth potential, 2) regional concentration strength, 3) large starting employment base, and 4) sustainable wages and opportunity for advancement.
- 2.1.2 Collaborate with unions, qualified nonprofit trainers, and major employers to strengthen job training pipelines and ensure those who receive job training have proper networking to be placed in good quality jobs.
- 2.1.3 Ensure a broad distribution of economic opportunity within The Platinum Triangle by creating sustainable wage standards to ensure that jobs pay enough for residents to afford costs of living. The City shall update their cost-of-living index every five (5) years.
- 2.1.4 Increase the standard of living by creating jobs with living wages that have advancement opportunities.

**Goal 2.2:**

Ensure that the jobs created in the city of Anaheim pay a sustainable wage, which can be defined as a wage that enables workers to be able to afford standard housing costs in the city of Anaheim without paying more than 30% of their income for housing expenses.

**Rationale:**

The City of Anaheim recognizes that the economic prosperity of their city is tied the quality of life in its communities. The City also recognizes that tourism and a robust service sector industry is its economic backbone.

**Policies:**

- 2.2.1 Create an economic indicator that can be used to evaluate the quality of jobs in relation to the cost of living in the City of Anaheim.
- 2.2.2 Ensure that 70% of all new jobs created in the City pay sustainable wages as determined by the economic indicator described that can be used to evaluate the wage quality of jobs as they pertain to the cost of living in the City of Anaheim.
- 2.2.3 Implement a sustainable wage standard in all service sector jobs that are tied to Anaheim's tourism industry.
- 2.2.4 Ensure that jobs are created concurrent with housing prices.

- 2.2.5 The city shall adopt programs and incentives to ensure that jobs in the city provide sustainable wages in order to ensure that employees will be able to afford to live in their city.
- 2.2.6 Each phase of housing shall be required to be accompanied by balanced job-generating development. Strive to match overall wages to home prices.

**Goal 2.3:**

Ensure that there are high quality jobs in the city, not only by addressing living wages, but also by ensuring that health benefits are provided by employers.

**Rationale:**

The UC Berkley Labor Center studies show that taxpayers actually incur higher costs when a low-wage workforce is created with jobs that do not include health care benefits. By creating standards that encourage and require employers to provide healthcare, lower amounts of money from tax payers will be required.

**Policies:**

- 2.3.1 The City shall provide incentives to businesses that make an effort to provide affordable health care benefits to at least 70% of their employees.
- 2.3.2 Support state and federal legislation, by City Council resolution, to increase employee health benefits and address the rising costs of businesses that are providing healthcare for their employees.
- 2.3.3 Put an economic indicator in place to measure which employers are not paying sustainable wages, and mandate that these employers include health care benefits to their employees who would otherwise be unable to afford them.

**Goal 2.4:**

Encourage businesses to source employment through local hiring practices.

**Rationale:**

Through local hiring, the city can ensure that wages from local businesses re-circulate throughout the community. It is imperative that these local hiring opportunities are comprised of quality jobs in order to ensure that the jobs in the city contribute to reestablishing the middle class in the city of Anaheim, and alleviating poverty.

**Policies:**

- 2.4.1 The City shall make use of development agreements and covenants to obtain commitments to hire local residents.
- 2.4.2 Representatives of job training and employment development sector shall be involved in very early stages of negotiations with developers involving projects of 100,000 sq ft of gross floor area or greater in order to ensure job sourcing through local job training efforts.
- 2.4.3 The City must ensure that residents benefit from economic development by adopting policies that strive to achieve 30% local hire.

**Goal 2.5:**

Make quality employment opportunities accessible to all communities, and all segments of the population.

**Rationale:**

Areas surrounding the Platinum Triangle have proven to be areas with low economic prosperity. It is imperative to make quality jobs accessible for these segments of the community by incorporating public transportation infrastructure.

**Policies**

- 2.5.1 Target job training programs to lower income communities, where the need is greatest.
- 2.5.2 Adopt policies that will lead to additional affordable child care programs in order to increase parents' access to employment opportunities.
- 2.5.3 Local employment creation efforts should focus on poverty reduction by promoting jobs that match the skills of existing residents, improving the skills of low-income individuals, addressing the needs of families moving off welfare, and insuring the availability in all communities of affordable, quality child care, transportation, and housing.

## APPENDICES

## Demographic and Economic Statistics (2004-07)

Fiscal Year	Population	Personal Income (thousands)	Per Capita Personal Income	Median Age	Education Level in Years of Schooling	School Enrollment	Unemployment Rate
2007	345,559	\$9,172,173	\$26,543	32	12.2	65,539	3.9%
2006	342,717	8,901,046	25,972	32	12.2	65,000	3.7%
2005	342,186	8,686,734	25,386	32	12.2	64,154	3.9%
2004	341,184	8,466,140	24,814	30	12.2	64,600	3.6%

Projection based on 10 year running average

Median age and education level based on census 2000

Source: California State Department of Finance

Anaheim City Superintendent of Schools

State of California, Employment Development Department

State Department of Commerce and Labor

Principal Employers City of Anaheim  
(2004-2007)

Employer	Fiscal Year								
	2007			2006		2005		2004	
	Rank	Employees	Percentage of Total Employment	Rank	Employees	Rank	Employees	Rank	Employees
Disneyland Resort	1	21,710	12.90%	1	21950	1	22180	1	22650
Kaiser Foundation Hospital	2	3,660	2.20%	2	3660	2	2580	4	1500
Anaheim Memorial Hospital Medical Center	3	1,185	0.70%	6	1185	6	1185	6	1185
Alstyle Apparel	4	1,000	0.60%	4	1600	7	1000	8	1000
Honda Center	5	1,000	0.60%	7	1000				
Northgate Gonzalez Supermarkets	6	1,000	0.60%	8	1000				
Hilton Anaheim	7	920	0.50%	5	1200	8	960	7	1000
Long Beach Mortgage	8	800	0.50%	10	800				
West Anaheim Medical Center	9	774	0.50%	9	774	9	774		
Anaheim Marriott	10	730	0.40%						
Boeing North America				3	3500	4	1750	2	3500
Opal Concepts						3	2000	3	2000
Anaheim Sports Incorporated						5	1200	5	1200
Aramark at Angels Stadium of Anaheim						10	700	10	700
SBC Communications								9	700

Source: California Employment Development Department

## CHAPTER 3: HOUSING IN THE PLATINUM TRIANGLE

The cost of housing has become too burdensome for many of Anaheim's working families. Orange County is the second least affordable region in California to buy a home, and developers have drastically reduced plans for affordable housing as public funding for such uses are expected to decrease as a result of the current economic downturn (Seay, 2008 & Gurner, 2009). With the current proliferation of low-wage jobs and the high cost of housing in Anaheim, working-families struggle to afford rent.

To address the current crisis, the City of Anaheim passed its Affordable Housing Strategic Plan on Tuesday, October 13, 2009, in which a comprehensive strategy was adopted to provide more affordable housing for Anaheim residents. While this is a great stride forward for affordable housing in Anaheim, the policies must also be extended into The Platinum Triangle.

This chapter provides an overview of the City of Anaheim's Housing Element, current housing climate, the housing climate presented by the Platinum Triangle, and how the Platinum Triangle affects the City of Anaheim's housing situation.

### 3.1 BACKGROUND INFORMATION ON HOUSING

State Housing Element law requires that each city and county identify and analyze existing and projected housing needs within their jurisdiction and prepare goals, policies, and programs to further the development, improvement, and preservation of housing for all economic segments of their community.

### 3.2 CURRENT STATE OF HOUSING IN ANAHEIM

The City of Anaheim Housing Element includes an Affordable Housing Strategic Plan. Among the strategies offered in the affordable housing strategic plan is to offer incentives to developers to promote the development of affordable housing. These incentives include:

- Fund Development Fees – The Affordable Housing Agency (AHA) to pay some or all fees for development of housing, parks, recreation, schools, fire, etc.
- Write Down Land Costs to Developers – AHA to purchase land, and then sell at a price less than market value which makes it possible to establish rent prices for low income groups.

- Pre-Development Loans/Grants – Funds for planning, engineering, and environmental services may be necessary to develop affordable housing.
- Provide Off-Site Improvements – Private developers may receive AHA assistance in funding off-site improvements on affordable housing projects in accordance with Section 33334.2.(e)(2)
- Housing Credits – Allow transfer of affordable housing “credits” between projects that exceed the inclusionary requirement for affordable units to projects that fall below the inclusionary requirement.
- Extra Density Bonus – Densities above the level of the density bonus law could be considered where a developer or owner would produce higher percentages of affordable units, particularly at the very low income level.
- Tax Credits – AHA to support the use of tax credits that can create a financial incentive for long-term developer compliance with housing affordability restrictions.

Another strategy identified in the Housing Element is the City’s partnership with the Kennedy Commission and other key stakeholders to study the efficacy of creating an affordable family housing ordinance. In addition, all of the information listed in the Section 8, CalWORKS incentive funds, and the Tenant Based Rental Assistance Program under HOME are the implementation goals of the City of Anaheim. These implementation goals are geared toward assisting those in the very-low income category.

Included in the Anaheim Housing Element are strategies that the Kennedy Commission has identified to increase the supply of affordable housing. These strategies include:

- Affordable Family Housing Overlay – The ordinance provides by-right incentives of certain development standards in exchange for a dedication of 20% of the units as affordable housing at very low income.
- Affordable Housing Overlay Zoning on Commercial/Industrial Areas – Facilitates affordable housing developments on underutilized commercial and industrial zoned areas. The ordinance allows for residential development and allows for concessions and incentives in exchange for a level of affordability.



- Implementation of Density Bonus Law SB 1818 – SB 1818 establishes a number of affordable units that a developer must provide in order to increase residential densities and be eligible for additional incentives.
- Redevelopment Set-Aside Funds – Increase Redevelopment Agency’s housing set aside funds from redevelopment project areas to produce affordable units.
- Affordable Housing Land Trust – A public/private partnership between the City and corporations/developers dedicated to acquire land for affordable housing and then facilitate the creation of permanently affordable housing on these sites.
- Implementation of Jobs/Housing Linkage Programs – Include fees or other requirements that local governments place on new industrial, commercial and office developments to offset the impact that new employment has on housing needs within a community. The collected fees will be used to support affordable housing developments.

Section 7 of the Anaheim Housing Element includes a discussion on the implementation of plans and ordinances ensuring housing site availability. These plans and ordinances encourage the development of various types of housing to meet the needs of all income groups. In addition, during the program period, the Planning Department will continuously encourage the development of adequate housing for all income levels through the Community Planning Program and the designation of residential sites.

Section 7 also discusses affordable housing land use and development incentives. These incentives include density bonus programs that provide incentives to develop affordable housing within the city. There are two active density bonus programs in Anaheim:

- Affordable Rental Program – bonus options for development of units for households at 50% and 80% of median income.
- Affordable Homeownership Program – bonus incentives for development of units for households at 80% of median income.

There are barriers to the development of affordable housing such as land, construction, and capital costs that are not within the City’s control. However, there are a number of actions that can be taken in order to mitigate barriers to affordable housing accommodations. The strategies identified in the Housing Element are:

- Developer Incentives – payment of developer’s fees; land cost write-down; predevelopment loans and grants; provision of off-site improvements, and “extra” density bonuses.
- Monitoring – the city will continue to monitor all regulations, ordinances, procedures, and residential fees.
- Recycling Sites – the possibility of recycling already developed, but underutilized sites, for construction of affordable housing.
- Ongoing Duties – the city will continue to promote the development, improvement, and retention of affordable housing.

### 3.3 JOBS/HOUSING BALANCE

The Southern California Association of Governments (SCAG) is the metropolitan planning organization that oversees six counties in Southern California. Member counties include Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. SCAG applies the Jobs/Housing Ratio at the regional and subregional level as a tool for analyzing the fit between jobs, housing, and infrastructure. SCAG considers an area balanced when the Jobs/Housing Ratio is 1.36. Cities, communities, and regions with more than 1.36 jobs per dwelling unit are considered “jobs-rich.” Conversely, areas with less than 1.36 jobs per dwelling unit are “housing-rich” (SCAG, 2001).

A balance of jobs and housing offers many benefits at both the local and **regional** level, including:

- reduced driving
- reduced congestion
- fewer air emissions
- lower costs to businesses and commuters
- lower public expenditures on facilities and services
- greater family stability
- higher quality of life (SCAG, 2001).

SCAG provides a long-range plan that analyzes transportation needs of the six member counties. The 2008 Regional Transportation Plan (RTP) provides population, employment, and housing projections for the SCAG region. According to the 2008 RTP, in 2010, employment and the number of housing units in Anaheim are projected at 204,708 and 103,148, respectively. Therefore, for 2010, the projected

Jobs/Housing Ratio in for the City of Anaheim is a job-rich ratio of 1.98 (SCAG, 2008). In contrast, the County of Orange is projected at relative Jobs/Housing balance of 1.37 (SCAG, 2008).

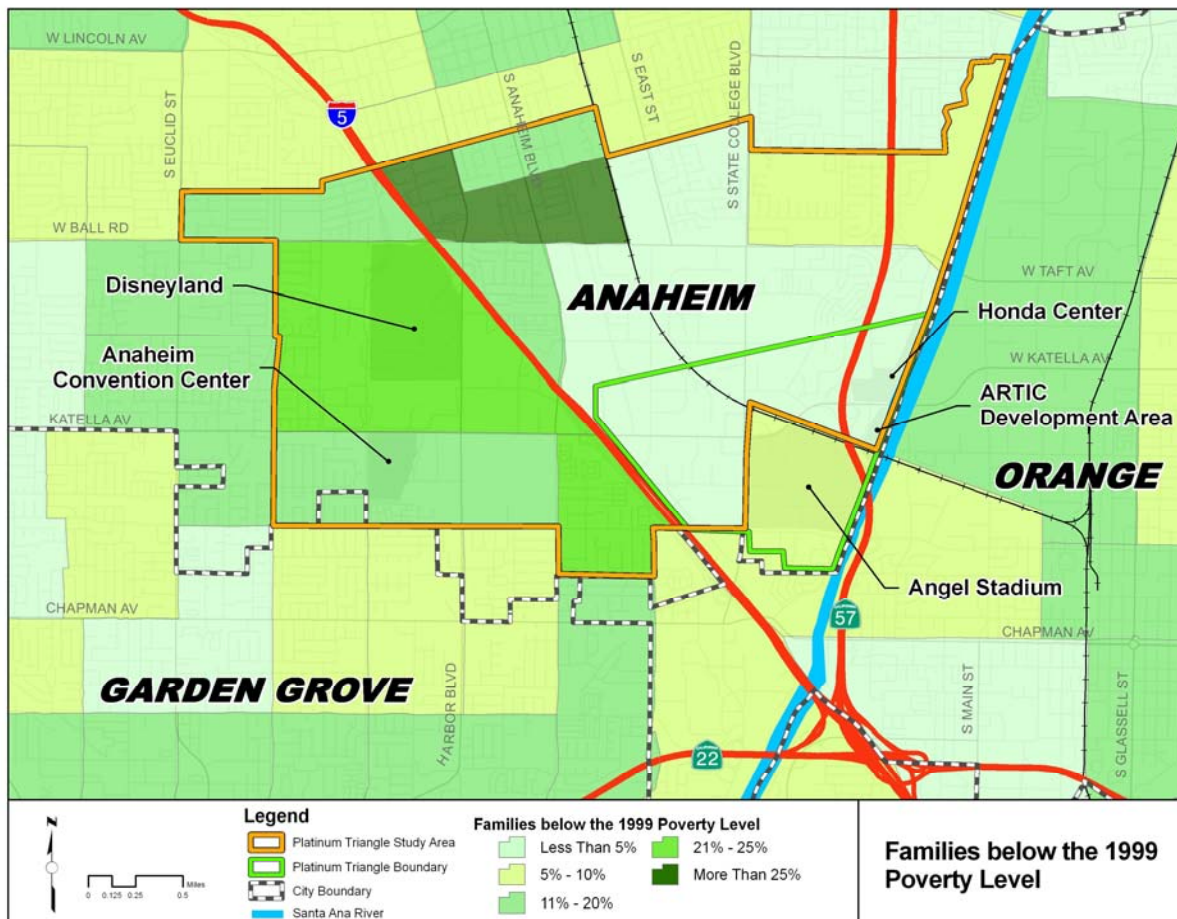
From the data collected in communities surrounding the Platinum Triangle, it is apparent that jobs in the area require households to have more than one full-time job per household in order to meet the high costs of housing. The prime purpose for a jobs/housing balance is a reduction in the environmental impacts caused by commuting. Balancing jobs and housing achieves a number of other goals, including reducing traffic congestion on major freeways and arterials, improving regional air quality conditions, and enhancing a community's economic base. An imbalance of jobs and housing tends to push up rents and housing prices around employment centers, as local workers pay high prices to avoid longer commutes. Low-income workers can be displaced by this process and forced to commute farther. Current economic patterns in the city contribute to a jobs/housing imbalance, and therefore negatively affect the City's physical development. Low wage jobs undermine the intent of a jobs/housing balance. If residents cannot afford to live in neighborhoods close to where they work, they are forced to commute, which adds to environmental pollution. Policies in the general plan need to address jobs as they relate to the jobs/housing balance, by ensuring that the jobs created within the Platinum Triangle allow employees to be able to afford the housing that is in close proximity to their places of employment, therefore improving the quality of life in the city of Anaheim by reducing traffic congestion and mitigating spatial disparities that put strain on a city.

### **3.4 COMMUNITY NEEDS**

According to the Orange County Register, Orange County was the second least affordable region in California to buy a home in the first quarter of 2009 (Kalfus, 2009). It is projected that the demand for affordable housing will increase as more people lose their jobs while the region continues to recover from the current economic recession. In addition, developers have drastically reduced plans for affordable housing as public funding for such uses are "expected" to decrease due to the current economic downturn (Seay, 2008 & Gurner, 2009).

The outcome of the current economic crisis remains to be seen and its effect on housing is an unknown at this point in time; thus, the City of Anaheim should position itself for the future and utilize The Platinum Triangle expansion as an opportunity to construct an appropriate share of affordable housing. Since Anaheim is a "jobs rich" city, and many of the jobs will be low-wage, service sector jobs, it is necessary to balance the jobs/housing ratio by constructing affordable housing units within The Platinum Triangle at 30% and 50% Area Median Income (AMI).

Figure 6



Orange County Communities Organized for Responsible Development (OCCORD) has been working with Anaheim residents and stakeholders to determine how broader community needs can be incorporated into the proposed Platinum Triangle Master Land Use Plan. Based on a community needs survey that was conducted in the summer of 2008 in neighborhoods adjacent to The Platinum Triangle, 69% of the families surveyed expressed that housing costs are too high, showing that there is an extreme lack of affordable housing in the area. With no affordable housing currently planned for The Platinum Triangle, the current development, as is, will only exacerbate the problem. As a result of the types of jobs available to families in and around the Platinum Triangle, breadwinners often need to work two or more jobs just to make ends meet. Due to high housing costs in the City of Anaheim, families often need to live in housing units that are not large enough to accommodate their large families, contributing to overcrowding in the City. Figure 5 shows us that a number of families living below the poverty level in 1999 were concentrated near the site of The Platinum Triangle.

The development of high-end, market-rate neighborhoods is creating economic barriers that divide rich and poor. In doing so, this creates neighborhoods similar to those surrounding The Platinum Triangle, where an over-concentration of poverty exists, resources are scarce, crime and traffic are high, and the overall quality of life is low.

### 3.5 AVERAGE HOUSING PRICES IN THE CITY OF ANAHEIM

The Regional Housing Needs Assessment (RHNA) developed by the Southern California Association of Governments (SCAG), documents that over 38 percent of Anaheim's housing allocation should meet the needs of those in the *Low* and *Very Low* Income categories. It is therefore important to look at the demographic and economic statistics of the residents of Anaheim.

According to the U.S Census Bureau's American Community Survey for 2005-2007, the median household income in the City of Anaheim is \$50,007 per year and the median family income is \$60,374. People are overpaying for housing when they spend more than 30 percent of their income on housing costs. The City of Anaheim's Draft Housing Element for the 2006-2014 planning period states that the average monthly housing prices for apartments in Anaheim are as follows:

**Table 5**  
**City of Anaheim 2006-2014 Average**  
**Housing Prices**

Apartment Type	Average Rent
Studio	\$983
1 Bed 1 Bath	\$1,132
2 Bed One Bath	\$1,325
2 Bed Two Bath	\$1,499
3 Bed 2 Bath	\$1,653

*Source: City of Anaheim Housing Element*

### 3.6 AFFORDABLE HOUSING NEEDS ADJACENT TO THE PLATINUM TRIANGLE

According to the Department of Housing and Urban Development (HUD), affordability is generally based on a household's ability to pay no more than 30 percent of its income on housing (HUD, 2008). The State Department of Housing and Community Development analyzes the distribution of income among households in a community relative to the County Median Family Income (CMFI). The CMFI for the City

of Anaheim in 2000 was \$49,969. The Households are grouped into five income classifications for purposes of determining the need for assistance.

- **Extremely low:** households earning 30 percent or less of City of Anaheim's CMFI, which translates into a maximum income of \$14,990.
- **Very low:** households earning 31 to 50 percent of City of Anaheim's CMFI, or a maximum income of \$24,985 for a household of four.
- **Low:** households earning 51 to 80 percent of City of Anaheim's CMFI, which translates into a maximum of \$39,975 for a household of four.
- **Moderate:** households earning 81 to 120 percent of City of Anaheim's CMFI, or a maximum income of \$59,963 for a household of four.
- **Above Moderate:** households earning above 120 percent of City of Anaheim's CMFI, or over \$59,963 (HUD, n.d.).

**Table 6**  
**Households According to Household Income**

	Platinum Triangle Study Area	Anaheim
Less than \$10,000	6%	5%
\$10,000 to \$14,999	6%	4%
\$15,000 to \$24,999	16%	11%
\$25,000 to \$34,999	16%	13%
\$35,000 to \$49,999	19%	17%
\$50,000 to \$74,999	20%	21%
\$75,000 to \$99,999	8%	13%
\$100,000 or more	10%	16%

*Source: 2000 U.S. Census*

As illustrated in Table 6, above, approximately 43 percent of all families in the PTSA make less than \$35,000 per year. Families earning less than \$35,000 per year are considered in the *Very Low* and *Low* categories.

### 3.7 PLATINUM TRIANGLE STUDY AREA INCOME SPENT ON RENT

As Table 7 illustrates, in 1999 a large percentage of households in the PTSA paying a large portion of their income on housing. Approximately, 45 percent of households in the PTSA paid over 30 percent of their income on housing costs. This means that approximately half of the population surrounding the Platinum Triangle can spend no more than \$875 per month on rent in order to live in “affordable” housing.

**Table 7**  
***Platinum Triangle Study Area Demographic Information***  
***Compared with the City of Anaheim***

	<b>Total Tracts</b>	<b>Anaheim</b>
Total Population	48,583	327,357
Hispanic	67%	30%
White Alone	23%	36%
Renter Occupied	62%	50%
Average Household Size	3.83	3.34
Median Household Income (1999)	\$41,115	\$47,122
Median Family Income (1999)	\$41,497	\$49,969
Percent of Households who Spend 30% or More on Rent <sup>1</sup>	45%	45%
Greater than 1.5 Renter Occupants per Room	43%	28%

1. Gross Rent as a Percentage of Household Income for renters

Source: 2000 U.S. Census

### 3.8 OVERCROWDING

Another issue that populations in this area face is overcrowding. According to the U.S. Census Bureau, a housing unit is overcrowded if there is more than one person per room (excluding bathrooms, kitchen, hallway and closet space). Approximately 43 percent of renter occupied units have 1.5 or more persons per room in the PTSA. In comparison, approximately 28 percent of renter occupied units in the City of Anaheim have 1.5 or more persons per room.



Overcrowding can reduce the quality of the physical environment and create conditions that contribute to deterioration of the surrounding area. Therefore, it is important to provide housing units that are large enough to accommodate households/families with five or more people at a cost that is affordable.

### **3.9 THE PROPOSED PLATINUM TRIANGLE DEVELOPMENT**

The City of Anaheim adopted its initial vision for The Platinum Triangle Master Land Use Plan in 2004. The vision emphasizes a high-end, high density mixed-use development with residential, commercial, and office uses. The original version of the plan allowed for the development of 9,175 upscale housing units. The number of residential units was later amended to accommodate an additional 325 residential units, bringing the total number of permitted uses within the 820-acre area to 9,500. After a series of General Plan Amendments, the number of residential units was increased from 9,500 units to 10,266 in 2007. Currently, the City of Anaheim is proposing to increase the number of residential units from 10,266 to 18,909, representing an 84 percent increase within the 820-acre project area.

As mentioned above, there are a total of 102,195 housing units in the City of Anaheim. If the proposed increase in density is adopted, The Platinum Triangle will represent approximately a 20 percent increase in the total housing stock within the City of Anaheim. In the current Platinum Triangle Master Land Use Plan, there is not a single planned affordable unit. As shown above, approximately 45 percent of residents in the Platinum Triangle Study Area are overpaying for housing, and are in great need of affordable rents. By leaving affordable housing out of the plan for the Platinum Triangle, the plan disregards the needs of populations in the immediate area.

### **3.10 TYPES OF JOBS CREATED BY THE PLATINUM TRIANGLE AND HOW IT AFFECTS HOUSING**

Due to regional attractions like the Anaheim Resort, the City of Anaheim's, employment opportunities are projected to significantly outpace housing opportunities (SCAG, 2008). On paper, implementation of the increased residential densities of The Platinum Triangle will help provide housing opportunities to the City's residents. However, The Platinum Triangle proposes to increase commercial uses by 117 percent (from 2,264,400 to 4,909,683 square feet) and office uses by 184 percent (from 5,055,550 to 12,340,522 square feet), which will exacerbate the problem.

Many of the jobs created will be low paying service sector jobs in the retail trade, food services, office administration, janitorial, landscaping, and building maintenance support, based on the nature of The Platinum Triangle development and what will be needed to service it. Currently, there are no existing standards tied to the types of jobs that will be created within the development. The average pay for these occupations ranges from \$14,400 to \$23,436 per year. Moreover, they offer few benefits and

little security, and are often part-time or temporary contract work. With all of the proposed 18,909 dwelling units slated to be market rate, a troubling imbalance emerges between the types of jobs created and the type of housing produced.

Implementation of The Platinum Triangle will lead to indirect population increases from the development of office, commercial, industrial, and institutional uses. Many jobs in the Platinum Triangle will be low wage jobs in the service sector. Very low and low income households earn between 50 to 80 percent of the CMFI, and often pay half of their income towards housing. Extremely low income households earn 30 percent of the CMFI and pay more than half of their income towards housing. Table 5 below illustrates the yearly wages in Orange County that would qualify for affordable housing.

**Table 8**

***Wages in Orange County***

**Extremely Low – 30% of the Median Income**

Restaurant Server	\$14,400
Housekeeper	\$15,360
Sales Associate	\$16,320
Cook	\$17,280

**Very Low – 50% of the Median Income**

Gardener	\$21,437
Child Care Provider	\$22,865
Bank Teller	\$23,197
Receptionists	\$23,436

**Low – 80% of the Median Income**

Truck Driver	\$36,691
Auto Mechanic	\$37,239
Social Worker	\$43,841
School Teacher	\$52,256

Source: The Kennedy Commission, 2008

As illustrated in 8 service related jobs do not pay a livable wage and would fall into the Extremely Low income category.

**3.11 CONSEQUENCES FOR LACK OF AFFORDABLE HOUSING WITHIN THE PLATINUM TRIANGLE**

Housing values are greatly influenced by the supply of housing for sale at a given time. Currently there are no developments within The Platinum Triangle planned or entitled for affordable housing. Implementation of The Platinum Triangle would result in a disproportionate increase of service sector jobs in relation to moderate-high income housing, further exacerbating the lack of housing affordability.

The lack of affordable housing will adversely affect the City of Anaheim. Due to the imbalance of the types of jobs created, the wages provided, and the high cost of market rate housing in the Platinum Triangle, service workers will have no choice but to commute long distances from their homes outside of The Platinum Triangle to their jobs within The Platinum Triangle, overloading Orange County's transportation system and contributing to greenhouse gas emission. In addition, as currently illustrated in the City of Anaheim, the city's insufficient supply of affordable housing has led to concentrations of poverty in some neighborhoods. Teachers, firefighters, police, and municipal employees are among other constituents who depend on affordable housing to live in Orange County. Without it, they too would struggle to live in the city within which they work.

An insufficient supply of affordable housing has severe implications, as families may be forced to forgo basic necessities or live in substandard or overcrowded conditions in order to afford shelter. In response to a lack of housing affordability in the City of Anaheim, individuals and families have been forced to accept smaller housing, double or triple up in the same house, or rent space to nonfamily members to subsidize housing costs, which can lead to overcrowding. Overcrowding can strain and accelerate the deterioration of physical facilities, and it contributes to a shortage of parking. Overcrowding is often attributed to housing prices outpacing household incomes (OCCIP, 2007). At 3.43, Anaheim has one of the highest average household sizes in Orange County. The County average is 3.03 (U.S. Census Bureau, 2007).

All of these problems will be exacerbated without the inclusion of affordable housing in The Platinum Triangle.

**3.12 POLICY RECOMMENDATIONS FOR PLATINUM TRIANGLE EXPANSION**

The City of Anaheim has a growing need for housing opportunities, in particular affordable housing. Below are recommended policies that encourage affordable housing.

**Goal 3.1:**

Provide greater affordable housing opportunities.

**Rationale:**

With the addition of The Platinum Triangle Development, the City of Anaheim is projected to be the largest city in Orange County. Although the City of Anaheim has enacted an Affordable Housing Strategic Plan, the demand for affordable housing still falls short. New infill development sites, such as The Platinum Triangle, must be targeted to mitigate this need through the construction of mixed-income housing.

**Policies:**

- 3.1.1 All new housing developments within The Platinum Triangle shall designate at least thirty percent of total units as affordable in exchange for a twenty percent density bonus. Payment of in-lieu fees will not be accepted in lieu of affordable housing development.
  - 3.1.1.1 Half of all constructed affordable housing units shall be designated for families earning between 30 - 50 percent of Orange County's median family income (30% – 50% AMFI), and the other half of all constructed affordable housing units shall be for families with incomes below 30 percent of Orange County's median family income.
  - 3.1.1.2 Effort must be made to disperse the rental units throughout each development.
  - 3.1.1.3 Rental affordability shall be maintained for at least 40 years from the first certificate of occupancy.
- 3.1.2 Include affordable housing within mixed-use and other residential developments within The Platinum Triangle.
  - 3.1.2.1 Locate affordable housing near transit.
  - 3.1.2.2. Allow for maximum densities.
  - 3.1.2.3 Ensure certainty and timeliness in entitlements.
- 3.1.3 The City of Anaheim shall maintain incentives, concessions and density bonus programs for affordable housing and affordable housing development such as financial incentives and a degree of flexibility in zoning and density.
- 3.1.4 The City shall encourage development of special needs housing and homeless shelters in compliance with SB 2 within The Platinum Triangle.

- 3.1.5 The City of Anaheim shall increase and expand homeownership rates for lower and moderate income households within The Platinum Triangle by offering financial assistance, low-interest loans, and educational resources, and by working in collaboration with local, regional and state agencies and nonprofit organizations.
- 3.1.6 All new developments within The Platinum Triangle shall be designed to meet the needs and be accessible to those with disabilities and families of all types through universal design standards.
- 3.1.7 Affordable housing shall match the design, character and quality of surrounding market-rate housing.

**Goal 3.2:**

Create a jobs-housing balance that ensures housing costs match wages of the jobs provided.

**Rationale:**

With a large portion of the economic base constituted by the service sector, namely the Anaheim Resort, an abundance of low-wage jobs have flooded Anaheim's market. Housing costs must be in line with the wages offered by the service sector to mitigate the myriad of needs that result from a jobs-housing imbalance.

**Policies:**

- 3.2.1 Ensure that new jobs and their wages are created concurrent with the price of new housing stock. Include requirements to ensure a reasonable ongoing balance between housing and jobs and/or other mechanisms to maintain housing stays balanced with job creation. All new housing shall be required to be accompanied by balanced job-generating development. New housing units shall match wage levels to home affordability.
- 3.2.2 New developments shall achieve a maximum jobs/housing balance of 1.4 jobs for every dwelling unit on average within each community.

## CHAPTER 4: COMMUNITY & ENVIRONMENTAL HEALTH

Neighborhood health and environmental factors—from local economic opportunities, to social interactions with neighbors, to the physical environment, to services such as local grocery stores where people can buy nutritious food—all affect individual health. Access to healthy food can reduce obesity and related diseases such as hypertension and heart disease. Clean air quality can reduce asthma in adults and children. Reliable, safe and accessible public transportation can provide residents with the necessary mobility to get to jobs and schools. There are a myriad of ways that a neighborhood's protective factors positively impact individual health.

### 4.1 PHYSICAL ENVIRONMENT – CONSTRUCTING A HEALTHY BUILT ENVIRONMENT

The physical features of a community influence the health of residents in many ways. Clean water and air, the presence of sidewalks, and access to parks, safe streets, and accessible, quality housing all contribute to a healthy neighborhood. Conversely, the lack of such conditions may harm residents or expose them to risk factors that lead to poor health. The qualities of any neighborhood are, in turn, reflective of broader patterns of urban and regional development, including the density and types of housing, the relative dependence upon automobiles or mass transit, and the extent to which new development is occurring.

Parks in low-income neighborhoods, as seen in the areas adjacent to the Platinum Triangle, are often unsafe, poorly maintained, and too small for the current population. Lower-income housing is too often near freeways, or other sources of diesel and other air pollution. In the case of the neighborhoods surrounding The Platinum Triangle, there is a lot of additional bus traffic that is generated as a result of the Anaheim Resort, which is anticipated to increase as The Platinum Triangle becomes a regional draw for residents and businesses alike.

Recreational opportunities are also key to a healthy community. Safe, well-maintained parks can promote physical activity and public spaces for neighborhood gatherings. Parks and safe paths for walking and biking all make it easier for residents to exercise. Studies have found that concern about safety, lack of sidewalks, and their inability to afford to go to recreation facilities are problems that keep residents from walking more than they currently do. People with lower incomes are more likely to say

that heavy traffic, unattended dogs, and air pollution from cars and factories make going outside for a walk or run unsafe or unattractive.

Safe parks, full-service grocery stores and/or farmers' markets, safe, walkable streets, less truck and bus traffic, well-maintained housing, and open spaces that encourage community gathering are all protective factors that contribute to the health of a community and have a positive impact on the health of residents. Likewise, residents' geographic access to opportunities—convenient location to reliable transportation that allows people to get to jobs and schools—contributes to healthy people and a healthy neighborhood. Currently, the areas surrounding the Platinum Triangle are lacking the necessary infrastructure to be deemed a healthy environment.

## **4.2 SERVICE ENVIRONMENT**

Equitable distribution of health services and other neighborhood-level public services—high-performing schools, adequate police and fire protection, sanitation services, and recreational opportunities—can positively affect the health of a community.

High-quality, accessible, and culturally sensitive health services are an obvious determinant of health outcomes. Persistent challenges exist for low-income communities in accessing care. Issues within The Platinum Triangle study area include transportation difficulties, insensitive treatment, long waiting room times, and a lack of multilingual staff. Equitable distribution of health services throughout the Anaheim area will increase utilization and improve disease management. Similarly, residents living in the neighborhoods adjacent to The Platinum Triangle have cited a lack of healthcare facilities and community clinics as a major concern.<sup>10</sup>

The equitable distribution of healthcare services and other neighborhood-level services has a huge impact on the overall health of a community. According to smart growth policies, access to quality healthcare services, public safety, and community support services are all necessary for a healthy, sustainable community. Public services, such as adequate police and fire protection, water and sewer systems, healthcare facilities that are accessible and staffed with personnel who understand cultural needs, and quality facilities for neighborhood meetings and cultural events, are necessary for a healthy community. Reliable and regular sanitation service; mass transit that provides clean, safe, and reliable service; and responsive, caring public health providers all positively affect a community.

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<sup>10</sup> Haster/Orangewood, Guinida, Walnut/Cerritos Community Focus Group, July, 2008

#### **4.3 CRIME AND LAW ENFORCEMENT**

Violence has become much more widely understood recently as a public health issue, and this recognition has contributed to the creation of more effective model programs for addressing the root causes of domestic abuse, gang violence, and the broader prevalence of weapons in society. According to the OCCORD study conducted during the summer of 2008, 66% of the families who responded felt that gangs were a problem, 62% felt that security issues were a problem, and 60% felt that drug and alcohol abuse was a concern. A focus on prevention, youth development, and support for families leads quickly to the recognition that healthy communities need much more than law enforcement. Parks and community centers increase venues for positive social interaction as well as physical activity.

#### **4.4 HEALTHY FOOD CHOICES**

The commercial enterprises in a neighborhood can be as important to health as the public services. As discussed previously, the presence of grocery stores in a community not only bolsters economic growth, but also provides an important service by making healthy food available. Neighborhoods that lack supermarkets and other businesses that benefit a community also tend to have more vendors of unhealthy products, whose presence can negatively affect residents' health. Choosing a healthy lifestyle is harder when the ingredients for one are far from home and when one is bombarded instead with unhealthy options. Within the Platinum Triangle Study Area, rates of diabetes were higher than the county average, as was the rate of persons with high blood pressure.

A recent study by the California Center for Public Health Advocacy found that the ratio of fast-food venues to grocery stores was over four to one in California. The absence of supermarkets and the preponderance of unhealthy food retailers directly correspond to health outcomes. Grocery stores, in addition to promoting economic growth, also foster healthy eating habits. The presence of a grocery store draws foot and street traffic, becoming an economic anchor for other businesses. Low income communities tend to have fewer supermarkets and more convenience stores and fast-food restaurants than wealthier communities. In addition to the economic losses this represents, the lack of grocery stores typically contributes to residents eating more foods high in fat, calories, and sugar because they are largely available at the more prevalent convenience stores and fast-food outlets. The development of grocery stores or other healthy outlets in a community can improve the eating habits of residents and attract complementary retail services, thus must be included within The Platinum Triangle expansion plan.



#### 4.5 INCOME AND COMMUNITY HEALTH

In the most direct sense, income allows for meeting health-related needs and enables healthier choices. Regular and sufficient income enables one to purchase needed goods and services, such as health care, a habitable residence, or a car to drive to work. A lack of money can prevent someone from getting regular health screenings, eating nutritious foods, and exercising. And when there isn't enough money for basic needs, health suffers. For example, if a person has high housing costs, as is often the case in Orange County, he or she often spends less on healthy foods and health care. As previously detailed, there are many low-income families living within the Platinum Triangle Study Area

#### 4.6 JOBS AND HEALTH

Similarly, people in the lowest occupational positions are more likely to suffer from depression, diabetes, heart disease, arthritis, chronic pain, and tension headaches than people with the highest occupational positions. The OCCORD study found that 28% of families living around The Platinum Triangle site had one or more family members suffering from high levels of stress, 27% had one or more family members suffering from high blood pressure, and 18% had one or more family members suffering from diabetes. Jobs that pay lower wages tend to result in more job-related injuries, to be more stressful, to have greater turnover, and to be less stable. Thus, such occupations can produce adverse effects on both physical and psychological health.

Even when parents are fully employed, if their wages and benefits do not sustain them above poverty level, they are at greater risk in at least two respects: they can fall victim to financial disaster because of uninsured healthcare costs, and they will be at greater risk for chronic conditions, such as diabetes or heart disease, because they reside in a community that lacks the features of a healthy environment. In the neighborhoods surrounding The Platinum Triangle, 40% of the families lack any form of health coverage.

#### 4.7 POLICY RECOMMENDATIONS FOR PLATINUM TRIANGLE EXPANSION

##### Goal 4.1:

Foster all residents' health and well-being by implementing procedures that make community health a priority for the community.

**Rationale:**

Evidence increasingly shows that built environments influence chronic as well as infectious/acute diseases.

**Policies:**

- 4.1.1 Develop regular channels of communication and collaboration between local health officials, local residents, and planners, through design review and/or other means of ongoing feedback and input.
- 4.1.2 Integrate health concerns and rationales throughout each element of the General Plan and set measurable health goals.
- 4.1.3 Adopt a mission statement or slogan that emphasizes the community's value for health and well-being.

**Goal 4.2:**

Work collaboratively with the community to develop and achieve the General Plan's vision for a healthy community by providing opportunities for all residents to participate in the city's planning process.

**Rationale:**

Community participation in planning processes builds social capital; engaging community members in identifying and prioritizing healthy development opportunities and constraints will contribute to a more robust and sustainable plan.

**Policies:**

- 4.2.1 Sponsors of development or other major projects in the City that will affect the health of the community shall initiate early and frequent communication with community residents offering literature and workshops in English and Spanish.
- 4.2.2 Local government agencies, including planning and public health, will work collaboratively with neighborhood associations and other similar community stakeholders to address neighborhood health concerns.
- 4.2.3 Establish procedures to track community health information systematically and in ways appropriate for use in built environment decisions for all developments.
- 4.2.4 Regular updates will be provided about the progress of general plan implementation and other planning-related activities through a variety of mechanisms, such as the city website,

flyers in utility bills, community liaisons, or local newspapers. Strategic steps will be made to ensure residents living in rental units will receive proper notification.

**Goal 4.3:**

Create convenient and safe opportunities for physical activity for residents of all ages and income levels by ensuring that residents will be able to walk to meet their daily needs.

**Rationale:**

Residents of walkable neighborhoods in relation to transit facilities are more likely to achieve the recommended amount of daily exercise.

**Policies:**

- 4.3.1 Set a walkability standard of ½ mile for access by residents of all economic segments to daily retail needs (grocery) and nearest transit stops, and public parks.
- 4.3.2 Adopt sufficient density minimums for residential, commercial, and retail development to ensure development that supports transit and walkable environments (as opposed to density maximums).
- 4.3.3 Support walkability and accessibility audits to identify inconvenient or dangerous routes and prioritize infrastructure improvements in communities with the most need; adopt walkability and bikability audits to identify opportunities and needs.
- 4.3.4 Ensure that pedestrian routes and sidewalks are integrated into continuous networks which incorporate transit facilities within The Platinum Triangle.
- 4.3.5 Provide lighting and other defensive streetscape and urban design features.
- 4.3.6 Set a walkability standard of ½ mile for access for residents of all economic segments to recreational facilities, defined as public parks, open space, or community facilities within The Platinum Triangle.
- 4.3.7 Identify sites to increase acreage of total recreational areas. Utilize public easements for community gardens as a source for healthy, accessible food. New park construction shall be prioritized in communities that are underserved and/or low-income.
- 4.3.8 Provide and promote a balanced recreation program which offers a diversity of recreational amenities to meet the needs of the population.

- 4.3.9 The City shall recognize and respond to the divergent recreational needs of various income levels and age groups within the community.
- 4.3.10 The city shall provide the target threshold of one multipurpose outdoor recreation area that shall serve 1 per 10,000 people (Source: National Recreation and Parks Association) measuring 9,840 square feet minimum.
- 4.3.11 Establish and fund a high level of service standard for parks. There shall be sufficient lighting and routine maintenance provided for all public areas.
- 4.3.12 Targets the threshold for resource parks (regional plus open space parks) to be 20 acres per 1,000 residents.
- 4.3.13 Require sufficient density in new residential development to support local bus service.

**Goal 4.4:**

Create a balanced transportation system that provides for the safety and mobility of pedestrians, bicyclists, those with strollers, and those in wheelchairs at least equal to that of auto drivers.

**Rationale:**

A balanced transportation system provides access for all populations to needed goods and services.

**Policies:**

- 4.4.1 Establish design guidelines and/or level of service standards for a range of users, including access for disabled and bicyclists (e.g., complete streets guidelines; universal design principles; facilities such as sidewalks, lighting, ramps for wheelchairs and bicycles; parking in rear of buildings; windows that face the sidewalk/street).
- 4.4.2 Require transportation engineers to meet level of service standards for pedestrians and cyclists in addition to those established for cars (e.g., sidewalks, crosswalks, bike lanes).
- 4.4.3 Require a dedicated set portion of the transportation budget to go to pedestrian and cyclist amenities.
- 4.4.4 Require developers to build facilities for walkers, bicyclists, and wheelchairs in all new developments (e.g. sidewalks, ramps, bicycle racks, showers).
- 4.4.5 Plan and design neighborhoods within The Platinum Triangle with sustainable landscapes consistent with current LEED and LEED-ND standards or equivalent.

- 4.4.6 Require a community design that is pedestrian scale and brings buildings up to the street with space for vibrant sidewalks and walkways connecting through to existing neighborhoods.
- 4.4.7 Require pedestrian oriented design with short to medium width blocks; safe pedestrian connections and crossings; public open spaces, street furniture, attractive pedestrian oriented design at the street level; and street trees and landscaping.

**Goal 4.5:**

Provide safe, convenient access to healthy foods for all residents by providing safe, convenient opportunities to purchase fresh fruits and vegetables by ensuring that sources of healthy foods are accessible in all neighborhoods.

**Rationale:**

Low-income neighborhoods suffer from disproportionately lower access to food retail outlets that sell fresh produce and disproportionately higher concentrations of fast food and convenience stores. Consequently, rates of diabetes and other health disparities exist in low-income neighborhoods. To mitigate this, it is essential that low-income neighborhoods have access to a balance of healthy food choices.

**Policies:**

- 4.5.1 Identify grocery access as a priority for economic development; give responsibility for food retail attraction and development to a specific governmental department, such as community and economic development.
- 4.5.2 Establish a walkability standard of ½ mile for access to retailers/sources of fresh produce (e.g., grocery stores, green grocers, farmers' markets, community gardens).
- 4.5.3 Create new incentives to encourage stores to sell fresh, healthy foods such as produce in underserved areas (e.g., tax breaks, grants and loans, eminent domain/land assembly, conditional use zoning, dedicated assistance funds for infrastructure improvements such as refrigeration and signage).
- 4.5.4 Identify appropriate sites for farmers' markets (e.g., municipal parks, street closures) and drop-off sites for community-supported agriculture "shares" (direct marketing between farmers and consumers), and prioritize those uses in appropriate locations (create specific zoning ordinances that define these uses and identify where they are most appropriate/needed).

- 4.5.5 Encourage farmers' markets to accept credit and food stamp Electronic Benefit Transfer (EBT) cards; Women, Infants, and Children (WIC) benefits; and Senior Farmers' Market Nutrition Program benefits (e.g., require all farmers' markets in a jurisdiction to accept food stamps and other public benefits through definition in zoning code, provide technical assistance and support to farmers' markets to ensure their ability to accept public benefits).
- 4.5.6 Work with local transit agencies to ensure that bus routes provide service from underserved neighborhoods to healthy food retail outlets.
- 4.5.7 Link efforts to protect local farmland with the development of **diverse** markets for local produce (e.g., community-supported agriculture programs, farmers' markets, farm-to-institution programs, grocery stores, restaurants).

**Goal 4.6:**

Avoid a concentration of unhealthy food providers within neighborhoods.

**Rationale:**

People choose among foods that are readily available; healthy options should be at least as available and accessible as unhealthy options.

**Policies:**

- 4.6.1 The city shall implement measures that increase the affordability of healthy food options (e.g. food stamps, subsidies, etc.), while encouraging accessibility standards (e.g. for every half-mile there should be healthy food options).
- 4.6.2 Prioritize healthy food development incentives in areas with a high ratio of convenience and fast food.
- 4.6.3 Limit drive-through food outlets within certain geographic areas.
- 4.6.4 Identify fast food restaurants, liquor, and convenience stores as conditional uses only; establish conditional use review upon lease renewal or at point of business sale. Require liquor and convenience stores to allot 10% of their sales area to healthy groceries (fruits and vegetables).

**Goal 4.7:**

Pursue a comprehensive strategy to ensure that residents breathe clean air and drink clean water by reducing residents' reliance on automobiles.

**Rationale:**

Motor vehicles are often the principle contributors of particulate matter, nitrogen oxides, and ozone, which contribute to asthma and bronchitis.

**Policies:**

- 4.7.1 Establish density minimums for residential, commercial, and retail development to ensure development that supports transit and walkable environments.
- 4.7.2 Build and maintain safe, pleasant streets for walking and bicycling.
- 4.7.3 Work with regional authorities to improve transit service linking residents with destinations (such as jobs and retail), especially in underserved neighborhoods.
- 4.7.4 Adopt a tree protection and replacement ordinance, *e.g.*, requiring that trees larger than a specified diameter that are removed to accommodate development must be replaced at a set ratio.

**Goal 4.8:**

Protect residences, workplaces, and stores from major sources of outdoor air pollution.

**Rationale:**

Populations in close proximity to noxious land uses are more vulnerable to respiratory diseases and cancers.

**Policies:**

- 4.8.1 Plan truck routes that avoid neighborhoods and schools.
- 4.8.2 Minimize the pollution associated with stop-and-go traffic by implementing traffic calming techniques (e.g., replacing stop lights, stop signs, and speed bumps with chicanes, narrower streets, or modern roundabouts).
- 4.8.3 Incentivize energy conservation and waste reduction by businesses and residences.
- 4.8.4 Explore the feasibility of new ordinances that would eliminate exposure to secondhand smoke by creating smoke-free environments for all workplaces, multi-unit housing, and outdoor areas such as parks, dining areas, service lines, and other public gathering places.

**Goal 4.9:**

Encourage neighborhoods that sustain mental health and promote social capital by prioritizing affordable housing, affordable, accessible child care, and the ability to live near work.

**Rationale:**

Too often affordable housing is either far away from a person's work and/ or concentrated in areas of poverty. Long commutes are associated with personal stress and neighborhoods with little cohesion, while concentrations of poverty expose residents to environmental health risks and exacerbate health disparities.

**Policies:**

- 4.9.1 Eliminate residential segregation and concentrations of poverty by requiring affordable housing to be integrated into mixed-income neighborhoods (e.g., adopt inclusionary housing requirements).
- 4.9.2 Balance commercial and residential development (jobs and housing) within neighborhoods, incorporating accessible, affordable child care, to reduce the number of people who must commute long distances to and from work; prioritize commercial/economic development strategies that match jobs to existing residents' skills and employment needs.
- 4.9.3 Provide a range of housing types and affordable housing units.

**Goal 4.10:**

Build diverse public spaces that provide pleasant places for neighbors to meet and congregate.

**Rationale:**

Pleasant streetscapes are associated with more social connections, lower stress, and greater pedestrian safety, and public space provides opportunities to build community.

**Policies:**

- 4.10.1 Develop and implement street design guidelines that create walkable, pleasant environments (e.g., traffic calming, street trees, lighting, well-maintained sidewalks and benches, front porches on residential developments).
- 4.10.2 Identify street trees as an important technique for stress- and crime-reduction.
- 4.10.3 Implement walkability and level of service standard for parks and recreation areas.

**Goal 4.11:**

Pursue an integrated strategy to reduce street crime and violence.



**Rationale:**

Violence is a significant threat in some neighborhoods, while fear of violence causes great stress and deteriorates the pedestrian/bicycle environment. Better design can reduce the opportunity for (and fear of) street crimes.

**Policies:**

- 4.11.1 Support community policing, neighborhood watch, and walking/biking police patrols that engage community residents.
- 4.11.2 Adopt street design guidelines that incorporate strategies for Crime Prevention Through Environmental Design (CPTED) (e.g., “defensible space,” “eyes on the street,” and pedestrian-friendly lighting) without creating barriers that disconnect neighborhoods.
- 4.11.3 Pursue a graffiti abatement program to clean up residential and commercial properties.

**Goal 4.12:**

Locate health services throughout the community and especially close to those who need them the most.

**Rationale:**

Easy access to health services is vital for helping residents prevent illness before it arises or worsens.

**Policies:**

- 4.12.1 Make it a priority to provide a range of health services (e.g., primary, preventative, specialty, prenatal, and dental care, and substance abuse treatment and counseling) in locations that are accessible to community residents. The city shall provide incentives to locate health services, at minimum, of 3.6 affordable health clinics per thousand people (Source: Organization for Economic and Co-Operation and Development).
- 4.12.2 Locate new clinics with a goal of creating walkable access for a majority of users’ trips (map total clinic visits by neighborhood origin of patients).
- 4.12.3 Work with local transit agencies to develop transit routes that connect residents to health service facilities, especially in the most underserved neighborhoods.
- 4.12.4 Provide free shuttle service to health services for those who require it or who live in underserved areas.

## CHAPTER 5: PUBLIC SERVICES & FACILITIES IN THE PLATINUM TRIANGLE

To abide by smart growth principles, the City of Anaheim needs to implement long-term, comprehensive planning. As the City's population ages, young singles will start families and will need schools, child care facilities, parks, and community centers. Retirees may need assisted living services. High quality public services and infrastructure such as schools, libraries, police and fire facilities, parks and community centers are essential to both the current and future health and safety of The Platinum Triangle and the City of Anaheim as a whole.

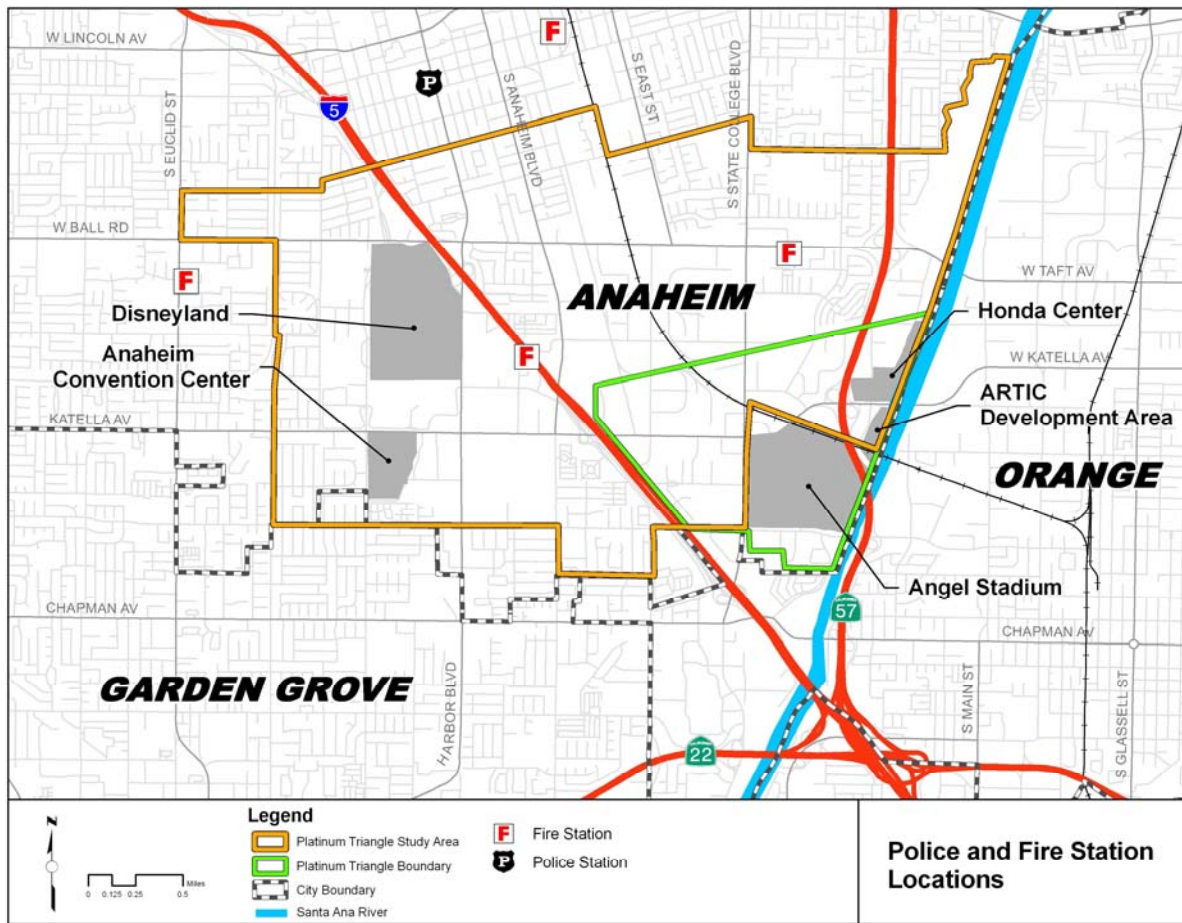
In order to ensure the safety of The Platinum Triangle's residents, businesses, and visitors, the vision includes the following provisions:

- Fire Protection and Emergency Services
- School Facilities
- Police Services
- Child care Centers
- Community Centers and Cultural Facilities
- Public Libraries
- Neighborhood Parks

### 5.1 FIRE AND EMERGENCY RESPONSE

To ensure an efficient response to all risks and hazards, Anaheim's Fire Department must staff engine and ladder companies, provide paramedic services, fire suppression, rescue, and have hazardous materials response capabilities. As most calls placed to the Fire Department are requests for medical aid, it is essential that the Paramedic Membership Program, which guarantees that participants pay no out-of-pocket expenses for emergency medical services, be expanded to meet the needs of the proposed Platinum Triangle development. It is also important to maintain and expand the operation of educational and training programs related to fire prevention and public safety, including home fire safety, used oil recycling, and CPR.

Figure 7



Currently, there are an estimated 48,583 residents or a total of 12,389 households in the Anaheim Platinum Triangle Study Area (2000 Census). The proposed Platinum Triangle expansion will contribute an additional 18,909 housing units to the area, increasing the local population by an additional 40,000 to 60,000 residents (Initial Study for Amendment to The Platinum Triangle Master Land Use Plan and Associated Actions, December, 2008). Currently, the City is planning to have 2 fire stations service the Platinum Triangle. Stadium Station 7 is located in South Anaheim on East Broadway (Anaheim Platinum Triangle Subsequent EIR 332: Public Services). Downtown Station 1 is located on East Broadway Street (Anaheim Platinum Triangle Subsequent EIR 332: Public Services). According to standards set forth in

the Public Services Master Plan, Fire Stations 3 and 7 are currently over capacity, but will continue to service The Platinum Triangle area (Anaheim Platinum Triangle Subsequent EIR 332: Public Services).

## **5.2 SCHOOL FACILITIES:**

The City of Anaheim recognizes the importance of a well educated population with the skills to pursue opportunities and careers that will meet the diverse social and economic needs of a 21<sup>st</sup> century city and region. High quality and relevant educational opportunities are essential to ensure that the City's residents, especially youth, are provided the necessary educational tools that will ensure the vibrancy and competitiveness of our local and regional economies. Adequate school facilities are vital in establishing a sound educational infrastructure that provides children and adults with a high quality education that further develops their critical thinking, problem-solving abilities, creativity and interpersonal skills. Supporting the development of high quality and efficient school facilities in the Platinum Triangle ensures that the City of Anaheim will have the schooling capacities to meet the needs of a growing and diverse student population, further strengthening the social and economic position of our city and region.

The City of Anaheim's General Plan states that its future is dependent upon the access and provision of a high quality education system for its children and adults; that education not only provides the City's children with the basic skills needed to function and participate as citizens in the community, but shapes the life-long opportunities available to the City's children and adults alike. It also asserts that a wide variety of educational facilities is essential to the health and competitiveness of Anaheim's residents and economy. A vast majority of the schools in Anaheim were built in the 1950's and were designed to accommodate 500 students at one time. There are fifteen K-12 public schools servicing the greater Platinum Triangle population as defined by the zip codes; 92805 and 92806 in the City of Anaheim. Due to the lack in capacity of existing facilities, there is a severe problem of overcrowding in schools that surround the Platinum Triangle, which forces schools to bus children away from their local neighborhoods thus directly impacting the quality of education.

Within the communities surrounding the Platinum Triangle, there are a total of 10,597 K-12 students enrolled in schools within the 92805 zip code, and 6,895 K-12 students enrolled in the schools within the 92806 zip code (CA Department of Education DataQuest Enrollment Data 2009-2009 Search By Zip Code). There are 21,629 adults aged 19 – 66 in the area surrounding the Platinum Triangle and only one community college (Census 2000). Given the importance of community colleges during economic downturns for job re-training and re-tooling, in addition to supporting students who seek to transfer to 4-year institutions, the needs of the local community far outpace the educational facilities available. Without additional school facilities, it will be nearly impossible for Anaheim to absorb an additional 40,000 residents in the area. With a projected student to adult ratio of .3/dwelling unit, the expected

increase in the number of students generated by the Platinum Triangle development would be estimated at 6,000 new students. Although the .3/du measure may be excessive for the Platinum Triangle development, even if the student ratio/dwelling unit was .1, there would still be an estimated 2,000 new students generated by the development.

### **5.3 POLICE SERVICES**

The Police Department provides vital protection services for the City and keeps the public peace. The demand for law enforcement services is expected to increase in direct proportion to the growth of the City's resident and visitor populations and businesses, with a notable increase of both in The Platinum Triangle development. The resources to address this growth must be provided to ensure a safe community. As the City expands within The Platinum Triangle, the Police Department will need to increase the number of sworn and civilian personnel, expand facilities, supplement equipment and provide training.

The protection of the City's residents, visitors, businesses and property depends upon a partnership between the public and the Police Department. The Police Department continues to provide programs to empower and educate the community such as the Neighborhood Watch Program. The Police Department reviews all new residential, commercial, and industrial development projects and provides crime prevention recommendations.

### **5.4 CHILD CARE FACILITIES**

To create livable communities, facilities such as child care must be included in any new development to encourage families to move into the area and to encourage them to remain in the community, while attracting and retaining businesses and a productive work force. The provision of child care facilities for working parents will enable them to balance the role of employee, parent, and partner. Without adequate services, parents are often forced to negotiate between their obligations, leading to mental and physical stress which can lead to domestic violence and child abuse. The provision of child care reduces work/family conflict and chronic absenteeism. Accessible, affordable, and quality child care is also integral to the City's economic stability. Child care allows parents the opportunity to participate in the labor force, creating financial independence and reducing the potential use of public assistance; leading to greater financial stability. High quality child care also prepares children for school and life. Several studies have shown that children who received high quality early education opportunities often have a higher high school graduation rate, lower teen pregnancy rates, lower juvenile delinquency rates, and higher college completion rates. Many business leaders now understand that investing in early education is investing in the workforce of tomorrow using the new motto: "from cradle to career."

In The Platinum Triangle Study Area, there are a total of 12,389 households, of which 1,528 are single-parent households (Census 2000). There are a total of 24,918 children aged 0 to 12, and 52% of them have working parents who are in need of licensed child care. There are currently 42 Child Care Centers in the study area. Of these facilities there are only enough licensed spaces to accommodate 2,984 children, leaving 9,973 children without care. In order to help meet the need for child care, the City of Anaheim will use public facilities for child care services, including collaboration between schools and parks, faith based institutions, community centers, and senior centers.

### **5.5 COMMUNITY CENTERS & CULTURAL FACILITIES**

Anaheim is a city full of diverse communities, each with their own special cultural element. Community centers provide a place for people to meet and share experiences. By exploring the culture, heritage and customs of other communities, people learn how they fit into the larger Anaheim community and beyond. Celebrating the diversity of our communities encourages civil behavior among citizens. The community centers and cultural facilities will provide more than just community and cultural awareness, they will also provide educational learning opportunities to promote a healthy environment, community and healthy residents.

Community centers and cultural facilities play a vital role in Anaheim's social, cultural, and civic activities. They provide a public setting to gather, socialize, and promote cultural events and activities. These multipurpose facilities serve residents of all ages, abilities and cultural backgrounds. The City's Cultural Plan seeks to develop and expand the cultural and artistic infrastructure for Anaheim residents. As part of this goal, the Cultural Plan stresses the need for accessible meeting, workshop, classroom, storage, and event spaces. Yet the Platinum Triangle Study Area only has a total of two community centers to be shared by 48,583 residents (2000 Census).

There is a need to have a publicly constructed and operated community resource center for the area residents through efforts of City of Anaheim. This center can be utilized as a child care facility in tandem with its primary purpose as an anchor facility in the area for local businesses.

To ensure the optimum level of service provision, it is recommended that a community needs assessment district be approved for Platinum Triangle. Assessment should be at percentage that is consistent with currently approved assessment districts and previously approved by Anaheim City Council.

The City's Cultural Plan seeks to develop and expand the cultural and artistic infrastructure for Anaheim residents. As part of this goal, the Cultural Plan stresses the need for accessible meeting, workshop, classroom, storage, and event spaces.

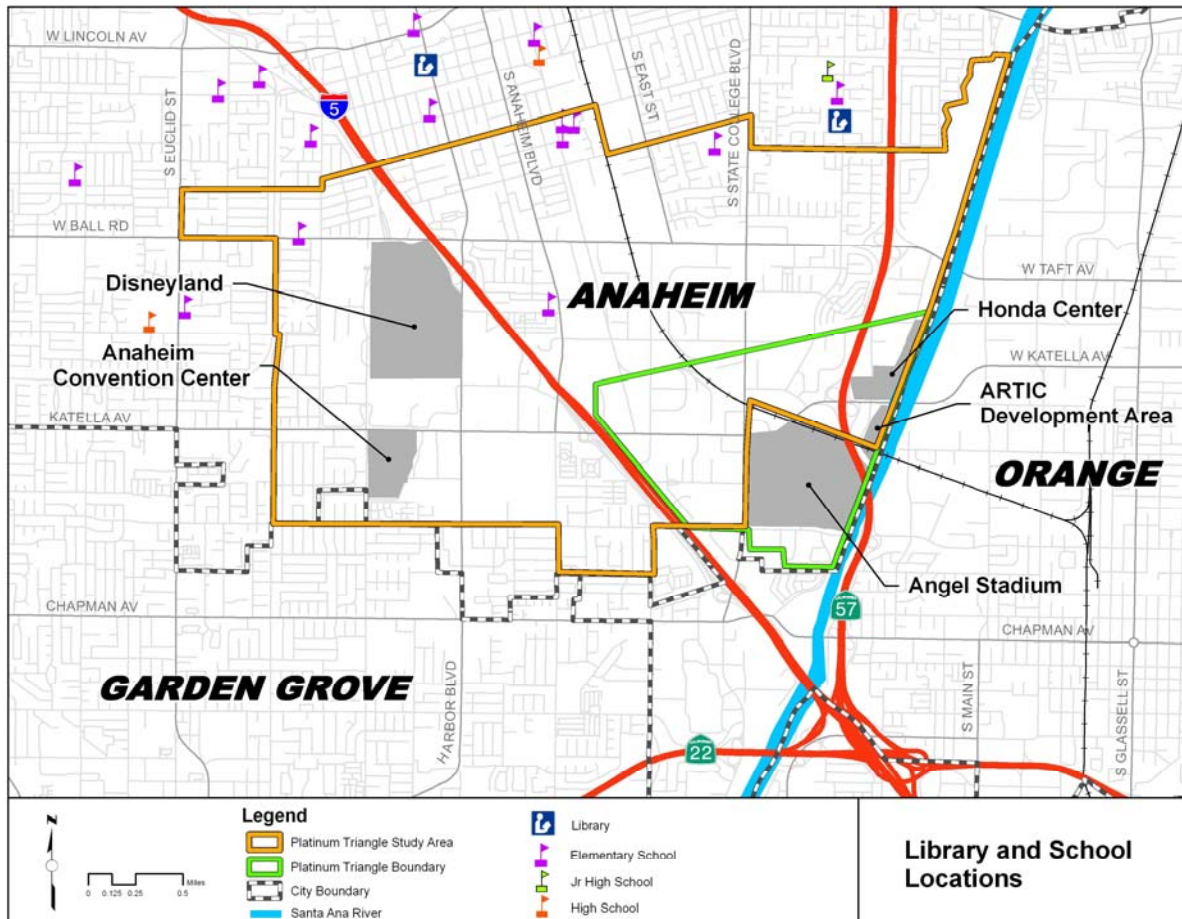
## 5.6 PUBLIC LIBRARY SYSTEM

Public Libraries must be incorporated into The Platinum Triangle development to accommodate the residents with educational and recreational learning. The public library system fosters the creation of educated communities by providing opportunities for self-education, life-long learning, and self-improvement. Libraries foster additional and further learning opportunities for community members regardless of their education or socio-economic status. In addition, hours of operation for libraries should be expanded beyond their current times during weekdays and should extend into the weekend on both Saturday and Sunday. In so doing, the public library serves as a continuously open space for the community to use at its discretion.

The area that encompasses the 92805 and 92806 zip has only two libraries, servicing 17,492 k-12 students (CA Department of Education DataQuest Enrollment Data 2009-2009 Search By Zip Code) and 11,618 households in (Census Tracts 2000). Anaheim must provide additional library resources to meet its goal and to accommodate projected growth caused by the Platinum Triangle expansion. As a result of population growth there will be an increase in demand for public library facilities "especially from the increasing student, children, and senior populations in the community." (Anaheim General Plan). The spacing of branch libraries should vary in relation to present and prospective population densities and characteristics, physical barriers, and transit and traffic patterns.



Figure 8



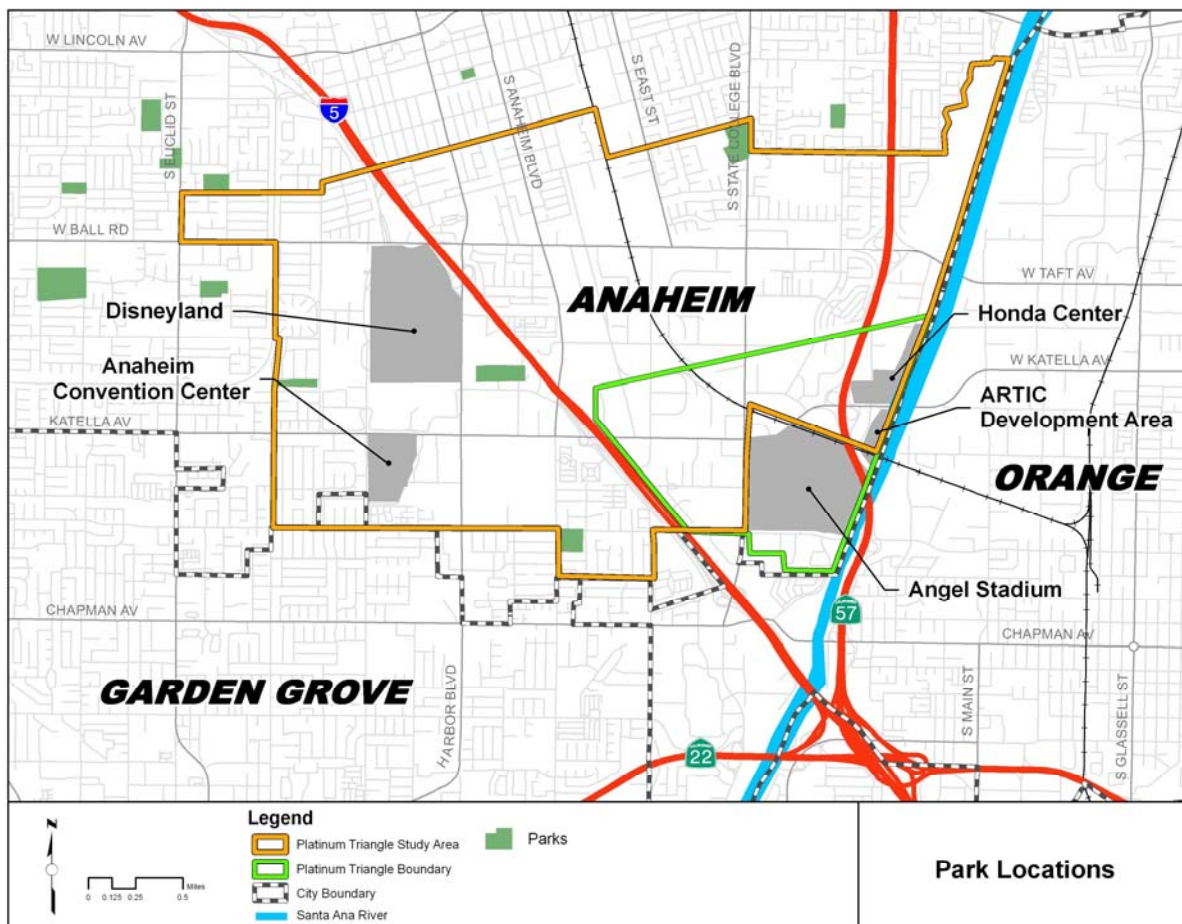
## 5.7 NEIGHBORHOOD PARKS

The City currently maintains park dedication standards that require new development to ensure that two acres of parkland will be developed for every 1,000 residents added by the proposed development. However, given the magnitude of The Platinum Triangle Expansion and the current lack of availability of land, the City must utilize other forms of partnership to ensure that public neighborhood parks are provided for residents living in and around The Platinum Triangle. Neighborhood parks are the most common type of park in Anaheim. These are parks to which people walk or bike and are located within the neighborhood that they serve. They are typically 5 to 15 acres in size and have a service radius of one-half mile. Neighborhood parks are located on separate properties and provide amenities determined through public participation, often including picnic areas, unlighted athletic fields, tot lots,



court games, passive green space, restrooms, recreation and neighborhood center buildings and off-street parking. If possible, these are located adjacent to elementary or middle schools to facilitate joint-use with local school districts. The current park system in Anaheim does not adequately support the existing population, thus The Platinum Triangle provides opportunities to build new public parks to service both the future and existing community.

**Figure 9**



## 5.8 POLICY RECOMMENDATIONS FOR PLATINUM TRIANGLE EXPANSION

### FIRE DEPARTMENT

#### Goal 5.1:

The City shall provide sufficient staffing, equipment and facilities to ensure effective fire protection, emergency medical and rescue services, permitting and fire inspection, and hazardous material response services that keep pace with growth.

#### Rationale:

The proposed Anaheim Platinum Triangle development will result in 4,909,682 square feet of commercial use, 14,340,522 square feet of office use, and 18,909 residential units (Initial Study for Amendment to The Platinum Triangle Master Land Use Plan and Associated Actions, December, 2008). The increased number of residents, workers, visitors, and new structures in the Anaheim Fire Department service boundaries will increase the requirements for fire protection facilities and personnel. The projected growth will tremendously increase the number of fire and medical service calls and the need for emergency medical services, ambulance transportation, and rescue operations. This will also require additional fire equipment and fire station expansion or relocation.

#### Policies:

- 5.1.1 Maintain adequate resources to enable the Fire Department to meet response time standards, keep pace with growth, and provide high levels of service. The City shall provide sufficient funding to maintain, build and staff fire stations to meet standards set forth in the Public Services Master Plan and the National Fire Protection Association (NFPA) 1710 standards for emergency response times and to ensure adequate emergency response coverage.
- 5.1.2 Anaheim's Fire Department response times require that first engine must respond within five (05) minutes to 90 percent of all incidents and within eight (08) minutes to the remaining 10 percent. A maximum of ten (10) minutes for truck company response to 100 percent of all incidents is also required.
- 5.1.3 *The City shall* provide sufficient annual funding for educational programs for the general public, including fire safety and prevention and emergency medical-related information.
- 5.1.4 This City shall maintain and/or upgrade water facilities to ensure adequate volume and pressure.

### SCHOOL FACILITIES

**Goal 5.2:**

Coordinate with public and private educational entities to strengthen educational opportunities for all students by providing a variety of high- quality education and training opportunities to meet the needs of a diverse community and economy (Anaheim General Plan).

**Rationale:**

To be competitive in the 21<sup>st</sup> century, the City of Anaheim must ensure that youth are provided adequate skills to develop its future leaders and develop a future, high-skilled workforce.

**Policies:**

- 5.2.1 Continue to assist school districts in their long-range planning for school facilities by assisting in land acquisition and funding in areas of projected high-density development.
- 5.2.2 Encourage parent, volunteer, business and community support for education and their involvement in schools.
- 5.2.3 Work with the Anaheim Public Schools to create safe learning environments in and after school that promote academic and personal achievement for all children. Recognize that community-based learning through service projects has value both to the student and the community.
- 5.2.4 Work with schools, agencies and organizations to link services into a seamless system that helps students stay in school, including collocation and joint use of facilities to make a broader variety of services available to students.
- 5.2.5 Encourage the provision of additional local workforce training and development resources that are tied to sustainable-wage jobs.
- 5.2.6 Promote development of literacy and employability among future residents of the Platinum Triangle and current residents of the Platinum Triangle Study Area.
- 5.2.7 Work with schools and other educational institutions, community-based organizations, businesses and other governments to develop strong linkages between education and training programs and employability development resources.
- 5.2.8 Work with community colleges, universities and other institutions of higher learning to promote life-long learning opportunities for community members.
- 4.2.9 Adopt a Safe Routes to School program.

**POLICE SERVICES****Goal 5.3:**

Meet the community's needs within The Platinum Triangle for public safety and law enforcement by ensuring adequate resources for prevention, detection, and investigation of crime, and response to calls for service

**Rationale:**

The role of the Police Department is to uphold the public peace. With an increased population resulting from the Platinum Triangle expansion, police must ensure that they can respond to emergencies in a timely manner and have sufficient resources to uphold the public law.

**Policies:**

- 5.3.1 The City shall provide a police substation within The Platinum Triangle with the sole responsibility of keeping the peace within The Platinum Triangle.
- 5.3.2 The City shall maintain resources to enable the Police Department to meet response time standards, keep pace with growth, and provide high levels of service within The Platinum Triangle.
- 5.3.3 The City shall maintain a well-trained, well-equipped police force to meet changing needs and conditions by continually updating and revising public safety techniques and providing for effective evaluation and training of personnel.
- 5.3.4 The City shall build rapport with local residents, combat crime and increase public safety through community education programs, including active involvement in the Neighborhood Watch Program, and coordinate programs at local schools and other meeting locations in and around The Platinum Triangle.
- 5.3.5 The City shall consult with local residents to evaluate population growth, development characteristics, level of service and incidence of crime within The Platinum Triangle every five (5) years to ensure that an adequate level of police service is maintained.

**CHILD CARE****Goal 5.4:**

Provide adequate space for quality and affordable child care to all of Anaheim's working parents.

**Rationale:**

The provision of accessible child care is necessary for the City's residents to participate in the workforce and care for their young families.

**Policies:**

- 5.4.1 Anaheim shall facilitate and promote the development of child care facilities throughout The Platinum Triangle area and encourage the inclusion of child care centers in commercial and office areas (City of Jackson, CA General Plan Land Use Element, 2008).
- 5.4.2 The City shall require any new development having more than 50,000 square feet of commercial space or greater than fifty (50) housing units to conduct a Nexus Study in order to determine new child care demand created by new employees and residents. The inclusion of adequate child care facilities will be required as a design component.
- 5.4.3 The City shall co-locate child care with affordable housing and the integration of indoor/outdoor play space in order to meet the needs of single-parent households.
- 5.4.4 To meet the needs of working families, child care centers shall be located in proximity to employment centers, residential areas, schools, recreations facilities, and transit hubs in order to meet the needs of working parents.
- 5.4.5 Child care facilities shall not be precluded from any land use designation except for Single-Family Residential, Open Space and Heavy Industrial designations.
- 5.4.6 A program shall be established to fund grants to businesses and consortia for the start-up costs incurred to provide child care services; or to provide additional child care services needed by the employees of such businesses. The City shall provide child care services to meet any deficiencies.

**COMMUNITY CENTERS AND CULTURAL FACILITIES****Goal 5.5:**

Maintain and expand community centers and cultural facilities to meet the growing community's needs. Community centers must be receptive and open to community residents, meaning that they in order to be effective, community centers must engage community residents directly and consistently so the community has a say and is involved in the type of programming that is offered at such facilities.

**Rationale:**

The Platinum Triangle development will have a large population comprised of residents and visitors from many diverse backgrounds. Civic spaces will provide residents and visitors with strong symbols of the city and or neighborhood identity, as well as providing residents with recreational and cultural opportunities, promote environmental stewardship and attract desirable economic development.

**Policies:**

- 5.5.1 Maintain adequate resources to enable the preservation, improvement and expansion of existing multipurpose community centers to keep pace with the growing population and its demand.
- 5.5.2 Community center programs will be expanded to include youth counseling, after school activities, college track mentorship, health and reproductive education, parenting workshops, and cultural as well as athletic activities.
- 5.5.3 Provide greater access to residents through community outreach and expanding operating hours to include evenings and weekends.
- 5.5.4 Conduct annual surveys to ensure that local community centers are meeting the needs of the surrounding community.
- 5.5.5 Involve neighborhoods in public projects, including publicly-sponsored art and cultural events, so that the projects reflect the values of, and have relevance and meaning to, the neighborhoods in which they are located. Encourage projects that are challenging and thought provoking, as well as beautiful, fun and entertaining.
- 5.5.6 Use cultural resources to promote cross-cultural awareness and depict differing points of view in order to foster open and intentional exploration of the issues and conditions that tend to divide communities, so that actions can be taken to account.
- 5.5.7 A community oversight committee shall be established of local residents to ensure that activities are meeting the needs of all residents.
- 5.5.8 Funding for above programs shall be allocated from the Community Facilities District.

**Goal 5.6:**

Create a public library within The Platinum Triangle that will provide valuable educational resources for the community.

**Rationale:**

The future residents of the Platinum Triangle development and the residents that surround it need additional libraries so that all residents have equal access to resources such as books, media and computers. The libraries must be maintained and kept up to date to facilitate the educational process that supports curricula, teaches information literacy, and fosters critical thinking skills.

**Policies:**

- 5.6.1 Enhance library facilities to improve inventory, services, accessibility, and public image.
- 5.6.2 Expand and establish community programming activities and services to include computer and internet literacy, literacy, English learning, and to further enhance education. Expand community programming activities and services.
- 5.6.3 Encourage the use of technology both in library operations and resources to promote efficiency, accessibility, and innovation. (Anaheim General Plan).
- 5.6.4 Branch libraries are to be located where a variety of community facilities attracts the residents of the surrounding area. Branch libraries will be easily accessible to pedestrian routes and vehicular trafficways, and should be not more than one level block from a transit stop.
- 5.6.5 The spacing of branch libraries should vary in relation to present and prospective population densities and characteristics, physical barriers, and transit and trafficways patterns.

**NEIGHBORHOOD PARKS****Goal 5.7:**

To provide sufficient public neighborhood parks, recreation and community service opportunities for existing and future residents living in and around The Platinum Triangle.

**Rationale:**

Parks offer opportunities to enrich the quality of life for persons of all ages and abilities. Strong evidence shows that when people have access to parks, they exercise more. Regular physical activity has been shown to increase health and reduce the risk of a wide range of diseases, including heart disease,

hypertension, colon cancer, and diabetes. Physical activity also relieves symptoms of depression and anxiety, improves mood, and enhances psychological well-being. Beyond the benefits of exercise, a growing body of research shows that contact with the natural world improves physical and psychological health. Older adults who participate in a variety of social and recreational opportunities benefit from the social connections and interactions that are fundamental to their well-being.

Parks have also long been recognized as key contributors to the aesthetic and physical quality of neighborhoods. Today, we realize that parks are more than just recreational and visual assets to communities; they are valuable contributors to larger community policy objectives, such as public health, youth development, job opportunities, social and cultural exchange, and community building.

**Policies:**

- 5.7.1 The City shall identify and locate sites for neighborhood parks within walking distance of all residents living within The Platinum Triangle.
- 5.7.2 The City shall locate parks adjacent to schools, where possible, to facilitate joint-use of publicly owned land and facilities within The Platinum Triangle.
- 5.7.3 The City shall design new facilities to serve as many compatible, overlapping uses as possible such as baseball/softball outfields also serving as soccer fields.]
- 5.7.4 The City shall develop at least one 10,000 square-foot multi-use, indoor facility (e.g., gymnasium) per 25,000 residents within The Platinum Triangle.
- 5.7.5 The City shall encourage development of park and community service facilities in areas of high employment concentrations like The Platinum Triangle to serve workers and residents alike.
- 5.7.6 The City shall seek to acquire properties adjacent to schools within The Platinum Triangle, where possible, for park purposes.



## CHAPTER 6: RESPONSIBLE TRANSIT ORIENTED DESIGN IN THE PLATINUM TRIANGLE

Transportation is a lifeline. We depend on it to get to work, school, the supermarket, the doctor's office, the bank, the gym, or a friend's house. People without reliable, efficient, affordable ways to get around are cut off from jobs, social connections, and essential services. Access to transportation, to economic and social opportunity, and to resources for healthy living are inextricably linked. Gaps in all three areas feed upon one another in complex ways.

The shift in thinking about what transportation policy must achieve and who should drive it stems from a long list of factors, including: heavy congestion (the "Orange Crush"—the merger of the 5 freeway, the 57 freeway, and the 22 freeway is the 13<sup>th</sup> most congested intersection in the country); renewed interest in city living (as embodied in The Platinum Triangle Development) and a desire for shorter commutes; demographic changes; the rise in obesity; the enduring, structural poverty in inner-city communities; the growing understanding of the connection among health, the built environment, and transportation plans; and the increasing frustration among residents and advocates with the inequities and limited accountability of transportation planning and decision-making processes.

Transportation affects health indirectly by connecting people—or by failing to provide connections—to jobs, medical care, healthy food outlets, housing, and other necessities. Transportation systems can provide exercise opportunities, improve safety, reduce emotional stress, link poor people to employment and training opportunities, connect isolated older adults and people with disabilities to crucial services and social supports, and stimulate economic development.

### 6.1 TRANSIT-ORIENTED DESIGN

Today, escalating fuel prices make all of us think about how we build and move. Increasingly, transit planning is being recognized as integral to addressing local and regional mobility needs. Rail transit's role in shaping land-use and development—commonly referred to as transit-oriented development (TOD)—is well documented. Transit is an efficient means of moving people within an urban environment. Access to transit encourages office, residential, commercial and entertainment uses near

stations. Generally, such projects are focused at a station in a mixed-use project, similar to what the ARTIC and Anaheim Fixed-Guideway developments propose.

The true potential for TOD stretches far beyond the single station. Transit is a public investment that can be the catalyst for creating large developments by reinforcing healthy neighborhoods, revitalizing bypassed properties and defining new development patterns. While providing congestion relief and promoting a new image for mobility, TOD also serves as a tool for shaping the direction of regional, corridor and district growth.

Smart growth initiatives seek to reduce the environmental footprint by making efficient use of land and protecting natural resources. Carefully planned mixed-use activity centers, designed in coordination with transit systems, provide a combination of gathering, living, working and shopping places. Residents regain community pride and are more likely to interact with their neighbors. People become less dependent on automobiles for daily transportation, and the attitude toward transit shifts to one of accepting it as the preferred mobility option.

## 6.2 ARTIC

ARTIC (Anaheim Regional Transportation Intermodal Center) will be an iconic, timeless transportation facility where people will seamlessly move between transit services to reach activity centers and business districts in Southern California and beyond. Transit oriented development in the immediate area will integrate with ARTIC to form a vibrant Southern California community. ARTIC will combine a transportation gateway and mixed-use activity center on a single 16-acre site.

ARTIC will serve as a landmark hub for Orange County and the region, where freeways, major arterials, bus routes and Orange County's backbone rail transit system converge. The network of transit choices will continue to grow in the coming years as Metrolink expands its service and the number of bus routes increases. ARTIC will become the region's center for nearly all forms of transportation—intercity rail (AMTRAK), regional rail, local buses, airport shuttles, taxis, and even connections to the Anaheim Resort through the Anaheim Fixed-Guideway project. The station is also envisioned to be a critical high-speed rail link between northern and southern California (and potentially to Las Vegas) in the later stages of its development.

For ARTIC to achieve its goals, the following four principles must be adopted in order to ensure sustained success at enhancing Anaheim's status as a world-class destination:

- Transportation policies and plans that support health, equity, and environmental quality must be attached to development surrounding ARTIC. Local transportation policies should be aligned with the top health and environmental goals of local and regional departments and agencies.
- Investments in TOD must mitigate existing issues in distressed, low-income neighborhoods. ARTIC-oriented development has the potential to revitalize the economy in Anaheim, in particular in the neighborhoods adjacent to The Platinum Triangle. With effective planning, development spurred by ARTIC can help to reduce health disparities, connect vulnerable populations to jobs, business opportunities, healthy food outlets, medical services, and other necessities. A portion of the jobs created by such development should be available to low-income residents within the area.
- ARTIC should emphasize accessibility, not just mobility. ARTIC should give communities wider access to all the things that are necessary for a good life, not just to simply move people faster and farther. The definition of access must also include affordability. If transportation is physically accessible, yet unaffordable, it is not truly accessible. Accessibility-oriented transportation policies can catalyze and support balanced regional growth, walkable communities, the renewal of long-neglected neighborhoods, and street design that turns walking and bicycling into safe, popular transportation options.
- The planning and investment process for the ARTIC development must ensure transparency, accountability, and meaningful participation by residents, stakeholders with diverse interests, and experts from a variety of transportation, housing, and health-related fields. State, regional, and local transportation officials and private developers must engage new partners in decision-making and provide the data, training, and resources to allow full, informed participation by the people affected most by decisions and investments. Voices and expertise from local communities, public health, labor, environmental justice, community development, and other arenas can help ensure that transportation plans respond to local needs and deliver health, environmental, and economic benefits broadly.

### 6.3 ANAHEIM FIXED-GUIDEWAY PROJECT

The Anaheim Fixed-Guideway Project is envisioned to be a new east/west transit connection between the planned Anaheim Regional Transportation Intermodal Center (ARTIC), the Platinum Triangle and The Anaheim Resort. The project is envisioned to operate as a high-capacity system, providing convenient and efficient transfers to Metrolink, Amtrak, Bus Rapid Transit (BRT), local bus, and future high-speed train services connecting at ARTIC. This connection will link Orange County's "backbone" Metrolink

commuter rail system to the City of Anaheim's major employment and activity centers in the Platinum Triangle and The Anaheim Resort. The Anaheim Fixed-Guideway Project is intended to improve mobility choices for residents, workers and visitors of the Anaheim Resort and Platinum Triangle areas.

The proposed area covers a 4.8-square-mile area that is bordered by Ball Road to the north, the Santa Ana River to the east, Orangewood Avenue to the south and Ninth Street to the west. Portions of major activity centers are located within the study area. To the west is The Anaheim Resort, a major employment and tourist center incorporating the Disneyland Resort and Anaheim Convention Center. To the east is the planned ARTIC, located within The Platinum Triangle.

The area encompassed by the proposed Anaheim Fixed-Guideway is among the most densely populated areas in the city, with more than 8,000 households and an average household size of four individuals. (Source: U.S. Census Bureau 2007) The area also has a high employment density – with more than 73,000 current jobs. And the area's current population of more than 32,000 is expected to grow 97% by 2030, well beyond Orange County's expected growth rate of 19%. (Source: Orange County Planning – 2006).

The proposed Fixed-Guideway utilizes the ARTIC as a strategic base of operations to connect commuters with The Platinum Triangle and Anaheim Resort. A number of proposed routes are still being proposed and are currently in the environmental review phase, however, of the remaining four proposals, three involve transit stops within The Platinum Triangle, as well as a stop in the surrounding residential neighborhood. The purpose of these stops is to provide local workers with access to employment centers.

With the high volume of traffic that is expected in the area, it will be imperative that the City take advantage of the opportunities offered by these proposed transit stops. Locating valuable resources near these transit stops, such as grocery stores, child care centers, and affordable housing, will be a key role in planning for the area's long-term sustainability.

#### **6.4 ARTIC AND SB 375**

ARTIC sets the stage for Anaheim to be a leader in Transit Oriented Design. The American Recovery and Reinvestment Act (ARRA) provided national stimulus funding in the amount of \$1 trillion. To date, ARTIC has received \$178.2 million in public investment from the Orange County Transportation Authority (OCTA).<sup>11</sup> Among the initiatives included in ARRA was an emphasis on transportation investment to

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<sup>11</sup> City of Anaheim City Council Meeting, May 26, 2009

revive the ailing economy and to rebuild regions, and the Act calls for local government agencies to spend the money in ways that promote health, protect the environment, and benefit everyone. In California, SB 375 was passed in late 2008, and calls for similar measures to cap green house gas (GHG) emissions. SB 375 will require California regions to lower GHG emissions to 1990 levels by 2020 and 80% of 1990 levels by 2030. Public health and transportation choices are inextricably linked. The transportation sector is responsible for one-third of the greenhouse gas emissions in the United States.

The SB 375 legislation provides several opportunities for ARTIC. Rather than focus almost exclusively on mobility, the ARTIC TOD framework must emphasize transportation accessibility and TOD living environments. The new approach calls for systems designed to serve people – all people—efficiently, affordably, and safely. This approach prioritizes

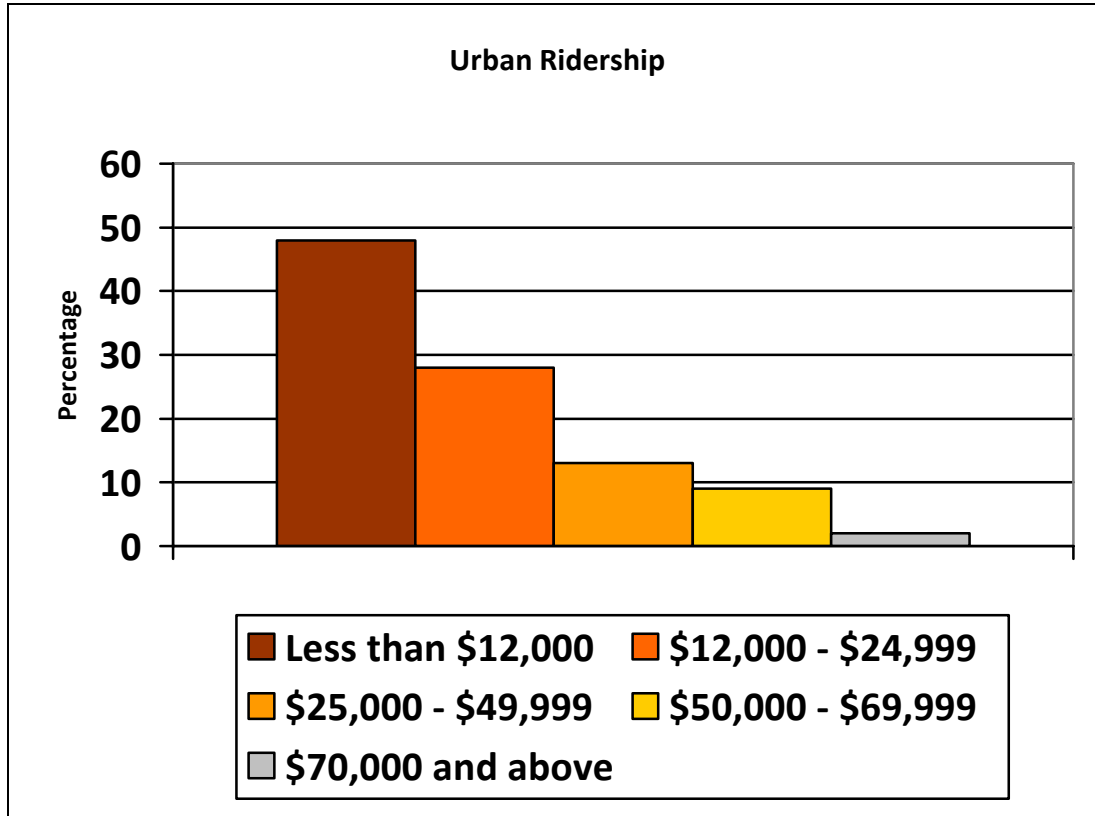
- 1.) public transportation modes that can promote health, opportunity, environmental quality, and mobility for people who do not have access to cars or may have a disability;
- 2.) communities with the greatest need for affordable, safe, reliable transportation linkages to jobs, and essential goods and services—chiefly, low-income communities; and
- 3.) a balance of mixed income housing to promote ridership and utilization of the system.

A balanced TOD development helps reduce GHG emissions, while simultaneously promoting public health. By locating affordable housing near transit stops, low-income families have access to transportation services that can connect them to jobs, healthy groceries, clinics, affordable child care, and other basic services. Locating affordable housing near transit stops also helps ensure the sustainability of the project. As detailed in Figure 9 below, low-income individuals compose of the highest ridership for urban rail transit.

A major goal of SB 375 is to improve transportation for everyone while delivering other important payoffs, including better respiratory and cardiovascular health; improved physical fitness; less emotional stress; cleaner air; quieter streets; fewer traffic injuries and deaths; and greater access to jobs and housing, nutritious foods, pharmacies, clinics, and other essentials for healthy, productive living.

The SB 375 legislation also touches upon other critical factors facing our future, such as climate change, sustainable agriculture, the prevention of chronic diseases, workforce development, and neighborhood revitalization. Advocates and experts in public health, environmental justice, labor, community economic development, food policy, and other fields and disciplines have important roles to play in transportation planning. Government transportation agencies and developers—the architects of our transportation system for decades—must be held accountable for how their investments affect the economic prospects of regions, the health of communities, and the well-being of residents.

Figure 10



## 6.5 TRANSIT-ORIENTED POLLUTION

Pollutants from cars, buses, and trucks are associated with impaired lung development and function in infants<sup>12</sup> and children,<sup>13</sup> and with lung cancer,<sup>14</sup> heart disease, respiratory illness,<sup>15</sup> and premature

<sup>12</sup> P. Latzin, "Air Pollution during Pregnancy and Lung Function in Newborns: A Birth Cohort Study," *European Respiratory Journal* 33 (2009): 594-603.

<sup>13</sup> W.J. Gauderman, "The Effect of Air Pollution on Lung Development from 10 to 18 Years of Age," *New England Journal of Medicine* 351, no. 11 (2004): 1057-1087.

<sup>14</sup> C.A. Pope III, "Lung Cancer, Cardiopulmonary Mortality, and Long-term Exposure to Fine Particulate Pollution," *Journal of the American Medical Association* 287, no.9 (1992): 1132-1141.

death. Long-term exposure to pollution from traffic may be as significant a threat for premature death as traffic crashes and obesity.<sup>16</sup> In California alone, pollution is a factor in an estimated 8,800 premature deaths each year.<sup>17</sup> In interviews conducted by OCCORD in the summer of 2008, several residents from neighborhoods surrounding the future Platinum Triangle development listed idling buses and heavy traffic congestion from the Anaheim Resort as a hindrance to their quality of life. Closely related are the higher than average rates of asthma experienced by families in these same neighborhoods in Anaheim.

More than 20 million Americans—roughly seven percent of adults and nearly nine percent of all children—have asthma. In poor and minority communities, the rates are considerably higher. In the working-class neighborhoods wedged between the Anaheim Resort and The Platinum Triangle, rates of asthma are at 16%.

## 6.6 ARTIC AND THE ECONOMY

As housing and jobs have moved farther apart, the distance has created employment barriers for anyone without an unlimited ability to drive. Poverty complicates the problem: cars owned by low-income people tend to be older, less reliable, and less fuel-efficient. This makes commuting to work unpredictable and more expensive, at best.

Transportation choices influence families' decisions about where to live, work, attend school, and even enjoy leisure activities. They affect stress levels, family budgets, and directly impact the time people are able to spend with their children. Transportation policies and accompanying land use patterns contribute to health disparities between the affluent and the poor.

The association between poverty and poor health has been well documented. Income is an important determinant of health. Jobs with good wages, including those in the transportation sector, are essential to sustaining health.

Transportation impacts not only family earnings but also expenses. The cost of getting around takes a significant bite out of household budgets. The general standard holds that a family should spend no

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<sup>15</sup> American Lung Association, "Highlights of Recent Research on Particulate Air Pollution: Effects of Long-term Exposure," 2008, <http://www.lungusa.org/atf/cf/{7a8d42c2-fcca-4604-8ade-7f5d5e762256}/ANNUAL-AVERAGE-PM-STUDIES-OCTOBER-2008.PDF>.

<sup>16</sup> *ibid*

<sup>17</sup> [http://www.arb.ca.gov/research/health/fs/pm\\_ozone-fs.pdf](http://www.arb.ca.gov/research/health/fs/pm_ozone-fs.pdf)

more than 20 percent of income on transportation, or else costs will eat into other necessities, such as groceries, medical care, utilities, and housing. In the United States as a whole, the average family spends approximately 18 percent of after-tax income on transportation, but this varies significantly by income and geography. For example, low-wage households living far from employment centers spend 37 percent of their incomes on transportation.<sup>18</sup> In neighborhoods well served by public transportation, families spend an average of nine percent of their income toward transportation costs.<sup>19</sup>

The Americans with Disabilities Act (ADA) of 1990 expanded transportation options for people with disabilities. The ADA required public bus and rail operators to provide accommodations, such as lifts and ramps, to enable people in wheelchairs to ride. But street design in most communities makes traveling to and from bus stops challenging—and often unsafe—for people with disabilities. One alternative is the paratransit system, which uses vans or shared taxis to transport people door-to-door. However, although helpful, paratransit requires appointments well in advance, and many systems are stretched beyond their capacity. A built-in alternative would be to build universally designed housing near transit stops, making transit accessible.

## 6.7 TRANSPORTATION AND PUBLIC HEALTH

Transportation impacts health directly: it affects air quality, injury risk, physical activity levels, and access to necessities such as grocery stores. Transportation is also one of the largest drivers of land use patterns; it thus determines whether communities have sidewalks and areas to play and be physically active as well as whether communities are connected to or isolated from economic and social opportunities. ARTIC presents an opportunity to create a system that meets these needs as well as other needs of underserved communities, in particular, the neighborhoods immediately adjacent to the Platinum Triangle.

Research shows that low-income communities often do not have access to the benefits our transportation system can provide, yet they bear the burdens of that system. For example, many low-income neighborhoods have little or no efficient, reliable public transportation to get them to jobs and essential goods and services. But these communities are often situated near bus depots, highways, and truck routes where pollution levels are high—and not coincidentally, asthma rates are high as well.

<sup>18</sup> Barbara Lipman, “A Heavy Load: The Combined Housing and Transportation Burdens of Working Families” (Washington, DC: Center for Housing Policy, October 2006), [http://www.nhc.org/pdf/pub\\_heavy\\_load\\_10\\_06.pdf](http://www.nhc.org/pdf/pub_heavy_load_10_06.pdf).

<sup>19</sup> “Realizing the Potential: Expanding Housing Opportunities near Transit,” Reconnecting America’s Center for Transit Oriented Development, 2007, <http://www.reconnectingamerica.org/public/reports?page=2>.



Indeed, during a series of focus groups hosted by OCCORD in the summer of 2008, several residents noted the pollution caused by idling buses for the Anaheim Resort district, in addition to the pollution created by heavy commuter and tourist traffic into the area. In addition, many residents from these same communities noted that they currently live without safe, complete sidewalks or bike paths, making walking and biking difficult and often dangerous. As a result, these neighborhoods have low levels of physical activity and high rates of chronic diseases. Rates of asthma in the neighborhoods surrounding The Platinum Triangle development are at 16%, compared to 9.3% in the county as a whole, and diabetes rates are at 18%, or nearly 1 in 5, compared to 4.6% in the county as a whole.

Lower-income communities often have fewer and smaller supermarkets than middle and upper-income communities, as well as more limited selections of healthy foods. As a result, residents eat fewer fruits and vegetables and have higher rates of diet-related illnesses.

Environmental policy, food policy, employment policy, and metropolitan development policy depend upon each other and represent the myriad policies involved in responsible TOD planning. Transportation policies must promote healthy, green, safe, accessible, and affordable ways of getting residents where they need to go. They must also go hand in hand with equitable, sustainable land use planning and community economic development.

## **6.8 POLICY RECOMMENDATIONS FOR PLATINUM TRIANGLE EXPANSION**

Targeted transportation investment and policies can promote economic opportunity and reduce health disparities by improving transportation linkages between housing and employment hubs and between residential neighborhoods and clinics, pharmacies, and grocery stores; and by creating workforce strategies to ensure that jobs in the large, growing transportation sector are open to all, including diverse, low-income populations.

### **Goal 6.1:**

To prioritize investments in public transportation systems that connect regional housing and jobs as well as local services that improve access to healthy foods, affordable housing, medical care, and other basic services.

### **Rationale:**

Documented discrepancies in public health have been linked to issues of access. Low-income neighborhoods are often without access to affordable, healthy groceries, pharmacies, clinics, affordable child care, and other basic services.

**Policies:**

- 6.1.1 Set a walkability standard of ½ mile from all ARTIC and Anaheim Fixed-Guideway transit stops for access by residents of all economic segments to daily retail needs such as grocery stores, public parks, child care facilities, and affordable housing.
- 6.1.2 Ensure that pedestrian routes and sidewalks are integrated into continuous networks which incorporate transit facilities within and surrounding The Platinum Triangle.
- 6.1.3 Provide lighting and other defensive streetscape and urban design features.

**Goal 6.2:**

To encourage equitable transit oriented development by creating incentives for integrated land use and transportation planning.

**Rationale:**

Transit oriented development must emphasize affordability and accessibility. It also must incorporate affordable housing and commercial properties that provide family-sustaining jobs, services, and essential goods near people's homes. Because people of all income levels desire walkable neighborhoods and shorter commutes, displacement of longtime neighborhood residents can be an unintended consequence of transit oriented development. ARTIC TOD policies must ensure that the local residents guide planning and development and that equity is a goal from the developments inception.

**Policies:**

- 6.2.1 Housing developments within the TOD site shall be mixed-income developments.
- 6.2.2 Universal design shall be incorporated into 30% of all construction within the TOD site, ensuring accessibility for persons with disabilities.

**Goal 6.3:**

Create a balanced transportation system that provides for the safety and mobility of pedestrians, bicyclists, those with strollers, and those in wheelchairs at least equal to that of auto drivers.

**Rationale:**

A balanced transportation system mitigates pollutants, reduces dependency on automobiles, and encourages exercise.

**Policies:**

- 6.3.1 Establish design guidelines and/or level of service standards for a range of users, including access for disabled and bicyclists (e.g., complete streets guidelines; universal design principles; facilities such as sidewalks, lighting, ramps for wheelchairs and bicycles; parking in rear of buildings; windows that face the sidewalk/street).

- 6.3.2 Require transportation engineers to meet level of service standards for pedestrians and cyclists in addition to those established for cars (e.g., sidewalks, crosswalks, bike lanes).
- 6.3.3 Require a dedicated set portion of the transportation budget to go to pedestrian and cyclist amenities.
- 6.3.4 Require developers to build facilities for walkers, bicyclists, and wheelchairs in all new developments (e.g. sidewalks, ramps, bicycle racks, showers).
- 6.3.5 Plan and design neighborhoods within The Platinum Triangle consistent with current LEED and LEED-ND standards.

**Goal 6.4:**

Reduce residents' reliance on cars.

**Rationale:**

Motor vehicles are often the principle contributors of particulate matter, nitrogen oxides, and ozone, which contribute to asthma and bronchitis.

**Policies:**

- 6.4.1 Build and maintain safe, pleasant streets for walking and bicycling.
- 6.4.2 Work with regional authorities to improve transit service linking residents with destinations (such as jobs and retail), especially in underserved neighborhoods.

**Goal 6.5:**

Prioritize transportation investments in communities with high unemployment and poverty rates to stimulate economic growth and provide access to jobs.

**Rationale:**

The American Recovery and Reinvestment Act (ARRA) has language to direct resources to struggling and disinvested communities. Currently, 40% of families living within in neighborhoods adjacent to the proposed ARTIC development earn less than \$25,000 annually. Residents from these neighborhoods should be targeted for job opportunities that arise as a result of the ARTIC-oriented development.

**Policies:**

- 6.5.1 Both construction and permanent jobs shall have a local hire component.
- 6.5.2 Capital investments shall fund workforce development programs to train local residents for jobs in the transportation sector.

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