



## A VISION FOR ORANGE: 2030

### Preamble

The people, neighborhoods, businesses, and educational and religious institutions define Orange. Our identity has been enhanced because we have honored the past while creating our future. We must continue to maintain our small town character within residential neighborhoods, while providing a wide range of services, products, and amenities in our commercial, retail, and industrial districts.

### Where We Live

Our vision for Orange is to continue to provide housing for all lifestyles within its diverse population. The General Plan will strive to maintain the different residential areas that make Orange unique: whether living in a semi-rural area that provides scenic views of natural beauty and convenient access to nature and trails; residing in a traditional suburban neighborhood setting; or enjoying the urban core experience near shops, restaurants, civic facilities, and public services. In the future, we will strive to achieve the following objectives:

- Orange must continue to encourage a variety of living environments for a diverse population, consistent with existing neighborhoods.
- The City will build upon existing assets to create a living, active, and diverse environment that complements all lifestyles and enhances neighborhoods, without compromising the valued resources that make Orange unique.
- The City will continue efforts to protect and enhance its historic core. This same type of care and attention will be applied throughout the rest of the City.
- The City will work to improve the quality of life for all residents by providing residential, commercial, industrial, and public uses that exist in harmony with the surrounding urban and natural environments.
- Residential areas will be connected to commercial, recreational, and open space areas, as well as educational and cultural facilities via a balanced, multi-modal circulation network that accommodates vehicles, pedestrians, cyclists, hikers, and equestrians. This network will create additional opportunities for walking and biking, enhancing safety and well-being for neighborhoods and businesses.
- The City will encourage a local economy that provides ample commercial, financial, office, and industrial opportunities that provide employment and sufficient revenue to support important community services.
- Orange recognizes the importance of managing development in a manner that ensures adequate and timely public services and infrastructure and limits impacts on the natural environment.



## **Where We Work**

Our vision for Orange is to find an appropriate balance between residential, commercial, and industrial demands. This vision encourages the City's retail districts to improve piece by piece, so that their efforts will result in a public realm along Chapman Avenue, Tustin Street, Katella Avenue, and Main Street that will be characterized by visually attractive commercial development, active public areas, high-quality streetscapes, and innovative design that complements Orange's heritage.

To achieve our vision, we shall work toward the following objectives:

- The City will strive to provide for a range of businesses including both small, family-owned businesses and larger businesses that serve a regional market.
- The appearance and variety of commercial, retail, industrial, and employment centers will reflect the pride that residents have for Orange, as well as the long-term investments the City has made in its infrastructure.
- Orange will tap into the entertainment and hospitality markets by enabling development of high-quality facilities strategically located near other regional tourist draws.
- We will continue to support educational and medical institutions and other industries that provide high paying jobs and are major contributors to the community.

## **Where We Play**

Our community recognizes that its quality of life will be judged by how well we connect with our surroundings. Therefore, this General Plan has focused on maintaining and creating those special places that bring us together. It is paramount to reinforce the connections between those places and the community, so that all our residents and visitors can share and enjoy the outdoors and other activities.

Therefore, our Vision includes the following objectives:

- The City will work to define neighborhoods through the use of open space areas and a trail system that provides a source of aesthetic beauty and recreational opportunities. These open space areas support a healthy and active community.
- We will continue to protect our critical watersheds, such as Santiago Creek, and other significant natural and open space resources.
- The City will strive to build a comprehensive system of parks, open space, equestrian areas, scenic resources, undeveloped natural areas, as well as a full array of recreational, educational, and cultural offerings such as libraries, sports, entertainment areas, and play facilities.
- We will develop a connected multi-modal network for traveling from one end of town to the other that provides the option for residents from different neighborhoods to access parks, open spaces, and scenic areas by vehicle, transit, foot, bicycle or, where appropriate, horse.