



Goal Three

Economic Development

Robust, successful businesses bring jobs and opportunity to the City and provide tax revenues for public services that benefit the entire community. The City of Santa Ana will work aggressively to encourage businesses to locate and invest in our community, providing good jobs, reducing unemployment and bolstering our City's tax base.

Primary Objectives

The City of Santa Ana has identified five objectives to encourage and promote economic vitality citywide. These objectives are:

1. Implement a comprehensive Economic Development strategy to ensure that Santa Ana is a City with a vibrant business climate that is accessible, user-friendly and welcoming to all residents and visitors.
2. Create new opportunities for business/job growth and encourage private development through new General Plan and Zoning Ordinance policies.
3. Promote a solutions-based customer focus in all efforts to facilitate development and investment in the community.
4. Continue to pursue objectives that shape downtown Santa Ana into a thriving, culturally diverse, shopping, dining, and entertainment destination.
5. Leverage private investment that results in tax base expansion and job creation citywide.

Strategies

1. Implement a comprehensive Economic Development strategy to ensure that Santa Ana is a City with a vibrant business climate that is accessible, user-friendly and welcoming to all residents and visitors.



Crevier BMW at the Santa Ana Auto Mall has been the #1 BMW dealer in the western U.S. for the last 25 years.

Strategies	Start Year
1a. Complete a comprehensive economic development strategy.	FY 14/15
1b. Establish a Santa Ana Business Advisory Committee.	FY 14/15
1c. Promote and market Santa Ana specific strengths in the regional economy including: location, size of workforce, proximity to airport/trains and availability of industrial/commercial opportunities such as 55-freeway corridor, South Main corridor, South Bristol Street, Harbor Blvd, Downtown and Streetcar Corridor.	FY 15/16
1d. Partner with Santa Ana Chamber of Commerce on a business retention and attraction strategy designed to jointly outreach to existing businesses.	FY 13/14
1e. Partner with local Chambers of Commerce, citywide business associations and the community to develop a new branding and marketing strategy for the City. In addition, the City will promote the consistent use of our City logo on signage, media and entry portals-medians.	FY 14/15
1f. Promote local business, reduce retail leakage and improve revenue tax base performance through the development of a “Santa Ana Buy Local Plan”.	FY 14/15
1g. Identify opportunities for the City to join public policy and advocacy organizations to capitalize shared resources and leadership training to expand the City’s knowledgebase (e.g. Assoc. of California Cities Orange County, League of California Cities, etc.).	FY 14/15

Goal 3: Economic Development

Strategies

2. Create new opportunities for business/job growth and encourage private development through new General Plan and Zoning Ordinance policies.

MainPlace Mall is undergoing several upgrades both inside and out to improve the shopping & dining experience for guests.



Strategies		Start Year
2a.	Complete a comprehensive update of the City's General Plan including the development of policies and implementation measures that directly relate to equitable economic development.	FY 13/14
2b.	Update the City's Zoning Ordinance to be consistent with the updated General Plan and include equitable, innovative, business friendly zoning practices.	FY 14/15
2c.	Support business development and job growth along transit corridors through the completion of critical transit plans/projects including: The Fixed Guideway Project, Santa Ana Regional Transportation Center Master Plan, Complete Streets and General Plan Circulation Element update.	FY 14/15

3. Promote a solutions-based customer focus in all efforts to facilitate development and investment in the community.

Strategies		Start Year
3a.	Continue to develop and promote online services such as e-permits, inspections and plan review to increase flexibility and access to City Hall customers.	FY 13/14
3b.	Expand promotion of the City's current "one-stop" development processing center and its construction/development liaison program in order to streamline new development.	FY 14/15
3c.	Explore opportunities to encourage a business friendly environment within the city through the reduction of non-essential regulatory requirements, improved coordination between agencies for development review and addition of monetary incentives (e.g. sales tax sharing, enhancing Small Business Incentive Program, etc.).	FY 13/14

Strategies



4. Continue to pursue objectives that shape downtown Santa Ana into a thriving, culturally diverse, shopping, dining, and entertainment destination.

Outdoor seating/dining provides opportunities for enjoying a sunny afternoon or people watching downtown.

Strategies		Start Year
4a.	Provide a safe and inviting public environment in the downtown (including the Wellness Corridor) through enhanced amenities, improved wayfinding and engaging street/sidewalk design and lighting.	FY 14/15
4b.	Create a comprehensive program to manage parking that includes innovative strategies to provide parking, create revenue and enhance accessibility in the downtown.	FY 13/14
4c.	Use technology to promote downtown Santa Ana businesses, entertainment, restaurants as well as to improve patron experience (e.g., smartphone application, wayfinding application, smart meters, electric vehicle charging stations, etc.).	FY 15/16
4d.	Support the already-established and growing community of artists living and working downtown through support and promotion of artist events and activities.	FY 13/14
4e.	Encourage downtown entertainment venues and outdoor dining.	FY14/15
4f.	Partner with downtown business and merchant associations to program events that showcase restaurants, shopping and entertainment venues (e.g. bus trolley tour, food festival, craft fairs, farmers' markets, etc.).	FY14/15

Strategies

5. Leverage private investment that results in tax base expansion and job creation citywide.



The YMCA located at 205 West Civic Center Drive is one of several City owned properties being actively marketed for reuse.

Strategies	Start Year
<p>5a. Identify and market underutilized properties (city and non-city owned) for new development that will create new jobs and expand the City’s tax base (e.g. YMCA, 3rd and Broadway parking structure, Saddleback Inn site).</p>	<p>FY 14/15</p>
<p>5b. Develop a tax base expansion strategy targeting a concentration of interconnected businesses (also known as business clusters) that will result in an increase in the number of high-quality, high-paying jobs.</p>	<p>FY 13/14</p>
<p>5c. Develop a knowledge base to foster economic development by actively partnering with non-profit organizations.</p>	<p>FY 14/15</p>