

Euclid/I-405 District Specific Plan and EIR

Fountain Valley, CA

FTS

This 165 acre district is made up of low-rise, low-density industrial, office and commercial uses. As Fountain Valley is built out and has no downtown, its residents have expressed desires for a “place to go,” more dining and retail choices, and better walkability and circulation. Meanwhile, district workplaces are shifting from manufacturing and warehouse to more flex/R&D/creative office uses whose tenants increasingly prefer amenities and activity. The Specific Plan and EIR will provide strategies, policy implementation, financing, and phasing measures for its evolution into a vibrant mixed-use activity center.



An illustrative diagram of the scale and pattern of existing streets, blocks and building development in the Euclid/I-405 district and its surrounding neighborhoods, showing the effects of the I-405 freeway and its access ramps, the Santa Ana River and nearby drainage channels, and the resulting “superblock” pattern of limited access and low connectivity.

BEFORE



View of a typical auto-dominated district intersection and typical low rise commercial building fabric.

- The city’s strong demographics and accessible central Orange County location provide a sound market basis.
- Retail leakage to nearby competing clusters is both a weakness and an opportunity.
- The existing “superblock” development pattern and significant physical barriers are challenges to connectivity and place identity.
- Fragmented ownerships and an unclear overall vision have weakened investment in the district.

ASSIGNMENTS

- Develop a vision for change while engaging tenants and owners accustomed to the status quo.
- Analyze potentials for development change and structure regulations, placemaking and city actions to support the vision.
- Integrate the EIR early to make the Plan highly adoptable and effective in encouraging investment, strengthening place value, and protecting character and sustainability.

OUTCOMES

- Concept development and community workshops are presently under way.

CLIENT: The City of Fountain Valley

IN COLLABORATION WITH: Strategic Economics (market + finance strategy), Fehr & Peers (transportation), AMEC (environmental analysis)



A diagram that color-highlights the effects of “Rear” Edges and Barriers - freeway edges, water channels, and congested intersections on district connectivity and place identity.



This composite diagram illustrates the resulting sub-district “enclaves” of low-activity industrial use resulting from physical barriers and lack of access to the small amount of retail activity in the area - as well as the lack of public open space. The overall result is a weak image and identity, despite the district’s immediate freeway access.