
**2019
ANNUAL PROGRESS REPORT
ON THE STATUS OF
THE GENERAL PLAN**



Prepared by the Garden Grove Community and Economic Development
Department

FEBRUARY 2020

2019 Garden Grove Annual Report on the Status of the General Plan

Introduction

Every year, the City of Garden Grove reviews the previous year's residential development activity and programs that work toward providing housing throughout the City. The City prepares this report as a review of the activities undertaken to implement the General Plan. The report focuses on the calendar year of 2019. Projects approved, ordinances adopted, and programs implemented during this time, are included within the report.

The City continues its process of updating the General Plan, which was last updated in 1995. The Administrative Draft of the General Plan was approved for public review in 2008. More information about the General Plan Update is available at <https://goccity.org/planning/general-plan> or contact the Planning Division at 714-741-5312.

The City is required by the State to prepare an Annual Progress Report on the status of the General Plan and Housing Element that indicates the progress in the implementation and status of its programs and objectives.

The Annual Progress Report on the Housing Element includes; an Annual Building Activity Report Summary; Rehabilitation, Preservation and Acquisition Activity; Regional Housing Needs Allocation Progress; and Housing Element Program Implementation Status updates. Using the Neighborhood Improvement and Conservation Commission (NICC) as an avenue, the City must provide opportunities for public discussion and input on housing issues and housing element implementation.

The programs and objectives in the 2014-2021 Housing Element Plan aim to make adequate provision for the housing needs of all economic segments of the community. The programs outlined in the plan have been implemented in an effort to conserve and improve the conditions of the existing affordable housing stock, assist in the development of housing for low- and moderate-income households, identify adequate sites to encourage the development of a variety of types of housing for all income levels, address and, where appropriate and legally possible, remove government constraints to the maintenance, improvement, and development of housing, and promote equal opportunities for all persons.

In addition, the City has prepared a Development Project Update List, which is available on the Planning Division's webpage at <https://goccity.org/sites/default/files/2019-10/dpu.pdf>. The report is updated every quarter and includes all residential, commercial, and industrial projects that move through the Community and Economic Development Department.

**City of Garden Grove
2019 Annual Report on the Status of the General Plan**

Table of Contents

Introduction.....1

Table of Contents2

Agenda for Planning Commission.....3

Measures Associated with the Implementation of the General Plan..... 4-27

 Land Use Element.....4

 Community Design Element..... 13

 Economic Development Element..... 15

 Circulation Element..... 21

 Parks, Recreation, and Open Space Element 26

 Conservation Element 29

 Safety Element 30

Housing Element Reporting Requirements 32

Housing Goals, Policies, and Programs (2014-2021) 32

CEDD Annual Progress Report Housing Element..... Attachment

Annual Performance Report (FY 19-20) 37-49

Conclusion 50

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

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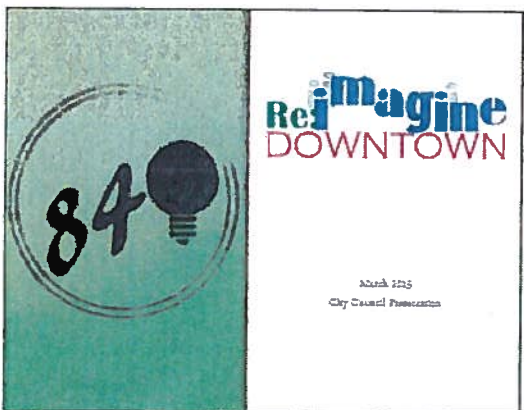
2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Measures Associated with the Implementation of the General Plan

LAND USE ELEMENT

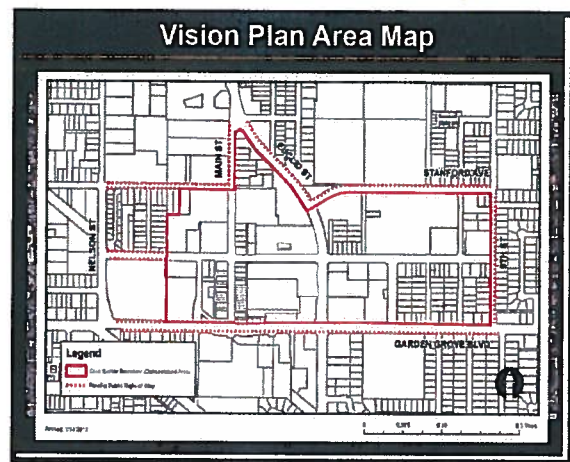
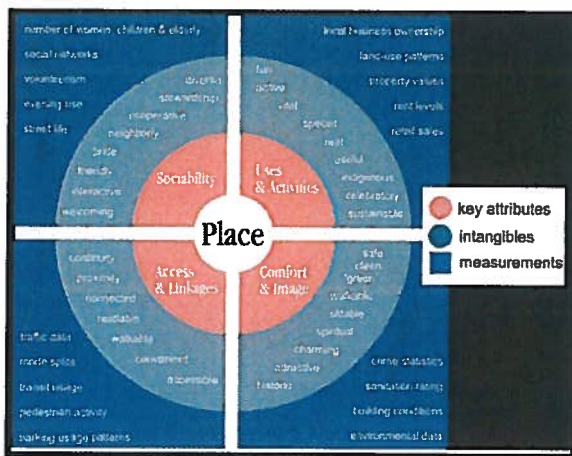
The Land Use Element is often seen as the framework element for the General Plan as it sets forth the patterns of development activity and land use that will support and enhance the character of the City. It will serve as a guide for both public officials and private citizens in its description of the type, intensity, and general distribution of uses of land for housing, business, industry, open space and public uses.

Garden Grove is a fully built out urbanized city. Some of the land is undergoing a transformation from uses established 40 to 50 years ago into new uses that reflect life today and the changing needs of people within the City. Growth is seen as a positive economic tool and enhanced shopping, dining, and entertainment options would improve the quality of life. The City also has a strong community value to preserve the "hometown feel" and the core residential character of the community. This value supports the City's effort to bring together the community to identify a sense of place and ownership, referred to as "Placemaking".



Garden Grove exemplifies the purposeful and inclusive nature of "placemaking" as a way for us to celebrate our rich heritage, and craft a rewarding future for the City. One method to implement the community's ideas for "placemaking" and creating a vision plan for the future is the formulation of an on-going Downtown project called the Re:Imagine Campaign. Ideas that came from this campaign include a Public Online Forum, called MindMixer, which was created to encourage people to share thoughts, ideas, photos, and visuals of how they would like their City to be, and what they would like to see and experience in the future.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN



Ideas that came out of the on-line forum included public art, market halls, a bike and pedestrian master plan, new bike lanes, a car-free "Open Streets" or "Complete Streets" event, food trucks, music festivals, theater performances, a community garden, "parklets", an art walk, public gathering spaces, park furniture, and at the top of the list were many requests for a parking management plan, new parking garages with retail store fronts, and shared parking to maximize the use of the many open surface lots in the Civic Center Area.

The City also acknowledges the importance of collaborating with adjacent jurisdictions to develop compatible land uses to contribute to "placemaking" throughout the City. The City realizes that finding opportunities to improve underutilized areas adjacent to other jurisdictions affects the residents and businesses of Garden Grove.

Goal LU-1: The City of Garden Grove is a well-planned community with sufficient land uses and intensities to meets the needs of anticipated growth and achieve the community's vision.

Goal LU-5: Economically viable, vital, and attractive commercial centers throughout the City that serve the needs of the community.

Goal LU-6: Revitalization of aging, underused or deteriorated commercial corridors, centers, and properties in the City.

Goal LU-10: Restoration of the Civic Center as the heart of the City.

Policy LU-10.3: Redevelop, consolidate and rezone properties within the Civic Center area to accommodate the *mix of uses* allowed in this focus area.

LU-IMP-10B: Continue to encourage the use of the Civic Center's facilities for public and private community and social events.

LU-IMP-10C: Continue to support cultural activities conducted near the Civic Center, such as *theater productions* and experiment with offering new *citywide celebrations* to be held in this area.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Goal LU-13: The City understands that development on lands adjacent to the City's corporate boundary can profoundly affect Garden Grove residents and businesses.

Policy LU-13.1: Cooperate with other jurisdictions in developing compatible land uses on lands adjacent to, or near, the City's corporate boundaries to minimize significant impacts and potentially benefit residents, businesses, and/or infrastructure systems in Garden Grove.

LU-IMP-13A: Monitor planning and environmental assessments for development projects in adjacent jurisdictions and participate in public hearings for the projects.

Re:Imagine Downtown Initiative



The City continues its efforts to bring together the community, with the recent active transportation grants and construction of bikeway improvement projects now underway, the Reimagine Garden Grove initiative is still building on the momentum to identify

innovative "placemaking" opportunities in which Garden Grove celebrates its rich heritage and enhances public spaces. There is on-going collaboration between Community and Economic Development, Community Services, and Public Works Departments to promote more ideas that include future programming to encourage lively gathering places in public areas, seating, shade, art, lighting, and other interesting pedestrian amenities in public parks, as parks provide places for people to interact in a shared environment. There has also been significant positive feedback about the community's enjoyment of art installations in the civic center area, around the Downtown, and in the Village Green Park.



With the postponement of the 4th Open Streets event to Fall 2020, continuing a 'discovery and storytelling' effort for the Downtown area is an essential component in connecting the community to public places. To this end, the Information Technology Department and the Office of Community Relations Division has continued to work with staff to develop a website dedicated to Reimagine Garden Grove. The website will explain the evolution of Reimagine and incorporate an interactive timeline for past and upcoming events, including links to our social media, marketing sites, downtown technical studies, conceptual strategic plans, as well as encourage the public to share their thoughts, ideas, and visuals of what they would like to see and experience in the future. The website is expected to be launched in Summer 2020.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Urban and Community Forestry Grant Program

In 2018 the City was awarded the Urban and Community Forestry Grant by CAL FIRE (California Department of Forestry and Fire Protection). The grant requires that an Urban Forest Management Plan be adopted and implemented by June 2021. In 2019, after releasing an RFP, the City selected Davey Resource Group as the consultant to prepare the plan with input from residents and stakeholders. The first draft is currently being reviewed and is expected to be completed by January 2021.

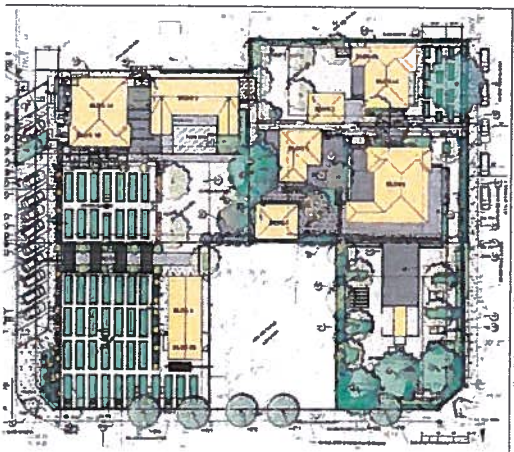


Funds from the CAL FIRE grant will also assist in the planting of 363 trees on the "First Mile" segments of the PE ROW Trail from Nelson Avenue to Brookhurst Street. The City has selected Davey Evans and Associates to prepare landscape and irrigation plans for the tree improvements, which are currently being prepared. Tree improvements are expected to begin in June 2020, following the completion of the pedestrian and bikeway improvements of the "First Mile" of the PE ROW Trail.

The revealing of the "First Mile" will take place at the 4th Annual Open Streets event, which is expected for Fall 2020.

Cottage Industries Project

In an effort to continue to maintain the community's identity, create a sense of place while preserving historic residential structures through adaptive re-use, as well as, combining complementary uses, a new project called the Cottage Industries was proposed. The vision of this project is to use the existing residential cottages as commercial businesses and invigorate outdoor activities. The City has amended the Zoning (CC-1 Mixed Use) to allow this development located in the neighborhoods south of Acacia Parkway, north of Garden Grove Boulevard, west of Ninth Street, and east of Civic Center Boulevard. Phase one of this project was

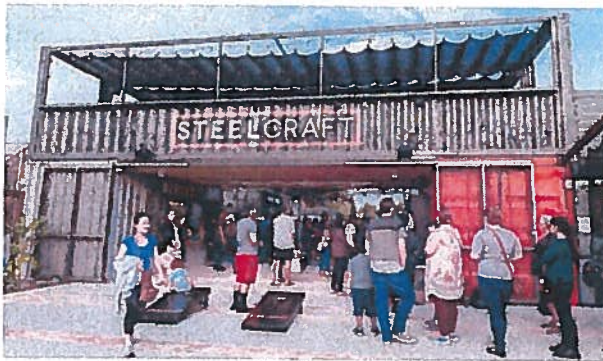


2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

approved by the Planning Commission in March 2018. Phase two was approved by the Planning Commission in December 2019. Construction is expected to begin in 2020. The City hopes that this project will continue to encourage Adaptive Reuse and Preservation, to implement the goals and policies of the City's General Plan.

SteelCraft Project

In November 2017, the Planning Commission approved a request for Site Plan approval to develop a food-focused multi-tenant project, known as SteelCraft, which included a proposal to construct a new 9,532 square foot two-story building, consisting primarily of recycled and re-purposed metal shipping containers, along with other associated site improvements. The project site is located in the Civic Center core area, adjacent to the Community Center Park, the Garden Grove Fire and Police Departments, City Hall, and various office buildings. The grand opening took place in September 2019.



The tenants include Beachwood Brewery, Dark Horse Coffee Roasters, Renegade Taco, The Chick 'N Shack, The Nest, Honey & Butter, Cauldron Ice Cream, Barrio, The Penalty Box, amongst other local artisans. Wilson Creek Winery is expected to join in 2020. The project reinforces the City's commitment to the Re:Imagine campaigns and aims to bridge the gap between Main Street and the future Cottage Industries project.

Smallwood Plaza Project on Main Street



In May 2018, the Planning Commission approved a Site Plan to construct a new mixed-use building with a commercial lease space along the Main Street frontage in the CC-2 (Civic Center Main Street) zone with nine (9) residential units above on the second and third floors. The approval included a 35% density bonus for very low income households. The residents will enjoy an environment of compact

2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

development within a pedestrian-oriented district that provides opportunities for people to engage in civic, business, educational, and recreational activities near their homes. Main Street will be enhanced with a carefully designed building intended to preserve the character of the street and new neighbors that will add activity and engagement to the most-walkable part of town. The General Plan encourages mixed use development to be designed to create a pleasant walking environment to encourage pedestrian activity, provide convenient shopping opportunities for residents close to their residence, integrate with surrounding uses to become a part of the neighborhood rather than an isolated project, and use architectural elements or themes from the surrounding area. The building plans were approved in 2019 and the project is expected to begin construction in 2020.

Garden Brook Senior Village Project

In March 2018 the Planning Commission and City Council approved entitlements to repurpose an existing 8-story, unfinished, steel structure into a 394 unit affordable senior housing project with commercial retail space by amending the General Plan land use designations from Residential/Commercial Mixed Use 1 and Parks/Open Space to



Community Residential to increase the residential density from 42 dwelling units per acre to 60 dwelling units per acre specifically for senior housing.

The development will provide a unique mix of uses that are in keeping with the site constraints and the intent of the Garden Grove Mixed Use zoning. In particular, the project will meet the intent of the 2030 General Plan for this area by providing an urban-scale, fully integrated commercial and residential mixed-use development, which provides some commercial uses along the street frontage to encourage a more vibrant, pedestrian oriented streetscape. The building plans were approved in 2019 and the project is expected to begin construction in 2020.

Stanton Village Center Project

The City of Garden Grove collaborated with the City of Stanton in 2018 to approve a commercial shopping center, the Village Center, at the northwest corner of Beach Boulevard and Garden Grove Boulevard. The site was developed with blighted, mostly vacant buildings in a commercial shopping center. The proposal included a



2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

horizontal mixed-use with residences on the northern portion and a commercial center to the south. The residential development is being constructed by Brookfield Homes Southern California, LLC, on the northernmost 11.69 acres, fully within the City of Stanton. To the south of the residential development, the commercial center is being redeveloped by Frontier Real Estate Investments, LLC, on a total of 10.18 acres that is within the cities of Stanton and Garden Grove.

Construction on the commercial component of the project primary took place in 2019 and the majority of the tenants began operation by the end of the year. Some businesses in operation include In-N-Out, Raising Cane's, Panda Express, Chase Bank, and Planet Fitness. There are plans for a future food court in one of the vacant tenant spaces in the portion of the center located in the City of Stanton. The City of Garden Grove's General Plan recognizes that development near the city boundary affects the residents and businesses of our City. As a result, the City of Garden Grove worked closely with the City of Stanton to assess and monitor the planning of the development to limit impacts.



BN Group Hotel Project



In December 2018 City Council approved the entitlements to develop a 5-story hotel and accessory hotel amenities on a property on the southern portion of Harbor Boulevard, south of the 22 freeway. The approval included a General Plan Amendment to increase the maximum allowable Floor Area Ratio (FAR) for

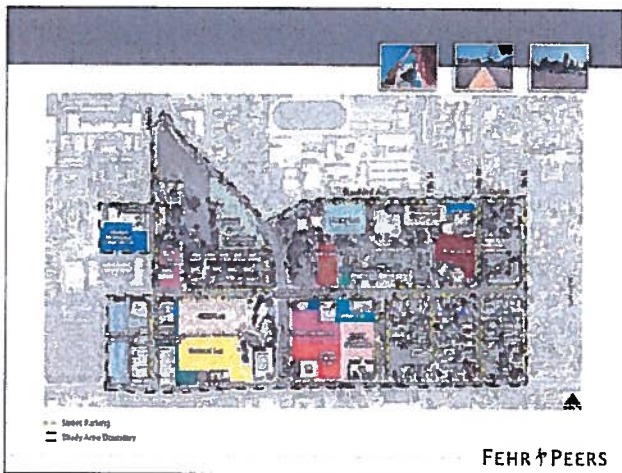
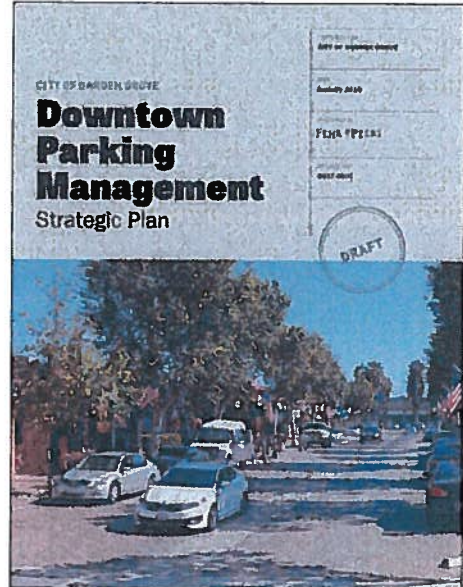
hotels on properties with Land Use Designation of Heavy Commercial (HC) from 0.60 to 1.0. The General Plan Amendment is consistent with Goals LU-1, LU-5, and LU-6 of the Land Use Element because it will provide for a hotel development intensity to meet the needs of anticipated growth and achieve the community's vision for the development of tourism-related businesses, and is consistent with the General Plan goals and policies to facilitate the revitalization of commercial corridors and vacant and underutilized sites in the City with economically viable projects. The project broke ground in July 2019 and is expected to be completed in 2021.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Downtown Parking Management Strategic Plan

In 2017, the City Council approved the award of the contract to Fehr & Peers to provide parking consultant services. This effort was in response to early Reimagine initiatives in which community feedback expressed the desire to have public art, bike lanes, community events, music festivals, holiday lighting, market food halls, and at the top of the list was the concern to accommodate enough parking for future development and entertainment.

Key tasks that the Community and Economic Development Department staff requested in the scope of work involved: Parking utilization count days, On-line Parking Survey, Supplemental Data and Future Projection to complete a shared parking model, and Parking Management Strategies that could be implemented either in isolation or combined as part of a larger management strategy. The recommendations were shared with the Downtown Commission and the Advisory Committee members.



The study is a point in time count to determine a baseline of parking spaces within the Downtown. The DPMSP is the first comprehensive study the City has conducted of parking utilization in the Downtown and Civic Center area. Previous parking studies were directed for the purpose of a particular project, or zone change. The data shows that the study area currently has sufficient parking supply. Although the demand exceeds 90% utilization in certain lots and streets for short periods of time, there is generally

parking available at nearby facilities within convenient walking distance. In conclusion, according to the Consultant, the current parking supply can accommodate the demand generated by existing land uses in the study area. The study was adopted by City Council in May 2019, and presented to Planning Commission on in June 2019.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Meet of Beach

The Meet on Beach event included collaboration between the Community and Economic Development, Community Services, and Police Departments to conduct a bike rodeo and also a Safe Moves City which involves educational equipment with interactive hands-on exhibits that allow children to experience traffic situations as pedestrians and bicyclists in a safe learning environment. The training materials, traffic safety equipment and bike safety give away items were funded by the Caltrans ATP Cycle 2 Grant called "BikeSafe Garden Grove". BikeSafe is the non-infrastructure segment of the grant which provides programming for bicycle education and encouragement.



2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

COMMUNITY DESIGN ELEMENT

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

This element aims to recognize and enhance design opportunities throughout the City that will improve the livability of the community through physical design considerations in public areas. It is intended to build upon existing unique community characteristics and enhance efforts to differentiate Garden Grove as a unique place to live, work, play and visit.

Policy CD-7.3: Promote linkages between separate districts through bike trails, pedestrian paths, common medians or parkway landscaping in connecting streets, and other physical improvements as necessary.

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

Policy CD-8.3: Provide ample and comfortable sitting areas, preferably moveable seating, in shaded plazas, courtyards, and arcades.

Art in the Park

The inaugural Re:Imagine Garden Grove – Art in the Park event, hosted by the City of Garden Grove, in partnership with the Garden Grove Unified School District (GGUSD), was held on Saturday, March 16, 2019. Features included a "Fairy Garden Pathway," created by students from 48 Garden Grove elementary schools; a 50-foot-long lettering of "Re:Imagine Garden Grove Art in the Park," designed by art students from eight Garden Grove high schools and Bell Intermediate School; do-it-yourself crafts, curated by local artists and the Boys and Girls Clubs of Garden Grove; and food vendors. In addition, the community enjoyed watching plein air art demonstrations, muralists at-work, and temporary art installations.



2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

The 'Art in the Park' event is part of the City's continuing efforts to brand Garden Grove's downtown, while promoting the Re:Imagine Garden Grove mission of bringing more art to the community. The GGUSD partnership further reinforces and supports the District's goal to continue elevating its arts presence and distinction within Orange County.

Funding for implementation of the General Plan measures, including the Reimagine Garden Grove campaign, is obtained from three sources: the General Plan cost recovery fee, the Cultural Arts fee, and the Art in Public Places fee, all of which are taken from a portion of building permit costs collected by the Community and Economic Development Department.

Downtown Public Art

As part of the City's continuing goal to "reimagine" Garden Grove, several public spaces in the downtown area have been enhanced in 2019 with new temporary and permanent art installations.

There now are 1,500 hand-painted blue and marbled butterflies affixed to a chain link fence, at the corner of Acacia Parkway and Grove Avenue. Phase I of the vibrant mural painted along the outer walls of the Courtyard Center in Village Green park was first introduced in March 2019, at the inaugural "Re:Imagine Garden Grove-Art in the Park" event. Phase II has enriched the mural with designs of nesting birds, butterflies, and strawberry vines. In addition, a snail family-inspired bench is accessible to park goers just south of the Courtyard Center.



Other new public art installations include:

- Metal banners, custom-made to showcase Garden Grove landmarks and identifiers, located on seven light poles along Euclid Street and Acacia Parkway, between Garden Grove Boulevard and Stanford Avenue.
- A thought-provoking quote from the Athenian philosopher Plato, painted along the half-wall separating Village Green park and the First Baptist Church.
- Witty, brick-themed phrases stenciled on the outer walls of the Gem Theater.
- Five new Adirondack chairs made from recycled water bottles, located in Civic Center Park.



2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

ECONOMIC DEVELOPMENT ELEMENT

Economic development is a critical component of any successful community. Two important factors include: 1. The City must enhance its revenues to have the financial resources to increase the prosperity of their residents through the delivery of quality police, fire, housing, recreation, transportation, and other services. 2. The City can indirectly enhance the prosperity by understanding economic needs and taking actions to increase the City's competitiveness.

Local governments can promote economic development by establishing a favorable environment for business attraction and retention, expansion, private investment, economic diversification, entrepreneurship, housing, and job creation. Garden Grove's current economic condition makes the City well positioned to enhance its economic vitality through a number of key opportunities, including the following described below.

Policy ED-2.3: Explore the feasibility of establishing an International Cultural and Commerce Center, which would provide for the exchange of products, ideas, and commerce on an international scale.

ED-IMP-2F: Continue to coordinate with the Chambers of Commerce, Orange County economic development groups, and other business associations to attract, retain, and expand businesses.

Goal ED-2: The City must attract new businesses while supporting and assisting those already located within Garden Grove.

ED-IMP-2D: Annual review and enhance the City's Business Attraction, Retention, and Expansion Program.

Policy ED-3.4: Continue to encourage bringing big box retailers into the community.

ED-IMP-3B: Focus on upgrading dilapidated centers in order to encourage new or expanding businesses to relocate in these areas.

Small Business Assistance Loan Program (SBA)

Economic Development has been identified by the City Council as one of the top priority objectives in the City's Strategic Plan. An important goal for this element is commercial rehabilitation. In an effort to promote community investment the Department has developed a Small Business Assistance Loan program (SBA). The program offers low interest loans of up to \$25,000 to small businesses as either working capital or for minor rehab. The City also has a similar program using CDBG funds, however, the CDBG program only focuses on businesses within the CDBG program areas.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Small Business Development Center (SBDC) Workshop Series

The City is also offering a series of workshops by Small Business Development Center (SBDC) Orange County. These workshops provide small businesses with the necessary information and tools to succeed. In addition, the Department updated a new Business Portal section of the City Website that offers helpful resources and information businesses need to thrive and prosper. Workshops scheduled for 2019 were:

- May 7, 2019 – She Soars on Amazon Workshop
- June 19, 2019 – Going Global on Amazon & E-Commerce Workshop
- October 16, 2019 – Fast Track Your Business Workshop
- November 13, 2019 – Crack the Code of Online Retail Workshop

GO-Biz

The City partnered with the Governor's Office of Business and Economic Development to assist businesses applying for the California Competes Tax Credit (CCTC), which offers \$180 million in tax credits in 2019. The California Competes Tax Credit is an income tax credit available to businesses that want to come to California or stay and grow in California. The CCTC is available for allocation in 3 separate application periods:

- January 2, 2019 through January 21, 2019
- March 4, 2019 through March 25, 2019
- July 29, 2019 through August 19, 2019

International Trade

The City has developed an International Trade initiative to support the City's large industrial businesses in export. In an effort to be better versed on foreign investment and better assist local businesses, the City continues to build partnerships and alliances with Federal and State agencies, and non-governmental organizations for the purpose of promoting local business growth and manufacturers with expansion opportunities through export and international trade. Activities include:

- In partnership with the Hong Kong Trade Development Council held the Orange County's Manufacturer's Roundtable & International Connection Workshop on March 5, 2019.
- Hosted a District Export Council of Southern California Plenary Meeting on March 28, 2019.
- Sponsored Orange County World Trade Week and Breakfast and Forum on May 16, 2019.
- In collaboration with the Vietnamese American Chamber of Commerce and the United States-Mexico Chamber of Commerce hosted the Vietnam and Mexico Market Trade Outlook on August 13, 2019.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Collaboration with other Agencies

In partnership with Assembly-member Tyler Diep, the City had the opportunity to perform outreach to all local business owners through collaboration with various agencies and host a Small Business Tax Seminar on May 3, 2019. Topics included:

Partner Agency	Topic
California Department of Tax and Fee Administration	Sales and Use Tax Basics
Franchise Tax Board	Forms of Ownership
Employment Development Department	Employee or Independent Contractor
Internal Revenue Service	Better Business Through Better Records
Governor's Office of Business and Economic Development	Go-Biz, State Tax Credit, Exemptions & Financing Instruments

On October 10, 2019, the City partnered with the Affordable Clearinghouse to offer a workshop which provides information on a new community development tool that offers tax incentives for investment in designated census tracts called Opportunity Zones. This new tool was designed to spur growth in low-income communities by encouraging reinvestment of capital gains into certified Opportunity Funds.

Multi-Chamber Collaboration

The City has been in collaboration with the Garden Grove Chamber, Orange County Vietnamese Chamber, Orange County Korean Chamber and Orange County Hispanic Chamber to build more established relationships, and work in partnership, to better assist all businesses across the City. The City has participated in events together and continues to collaborate with all chambers and be more inclusive.

- Coffee with a Cop – June 27, 2019
- Breakfast with the Police Chiefs – July 25, 2019

The OED serves as a board member of the KACCOC and is also a sub-committee member of the Business Expo Committee. The City exhibited at the Annual 2018 OC Asian Business Expo held at the Great Wolf Lodge on September 13, 2018.

Business Ribbon Cutting/Grand Opening Ceremonies

- August 19, 2019 – Veterans Resource Center
- August 22, 2019 – Families together of OC
- October 9, 2019 – Code Ninjas
- October 21, 2019 – Planet Fitness

Garden Grove Ambassador Business Retention Bureau Contract

Through an annual agreement, collaboration with the Garden Grove Chamber of Commerce (the "Chamber") is ongoing in which extensive business development

**2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN**

outreach and support for Fiscal Year 2018-19 is provided. The Chamber efforts includes a comprehensive Ambassador/Business Retention Bureau (ABRB) program that works with the City of Garden Grove to assist in implementing the Economic Development Strategic Plan as follows:

For the FY 2018 – 2019 year the City has visited:

Date	Business
Aug 13, 2018	Envisé
Sept 11, 2018	Sheraton Garden Grove – Anaheim South Hotel
March 4, 2019	Quantum Auto Sales Inc.
March 19, 2019	Big D Floor Covering Supplies
June 4-12, 2019	Garden Grove Nissan, Garden Grove Toyota, Simpson Chevrolet Westbrook Hyundai, Volkswagen of Garden Grove, Garden Grove KIA

SCORE

SCORE is comprised of over 100 volunteer mentors who leverage their expertise to help start and grow small businesses. The City has partnered with SCORE to hold office hours at City Hall every 1st and 3rd Thursday of the month (by appointment only) to assist start-up and small businesses. The City also partners with SCORE to offer workshops in the City’s Community Meeting center with instructor-led training. The following workshops were offered:

Date	Time	Topic
July 24, 2018	6:00– 9:00 pm	Avoiding Employment Related Litigation
September 25, 2018	6:00– 9:00 pm	Make a DIY Video for your Business
October 23, 2018	6:00– 9:00 pm	Work Smarter, Not Harder: WordPress for Small Business
November 27, 2018	6:00– 9:00 pm	Buy/Sell & Valuation of a Business
January 22, 2019	6:00– 9:00 pm	Instagram... Creating Awesome Images for Business!
February 26, 2019	6:00– 9:00 pm	The Power of PPC Advertising: Google AdWords & Paid Search in Action
March 26, 2019	6:00– 9:00 pm	Make a DIY Video for your Business
April 23, 2019	6:00– 9:00 pm	Business Killers Series – Top Mistakes Causing California Businesses to Fail
June 25, 2019	6:00– 9:00 pm	The Power of PPC Advertising: Google Ads, Bing Ads & Paid Search in Action

Broker Network

The Economic Development division partners with commercial real estate firms to host Broker Network Luncheons. The City team visits commercial real estate firms and hosts luncheons while updating the brokers on Garden Grove projects along with sharing the vision of the City. Brokers are on the frontline of real estate transactions and partnering with them assist the Economic Development team on the businesses that are leaving the City, entering the City and looking at expanding

2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

in the City. The luncheons hosted included: Newmark Knight Frank, Cushman & Wakefield and Voit Commercial.

ULI Focus Group – Garden Grove Westside

Technical Assistance Panels (TAPs) are part of the ULI Advisory Services program. TAPs were designed to be run and implemented by District Councils, the local chapters of ULI. Panelists for these one- to two-day work sessions are selected from the District Council's membership to address land use challenges that require local knowledge to resolve.

In summer of 2018 the TAP process conducted for the City of Garden Grove, West Grove retail corridor served as a replicable study tool by identifying key considerations and data points that inform both public and private perspectives on why retail can be more or less successful within cities. The examination and TAP study for the City of Garden Grove included a physical and demographic analysis to inform retail market viability. The following components were examined as they relate to creating a viable environment that encourages patronization and attracts retailers:

- Retail Gap Analysis
- Market Analysis
- Branding/Placemaking

A presentation of recommendations was made to both the City of Garden Grove, local community members, and the Association of California Cities ACCOC, serving to increase awareness and application of vetted recommendations and findings for the local community of West Garden Grove.

Conferences

Economic Development staff attended the ICSC RECON 2019 Conference. The City exhibited in the Cities of the World Pavilion. Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 70,000 members in over 100 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world.

Willowick Golf Course RFQ/P

On April 3, 2018 the Garden Grove City Council approved an Agreement between the City of Santa Ana and City of Garden Grove implementing the exploration of the redevelopment of the Willowick Golf Course property located in the city of Santa Ana.

This Agreement provided for both cities to retain independent consultants to help with creating the vision of the future development, conducting community outreach

**2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN**

and determining the economic framework for land residual value of the property. HATCH was selected as the economic advisory consultant to advise the parties on the development possibilities for the property and provide third party market validation of development proposals once developed. SWA architects was selected as the community facilitator. Four Community Engagement meetings were held:

1st Community Engagement Meeting – August 30, 2018

2nd Community Engagement Meeting – September 27, 2018

3rd Community Engagement Meeting (Garden Grove) – October 2, 2018

4th Community Engagement Meeting – October 25, 2018

In April 2019 the RFP was issued with the following timeline:

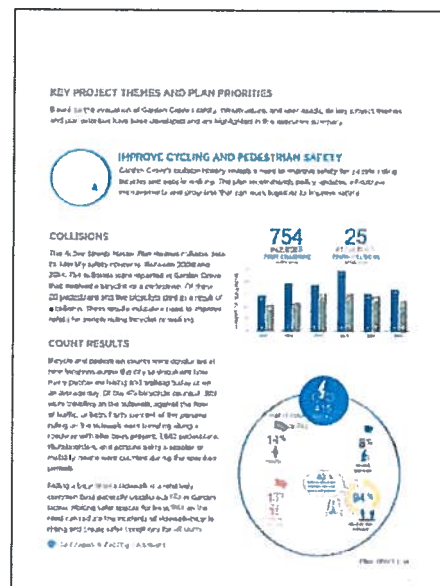
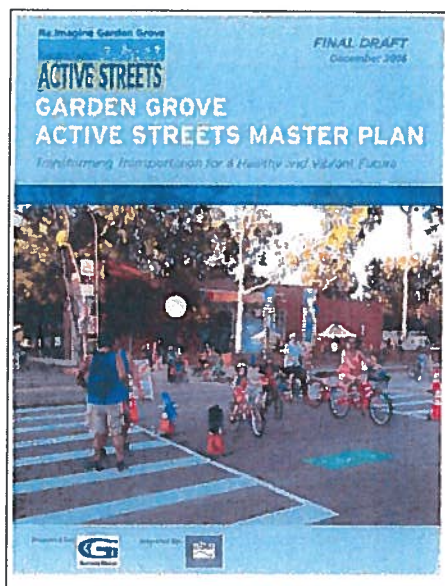
KEY DATES (PST)	TASKS
April 30, 2019	+ Issue RFP
May 17, 2019	+ Pre-Proposal Conference (Optional)
June 10, 2019 at 3:00 p.m.	+ Submittal of Developer's/Proposer's Written Questions Deadline*
June 17, 2019 at 3:00 p.m.	+ City Responses to Developer's/Proposer's Questions
June 28, 2019 at 3:00 p.m.	+ RFP Proposal Deadline
July 2019	+ Proposal Evaluation
August 2019	+ Interviews of Top 10 Developers
Fall 2019	+ Joint City Council Study Session Meeting and Top 3 Developer Presentations
Fall 2019	+ Garden Grove City Council Review and Developer/Proposer Selection

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

CIRCULATION ELEMENT

The Circulation Element represents the City's overall transportation plan. The transportation plan consists not only of the physical transportation system itself, such as streets, highways, *bicycle routes and sidewalks*, but also various modes of transportation, such as cars, buses, trucks, rail, bicycles, ridesharing and walking.

Land Use and circulation must be closely tied to ensure that citizens are able to move in and around the City to locations where they live, work, shop, and spend leisure hours.



Goal CIR-4: A reduction in vehicle miles traveled in order to create a more efficient urban form.

Policy CIR-4.1: Strive to achieve a balance of land uses whereby residential, commercial, and public land uses are proportionally balanced.

CIR-IMP-4A: Encourage the development of mixed-use projects as a means of reducing peak commute period traffic.

Goal CIR-5: Increased awareness and use of alternative forms of transportation generated in, and traveling through, the City.

Goal CIR-6: A safe, appealing, and comprehensive *bicycle network* provides additional recreational opportunities for Garden Grove residents and employees.

Policy CIR-6.4: Continue to pursue and monitor funding sources for bikeway facilities.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Bike and Pedestrian Master Plan (BPMP) "Garden Grove Active Streets"



In 2018, the City adopted a citywide active transportation plan that provided comprehensive guidance to creating a more walkable and bikeable Garden Grove. The Active Streets Bike and Pedestrian Master Plan provided a network and programming recommendations, it also identified the development of an Active Downtown Plan as a priority project. Therefore, in 2018 the Community and Economic Development Department applied for and was awarded a grant to prepare a Garden Grove Active Downtown Plan to improve safety, mobility, and connectivity for the Downtown.

Garden Grove Active Downtown Plan (GGADP)

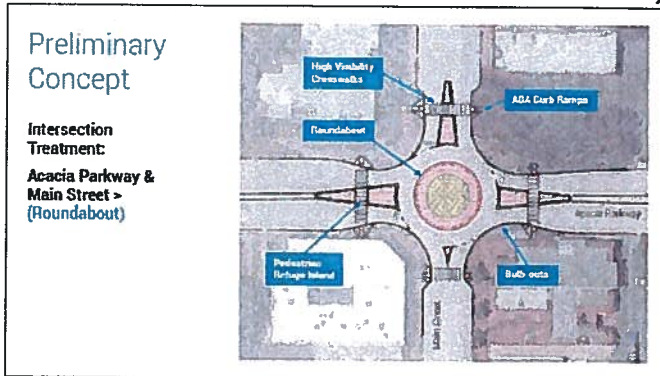


Using the City's 2016 Active Streets Master Plan that identifies possible concepts for bikeway and pedestrian improvements, the City and the consultant firm, KOA Corporation, evaluated the recommendations and assessed feasibility, roadway characteristics, traffic, and more to develop engineering-level concepts for future grant funding opportunities for the Garden Grove Active Downtown Plan.

Building upon the momentum of Re:Imagine Garden Grove and other recent efforts, the Garden Grove Active Downtown Plan is a project that aims to create a safer, more connected, and more active downtown Garden Grove community. The City envisions downtown as a unique and inclusive place where Garden Grove's diverse residents and visitors can easily walk, bike, and use alternative modes of transportation. Contributing to a dynamic downtown environment and economy, the Garden Grove Active Downtown Plan will identify mobility strategies to increase both regional and local connectivity to the downtown core.

The plan's goals and objectives are:

- Connectivity: Create better and improved connections to get to and from downtown Garden Grove
- Accessibility: Help people get to



2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

the places they most want to in downtown by developing a supportive culture for walking, biking, and other emerging alternative modes of transportation

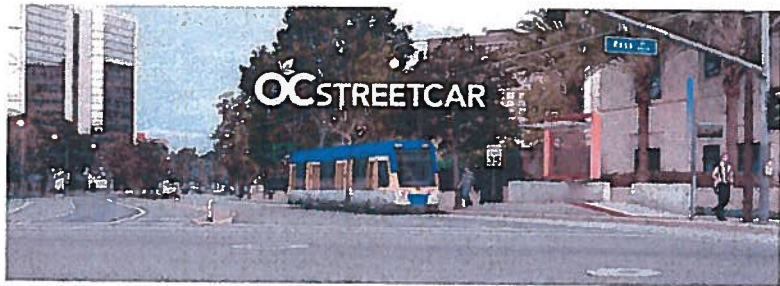
- Arts & Downtown Culture: Create a more vibrant downtown that integrates public art and spaces through the context and cultures of Garden Grove's community
- Community Health: Provide opportunities for the community to utilize downtown parks, off-street paths, routes, and public spaces through walking, biking, and other alternative modes of transportation
- Safety: Improve the overall safety of people walking and biking to, from, and within downtown Garden Grove

The Garden Grove Active Downtown Plan team hosted pop-up booths at several key events during the summer 2019 and the plan is expected to be adopted by City Council in February 2020.

OC Streetcar Project

Finding better ways to commute enhances the quality-of-life for our labor base and the residents. This idea has led the City to create economic collaboration with the City of Santa Ana. Garden Grove and Santa Ana have developed a project called

the OC Streetcar to complement Orange County's Metrolink service. After getting off the train in Garden Grove or Santa Ana, passengers need a way to get to their final destination and this project will connect key



employment, population, and activity centers from Santa Ana with those in Garden Grove. The project has begun construction and is expected to be completed and begin operations in 2021.

The OC Streetcar Project will help the area around Westminster Avenue and Harbor Boulevard grow where the new transit center is planned. This is a great opportunity for the City to develop that area for low and moderate housing, as well as businesses that will support transit-oriented development. A potential stop is being proposed at the Willowick Golf Course site, which is owned by Garden Grove, but located in the City of Santa Ana. Currently, the site is being considered for redevelopment by both cities.

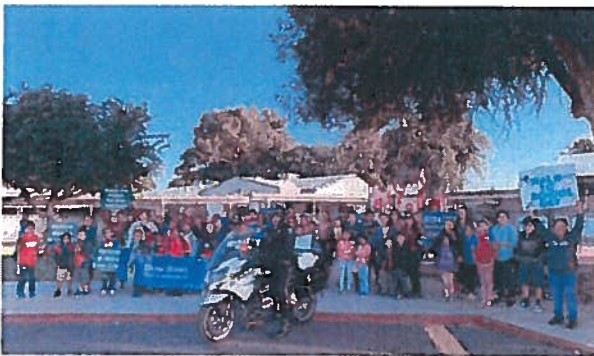
BikeSafe Garden Grove (BSGG)

Funded by the Caltrans' ATP grant, "BikeSafe Garden Grove" is the non-infrastructure component of the larger infrastructure project for the Bike and Pedestrian Path along the PE ROW called "The First Mile". The Community and Economic Development Department is working collaboratively with the Police Departments Community Services/ Crime Prevention Unit, Accident Reduction Team (ART), and Office of Community Relations to promote, market, and implement the program. In addition, the City will partner with the Boys and Girls Club and the

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Orange County Health Care Agency who will provide afterschool programs that support and encourage BikeSafe activities focused on healthy lifestyles.

The program aims to conduct education and encouragement activities at various intermediate and elementary schools, including surrounding low-income neighborhoods, parks, churches, and community outreach events. Encouragement activities include bike rodeos, ride-alongs, participation and booth giveaways to celebrate Walk to School Day and Bike to School events. Education activities include Safe Moves City bicycle and traffic hazard training using hands-on exhibits that was programmed at the recent Meet on Beach event. Future Open Streets and Complete Streets events will feature a BikeSafe Garden Grove booth with activity boards, learning materials, and other bike safety giveaways for the community. Open Streets 4 will occur in Fall 2020 with the opening of the new expansion of the Bike and Pedestrian Path which is the "project benefit area" for this grant project.



Bike and Pedestrian Path "The First Mile" along the PE ROW



In 2015, the Community and Economic Development staff applied and was awarded the Caltrans' Active Transportation Program (ATP) Cycle 2 Grant in the amount of \$1.8 million. The Bike and Pedestrian Path called "The First Mile" is the larger infrastructure project with smaller non-infrastructure project called "BikeSafe Garden Grove". The construction of the trail is a continuation of a bicycle pilot project that was previously constructed from Nelson Street to Stanford Avenue (800 feet). The extension will continue the trail from Stanford Avenue to Brookhurst Street (3,725 feet), which will result in a 'one-mile' bicycle/pedestrian trail once the project is complete.

2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

The construction phase includes a 12-foot wide bi-directional bike path made from asphalt concrete pavement and an 8-foot wide pedestrian walk made from decomposed granite. Signing, striping, removable bollards, and trail lighting are also included. The improvements within the street ROW area contain new street crossings with a bulb-out design, pedestrian actuated crossing signals, and traffic signalization upgrades.

To date, the City has completed the first two phases of the project which includes the Environmental Study and the Engineering Design. The award of the contract for the Construction phase was approved by City Council in November 2019, and construction is anticipated to be completed by Summer 2020.

Installation of the irrigation, landscaping, and signage will be funded through the Calfire Urban Forestry Grant along the "The First Mile" expansion, and the final reveal and grand opening of the Bike and Pedestrian Path will be celebrated at Open Streets 4 in Fall 2020.



Bicycle Corridor Improvement Program (BCIP) Cycle 1 Grant

In 2017, The City received a Caltrans federal grant award under OCTA Active Transportation Program Cycle 1, Bicycle Corridor Improvement Program (BCIP) grant funding. The project scope includes two phases for Engineering Design and Construction Phase of new bikeways and improvement to existing underutilized bikeways. The bicycle facility improvements include creating new bike lanes through road rebalancing, striping buffers, and providing bicycle wayfinding signs along all the proposed corridors. The City has selected a network of five (5) high-priority streets located within the City road public right-of-way (ROW), identified in the City of Garden Grove 2016 Draft Active Streets Bike and Pedestrian Master Plan and is reflected in the Project Corridor Map.

**2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN**

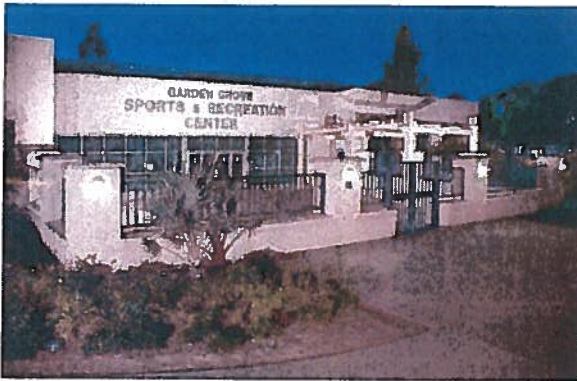


In 2018, following a competitive RFP process, Community and Economic Development staff requested award with City Council approval to Mark Thomas & Company, Inc. to provide engineering design services for the BCIP. In Summer 2019, the City has completed the first phase of Engineering Design, and currently submitting for the E-76 Construction Phase in Spring 2020. The construction is anticipated to be completed by Fall 2020, in coordination with the final reveal and of the Bike and Pedestrian Path and to also be celebrated at Open Streets 4.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

PARKS, RECREATION, AND OPEN SPACE ELEMENT

Parks provide places for people to connect and interact in a shared environment and recreation amenities foster a healthy and active community. The City takes pride in its services and understands that well-designed and maintained facilities, along with high quality programs offered by the Community Services Department, play an important role in creating a healthy community through diverse and innovative recreational programming.



Goal PRK-3: Well-maintained and improved recreational parkland and facilities, both indoor and outdoor, provide the community with increased facility usage, along with encouraging healthy lifestyles and a sense of community pride in Citywide facilities.

PRK-IMP-3B: Continue to utilize, and explore additional financing mechanisms for the operation and maintenance of existing facilities.

PRK-IMP-7E: Promote the Public Works program for the Safe Routes to Schools to qualify for funding.

Policy PRK-4.5: Foster community participation and public participation programs regarding open space resources.

Policy PRK-4.1: Preserve and enhance open space resources in Garden Grove.

Parks, Recreation, and Facilities Master Plan

The Garden Grove City Council approved a 15-year master plan in October 2019 that will set the framework for the planning, maintenance, development and/or rehabilitation of City parks and facilities. Improvements recommended by the public and the Garden Grove City Council include updating irrigation systems, security lighting systems, park restrooms, and playground equipment.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

LET'S TALK PARKS

The Master Plan will provide a systematic approach to the implementation of parks and recreation projects, services, and programs based on available budgets, and identify grant opportunities and other funding sources in order to prioritize and address evolving community needs. Public input on the Master Plan was obtained through an extensive community-wide engagement process conducted earlier this year which included an online, multi-language survey and public meetings.

Safe Routes To School (SRTS)

In 2016, the Community and Economic Development staff applied for and received award of a statewide planning grant under Southern California Association of Governments (SCAG) in the amount of \$160,000. Following a comprehensive RFP process in 2017, KOA Corporation was awarded the contract to partner with the Garden Grove Unified School District (GGUSD) and assist the City in selecting six (6) target schools to be included in the project area. The scope of work took into consideration community feedback captured from earlier RE:Imagine initiative in which stakeholders expressed the desire to encourage more community outreach programs and advocate for student safety and health.

The Plan focused on six (6) schools: A.J. Cook Elementary, Donald S. Jordan Intermediate, Thomas Paine Elementary, Brookhurst Elementary, John Murdy Elementary, and Merton E. Hill Elementary. The schools were selected using a needs-based criterion which include student participation in free lunch programs, income, high risk bike/pedestrian collisions, and school readiness to participate in the planning process.

In May 2019, City Council adopted the Garden Grove SRTS Phase 1 Plan. The STRS Plan would serve as a road map and a guiding document that will assist the City in identifying the existing conditions at each school and explore potential improvements when additional funding opportunities arise. The "tool box" components include:

1. Baseline Data Analyses
2. School Zone Traffic Control Guide
3. Engineering Toolbox
4. Programming Toolbox



2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Woodbury Park Enhancements

The City of Garden Grove invited neighborhood residents of Woodbury Park to attend two community meetings in May and June 2019 to discuss future park renovations. The planned Woodbury Park renovation is part of the City's grant application for California Proposition 68, the Parks, Environment, and Water Bond approved by state voters in June 2018. Through Proposition 68's Statewide Park Development and Community Revitalization Program (SPP), the City can apply for a minimum of \$200,000 to renovate a local park. Currently, Woodbury Park serves as the best opportunity to apply for the SPP grant due to the park's acreage-per-resident and surrounding median household income.



2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

CONSERVATION ELEMENT

The purpose of the Conservation Element is to provide direction regarding the conservation, development, and utilization of natural, historical, and cultural resources. It serves as a guide for the City, its residents, and businesses to understand what natural or other resources exist in the City, how development impacts these resources and the methods to maintain, preserve or conserve these resources.

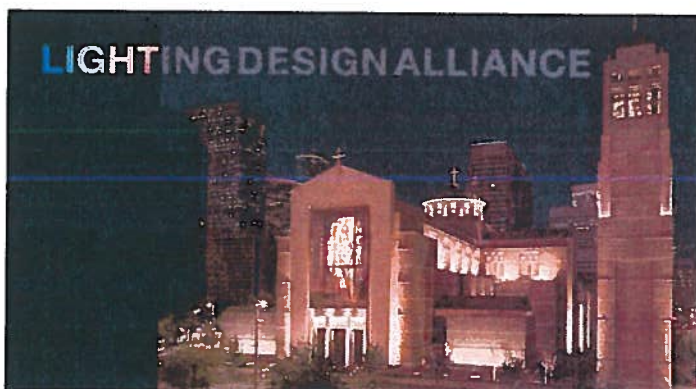
Goal CON-4: Reduce per-capita non-renewable energy waste and City-wide peak electricity demand through energy efficiency and conservation.

Policy CON-4.3: Integrate energy efficiency and conservation technologies and practices into new City facilities and, where feasible, existing buildings as well as at City functions.

Energy Resources

Conservation of energy resources through community design and innovated building systems captures efficient technologies such as cogeneration, solar heating, and use of photovoltaic systems.

The idea was built from the "Re:Imagine Initiative," which created *branding* for our Downtown area using decorative fixtures to identify the area and promote "place-making". Suggestions from City stakeholders included lighting as a way to connect all of the landmarks in the Downtown Boundary Area and to encourage the community and visitors to come out at night to enjoy events.



The Community and Economic Development Department released an RFP in May 2018 to hire a professional Architectural Lighting Consultant to develop a comprehensive Downtown Garden Grove Lighting Conceptual Master Plan.

The consultant Lighting Design Alliance (LDA), Inc. was awarded the contract and staff

is working with the Information Technology Department to inventory and map out the existing globe lighting and city-owned street lights. On-going efforts continued during 2019.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

SAFETY ELEMENT

The purpose of the Safety Element is to reduce the potential risk of death, injuries, property damage, and the economic and social dislocation resulting from hazards such as fires, floods, earthquakes, landslides and other hazards. The General Plan provides policies and standards for the type, location, intensity, and design of development in areas of potential hazards. The intent of this element is to understand and minimize risks associated with each specific type of hazard so the City government and public may make informed decisions about land use and development throughout the City.

The Safety Element addresses the desire to reduce crime and keep neighborhoods safe. City leaders have adopted a community value that Garden Grove shall be a place where residents feel safe in their neighborhoods and community. Community residents are particularly interested in reducing crime, eliminating drugs and gang activities, and enhancing property conditions through property maintenance.

Goal SAF-1: Ongoing collaborative efforts between the community and the Garden Grove Police Department will assist in reducing and preventing crime in the City.

Policy SAF-1.1: Provide opportunities for community involvement in crime prevention and control through community policing and other public participation programs.

SAF-IMP-1F: Encourage the Police Department to conduct outreach efforts in neighborhoods and ethnic communities throughout the City.

Policy SAF-2.3: Identify specific high crime areas in the City and encourage and, when feasible, create plans/strategies to improve these areas.

SAF-IMP-3A: Continue to use the graffiti removal programs, restitution programs, or other effective programs.

Policy SAF-5.2: Ensure that the City has adequate resources to respond to health and fire emergencies, such as Fire Stations, personnel, and equipment.

School Resource Officer (SRO) Program



In June 2019, the Garden Grove Unified School District Board of Education and the Garden Grove City Council approved an agreement with the City of Garden Grove to expand the School Resource Officer (SRO) program, increasing police resources and school safety.

The SRO program will now include specially-selected and trained full-time sworn police officers. In addition to

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

providing active law enforcement for GGUSD schools, the sworn officers will provide classroom education, hold monthly meetings with district administrators, assist in emergency disaster protocols, serve as a resource to GGUSD students, and work closely with the Boys and Girls Clubs of Garden Grove through their Family Youth Outreach Program.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Housing Element Reporting Requirements

State law requires that the annual report provide a status of the City's progress in meeting its share of regional housing needs.

Senate Bill 12 (SB12) authorized the Southern California Association of Governments (SCAG) to develop the Regional Housing Needs Assessment (RHNA) for the six-county SCAG region, which includes the City of Garden Grove. As determined by SCAG, Garden Grove's fair share allocation is 747 new housing units during the 2014-2021 cycle. Currently we are in planning year six (6) of eight (8) years, which covers the periods from January 1, 2014 through December 30, 2021.

As of December 31, 2019 the City is on track to meet its annual and long-term goals. The RHNA numbers adopted for Garden Grove are presented in the Tables attached for the Annual Element Progress Report for 2019.

Housing Goals and Policies

- Conserve and improve the condition of the existing affordable housing stock;
- Assist in the development of housing for low- and moderate-income households;
- Identify adequate sites to encourage the development of a variety of types of housing for all income levels;
- Address and, where appropriate and legally possible, remove governmental constraints to the maintenance, improvement, and development of housing; and
- Promote equal housing opportunities for all persons.

The City has developed the following 15 programs with the stated objectives:

Program 1: Housing Rehabilitation Grants

Objectives: Provide 10 Senior Home Improvement Grants annually (70 total) to make exterior home improvements, interior repairs to address safety issues, and mobility, and accessibility improvements.

Program 2: Code Enforcement

Objectives:

Property Maintenance Ordinance

Enforce established standards of home maintenance practices through continued application of the Property Maintenance Ordinance.

Building and Land Use Code Enforcement

Preserve the quality of housing in the City's target areas through building code enforcement inspections. Inspect all newly constructed and remodeled units.

Continue to use Land Use Code enforcement activities to reduce the incidences of zoning violations.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Proactively prevent violations through education and outreach of home improvement assistance.

Program 3: Multi-Family Acquisition and Rehabilitation

Objective: Increase the affordable housing stock through acquisition and rehabilitation of 20 aging and/or deteriorating residential units annually (140 units total). Identify potential acquisition and rehabilitation units for interested non-profit housing organizations.

Program 4: Affordable Housing Construction

Objectives:

Affordable Housing

Provide technical and financial (as available) assistance for the construction of 15 affordable units annually (90 units total) using a combination of US Department of Housing and Urban Development (HUD) and City funds to provide land cost write-downs and other construction assistance. Offer priority processing for projects that include affordable housing units.

Senior Housing

Encourage the new construction of senior housing in areas designated for Community Residential, which allows higher densities and development standards reflective of the senior population.

Marketing

Continue to inform non-profit and for-profit developers of assistance available for the construction of affordable housing, including density bonuses.

Energy Conservation

Encourage residential developments that lower housing costs through reduced energy consumption. Maximizing energy efficiency and the incorporation of energy conservation and green building features can reduce housing costs for homeowners and renters.

Program 5: Rental Assistance

Objective: Provide rental assistance to 2,337 very low-income persons or households and pursue additional funding for the Section 8 program.

Program 6: Home Ownership Assistance

Objectives: Provide assistance to potential lower-income homeowners through the First Time Homebuyer Assistance program. Provide first time homebuyer assistance to 1 household, subject to availability of funding.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Program 7: Preservation of Affordable Rental Housing

Objectives: Assist in the preservation of 528 affordable units at risk of converting to market rents by: Periodically monitor status of the units that are at risk of converting to market rate during the planning period.

If any property owners indicate plans to convert affordable units to market rate rents, the City will contact qualified entities to explore transfer of ownership options. The entities will be selected from the State's list of qualified entities to acquire/manage affordable housing.

Make the State's list of qualified entities to acquire/manage affordable housing available to interested residents, developers, or property owners.

Inform residents in units that are converting to market rents of affordable housing programs available in the City, including Section 8 and other affordable housing developments.

Program 8: Sites Inventory

Objectives: Continue to provide appropriate land use designations and maintain an inventory of suitable sites for residential and mixed-use development.

Provide technical assistance and information on available City-owned parcels for lower-income housing developments to housing providers. Technical assistance may include development counseling and lot consolidation assistance.

Update the vacant and underutilized residential sites inventory every two years to maintain accurate information.

Publish the residential sites inventory and housing opportunity list on the City's website.

Address sewer infrastructure constraints by completing sewer upgrades to the sewer capacity deficiency zone as units are constructed and reimbursing developers for sewer upgrades that are consistent with the Sewer Capital Improvements Plan.

Program 9: Mixed-Use Development

Objectives: Facilitate the development of residential units in mixed-use areas by providing technical support to facilitate lot consolidation, financial assistance, where feasible, and streamlined permit processing. The City will establish specific and objective criteria for mixed-use site plan reviews and will target development densities as estimated in the Housing Element.

Play a proactive role in development of mixed use areas by pursuing strategic partnerships with developers, lenders, and property owners to ensure the development of housing at appropriate densities and the inclusion of affordable housing units.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Establish a protocol to annually monitor development interest, inquiries, and progress towards mixed use development and affordable housing creation. Periodically re-evaluate approach and progress. Should monitoring reveal a shortfall in residential and affordable residential uses in mixed use developments, the City will develop additional incentives and approaches (including examination of development standards) to ensure the City satisfies its identified housing need (RHNA).

Program 10: Special Needs Housing

Objectives: Periodically evaluate emergency shelter development and siting standards and based on existing needs and development interest and as warranted, re-evaluate and make appropriate changes to facilitate the development of emergency shelters.

Prioritize projects that include special needs housing or housing for extremely/very low-income households in the development application review process.

Refer residents to the Regional Center of Orange County for housing and services available for persons with developmental disabilities. Provide information on services on the City's website. As available, the City will pursue State and federal monies for direct support of housing construction and rehabilitation specifically targeted for housing for persons with disabilities.

Program 11: Parking Standards

Objectives: Periodically review parking regulations or standards, and modify only as needed. Parking standards should facilitate and encourage a variety of housing types including affordable lower income housing and should not constrain development.

Continue using ministerial procedures for reducing parking based on proximity to transit lines, larger projects, projects with on-site amenities, projects near community facilities (shopping, schools, recreation, etc.), projects with a variety of unit types, and projects for senior, disabled, or that are affordable.

Program 12: Water and Sewer Service Providers

Objective: Within 30 days of adoption of the Housing Element, deliver the Garden Grove Housing Element to all providers of sewer and water service within the City of Garden Grove.

Program 13: Fair Housing Services

Objectives: Consistent with the Consolidated Plan, provide fair housing services to Garden Grove residents. Serve 500 persons annually with general housing/fair housing issues (3,500 persons total).

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Require all recipients of federal funds that are in any way related to housing—including in the development of housing, placement of clients in housing, or acceptance of Section 8 tenants—to assist in affirmatively furthering fair housing. Advertise the availability of fair housing services through: flyers at public counters. Posting of available fair housing services will also be made available on the City's website.

Program 14: Homeless Housing Needs

Objectives: Consistent with the Consolidated Plan, address the needs of at-risk and homeless individuals and families through assistance to non-profits serving the homeless population. Provide emergency/transitional housing or homeless services to 250 extremely low-income or at-risk clients annually (1,750 persons total).

As part of the annual General Plan Report, identify any new shelters that have been constructed.

Program 15: Implementation and Community Engagement

Objective: Conduct an annual Housing Element review. Provide opportunities for public engagement and discussion in conjunction with the State requirement for written review of the General Plan by April 1 of each year (per Government Code Section 65400). Or the intent to have it completed within 60 days of the deadline.

Jurisdiction: Garden Grove
 Reporting Year: 2019
 (Ann. 1 - Dem. 31)

ANNUAL ELEMENT PROGRESS REPORT Housing Element Implementation (CCR Title 25 §6202)

Note: "*" indicates an optional field
 Cells in gray contain auto-calculation formulas

Project Identifier		Unit Types		Date Application Submitted	Proposed Units - Affordability by Household Incomes						Total Approved Units by Project	Total Disapproved Units by Project	Streamlining	Notes
Tracked ID	Project Name	Unit Capacity (S.F./ADU/AFU)	Temps (B-Building/Over)		Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)	Very Low Income (No/Yes)
Summary	Blm Data Entry Balance													
1331310	10562 MALLARD DR	ADU	0	2/22/2019										
1331307	8341 MATRENE DR	ADU	0	2/21/2019										
1331307	17581 OCEAN BREEZE DR	ADU	0	1/6/2019										
2310428	12671 AMELIA DRIVE DR	ADU	0	1/4/2019										
2310428	13473 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13455 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13461 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13467 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13473 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13479 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13485 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13491 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13497 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13503 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13509 GARDENIA AVE	SFA	0	2/6/2019										
2310428	13515 GARDENIA AVE	SFA	0	2/6/2019										
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2310428	13527 GARDENIA AVE	SFA	0	2/6/2019										
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2310428	13563 GARDENIA AVE	SFA	0	2/6/2019										
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2310428	14025 GARDENIA AVE	SFA	0	2/6/2019										
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2310428	14037 GARDENIA AVE	SFA												

NATIONAL ASSESSMENT PROCESS REPORT
Final Report
2018-2019

Project Number: 100-00000000-0000
 Project Name: National Assessment Process Report

Page: 1
 Date: 12/11/2019

Project Details			Assessment by Assessment Type - Assessment of Performance										Assessment by Assessment Type - Assessment of Program			Assessment by Assessment Type - Assessment of Process			Assessment by Assessment Type - Assessment of Results																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
Assessment Type	Assessment Category	Assessment Item	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	1219	1220	1221	1222	1223	1224	1225	1226	1227	1228	1229	1230	1231	1232	1233	1234	1235	1236	1237	1238	1239	1240	1241	1242	1243	1244	1245	1246	1247	1248	1249	1250	1251	1252	1253	1254	1255	1256	1257	1258	1259	1260	1261	1262	1263	1264	1265	1266	1267	1268	1269	1270	1271	1272	1273	1274	1275	1276	1277	1278	1279	1280	1281	1282	1283	1284	1285	1286	1287	1288	1289	1290	1291	1292	1293	1294	1295	1296	1297	1298	1299	1300	1301	1302	1303	1304	1305	1306	1307	1308	1309	1310	1311	1312	1313	1314	1315	1316	1317	1318	1319	1320	1321	1322	1323	1324	1325	1326	1327	1328	1329	1330	1331	1332	1333	1334	1335	1336	1337	1338	1339	1340	1341	1342	1343	1344	1345	1346	1347	1348	1349	1350	1351	1352	1353	1354	1355	1356	1357	1358	1359	1360	1361	1362	1363	1364	1365	1366	1367	1368	1369	1370	1371	1372	1373	1374	1375	1376	1377	1378	1379	1380	1381	1382	1383	1384	1385	1386	1387	1388	1389	1390	1391	1392	1393	1394	1395	1396	1397	1398	1399	1400	1401	1402	1403	1404	1405	1406	1407	1408	1409	1410	1411	1412	1413	1414	1415	1416	1417	1418	1419	1420	1421	1422	1423	1424	1425	1426	1427	1428	1429	1430	1431	1432	1433	1434	1435	1436	1437	1438	1439	1440	1441	1442	1443	1444	1445	1446	1447	1448	1449	1450	1451	1452	1453	1454	1455	1456	1457	1458	14

Project Name: [Blank]

ANNUAL ELEMENT PROGRESS REPORT
Reporting Element: [Blank]

Reporting Period: [Blank]

Element ID	Element Name	Start Date	End Date	Progress (%)	Notes
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ANNUAL ELEMENT PROGRESS REPORT
Housing Element Implementation
 (CCR Title 25 §6202)

Jurisdiction: Garden Grove
 Reporting Year: 2019
 (Jan. 1 - Dec. 31)

This table is auto-populated once you enter your jurisdiction name and current year data. Past year information comes from previous APRs.
 Please contact HCD if your data is different than the material supplied here

Table B
Regional Housing Needs Allocation Progress
Permitted Units Issued by Affordability

Income Level	RHNA Description (BY Income Level)	2019										Total Units Issued (all years)	Total Remaining RHNA (by Income Level)	
		2013	2014	2015	2016	2017	2018	2019	2020	2021				
Very Low	Dead Restricted					13							13	191
	Non-Dead Restricted		14			33							47	73
Low	Dead Restricted													
	Non-Dead Restricted													
Moderate	Dead Restricted	3	50	7		13							82	83
	Non-Dead Restricted	38	37	46		9				274		125	630	
Total RHNA	747	41	191	53	19	88	274	125	641	277	217	641	217	

Note: units serving extremely low-income households are included in the very low-income permitted units totals
 Cells in grey contain auto-calculation formulas

ANNUAL ELEMENT PROGRESS REPORT

Housing Element Implementation

(CCR Title 25 §6202)

Jurisdiction	Garden Grove
Reporting Year	2019

(Jan. 1 - Dec. 31)

Table D

Program Implementation Status pursuant to GC Section 65583

Housing Programs Progress Report

Describe progress of all programs including local efforts to remove governmental constraints to the maintenance, improvement, and development of housing as identified in the housing element.

1 Name of Program	2 Objective	3 Timeframe in H/E	4 Status of Program Implementation
Housing Rehabilitation Grants	Provide 10 Senior Home Improvement Grants annually (70 total) to make exterior home improvements, interior repairs to address safety issues, and mobility and accessibility improvements.	2014-2021	Since the reimplementation of the Senior Home Improvement Grant Program in 2016, the City has assisted a total of 60 Garde Grove residents with housing rehabilitation grants.
Multi-Family Acquisition and Rehabilitation	Increase the affordable housing stock through acquisition and rehabilitation of 20 aging and/or deteriorating residential units annually (140 units total). Identify potential acquisition and rehabilitation units for interested non-profit housing organizations.	2014-2021	In CY 2019, the City provided funds to assist in the acquisition and rehabilitation of a 78-unit apartment complex at-risk of converting to market rate. All 78 units are for very-low income (50% AMI) households.

<p>Affordable Housing Construction</p>	<p>Provide technical and financial (as available) assistance for the construction of 15 affordable units annually (90 units total) using a combination of HUD and City funds to provide land cost write-downs and other construction assistance. Offer priority processing for projects that include affordable housing units.</p>	<p>2014-2021</p>	<p>In CY 2017, the City provided funds to assist in the new construction of a 46-unit apartment complex for low (60% AMI) and very-low (50% AMI) income households.</p>
<p>Rental Assistance</p>	<p>Provide rental assistance to 2,337 very low-income persons or households.</p>	<p>2014-2021</p>	<p>The City annually provides up to 2,300 Housing Choice Vouchers to eligible households.</p> <p>In CY 2019, the City implemented a rental assistance program for literally homeless individuals. The program anticipates providing rent assistance with wrap-around services to 20 homeless households.</p>
<p>Home Ownership Assistance</p>	<p>Provide assistance to potential lower-income homeowners through the First Time Homebuyer Assistance program. Provide first time homebuyer assistance to 1 household, subject to availability of funding.</p>	<p>2014-2021</p>	<p>In partnership with the Federal Home Loan Bank of San Francisco, the City designed and implemented a first-time homebuyer program to assist low-income households with down payment assistance. Since CY 2018, the City has assisted 8 households with down payment assistance.</p>
<p>Fair Housing Services</p>	<p>Consistent with the Consolidated Plan, provide fair housing services to Garden Grove residents. Serve 500 persons annually with general housing/fair housing issues (3,500 persons total).</p>	<p>2014-2021</p>	<p>Since CY 2014, the City has funded the Fair Housing Foundation to provide fair housing services to 2,831 Garden Grove residents.</p>

Homeless Housing Needs	<p>Consistent with the Consolidated Plan, address the needs of at-risk and homeless individuals and families through assistance to non-profits serving the homeless population. Provide emergency/transitional housing or homeless services to 250 extremely low-income or at-risk clients annually (1,750 persons total).</p>	2014-2021	Since CY 2014, the City has used HUD ESG funds to assist 3,502 homeless individuals with services.
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Jurisdiction	Garden Grove
Reporting Period	2019 (Jan. 1 - Dec. 31)

ANNUAL ELEMENT PROGRESS REPORT
Housing Element Implementation
 (CCR Title 25 §6202)

Note: "*" indicates an optional field
 Cells in grey contain auto-calculation formulas

Table F Units Rehabilitated, Preserved and Acquired for Alternative Adequate Sites pursuant to Government Code section 65583.1(c)(2)						
Activity Type	Units that Do Not Count Towards RHNA* (based on Informational Purposes Only)		Units that Count Towards RHNA* Note - Because the statutory requirement's severity limit can be counted, please contact HCB to receive the password that will enable you to populate these fields.			TOTAL UNITS*
	Extremely Low-Income*	Very Low-Income*	Extremely Low-Income*	Very Low-Income*	Low-Income*	
Rehabilitation Activity						
Preservation of Units At-Risk						
Acquisition of Units						
Total Units by Income						

This table is optional. Jurisdictions may list (for informational purposes only) units that do not count toward RHNA, but were substantially rehabilitated, acquired or preserved. To enter units in this table as progress toward RHNA, please contact HCD at APR@hcd.ca.gov. HCD will provide a password to unlock the grey fields. Units may only be credited to the table below when a jurisdiction has included a program in its housing element to rehabilitate, preserve or acquire units to accommodate a portion of its RHNA which meet the specific criteria as outlined in Government Code section 65583.1(c)(2).

The description should adequately document how each unit complies with subsection (d)(7) of Government Code Section 65583.1*

Jurisdiction	Garden Grove	
Reporting Year	2019	(Jan. 1 - Dec. 31)

Building Permits Issued by Affordability Summary		
Income Level		Current Year
Very Low	Deed Restricted	0
	Non-Deed Restricted	0
Low	Deed Restricted	0
	Non-Deed Restricted	0
Moderate	Deed Restricted	0
	Non-Deed Restricted	0
Above Moderate		125
Total Units		125

Note: Units serving extremely low-income households are included in the very low-income permitted units totals

Housing Applications Summary	
Total Housing Applications Submitted:	191
Number of Proposed Units in All Applications Received:	621
Total Housing Units Approved:	621
Total Housing Units Disapproved:	0

Use of SB 35 Streamlining Provisions	
Number of Applications for Streamlining	0
Number of Streamlining Applications Approved	0
Total Developments Approved with Streamlining	0
Total Units Constructed with Streamlining	0

Units Constructed - SB 35 Streamlining Permits			
Income	Rental	Ownership	Total
Very Low	0	0	0
Low	0	0	0
Moderate	0	0	0
Above Moderate	0	0	0
Total	0	0	0

Cells in grey contain auto-calculation formulas

COMMUNITY AND ECONOMIC DEVELOPMENT



The mission of the Community and Economic Development Department is to provide quality services through creativity and collaboration.

The Community and Economic Development Department offers a broad spectrum of services to the community. The Department administers the City's General Plan, as well as the City's zoning and building regulations, to ensure the orderly physical growth of the community. There are four divisions in the Department that include: the Planning Services Division comprised of advance and current Planning; Building & Safety Division consisting of plan check services, permit counter, building inspections, and building abatement; Office of Economic Development; and Neighborhood Improvement and Code Enforcement. The Department also oversees the Community Development Block Grant program.

The significant achievements of FY 2018-19 for the Community and Economic Development Department included the following:

OFFICE OF ECONOMIC DEVELOPMENT

ULI Focus Group – Garden Grove Westside

Technical Assistance Panels (TAPs) are part of the ULI Advisory Services program and were designed to be run and implemented by District Councils, ULI's local chapters. Panelists for these one- to two-day work sessions are selected from the District Council's membership to address land use challenges that require local knowledge to resolve. In the summer of 2018 the TAP process conducted for the City of Garden Grove's West Grove retail corridor served as a replicable study tool by identifying key considerations and data points that inform both public and private perspectives on what determines retail success within cities. The examination and TAP study included a physical and demographic analysis to inform retail market viability. The following components were examined as they relate to creating a viable environment that encourages patronization and attracts retailers:

- Retail Gap Analysis
- Market Analysis

**2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN**

- Branding/Placemaking

A presentation of recommendations was made to the City of Garden Grove, local community members, and the Association of California Cities of Orange County to increase awareness and application of vetted recommendations and findings for the local community of West Garden Grove.

Economic Development Strategic Plan

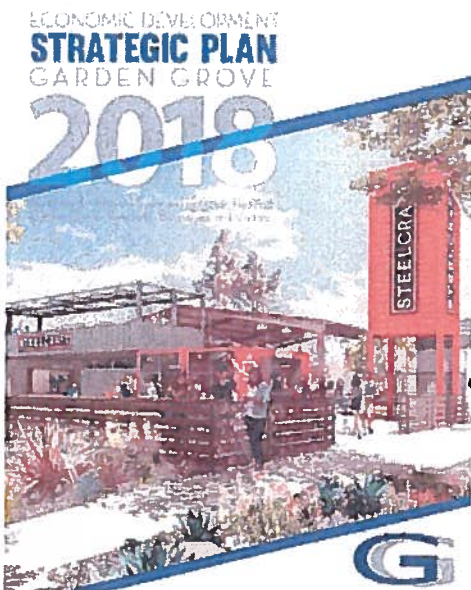
In October 2018, City Council received the 2018 Economic Development Strategic Plan ("EDSP"). The EDSP is a baseline assessment of existing conditions that drive economic investment and outline strategic recommendations to address the community's economic issues and opportunities. The purpose of the 2018 EDSP is to serve as a guide to sustain ongoing efforts for economic development activities and policies, which will result in job creation and new revenue generation for the City.



**Valley View
Business Corridor**
Technical Assistance Panel
REPORT



The 2018 EDSP identifies six economic development goals to be addressed over the next three years. These strategic recommendations will enhance Garden Grove's business climate, which will ensure the fiscal health of the City and support economic growth in a manner consistent with the City's character.



- GOAL 1: Enhancement of Job Opportunities
- GOAL 2: Leverage Creative Funding and Financing Tools
- GOAL 3: Expand and Preserve Locally Generated Tax Revenue
- GOAL 4: Promote Tourism Development Initiatives and Provide Direct Support for the Development of the Grove District-Anaheim Resort
- GOAL 5: Community-Based Economic Development
- GOAL 6: Housing Opportunity and Investment

evaluated on an annual basis.

The EDSP includes strategic actions for each goal included in the plan. The plan also includes a summary action plan matrix that identifies the Community Development departments associated with each strategic action. The three-year 2018 EDSP will be

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

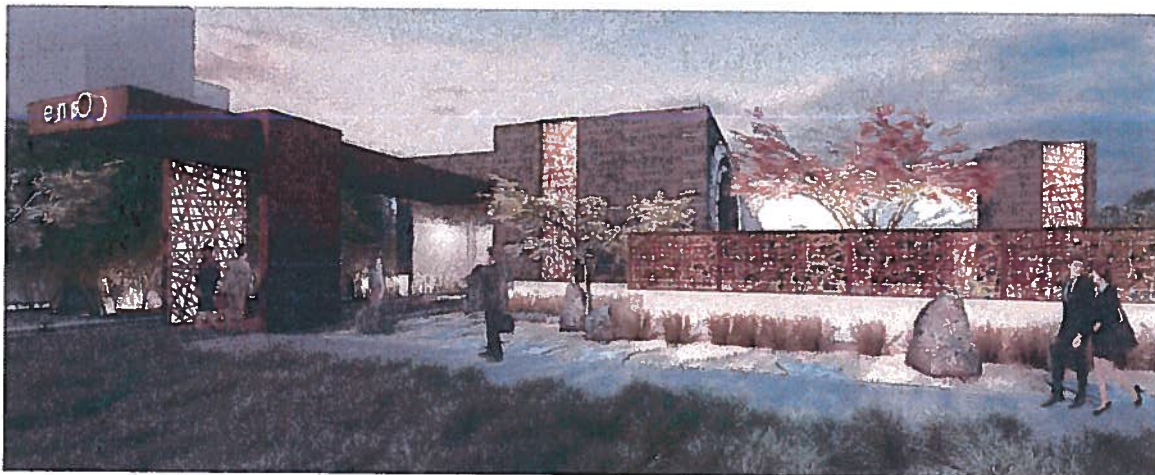
13650 Harbor Boulevard

The City approved the sale of the City-owned real property consisting of approximately 1.45 acres located at 13650 Harbor Boulevard. The developer, BN Group, has secured a franchise agreement for the development of a Home 2 Suites hotel by Hilton. BN Group has completed entitlements and construction drawings for this new 124 room establishment. The ground breaking ceremony was held on June 27, 2019. The hotel is expected to start construction 1st quarter 2019. This project is the first new hotel to be built south of the Garden Grove Freeway.



12361 Chapman Avenue

The City of Garden Grove, as Successor Agency, approved an Agreement between Investel Harbor Resorts, LLC and the City for the sale of a property at 12361 Chapman Avenue at a fair market value of \$1.1 million. The property consists of a vacant 10,883 square foot restaurant/banquet hall on a 0.48-acre site adjacent to the Hyatt Regency Orange County. The buyer will have completed remodeling and renovation of their new restaurant concept, NOVA, by the first quarter of 2019.



Kam Sang Company - Nickelodeon Resort

In November 2018, City Council approved an extension of term of negotiation period to the Amended and Restated Exclusive Negotiation Agreement (ENA) between the City and New Age Garden Grove, LLC for the development of 10 acres of real property. The developer has proposed a Nickelodeon Resort comprising of a

2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

560-room resort hotel and amenities. In addition, the developer and City are working on the draft version of the Disposition and Development Agreement.



Garden Grove Tourism Improvement District (GGTID)

In June 2018, the City approved the annual report for the Garden Grove Tourism Improvement District (GGTID). The GGTID was established in 2010 to fund collective tourism marketing efforts under the umbrella of the Anaheim/Orange County Visitor & Convention Bureau, now Visit Anaheim. GGTID's main task is marketing and promotion of tourism, specifically, conventions benefiting the hotels within the Grove District. This year's GGTID budget included a component for community give back for non-profits such as the Boys & Girls Club, the Orange County Food Bank, The Hope Foundation, and the Garden Grove Community Foundation.



Site C Project

The Garden Grove Planning Commission approved a Site Plan and Tentative Tract Map at the November 2017 meeting to implement a resort hotel development project known as the Site C Project. The Developer has approvals for a proposed program with up to 769 rooms and ancillary hotel uses such as pools, spas, and fitness centers within three resort hotels, one full-service and one limited-service, with up to 104,000 aggregate square feet of conference/meeting banquet space, hotel restaurant space, freestanding pad restaurant, and a multi-level parking garage with 1,297 parking spaces on approximately 4.3 acres of the PUD-128-12. Upon completion, it is anticipated the project will generate approximately \$3.8 to \$4.9 million in additional annual tax revenue to the City. The project is anticipated to start construction in the second quarter of 2020.

Cottage Industries (Re:Imagine Downtown)

In May 2016, the City approved the sale of City-owned land to Lab Holdings. Lab Holdings is repositioning single family homes as commercial businesses and invigorating outdoor activities for the Cottage Industries project. The City has amended the Zoning (CC-1 Mixed Use) to allow this development located in the

2019 GARDEN GROVE ANNUAL REPORT ON THE STATUS OF THE GENERAL PLAN

neighborhoods south of Acacia Parkway, north of Garden Grove Boulevard, west of Ninth Street, and east of Civic Center Boulevard. The first phase of Cottage Industries known as the Farm Block was approved by the Planning Commission in March 2018. The second Phase of Cottages Industries, known as the Art Block, will be going to Planning Commission in late 2019.

Brookhurst Place

In July 2018, City officials and developer Kam Sang Company celebrated the grand opening and ribbon cutting for Phase I of Brookhurst Place—the City's largest residential and commercial mixed-use development. Located in the Korean Business District, Brookhurst Place is bound by Brookhurst Street, Brookhurst Way,



B BROOKHURST
PLACE

and Garden Grove Boulevard. Phase I of II consists of 180 for-lease apartment homes. Phase II will offer 462 apartment homes, of which up to 120 will be affordable housing units and 58 for-sale condominiums, up to 200,000 square-foot of commercial and retail space, and a 100-key hotel. The completed 14-acre community will include 700 new residential units and a 1-acre park. Upon completion, Brookhurst Place will offer easy access to downtown areas and urban live-work-play environments.



KIA Relocation

In October 2017, the City Council approved an Operating Covenants and Restrictive Covenants Agreement with Garden Grove Automotive for the Kia Dealership to be relocated from its existing Garden Grove KIA location at 10081 Garden Grove Boulevard to the proposed new location at 13731 Harbor Boulevard. This was completed in April 2019 and the dealership is now open for business.

SteelCraft Garden Grove (Re:Imagine Downtown)

On June 13, 2017, City Council approved a lease with Howard CDM for the development of SteelCraft, a unique venture that ties together open spaces and public places to create a sustainable indoor/outdoor urban eatery built primarily out of recycled metal shipping containers. The site is located on the southwest side of City Hall at 12900 Euclid Street, and will open in August 2019.



Garden Brook Senior Village

AMG & Associates is developing the Garden Brook Senior Village located at Garden Grove Boulevard and Brookhurst Street. AMG is developing an affordable housing project with

**2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN**

approximately 394 affordable senior units, along with up to 12,938 square feet of commercial space. Garden Brook Senior Village is a collaboration between City of Garden Grove, AMG & Associates, the Hoag Foundation, and the Boys and Girls Club of Garden Grove (BGCGG). AMG & Associates worked tirelessly with the BGCGG to develop Intergenerational Programming to bring youth and seniors together.

Willowick Golf Course

On April 3, 2018 the Garden Grove City Council approved an Agreement between the City of Santa Ana and City of Garden Grove implementing the exploration of the redevelopment of the Willowick Golf Course property located in the city of Santa Ana.



This Agreement provided for both cities to retain independent consultants to help with creating the vision of the future development, conduct community outreach and determine the economic framework for land residual value of the property. HATCH was selected as the economic advisory consultant to advise the parties on the development possibilities for the property and provide third party market validation of development proposals. SWA architects was selected as the community facilitator. Four Community Engagement meetings were held:

- 1st Community Engagement Meeting – August 30, 2018
- 2nd Community Engagement Meeting – September 27, 2018
- 3rd Community Engagement Meeting (Garden Grove) – October 2, 2018
- 4th Community Engagement Meeting – October 25, 2018

In April 2019 the RFP was issued with the following timeline:

KEY DATES (PST)	TASKS
April 30, 2019	+ Issue RFP
May 17, 2019	+ Pre-Proposal Conference (Optional)
June 10, 2019 at 3:00 p.m.	+ Submittal of Developer's/Proposer's Written Questions Deadline*
June 17, 2019 at 3:00 p.m.	+ City Responses to Developer's/Proposer's Questions
June 28, 2019 at 3:00 p.m.	+ RFP Proposal Deadline
July 2019	+ Proposal Evaluation
August 2019	+ Interviews of Top 10 Developers
Fall 2019	+ Joint City Council Study Session Meeting and Top 3 Developer Presentations
Fall 2019	+ Garden Grove City Council Review and Developer/Proposer Selection

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Garden Grove Ambassador Business Retention Bureau Contract

On July 1, 2017, the City entered into an agreement with the Garden Grove Chamber of Commerce to provide services as part of the Ambassador Business Retention Bureau (ABRB) program. Over 25 meetings were held with new businesses that were looking to expand in Garden Grove. For FY 2018-19 the City, visited Enviser in August of 2018 and Bid D Floor Covering Supplies in March of 2019.

International Council of Shopping Centers

On May 19 - 21, 2019, the Office of Economic Development exhibited at the Public Private Partnership (P3) Pavilion at ICSC RECon. The Office of Economic Development team focused extensive efforts toward business attraction and expansion opportunities, along with pre-scheduled meetings with investors, developers, and brokers seeking development opportunities in Garden Grove. One of the business retention priorities is to maintain established relationships with local stakeholders. This was achieved through meetings held at the City's booth with Garden Grove shopping center owners. ICSC RECon also provided for many additional impromptu meetings with retailers and brokers interested in doing business in Garden Grove. Prior to the conference, staff emailed requests from the City of Garden Grove to over 150 retailers and restaurants inviting them to meet. As with prior years, there continues to be strong interest from retailers, restaurants, and hoteliers to locate in Garden Grove.

Broker Outreach Program

The Broker Outreach Program is a direct marketing initiative in which the Economic Development team visits a series of local brokerage firms and highlights development activity in Garden Grove. It provides a forum that fosters open lines of communication with the brokers who are on the front line when it comes to businesses wanting to expand, relocate or develop new start ups. Several Broker Outreach meetings took place in April and May 2018 with active brokers doing business in Garden Grove including Newmark Grubb Knight Frank, Marcus & Millichap, and Voit Commercial.

Small Business Development Center (SBDC) Workshop Series

In conjunction with several local Chambers of Commerce and SBDC Orange County, the department planned a series of quarterly workshops to provide small business entrepreneurs with resources and tools to enhance their business. Provided below is a list of recent SBDC workshops:

Date	Time	Topic
July 10, 2018	6:00-8:30pm	Small Business Jump Start
July 25, 2018	6:00-8:30pm	The Art & Science of Creating A Successful Business Plan
May 7, 2019	9:00am-12:00pm	She Soars on Amazon
June 19, 2019	9:00am-12:00pm	Going Global on Amazon & E-Commerce Opportunities

Service Corps of Retired Executives (SCORE) Workshops Series

The Office of Economic Development has continued to partner with SCORE to sponsor quarterly workshops dedicated in assisting small businesses in planning a new business, marketing & sales and finance. SCORE is a nonprofit association

**2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN**

dedicated to helping small businesses get off the ground and grow and achieve their goals through education and mentorship. Recent SCORE Workshops included the following:

Date	Time	Topic
July 24, 2018	6:00-9:00 pm	Avoiding Employment Related Litigation
September 25, 2018	6:00-9:00 pm	Make a DIY Video for Your Business
October 23, 2018	6:00-9:00 pm	Work Smarter, Not Harder: WordPress for Small Business
November 27, 2018	6:00-9:00 pm	Buy/Sell & Valuation of a Business
January 22, 2019	6:00-9:00 pm	Instagram... Creating Awesome Images for Business!
February 26, 2019	6:00-9:00 pm	The Power of PPC Advertising: Google AdWords & Paid Search in Action
March 26, 2019	6:00-9:00 pm	Make a DIY Video for Your Business
April 23, 2019	6:00-9:00 pm	Business Killers Series – Top Mistakes Causing California Businesses to Fail
June 25, 2019	6:00-9:00 pm	The Power of PPC Advertising: Google Ads, Bing Ads & Paid Search in Action

Industrial Development Authority (IDA)

In December 2018, the City of Garden Grove approved the Garden Grove IDA annual report. Under the State of California guidelines, the IDA acts as the official local coordinating body for low-cost development bonds for industrial companies seeking expansion. The IDA’s role is to assist industrial-related businesses by facilitating their request for tax-exempt Industrial Development Bonds.

International Trade Workshops

The Office of Economic Development Expanding Borders Initiative continues its efforts of providing valuable economic opportunities for local businesses by bringing global partners and resources to the community through informational workshops. In collaboration with the Hong Kong Trade Development Council, the City hosted the Orange County Manufacturer’s Roundtable & International Connection Workshop on Tuesday, March 5, 2019. The workshop consisted of presentations, panel discussions, exhibits, an information session, and a consultation session.

On March 28, 2019, the City hosted the District Export Council of Southern California Plenary Meeting. Members of the Council are all appointed by the U.S. Secretary of Commerce based on their experience and expertise in international trade. The event provided the City an opportunity to continue building partnerships and alliances with agencies and organizations for the purpose of promoting local business growth.

Small Business Tax Seminar and Resource Expo

In partnership with Assemblymember Tyler Diep and Orange County Supervisor Andrew Do, the City hosted a Small Business Tax Seminar & Resource Expo on May 3, 2019. The event provided an opportunity to perform outreach to all local business owners through collaboration with various agencies on the following topics:

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

<u>Partner Agency</u>	<u>Topic</u>
California Department of Tax and Fee Administration	Sales and Use Tax Basics
Franchise Tax Board	Forms of Ownership
Employment Development Department	Employee or Independent Contractor
Internal Revenue Service	Better Business Through Better Records
Governor's Office of Business and Economic Development	Go-Biz, State Tax Credit, Exemptions & Financing Instruments

GO-Biz Workshops

The City continues to partner with the Governor's Office of Business and Economic Development to promote GO-Biz, a program designed to help businesses apply for the California Competes Tax Credit, which offers tax credits to businesses adding jobs in California.

Multi-Chamber Collaboration

The City has been in collaboration with the Garden Grove Chamber, Orange County Vietnamese Chamber, Korean American Chamber of Orange County and Orange County Hispanic Chamber to build more established relationships, and work in partnership to better assist all businesses across the City. The City continues to collaborate with all chambers to be more inclusive. One such example is the Asian Business Expo, which was held on September 13, 2018 in collaboration with multiple chambers including the Korean American Korean Chamber of Orange County, the Vietnamese American Chamber of Orange County, and the Garden Grove Chamber of Commerce.

Garden Grove Small Business Loan Program

The City of Garden Grove has established a Small Business Loan Program designed to stimulate economic growth and create jobs that will improve the living conditions of residents in the community. The Program is targeted for small businesses and provides a loan of up to \$25,000 affordable, non-conventional financing to eligible businesses and development projects that are not able to receive sufficient funding elsewhere.

On Friday, June 15th, 2018 the City of Garden Grove, along with its partners Orange County and Inland Empire Small Business Development Center (SBDC), held the GRAND OPENING of Tam's Restaurant. The owner of Tams' Restaurant took advantage of the new Garden Grove Small Business Loan Program.



Buy in Garden Grove Program

Buy in Garden Grove (BiGG) is the City's "Shop Local" program designed to support local businesses, provide shopper discounts, and keep needed tax dollars in the city. The program allows for Garden Grove residents to receive a discount by mentioning

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

the Buy in Garden Grove program to any participating business. The City is revising BiGG to include the purchase of new cars from automobile dealerships located in the city as well as a "staycation" program for hotel stays in the Grove District hotels.

Economic Development Administration (EDA) Grant

The City of Garden Grove (City) is submitting an application for the Economic Development Administration (EDA) Grant. The EDA Grant will focus on enhancing public infrastructure along the city boundaries from north to south of Harbor Boulevard.

The proposed project includes construction of public infrastructure improvements including roads, relocation of water mains, sewer line improvements, removal of utility pipes, installation of new traffic signals, construction of way finding and monument signs, construction of new curb and gutter, median improvements and landscaping, construction of bus stop/pedestrian areas, street lighting, installation of street furniture, and creation of area monuments and entrance signs.

NEIGHBORHOOD IMPROVEMENT DIVISION

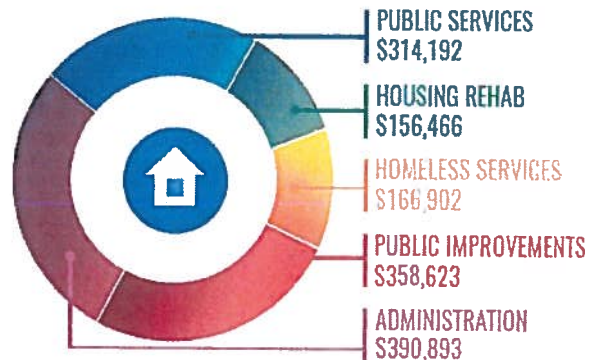
The Neighborhood Improvement division oversees the Emergency Solutions Grant (ESG) program, which provides homeless prevention and intervention services, and the Community Development Block Grant (CDBG) program, which offers a variety of tools for public service grants and community improvement grants and projects. ESG and CDBG programs are funded by the U.S. Department of Housing and Urban Development (HUD).

\$1,245,000 in CDBG funding was used to benefit low/moderate income residents through housing rehabilitation, senior services, fair housing activities, infrastructure improvements, and gang suppression activities. The City leveraged \$2,616,000 in non-federal funds at a ratio of 2:1.

\$1,200,000 in HOME funding was used to develop the Sycamore Court Apartments, a 78-unit affordable housing community for very low-income households. The developer contributed \$22M in non-City funds to deliver the project.

2018 PROJECT EXPENDITURES

During FY 2018-19, the City of Garden Grove utilized \$1,530,780 in HUD grant funds to benefit low/moderate income residents through a variety of programs and services.



2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

\$180,000 in ESG funding was used to provide homeless services through street outreach, emergency shelter, homeless prevention, and rapid rehousing. The City leveraged \$173,000 in non-federal sources at a ratio of 1:1



BUILDING & SAFETY

Code Enforcement

The Code Enforcement Unit is now responsible for all Code Enforcement (CE) related issues including property maintenance and substandard building compliance. Previously, there were two sub-divisions in the Building & Safety Division: Building Abatement, which handled non-permitted structural related issues, and Code Enforcement, which handled property maintenance related issue. In FY 2018-19, the Building Abatement Division was dissolved into development inspections to support the Code Enforcement officers as needed, and outstanding Building Abatement cases were transferred to Code Enforcement.

After the transition, the ability of Code Enforcement to issue citations has created a spike in the number of property owners coming into city hall to resolve their issues. With non-permitted building safety issues, the resolution oftentimes is the complete removal of the violation, which typically results in obtaining a demo permit. A total number of 281 demo permits related to Code Enforcement cases were issued in FY 2018-19, an increase from last fiscal year’s count of 213.

Code Enforcement related cases served at the counter (per month)						
2018	2019	2019	2019	2019	2019	2019
Dec	Jan	Feb	Mar	Apr	May	Jun
52	92	106	127	134	106	135

The Code Enforcement division was approved for a Tobacco grant which funded the hiring of a CE Officer to regulate the commercial areas for tobacco related violations as well as other commercial related violations. A Code Enforcement volunteer program was also implemented to add additional support for non-intensive compliance and educational outreach.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Building Permits & Inspections:

For FY 2018-19, the Building & Safety Division issued a total of 3,868 building permits. Daily inspections averaged 80, for a total of 17,240 for the fiscal year. The permit type generating the most significant increase to the work load was for the Accessory Dwelling Units (ADU). There were a total of 164 permits for new ADUs and 52 for converted areas into ADUs.

Some Key Conditional Use Permits / Land Use Entitlements

Address	Project Description
12361 Chapman Ave.	Approval to allow a Type "68" license for a speakeasy bar at Nova restaurant.
12900 Main St.	Approval to operate a new restaurant (AUM Beer Club) with a Type "47" (On-Sale General) ABC license.
9892 Westminster Ave. #R	Approval to operate a new restaurant (Oc and Lau Restaurant) with a Type "47" (On-sale, General) ABC license.
12900 Euclid St.	Approval to operate a new brew pub (Beachwood Brewing) within the SteelCraft development with a Type "23" (Brew Pub/Micro Brewery) ABC license.
10561 Garden Grove Blvd.	Approval to operate a new TV studio (Saigon Broadcasting Television Network) within an existing 24,614 sq.ft. building.
9106 Garden Grove Blvd.	Approval to operate a new body massage establishment (Healthy Spa Massage) within a 900 sq.ft. tenant space.
9240 Garden Grove Blvd.	Approval to operate an existing 1,440 sq.ft. restaurant with at Type "41" (On-Sale Beer and Wine) ABC license.

PLANNING SERVICES

Some Key Developments (Commercial & Residential)

Address	Project Description
Main St.	Code Amendment to allow outdoor dining in the public right-of-way within the Historical Main Street area.
9861 11 th St.	Approval to develop a 1.8 acre site with a 31-unit townhouse development.
9644 & 9670 Trask Ave.	Approval to reconstruct an existing on-premise freeway-oriented digital sign and increase the digital display area from 298.47 sq.ft. to 477 sq.ft. for Toyota Place automobile dealership.
11800 Monarch St.	Approval to amend an existing PUD to allow professional office uses within Area 4 of the industrial PUD.
14231-14291 Euclid St.	Approval to amend an existing PUD to allow the reduction of the required landscape street setback in order to expand the parking lot for an existing commercial center along with the construction of a two-story commercial/office building on existing vacant building pad.
7051 Garden Grove Blvd.	Approval of a one-year extension for the approved Site Plan and Conditional Use Permit entitlements for the construction of a new service station and convenience store.
12101 Valley View St.	Approval to develop a 2.71 acre site to include expanding an existing movie theatre, and constructing a 2,700 sq.ft. sit-down restaurant, a 1,846 sq.ft. drive-through restaurant and a car wash.
10862-10872 Garden Grove Blvd.	Approval to construct a two-story 9,229 sq.ft. medical and professional office.
12612 Buaro St.	Approval to expand an existing church facility to include the construction of 4,482 sq. ft. ancillary building along with site improvements.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

10801 Garden Grove Blvd.	Approval to construct a 2,485 sq.ft. Taco Bell restaurant in the parking lot of Home Depot.
8218 Garden Grove Blvd.	Approval to construct a 46-unit apartment complex with 8 affordable units.
9845 Chapman Ave.	Approval to demolish an existing 3,695 sq.ft. drive-through McDonald's restaurant and construct a new 3,710 sq.ft. drive-through McDonald's restaurant.
9191 Westminster Blvd.	Approval to construct a 7,140 sq.ft. 3 rd floor addition to an existing medical office building.
10052 Central Ave.	Approval to construct a new duplex consisting of two, two-story attached units.
10150 Trask Ave.	Approval to construct a 3,567 sq.ft. auto repair building at the Simpson Chevrolet automobile dealership.

2019 GARDEN GROVE ANNUAL REPORT
ON THE STATUS OF THE GENERAL PLAN

Conclusion

The General Plan continues to direct all land use decisions for the City and is a good guide for direction in Garden Grove's future development. The City continues to follow opportunities that meet Garden Grove's Community vision, which is to be a safe, attractive, and economically vibrant city with an informed and involved public. Garden Grove is a diverse community that promotes unique attributes and strives to preserve our residential character.

Planning Commission Date: February 20, 2020

Neighborhood Improvement and Conservation Commission: March 2, 2020

City Council Date: March 10, 2020