

Santa Ana is the 11th largest city in California and fourth densest in the U.S. and one of southern California's trendiest destinations for those looking for a creative urban vibe. The city's culturally diverse roots have made it an attraction for foodies, nightlife fans, and entrepreneurs.

### *Food Scene*

Santa Ana's diverse population is the inspiration for one of the region's most eclectic food scenes. In 2017, the *LA Times* described the city as "one of the most unlikely culinary neighborhoods in the state, dotted with cocktail bars, tapas joints and the sprawling 4th Street Market, which includes spaces for food-business start-ups".

Electric City, a butcher shop that draws some of its customers from 50 miles away, and Alta Baja, a store devoted to artisanal Mexican foods, have grown into popular mainstays on 4<sup>th</sup> Street. Playground, perhaps the most well-known of the many downtown eateries, has appeared on the *LA Times'* 101 Best Restaurants list numerous times.

### *Development*

Dozens of residential projects are in the process of bringing more than 3,400 affordable and luxury housing units to the city. Much of this activity is clustered in the creative downtown area or is adjacent to the Santa Ana Regional Transportation Center and proposed OC Streetcar. Among the highlights are the \$500 million One Broadway Plaza, on track to be Orange County's tallest office building by 2020, and \$1 billion 625IVE The Gateway, the proposed 2.3 million-square-foot mixed-use makeover of the former Orange County Register site.

### *OC Streetcar*

The OC Streetcar will connect directly with 18 OCTA bus routes and serve the historic downtown Santa Ana and Civic Center area. The streetcar will increase transportation options and provide greater access along its 4.15-mile route along Santa Ana Boulevard, 4th Street, and the Pacific Electric right-of-way to Harbor Boulevard in Garden Grove. Construction is scheduled to commence in late 2018 and be completed in 2020.

### *Retail*

Interspersed among the quintessential Hispanic businesses are exclusive boutiques like Blends and Rif that are adding Santa Ana's 4th Street to their list of trend-driven addresses that include Beverly Drive in Beverly Hills, L.A.'s Larchmont Village and San Francisco's Post Street.

### *Artists Village*

The Artists Village is a thriving area of art galleries, studios, creative offices, as well as being home to several popular restaurants. Located on Second Street at Broadway, in the heart of historic downtown Santa Ana, the village extends from First Street to Fourth Street, surrounding the Second Street Mall between Broadway and Sycamore Street.