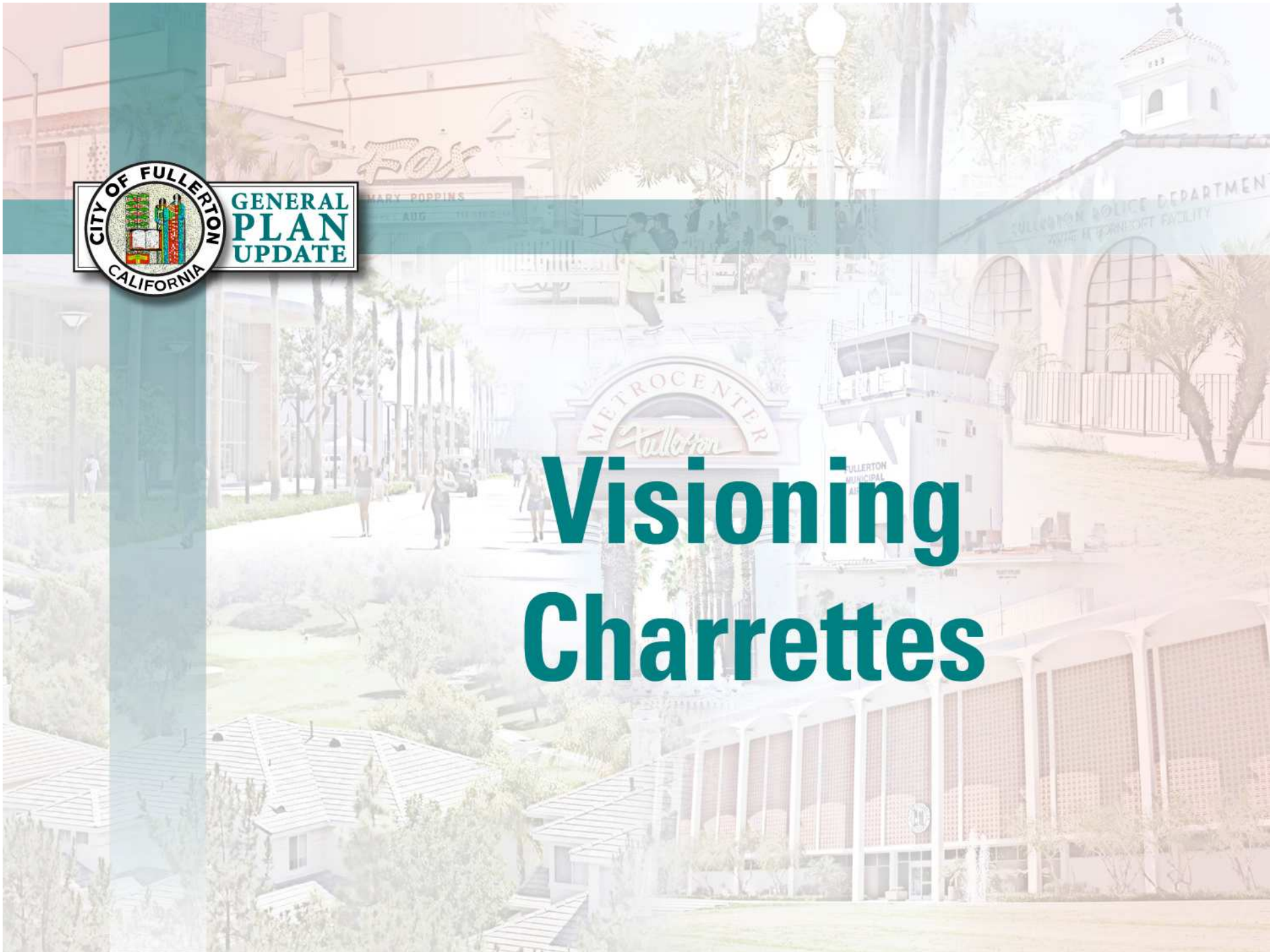




**GENERAL
PLAN
UPDATE**

Visioning Charrettes



Agenda

- ❖ Welcome & Introductions (5 minutes)
- ❖ Fullerton General Plan Update Presentation (10 minutes)
- ❖ Post-It Note Visioning (40 minutes)
- ❖ Vision Statement Exercise (50 minutes)
- ❖ More Opportunities to Participate (10 minutes)

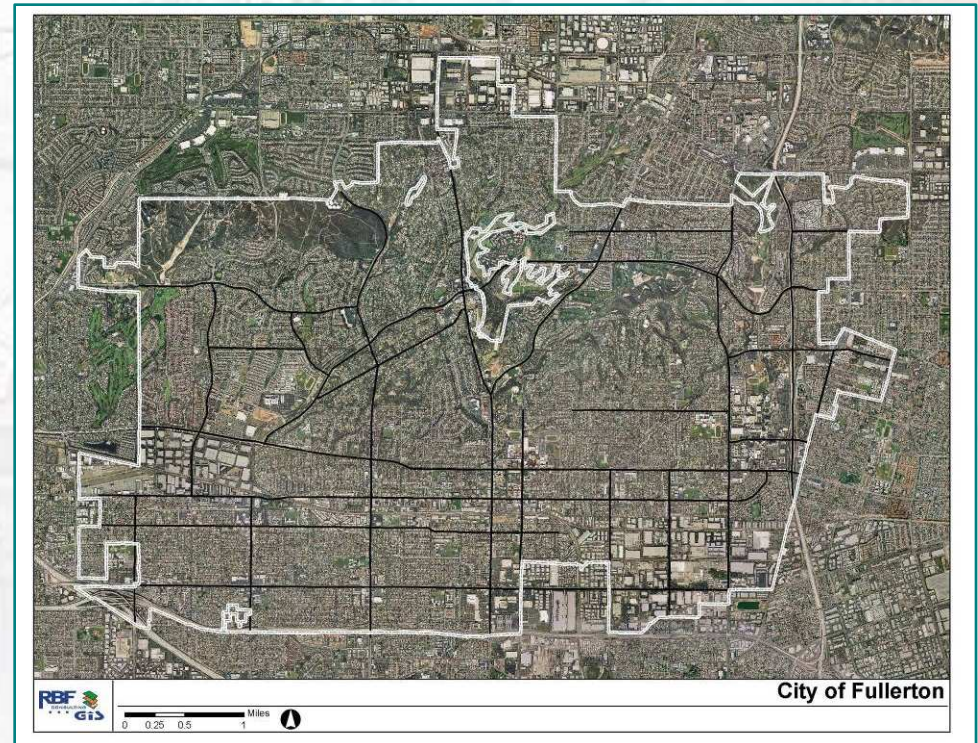


INTRODUCTION TO THE FULLERTON GENERAL PLAN UPDATE



Fullerton Today

- ❖ Population: 136,428
- ❖ Number of housing units: 46,965
- ❖ City area: 22.3 square miles



What is a General Plan?

- ❖ California requires each city and county to adopt a General Plan.
- ❖ A General Plan identifies the community's priorities and vision for the future.
- ❖ It is a “blueprint” for growth and development, usually with a 20-year horizon.



Why Update the General Plan?

- ❖ Fullerton's last comprehensive update to the General Plan took place in 1996.
- ❖ The City is now updating its General Plan to address current issues and reflect values and visions of the community, as seen by residents today.



General Plan “Elements”

- ❖ General Plans include “Elements,” or chapters, that focus on specific topics
- ❖ Each element includes goals and policies to guide future decisions

Elements Required By Law

❖ California requires that seven elements be included in each General Plan:

- Land Use
- Housing
- Circulation
- Noise
- Safety
- Conservation
- Open Space

❖ Cities can also adopt optional elements, such as:

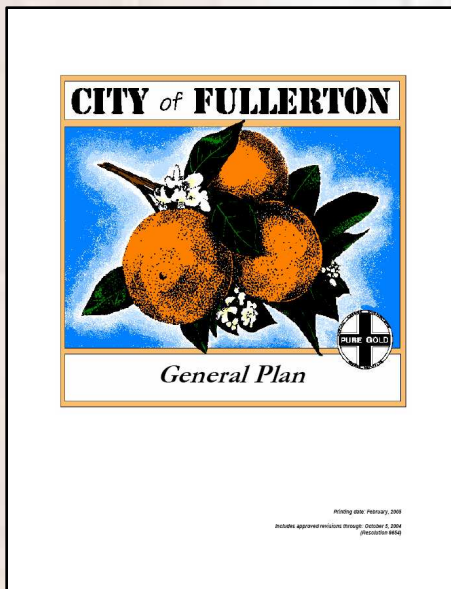
- Regional Coordination
- Community Vision
- Implementation
- Community Services

❖ Regional mandates require the following issues be addressed:

- Air Quality
- Growth Management
- Waste Management

Fullerton's Current General Plan Elements

- ❖ Introduction
- ❖ Vision Element
- ❖ Land Use Element
- ❖ Circulation Element
- ❖ Resource Management Element
- ❖ Community Health & Safety Element
- ❖ Community Services Element
- ❖ Regional Coordination Element
- ❖ Implementation & Public Participation Element
- ❖ Housing Element



Vision Element

- ❖ Establishes the overall goals and visions for the City of Fullerton



Inside the Vision Element

- ❖ The vision will help guide the development of the General Plan
- ❖ The vision will be based on community input and priorities
- ❖ The Vision Statement will state qualities, values, and characteristics that the City wishes to preserve, enhance, and create.



General Plan Update Process

- ❖ STEP 1: Understanding Fullerton
- ❖ STEP 2: Community Visioning
- ❖ STEP 3: Alternative Land Use Futures
- ❖ STEP 4: Policy Program
- ❖ STEP 5: Environmental Review
- ❖ STEP 6: General Plan Adoption

Step 1

*Winter -
Spring 2007*

Step 2

*Spring -
Summer 2007*

Step 3

*Fall
2007*

Step 4

*Fall 2007 -
Winter 2008*

Step 5

*Spring
2008*

Step 6

*Summer
2008*

1 FULLERTON'S TREASURES

❖ Identify your top 3 to 5 TREASURES

- What things do you value most about the City?
- What are your favorite things about Fullerton?
- Why do you live here? Why did you move here?

❖ Write one thought per Post-It Note

❖ Place the Post-It Notes on the wall, clustering yours with similar ideas



2

FULLERTON'S CHALLENGES

❖ Identify the top 3 to 5 CHALLENGES facing the City

- What are the biggest challenges in Fullerton today?
- What problems does the City currently face?

❖ Write one thought per Post-It Note

❖ Place the Post-It Notes on the wall, clustering yours with similar ideas



3 VISIONS FOR FULLERTON

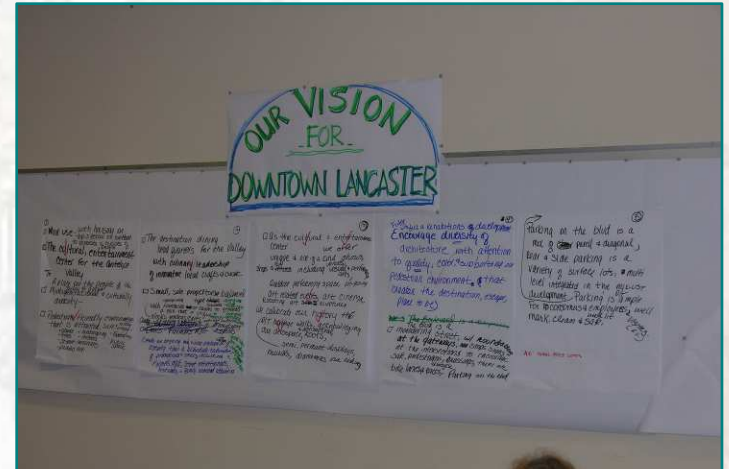
❖ Identify your top 3 to 5 VISIONS for the future of Fullerton

- What ideas do you have for the future of Fullerton?
- What does your ideal or dream City look and feel like?
- What would make your City better?

❖ Write one thought per Post-It Note

❖ Place the Post-It Notes on the wall, clustering yours with similar ideas





VISION STATEMENT EXERCISE



Small Group Discussion

Developing a Draft Vision Statement for Fullerton

A Vision Statement:

- ❖ Describes what a city wants to be and where it wants to go
- ❖ Paints a vivid picture of the future
- ❖ Is challenging and inspiring
- ❖ Uses positive words
- ❖ Expresses ideas clearly and concisely



Small Group Discussion

Developing a Draft Vision Statement for Fullerton

Example:

“Brea will be a community that provides great places to live, work, learn, and play, places that respect the community’s natural and cultural resources, provide open space and public spaces that appeal to all Breans, encourage economic vitality, and enhance the overall quality of life for all residents.”



Small Group Discussion

Developing a Draft Vision Statement for Fullerton

- ❖ Each group will create a vision statement, building on the Post-It Note exercise
- ❖ Look at the Post-It Notes and consider:
 - Treasures – How will Fullerton’s treasures be reflected in its future?
 - Challenges – What will Fullerton be like when it has overcome its challenges?
 - Visions – What new opportunities do you see for Fullerton in the future?



Small Group Discussion

Developing a Draft Vision Statement for Fullerton

- ❖ Groups will work for 20-30 minutes, then share results with everyone
- ❖ Use the worksheets to develop a vision statement

Group member roles

- *Discussion leader*
- *Presenter*
- *Recorder*
- *Timekeeper*



GROUP PRESENTATIONS





MORE OPPORTUNITIES TO PARTICIPATE

How to Participate and Stay Informed

- ❖ Check the website
- ❖ Read the flyers & newsletters
- ❖ Watch your local access cable channel
- ❖ Attend workshops and open houses
- ❖ Attend public meetings and hearings



General Plan Website

- ❖ Find out what's **NEW**
- ❖ Check the Calendar for upcoming **EVENTS** and **WORKSHOPS**
- ❖ Read about the **GENERAL PLAN UPDATE**
- ❖ Visit the **DIGITAL LIBRARY**

Visit:

www.ci.fullerton.ca.us



FOR MORE INFO:

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