

## FOCUS AREA J • Education / Education Supporting

This focus area is centered around Cal State Fullerton, a significant contribution to the community's intellectual capital. The forecasted increase in student population will demand additional services and facilities (housing, retail, transit, etc.). Pedestrian access and safety are also factors.

The area currently has a larger concentration of multiple-family units and will continue to demand higher density product in the future to serve the local and student population.

There is limited connectivity between the east and west side of the SR-57 Freeway and the area is lacking a strong "town/gown" relationship.

### ■ STATION 6

## FOCUS AREA K • Southeast Industrial

This focus area has seen a number of larger-scale businesses relocate or contract in business activity. The types of jobs traditionally available in this area are/were higher-skilled, higher paid employment.

There is minimal nighttime activity within the Southeast Industrial area, where the majority of business enterprise is conducted during traditional working hours.

The area consists of larger property sizes and may provide additional opportunities for change, revitalization and enhancement. Economic considerations should be important indicators in future land use decisions.

### ■ STATION 7

#### Review of Focus Area

Review the map of all 11 Focus Areas. Using the Post-It Notes, provide your response to the following question:

- Are there any other new Focus Areas for discussion? Describe what areas should be considered and why.

Place your Post-It Notes on the comment board.

Using the black and white map handouts, draw any new Focus Areas that should be considered. Place the handouts around the map using the tape provided.

### ■ STATION 8

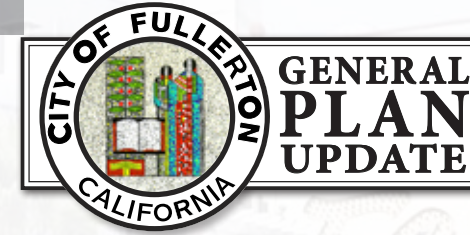
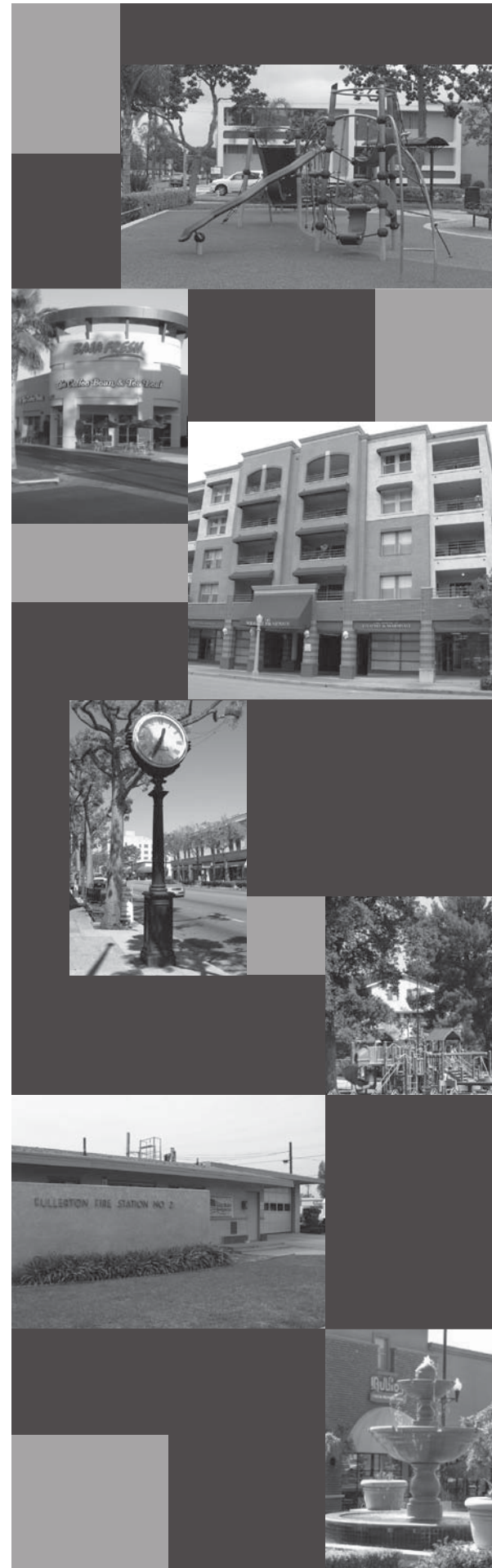
#### Youth Station

Draw your favorite things about Fullerton on the sheet provided. Please participate in the other stations as well.

***Thank you for participating!  
Please stay involved in the  
Fullerton General Plan Update!***

## Please stay involved!

Visit [www.ci.fullerton.ca.us](http://www.ci.fullerton.ca.us) for current information about the General Plan Update and a schedule of upcoming meetings and workshops. For more information, please contact Bob St. Paul, Senior Planner at (714) 738-6559 or [bobsp@ci.fullerton.ca.us](mailto:bobsp@ci.fullerton.ca.us).



## Fullerton General Plan Update

# LAND USE FUTURES OPEN HOUSE

Wednesday, October 29th, 2008

6:30 – 8:30 pm

Fullerton Senior Center

Thank you for participating in the General Plan Land Use Futures Open House! Tonight, you will have the opportunity to participate in identifying focus areas within the City for which possible land use options should be explored through the General Plan update.



There are 8 stations for you to visit. The stations feature information for you to view, activities in which you may participate and project team members available to answer your questions. This Open House Guide describes the different stations and provides background information on the project.



## Background on the General Plan Update

Fullerton's current General Plan was last updated in 1996. Since that time, many changes in and around the City create the need for Fullerton to revisit its priorities and vision.

The General Plan Update will provide a "blueprint" for future growth and change in Fullerton and provide long-range goals, policies, and maps addressing important community topics ranging from the natural environment and public health and safety, to transportation and public participation.

The General Plan Update process provides the opportunity to understand current and future needs, identify community priorities and address challenges facing the City of Fullerton. The General Plan seeks to provide direction pertaining to these opportunities and challenges.



## Focus Areas

Eleven draft land use focus areas have been identified in the City. These areas will be considered for future land use changes in the General Plan. The draft focus areas were selected based on the following criteria:

- Areas that are currently experiencing transition or anticipated transition in near future
- Areas that include special community resources (historic, educational, cultural, etc.)
- Areas providing a variety of development options or market interest
- Areas exhibiting potential for enhancement or reinvestment through public or private investment.

## How to Participate:

At stations 1 through b, review the map and description for each focus area. Using the Post-It Notes, provide your responses to the following questions:

- **Question #1:** After reviewing the Focus Area description, are there any other major challenges or opportunities that should be considered?

- **Question #2:** Do you see a need to revise the boundary of this Focus Area? If so, describe why.
- **Question #3:** Should this Focus Area be revised, deleted, or combined with another Focus Area? Please describe.

Place your Post-It Notes on the comment board under the question heading.

Using the black and white map handouts, draw any changes that you see need to be made to the Focus Area boundary. Place the handouts around the Focus Area map using the tape provided.

At Station 7, review the map of all 11 Focus Areas. Using the Post-It Notes, provide your response to the following question:

- Are there any other new Focus Areas for discussion? Describe what areas should be considered and why.

Place your Post-It Notes on the comment board.

Using the black and white map handouts, draw any new Focus Areas that should be considered. Place the handouts around the map using the tape provided.

Station 8 is dedicated to youth participants at the open house.

marginal industrial development and minimal retail and other supportive uses.

Significant recent development has occurred to the north of the airport and should be considered when evaluating future needs of the local population (services, retail, employment, etc.).

The City must work with the County Airport Land Use Commission to consider safety, access and other limitations on developments (height restrictions, etc.)

### FOCUS AREA B • Commonwealth Corridor

The Commonwealth Corridor is an existing commercial corridor. As dictated by historical land use development,

the area is primarily oriented toward smaller-scale, auto-oriented development. The Corridor provides the primary east/west connection in Fullerton and access to the majority transportation and activity centers.

The Corridor has opportunities to enhance commerce, improve/enhance neighborhood connectivity and respond to the market's desire to invest in the enhancement of commercial corridors.

### ■ STATION 2

#### FOCUS AREA C • Orangethorpe Corridor Nodes

This focus area is characterized by smaller-scale, locally serving retail development. The distribution of more contemporary retail and services along the Orangethorpe Corridor is lacking compared to other geographic areas in the City. Opportunities may exist to enhance local connectivity to commercial/retail nodes along Orangethorpe and enhance these areas as transitional zones between existing, established neighborhoods.

#### FOCUS AREA D • Harbor Gateway

This focus area is the primary southern, regional gateway into Fullerton. This portion of the Harbor Boulevard corridor provides direct regional access into the Downtown and the Transportation Center. The area consists of traditional auto-oriented retail development. There is limited pedestrian connectivity to the downtown and adjacent neighborhoods. Opportunities to enhance local connectivity with the Downtown and the Transportation Center through a mix of land use types is apparent.

### ■ STATION 3

#### FOCUS AREA E • Downtown

The Downtown area of Fullerton is an expression of community character and history. The desire for maintenance and enhancement of this character has been explicitly stated by residents. Rehabilitation and adaptive reuse area issues will be considerations in future change in Downtown.

The City has been dealing with unanticipated challenges resulting from the prevalence of bars/nightclubs in the downtown which may influence the type and distribution of future land uses and activities.

The Downtown area has the potential to serve as a safe 18-hour activity center, providing a variety of housing, employment, services and retail through adaptive reuse and infill development.



Economic viability and vitality of local business, through access of future customer base shall be an important consideration.



### FOCUS AREA F • Transportation Center

Commuter demand/utilization of the Fullerton Transportation Center has and will continue to increase significantly in the coming years. Therefore, local accessibility and regional accessibility to the transit center will be an important planning consideration.

The Transportation Center is situated as a gateway to the Downtown from the Harbor/Lemon Corridors.

Opportunities to introduce more compact, mixed-use development are enhanced by various state, local and federal funding sources focused on enhancing transit-supportive development.

### ■ STATION 4

#### FOCUS AREA G • North Harbor Corridor

This focus area is the direct northern gateway into Downtown. The significant level of recent development, through expansion of the Hospital and medical-related uses provides for additional land uses considerations (housing, retail, office, etc.)

Consideration of the nature and intensity of land uses along Harbor Boulevard and the relationship between existing established residential neighborhoods are important planning considerations.

The area currently does not have strong pedestrian linkages to the Downtown or surrounding residential neighborhoods.

#### FOCUS AREA H • North Industrial

The current economic climate and transition of traditional "industrial" development toward areas with more extensive access to logistic services influence the future viability of higher intensity industrial development.

The North Industrial area provides a northern gateway to the City of Fullerton and opportunities for a variety of market-driven land use types not currently existing (i.e., office, retail, housing, etc.)

### ■ STATION 5

#### FOCUS AREA I • Chapman Corridor

This focus area provides the strongest relationship between the traditional commercial corridor and the existing education community. Area provides a direct interface with CSUF, Fullerton College and Hope International University. Significant infill development opportunities to expand the "town/gown" relationship through housing, job and retail activities are apparent.