

Adopted May 1, 2012

The Fullerton
Built
Environment

The Fullerton
Economy



THE FULLERTON PLAN

The Fullerton
Community

The Fullerton
Natural
Environment



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The Fullerton Community

Fullerton in 2011 is a mature City that is home to over 130,000 people. It is a community possessing special characteristics that distinguish it from other cities:

- **A community with physical identity:** hillside topography and open space are contrasted against the more urban downtown core and commercial corridors, giving definition and character within a suburban, but urbanizing, region.
- **A community with uniquely balanced development:** attractive and diverse residential neighborhoods are complemented by well-located trade, services and industry that provide a strong economic and employment base.
- **A community with extensive educational and cultural facilities:** several colleges and universities, high quality primary and secondary schools, a City library system, museums, and performing arts facilities which provide exceptional resources, spirit and opportunity for self-improvement and enrichment.
- **A community with socio-economic, ethnic and cultural diversity:** households of diverse backgrounds and interests that contribute to a rich and vital community fabric.
- **A community with active citizen involvement:** residents who participate in an array of cultural, recreational, spiritual, civic and social activities.
- **A community with a sense for conservation:** a shared understanding that our natural resources are limited, the natural environment should be respected and the heritage of the human-made environment should be retained.

Origins of the City of Fullerton

Europeans first passed through the area in 1769 when Gaspar de Portola led an expedition north to establish Mission San Gabriel Arcangel, after whom the local Native American population were dubbed the Gabrielinos. The land later became part of Rancho San Juan Cajon de Santa Ana, granted to Juan Pacifico Ontiveros, a Spanish soldier. Ontiveros began to sell parcels to the settlers flooding to California in the aftermath of the 1849 Gold Rush.

In 1886 while in the area on a duck hunting vacation, the Amerige brothers heard rumors that the California Central Railroad, a

subsidiary of the Santa Fe Railway, was looking for land. Sensing opportunity, they arranged to buy 430 acres north of Anaheim for approximately \$68,000. They then began negotiations with George H. Fullerton, president of the Pacific Land and Improvement Company. They offered the railroad free right-of-way and half interest in the land if the railroad alignment was revised to go through the proposed town site. On July 5, 1887, Edward Amerige formally staked his claim at what is now the intersection of Harbor Boulevard and Commonwealth Avenue. Fullerton incorporated in 1904.



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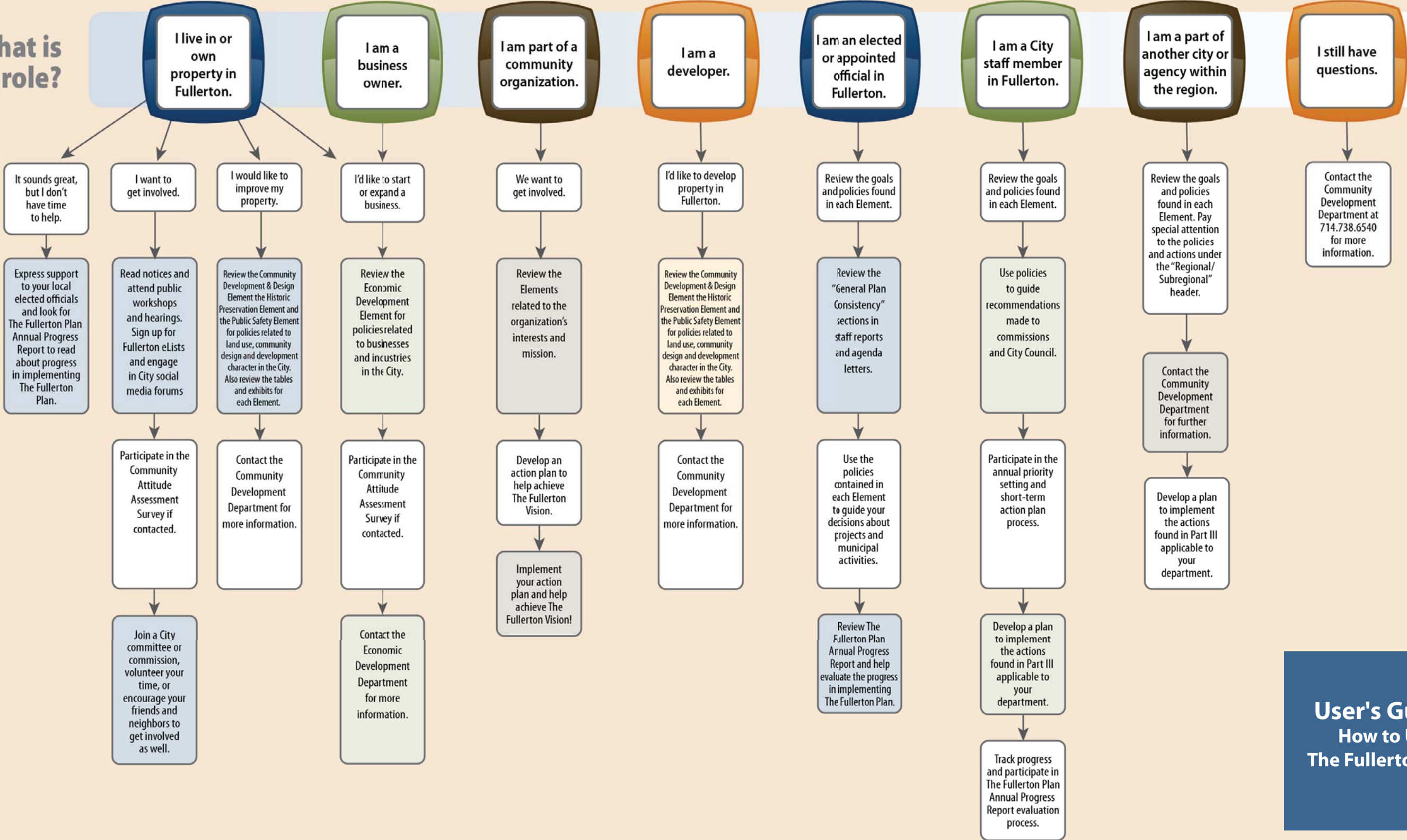
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User's Guide: How to Use The Fullerton Plan

Start Here:

Review the Introduction and Part I: The Fullerton Vision to gain an understanding of purpose of The Fullerton Plan and the community's vision for the future.

What is your role?



**User's Guide:
How to Use
The Fullerton Plan**

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