



Part I: The Fullerton Vision



Introduction

The Fullerton Vision is a statement of what Fullerton hopes to maintain and become through the implementation of The Fullerton Plan. The Fullerton Vision provides a sense of purpose and mission, and sets the tone for The Fullerton Plan's goals, policies and actions. The Fullerton Vision establishes a community-based foundation which captures the qualities, values, and characteristics of the City of Fullerton now and in the future.

Closely tied to The Fullerton Vision are the Focus Areas. The Fullerton Plan identifies twelve Focus Areas that present opportunities where land use and design change can help fully implement the Fullerton Vision. Further planning for the Focus Areas can catalyze revitalization efforts along corridors; create more options for travel between Fullerton's major destinations and neighborhoods; guide the enhancement of unique assets such as Downtown, the Transportation Center, CSU Fullerton, West Coyote Hills, and the Airport; and support the function of business clusters such as medical facilities and industrial areas. For each Focus Area, The Fullerton Plan provides objectives to serve as a framework for further community-based planning efforts. The intent is to involve the community in setting more specific direction for the Focus Areas.



The Fullerton Vision: Fullerton's Heritage, Vision, Principles

I. Our City

Fullerton is a city with a small-town feel, a culturally and ethnically diverse population, and a strong sense of community. We cherish our history while welcoming newcomers and being invigorated by them.

Since its beginnings as an agricultural economy built on citrus production and rail transportation, settlers have created distinctive neighborhoods that reflect different eras in this region's growth. Fullerton's hills and flatlands are now covered with family homes, schools and parks in place of orange groves, but our original town site, with its mature trees and thoughtfully preserved historic structures, still points to our legacy.

Today our small-town feel is preserved in a 21st-century city that provides the best in economic diversity, higher education, health services, arts and culture. Our residents value their active, healthy lifestyle and the environmental attributes and resources that support it.

This is Fullerton's heritage.

II. Our Vision

Based on our shared heritage and community values, the following statement expresses our aspirations for the next decade and beyond to enhance quality of life for all.

Fullerton will be a city which:

- values and provides quality public safety services including emergency services, crime prevention and hazard mitigation;
- enjoys a vibrant economy, benefiting from its education community resources and its diverse business base;
- encourages economic diversity and creation of new jobs;
- encourages growth in its tax base to support our city services and ensure adequate infrastructure;
- has an increasing choice of accessible, affordable and desirable housing options which enables our children, workforce families and young professionals to make their homes here, and our seniors to remain here;
- is committed to environmental sustainability in planning design, policy and practice;
- values and protects its heritage, strives to preserve historic buildings and neighborhoods, and embraces high aesthetic standards for new architecture and urban design;
- encourages civic participation by the full spectrum of its community and reflects its concerns in official planning and decision-making;
- offers a variety of transportation options;
- supports community health with recreational resources, well-maintained parks, preserved open spaces, and public programs to encourage healthy lifestyles;
- preserves its character by supporting community efforts dedicated to cultural activities, civic engagement, social concerns, health and safety issues, and other aspects of our quality of life; and
- maximizes its resources through joint planning with other agencies and jurisdictions.



III. Our Guiding Principles

The following principles, derived from our vision for Fullerton, will guide our General Plan process. They are touchstones for our Plan's goals, strategies and policies. As guidelines and points of reference, they tie actions to aspirations.

- **Change** will be harmonized with the elements of Fullerton's history and character that we value.
- **Growth** will be considered in the context of community needs and its contribution to our quality of life.
- **Economic Sustainability** will be essential for the local economy that remains strong into the future.
- **Environmental Sustainability** will be reflected in the use of up-to-date environmental policies to ensure the present and future generations live healthier lives and do not inherit costly, resource-inefficient systems and structures.
- **Mobility** options of every kind will be of prime consideration in the planning of buildings, streets and paths, traffic patterns, and development of the transit center.
- **Balance and equity** will be sought in business development, in points of view considered in our planning processes, in housing inventory that serves all of our community, in civic participation, and in decisions that could affect aspects of our quality of life.
- **Our identity** as an education community and a city with distinctive neighborhoods, heritage and culture will be reinforced in plans and programs that affect how we view ourselves and are viewed by others.



Focus Area Visions: Laying the Foundation for Future Change

The Fullerton community identified twelve geographic focus areas in the City within which to concentrate potential change through community-led planning processes (Exhibit 1). The focus area approach reinforces a commitment to community-based planning and to the need to thoughtfully align change with the general character and form, as well as opportunities, desired by the community for each area. These focus areas were identified as opportunity areas because they generally possess some or all of the following characteristics:

- Areas that are currently experiencing transition or anticipated transition in the near future,
- Areas that exhibit 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.

The following pages present a brief description of each Focus Area, along with a broad vision and planning objectives intended to guide future community-based planning efforts. It is important to keep in mind that each Focus Area spans multiple parcels of land, and it is not intended for all objectives to be met on each property. Rather, future community-based planning efforts would seek to consider each Focus Area comprehensively.

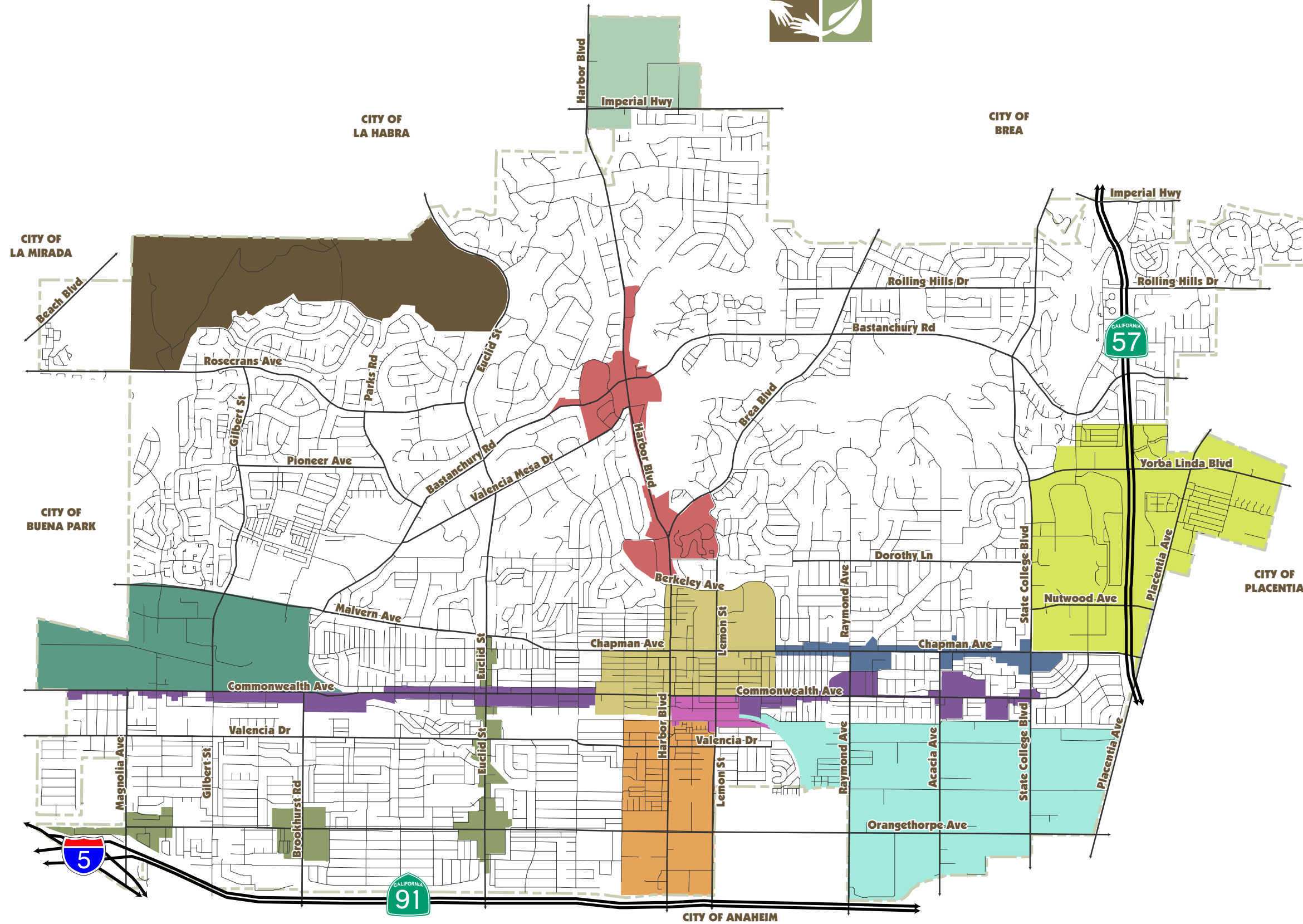
Focus Area A: Airport Industrial

The Airport Industrial Focus Area is composed of the Fullerton Municipal Airport and surrounding industrial development on the western border of the City, accessible from Interstate 5 and the 91 Freeway. The Fullerton Municipal Airport is the only general aviation airport in Orange County, accommodating commercial and private flights that are not conducted by airlines or the military. The Airport also serves as a base of operations for public safety operations. This Focus Area is composed mainly of industrial development, with minimal retail and other supportive uses.

The Airport Industrial Focus Area is envisioned as a primary industrial area characterized by large sites and buildings for continued and expanded industrial uses, and related businesses. Future development will capitalize on the presence of the Fullerton Municipal Airport by catering to pilots and to businesses that value proximity to the Airport. In turn, development can propel expansions in airport functions. Enhanced transportation connections will facilitate movement between this area and activity centers in the rest of the City.

Planning Objectives

- Preserve the Municipal Airport as a community asset and expand functions as feasible.
- Expand industrial and commercial uses that would benefit from proximity to the airport, such as research and development, airplane and helicopter training and repair, and incubator spaces for new and emerging technologies.
- Improve multi-modal connectivity to trails and recreational areas, commercial and residential development in Amerige Heights, the Downtown and Southwest Fullerton.
- Encourage expansion of compatible visitor-oriented uses.
- Comply with FAA, Caltrans/Division of Aeronautics, and Airport Land Use Commission (ALUC) for Orange County regulations, policies and procedures pertaining to development within an airport planning area.
- Preserve Fullerton Municipal Airport by transitioning land uses over time to achieve greater compatibility between the airport and its neighboring properties and to avoid incremental changes not suited for airport compatible land uses.



- Legend**
- Focus Area A: Airport Industrial
 - Focus Area B: Commonwealth Corridor
 - Focus Area C: Orangethorpe Corridor Nodes
 - Focus Area D: Harbor Gateway
 - Focus Area E: Downtown
 - Focus Area F: Transportation Center
 - Focus Area G: North Harbor Corridor
 - Focus Area H: North Industrial
 - Focus Area I: Chapman Corridor
 - Focus Area J: Education
 - Focus Area K: Southeast Industrial
 - Focus Area L: West Coyote Hills



Map not to a scale

Exhibit 1: Focus Areas



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Focus Area B: Commonwealth Corridor

Commonwealth Avenue is a continuous corridor extending from the City of Buena Park to the Cal State Fullerton campus, characterized by smaller-scale, auto-oriented commercial development with some single and multi-family residential areas. The corridor contains a number of distinct areas, each with its own character. The west end of the corridor is composed mainly of small retail and service uses and is adjacent to the Airport. The center portion of the corridor is adjacent to the Downtown and the Civic Center area. The eastern portion of the corridor contains commercial uses adjacent to residential neighborhoods and some historic buildings.

The Commonwealth Corridor Focus Area is envisioned as a complementary mix of retail and commercial uses connecting the City's major activity centers. The Commonwealth Corridor will continue to offer neighborhood-serving retail businesses, while also providing new housing opportunities. Growth will be focused into nodes, each with a distinct sense of place. The corridor as a whole will be enhanced with unifying streetscape improvements and better pedestrian and bicycle access.

Planning Objectives

- Enhance key intersections as important nodes along the entire corridor.
- Focus on neighborhood-serving commercial development.
- Encourage new housing opportunities west of Harbor Boulevard.
- Promote a unified character through unique streetscape design.
- Provide multi-modal mobility improvements to and through the corridor.
- Create linkages to recreational facilities, trails and other amenities.

Focus Area C: Orangethorpe Corridor Nodes

The Orangethorpe Corridor Nodes Focus Area encompasses three intersections characterized by neighborhood-serving commercial uses that run along Orangethorpe Boulevard, and the portion of Euclid Avenue from Orangethorpe Boulevard to Malvern. This Focus Area is characterized by smaller-scale, locally-serving retail uses, but without the more contemporary retail and services located in other parts of the City.

The Orangethorpe Corridor Nodes Focus Area is envisioned as a collection of strong retail centers supporting Southwest Fullerton that offer a variety of contemporary retail businesses and services, in settings that include community gathering spaces and attractive landscape and hardscape features. The Orangethorpe Corridor Nodes will provide connectivity between surrounding established neighborhoods and these neighborhood-serving retail areas through enhanced pedestrian and bicycle facilities.

Planning Objectives

- Provide a mix of amenities such as open space, community facilities and contemporary neighborhood-serving commercial uses.
- Use distinct design improvements for each key intersection, while providing for mixed-use and neighborhood-serving commercial uses.
- Improve the appearance of Euclid Avenue.
- Encourage rehabilitation of existing commercial uses.
- Incorporate mobility improvements to enhance pedestrian and bicycle connectivity between corridor nodes and trails, other amenities, and the surrounding residential neighborhoods.



Focus Area D: Harbor Gateway

The Harbor Gateway Focus Area encompasses both sides of Harbor Boulevard from the 91 Freeway north to the railroad tracks. This Focus Area consists of auto-oriented retail development with limited connectivity to the Downtown and adjacent neighborhoods.

The Harbor Gateway encapsulates the urban future of Fullerton. It is envisioned as Fullerton's primary southern gateway, characterized by high-density development at its southern end and smaller-scale development at its northern end that respects the scale of the surrounding residential and historic area. High density development will consist of residential, commercial and mixed-use with convenient access to regional transportation via the freeway and Transportation Center. Other transportation options will provide connections to Downtown and other destinations within the City. Improvements to the streetscape and a system of wayfinding signage will contribute to the identity of the Harbor Gateway.

Planning Objectives

- Increase housing density while providing additional street-adjacent retail and tourist-associated amenities including hotels.
- Preserve the more distinct northern portion of the Harbor Gateway with smaller-scale, neighborhood uses in relation to the surrounding residential and historic area.
- Improve connectivity through multi-modal transportation opportunities, including pedestrian and bicycle crossings across Harbor Boulevard.
- Create a distinct identity for Harbor Gateway through streetscape improvements and wayfinding.
- Provide connectivity to other areas in the City, including the Downtown, Civic Center and Transportation Center.

Focus Area E: Downtown

After twenty years of steady revitalization, Downtown Fullerton is experiencing a “renaissance” evidenced by a growing number of sidewalk cafes, specialty restaurants, unique shops, entertainment venues and new housing. Downtown Fullerton offers a pedestrian-friendly, old town atmosphere with a large cluster of historic buildings, beautiful shade trees and decorative walkways. It also serves as a vibrant cultural center with multiple facilities, including the award-winning Museum Center, the Downtown Plaza and Plummer Auditorium. This Focus Area is an expression of community character and history, though it has encountered unanticipated challenges resulting from the success of its bars and nightclubs. Fullerton College, established in 1913 and the oldest community college in continuous operation in California, is located in this Focus Area.

Downtown Fullerton will be a premiere Orange County destination for urban culture, shopping, dining, and living. Its revitalization will continue through enhancing historic and cultural resources and building upon current programs and events. The Downtown will provide a variety of mixed-use and live-work opportunities with future infill development. Multiple transportation options will support thriving local businesses and active residents. Outstanding public space and sustainable streetscape features will encourage walking and lingering, providing a vibrant street life.



Planning Objectives

- Preserve existing character and historic resources.
- Encourage diverse businesses to promote both daytime and nighttime activities.
- Increase multi-modal transportation options while maintaining adequate and managed capacity for parking needs.
- Promote pedestrian activity through sidewalk improvements, paseos, plazas and other public spaces.
- Include hardscape and softscape features that promote sustainability and sense of place.
- Provide connectivity with other areas of the City including the Transportation Center, Civic Center and Harbor Gateway.
- Integrate Fullerton College with the surrounding area by improving connections for pedestrians and bicyclists and exploring partnership opportunities.

Focus Area F: Transportation Center

The Transportation Center Focus Area is located south of the Downtown, east of Harbor Boulevard and north of the railroad tracks. This Focus Area is situated as a gateway to the Downtown and is heavily used by City residents and commuters. The Fullerton Transportation Center is one of the busiest in Orange County, providing access to Amtrak and Metrolink rail service, the OCTA bus system, private taxi service and secure bicycle storage.

The Transportation Center Focus Area is envisioned as a major activity hub for both the City and the region, characterized by development that encourages use of the regional transportation options available here. The Transportation Center will contain compact, mixed-use development providing housing, as well as open space. Increased transit, bicycle and pedestrian access will support the area's role as a destination and place of interest for City residents and visitors alike. A Specific Plan for the Fullerton Transportation Center was adopted by the City Council in November of 2010.

Planning Objectives

- Provide for higher density residential development.
- Enhance the center as a destination for residents and visitors alike.
- Promote a mix of uses accompanied by design that encourages walkability.
- Maintain adequate capacity for parking needs, while increasing connecting transit and bicycle and pedestrian access.
- Link with other areas of the City including the Civic Center, Downtown and Harbor Gateway.

Focus Area G: North Harbor Corridor

The North Harbor Corridor extends along both sides of Harbor Boulevard, north from the Downtown. This Focus Area contains many medical-related uses. St. Jude's Hospital, other medical facilities, and the courthouse are all located in the North Harbor Corridor, and serve as major employers in the City.

The North Harbor Corridor Focus Area is envisioned as the scenic northern gateway into the City's Downtown. It will offer a balanced mix of housing, retail and office uses that support the expansion of St. Jude's Hospital, other medical-related uses, and the adjacent courthouse. The North Harbor Corridor will emphasize a theme of "community wellness" by providing active living spaces and connections between medical facilities and adjacent recreational trails and parks.



Planning Objectives

- Provide for uses that support medical facilities such as hotels, restaurants, employee housing and assisted living facilities.
- Ensure new development is compatible with surrounding neighborhoods.
- Include community design improvements to provide a scenic gateway, create a sense of place, and be compatible with the varying topography.
- Provide connectivity to other Focus Areas and residential neighborhoods in the City.
- Encourage active living improvements including adjacent recreational trails, parks, and access for bicyclists, pedestrians and equestrians.

Focus Area H: North Industrial

The North Industrial Focus Area is located along Harbor Boulevard and Imperial Highway and serves as the northernmost gateway to the City. The North Industrial Focus Area has historically been characterized by large manufacturing/distribution facilities with some commercial retail uses fronting Imperial Highway. The potential development of a new commuter rail line linking this Focus Area to surrounding cities and the Downtown may be a catalyst for development oriented transit that builds on the industrial and bona fide employment foundation.

The North Industrial Focus Area is envisioned as a northern gateway to the City and primary employment generating area which seizes opportunities to introduce new compatible and supporting uses. The North Industrial area will connect to the City's Downtown as well as the surrounding cities of Brea and La Habra.

Planning Objectives

- Retain industrial and employment generating uses while providing amenities and services that will support the work force, such as recreation, retail, and limited housing opportunities.
- Encourage new businesses and compatible new uses, while discouraging those that are in conflict.
- Improve connectivity to Downtown and the surrounding cities of Brea and La Habra.

Focus Area I: Chapman Corridor

The Chapman Corridor extends from the Downtown east to State College Boulevard. This Focus Area provides the strongest relationship between the traditional commercial corridor and the existing higher education community, including CSUF, Fullerton College, and Hope International University. The Chapman Corridor is transitioning from single-family and strip mall development to various uses, including offices in historic houses, higher density housing, and more intense commercial uses.

The Chapman Corridor Focus Area is envisioned as the strongest link between the City and the education community, with development guided by a town-gown relationship. An eclectic mix of independent businesses and historic houses contribute to the area's atmosphere. The Chapman Corridor will support higher density housing, office-professional uses, and commercial uses. Streetscape improvements and mobility enhancements will increase connectivity between the corridor, campuses and surrounding residential communities.



Planning Objectives

- Increase housing density.
- Enhance and intensify commercial uses.
- Enhance the Corridor through streetscape improvements and preservation of historic resources.
- Provide multi-modal mobility improvements to and through the corridor.
- Improve physical and visual connectivity between the Downtown and the Education Focus Area.

Focus Area J: Education

The Education Focus Area is centered on a number of colleges and universities, which are significant contributors to the community's intellectual capital. The Focus Area is home to Cal State Fullerton, Southern California College of Optometry, Hope International University, Dongseo University, and Western State College of Law. Surrounding the educational institutions are commercial and residential areas that support the colleges and universities in serving its student and faculty population. Cal State Fullerton, Hope University, and the City of Fullerton have completed the "Collegetown" vision plan, which explores alternatives to create a student-oriented village with a strong town-gown partnership. The vision plan will be the basis for a community-based planning effort for the Focus Area.

The portion of the Focus Area east of the 57 freeway is composed of older, multi-family residential units as well as commercial centers serving Fullerton and Placentia residents.

The Education Focus Area is envisioned as a dynamic neighborhood in which the colleges and universities form the hub. Higher density multi-family housing, along with supporting retail and service facilities, will meet the demands of the increasing student population, staff and faculty. A student-oriented village developed through a strong town-gown partnership will include additional retail and entertainment areas that will serve new residents and surrounding neighborhoods.

Planning Objectives

- Include additional retail and gathering spaces that serve the students, faculty and population-at-large.
- Integrate the colleges and universities with the surrounding area by adding student and faculty housing, improving connections for pedestrians and bicyclists, and exploring development opportunities.
- Promote a "college town" atmosphere which fosters a positive town-gown relationship recognizing the opportunities for collaboration.
- Enhance the multi-family neighborhoods around the colleges and universities.
- Maintain adequate and managed capacity for parking needs while increasing multi-modal transportation options within the Focus Area and connections west to the Chapman and Commonwealth Focus Areas and east, across the 57 Freeway.

Focus Area K: Southeast Industrial

The Southeast Industrial Focus Area encompasses the largest concentration of Fullerton's industrial base, accessible from the 91 and 57 Freeways and the railroad. The Focus Area is composed mainly of large parcels with one- and two-story buildings. This Focus Area is characterized by businesses that operate during traditional working hours, with minimal nighttime activity.



The Southeast Industrial Focus Area is envisioned as one of the City's primary employment-generating areas. It will be characterized by preserved industrial uses and will support expanding industries, including high tech and clean technology, research and development, creative industries and medical research. Physical enhancements such as landscaping and alleyway improvements will contribute to a feeling of vitality, help provide a desirable working environment, and promote walking and transit use.

Planning Objectives

- Retain industrial and employment-generating uses while providing amenities and services that will support the work force, such as recreation, retail, and limited housing opportunities.
- Provide for large parcels and flexible spaces to accommodate a variety of industries over the long term while supporting incubator spaces for new and emerging technologies.
- Encourage new businesses and compatible new uses, while discouraging those that are in conflict. Specifically seek to expand and attract industrial users that would benefit from freeway access, technology clusters, and industrial infrastructure.
- Improve appearance and function through design, including landscaping, pedestrian and transit facilities, and alleyway improvements.

Focus Area L: West Coyote Hills

The West Coyote Hills Focus Area is generally located between Rosecrans Avenue, the northern City limits, the eastern edge of the Hawks Pointe development, and Euclid Avenue. The Focus Area consists of the last large continuous piece of undeveloped land in the City. The Bob Ward Nature Preserve is located in the Focus Area. A Master Specific Plan, adopted in 1977, has guided development in this area.

The West Coyote Hills Focus Area is envisioned as the largest open space area in the City. Connectivity between the trail systems in and around the Focus Area will improve access to recreational and educational opportunities for residents. Sustainable best management practices will preserve the important natural resources in the West Coyote Hills area.

Planning Objectives

- Promote development within a semi-rural setting using current resource-efficient building standards and context sensitive design.
- Encourage educational use, including research and outdoor education.
- Preserve sustainable open space that provides natural resource value and can be accessed by all residents.



Anticipated Land Use Change

For purposes of The Fullerton Plan – and for purposes of creating a starting point for community dialogue and deliberation in future planning efforts for each Focus Area – recommended densities and intensities and potential development types for each Focus Area are presented in Table 2. For parcels that are within a Focus Area, the underlying community development type (land use designation) applies until a specific plan, master plan, or other implementing document is prepared through a community-based planning process, at which point a General Plan Amendment will be adopted to re-designate the land if necessary. A General Plan Amendment may utilize all or a portion of the envisioned community development types when comprehensively considered through a community-based planning process. Future planning efforts warranting additions to the potential development types or changes to densities and intensities in Table 2 will require a General Plan Amendment to revise the table. Community development types are discussed in further detail in Chapter 1: Community Development and Design.

Based on The Fullerton Vision, The Fullerton Plan identifies two levels of potential change for the Focus Areas:

- 1. Strategically Improve and Evolve.** These areas are envisioned to include a variety of changes in current character (or sense of place) and involve most of the Focus Areas. Moderate to significant change will occur through infill, reuse and revitalization. Community-based planning processes will determine the nature of change in areas of the City with this designation.
- 2. Transform.** These areas are envisioned to include significant change in current character (or sense of place) and involve a limited number of Focus Areas. Major development projects are anticipated for these areas. Community-based planning processes will determine the nature of change in areas of the City with this designation.

This level of potential change is also provided in Table 2.

Focus Area	Density/ Intensity ¹	Future Potential Community Development Types		Anticipated Level of Change
		Highly Appropriate	Appropriate	
A: Airport Industrial	up to 30 du/ac; up to 0.5 FAR	Industrial, Government	Medium Density Residential, Commercial, Office	Strategically Improve and Evolve
B: Commonwealth Corridor	up to 30 du/ac; up to 0.5 FAR	Commercial, Government, Neighborhood Center Mixed Use	Medium Density Residential, Office, School, Parks and Recreation	Transform
C: Orangethorpe Corridor Nodes	up to 60 du/ac; up to 1.0 FAR	Commercial, Parks and Recreation, Neighborhood Center Mixed Use	Medium Density Residential, High Density Residential, School	Transform
D: Harbor Gateway	up to 80 du/ac; up to 3.0 FAR	Low Density Residential, High Density Residential, Commercial, Urban Center Mixed Use	Office, School, Parks and Recreation	Strategically Improve and Evolve



Table 2: Projected Focus Area Development

Focus Area	Density/ Intensity ¹	Future Potential Community Development Types		Anticipated Level of Change
		Highly Appropriate	Appropriate	
E: Downtown	up to 60 du/ac; up to 2.0 FAR	Medium Density Residential, Downtown Mixed Use, School, Government, Parks and Recreation	High Density Residential, Commercial, Office, Religious Institutions	Strategically Improve and Evolve
F: Transportation Center	Based on Specific Plan	Urban Center Mixed Use	High Density Residential, Commercial, Office, Parks and Recreation	Transform
G: North Harbor Corridor	up to 45 du/ac; up to 3.0 FAR	Commercial, Office, Parks and Recreation, Neighborhood Mixed Use	High Density Residential, School, Government	Strategically Improve and Evolve
H: North Industrial	up to 60 du/ac; up to 1.0 FAR	Industrial	Office, Commercial, Neighborhood-serving Mixed-use, High Density Residential	Strategically Improve and Evolve
I: Chapman Corridor	up to 60 du/ac; up to 1.0 FAR	High Density Residential, Commercial, Office, Neighborhood Center Mixed Use	Medium Density Residential	Strategically Improve and Evolve
J: Education	up to 60 du/ac; up to 3.0 FAR	High Density Residential, Commercial, School, Neighborhood Center Mixed Use	Medium Density Residential, Office, Religious Institutions	Strategically Improve and Evolve
K: Southeast Industrial	up to 30 du/ac; up to 1.0 FAR	Office, Industrial	Commercial	Strategically Improve and Evolve
L: West Coyote Hills	3 du/ac	Greenbelt Concept		Transform

Notes:

1. Recommended density/intensity range is provided for the Focus Area as a whole. Allowable parcel-by-parcel density/intensity will be specified through development standards in the Zoning Code or Specific Plan.