



## Fullerton Collaborative Roadshow Presentation

In August 2007, the City presented an overview of the General Plan update process to the Fullerton Collaborative. The Fullerton Collaborative is a cooperative of executive directors, educators, activists, community service leaders and volunteers dedicated to building and supporting a healthy cohesive community. The following are comments received from members of the organization:

### Notes from Fullerton Collaborative Meeting – August 14, 2007

#### *Issues*

- Health & Safety Element
  - Broaden to include walkability, asthma re: proximity to freeways, public health, etc.
  - What is meant/included in “crime”
- Additional workshops with Fullerton Collaborative
- Circulation Element
  - Include sidewalks
  - Include special transportation programs
  - Parking
- “Aging Tsunami”
  - Senior Population
  - Healthy Aging
  - Age in Place
  - Engaged in Community
  - Transportation
  - Isolation
  - Age Discrimination
    - Employment
- Lack of Affordable Housing
  - West and Southwest Fullerton
- Green Development
  - Every project should be measured up against green policies
- Senior Population
  - Age groups have different needs
  - Participation in Government
- Community services
  - People
  - More encompassing
- Education and affordable housing
  - Affordable housing for teachers
  - Communication with parents
  - Lifelong education



- Community broadband
- Infrastructure
  - Support ongoing maintenance (street, sewer, etc.)
- Support growth that General Plan puts in place
  - Especially infrastructure needs
- Southwest Fullerton
  - Has affordable housing
  - Age diversity
  - Apartments & residential neighborhoods
- Transportation
  - i.e. Dial a Ride for youth & seniors
- Aging Housing Stock
  - Bad conditions
- Potential for Crime in Evenings (Downtown)
  - Drugs, liquor
  - Concern for business owners
- Gang activity
  - Why is this happening?
  - Concern for youth
- Look at more open space, community centers, other gathering places
- Fullerton's Future
  - Bedroom community
  - OR – Business focus
  - Prop 13
  - Jobs – Vital, vibrant community
- Be thoughtful about land use
- Focus inward
- Business friendly and Employer Friendly – Long-term (Employer)
- Small businesses
- Enterprise or empowerment zones
- Hold big corporations accountable for City in
- Alternative transportation (bike) to train station
- Buena Park train station should take some pressure off Fullerton train station
- Bikeways to train stations
- Difficult to start business in City
- Diversity
  - More opportunities to work together
- Address diversity now
- Identify assets in City
  - Institutions
  - Synergies & interconnections
  - Maximize assets that exist
- Healthy Community
  - Use as test – how is General Plan contributing to Healthy Community
  - Quality of Life
- Open Space & Parks
  - Need more in South Fullerton



- Look at old industrial areas to redevelop as parks
- Grant writing and partnerships for social aspects
- Think Collaboratively



## Parks & Recreation Commission Meeting

In October 2007, the City provided an overview of the General Plan process with the Parks and Recreation Commission. The City reviewed previous community outreach events and presented community themes in relation to the Parks and Recreation Commission. The following are comments received from Commission members:

### Parks & Recreation Commission Meeting October 29, 2007

#### THEME CHART POST-IT COMMENTS & DOTS

Dots were placed by Commission members on topics they felt were most important to address.

#### General Comment on Community Themes:

- Where is the overall quality of life improvement for all members of the community?

#### ECONOMIC DEVELOPMENT AND VITALITY

##### THEME: ECONOMIC DEVELOPMENT

Definition: Promoting economic expansion by fostering growth in certain types of jobs and businesses targeted to the needs of the community and its labor force. (1 yellow dot)

Definition Comments:

- Too restrictive, suppresses innovation
- Part of definition that government makes it easier to do business in Fullerton, encourage business...
- Along with attracting new, diverse (low, medium, high) tech businesses

Topics:

- Types of Businesses
- Affordability
- Access to Jobs
- Housing Options and Opportunities
- Businesses in the Downtown
  - Small & Family Owned Businesses

Topics Comments:



- Create Business Friendly City

**Additional Comments:**

- Consumer-friendly businesses have a place, i.e. big box stores
- Provide benefits to companies (tax) that can bring jobs to the community

**THEME: SUSTAINABILITY** (2 yellow dots)

Definition: Meeting present needs without compromising the ability of future generations to meet their own needs. Building a sustainable community not only environmentally, but economically and socially. (1 yellow dot)

Definition Comments:

- Maintenance free design

Topics:

- Green Building
- Environmental Quality (1 yellow dot)
- Recycling
- Economic Vitality
- Workforce Housing
- Preservation
- Education Opportunities

Topics Comments:

- None

**Additional Comments:**

- Require recycling guidelines from all businesses
- Def. Presented at meeting 10/8 better represents my views
- Flexible to react to change



## OPEN SPACE, PARKS AND SUSTAINABILITY (1 yellow dot)

### THEME: OPEN SPACE AND NATURAL RESOURCES (1 yellow dot, 2 green dots)

Theme Comment:

- Coyote Hills should be preserved for all to enjoy by negotiating with the owner & various funding sources

Definition: Open space refers to areas in the city for passive recreation. This includes areas left in their natural, undeveloped state and natural features such as the climate and weather. (1 green dot)

Definition Comments:

- "Passive" is too restrictive

Topics:

- Open Space (1 yellow dot, 1 green dot)
- Coyote Hills
- Climate and Weather
- Natural Features
- Bike Trails (1 green)
- Pedestrian Trails (2 green)

Topics Comments:

- Clarify Coyote Hills- Why is it pulled out? Is it Open Space? Is it Community Development? Is it not our discussion?
- Why is Coyote Hills always assumed "open space" when it's private property
- Review and update bike and pedestrian trails
- Balance development with open space
- I am not sure Coyote Hills (private property) is appropriate
- (Between Open Space and Natural Resources and Community Activities) Somehow park and open space go together- Several parks are passive/open space- i.e. Hiltcher, Mountain View, Panorama, Vista Park/Summit House
- Trails = Trail System
  - Bike
  - Pedestrian
  - Horse (recreational), goes w/open space comm. activities, mobility



**Additional Comments:**

- Further discussion P & R; parks, facilities, trails
- Preserving Coyote Hills gives us a chance to add recreational & educational resources which would add to everyone's quality of life

(Written on chart between Open Space and Natural Resources & Community Activities – Age group)

**THEME: COMMUNITY ACTIVITIES** (1 green dot)

Definition: Activities, facilities and events that the community as a whole or large groups within the community have access to and participate in. (1 green)

Definition Comments:

- ...have access to, interest in, and participate in.

Topics:

- Parks and Recreational Facilities (2 green)
- Community Events (1 green)
- Community Organizations (1 yellow, 1 green)

Topics Comments:

- (Between Open Space and Natural Resources and Community Activities) Somehow park and open space go together- Several parks are passive/open space- i.e. Hiltcher, Mountain View, Panorama, Vista Park/Summit House
- (Between Community Activities and Cultural Resources) Add libraries under community org./ cultural resources
- Parks, Rec facilities
- Classes

**Additional Comments:**

- Distinguish between parks re: uses and activity



**THEME: CULTURAL RESOURCES** (5 green dots)

Definition: Physical and intellectual resources that promote learning and cultural enrichment. (2 green dots)

Definition Comments:

- None

Topics:

- Educational Resources and Facilities (1 yellow dot, 1 green dot)
- Arts (2 yellow dots)
- Cultural Activities (1 yellow dot, 1 green dot)
- Theater (1 yellow dot)

Topics Comments:

- (Between Community Activities and Cultural Resources) Add libraries under community org./ cultural resources
- "Ethnic" learning promote ethnic undupetal [sic] (1 yellow dot)
- Classes & educational programs for outdoor (1 green dot)
- Library

**Additional Comments:**

- None

**SENSE OF COMMUNITY AND CHARACTER**

**THEME: CIVIC PARTICIPATION** (1 yellow dot)

Theme Comment: (Between Civic Participation & Community Design)

- P & R Run Community Center for everyone, central

Definition: The qualitative characteristics of the community and how the community members and groups interact with one another. (1 green)





Definition Comments:

- And provide input to policy makers (elected officials)

Topics:

- Sense of Community (1 yellow)
- Diversity (1 yellow)
- Community Cohesion (1 yellow)
- Governance and Communication
- Public Partnership (1 yellow)

Topics Comments:

- Tradition of volunteering as subset of public-private & private

**Additional Comments:**

- Public/private partnerships- corporate partners valuable to civic participation
- Park renovation & maintenance via community participation & volunteerism
- Enhance relations w/school district relationship (1 green)

**THEME: COMMUNITY DESIGN** (1 green)

Theme Comment: (Between Civic Participation & Community Design)

- P & R Run Community Center for everyone, central

Definition: The physical design of the community and the activities facilitated or generated through physical design. (1 green)

Definition Comments:

- Better communication between city and schools re: development
- (Between Community Design and Historic Resources) Community Development, Community Design, Sense of Community are interrelated

Topics:

- Creating a Destination Place (1 green dot)
- Aesthetics



- Rural Feel (1 green dot)
- Community Character
- Community Identity
- Activities in the Downtown (1 yellow dot)
- Quality and Character of Architecture
- Scale of Buildings

Topics Comments:

- City landscape

**Additional Comments:**

- None

**THEME: HISTORIC RESOURCES** (1 yellow dot, 1 green dot)

Definition: Buildings and neighborhoods recognized for their historic significance and value.

Definition Comments:

- (Between Community Design and Historic Resources) Community Development, Community Design, Sense of Community are interrelated
- Recognized, acknowledged, and embraced
- Creative architecture, no replicas
- Creative infill design

Topics:

- Historic Buildings
- Historic Downtown
- Preservation (1 yellow dot)

Topics Comments:

- Hillcrest Park as historic resource (1 green dot)
- Historic trees (policy)



**Additional Comments:**

- None

**COMMUNITY HEALTH & SAFETY**

**THEME: COMMUNITY SAFETY**

Definition: Physical safety of the public including ensuring seismic safety and adequate emergency services and addressing crime. (1 yellow dot)

Definition Comments:

- Spelling of "physical"

Topics:

- Safety (3 yellow dots, 1 green dot)
- Cleanliness (1 yellow dot)
- Seismic Safety (1 yellow dot)
- Adequate Emergency Services (2 yellow dots, 2 green dots)
- Crime

Topics Comments:

- Crime prevention
- (Between Community Safety & Community Health) Drug & alcohol abuse prevention
- Ensure people real & perceive safety
- Maintaining infrastructure as safety issue
- Enforce maintenance procedures

**Additional Comments:**

- CERT program
- Code enforcement
- Fire issue or discussion

**THEME: COMMUNITY HEALTH** (1 green dot)



Definition: Physical and emotional health of the community members. (1 green dot)

Definition Comments:

- None

Topics:

- Active Living (4 green dots)
- Trails (4 green dots)
- Medical Services (1 yellow dot)

Topics Comments:

- Community Health - this needs to be explored more - goes beyond St. Jude Hospital
- (Between Community Safety & Community Health) Drug & alcohol abuse prevention
- Preventative health, activities to promote active life
- Library for information & dissemination
- Further discussion P & R, learning – health
- Sports & activities for all ages
- Healthy conditions in parks & centers

**Additional Comments:**

- "Active living" in areas w/o good access
- Restrooms in our parks? – direction?
- Foster a healthy environment – example of how
- Trees as a positive health issue
- Emphasize "ALL" in age definition programs
- Shade in playground areas & other areas

**MOBILITY**

**THEME: MOBILITY** (1 green dot)

Definition: The ability for people to move freely within the city and from Fullerton to other parts of the region. (1 green dot)

Definition Comments:



- None

Topics:

- Transportation Options (1 yellow dot)
- Location and Access to Region
- Bicycle and Pedestrian Systems (1 yellow dot, 2 green dots)
- Traffic Congestion
- Parking and Parking Structures (1 yellow dot)
- Bicycle Element (1 yellow dot, 2 green dots)

Topics Comments:

- Walking
- Discuss how we provide parking at our parks, what are parking options (ex. Chapman Park)

**Additional Comments:**

- Special needs: senior, immigrant, etc/help with day to day needs via transportation options
- Trail system - cooperation

## COMMUNITY SERVICES

**THEME: COMMUNITY SERVICES** (1 green dot)

Definition: Services and facilities provided within the city for the benefit of the entire community. (1 green dot)

Definition Comments:

- None

Topics:

- City Services (2 yellow dots)
- Cost of Services (1 yellow dot)
- Adequate and Equitable Services (1 yellow dot)
- Maintaining Infrastructure and Facilities



- Technology
- Future Open Space/Recreation Needs (2 green dots)

Topics Comments:

- Lease mgmt of leased facilities
- Library
- (Both Community Services & Community Development) Proactive search for facilities to improve OS/Parks Services

**Additional Comments:**

- Public/private partnerships
- P & R run community center for community
- Parks as open space vs. bldgs & facilities, no community bldgs/trailers
- Program
- Needs Assessment & Cost Analysis

**THEME: COMMUNITY DEVELOPMENT** (1 yellow dot)

Definition: The tools and processes the city will use to accommodate and manage growth and development. (1 yellow dot)

Definition Comments:

- (Between theme & definition) Infrastructure is a big issue for P & R Commission

Topics:

- Growth Management (2 yellow dots)
- Density (3 yellow dots)
- Planning (2 yellow dots)
- Downtown
- Coyote Hills (1 yellow dot)

Topics Comments:

- (Both Community Services & Community Development) Proactive search for facilities to improve OS/Parks Services
- Open space and population
- G.W. w/consideration of maintenance
- Proactive approach to maintaining park infrastructure



**Additional Comments:**

- Code enforcement
- Geographic distribution of park facilities con.w/equity [sic]



## Bicycle Users' Subcommittee Meeting

The Bicycle Users' Subcommittee reviews plans, projects and policies affecting bicycle travel within the City. The subcommittee's input was requested in the development of the General Plan's Bicycle Element. The following are comments and questions received from subcommittee members:

### Introduction to the Bicycle Element May 16, 2007

*Meeting followed regularly scheduled BUSC Meeting.*

#### **Summary:**

Audience included members of the BUSC and other interested parties, including members of the Recreational Trails Users Group.

City Staff introduced the project and the consultant team. Jennifer Kunz of RBF gave a PowerPoint presentation introducing the Bicycle Element. The presentation covered the anticipated components of the Bicycle Element, Caltrans requirements for a Bicycle Master Plan, a schedule of the project, and an overview of each project element. After the presentation, 'Preliminary Feedback Forms' were distributed, and attendees were asked to respond to the following questions:

- 1) *Describe your expectations for the Bicycle Element. What do you hope most for it to accomplish?*
- 2) *As a City bikeways and trails user, what expectations do you have for your involvement in the drafting of the Bicycle Element? How can we best include your insight and knowledge of the system over the course of our work on the project?*
- 3) *In your experience, currently what are the greatest conflicts and/or issues with the existing bikeway system?*

Attendees filled out the forms during and after a question and answer session. Audience questions, concerns and ideas were recorded on a flipchart. The flipchart notes are attached, as well as a summary of the responses provided on the Preliminary Feedback Forms. In total, 11 feedback forms were collected at the end of the meeting.

#### **Flip Chart Notes**

- How will it include other trails
- Funding sources for other trails
- Bicyclists who use bike everyday → non-recreational trip
  - Major user group of the future





- Consider re-scheduling June 18<sup>th</sup> workshop
- Yorba Linda incorporates both trails and bikeways
- More meetings for bicycle community
- Outreach
  - Ethnically diverse bicycle commuters
  - Go out to communities
- Contact bicycle clubs/groups and universities, colleges, businesses
- Recreational trail user
- Different interest than bicycle commuter
- Fullerton Recreational Riders
  - Trails named after members
  - Against paving these trails
    - Not best for commuters
- Keep recreational elements of trails
- Level of involvement of this group
  - Volunteers?
- Inventory – how to become aware of underutilized/less known areas?
- Terminology – confusion
  - What is difference between trails, paths, bikeways, etc.?
  - Paved or unpaved?
  - Use pictures to help clarify terminology
- Concern about paving dirt trails to get Cal Trans funding
- New trails or improve/change existing trails?
- Bicycle users committee focus limited to bikeways
- Will General Plan look at funding for schools?
- Elevate safety as important part of dialogue and plan
- Are you working with schools?
  - Safe routes to school funding
- Where is online survey being promoted?
- Article in local newspapers
- Contact places where there are bicycles parked during the day at businesses
- GPS survey – is that just recreational trails or bikeways too?
- What are the benefits for the recreational trail users?
  - Included on map?
- Some trails are also considered bikeways
- CSF and Fullerton College out for summer – may miss that population of bicycle commuters
  - Safety issues
  - Routes on/to campus
  - Consider allowing window of time in fall for this group to take survey
  - CSF web portal – can post info there for online survey
- When will presentation be available on the website?

#### Preliminary Feedback Form - Responses

### **1) Describe your expectations for the Bicycle Element. What do you hope most for it to accomplish?**



#### *Feedback Form 1*

- New innovative methods of improving bicycle circulation and increasing ridership.
- Increasing planned bicycle routes by 30-50 percent.
- A focus on specific problem sites or locations where investments can alleviate choke points and encourage bicycle use.

#### *Feedback Form 2*

- Recreational trail map.
- Identify additional trails and link.

#### *Feedback Form 3*

- To make Fullerton a bicycle-friendly city on the level of San Jose, Santa Cruz, Berkeley, etc. and to bring attention to the great diversity of users.

#### *Feedback Form 4*

- No response given.

#### *Feedback Form 5*

- Better signage & maps
- Linkage to adjacent trails/bikeways
- Need bike parking at bus stops
- Do not want current trails paved.

#### *Feedback Form 6*

- Would support bikeways along streets.

#### *Feedback Form 7*

- Qualify Fullerton for funding for bicycle related projects
- Promote safe alternatives to motorcycle use
- Identify opportunities for safer bicycle [sic] transportation
- Develop those opportunities

#### *Feedback Form 8*

- A comprehensive bike plan for the city, which allows opportunities for funding.



*Feedback Form 9*

- Create a more bicycle user-friendly city.

*Feedback Form 10*

- As an occasional bike user I would like to see more bike lanes/trails/paths toward the downtown area.
- To the lanes that already exist, I would like to see them highlighted more toward public use.

*Feedback Form 11*

- To establish a long-term plan for Fullerton to increase safe bike use throughout the city.
- Also, to [sic] evash the city to compete for funding for bicycle issues.

**2) As a City bikeways and trails user, what expectations do you have for your involvement in the drafting of the Bicycle Element? How can we best include your insight and knowledge of the system over the course of our work on the project?**

*Feedback Form 1*

- Clarity on process – how often does web-based outreach get updated?
- Will there be an ability to establish a news list to alert people to project meetings?
- Interactive meeting or workshop with visual resources, graphic, participatory input.
- Work with Fullerton school districts to encourage campus-specific thinking for safe routes to schools. (contact school site councils)

*Feedback Form 2*

- Recreational trail user perspective.

*Feedback Form 3*

- As a member of the bicycling subcommittee I would hope for direct involvement and interfacing with the planning department.

*Feedback Form 4*

- No response given.

*Feedback Form 5*

- As a multiple user (walking, running, riding) along with my academic background in landscape architecture I might be able to offer several different perspectives.



*Feedback Form 6*

- Please keep me (Fullerton Recreational Riders) informed of all meetings.
- Would oppose paving of any existing trails.
- Current trails are recreational and are not being used much for commuter traffic.

*Feedback Form 7*

- I would like to be involved in all stages.

*Feedback Form 8*

- Meetings – several.

*Feedback Form 9*

- Bring results/findings to Bicycle User Committee to allow comment/feedback prior to completion.

*Feedback Form 10*

- As a member of the T&CC and the BUSC, you can count on my support on this project.

*Feedback Form 11*

- I will participate in all that you described tonight. However, I encourage you to contact the typically underrepresented bicyclists in Fullerton through churches, schools and other groups.

**3) In your experience, currently what are the greatest conflicts and/or issues with the existing bikeway system?**

*Feedback Form 1*

- Too much focus on Class II routes along arterials.
- Not enough progress in developing Class I trails (which is not a planning problem)

*Feedback Form 2*

- Satisfying variety of users.
- Expanding trail system in a built-out city.



- Maintenance and supervision (eyes) of trails.

#### *Feedback Form 3*

- The conflict between the various types of bicycle users and between bike users and other uses and automobiles.

#### *Feedback Form 4*

- As a recreational trail user, I would like them to remain unpaved.
- Also, there is always a problem between the walkers and bicycles, which can sometimes be dangerous.
- Some of the dirt trails should be widened because of the dual use.

#### *Feedback Form 5*

- Mountain bikers can be, on rare occasions, not very considerate of walkers and runners.

#### *Feedback Form 6*

- Recreational trails versus commuter bike trails.

#### *Feedback Form 7*

- Traffic
- Conflicts with cars
- Direct routes between locations
- Facilities for safe [sic] storage.

#### *Feedback Form 8*

- Some streets are not safe for bicycles.
- Because of the hills in Fullerton, many streets do not go across town.

#### *Feedback Form 9*

- More clearly marked paths/routes are needed.



*Feedback Form 10*

- I'm not a serious recreational user, but I would say some lanes are narrow on some of our major streets.

*Feedback Form 11*

- Safe coexistence with cars.



## Visioning Open House

In August 2007, the City presented the results of multiple community and youth visioning workshops at an Open House for the general public. Vision statements and emerging community themes were presented and attendees were asked to include additional comments. The following are comments received at the open house:

### Post-it Note Comments from the Visioning Open House Monday, August 6, 2007

#### Open Space, Parks, and Sustainability

- Maintain & support parks, trails & other common green space.
- Ensure that the Interpretive Center gets built in Coyote Hills!
- Trees are vital to comfort, health & beauty!
- Trees, Trees, Trees!!
- Plant more trees throughout the city esp. in the downtown cre [sic]
- Let's landscape Laguna Lake **(Ditto!)**
- Give a big tax break for green homes or green remodeling
- An Interpretive Center in West Coyote Hills that engenders knowledge, appreciation & stewardship **(Ditto)**
- "Coyote Hills" is too specific. Broad goal theme should be open space. **(Ditto)**
- Replace any tree that is removed rapidly. Replace trees that have been gone for many years.
- More activism on part of City in searching for grants & other monies for acquisition of ALL 510 acres of coyote hills utilizing lobbyist. Sources to explore: Measure M, Prop 84.
- Redo our older parks with imaginative European style features!
- A special planting along Chapman Ave. – along the biranca – coordinate with Orange County Flood Control folks.
- Balance of development and open space in Coyote Hills with commitment to endow maintenance of the open space.
- Tie open space parks together with trail – scenic highways
- Encourage Green Homes
- Fullerton is a Tree City – more than 1400 streets are planted. We need to emphasize parkways, medians as well as our 51 parks!
- Emphasis on balance
- An open park spare downtown
- Need to nail down the Coyote Hills West development. It is the only financially feasible way to get Interpretive Center, maintained trails, access control, protecting threatened plants & animals. + 280 acres open space **(Ditto)**
- Leave enough room on parkways for trees to grow – roots don't like concrete – consider innovate rubberized surfaces.
- Open space near train station from Commonwealth to the tracks.
- Some cross over w/cultural & historic preservation



- A basketball hoop/court downtown!
- Creative landscaping downtown could include creative features to encourage tourism such as hanging baskets, etc.
- Laguna Lake needs planting
- Replace street trees in a timely fashion, then maintain them – give homeowners information if they are responsible – build pride.
- #2 – essential component

### **Sense of Community and Community Character**

- Go back to having city commissions – committees staffed by volunteers not selected by council members – no Cronyism **(Yes!)**
  - Develop a city scavenger hunt for youth groups, civic groups to locate hidden “gems”.
  - Utilize international graphics in signage, i.e. Library Transportation Center
  - Go back to old system for appointing boards & commissions
  - How about “inclusive”?
  - People would walk from parking 2-3 blocks away if the walkway were pleasant.
  - Build positive identity in all neighborhoods.
  - Define neighborhoods with neighbors/residents participating (not realtor driven)
  - Apartment courts ala 1920’s De Wella De Wella on Wilshire with a lovely central court that invites the eye
  - If we only had a stroll-able Downtown! (noisy, dirty, no store windows)
  - Neighborhoods would be supported by mixed-use facilities in each quadrant.
  - Town meetings once or twice a year with timely focused topics would be a good idea.
  - The beauty of small houses - feature them.
- 
- Preserve character of neighborhoods – don’t overbuild established residential areas.
  - Enhance the concept of “educational community”.
  - Eliminate partisan politics. Think local.
  - Actively reach out to target needed businesses such as shoe repair shops, cleaners need by apts. And good chain restaurants for families.

### **Economic Development and Vitality**

- City needs strong economic (commercial & industrial) base. Doesn’t come from residential expansion. Need innovative means to attract high tech business to current Fullerton Industrial Park Complex at Orangethorpe & Raymond to Placentia - ADVERTIZE Business Park.
- Preserve historic homes, establishing more preservation zones.
- Essential business development does not detract from quality of life.
- Creating a “destination place” should focus on Fullerton and neighboring cities – residents, not the “theme park” feel.
- Density in the downtown to attract well know businesses
- Let’s protect our historic neighborhood.
- Creating an industry hub.





- Better roads.
- Envision industries of the future for an industrial park/industrial hub – one example: architecturally designed pre-fab housing.
- Focus on expanding “downtown”
- A loan program to overhaul appearance of old strip malls
- Must acknowledge presence & needs of:
  - 5 colleges
  - 50,000+ college students
  - + Public & Private K-12 schools
- Business mix, transit options,, the colleges are fine, but they are also the “elephant in the living room”
- Should cater to our 50,000+ college students and 1000’s of public/private students, e.g. more bookstores, art stores, music, etc. - modest cost-eating plans.
- Fewer restaurants
- Sensible, attractive shopping development at the two major intersections Orangethorpe & Euclid and Orangethorpe & Brookhurst to attract all Fullerton residents & beyond. Breakdown North/South barrier.

### Cultural Resources and Community Activities

- More academic options – “trades”
- Utilize and build on our diversity through honoring all the languages spoken in Fullerton. Have bi-lingual volunteers for police, community services, etc.
- Junior High kids need exciting program/activities that they have a hand in planning.
- Educational institutions should be aware of community design standards & conform.
- Publicize “academic options” available at Fullerton College.
- Historic should be with cultural (preservation)
- Elementary schools, as mini-community center – old & young people.
- Huntington Library needs to regain a unique place in Fullerton – more hours/more activities
- A cultural (& historic) commission / division w/arts finding.
- Street musicians from Fullerton College, Fullerton H.S., Academy of the Arts, Phis [sic] plees[sic]
- Provide more support to regional “draws” – including Fullerton Arboretum on CSUF campus.
- Recognize CSUF for the great economic engine it is.
- Fox Block
- Integrate higher ed community w/city priorities
- We need a central community center.
- ED Community, real community center, expand library
- These resources & activities one of the prime factors that make a difference between a good town and a great won. A fine library is essential for all citizens – rich, poor, young, old.
- Definitely a community theme!
  - We need good daytime shopping
  - Trollies, identifiable icons/sculptures, etc. would be a draw!
  - Is there a good Mexican restaurant – not bar? **(Yes, Anitas!)**
- Art Commission
- New arts & culture programs
- Important theme



- Restore Fox Theatre – City needs to help with funding
- Cultural tourism! Market the quaint historic nature – rather than big development – B&B's boutique hotels, horse rides, Fox, Muck, etc.
- Need a community center
- Cultural/community activities for all age groups.

### Community Services

- See more public/private partnerships like Janet Evans Swim Facility
- Support the Library with more money for books.
- I value safety & admire police & fire – but the retirement plans seems like it will be impossible to support.
- Every \$50 billion to war costs Fullerton \$50 million (or was it 150 million?)
- Underground utilities
- Increase monetary support for our public life
- Library!

### Community Health and Safety

- Increased focus on alcohol enforcement downtown. Too many related problems.
- Put HEALTH at the forefront.
- Develop a viable plan for dealing with library.
- Limit/control size of ROD.
- Improve medical quality of St. Jude's before continuing expansion. I know people who use Hoag rather than St. Jude's. Needs quality & image improvement.
- Safe bicycle routes & sidewalks
- Limit number of bars in ROD.
- Need "Pocket Parks" for densely settled parts of city.
- Important – cleanliness.
- Homelessness addressed in humane manner.
- Do something about homeless – perhaps a shelter.
- Need "health" stressed more.
- Enforce litter laws. Cleanliness is near godliness.
- Work to eliminate homelessness!
- Neighborhood multi-use facilities would be good place for safe activities for all ages.
- Keep city clean of graffiti
- Enforce codes in this area.

### Community Design

- Stop the mansion building.
- Preserve & share historic buildings. An annual day w/tours would be nice.
- Solicit local artists for art in city center – on loan – purchased if desired.



- Establish a master plan for downtown area.
- Plant more street trees in Downtown area – in particular the 100 & 200 blocks of Commonwealth and Wilshire Avenues.
- Areas of Fullerton are deteriorating rapidly – unkempt lawns, poor remodeling – West and East Fullerton. Tighten guidelines and more enforcement.
- Make Chapman Avenue more “green” with the planting of street trees along entire length – from 57 Freeway to Harbor Blvd. and to Euclid & West!
- Need specific Historic Resources section of General Plan **(Yes)**
- More preservation zones in historic landmark districts.
- Important – develop education community aspects
- Strengthen and enforce Preservation Zoning Code and design guidelines.
- Would like a separate historical elements to the general plan.
- Strengthen preservation guidelines. Emphasize value of historical buildings.
- Historic & cultural element.
- Try to avoid being like all of the other towns – keep the downtown character intact and require new developments to adhere to the downtown guidelines.
- We (my family & I) would like to see a separate Historic element in the General Plan.
- You will quickly lose the rural feel if lots are allowed to be split-in those rural areas – i.e. horse property.
- Want a “small town” atmosphere. It is too late for rural.
- Restore Hillcrest Park.
- More attention needs to be paid to assuring compatibility of new or remodeled buildings with nearby history structures.
- More preservation zones to protect historic homes.
- Underground utility lines!
- Find a way to remove overhead electrical power lines along major streets – this is a visual blight to the community.
- Add a Historic Element to the General Plan.
- Hold out for excellent design. Don’t settle for stucco boxes.
- Don’t tear down old but good to build new but stupid.
- Preservation needs more emphasis. It is currently covered in the Land Use Element but is sometimes lost in the document. Because of the number of National Register buildings, local landmarks, and historic districts , Preservation should have its own element.

## Mobility

- Transportation Center needs more shade/additional shelters with seating.
- Encourage walking to live! – in addition to nature walks, etc.
- Neighborhood multi-use facilities (branch libraries, etc. ) would facilitate walking!
- No more parking structure in center city only when they do not impose.
- Plan the transportation center with nearly public parking – not public parking on the west side of Harbor Blvd.
- Many freeway entrances/exits are ugly! Beautify.
- Add local transportation! Especially for city events.
- We need branch libraries.
- Parking for commuters should be located in the transportation center, not on the other side of Harbor Blvd.



- Build on the concept of a multi-modal transportation center where parking, transit information, signage is convenient, accessible, and closely connected to the central hub: train depot, bus – commercial development should be that which supports the traveler:
  - Commuter
  - The occasional traveler
  - “weekend traveler”
  - the “stranger” coming to Fullerton
- Downtown transportation system
- Have a “bicycle day” in Fullerton where all those bicycles in peoples’ garages are dusted off, licensed and provide classes in bicycle safety.
- Greater encouragement of bicycles and walking in all areas of town. Parking on perimeters of downtown – pedestrian focus in core.
- “Transportation Center” need to provide ease of connecting:
  - Autos
  - AMTRAK
  - MetroLink
  - OCTA bus system
  - Bike trails/services
  - Taxis
- Need info at transportation center about Fullerton and its resources – cultural, economic, even restaurants and schools.
- Light rail – Yes
- Xport suitable for the Education Community
- Parking structures should be located where the need is greatest, and the people must be required to use them.
- De-emphasize the automobile
- Explore all alternatives
- Make this a key element in urban design

## Growth Management and Density

- Have specific site plans appropriate to the area
- Fullerton is essentially built out-up? Don’t cram in more people than the space can accommodate.
- It’s all too late – while we’re discussing they are building.
- Maintain proper zoning and control density – there are many cities who haven’t and they look terrible!
- Density belongs downtown.
- Revitalize South Fullerton
- Better architectural design eliminates a lot of complaints about density.
- No development at the expense of destroying the last open space in Fullerton – Coyote Hills.
- Retail scale of downtown core. There is no need to build a 9-story building downtown.
- No McMansions
- No McMansions!
- Don’t overlook the need for the Transportation Center to conveniently tie rail, bus, train, auto, bicycle access, with appropriate services & SIGNS for visitors.
- We should limit growth before it becomes a political issue.



- Preserve “Mom & Pop” businesses – limit chains, new malls, etc.



## Review of Community Themes

- Treasures: historic & cultural resources
- There is a place for density in Fullerton
- Value of the individual homeowner – private property rights
- Encourage economic development by creating an industry hub
- There are some very clear common ideas that appeared in each charrette product. Those deserve to appear in the final product.



## Comment Cards

The City provided meeting attendees with comment cards at the majority of community outreach events during the General Plan update process. The following are comments collected through comment cards:

3/26/2007

GPAC Meeting Comment Form

- How will the Bicycle User's Sub Committee be involved in the bicycle component of the General Plan?
- My concern is for open space & bikeways/trails
- Downtown Fullerton – an area for all ages to congregate

6/20/07

Meeting idea great, but I only heard about it in the Observer. Many people out of town due to vacation so I hope more meetings are planned. Increase communication of meetings and their purpose. Some believe that the "City" will do whatever they want. Let's get back a vote of confidence!

6/20/2007

Fullerton General Plan Update – City's website has info.-Vision element – big emotional thing that drives everything else of [sic] implementation preserve, enhance, create.

6/21/07

I hope that the General Plan will be sensitive to the well-being & health needs of Fullertonians. In particular, open space availability and limits on building (all construction). Also the cities support of higher education is highly appreciated and one of the reasons we decided to live in Fullerton. The sense of community-keeping & reviving the old, updating libraries, DOG park! and increase bike paths!

6/22/07

Will the General Plan include cleaning up the landslides on Euclid to restore long-blocked access to that section of the trail? (Euclid between Bast. & Rosecrans & beyond.

No date listed (6/20/07-6/22/07)

I am happy to know we have a General Plan and am interested to see how the update works. I wish the meetings were better attended.

No date listed (7/24/07-7/26/07)

What is in for cultural/historic? Such as Muck, Fox, etc.

8/2/2004

I am a resident of Fullerton (12 years). I love the city and am very proud and thankful for our schools. My family and I think there needs to be more places for the young. An example(s): roller-skating rink, rock-climbing, skateboard park. How about a warehouse that gets converted to an "Extreme Sports" for kids? Instead of commuting to Anaheim and other cities, we could have it here.

8/6/2007

We need to go green! There are ample seminars on the subject so that every member of the committee may attend. Open space is critical to the well being of the urban dwellers. This is especially true here in the city. Saving coyote hills is mandatory.



8/14/2007

Please keep the community informed & participating.

8/14/2007

"looks" good





## Land Use Futures Open House and GPAC Discussions

Following Staff's initial identification of draft Focus Areas, the General Plan Advisory Committee (GPAC) was asked to individually review and comment on these areas. Specifically, GPAC members responded to the following questions:

- Question #1: Are there additional considerations for this focus area?
- Question #2: Do you see a need to revise the boundary of this focus area? Describe why.
- Question #3: Should this focus area be revised/deleted/combined? Describe why.
- Question #4: Are there any other new focus areas for discussion? Describe what considerations and where.

On October 29, 2008, the Land Use Futures Open House was held to receive community input on the draft Focus Areas. At the Open House, participants were given an overview of the initial draft Focus Areas and asked to respond to the same questions that the GPAC responded to in their initial comment. The community comments were provided to the GPAC for use in subsequent discussions.

Following the Land Use Futures Open House, the GPAC discussed the draft Focus Areas at the following public GPAC meetings:

- November 3rd, 2008
- November 17th, 2008
- December 1st, 2008
- December 15th, 2008.

The following are the comments and input received during the GPAC meetings and the Open House:

### Focus Area A: Airport Industrial

#### The following written comments were received from individual GPAC members during October 2008:

- Perhaps consideration should be given to eliminating this use from such a densely populated area. Perhaps a transition to other land uses would be appropriate
- Of all the focus areas, the Airport Industrial should receive the most attention. Our airport and surrounding industrial area can be the "center piece" of financial growth.



**The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:**

Are there any additional considerations for this focus area?

- I would like to see the airport retained. It is a unique regional resource. If small jets increase the air traffic, we should ensure that existing neighborhoods in the flight path do not have any new noise impacts.
- There is no bus service in the neighborhood north of the airport.
- Add trolley.
- I hope we will be able to keep and update the Hunt Branch Library. It would be wonderful to find a way to access the library from Commonwealth.
- A plan for noise abatement should be in place as larger aircraft use Fullerton Airport.
- Create a focal intersection at Commonwealth and Gilbert.
- These large industrial sites need to be saved—as large sites/buildings so the start-up and small industrial on Commonwealth abutting the area.
- Try to keep the airport. Do not turn it into new development.
- Keep the airport.
- I would like to see Brookhurst put through between Commonwealth and Malvern.
- The rail line on the eastern boundary needs to provide bike/pedestrian link to transportation downtown and thru to Amerige Heights parks.
- The airport should include a fun tourism feature- improved public accessibility. The airport operations should generate revenue. Charge whatever the market will bear.
- Look at using airport as increased base for fire/police/medical emergency “authority”, especially thru helicopter use.
- The noise level of the airport is already high. It should not increase.

Do you see a need to revise the boundary of this focus area?

- Combine the western segment of Focus Area B with the southerly part (south of RR) of Focus Area A.
- The BP Metrolink station should be integrated into planning for this area.
- I see the area north of the RR tracks as separate from the airport proper, and having separate issues from the industrial uses to the south.

Should this focus area be revised/deleted/combined?

- The area south of Commonwealth should be redeveloped w/ Mixed-Use housing and integrated into the airport.

**The following comments were made by the GPAC members during group discussions on November 3, 2008:**

- Maintain large lots- across all industrial areas
- Maintain industrial integrity- do not allow other uses
- Currently hangers w/ non-airport related uses- shouldn't be allowed
- How much is Fullerton Airport utilized in comparison to other similar airports?
- Eastern area- further away from airport- less influenced by airport




- Compatibility of uses in eastern area- airplanes fly over current industrial uses
- Air easements over eastern areas
- Maximum population in areas for safety reasons?
- Bicycles and pedestrian usage- multimodal
- Maximizing financial/ economic considerations

**The following comments were made by members of the public during the GPAC meeting on November 3, 2008:**

None.



The following maps were submitted by the public during the Land Use Futures Open House on October 29, 2008.

<p><b>FOCUS AREA A: Airport Industrial</b></p>	<p><i>Focus Area Description: The Airport Industrial area is influenced by the recent trend toward very lightweight jets, focusing on regional safety operations and location of news helicopters at the current municipal airport. The area is comprised of generally marginal industrial development and minimal retail and other supportive uses.</i></p> <p><i>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.)</i></p> <p><i>The City must work with the County Airport Land Use Commission to consider safety, access and other limitations on developments (height restrictions, etc.)</i></p>	
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<p><b>FOCUS AREA A:</b>  <b>Airport</b>  <b>Industrial</b></p>	<p><b>Focus Area Description:</b> The Airport Industrial area is influenced by the recent trend toward very lightweight jets, focusing on regional safety operations and location of new helicopters at the current municipal airport. The area is comprised of generally marginal industrial development and minimal retail and other supportive uses.</p> <p>Significant recent development has occurred to the north of the airport and should be considered when evaluating needs of the local population (retail, employment, etc.)</p> <p>Work must be done with the County Planning and Use Commission to address safety, access and other concerns on developments (height restrictions, etc.)</p>	



## Focus Area B: Commonwealth Corridor

### The following written comments were received from individual GPAC members during October 2008:

- Glad you included the Raymond corner.
- Again, this corridor relates to the downtown and needs to be addressed / integrated into the whole
- Add Euclid Street Corridor both North to Malvern and South to Orangethorpe.
- It needs more landscaping and cosmetic improvements to make the area competitive with newer auto malls, etc. Landscaped medians on Commonwealth should be considered

### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:

Are there any additional considerations for this focus area?

- Reduce lanes, create complete streets.
- Retain the low-scale of the development along the street. It provides unique space for small businesses and neighborhood-serving retail and services
- Since the RR from the north reaches Commonwealth at this point, I would like the City to acquire that RR by encouraging Cargo to leave the RR become a trail
- Reposition entire street towards a "complete streets" design.
- Auto-oriented retail will only work at major intersections.
- Would like to see Commonwealth area by library "extraordinary," "a real showcase," of a new community center, library and City Hall.
- I repeat—access from Commonwealth to Hunt Branch would open up many new possibilities for use.
- Let's find an adaptive reuse for the Boys and Girls Club building.
- West Commonwealth at the Airport to Brookhurst should be incubator, housing over light industrial spaces.
- Make Commonwealth wonderful, connected neighborhood thoroughfare. Focal intersections, enhanced crosswalks, etc.
- I love the weird mix of uses along Commonwealth. Let it continue its organic evolution. Improve the public realm, but don't "overplan" the private land uses.
- While making improvements, we need to be sensitive to modest homes and businesses.
- Trees and the use of varied building materials to encourage walking supported by native green flowering plants would make the street more attractive.
- Preserve the historic homes and offices along Commonwealth—these areas add charm and shade to our buildings and are very walkable.
- Given its easy access to the majority of transportation and activity centers, please make this area safe for bicycle transit.
- Try to preserve existing buildings that serve the purpose of housing new and innovative businesses and cultural institutions.
- Bus service along this corridor is half-hourly at best. Since a huge amount of City destinations are here, bus service should be improved to every 15 or 20 minutes.
- This is the "proper" part of town. DO NOT destroy the character of this part of town by uprooting the successful businesses that are there. Encourage them and others with the same flavor.



- Uniform, broader sidewalks, native grasses, slower traffic—15 minutes is as good as 10.
- Encourage bikes between colleges and businesses
- Work on Wilshire Bike Blvd. as a complement to Commonwealth traffic issues.
- Make sections more to serve the abutting neighborhoods-- like a little bodega for bread, milk, eggs, for example— i.e. between Beckman and Euclid; with landscaping designed for foot traffic with some grass, a bench, a piece of art, kid climbing things; a place where a parent can walk to for something—meet a neighbor, stop and talk, and kids can engage each other too.
- Area between Raymond and Lemon—great area for smallish businesses in existing houses—outdoor dining.

Do you see a need to revise the boundary of this focus area?

- Combine Commonwealth as Raymond area with Chapman. Maintain area east of Raymond as is—don't redevelop.
- Combine western section with airport focus area to the north.
- East Commonwealth should link to downtown to University area at its Nutwood or at least to Chapman.

Should this focus area be revised/deleted/combined?

(No Post-It Notes)

**The following comments were made by the GPAC members during group discussions on November 3, 2008:**

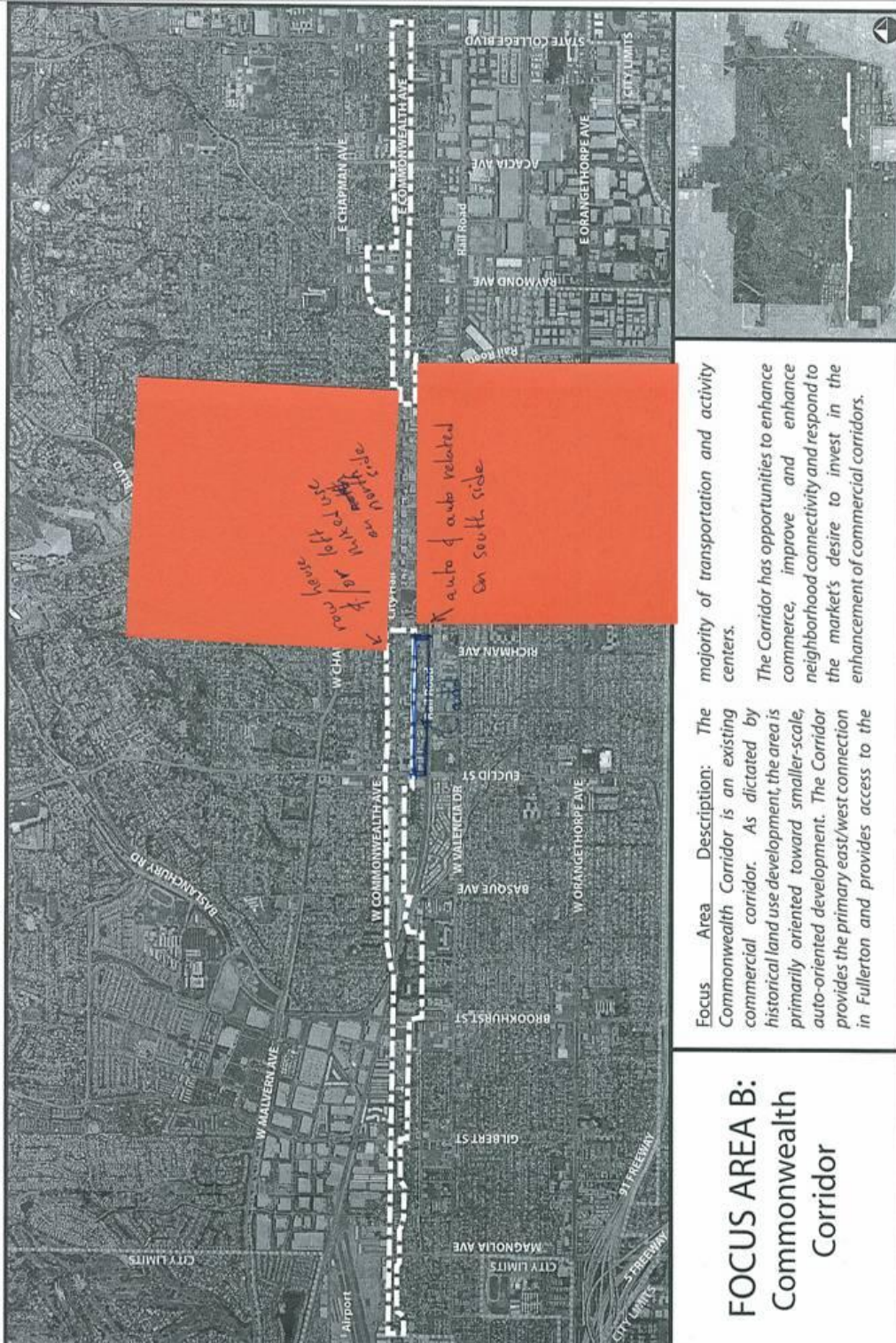
- South side- deteriorating quality- lack of businesses, forgotten area
- Transitioning from residential to office and personal services
- Needs a common plan/ theme across entire corridor
- Concern for access in and out of businesses and parking lots
- Narrow street, trolley
- Landscaping, landscape median
- Preservation of certain buildings
- Library area- special, include Boys and Girls Club, Civic Center area
- West of Euclid- existing affordable housing, older apartments

**The following comments were made by members of the public during the GPAC meeting on November 3, 2008:**

- Street signs, lampposts, etc. unifying elements on Harbor and Commonwealth
- Would like to see safe bicycle access on Commonwealth
- Residential conversion to businesses- opportunities for retail incubator spaces



The following map was submitted by the public during the Land Use Futures Open House on October 29, 2008.







### **Focus Area C: Orangethorpe Corridor Nodes**

#### **The following written comments were received from individual GPAC members during October 2008:**

- Add both North & South Orangethorpe from the Harbor Gateway through the 3 present Corridor Nodes

#### **The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:**

Are there any additional considerations for this focus area?

- Need neighborhood markets instead of relying on large chain stores that require a car to get to.
- Little shop area every mile or so with a little grass, bench, a kid thing, pedestrian oriented.
- These commercial nodes should have stronger ped/bike links to the homes they back up to
- Orangethorpe at Brookhurst should be a local center—the Center Point to Southwest Fullerton neighborhood.

Do you see a need to revise the boundary of this focus area?

- Orangethorpe is a major East/West corridor. As such, I would like to see that a Class II bikeway exist throughout the City.
- Need to preserve and upgrade the parks and open space in this area.

Should this focus area be revised/deleted/combined?

- This area in particular, would benefit from landscape/hardscape efforts to soften the appearance and make more pedestrian friendly where retail exists.
- I prefer enhanced local retail over contemporary retail. Useful, walkable neighborhood shops and services; pocket parks and benches.
- Integrate park and ride into this area; add retail; enhance bus services and access

#### **The following comments were made by the GPAC members during group discussions on November 3, 2008:**

- Magnolia and Orangethorpe- new buildings going in
- Brookhurst and Orangethorpe- prioritize for reinvestment
- Euclid and Orangethorpe- need for focus
- Is there a current Redevelopment Area here?
- 2 westerly nodes as Orangethorpe Corridor Nodes and include Euclid/Orangethorpe in Euclid Focus Area
- Retail serving southwest area of City

#### **The following comments were made by members of the public during the GPAC meeting on November 3, 2008:**



- “Corridor” Are the Focus Areas commute-oriented? Are they intended to enhance local neighborhood or to serve people traveling through the area?

### Focus Area D: Harbor Gateway

#### The following written comments were received from individual GPAC members during October 2008:

- Downtown Fullerton, Civic Center, Harbor Gateway, Transportation focus areas- It seems to me that these all need to be addressed together / integrated in planning, as they all impact one another. I don’t know if that means one large focus area. I would rather see one large focus area than 4-5 individual focus areas – addressed in isolation to each other.
- There probably needs to be more N/S corridors as well as an Orangethorpe corridor.

#### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:

Are there any additional considerations for this focus area?

- First sign after “Welcome” is “Drink” (Tuscany Club)—sets the tone. What happened to the rules on neon?
- Keep the green area on NW corner of Santa Fe and Harbor.
- Preserve existing housing within this area.
- Put parking next to the train station, not across Harbor.
- This area is prime for high rise, high density housing. Especially since it is near the train station.
- Preserve historic homes; encourage co-op purchase of multi-unit housing.
- Truslow neighborhood is very isolated if you’re a pedestrian; preserve and improve pedestrian access; defend bus service on Lemon which is often on detour for months.
- Make commercial areas less dominated by cars and parking
- Do not eliminate the spacious open look around the train station, don’t ruin this historic vista.
- Surface parking lots are an eye-sore. Can lots stay on periphery and pedestrian traffic be encouraged?

Do you see a need to revise the boundary of this focus area?

- Harbor and Orangethorpe is where Amerige Court should have been built—a perfect spot
- Sidewalk from AAA office up hill along Harbor. No one must walk on that road.
- I do not want single-family residences to be demolished, to make way for large condo projects attracting buyers that do not fit into the socio-economic mix of the existing neighborhood.

Should this focus area be revised/deleted/combined?

(No Post-It Notes)



**The following comments were made by the GPAC members during group discussions on November 3 and December 1, 2008:**

- Area of a lot of potential. Underutilized areas
- Would like to see entire Harbor corridor treated as a connected piece from the 91 freeway all the way up through the Medical area
- Focus on the different portions separately, approaches may be unique in each area
- Treat Harbor corridor as connected including Civic Center
- Harbor Blvd. defines the City
- Tie all portions of Harbor Blvd. together
- Remove residential between Harbor and Lemon or expand to include east and west residential neighborhoods
- Lemon is an entry to the City from the freeway- keep in Focus Area
- Include residential on west side to Highland as boundary

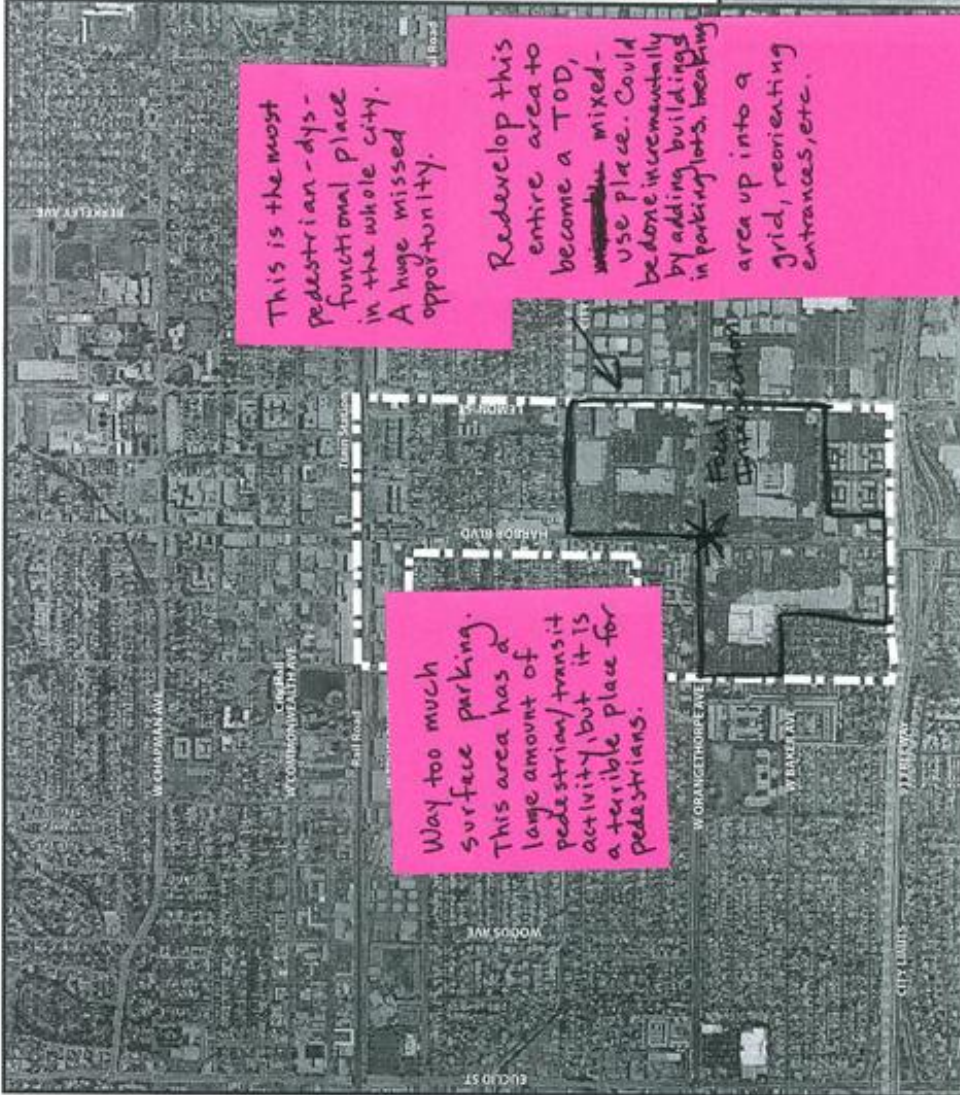
**The following comments were made by members of the public during the GPAC meeting on November 3, 2008:**  
None.

**The following map was submitted by the public during the Land Use Futures Open House on October 29, 2008.**



## FOCUS AREA D: Harbor Gateway

**Focus Area Description:** 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 are apparent.





## Focus Area E: Downtown

### The following written comments were received from individual GPAC members during October 2008:

- Downtown Fullerton, Civic Center, Harbor Gateway, Transportation focus areas. It seems to me that these all need to be addressed together / integrated in planning, as they all impact one another. I don't know if that means one large focus area. I would rather see one large focus area than 4-5 individual focus areas – addressed in isolation to each other.
- There needs to be activities for families as well as for young adults. Adding the arts to the downtown would help. Perhaps a children's museum could be considered.
- Yes – Because of the need for special safety and security resources to support the activity levels

### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:

Are there any additional considerations for this focus area?

- Focus higher buildings in transpo dist & south on Harbor
- Cultural Tourism! We have unique resources people will pay to enjoy.
- The Civic Center area should be connected by a visual crossing- aesthetically pleasing- easy to access and maintain.
- Let's try a turnout on north side of Chapman at FUHS which could serve as safe drop off for Plummer events.
- Preserve the historic neighborhoods.
- The use of attractive & varied hardscape/landscape should reflect a commitment to sustainability and a desire to create a welcoming gathering place.
- I would like to see development downtown that does not contribute to the vehicle and bar 'traffic' is not oversized for the space allowed & does not detract from the historic buildings downtown.
- Have Harbor go underground at the RR and resurface N of the Fox creates a pedestrian mall.
- Thanks for the new CUP rules adopted in zoning code. – shorter duration CUPs?
- Would love to see more retail shopping, especially a book store. Would love for the Genl. Plan to focus a downtown being pedestrian friendly.
- Maintain historic character downtown- building heights should not exceed ht. of Chapman Bldg. More retail is desirable to balance the entertainment uses.
- Since the character of downtown is extremely important to the public- it should be preserved not overtaken with high rises. Efforts to support real businesses not bars & antique shops should be a major concern of the general plan & city developers.
- Bar customers don't live in town, mostly.
- No loss of any older buildings downtown! We are incrementally losing our downtown character & history.
- The apts at Chapman & C'wealth & Lemon have not brought new customers to downtown stores.
- Integrate the train station into this focus area.



- Pedestrian traffic around FUHS & Full Coll. Is very heavy- Fox Block development should respect the student oriented character of the area & make provisions for ped/ vehicular intermingling along Pomona.
- Public transit that connects to rail- that meets the needs of the neighborhoods of Fullerton- would be a good goal.
- Public art?!
- There should be more shops downtown and less bars. With the Soco district and the many apartments, there should be a grocery store downtown where people can walk to.
- Think private galleries, artisan jewelry, good ice cream, yarn shop, independent stores.
- We need to plan for public transit that meets the needs of downtown in particular. A trolley- mini buses- whatever moves cares to the outside and hopefully a pedestrian friendly downtown would attract retail for families as well as the bistros & bars.

Do you see a need to revise the boundary of this focus area? Describe why.

- Do not infill to point of claustrophobic ambience. Keep downtown historic- building high density in newer, outer areas like Harbor & Orangethorpe- (European plan)
- Per previous plans- housing is complete for downtown goals.
- Re-open Fullerton creek & walkway thru downtown.
- What types of auxiliary uses might be considered that will compliment the educational, civic & restaurant core?
- Any pedestrian path radiating out & back in should be a part of way to create boundaries for downtown. There should be a link to south of Valencia.
- The barranca could be a semi-rural highlight of back areas of businesses but is to feel like a drainage ditch.
- (to the tune of "coming thru the rye") Do not make a mingey sidewalk. Pour the concrete wide. Pedestrians should walk & talk side by side.
- Keep plaza is a greet neighborhood center. Needs a little sprucing up but it is used all hours of the day by the local community.
- Keep small town- not huge (6+ story) buildings.
- More venues like Thurs. Farmers' Market where families can do things together. Maybe a trolley tour of art galleries 3x a year, or historic tours for families.

Should this focus area be revised/ deleted/ combined? Describe why.

- I would like to see something that would be attractive to families, i.e.: draw resident families to downtown (those who have been alienated by the bars.)

**The following comments were made by the GPAC members during group discussions on November 17, 2008:**

- Potential to overlap focus areas (i.e. Downtown and Transportation Center)
- Linkage between Transportation Center, Civic Center and Downtown- need connections, mobility
- Commercial parcels on east side of Harbor and south side of Commonwealth- potential to include in Downtown focus area and not in Transportation Center, character of these sides is more similar to Downtown
- Move south boundary by Transportation Center to Santa Fe
- South west corner by Harbor- old juice factory- potential to include this with Transportation Center instead- might be future parking for Transportation Center
- Downtown- issues of safety and security, issues not the same by the high school and community college, potentially remove high school and community college from this focus area



- City has little control over the high school and community college- may not be of any value to put these in the focus areas
- Density and activity level increases as Chapman crosses Berkeley- characterizes entrance to Downtown- keep in Focus Area
- Keeping schools in focus area focuses intentional development across from schools
- Residential areas currently included in the focus area- potential to include residential north of Chapman (Jacaranda area)
- Keep focal point at Commonwealth and Harbor and make focus area a radius from focal point
- Downtown should be a specific plan
- Downtown focus area to include Transportation Center specific plan area since FTC specific plan will be approved prior to General Plan completion- allows for connections between 2 areas to be explored
- Pedestrian friendly is key to Downtown
- Set downtown center as Harbor and Commonwealth intersection, look at pedestrian-shed radius off of that point to define Downtown
- High school and college taken into consideration because of pedestrian use and connections should include residential neighborhoods as well
- Use Commonwealth corridor and ¼ mile from corridor

**The following comments were made by members of the public during the GPAC meeting on November 17, 2008:**

- Neighborhood NW of Harbor/Chapman- becoming a young family neighborhood- they are walking more to the Downtown, include this area in focus area to increase pedestrian-friendly connections to Downtown
- Better pedestrian connectivity- look at pedestrian shed of ¼ mile from activity nodes- this is how far people are willing to walk, pedestrian connections across Chapman need improvement- dangerous intersections currently
- Address incompatible development- low scale residential and triplexes, larger buildings next to each other currently
- High school and college are not subject to approval of City- why are they included in the Focus Area?
- Are areas in the Focus Area historically protected (besides individual buildings)?
- Natural break in activity at Ford
- Is there intent to preserve historical resources and/or scale of development in the Focus Area?
- Similar neighborhood in age and scale all the way to Euclid- potential to extend Focus Area out to Euclid
- Encourage pedestrian access to Downtown area, also bicycle and horse-friendly- encourage people to use businesses- have a place for people to hitch horses
- Reassure people that issues outside of the boundaries of the Focus Areas will also be addressed
- What Fullerton does will affect La Mirada



## Focus Area F: Transportation Center

### The following written comments were received from individual GPAC members during October 2008:

- Downtown Fullerton, Civic Center, Harbor Gateway, Transportation focus areas. It seems to me that these all need to be addressed together / integrated in planning, as they all impact one another. I don't know if that means one large focus area. I would rather see one large focus area than 4-5 individual focus areas – addressed in isolation to each other.
- Maintain a low-profile development – one that doesn't exceed 3 stories and one that provides some open space. The project should have a mix of housing opportunities – some for rent, some ownership, some affordable.

### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:

Are there any additional considerations for this focus area?

- Keep public space to enhance this historic station.
- Build good connection by foot, bicycle, and public transportation
- Bus station in front of train station will not allow proper amenities
- Parking for train station should be at train station
- Improve public transit and bicycle access.
- There is very little bus information at the bus station. This could be solved for \$1,000.
- This is good area for parking, mixed-use housing.
- Make it a welcoming area to encourage local day trippers to museum, Villa de Sol, mural self-guided tour, restaurants, and matinees at Fox.
- Bike station with tourist and transit information
- Everywhere sidewalks should be walkable for 2 people with strollers and toddlers alongside or 2 adult couples to walk and talk

Do you see a need to revise the boundary of this focus area?

- Incorporate train museum with other museums or galleries for family entertainment space between restaurants

Should this focus area be revised/deleted/combined?

(No Post-It Notes)

### The following comments were made by the GPAC members during group discussions on November 17, 2008:

- Linkage to downtown, pedestrian friendly
- Maintain open space in front of the depot, open plaza, historic buildings





- Train museum- land is too valuable for this use as well as parking structure
- Overlap Downtown and Transportation Center because of linkages
- One of the biggest asset and opportunity to comply w/ SB 375 and new green house gas legislation/requirements, help reduce vehicle miles traveled
- Parking for transportation center is important
- Train museum will create a destination for visitors- similar to Sacramento train museum draws people, but is it economically feasible- support itself
- Moving boundary further south to include recent development, align w/ Redevelopment area
- Don't want to see buildings similar to large apartment buildings
- Include some open space requirements (public or private), design standards, height standard- not to exceed Chapman building, visual relief

**The following comments were made by members of the public during the GPAC meeting on November 17, 2008:**

- Open plaza in front of the train depot will be needed to move pedestrians in and out and also create framed view of the depot- coordinate this with current activity
- Need to plan enough parking for transportation center, integrate w/ entertainment, residential and evening activity to utilize same parking
- Increase bus flow through transportation center and will reduce need for parking- current bus area isn't well laid out or labeled

**Focus Area G: North Harbor Corridor**

**The following written comments were received from individual GPAC members during October 2008:**

- It would be most beneficial to see St. Jude's master plan. That would help determine the boundaries of this focus area. This also seems to be one of the parts of the whole of Downtown Fullerton as it leads into the downtown area. Nice to have some relationship to downtown.
- The small commercial on the NW side of Bastanchury and Harbor could easily be in transition depending on St. Jude's plans.
- Connectivity to the transportation center is important.
- Map does not agree in nomenclature i.e. "North Harbor Medical Office" vs. "North Harbor Corridor". Suggest a combined name of "North Harbor Medical Corridor".

**The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:**

Are there any additional considerations for this focus area?

- Some restaurants in this area would be nice!
- Bastanchury and Harbor intersection is already very busy. Keep additional buildings to a minimum



- Limit building along westside Harbor from Valley View north to Valencia Mesa. No zoning or lot size changes on west side of Harbor.
- Make the sidewalk continuous along Harbor. Add bikelanes.
- Would like to see the w. side of Harbor (slope area) stay open space w/ enhanced landscaping/streetscape. Comprehensive planning needed for the hospital area.
- Improve the character of Brea Creek as it travels along Harbor & under & beyond. San Luis Obispo has a creek in town that is a point of interest.
- Again, small, regular public transit along this corridor-encouraged by lack of parking downtown perhaps- would be soon.
- We need sidewalks here- but they can be done semi-rural trail style.
- Sidewalk along Harbor please.
- Restore scenic semi-rural corridor (with preservation zoning).
- Use north court parking as overflow with shuttle to downtown.
- I walk up Sunny Creek Drive from the Court House.
- Ask OCTA to run Harbor Blvd. short-turn busses to St. Jude rather than just to the courthouse. It would then be 24 hour service to the hospital.

Do you see a need to revise the boundary of this focus area? Describe why.

- Omit Elks Club & new housing from map.
- It is totally inconsiderate of the residents on Marelen Drive to locate multi-story commercial buildings below them on Harbor.

Should this focus area be revised/deleted/combined? Describe why.

- I do not want additional commercial developments which will pour more traffic onto Valencia Mesa.

**The following comments were made by the GPAC members during group discussions on November 17, 2008:**

- Elks Lodge- already developed, should this be included in Focus Area?
- Scenic corridor along Harbor?
- Separate trail focus area
- Challenges- high use of recreational trails- consider where these cross major streets- Harbor, Bastanchury, Euclid
- Extend west boundary on Bastanchury to Euclid? – trails west of Harbor
- Focus area contains expansion of medical center- logical
- Extend focus area west to rail road track, include existing medical building
- Link Fullerton Towers and south to Downtown- natural break between south node and north node
- Keeping all medical uses within the one focus area- logical
- Transportation and security considerations for medical uses
- North on Harbor- more existing medical and offices- extend boundary up to City boundary- pedestrian, equestrian and bicycle use to be considered

**The following comments were made by members of the public during the GPAC meeting on November 17, 2008:**

- Aesthetic value of this corridor- green hillsides and nice looking medical buildings, maintain green hillsides as open space- peaceful



- Open hillside creates visual break between business areas
- Fullerton Loop crossing Harbor is dangerous, need more defined trail from dam to courthouse- easy to get lost here currently
- Harbor Blvd separates trails into east and west
- Crossing Harbor for pedestrians, etc. needs to be improved

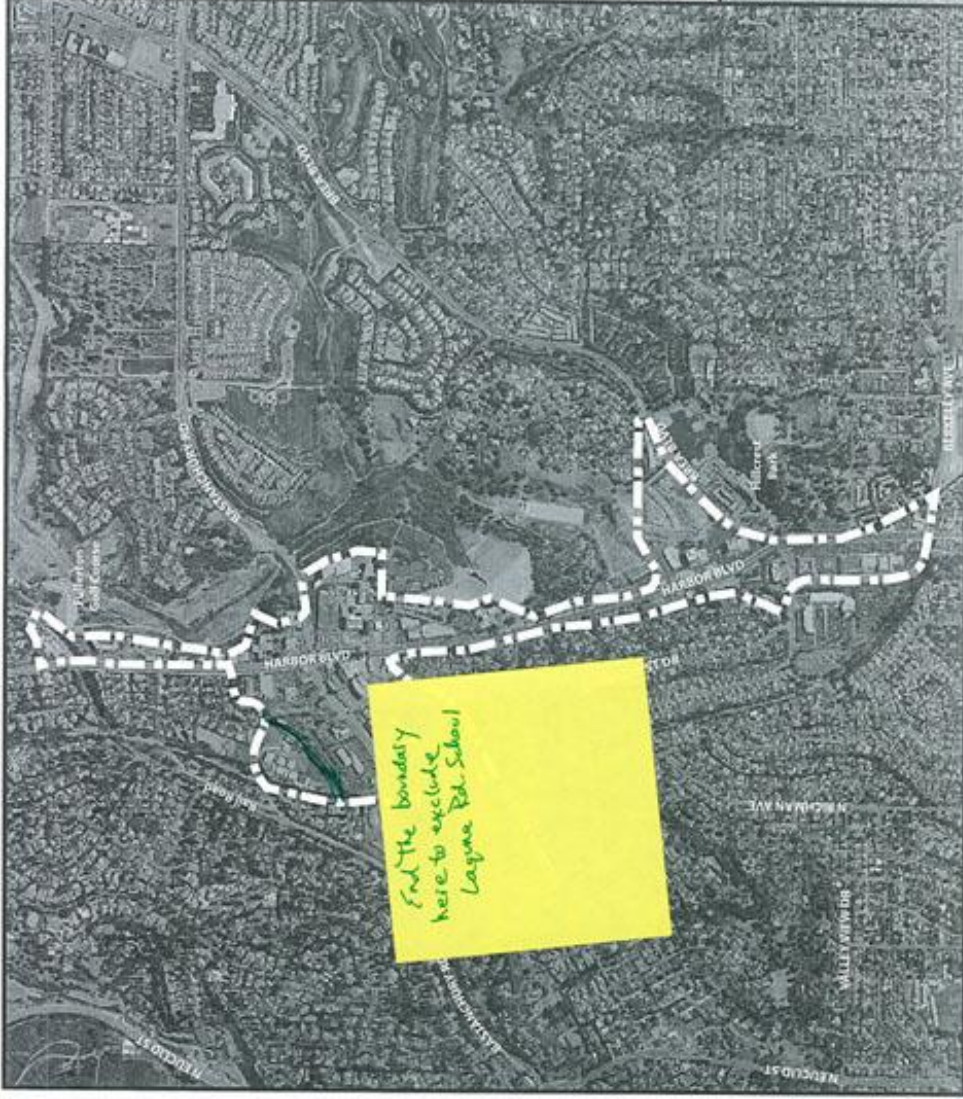
**The following maps were submitted by the public during the Land Use Futures Open House on October 29, 2008.**



## FOCUS AREA G: North Harbor Corridor

**Focus Area Description:** 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 has 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.

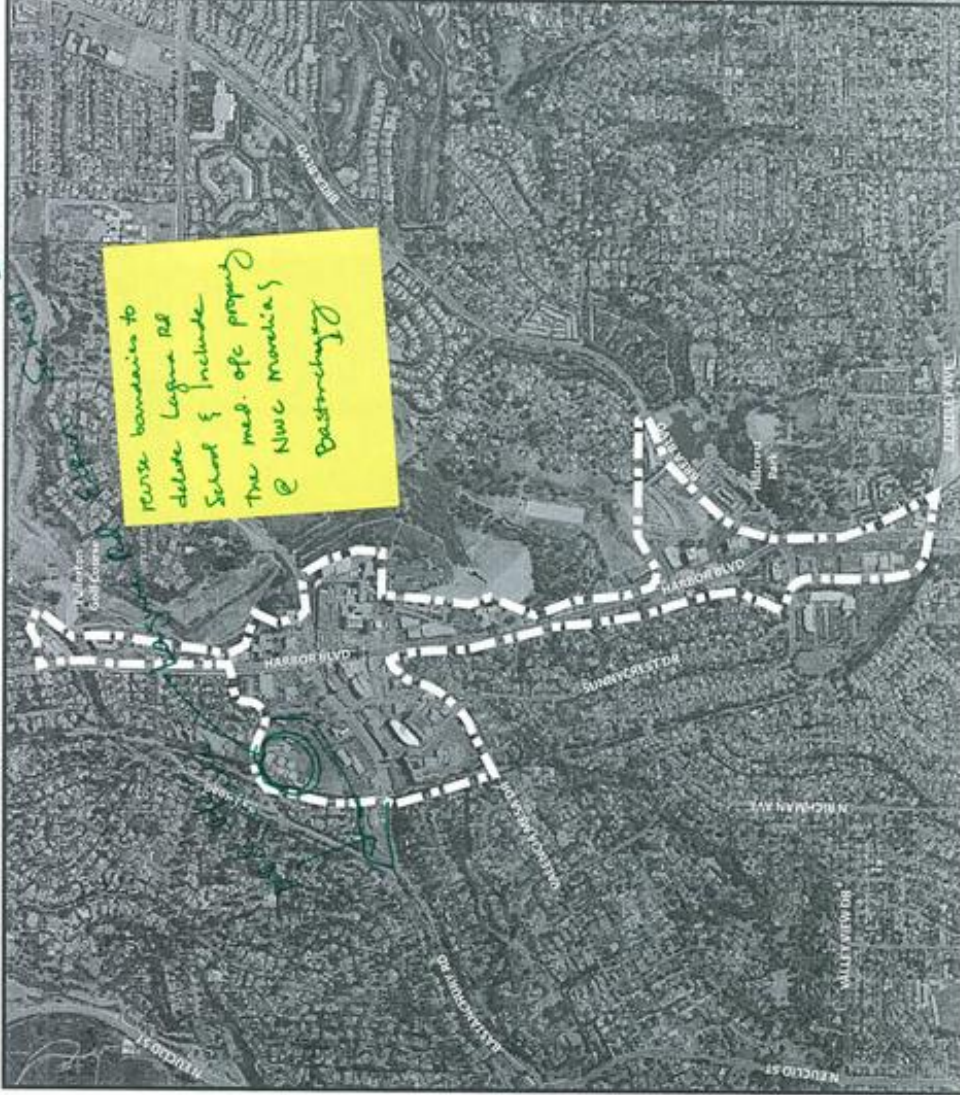




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Consideration of the nature and intensity of land uses along Harbor Boulevard and the relationship between existing established residential neighborhoods are important planning considerations. The area currently does not have strong pedestrian linkages to the downtown or surrounding residential neighborhoods.





## Focus Area H: North Industrial

### The following written comments were received from individual GPAC members during October 2008:

- Consider modifying the boundaries to include the commercial area of Imperial and Harbor. Mervyn's will be available soon (apparently). It looks on the map that it is all north of Imperial. Perhaps you have included it. It looks like the N and S / E corner of Harbor has been left out of the industrial area and perhaps rightly so as it is commercial. Regardless, a not too attractive area.
- Should address the potential for retail expansion.
- Should include NE & SE corners of Imperial Highway and Harbor blvd. retail outlets
- Provide transit opportunities for workers. Keep housing away from industrial areas.

### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:

Are there any additional considerations for this focus area?

- Improve the public realm in this area so as to provide recreational opportunities (walking, etc.) for the workers. Healthy work environment.
- I don't support the idea of allowing "market driven" planning in this area.
- It would be nice to entice more industry to this area.
- Incubators? Art spaces? Educ'l/Training Spaces?
- Keep as a business & industrial area for tax generation. No combined use.
- Harbor Blvd bus short turns could be extended up here.
- Keep Coyote Hills open.
- No new big housing development to bring traffic.
- Nothing wrong with keeping this industrial. Maybe encourage a few retail uses integrated in area.
- I'm very concerned about the presumption that industrial land in North OC should inevitably transition to retail or housing. This sort of land is increasingly rare in the region and should be preserved in order to provide for jobs-generating land uses in a housing-rich region.

Do you see a need to revise the boundary of this focus area? Describe why.

- Add NE corner Harbor & Imperial.

Should this focus area be revised/deleted/combined? Describe why.

(No Post-Its)



**The following comments were made by the GPAC members during group discussions on November 17, 2008:**

- Include NE and SE corners of Imperial and Harbor- existing commercial/retail
- Importance of maintaining large lot sizes in the industrial areas
- Retail should serve industrial areas- uses should be appropriate
- Largest economic drivers on north side of city
- Economic development considerations of Beckman property- try to bring in another manufacturer w/ similar needs
- Example- Palo Alto- high-tech industrial zoning- provides full range of employment opportunities
- City is starting to lose technology manufacturers and their employees
- Take advantage of universities in area- people resource for technology/industrial
- Industrial zone w/ retail overlay?
- Remove focus area H out of focus areas- concern w/ speculation for development of retail, housing
- Take retail out of focus area (north side of Imperial)
- Keep focus area and put strong policies to keep industrial and maximize use of area
- Need to retain industrial is inherent in the previous comments from GPAC
- What is industrial should stay industrial, need to find the highest and best industrial use/company to come in, economic development needs to attract this business
- Remove wording about the alternative uses from description

**The following comments were made by members of the public during the GPAC meeting on November 17, 2008:**

- Transitioning land to retail and housing will equal loss of large industrial lots/resource, currently locates jobs near homes, employment generating

**Focus Area I: Chapman Corridor**

**The following written comments were received from individual GPAC members during October 2008:**

- Sounds intriguing. I would be very interested in seeing your vision.
- Add Fullerton High School in the dialogue “. . .direct interface w/ CSUF, Fullerton College, FUHS, and Hope International Univ.
- Need trail/pedestrian connectivity between the educational institutions and retail uses. Can small movie theaters be considered in this area?

**The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:**

Are there any additional considerations for this focus area?

- This is a major gateway. Zone it to be more attractive.



- We need redevelopment w/more intensive housing-live work such a[s?] row house on the north side—commercial only at Raymond & State College—use \$\$ generate for public improvements
- Commonwealth should be transit link—even stronger—between university and transit center/d-town
- Encourage quality building in parcel east of Walgreens. Get rid of poorly maintained paved area.
- Needed: crosswalks
- I like the trees on Lemon—the park renovations at Raymond. Hardscape/landscape renovations make the community more welcoming.
- Where are the “significant infill opportunities”? (Maybe at Raymond/Chapman—drug store). Leave the unusual independent businesses and historic houses alone. This “corridor” borders single-story neighborhoods.
- Get the tacky businesses out and put in small restaurants (outdoor dining?)
- I think the older houses and the quaint “feel” of this area could benefit from the academic input of CSUF
- There are about 50,000 students at the ends of this corridor. Housing should be the focus.
- Chapman bus service is every hour. Excuse me??
- Keep historic homes and offices. With preservation zoning. They add an amazing ambience to this area.
- Enhance bus stops.
- I would like to see the houses remain along Chapman

Do you see a need to revise the boundary of this Focus Area?

- Extend area south to Commonwealth on both sides of Raymond. Put N.E. corner State College & Chapman in area I in lieu of area J.

Should this Focus Area be revised, deleted, or combined with another Focus Area?

- Explore the link from State College SoEast to Chapman Park—Chapman Park could be surrounded by townhouse scale homes

**The following comments were made by the GPAC members during group discussions on December 1, 2008:**

- SW corner of Nutwood and Commonwealth- historic buildings- mid century, potential for adaptive reuse
- Overlapping of focus areas to be considered- take focus area on Chapman all the way to the freeway, look at across the freeway, include all 4 corners of State College and Chapman
- Include Fullerton High School in continuation of the focus area to the west
- Include Hope University campus in east end of corridor- relationship to education focus area

**The following comments were made by members of the public during the GPAC meeting on December 1, 2008:**

- Consider bicycle use on Chapman- narrow street currently. Include bikeways- north and south of corridor
- Extend west to include Fullerton High School- heart of education community, oldest high school in city

**The following maps were submitted by the public during the Land Use Futures Open House on October 29, 2008.**

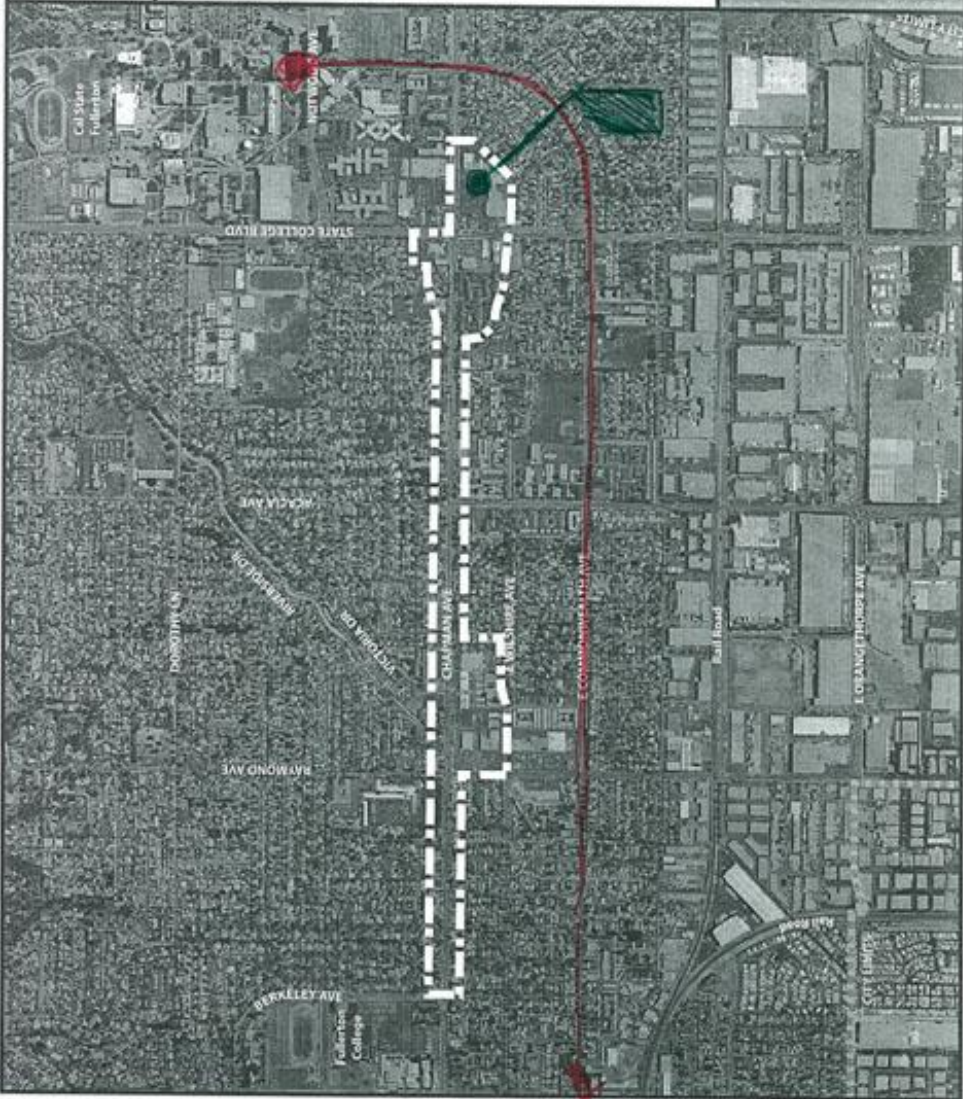




## FOCUS AREA I: Chapman Corridor

*Focus Area Description: This focus area provides the strongest relationship between the traditional commercial corridor and the existing education community. The 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.*

*The City is in the process of developing a Specific Plan for the University area that will directly influence the Chapman Corridor.*





<h2 style="text-align: center;">FOCUS AREA I: Chapman Corridor</h2>	<p><b>Focus Area Description:</b> This focus area provides the strongest relationship between the traditional commercial corridor and the existing education community. The 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.</p> <p>The City is in the process of developing a Specific Plan for the University area that will directly influence the Chapman Corridor.</p>	
<p><i>New drugstore has a huge missed opportunity. Too much parking. Too have moved to corner.</i></p> <p><i>Retain low-scale development pattern. Improve pedestrian amenities.</i></p> <p><i>Fullerton</i></p> <p><i>Chapman Ave</i></p> <p><i>State College Blvd</i></p> <p><i>Hope International University</i></p> <p><i>CSUF</i></p> <p><i>Fullerton College</i></p> <p><i>Chapman Ave</i></p> <p><i>State College Blvd</i></p> <p><i>Hope International University</i></p> <p><i>CSUF</i></p> <p><i>Fullerton College</i></p>		



## Focus Area J: Education/Education Supporting

### The following written comments were received from individual GPAC members during October 2008:

- How do I know what the boundaries are? They should extend at least from Chapman to Bastanchury and from State College to Placentia, perhaps wider. There should be a bicycle pedestrian bridge over the 57 freeway. There needs to be an active "college town"
- Be sure (Which I'm sure you are) that current / potential housing for students is included in the focus area. I cannot tell how far north of the campus the blue focus area is. Perhaps you are focusing housing on the East and South side of the campus. Any thoughts on having a "frat/sorority row? (Not a new issue.)
- Because of the level of student commuting by vehicle, this focus area should recognize its unique transportation needs.
- I assume this will include the optometry school, as well as the law school. How can the area include the community college? Perhaps the City can develop transit options from the train station that includes all of these facilities, which runs in a loop and that coordinates its schedule with Metrolink and the bus system
- I concur strongly with the addition CSUF environs. The limited connectivity with SR 57 will be a large problem in dealing with Cal Trans. The streets surrounding the University are wide and adequate. A large problem will be affordable student housing.

### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:

Are there any additional considerations for this focus area?

- New high-density housing should always include appropriate transit & bike accommodation. Jefferson Commons did not and this should not be allowed again. Wasted opportunity!
- Trolley or mini-bus from civic center and/or trans center to CSUF
- Get a trolley on Commonwealth
- Consider new site to cluster fraternities & sororities. Possibly south of CSUF on underutilized indust. Lands in Area "K"
- Student housing, bikeways and a bridge of the 57
- More bike & pedestrian friendly streets in this whole area.
- This area could easily become a slum if you redevelop it with high rises that are very dense with minimal open space. Keep it down.
- Link univ. to community inc. east of the 57
- Pedestrian/bicycle crossing over or under SR-57!
- Pedestrian pathways from CSUF to nearby retail popular with students would take cars off the road and create community.
- Many students arrive on campus via bicycle, but bike facilities to campus are lacking.
- Integrate the university into the surrounding area by adding buildings on the edges, improving pedestrian connectivity, adding housing.

Do you see a need to revise the boundary of this Focus Area?



- Placentia & Chapman. Bus & pedestrian transportation here is very uncoordinated and it is a high bus-use area—missed opportunity!
- Yes—should be extended south and west to include complementary businesses and entertainment

Should this Focus Area be revised, deleted, or combined with another Focus Area?

- There should be another educ district around Fullerton College

**The following comments were made by the GPAC members during group discussions on December 1, 2008:**

- Overall area as an education area may be too large- east of Placentia Ave. may not fit in.
- Include 4 corners of State College and Chapman
- Bicycle linkage across freeway
- Link housing to north and east commercial areas
- Hope University- hope it is kept as an education facility, significant historic resource- building
  
- Apartments/condos/ Target/ retail on east of freeway support university- students live there, shop there, faculty live there
- High commuter level at Cal State Fullerton- high number of vehicles/traffic, pedestrian traffic is mostly on campus, public safety issues w/ large number of vehicles
- Are there a number of students who take the bus into Cal State Fullerton/Hope?
- Students bring bikes to get around
- Students park in residential neighborhoods and bike to campus
- Troy High School- students have opportunities to take classes at Cal State Fullerton- interaction between schools

**The following comments were made by members of the public during the GPAC meeting on December 1, 2008:**

- Include high school and college from Focus Area E into this Focus Area, or include in both

**The following maps were submitted by the public during the Land Use Futures Open House on October 29, 2008.**

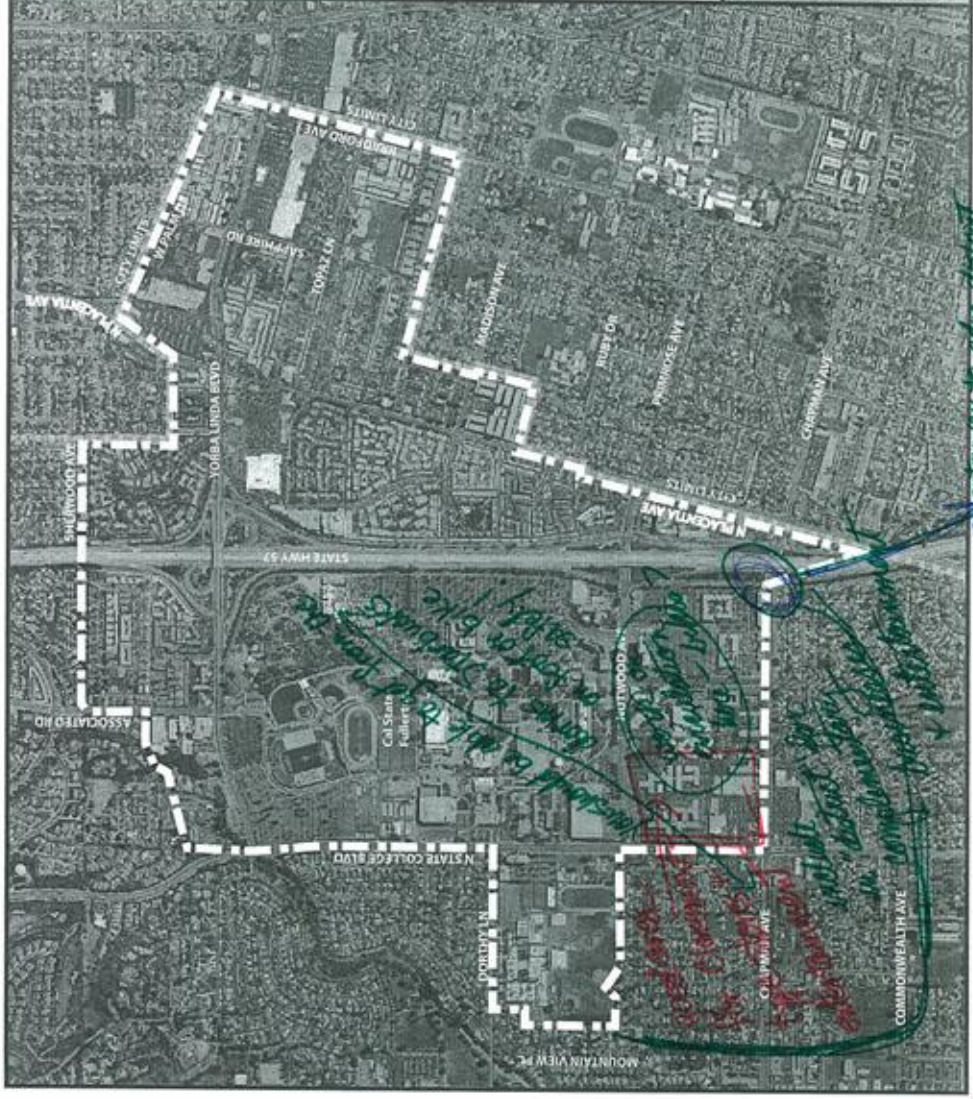


## FOCUS AREA J: Education/Education Supporting

**Focus Area Description:** 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.





## Focus Area K: Southeast Industrial

**The following written comments were received from individual GPAC members during October 2008:**

- Go Dexter! I defer to him since he knows this area so well.
- Maintain the industrial area, and don't allow uses which are incompatible with industry.

**The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008:**

Are there any additional considerations for this focus area?

- Beautify the industrial thru-ways
- Should be preserved as an industrial area. Encourage new industry if need be. Enhance area with street trees.
- Large industrial parcels on rail should remain—do the uses for small industrial buildings in distress areas like w. Commonwealth—not here
- Facilitate live-work housing for small business/artists/etc
- Allow smaller scale industrial to develop. Break up large blocks into more walkable sizes. Rail opportunity?
- This area seems like it is jumping with commercial activity—is there a problem? Does need better bus & ped access
- Again—“economic factors” should not be the driving force in determining future land use here.
- Develop jobs that pay living wages in this area.

Do you see a need to revise the boundary of this Focus Area?

(No Post-It Notes)

Should this Focus Area be revised, deleted, or combined with another Focus Area?

(No Post-It Notes)

**The following comments were made by the GPAC members during group discussions on December 1, 2008:**

- Everything from North Industrial area applies here
- Industrial entrance to City of Fullerton
- Customers from LA County to San Diego have access through 57 & 91 freeways- key intersection of freeways
- More truck friendly, help trucking- comes up Raymond
- Need Raymond landscape improvements- lots of visitors enter Fullerton here
- Alleyways- deteriorating, need repaving, no money available for improvements
- Razorwire being put in- unsightly, does not attract business
- Higher police presence needed- deter crime
- Coordination/ responsibility share of Raymond w/ Anaheim- potential for joint meeting



- Potential for industrial area similar to Palo Alto- attractive, high tech
- Kimberly and Raymond- high tech looking building
- Potential for focus area in Anaheim- joint venture, potential for partnership w/ Placentia as well
- Bring in employers which can pay higher wages, brings in employees who can afford to live in Fullerton, contribute to community, etc.
- Example- Research Triangle Park, North Carolina- attractive to high tech- incentives, etc.
- Potential to start program to have new businesses moving into this area help improve the area- alleys, lighting, etc.
- Look for creative ways to financing improvements
- Be careful not to discourage businesses from coming to Fullerton- need to find a happy medium
- Incompatible uses- schools and churches, esp. w/ children
- Uses not welcome in other parts of the City- the industrial area is continually being considered for these uses, but they are inappropriate here as well
- Want to hold on to as much industrial area as possible

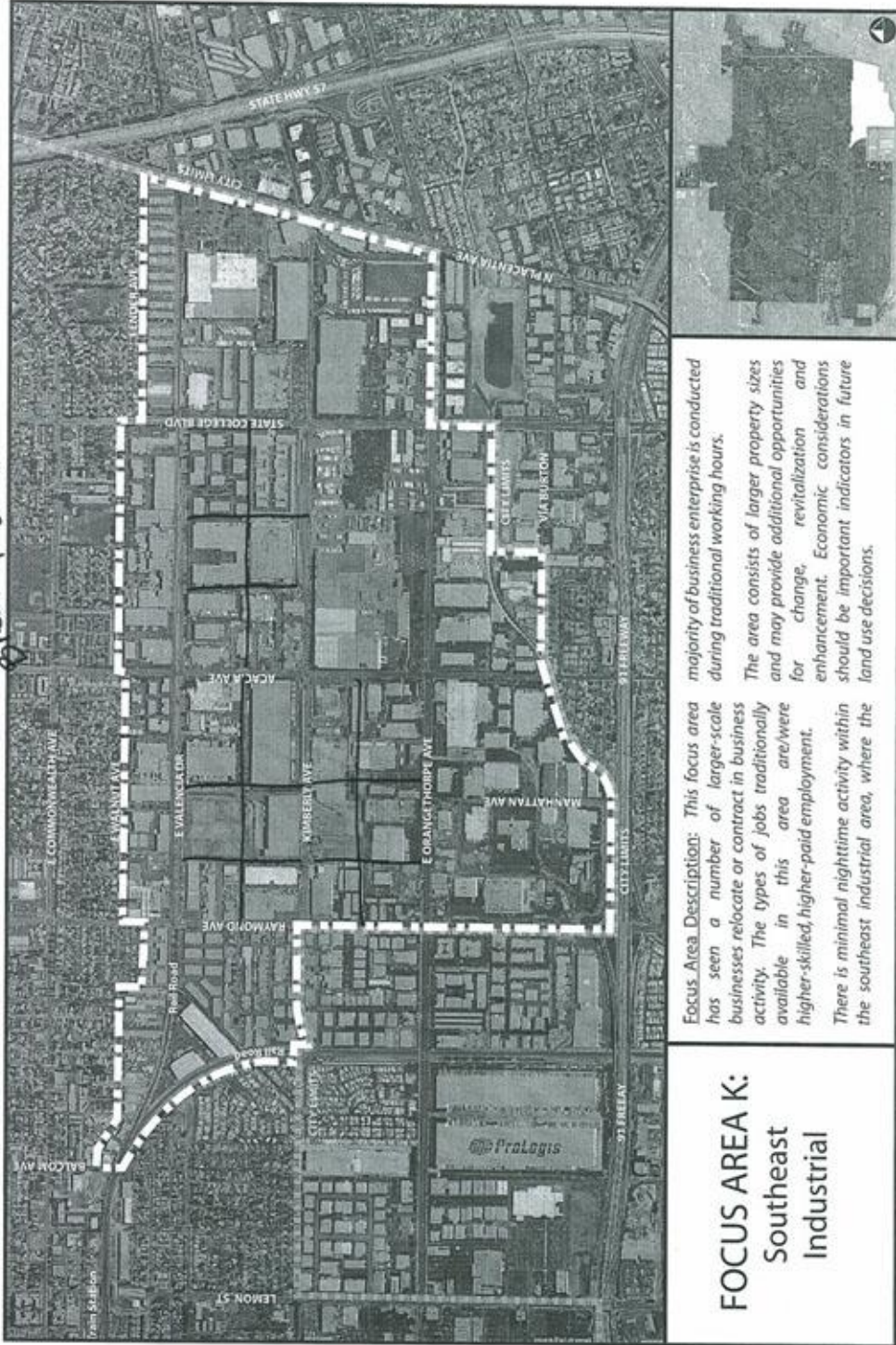
**The following comments were made by members of the public during the GPAC meeting on December 1, 2008.**

- Need to keep viable general aviation airport to attract businesses- esp. high end
- Other cities have started to abandon alleyways and give them to adjacent property owners- may be advantages to help control crime
- May not be feasible in these areas due to configuration and location of alleyways

**The following map was submitted by the public during the Land Use Futures Open House on October 29, 2008.**



great up blocks



*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.*

*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*

**FOCUS AREA K:**  
Southeast  
Industrial





## Focus Area L: West Coyote Hills

### The following written comments were received from individual GPAC members during October 2008:

- I will not be surprised if West Coyote Hills is mentioned as a focus area as one of your comments was (in relation to focus areas) "areas where we see movement / activity. My response would be that we have a viable, comprehensive master plan for that area. It is going through the planning process and hence is not appropriate for a focus area - - - as related in your methodology for selecting focus areas.

### The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008 in response to the question "Are there any other new focus areas that should be considered?"

- The last parcel of open space in North O.C. should definitely be included in the General Plan
- The largest piece of open space in Fullerton (& north O.C.) has no station?? Coyote Hills needs to be considered
- I note with shock that West Coyote Hills is not being considered in this planning process. It needs to be since there is overwhelming public support for preserving all of it.
- I think you should consider including open space (Coyote Hills) in the Focus Area.
- Where is Coyote Hills? It is inconceivable that this huge potential development has been eliminated from consideration.
- West Coyote Hills as a 582 ½ acre park. A unique draw. Nobody else has a coastal sage scrub park. It won't exist under 500 acres. In the world, that land is going into extinction. CSS [coastal sage scrub] = 3% of world.
- Coyote Hills should be preserved for future generations
- I am eager to see the Nature Center & Trails planned for the northwest corner of Fullerton added to our recreational & cultural opportunities

### The following comments were made by the GPAC members during group discussions on December 1 and December 15, 2008:

- Is there an existing development agreement?
- Why isn't Open Space a focus area? Other areas of the City are important considerations- trails, etc.
- Including open space as a focus area may hinder having a focus
- This focus area is private property- property rights, single property owner
- Other focus areas are also private property
- This is the only area w/ a single property owner
- Last large piece of open space- deserves attention of being a focus area
- Development Agreement- ROW up Gilbert, Robert E. Ward park, greenbelt area in exchange for specific plan and development, agreement in 1977, development agreement in place, Federal laws have come in to play that may require alteration of specific plan, development agreement has not been contested, this area has received a lot of focus in the city already, presentations done 5-6 years ago available on City website, City has already made a deal
- It is private property, consider private property rights
- Specific plan has been in effect for approx 30 years, could be another 30 years before development happens- what is going to be ultimately approved is unknown
- Mission statement should be used across the board- for new development, etc.



- Consider that City has accepted land for street and park already
- Area has not been developed as of yet
- High level of community interest in this area- should be discussed
- Primary focus of the community is on open space- has a lot of pros and cons, should be looked at in context of process, not project
- Treat it as a focus area, not a project- do not change policy for approval process
- Open space has been an issue since 1972, group of people have been working to preserve this open space since then- retain integrity of the master plan
- Plan is currently being negotiated, zoning is a gift
- Should be developed in a rural manner. Not clustered housing like Amerige Heights. No sidewalks, curbs, gutters, streetlights. No massive grading, R-1-20 zoning. Allow people to enjoy open space. Small piece of land for a cemetery- a green cemetery. Should adhere to mission statement.
- In the hands of the Planning Commission.
- What is Chevron willing to do for the community? Park that is going to be maintained forever. How many people visit the area and how many people would be utilizing the park?
- Includes City's property- Ward park
- Preserve and protect significant natural features, 5 vista points, develop trail system integrated w/ City's trail system, preserve restore and maintain largest amount of open space that is fiscally responsible, make it accessible to public as soon as possible, develop Ward park at the same time, support greenbelt concept- secure additional open space through clustering homes
- Larger lots for key areas- views, greenbelt concept w/ clusters helps continue sense of community, trail system should be linked to rest of city trails, no gates, should be irrigated
- Plan should emphasize open space, cluster housing to maximize open space, trail system w/ connectivity, integrate trail system w/ Ward park, make Ward park usable, maintain ridges, natural grading as much as possible, first phase should include improvement of Ward park, should be green- irrigated, sustainable development, green building methods
- Look at natural contour lines, larger lots for part of it, it needs to be irrigated, focus area should not be used to slow down development approval process
- Could be used in conjunction w/ University, maintain as much natural as possible
- Accessibility to trails is important, don't cut it off with a gated neighborhood
- Work done by activists and Chevron over last 30 years is appreciated- developing a plan that tries to be agreeable for both sides
- R-1-20 and R-1-30, green, trees, affluent neighbors who could participate in community, charities, other organizations
- Include Laguna Lake and Clark Park into focus area

**The following comments were made by members of the public during the GPAC meetings on December 1 and December 15, 2008:**

- Need to work with other cities- last open space in N. Orange County, preservation for future generations, visitors from surrounding cities come to Fullerton for open space
- Coyote Hills should be a focus area- significant in size, outcome will impact whole community, vast changes since last General Plan- higher density and increased traffic, important- improves and protects unique attributes, hills can provide opportunities for destination point, educational, economic asset



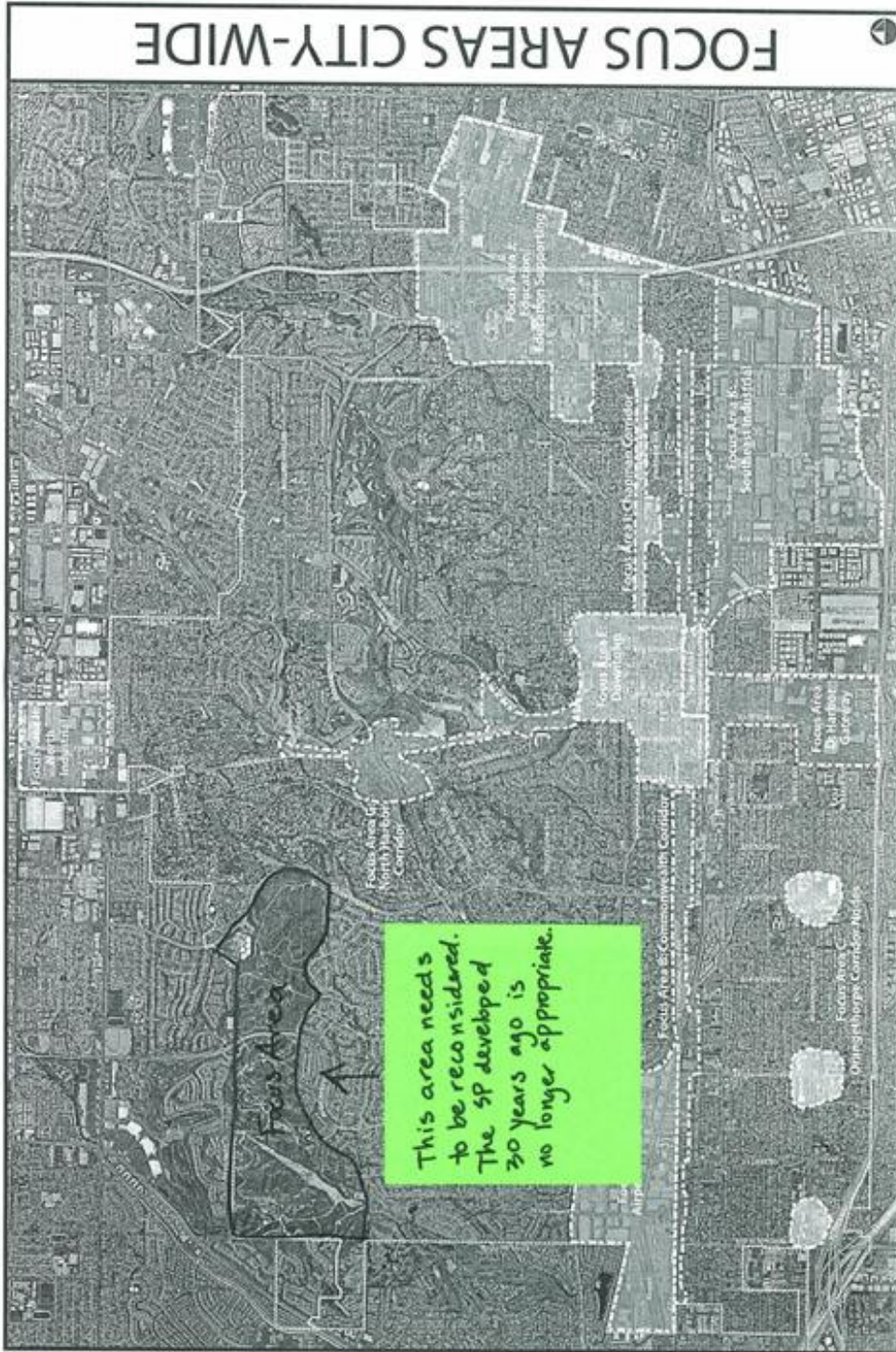
- Should not be concerned if an application is in process as the Committee was not concerned about this in the other focus areas
- Sustainability, contour grading, fire protection- all things to think about that were not considered in the past
- Has the area and its density been considered in the Housing Element?
- What is the need in Fullerton?
- 1977 Specific Plan 2A- did not convey entitlements
- Coyote Creek Watershed Master Plan- County of Orange, Army Corp of Engineers, etc.- most significant piece of land w/in watershed
- Industrial employers look for places that consider health and wellbeing of their employees- recreational opportunities
- Economic necessities- creating a recreational hub
- Natural area to be explored and enjoyed
- Look at the bigger picture for the whole City- impacts of the focus areas on the City as a whole
- Help serve decision-making process through General Plan- what are the needs in the City? Opportunities that the focus area represents. Look at the focus area as a framework.
- Looking at Coyote Hills as a Focus Area is necessary similar to including important pieces in whole City's health
- Coyote Hills should be a Focus Area- General Plan allows citizens to direct to City officials what should occur
- Coastal Sage Scrub "park" - unique ecosystem, endangered- thoughts on this resource have changed since 1970's
- Balance needed- open space, university, industry, etc.
- Residents move here for open space- want balance
- Property has already been graded, drilled
- Open space is part of what attracts businesses- quality of life for employees
- Need to get the best out of the area- as much open space as possible- different ideas on what kind of open space
- Property has a rich history
- Changes since 1970's
- Preserve Coyote Hills as open space
- Citizens have requested Coyote Hills be a focus area- the Committee should consider it a focus area. Include boundary along Rosecrans, Gilbert, outside Chevron property, backbone trails
- This will be the only focus area that has an approved specific plan and development agreement. Specific Plan amendment in application has included a lot of public input. Nature preserve, endowment to preserve
- Fullerton Positive group- Chevron presents a balanced plan, maintain open space in perpetuity
- Non-native plants- causes fires to occur, solution is to use native plants, development creates higher likelihood of exposure and sources of ignition, irrigation- area would have to be maintained, mowed, etc., landslides natural occur in area, standard for remediation of land, trails for pedestrians, bicyclists and equestrians
- West Coyote Hills illustrates ideas of desired use
- Balancing open space with density, using greenbelts for transition, trails, species protection, nature center- model for sustainable development and conservation- education, make Chevron a partner w/ the City for the nature center
- Chevron to provide adequate trails, establish trust to build out trails and maintain them
- City needs to decide to move forward, access for people who want to use space
- Area around reservoir/tanks- good place for stables
- Would like to see Chevron plan implemented- giving public access to about 50% of land and will be maintained
- Trails and center- create a respect for environment and history of land through educating people
- Family-oriented project- wildlife education
- California gnatcatcher and cactus wren habitat- this project will help those populations
- Potential for education through the project- trails, etc.

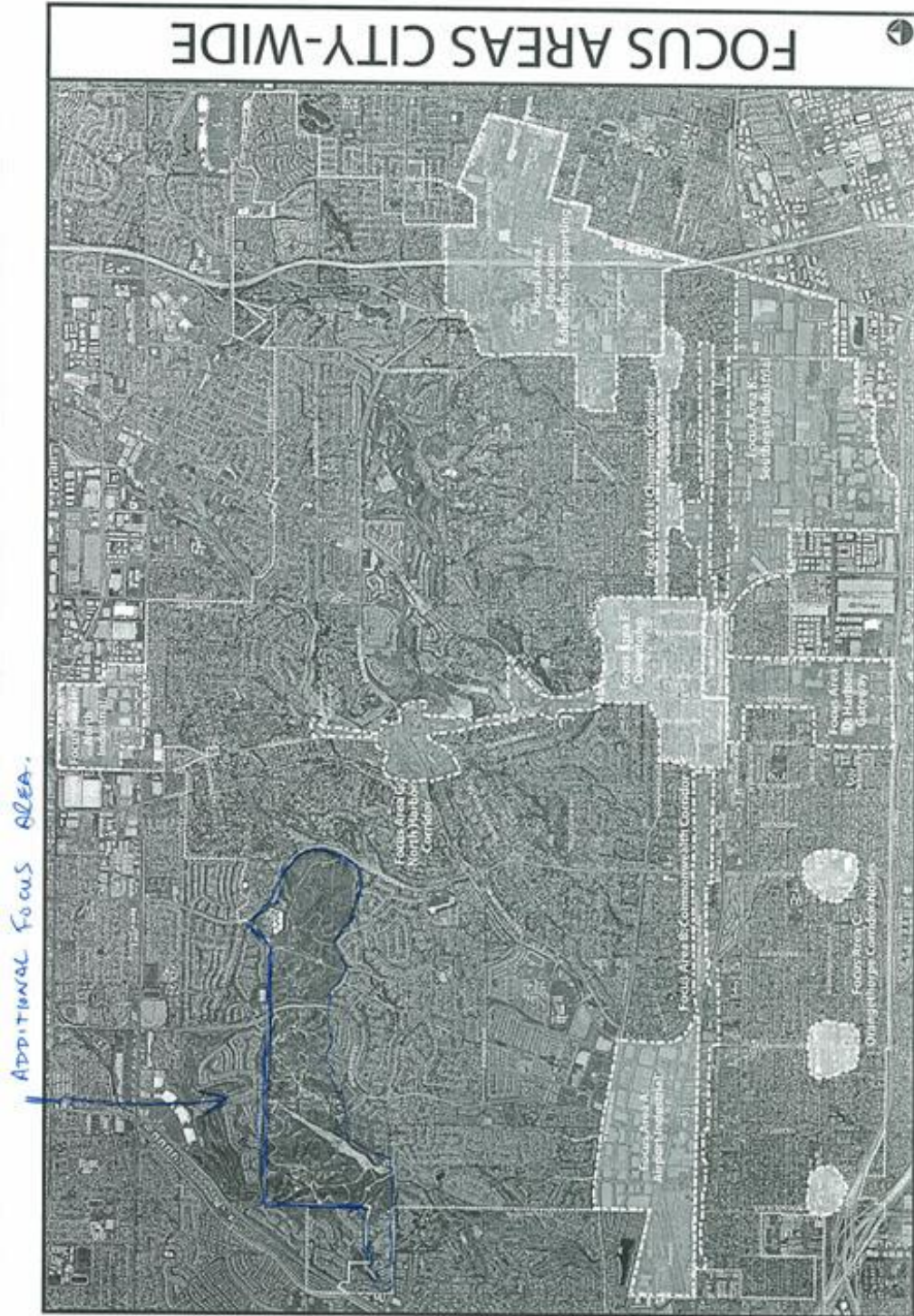


- Change boundary of focus area to include Laguna Lake, southwest corner- connection to Clark Park
- Use land for education- research w/ University
- Coastal sage scrub currently in the area, is going into extinction
- Focus on the park not on the buildings

The following maps were submitted by the public during the Land Use Futures Open House on October 29, 2008.









## **Additional Comments**

### **The following written comments were received from individual GPAC members during October 2008:**

- Any thoughts of a focus on historic neighborhoods? Brookdale, the historic center just west of Harbor – Jacaranda, Malvern, etc. Fullerton Heritage has done wonders. Is this their job? Those few blocks are quite a treasure. A focus area?

### **The following written comments were submitted by the public during the Land Use Futures Open House on October 29, 2008 in response to the question “Are there any other new focus areas that should be considered?”**

- How closely do the focus areas correspond to the current & potential redevelopment areas?
- General comment—City’s bus shelters are horrible. Do “art shelters” like Brea. Make transit users feel welcomed and cared for and safe.
- Open space is part of GPAC, but it nowhere to be seen on these board. It has been a major issue for more than seven years

### **The following maps were submitted by the public during the Land Use Futures Open House on October 29, 2008.**





