

City of Fullerton General Plan
VISION STATEMENT

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VISION STATEMENT

I. PURPOSE

The Vision Statement provides a foundation for implementing the General Plan by stating the qualities, values and characteristics which the City wishes to preserve, enhance and create. It declares a commitment to a quality of living that substantially exceeds what may otherwise occur. It is appropriate to think of the Vision Statement as an overall statement of purpose for the General Plan.

The City's vision requires continuing commitment, support and review by the community in order to ensure that it reflects current objectives. Idealistically, it will enable future community leaders and citizens to recall and endorse the meaning of the General Plan and maintain diligence in carrying out its intent. It should also provide a beginning point for changing the vision in the future, if desired.

Many people will play a role in achieving this vision. How can those who inherit community responsibilities many years from now know what was envisioned by this effort? How can they understand what values and priorities drove the deliberations which resulted in the General Plan after time and change caused memories to fade? The Vision Statement answers those questions.

2 THE DIMENSIONS OF COMMUNITY VISION

There are many different ways to think about a community. Common perspectives include:

- A physical place
- An economic system
- An environmental system
- A society
- A governmental jurisdiction
- A symbol

A Physical Place

This dimension is defined by the way the community functions and appears physically. It is what one sees on the ground and how one interacts with that part of the environment that is built. Major ingredients include: pattern of development; variety, intensity and mix of architectural styles and land uses; accessibility and usability of open space; and physical distinctiveness in relation to the surrounding area and other communities. Significant values related to the vision of Fullerton as a physical place include:

- A varied topography, offering broad vistas, peaceful islands of parks and open space, and recreational trails;
- Unique residential neighborhoods;
- A strong mix of residential, commercial and industrial land uses;
- A strong sense of place associated with the downtown;
- An outstanding array of public/quasi-public buildings and historic places;
- A varied collection of community gathering places that enhance unity and pride;
- A true multi-modal transportation system, including rail, air, pedestrian, equestrian, bicycle and automobile opportunities;
- A rich mixture of age, design, character and history of buildings; and,
- Beautiful street and park trees which frame the urban environment.

An Economic System

This dimension involves the flow of private capital and financial investment in the form of cash, credit, land improvements, employment and business activities of all kinds. An important element is the diversity of employment opportunities. The most important community values related to economic vision include:

- A diverse economic base, providing employment opportunities for residents with various skills, qualifications and education;
- Convenient, well-designed and accessible stores and shops offering a wide selection of goods and services;
- Sensible regulations which foster and encourage business and job growth;
- A vibrant and attractive downtown; and
- Housing which is affordable and accessible.

An Environmental System

This dimension involves air quality, water quality, flood protection, environmentally sensitive resources, plant and animal life, and the degree to which they are or are not sustained. Values that support the City as an environmental system include:

- Responsible urban living with concern for the local and regional environment;
- A sensitive linkage between man-made and environmental features; and
- Preserved open spaces and conservation of significant resources.

A Society

This dimension encompasses how people in the community live and interact. It includes ethnic and cultural diversity, vocational, educational, cultural and recreational activities in which they engage, the institutions that they establish and the patterns of relationships that they seek. Of particular significance is the way various groups in the community express their individuality. Key values are:

- A superior educational system, at all levels, as an important community asset;
- Cultural, recreational and governmental activities and institutions available to the entire community;
- Diverse socioeconomic interests with their own identities, which also identify with the community as a whole; and
- A safe and secure community.

Government

Much of our perception of this dimension is shaped by local governments, because they possess prescribed authority for matters of day to day importance. This includes raising public revenues, budgeting, managing public properties, establishing public policy, managing growth and development, providing public facilities and services, maintaining cooperative relationships with surrounding communities and other units of government, providing community leadership, and maintaining responsiveness to the citizenry. Key values to respect include:

- Active communication between city government and the citizenry;
- Regional coordination and cooperation;
- Proactive problem-solving approaches; and
- Careful stewardship of community resources, both physical and human.

A Symbol

The City as a symbol is a relatively simple representation of what people think about their community—an image reflecting their overall vision of Fullerton. It can be aided, but not created, by physical improvements. It is a measure of pride and commitment—a belief that this is a special place. It also includes a strong measure of reputation, that is, how the community is perceived by those who don't live or work there.

To a degree, the community as a symbol reflects its function in the region. The symbol can be a powerful force in stimulating leadership and support for community achievement, much as a flag can elicit feelings of patriotism.

Key values of the community as a symbol include:

- An educational and cultural center;
- A stable, quality living and working environment;
- A strong sense of community; and

- A well-balanced City.

3 REALIZING THE VISION

Achieving the Vision is a continuous process which occurs basically at three levels.

The first level is the General Plan itself. In determining the nature and extent of changes in the goals, policies and programs as the City continues to mature, the Vision helps to identify the need to either make changes or retain previous direction for the physical development of the community. These considerations particularly shape the purpose statements associated with General Plan goals.

The second level of realizing the Vision is through public and private efforts to implement the General Plan as well as to engage in community improvements which may lie outside of the General Plan purview. In other words, implementing the General Plan is an important aspect of achieving the Vision. However, many activities go on in the City which are not addressed in the General Plan, yet they certainly contribute to achieving the Vision described above. This latter aspect of achievement is particularly important for those who may have little occasion to involve themselves in physical development matters, but devote their energies to programs and community activities which reinforce the image of Fullerton and exemplify its values.

The third level is simply through the attitudes and acts of individuals who embrace the values implicit in the Vision and apply it in their relationships and activities. This is one of the most valuable, yet difficult to measure, manifestations of community vision. It is a reflection of values and priorities that create the image of the City among its citizens and reflect that image to others.

This statement of Vision for Fullerton is therefore intended to exert a positive influence on all activities which shape the future of the community, no matter whether they are related to the General Plan or not.