



Section 3.0:

Project Description



SECTION 3.0 PROJECT DESCRIPTION

3.1 LOCATION

The City of Fullerton (City) is located within the northern portion of Orange County, California, approximately 26 miles southeast of Downtown Los Angeles and approximately 12 miles north of Santa Ana; refer to Exhibit 3-1, *Regional Context*. The City is bordered by the cities of La Mirada, La Habra, and Brea to the north, unincorporated County of Orange and City of Anaheim to the south, Cities of Yorba Linda and Placentia to the east, and unincorporated County of Orange and cities of La Mirada and Buena Park to the west.

Regional access to the City is provided via the Orange Freeway (State Route (SR) 57), which is located near the City's eastern boundary, and the Riverside Freeway (SR-91), which forms the City's southern boundary. The Santa Ana Freeway (Interstate 5) is situated at the southwest corner of the City. Local access is provided by various arterial highways that intersect the City, including Harbor Boulevard and Malvern Avenue/Chapman Avenue, among others.

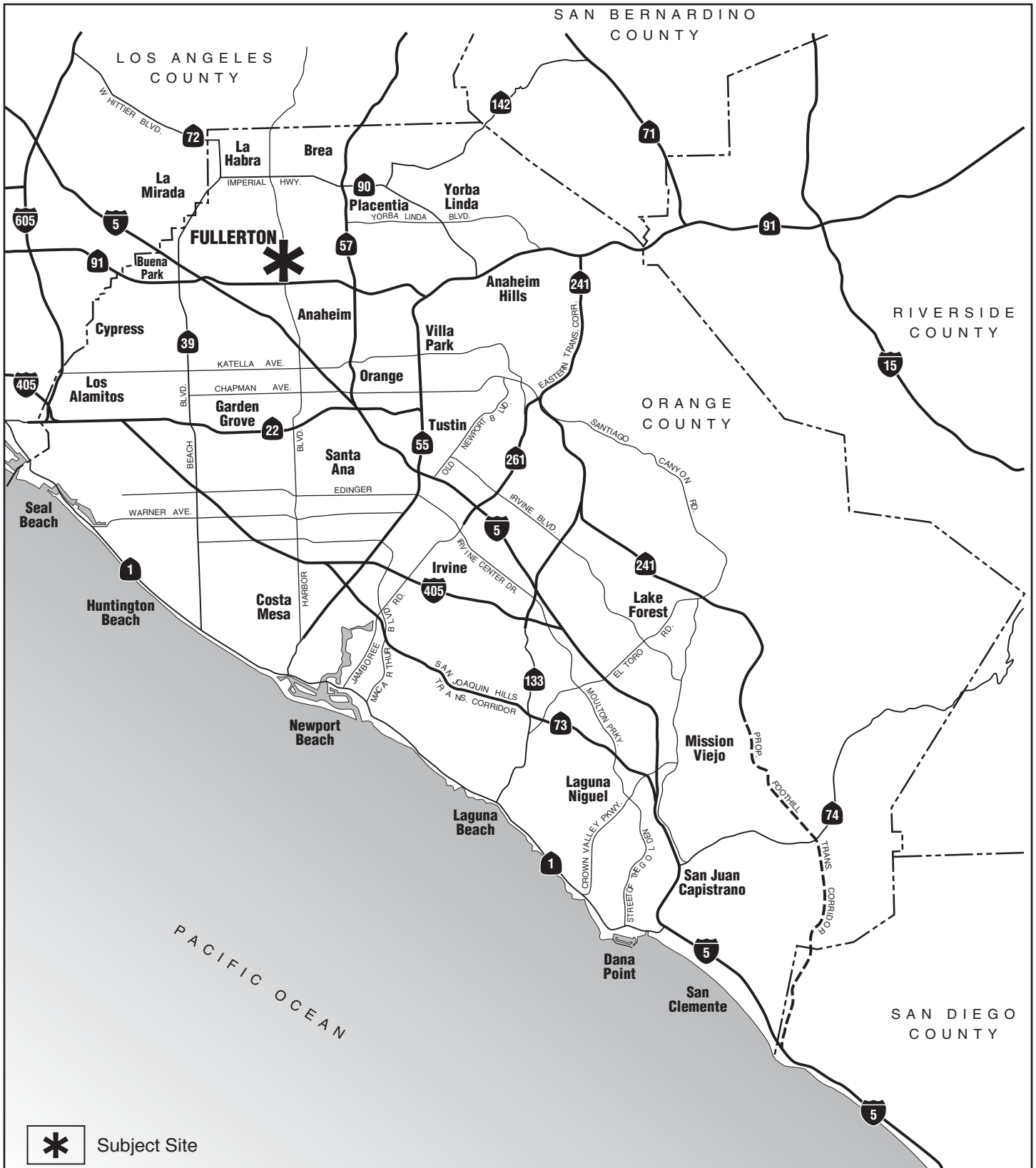
3.2 ENVIRONMENTAL SETTING


Fullerton encompasses approximately 14,376 acres (approximately 22.3 square miles) within an urbanized portion of north Orange County; refer to Exhibit 3-2, *Planning Area*. The City, which was incorporated in 1904, is approximately 90 percent built-out, exclusive of open space and parks and recreational facilities. Table 3-1, *Existing Land Uses*, outlines the City's existing land uses (as of 2010).

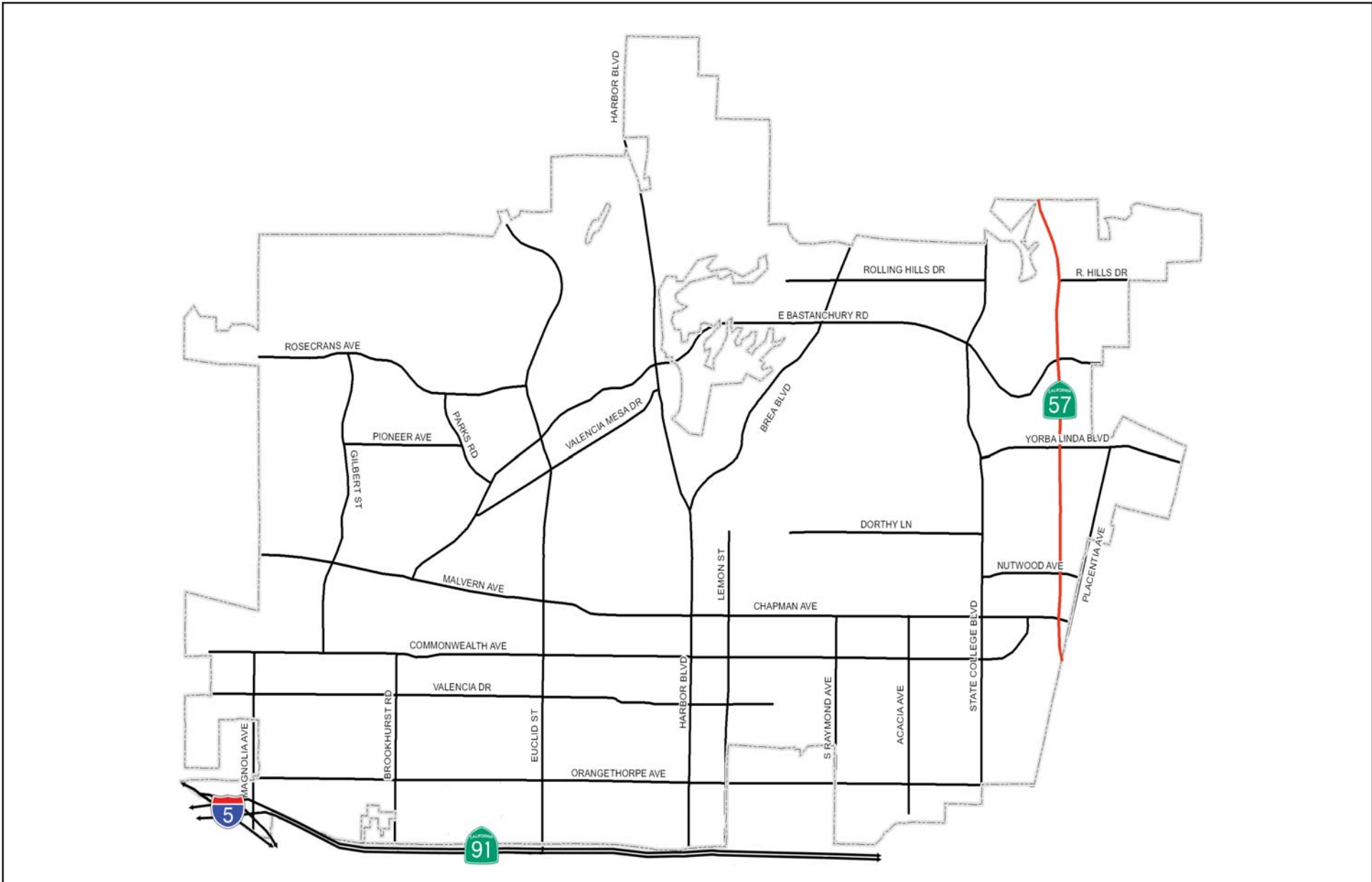
As indicated in Table 3-1, the City's existing housing stock is comprised of 45,947 dwelling units (DU). The majority of the residential uses are single-family residential units (25,558 DU). The City's existing population is approximately 135,314 persons. Additionally, approximately 45.6 million square feet (SF) of non-residential land uses exist in the City, providing an estimated 59,851 jobs (2008 estimate).¹ The majority of the nonresidential land uses are Light Industrial (approximately 22.4 million SF). Approximately 709 acres of vacant land, which is interspersed throughout the City, remains.

The Fullerton Plan has identified 12 Focus Areas within which to concentrate potential change through community-led planning processes. In order to provide baseline conditions, Table 3-2, *Existing Land Uses – Focus Areas*, outlines the existing land uses within each Focus Area.

¹ Stanley R. Hoffman Associates, Inc., *City of Fullerton General Plan Update Economic Trends and Key Issues Table 5-1, Historic Employment Growth Trends*, December 8, 2009.



 Subject Site



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THE FULLERTON PLAN 2030
PROGRAM ENVIRONMENTAL IMPACT REPORT
Planning Area

Exhibit 3-2



**Table 3-1
Existing Land Uses**

Existing Land Use	Acreage	Square Feet	Dwelling Units
Residential			
Single-Family Residential	5,263.94	0	25,558
Multi-Family Residential	1,013.77	0	19,646
<i>Residential Sub-Total</i>	<i>6,277.71</i>	<i>0</i>	<i>45,204</i>
Commercial			
Commercial-Residential	22.71	394,799	743
Commercial-Retail	818.79	11,227,364	0
Office	94.20	1,399,385	0
<i>Commercial Sub-Total</i>	<i>935.7</i>	<i>13,021,548</i>	<i>743</i>
Industrial			
Light Industrial	1,185.43	22,412,065	0
Airport	77.25	275,232	0
<i>Industrial Sub-Total</i>	<i>1,262.68</i>	<i>22,687,297</i>	<i>0</i>
Public/Religious			
Church	18.28	264,150	0
College/University	322.23	7,259,390	0
Government Facilities	249.84	1,164,802	0
School	332.38	668,354	0
<i>Public/Religious Sub-Total</i>	<i>922.73</i>	<i>9,356,696</i>	<i>0</i>
Open Space/Parks/Recreation			
Park	255.93	88,950	0
Open Space	345.14	0	0
Golf Course	408.35	35,577	0
<i>OS/Parks/Recreation Sub-Total</i>	<i>1,009.42</i>	<i>124,527</i>	<i>0</i>
Agricultural			
Agricultural	5.29	0	0
<i>Agricultural Sub-Total</i>	<i>5.29</i>	<i>0</i>	<i>0</i>
Other			
Parking Facilities	163.47	205,139	0
Utilities	29.08	234,376	0
Flood Control	103.09	11,432	0
Right-of-Way	337.53	0	0
Right-of-Way (no APNs)	2,621.00	0	0
<i>Other Sub-Total</i>	<i>3,254.17</i>	<i>450,947</i>	<i>0</i>
Vacant			
Vacant	708.71	0	0
<i>Vacant Sub-Total</i>	<i>708.71</i>	<i>0</i>	<i>0</i>
Total	14,376.41	45,641,015	45,947



**Table 3-2
Existing Land Uses – Focus Areas**

Focus Area	Acres	Residential (DU)	Non-Residential (SF)
Airport Industrial	414.94	89	5,940,150
Commonwealth Corridor	180.17	792	1,156,618
Orangethorpe Corridor Nodes	139.87	349	1,062,277
Harbor Gateway	244.21	1,757	1,878,586
Downtown	258.85	1,214	3,080,621
Transportation Center	38.06	2	463,402
North Harbor Corridor	166.15	97	1,540,392
North Industrial	152.58	0	2,545,698
Chapman Corridor	65.24	294	572,056
Education	608.24	6,633	7,272,816
Southeast Industrial	712.43	201	14,483,475
West Coyote Hills	610.84	0	135,726
TOTAL	3,591.57	11,228	40,131,817

3.3 BACKGROUND

The City’s existing General Plan was last comprehensively updated in 1996. The 1996 General Plan addresses the seven State-mandated topical areas, three regionally-mandated issues, and two additional topical areas in the following elements:

- Vision Statement;
- Land Use;
- Circulation;
- Housing;
- Resource Management;
- Community Health and Safety;
- Community Services;
- Regional Coordination; and
- Implementation.

Each of the existing General Plan Elements contains goals, policies, and implementation programs designed to guide the various aspects of future land use, development, and revitalization decisions.

A key component of the Land Use Element is the Land Use Map, which depicts the location of the permitted type and density/intensity of all land uses within the City. Additionally, a quantification of future buildout is provided. The 1996 General Plan designates approximately 7,207 acres for residential land uses, with a development potential of approximately 49,662 DU



at buildout.^{2,3} The 1996 General Plan buildout population projection is approximately 138,060 persons, assuming 2.78 persons per household. Additionally, approximately 7,032 acres are designated for non-residential land uses, with a development potential of approximately 54.2 million square feet. Because of the time that has elapsed since adoption of the 1996 General Plan, it contains outdated information, projections, and policy direction, which are not beneficial to the community's decision-making process. As a result, it was determined that an update to the City's General Plan was warranted.

The Fullerton Plan was developed through a process involving extensive community outreach, working sessions with City staff and department heads, meetings with various City commissions and committees, and continuous dialogue with the citizen-based General Plan Advisory Committee. Comments and feedback from these groups contributed to development of The Fullerton Plan goals and policies, ensuring that they are reflective of the City's desired future.

Preparation of The Fullerton Plan has consisted of technical studies, analysis of data and issues, review of alternative development scenarios, and preparation of draft elements that support the proposed goals and policies. Following preparation of the draft elements, recommendations were developed and ultimately, The Fullerton Plan will be presented to the City Council for review and approval.

3.4 STATEMENT OF PROGRAM EIR OBJECTIVES

The City of Fullerton is approximately 90 percent built-out, and as such, The Fullerton Plan (proposed project) has identified 12 Focus Areas within which to concentrate potential change through community-led planning processes. The City's objectives for The Fullerton Plan and EIR are:

- Update the City's environmental baseline conditions to the year 2010.
- Update the General Plan (i.e., The Fullerton Plan) development projections for the year 2030, including projections for dwelling units, non-residential floor area, population, and employment.
- Provide new goals, policies, and actions to address future development and growth within the City.
- Provide a basis for informative decisions when considering the 2030 development associated with implementation of The Fullerton Plan.
- Conform to Section 21000 et seq. of CEQA, which requires that environmental impacts be addressed and mitigated.
- Provide a legally defensible environmental foundation upon which discretionary actions may be evaluated.

² City of Fullerton, *City of Fullerton General Plan Land Use Element Table LU-2, 1994 General Plan Land Use Summary, and Table LU-3, Preferred Land Use Buildout*, 1996.

³ Includes 524 dwelling units located in non-residentially-designated land.



3.5 PROJECT CHARACTERISTICS

3.5.1 COMPONENTS OF THE FULLERTON PLAN

The Fullerton Plan is a comprehensive update of the 1996 General Plan. While The Fullerton Plan may contain similar goals, policies, or other components of the previous plan, this Plan has been custom-tailored to meet the needs and issues of the City at the present time and foreseeable future. The purpose of The Fullerton Plan is to provide the City Council, Planning Commission, Staff, and the entire community with a comprehensive and internally consistent plan to guide the City's decision-making and development processes through to the General Plan Horizon Year (2030).

PLAN COMPONENTS

The Fullerton Plan begins with a Vision- a statement of what Fullerton hopes to become through the implementation of the Plan. The Fullerton Vision is then followed by four Master Elements, each containing related chapters: The Fullerton Built Environment; The Fullerton Economy; The Fullerton Community; and The Fullerton Natural Environment. Each chapter or element within The Fullerton Plan contains one or more goals and associated policies and actions to achieve those goals, which in turn support The Fullerton Vision. The Goals, Policies, and Actions work together to guide the City's future decisions and growth. The Fullerton Implementation Strategy chapter addresses the methods by which the policies and actions can achieve The Fullerton Plan goals, provides a short-term action plan to implement the specific Actions within three to five years, and demonstrates how the City will monitor its progress in achieving those goals. Additional technical information and supporting background material area provided in The Fullerton Plan Appendices.

The Fullerton Plan major components are:

1. Update of existing conditions, with year 2010 serving as the baseline year.
2. Communicate the "Vision for Fullerton" through a Vision Statement to establish a community-based foundation that captures the City's qualities, values, and characteristics, now and in the future.
3. Update of the Land Use Element (i.e., Community Development and Design Chapter), including the establishment of allowable residential densities and non-residential intensities.
4. Rename the 1996 General Plan "land use designations" to "community development types." These will continue to function as land use designations pursuant to General Plan law.
5. Create two new community development types (i.e., Neighborhood Center Mixed-Use and Urban Center Mixed-Use); given the 1996 General Plan land use designations do not encompass the higher end of the density/intensity range now desired for specific areas of the City.



6. Establish guiding principles, derived from the community's vision for Fullerton. The principles will guide the City's General Plan process, upon which to develop new goals, policies, and implementation actions. As guidelines and points of reference, the principles will also connect actions to goals.
7. Update of General Plan development projections to the year 2030. Projections for residential and non-residential development, and population and employment have been updated for the year 2030.
8. Communicate "Focus Areas" (i.e., Focus Area Overlay) through a citywide Focus Area Map to more specifically identify those parts of Fullerton where potential change is anticipated or planned.
9. Add to, delete, or modify the 1996 General Plan goals, policies, and programs.
10. Amend the remaining General Plan Elements to reflect the components described above.

3.5.2 ELEMENTS OF THE FULLERTON PLAN

The Fullerton Plan includes the following four Master Elements, each containing related chapters:

The Fullerton Built Environment

- ***Community Development and Design Element.*** The Community Development and Design Element addresses the State-mandated components for land use elements. The Element also provides community design guidance, frames future community-based planning efforts for key focus areas within the City, and conserves and enhances the community's image and character.
- ***Housing Element.*** The Housing Element provides a detailed analysis of the City's demographic, economic, and housing characteristics as required by State Law. The Housing Element also evaluates the City's progress in implementing the previous document's policy program and actions related to housing production, preservation, conservation, and rehabilitation.
- ***Historic Preservation Element.*** The purpose of the Historic Preservation Element is to guide the preservation, protection, restoration, and rehabilitation of historical resources in order to reaffirm their continuing value as a resource contributing to the vitality and diversity of the present. This Element identifies Fullerton's existing resources based upon comprehensive survey conducted in the City.
- ***Mobility Element.*** The purpose of the Mobility Element is to further the attainment of a balanced, multi-modal transportation network that minimizes environmental and neighborhood impacts. This Element includes an assessment of the City's existing and future system of roadways, bicycle and pedestrian facilities, bus and rail transit systems,



and airport—all of which collectively provide for the movement of persons and goods throughout the City, the region, and beyond.

- **Bicycle Element.** The purpose of the Bicycle Transit and Recreation Element is to provide Fullerton with a plan, as well as goals, policies, and actions, designed to meet commuter and recreational user needs and provide safe connectivity to and between activity centers within the City, and with adjoining jurisdictions.
- **Growth Management Element.** The Growth Management Element addresses the Measure M required components for growth management and is intended to ensure that infrastructure planning meets the needs of current and future residents of Fullerton by setting forth policy related to growth management and providing implementation and monitoring provisions.
- **Noise Element.** The purpose of the Noise Element is to examine noise sources in the City in order to identify and appraise the potential for noise conflicts and problems and to identify ways to reduce existing and potential noise impacts.

The Fullerton Economy

- **Economic Development Element.** The purpose of the Economic Development Element is to increase the wealth and standard of living of all residents in Fullerton with policies that support a diverse, innovative, competitive, entrepreneurial, and sustainable local economy.
- **Revitalization Element.** The purpose of the Revitalization Element is to encourage public and private cooperative efforts that result in investment in the City's neighborhoods and districts and improvements in the City's tax base.

The Fullerton Community

- **Public Safety Element.** The Public Safety Element seeks to sustain and improve the City's commitment to safety through proactive and comprehensive police and fire services that advance community outreach, education, and awareness, reinforce partnerships, promote prevention, and enhance the technical, logistical and technological systems and tools to prepare for and respond to public safety needs.
- **Public Health Element.** The Public Health Element seeks to advance community health through enhancing convenient and safe opportunities for physical activity; facilitating access to healthful food and clean air and water; encouraging quality health care, elder care, and child care; providing educational resources; and promoting strong and stable neighborhoods.
- **Parks and Recreation Element.** The purpose of the Parks and Recreation Element is to guide the acquisition, maintenance and development of parks, trails and recreational facilities and programs throughout the City.



- **Arts and Culture Element.** The Arts and Culture Element seeks to increase access to the arts, heighten awareness of the existing cultural resources, reinforce the value of the City's libraries, encourage arts and culture-related partnerships, and expand opportunities for local cultural activities and visual and performing arts.
- **Education Element.** The Education Element allows the City to contribute to and participate in the advancement of education and its related attributes (quality of life, arts and culture, sports, etc.) in Fullerton including partnership building, long-range planning, business development, and life-long learning opportunities.
- **Community Involvement Element.** The purpose of the Community Involvement Element is to provide residents of Fullerton with information, education and opportunities for involvement in social, economic, environmental and operational issues that affect their lives.

The Fullerton Natural Environment

- **Water Element.** The purpose of the Water Element is to ensure that the City has adequate water resource capacities and water quality to meet future growth needs. The Water Element seeks to effectively manage water and natural watershed resources, including water supply, quality and conservation, and storm water.
- **Air Quality and Climate Change Element.** The purpose of the Air Quality and Climate Change Element is to protect the health and welfare of the community through policies aimed at reducing greenhouse gas emissions and work toward reducing the potential adverse effects of global warming, in order to meet federal and state air quality standards.
- **Integrated Waste Management Element.** The Integrated Waste Management Element seeks to encourage solid waste reduction and provide for the efficient recycling and disposal of refuse and solid waste material without deteriorating the environment.
- **Open Space and Natural Resources Element.** The purpose of the Open Space and Natural Resources Element is to protect, maintain, and enhance Fullerton's natural resources and open space lands for the betterment of current residents and future generations within Fullerton.
- **Natural Hazards Element.** The Natural Hazards Element seeks to reduce the potential risk of death, injuries, property damage and economic and social dislocation resulting from natural hazards within or affecting the Fullerton community.

3.5.3 BICYCLE MASTER PLAN

Adopted concurrently with The Fullerton Plan, the Bicycle Master Plan provides goal, policies, and actions to The Fullerton Plan while also meeting the requirements for a Bicycle Transportation Plan (Section 891.2(a) through (k) of the Streets and Highways Code) to establish the City of Fullerton's eligibility for Caltrans Bicycle Transportation Account funds. The



Bicycle Master Plan goes beyond the requirements for a Bicycle Transportation Plan and covers on- and off-street paved bicycle facilities for both commuting and recreation.

The Bicycle Master Plan seeks to elevate prior work efforts dating back to City bikeway plans of 1971, 1983 and 1996, and the work of the Fullerton Bicycle Task Force from 1990-1992; recognizing that bicycling as a means of mobility is a priority to the Fullerton community and that the needs of bicycle users in the City, and the creation of a complete and safe bicycle network, are central to maintaining and enhancing Fullerton's quality of life. The Bicycle Master Plan is the first which will seek formal approval under the Streets and Highways Code.

3.5.4 CLIMATE ACTION PLAN

California adopted Assembly Bill (AB) 32, the California Global Warming Solutions Act of 2006, which requires California to reduce statewide greenhouse gas (GHG) emissions to 1990 levels by 2020. The California Air Resources Board (CARB) encourages local governments to adopt a reduction goal for municipal operations emissions and move toward establishing similar goals for community emissions that parallel the State commitment to reduce GHGs. As part of the Fullerton Plan process, the City also decided to undertake development of its first Climate Action Plan (CAP). Development of the CAP occurred simultaneously with The Fullerton Plan to ensure that the CAP was synchronized with the direction of the Plan. The CAP is an important implementing action of the Plan that must reflect and be consistent with the overall goals of The Fullerton Plan.

Adopted concurrently with The Fullerton Plan, the CAP is an implementing action of The Fullerton Plan that describes measures intended to reduce GHG emissions within City operations and the community at-large. Overall, the goal of the CAP is to reduce Fullerton's GHG emissions by 15 percent below 2009 emission levels by the year 2020. The CAP provides general information about climate change and how GHG emissions within the community contribute to it, as well as an analysis of the potential effects of climate change on the community. In addition, the CAP describes the baseline GHG emissions produced in Fullerton, and projects GHG emissions that could be expected if the CAP was not implemented. The CAP establishes a comprehensive, GHG emissions reduction strategy for Fullerton with regard to four strategies: 1) Transportation and Mobility, 2) Energy Use and Conservation, and 3) Water Use and Efficiency, 4) Solid Waste Reduction and Recycling.

The CAP implements policies that have been identified in the Built Environment and Natural Environment Master Elements, including the Mobility, Bicycle, Water, Air Quality and Climate Change, and Integrated Waste Management Chapters of The Fullerton Plan. The Fullerton Plan includes specific goals and policies that guide the City's approach to climate change, including guidelines for preparing inventories or plans and general reduction strategies. As climate change is a cross-cutting issue addressed by many elements of The Fullerton Plan, the CAP as a whole is considered an implementation measure for the relevant policies discussed in The Fullerton Plan. This structure allows the City to update the CAP on an on-going, as-needed basis to ensure that the City's climate protection efforts reflect both current legislation and emerging best practices.



3.5.5 COMMUNITY DEVELOPMENT PLAN

The Fullerton Plan Community Development Plan, goals, and policies are essential components that guide future development in the City. The graphic depiction of the City's official policy relative to land use and community development is presented on [Exhibit 3-3, *Community Development Plan*](#). The Fullerton Plan maintains the currently adopted underlying land use designations pursuant to the 1996 General Plan (and subsequent amendments) and addresses prior inconsistencies between the General Plan land use designations and the current zoning for the parcels identified in Community Development and Design Element Table 4. Descriptions and images of intended form and character have been added to guide development. In The Fullerton Plan, the 1996 General Plan's "land use designations" have been renamed "community development types." The community development types still function as land use designations under General Plan law.

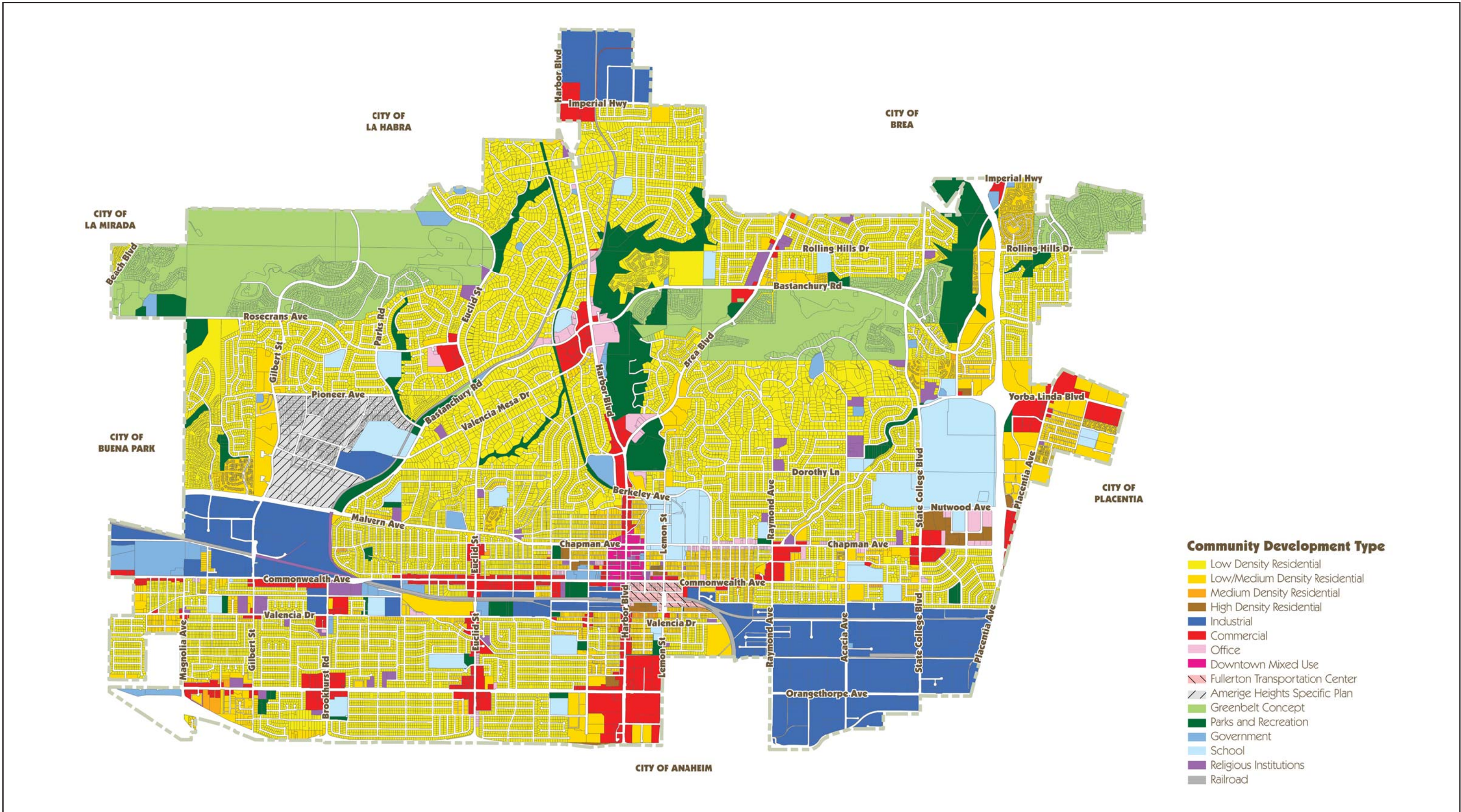
The Community Development Plan divides the City into community development types (i.e., land use designations) that define areas of the City by type of use, existing neighborhood character, and intent of future growth. [Table 3-3, *Community Development Type Density/Intensity Summary*](#), outlines the community development types described in the Community Development and Design Element and illustrated in the Community Development Plan. Two new community development types were created, because the 1996 General Plan land use designations do not encompass the higher end of the density/intensity range now desired for specific areas of the City.

3.5.6 FOCUS AREAS

Twelve geographic focus areas have been identified in the City within which to concentrate future community-based planning efforts. These focus areas generally possess some or all of the following characteristics:

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

Envisioned land uses and appropriate densities and intensities are generally described for each Focus Area in the *Community Development and Design Element Tables and Exhibits* section. In addition, policy guidance for each Focus Area is provided in General Plan Part I, *The Fullerton Vision*. The Focus Areas illustrated on [Exhibit 3-4, *Focus Area Map*](#), receive an Overlay Designation. For parcels that are within a Focus Area Overlay Designation, the underlying community development type applies until a specific plan, master plan, or other implementing document is prepared through a community-based planning process, at which point a General Plan Amendment would be adopted to re-designate the land, if necessary. [Table 3-4, *Projected Land Use Change – Focus Areas*](#), summarizes the buildout estimate and increase over existing conditions that would occur within each Focus Area through implementation of the community development and design policies in The Fullerton Plan.



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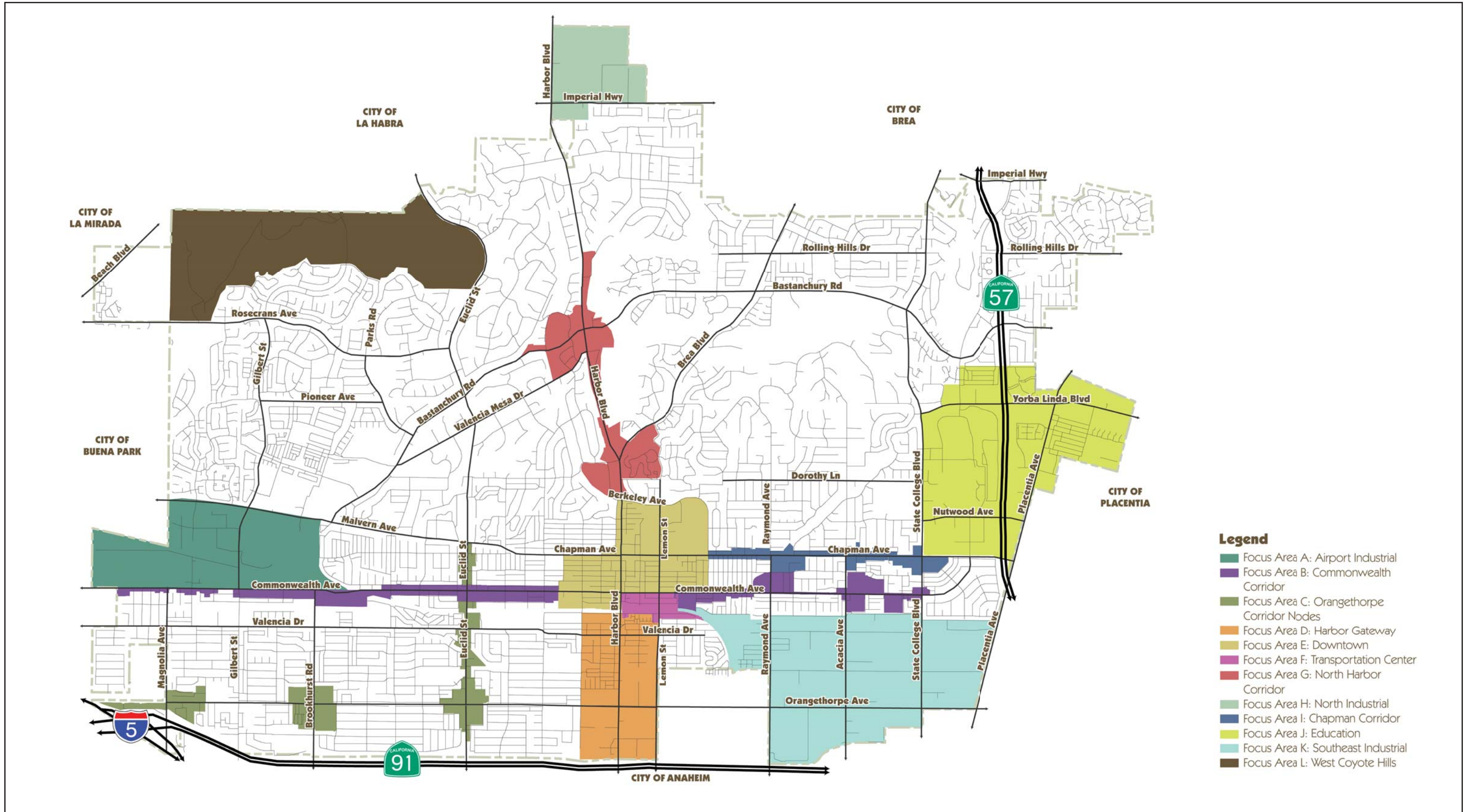
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PROGRAM ENVIRONMENTAL IMPACT REPORT

Community Development Plan



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THE FULLERTON PLAN 2030
PROGRAM ENVIRONMENTAL IMPACT REPORT

Focus Area Map



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**Table 3-3
Community Development Type Density/Intensity Summary**

Designation	Residential Density	Non-Residential Intensity
Residential		
Low Density Residential	Up to 6 du/ac	Up to 0.35 FAR
Low/Medium Density Residential	6.1 to 15 du/ac	Up to 0.35 FAR
Medium Density Residential	15.1 to 28 du/ac	Up to 0.50 FAR
High Density Residential	Over 28.1 du/ac	Up to 0.65 FAR
Greenbelt Concept	Up to 3 du/ac	N/A
Commercial		
Commercial	N/A	0.30 to 0.35 FAR
Office	N/A	0.30 to 0.35 FAR
Mixed Use		
Downtown Mixed Use	30 to 60 du/ac	0.90 to 2.0 FAR
Neighborhood Center Mixed Use ^{1, 2}	16 to 60 du/ac	0.50 to 3.0 FAR
Urban Center Mixed Use ¹	30 to 80 du/ac	0.75 to 3.0 FAR
Industrial		
Industrial	N/A	0.35 to 0.50 FAR
Public Land		
School Facilities	N/A	N/A
Government Facilities	N/A	N/A
Parks and Recreation	N/A	N/A
Other		
Religious Institutions	N/A	Up to 0.35 FAR
Specific Plans <ul style="list-style-type: none"> ▪ Amerige Heights; ▪ Fullerton Transportation Center 	Based on Specific Plan	
<p>1. This is one of two new community development types that were created, because the 1996 General Plan land use designations do not encompass the higher end of the density/intensity range now desired for specific areas of the City.</p> <p>2. Allowable density/intensity may vary, based on Focus Area policies.</p>		
<p>Source: RBF Consulting, <i>The Fullerton Plan Community Development and Design Element Table 5, Community Development Type Density/Intensity Summary</i>, 2011.</p>		



**Table 3-4
Projected Land Use Change – Focus Areas
(Increase Over Existing Conditions)**

Focus Area	Residential (DU)		Non-Residential (SF)	
	Build-Out	Change	Build-Out	Change
Airport Industrial	173	84	6,192,169	252,019
Commonwealth Corridor	1,269	477	1,480,068	323,450
Orangethorpe Corridor Nodes	1,068	719	1,894,966	832,689
Harbor Gateway	4,306	2,549	3,317,166	1,438,580
Downtown	2,140	926	3,303,735	223,114
Transportation Center	1,562	1,560	783,402	320,000
North Harbor Corridor	337	240	2,411,298	870,906
North Industrial	1,142	1,142	3,900,481	1,354,783
Chapman Corridor	586	292	1,018,283	446,227
Education	7,867	1,234	9,153,388	1,880,572
Southeast Industrial	202	201	17,137,903	2,654,428
West Coyote Hills	760	760	205,423	69,697
<i>TOTAL¹</i>	<i>21,412</i>	<i>10,183</i>	<i>50,798,275</i>	<i>10,666,459</i>

1. Totals vary slightly due to rounding.

3.5.7 LAND USE PROJECTIONS

Table 3-5, *The Fullerton Plan (Buildout) Land Use Projections*, summarizes the projected total land use (buildout) in 2030 based on The Fullerton Plan community development and design policies. As indicated in Table 3-5, buildout of The Fullerton Plan would result in approximately 56,130 DU at buildout. Additionally, approximately 56.3 million SF of non-residential land uses are anticipated at buildout.

3.5.8 GROWTH AND ASSUMPTIONS

As previously noted, Focus Areas involve those parts of Fullerton where potential change is anticipated or planned; refer to Exhibit 3-4. Based on the policies found in The Fullerton Plan, the appropriate community development types, and the density and intensity standards established for each Focus Area, the City has projected the anticipated land use change through the life of The Fullerton Plan.

Overall, The Fullerton Plan Program EIR analysis is based upon several assumptions regarding existing and future conditions in the City of Fullerton. Unless otherwise stated, the assumptions are identified in Table 3-6, *The Fullerton Plan Growth Assumptions*.



**Table 3-5
The Fullerton Plan (Buildout) Land Use Projections**

Land Use	Square Feet	Dwelling Units
Residential		
Single-Family Residential	0	26,467
Multi-Family Residential	0	29,056
<i>Residential Sub-Total</i>	<i>0</i>	<i>55,523</i>
Commercial		
Commercial-Residential	321,815	607
Commercial-Retail	14,083,287	0
Office	5,758,602	0
<i>Commercial Sub-Total</i>	<i>20,163,704</i>	<i>607</i>
Industrial		
Light Industrial	25,100,070	0
Airport	275,232	0
<i>Industrial Sub-Total</i>	<i>25,375,302</i>	<i>0</i>
Public/Religious		
Church	253,897	0
College/University	8,113,362	0
Government Facilities	1,194,926	0
School	668,354	0
<i>Public/Religious Sub-Total</i>	<i>10,230,539</i>	<i>0</i>
Open Space/Parks/Recreation		
Park	88,950	0
Open Space	NA	0
Golf Course	35,577	0
<i>Open Space/Parks/Recreation Sub-Total</i>	<i>124,527</i>	<i>0</i>
Other		
Parking Facilities	167,594	0
Utilities	234,376	0
Flood Control	11,432	0
<i>Other Sub-Total</i>	<i>413,402</i>	<i>0</i>
Total	56,307,474	56,130



**Table 3-6
The Fullerton Plan Growth Assumptions**

Description	Existing 2010	The Fullerton Plan (Buildout 2030)	Change
Residential Uses (Dwelling Units)	45,947 ¹	56,130	+10,183
Household Size (Persons Per Household) ²	2.945	2.945	N/A
Population (Persons) ³	135,314	165,303	+29,989
Non-Residential Development (Square Feet)	45,641,015 ⁴	56,307,474	+10,666,459
Employment (Jobs)	59,851 ⁵	83,883 ⁶	+24,032
Vacant Land (Acres)	708.71	0	-708.71

1. RBF Consulting, City of Fullerton tax rate information, supplemented with City of Fullerton GIS and water billing database, and field verification.
 2. State of California, Department of Finance, *E-5 Population and Housing Estimates for Cities, Counties and the State, 2001-2010, with 2000 Benchmark*, Sacramento, California, May 2010.
 3. Based on number of dwelling units and 2.945 persons per household.
 4. RBF Consulting, City of Fullerton tax rate information, supplemented with City of Fullerton GIS and water billing database, and field verification.
 5. Year 2008; Stanley R. Hoffman, *Public Revenue Analysis of General Plan Update Incremental Development Memorandum Table A-1, General Plan Socio-Economic Assumptions*, City of Fullerton, 2008, May 4, 2010.
 6. Stanley R. Hoffman, *Public Revenue Analysis of General Plan Update Incremental Development Memorandum Table 8, Population and Employment Growth by Focus Areas*, City of Fullerton, 2008, May 4, 2010.

3.5.9 PROPOSED GENERAL PLAN GOALS AND POLICIES

Each chapter within The Fullerton Plan contains one or more goals and associated policies and actions to achieve those goals, which in turn support The Fullerton Plan Vision. The policies and actions are equally important in working to achieve the goal. The policies and actions address: general matters/those that do not fit into a geographic context; the region/subregion; City-wide (reaching all of Fullerton); neighborhood/area specific; and project level or site specific. The Goals, Policies, and Actions are defined as follows:

- **Goals.** General statements of activity or intent to achieve a desired condition that serves as an endpoint and may be attainable.
- **Policies.** Specific statements that provide a directive or framework for City decision-making that directly contribute to the attainment of the goal.
- **Actions.** Specific implementation steps, projects or programs, to be lead by the City that will contribute to the attainment of the goal within specific timeframes.

The Goals, Policies, and Actions are outlined below.

OVERARCHING POLICIES

- OAP1 Comply with State and Federal laws and regulations while maintaining local control in decision-making.



- OAP2 Pursue Federal, State and local funding options to support implementation of The Fullerton Plan.
- OAP3 Leverage the advantages and advances of technology.
- OAP4 Seek opportunities for increased efficiency and effectiveness.

CHAPTER 1: COMMUNITY DEVELOPMENT AND DESIGN

Goal 1: Resilient and vital neighborhoods and districts.

Policies

- P1.1 ***Regional Coordination***
Support regional and subregional efforts to create a strong sense of place and support the efficient use of land.
- P1.2 ***Subregional Coordination***
Support projects, programs and policies to promote compatibility and mutually beneficial built environments and land uses with adjacent jurisdictions and other agencies.
- P1.3 ***Protection and Restoration of Natural Resources***
Support projects, programs, policies and regulations to protect, and where appropriate restore, the natural landscape, topography, drainage ways, habitat, and other natural resources when planning improvements to existing and new neighborhoods and districts.
- P1.4 ***Connection and Integration of Uses***
Support projects, programs and policies to improve connections between housing, shops, work places, schools, parks and civic facilities, and integrate uses where possible and appropriate. (See Chapter 4: Mobility for related policies.)
- P1.5 ***Maintenance and Improvement of Existing Built Environment***
Support projects, programs, policies and regulations to maintain positive attributes of the built environment and seek continual improvement.
- P1.6 ***Protection of Employment Areas***
Support projects, programs, policies and regulations to evaluate and consider short- and long-term impacts of the conversion of manufacturing and industrial lands and employment centers on the City.
- P1.7 ***Development that Supports Mobility***
Support projects, programs, policies and regulations to promote a development pattern that encourages a network of multi-modal transportation options.



Project Description

- P1.8 ***Consideration of Neighborhood Impacts***
Support projects, programs, policies and regulations to evaluate and consider short- and long-term impacts of significant planning efforts or developments on nearby neighborhoods.
- P1.9 ***Housing Choice***
Support projects, programs, policies and regulations to create housing types consistent with market demand for housing choice.
- P1.10 ***Focus Area Planning***
Support projects, programs, policies and regulations to evaluate ways to contribute to the resiliency and vitality of neighborhoods and districts as part of community-based planning of Focus Areas.
- P1.11 ***Compatibility of Design and Uses***
Support programs, policies and regulations to consider the immediate and surrounding contexts of projects to promote positive design relationships and use compatibility with adjacent built environments and land uses, including the public realm.
- P1.12 ***Energy- and Resource-Efficient Design***
Support projects, programs, policies and regulations to encourage energy and resource efficient practices in site and building design for private and public projects. (See Chapter 19: Open Space and Natural Resources for related policies.)
- P1.13 ***Universal Design***
Support projects, programs, policies and regulations to produce buildings and environments that are inherently accessible to people of all abilities.

Actions

- A1.1 ***Citywide Design Standards***
Prepare community-based design standards as an objective reference to implement The Fullerton Plan during City review of project applications.
- A1.2 ***Collaborative Campus Planning***
Collaborate with Fullerton's vocational schools, colleges and universities to integrate campuses into the community fabric.
- A1.3 ***Small Lot Housing***
Amend the Zoning Ordinance to create a floating zone that allows the development of townhomes and single-family homes on small lots within the City's residential neighborhoods. Consider the use of form-based standards to ensure that buildings have a quality design and positive relationship to the public realm.
- A1.4 ***Focus Area Implementation***
Develop and implement community-based master plans, specific plans, form-based codes, or other plans and programs to achieve the objectives for each Focus Area.



- A1.5 ***Accessory Unit Plans***
Prepare off-the-shelf plans and construction documents for prototypical accessory units that could be built on a variety of single-family residential properties throughout the City.
- A1.6 ***Interdepartmental Coordination and Collaboration***
Expand interdepartmental coordination to collaborate throughout all phases of City projects.
- A1.7 ***Energy-Efficient Retrofits***
Prepare guidance to homeowners on energy-efficient retrofits of existing dwellings.

Goal 2: A positive identity and distinctive image.

Policies

- P2.1 ***Perceived Image and Identity***
Support regional and subregional efforts to improve the public image and perception of Southern California, Orange County, and North Orange County.
- P2.2 ***Distinctive and Memorable Places***
Support projects, programs, policies and regulations to promote distinctive, high-quality built environments whose form and character respect Fullerton's historic, environmental and architectural identity and create modern places that enrich community life and are adaptable over time.
- P2.3 ***Distinctive Landmarks***
Support projects, programs, policies and regulations to preserve existing landmarks and encourage the creation of new landmarks that reinforce Fullerton's identity and image.
- P2.4 ***Sense of Place***
Support projects, programs, policies and regulations to reinforce the character and sense of place of established neighborhoods and districts by preserving and enhancing the attributes which contribute to neighborhood and district identity, vitality and livability.
- P2.5 ***Maintenance and Management***
Support programs and policies to facilitate the efforts of property and business owners within neighborhoods and districts to maintain and manage the quality of their environments.
- P2.6 ***Focus Area Planning***
Support projects, programs, policies and regulations to create a positive identity and distinctive image as part of community-based planning of Focus Areas.



Project Description

- P2.7 ***Relationship to Street***
Support projects, programs, policies and regulations to site and design buildings to create a positive, accessible image along the street and reinforce a vibrant and comfortable public realm.
- P2.8 ***Responsiveness to Context***
Support projects, programs, policies and regulations to respect the local context, including consideration of cultural and historic resources, existing scale and character and development patterns of the surrounding neighborhood or district.

Actions

- A2.1 ***North Orange County Identity***
Collaborate with north Orange County communities to identify and promote subregional assets to enhance external perceptions of the subregion's identity and image and stimulate local investment.
- A2.2 ***Gateway and Wayfinding Program***
Develop a community-based comprehensive gateway and wayfinding plan and implementation program that includes a hierarchy of entry monumentation, landscaping and signage throughout the City, and is based on an understanding of edges, paths and corridors, nodes, and landmarks.
- A2.3 ***Community Planning and Design Assistance Center***
Investigate opportunities with the Fullerton community, area schools and colleges, and local organizations to establish a non-profit community service program focused on providing urban design, architecture and planning services to assist members of the community with their efforts to improve or enhance their properties and environs.
- A2.4 ***Branding and Marketing***
Brand and market the City's Focus Areas to promote district identity and image.

CHAPTER 2: HOUSING

- Goal 3:** ***A supply of safe housing ranging in cost and type to meet the needs of all segments of the community.***

Policy Actions

- 3.1 ***Provision of Adequate Sites for Housing Development***
To ensure the continued availability of adequate sites to accommodate estimated future construction need by income category, the City shall update and revise the General Plan and Zoning Ordinance to establish and codify land use designations/classifications that will meet projected need for the 2006-2014 Planning Period. Specifically, the City will identify General Plan/Zoning revisions that will facilitate the development of extremely-low, very-low, low, moderate, and above-moderate rental and for-sale housing.



To accommodate the City's remaining very-low and low income growth need of 647 dwelling units and to ensure compliance with adequate sites requirements of AB 2348, the City shall rezone up to 35 acres of land to permit by-right residential development at a minimum density of 30 du/ac. Residential development permitted by-right shall include rental and owner-occupied, single and multifamily units.

At least 11.9 acres of these rezoned sites shall permit exclusively by-right residential development at a minimum density of 30 du/ac to accommodate 50 percent of the City's very-low and low income growth need. Individual sites rezoned for very-low and low income need shall be required to accommodate a minimum of 16 housing units.

The City has identified candidate sites considered for rezoning in Appendix B2, Table B2-1 of the Housing Element.

3.2 ***Income-Level Based Inventory of Units Built***

To better track the income levels of units built during the Planning Period and provide a more effective way to track performance during the Planning Period, the City will include an estimated sales/rental value at time of unit occupancy. This value will be included as part of the application to reflect the assumed market value of the home constructed.

3.3 ***Expedited Processing for Extremely-Low, Very-Low, Low, and Moderate Income Housing Developments***

The City shall review existing discretionary entitlement and plan check procedures for affordable housing developments to determine if the discretionary procedures pose a potential impediment to housing development. Based upon these findings, if appropriate, the City shall develop programs and procedures to identify methods by which extremely-low, very-low, low, and moderate housing developments could be processed in a more expeditious manner. To further encourage development of affordable housing projects the City shall identify methods by which the processing of affordable housing can be expedited.

On an ongoing basis, the City shall evaluate the effectiveness of the expedited processing timelines and modify as needed to further encourage affordable housing development.

3.4 ***Facilitate Infill Development***

The built-out nature of the City requires the evaluation of land currently developed with existing uses for potential residential development. The City will facilitate infill development within feasible development sites for homeownership and rental units. The City shall facilitate the development of infill residential development through proactive and coordinated efforts with the Redevelopment Agency, Planning Division, private development and non-profit entities, and any other housing related groups to encourage the construction of residential development affordable to extremely-low, very-low, low, and moderate income households through a menu of regulatory incentives (i.e., streamlined review, reduced development standards, land assemblage, lot consolidation, fee assistance, and other methods that will effectively encourage infill development).



3.5 ***Encourage Mixed Use Development***

Due to the limited vacant land resources and the desire of the City to provide connections with jobs, housing, and transportation, the City shall encourage mixed use development to further enhance the viability and success of residential development. Key focus areas shall include the City's primary activity centers, including the downtown area. The City will continue to permit mixed use development in the C-3 zone and through the development of specific plans. The City will further encourage mixed use development through a variety of activities such as organizing special marketing events geared towards the development community, posting the sites inventory on the City's webpage, identifying and targeting specific financial resources, and reducing appropriate developments standards.

3.6 ***Encourage Development of Housing for Extremely-Low Income Households***

The City encourages the development of housing units for households earning 30% or less of the Median Family Income for Orange County. Specific emphasis shall be placed on the provision of family housing and non-traditional housing types such as single-room occupancies, transitional facilities, and housing units serving temporary needs. The City will encourage development of housing for extremely-low income households through a variety of activities such as outreaching to housing developers, providing financial or in-kind technical assistance or land-write downs, providing expedited processing, identifying grant and funding opportunities, and/or offering additional incentives beyond the density bonus provisions.

3.7 ***Development of Housing for Families***

The City understands that appropriately sized housing units for families is an important means to improve livability, reduce incidence of overcrowding and minimize deferred maintenance issues. To support the development of rental and for-sale housing for larger families, especially extremely-low income larger families, the City encourages developers/builders to incorporate larger bedroom counts in future housing developments, as appropriate, to accommodate the needs of larger families. The City will encourage development of housing for families through a variety of activities such as outreaching to housing developers, providing financial or in-kind technical assistance or land-write downs, providing expedited processing, identifying grant and funding opportunities, and/or offering additional incentives beyond the density bonus provisions.

3.8 ***Encourage Senior Housing***

The City understands the unique needs of the senior population. Seniors generally have limited resources and require more specialized housing needs and facilities that are not generally available in the marketplace. The City shall continue to encourage through incentives (e.g. financial assistance, parking reductions, regulatory waivers, etc.) a variety of housing choices to meet the particular needs of seniors. These may include independent living to assisted living with services on-site, including healthcare, nutrition, transportation, and other appropriate services.



- 3.9 ***Amend the City of Fullerton Density Bonus Ordinance***
The City's existing Density Bonus Ordinance provides for incentives, concessions, and other regulatory procedures that facilitate and encourage the development of affordable housing in the community. To further the effectiveness of the Density Bonus Ordinance and to be in compliance with the requirements of SB 1818 and State and Federal Fair Housing Law, the City shall review and revise the existing Density Bonus Ordinance.
- 3.10 ***Use Redevelopment Agency Set-Aside Funds to Facilitate the Development of Rental and Homeownership Housing***
The City shall continue its obligation to allocate 20 percent of its Redevelopment Agency Set-Aside Funds for the development of affordable housing.
- 3.11 ***Use of Surplus City-Owned Land for Affordable Housing Opportunity***
When surplus City property becomes available, the City shall determine whether the property is feasible for development of affordable housing units. Where feasible, the City shall encourage the development of affordable housing units.
- 3.12 ***Support Community Housing Development Organization (CHDO) Projects***
CHDO's are private nonprofit, community-based service organizations whose primary purpose is to provide and develop decent, affordable housing. The City will continue to provide in-kind assistance and funding for qualified CHDO's to develop affordable housing.
- 3.13 ***Review and Revise the City of Fullerton's Second Dwelling Unit Ordinance***
The City understands that second dwelling units provide a viable tool to enhance the availability of affordable housing opportunities in the City. The City currently provides policies and procedures for the development of second dwelling units within the Fullerton Municipal Code. To ensure the City's existing policies and procedures for second dwelling units are effective in providing additional affordable housing opportunities, the City shall review the existing Second Unit Ordinance and identify revisions, as appropriate, to further encourage the development of second units.
- 3.14 ***Establish Comprehensive Community Outreach Strategy for Housing***
The City understands that one of the most effective tools to inform and educate the community about the City's housing programs, policies and resources is through direct outreach. To ensure the Fullerton community is provided the highest level of access to information, the City shall evaluate the effectiveness of existing outreach and community education efforts and develop a comprehensive outreach strategy. The outreach strategy will consider various methods of delivery, including print media, mailers, web-based information, speaker's bureaus, and other methods that consider economic and cultural considerations unique to the City of Fullerton.
- 3.15 ***Review and Revise Multi-Family Parking Requirements***
The City understands that parking requirements may impact the feasibility of residential development, especially the development of multi-family units. To ensure the City's parking requirements are not a constraint to residential development, especially new housing units affordable to lower and moderate income households, the City shall review the existing parking requirements and revise the requirements,



as appropriate. Further study of these revisions shall be conducted as part of anticipated Zoning Code revisions as provided in this Housing Element. Evaluation of the parking requirements may include:

Reductions in the number of spaces required for affordable or senior housing projects, if it can be demonstrated that the expected tenants will own fewer cars than the regular standards anticipate.

Allowances for some of the spaces to be covered or uncovered space in-lieu of garage spaces for multi-family development in the R-G, R-3R, R-3, R-3P and R-4 zones.

3.16 ***Residential Development Monitoring Program for Rezoned Sites***

The City shall implement a program to monitor housing development on rezoned sites to ensure the capacity of sites is at a minimum equivalent to the City's remaining RHNA need, consistent with Policy Action 3.1 of this Housing Element. On an annual basis, the City shall analyze constructed/approved projects, remaining vacant and underutilized land capacity and market trends. Based on the findings of this analysis, the City shall revise policies as necessary to further encourage and facilitate residential development on rezoned sites to satisfy the City's remaining RHNA need.

Recognizing that sites rezoned through Policy Action 3.1 may become unavailable for residential development over time, the monitoring program will include analysis of the need to rezone additional sites to ensure the City's remaining RHNA need is met through the Planning Period.

3.17 ***Preservation of Historic Residential Resources***

The City values its historic residential resources. To ensure the continued preservation of historic residential structures, the City shall encourage the conservation, preservation and enhancement of the City's historic residential neighborhoods. The City shall consult with organizations, such as Fullerton Heritage, and investigate the appropriateness and feasibility of additional General Plan policies that further encourage the preservation and enhancement of historic residential resources in the City. Additionally, the City shall periodically update the City's Historic Building Survey.

3.18 ***Proactive Identification of Substandard Housing Areas***

The City understands that deferred maintenance of the existing housing stock plays a primary role in the incidence of substandard housing. To address the issues of deferred maintenance, the City shall proactively identify areas in the City that exhibit a prevalence of substandard conditions. Based upon this identification, the City shall prioritize the allocation of rehabilitation funding resources to address those areas with the highest level of identified need. The City shall provide on-going review of these identified areas.



3.19 ***Affordable Housing Acquisition and Rehabilitation***

The City shall pursue the acquisition, rehabilitation, conversion, and accessibility of existing market-rate units to affordable units. The City shall also consider the feasibility of acquisition, rehabilitation, and conversion of existing underperforming hotels and motels.

3.20 ***Funding for Resident-Initiated Rehabilitation Activities***

The City encourages residents to proactively address deferred maintenance issues. To encourage resident-initiated rehabilitation, the City shall provide grants and loans to eligible residents through the Housing Rehabilitation Loan Program and Housing Rehabilitation Grant Program to support improvements to existing neighborhoods.

3.21 ***Proactive Code Enforcement***

To ensure continued monitoring of housing quality, condition, and use, the City shall proactively enforce the City's Building Code to address existing exterior and interior code violations that affect multi-family and single-family housing units within the City's neighborhoods.

3.22 ***Owner-Occupied Housing Rehabilitation***

To enhance the quality of existing single-family neighborhoods, the City shall offer low-interest and no-interest loans and grants to encourage owner-occupied housing rehabilitation. Based upon available funding and in addition to the loan programs, assistance may include: Roof Grants, Paint Grants, Owner Builder Grants, Mobile Home Grants, Handicap Modification Grants, Seismic Retrofit Grants, Block Improvement Grants, and Lead Hazard Reduction Grants.

3.23 ***Neighborhood-Based Community Enhancement***

The City acknowledges the success of recent neighborhood-based community enhancement efforts such as the Richman Park neighborhood. The City shall identify specific neighborhood focus areas to establish strategies, programs, and improvements to address deferred maintenance, overcrowding, infrastructure deficiencies, and other issues that affect neighborhood quality. The City shall aggressively pursue local, State, and federal funding to assist in the improvement of identified neighborhoods.

3.24 ***Encourage Sustainability and Green Building Practices***

The City has acknowledged the community's concerns regarding the use and conservation of energy resources and embraces the concept of sustainability and "green building" in new and existing housing development. To encourage "green building" practices in new and existing residential development, the City shall evaluate industry trends, technologies, and techniques that encourage the sustainable use of resources in new housing development and the retrofit of existing housing. Based upon this evaluation, the City shall develop programs and procedures, as appropriate, that encourage the incorporation of sustainability in new and existing residential development. The City shall determine the appropriateness of offering incentives or other mechanisms to further encourage the incorporation of sustainability in residential development.



3.25 ***Relocation Assistance***

The City will provide relocation assistance to individuals and households through the City's Permanent Relocation Assistance Program to complement future rehabilitation programs as required by funding sources. Relocation assistance will be provided when federal funds or local Housing Set-Aside funds are used for housing rehabilitation programs that displace current lower-income residents. Relocation assistance shall include financial assistance and other services for "rental to rental" and "rental to ownership" relocations. The City shall provide, at a minimum, assistance as required by State and/or federal laws associated with the rehabilitation program funding source.

3.26 ***Efficient Use of Energy Resources in Residential Development***

The City shall encourage housing developers to maximize energy conservation through proactive site, building and building systems design, materials, and equipment. The City's goal is to provide the development community the opportunity to exceed the provisions of Title 24 of the California Building Code. The City shall continue to support energy conservation through encouraging the use of Energy Star®-rated appliances, other energy-saving technologies and conservation. To enhance the efficient use of energy resources, the City shall review the potential of offering incentives or other strategies that encourage energy conservation.

3.27 ***Address Overcrowding***

The City acknowledges that overcrowding in housing causes undue strain on infrastructure, quality of life and negatively affects housing conditions. The City shall evaluate the potential causes to overcrowding, which may include limited availability of appropriately sized housing units, housing costs, and other issues. Based upon this evaluation, the City shall set forth a strategy of actions to address identified causes and reduce overcrowding. Actions to address overcrowding may include proactive code enforcement activities, coordinating with property management and homeowners' associations to monitor overcrowding, and evaluating potential for including units with larger bedroom counts in new developments.

3.28 ***Provision of Amenities and Services Adjacent to Housing***

The City understands that quality neighborhoods desire access to a range of amenities to serve the needs of its residents. These may include, but are not limited to parks, open space, retail, educational opportunities, childcare, social services, and other services appropriate to the unique needs of each neighborhood's residents.

On an ongoing basis, the City shall consider the provision of amenities and services within and adjacent to new and existing housing development to further enhance the quality of life within Fullerton's neighborhoods.

3.29 ***Joint Participation of Employers and Housing Developers***

The City strongly encourages the provision of rental and ownership housing for those who are employed within Fullerton's city limits.

The City shall encourage and facilitate the joint participation of employers and housing developers to encourage the development of housing for the City's workforce populations. The City's actions to encourage and facilitate joint



participation of employers and housing developers may include meetings with large employers and local business organizations such as the Chamber of Commerce, participation in workforce housing forums or roundtables, and providing information through the City's Redevelopment and Economic Development Department.

3.30 ***Continued Monitoring and Preservation of Housing Units At-Risk of Converting to Market Rate***

The City of Fullerton shall provide for regular monitoring of existing deed-restricted units that will have expiring affordability covenants during the Planning Period.

To encourage the preservation of these deed-restricted affordable units, the City shall provide for targeted outreach to owners of these units to encourage the extension and/or renewal deed restrictions and/or covenants.

The City shall develop a preservation strategy that is ready for implementation should owners of these units choose not to extend affordability. The preservation strategy shall identify non-profit agencies that the City can partner with to preserve the units and available funding sources. As part of this strategy, the City shall ensure compliance with noticing requirements and conduct tenant education.

3.31 ***Continue Support of Regional Fair Housing Efforts***

The City currently contracts with the Fair Housing Council of Orange County, which provides community education, individual counseling, mediation, and low-cost advocacy with the expressed goal of eliminating housing discrimination and guaranteeing the rights of all people to freely choose the housing for which they qualify in the area they desire. The City refers all inquiries for these services to the Fair Housing Council of Orange County and similar agencies and maintains literature and informational brochures at City Hall available for public distribution. The City will continue the provision of fair housing assistance including landlord/tenant counseling, homebuyer assistance, and amelioration or removal of identified impediments. The City will continue to contract with the Fair Housing Council of Orange County or a similar agency for these services.

3.32 ***Adopt Reasonable Accommodation Procedures***

The City recognizes the unique needs of persons with disabilities. To comply with federal and State housing laws, the City will analyze existing land use controls, building codes, and permit and processing procedures to determine constraints they impose on the development, maintenance, and improvement of housing for persons with disabilities. Based on its findings, the City will develop a policy for reasonable accommodation to provide relief to Code regulations and permitting procedures that have a discriminatory effect on housing for individuals with disabilities. The policy shall include procedures for requesting accommodation, timeline for processing and appeals, criteria for determining whether a requested accommodation is reasonable, and ministerial approval for minor requests.



3.33 ***Emergency Shelters and Supportive and Transitional Housing***

Pursuant the provisions of SB 2, the City shall analyze and revise the existing Zoning Ordinance to allow for emergency shelters, transitional housing, and supportive housing for homeless individuals and families. The City will comply with SB 2 by:

Amending the R-3, R-4, or R-5 zones, or other suitable zone(s) with sufficient capacity, to permit emergency shelters without discretionary approvals. The subject zoning category(ies) shall include sites with sufficient capacity to meet the local need.

Amending the Zoning Code to ensure shelters are only subject to the same development and management standards that apply to residential or commercial uses within the same zone.

Amending the Zoning Code to permit transitional and supportive housing as a residential use and only subject to those restrictions that apply to other residential uses of the same type in the same zone.

3.34 ***Section 8 Rental Assistance***

The Orange County Housing Authority (OCHA) currently administers the Section 8 Rental Assistance program on behalf of the City. Currently the program assists renter households in the City of Fullerton. Based on future congressional appropriations, the OCHA will apply for additional funding, which will enable them to administer additional certificates for families, elderly, and persons with disabilities over the Housing Element Planning Period. The City will continue to provide referral services and information to the City's residents.

3.35 ***In-Kind Technical Assistance to Housing Developers***

The City shall encourage and facilitate affordable housing opportunities by providing technical assistance to housing developers in applying for federal and State housing programs including Prop 1C/Prop 46 funds, the Low Income Housing Tax Credit Program, and other available programs in order to purchase, rehabilitate, construct, and/or manage affordable housing in the City. In-kind technical assistance may include assistance with application paperwork, developing pro formas, coordination with outside agencies, and other activities to aid housing developers in the funding process. Particular emphasis shall be provided to non-profit and community-based housing development organizations.

3.36 ***Consideration of Persons with Special Needs***

The City understands persons with special needs may require the incorporation of special housing facilities and services to meet their daily housing needs. The City shall consider the specialized needs of persons with physical and mental disabilities as well as large family households, single parent households, and other groups requiring specialized services or facilities when developing housing within Fullerton.

The City shall encourage private and non-profit housing developers to incorporate specialized housing in new construction and substantial rehabilitation of existing housing.



The City shall evaluate current needs and investigate regulatory incentives and other concessions to further encourage the production of housing for special needs groups.

3.37 ***Homebuyer Assistance Program***

The City has had limited success in implementing a first-time homebuyer program due to the inflated housing market. The City shall evaluate constraints to the provision of this program, review successful programs in other jurisdictions and develop a comprehensive strategy to assist homebuyers who are entering the market for the first time.

3.38 ***Foreclosure Referral Program***

Based on current market dynamics the City seeks to address the increased incidence of residents facing foreclosure. The City shall investigate the feasibility and effectiveness of offering a City-sponsored service to refer residents to external agencies to assist in reducing the incidents of foreclosures in Fullerton.

CHAPTER 3: HISTORIC RESOURCES

Goal 4: Valued and preserved historic resources.

Policies

P4.1 ***Regional Recognition of Historic Resources***

Support programs and policies to raise the regional and subregional awareness of Fullerton's historic resources.

P4.2 ***Awareness of Historic Resources***

Support programs and policies to raise the awareness of the value of historic resources in strengthening communities, conserving resources, fostering economic development, and enriching lives.

P4.3 ***Historic Resources Maintenance and Enhancement***

Support projects, programs, policies and regulations to promote the maintenance, restoration and rehabilitation of historical resources.

P4.4 ***Historic Character and Sense of Place***

Support projects, programs, policies and regulations to reinforce the character and sense of place of established neighborhoods and districts by protecting and preserving those elements in both the private and public realms which contribute to the historic character through the use of tools including, but not limited to, preservation overlay zones and landmark districts.

P4.5 ***Historic Building Preservation***

Support projects, programs, policies and regulations to encourage the protection and preservation of individual historic structures throughout the City, but with particular attention to the preservation of noteworthy architecture in the downtown.



P4.6 *Focus Area Planning*

Support projects, programs, policies and regulations that contribute to the preservation of historic resources as part of community-based planning of applicable Focus Areas.

P4.7 *Responsiveness to Historic Context*

Support projects, programs, policies and regulations to design new buildings that respect the integrity of nearby historic buildings while clearly differentiating the new from the historic.

P4.8 *Co-Benefits*

Support projects, programs, policies and regulations to seek co-benefits along with historic preservation, for example, the provision of affordable housing and/or resource conservation.

P4.9 *Historic Building Retrofits*

Support projects, programs, policies and regulations to encourage the retrofit of historic buildings in ways that preserve their architectural design character, consistent with life safety considerations, maintaining the unique visual image of Fullerton.

Actions

A4.1 *Collaboration with Historical Organizations*

Collaborate with historical conservancies and societies serving the region (e.g. Los Angeles Conservancy, Orange County Historical Society, and California Preservation Foundation).

A4.2 *Historic Resources Planning and Design Assistance*

Investigate opportunities with the Fullerton community, area schools and colleges, and local organizations, including Fullerton Heritage, to provide urban design, architecture and planning services with a focus on historic resource maintenance, restoration and rehabilitation as a component of the Community Design Assistance Center.

A4.3 *Historic Preservation Plan*

Create a comprehensive, community-based Historic Preservation Plan intended to guide, with specificity, ongoing historic preservation efforts including implementation measures, inventories, incentives, promotion, education and regulations. The Plan will explore the potential for community land trusts and transferable development rights.

A4.4 *Outside Resources*

Seek technical guidance and financial resources from the National Trust for Historic Preservation, the California Office of Historic Preservation, and other State and Federal agencies.



- A4.5 ***Transfer of Development Rights***
Explore the feasibility of creating a regional or subregional Transfer of Development Rights (TDR) program to preserve historic properties and channel development potential to infill locations.
- A4.6 ***Mills Act***
Develop and implement a Mills Act program to provide a financial incentive to restore and preserve historic resources.
- A4.7 ***Federal Preservation Programs***
Develop and distribute materials to promote federal programs that encourage historic preservation, such as Federal Historic Preservation Tax Credits and federal tax deductions for charitable contributions (easements) for historic preservation purposes.
- A4.8 ***Fullerton's Architectural Heritage***
Encourage Fullerton Heritage and other preservation groups to create events and programming celebrating Fullerton's architectural heritage.
- A4.9 ***Signage for Historic Districts and Resources***
As part of the citywide wayfinding plan and implementation program, include entry monumentation and signage that identifies, provides boundaries to, and marks historic districts and resources.
- A4.10 ***Establishing Landmark Districts***
Evaluate opportunities to revise Chapter 15.48 of the Zoning Ordinance to encourage property owners to establish Landmark Districts and/or Preservation Zones and to remove barriers that discourage their formation.
- A4.11 ***Guidance for Historic Retrofits***
Encourage the use of the Secretary of the Interior's Standards for Rehabilitation, and work to develop Fullerton-specific standards and guidelines to help owners of historic properties perform energy-efficient upgrades that respect original materials and styles.
- A4.12 ***Skilled Contractors for Retrofits***
Investigate opportunities with Fullerton vocational programs and community colleges to prepare students in the construction trades with the skills to maintain, restore and rehabilitate historic resources. Develop a program to match projects with appropriately skilled contractors.
- A4.13 ***State Historical Building Code***
For projects that involve the rehabilitation of historic buildings, promote the use of the State Historical Building Code to provide flexibility in meeting performance standards and code requirements.
- A4.14 ***Architectural Salvage***
Encourage the establishment of a business, non-profit, or co-op that collects and re-sells historic and non-historic building materials.



CHAPTER 4: MOBILITY

Goal 5: A balanced system promoting transportation alternatives that enable mobility and an enhanced quality of life.

Policies

P5.1 *Circulation Between Cities*

Support regional and subregional efforts to implement programs that coordinate the multi-modal transportation needs and requirements across jurisdictions, including but not limited to the Master Plan of Arterial Highways, the Commuter Bikeways Strategic Plan, the Signal Synchronization Master Plan, the Orange County Congestion Management Plan, and the Growth Management Plan.

P5.2 *Reduction of Single Occupant Vehicle Trips*

Support regional and subregional efforts to increase alternatives to and infrastructure supporting reduction of single occupant vehicle trips.

P5.3 *Mobility Information Infrastructure*

Support projects, programs, policies and regulations to utilize signage and technology to provide real-time information to users of the multi-modal transportation network.

P5.4 *Fullerton Municipal Airport*

Support projects, programs, policies and regulations to advance the Fullerton Municipal Airport as an important economic asset that provides efficient regional travel for business, commerce and the general public, as well as a base of operations for public safety aviation operations.

P5.5 *Fullerton Transportation Center*

Support projects, programs, policies and regulations to advance the Fullerton Transportation Center as an important economic asset that provides efficient regional travel and mode choice options for business, commerce and the general public.

P5.6 *Quality Highways and Roads*

Support projects, programs, policies and regulations to operate and maintain a comprehensive network of arterial highways and local roads supporting safe and efficient movement of people, goods and services to, through and within the City.

P5.7 *Complete Streets*

Support projects, programs, policies and regulations to maintain a balanced multi-modal transportation network that meets the needs of all users of the streets, roads and highways – including bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation and seniors – for safe and convenient travel in a manner that is suitable to the suburban and urban contexts within the City.



- P5.8 ***Maximization of Person-Trips***
Support programs, policies and regulations to plan for and implement an efficient transportation network that maximizes capacity for person-trips, not just vehicle-trips.
- P5.9 ***Coordination with Schools***
Support projects, programs, policies and regulations to improve – in coordination with the school districts – alternatives to the motorized transport of students by parents to and from school.
- P5.10 ***Easements and Rights-Of-Way***
Support projects, programs, policies and regulations to use public easements and rights-of-way along flood control channels and/or inactive railroads as part of the multi-modal network.
- P5.11 ***Integrated Land Use and Transportation***
Support projects, programs, policies and regulations to integrate land use and transportation planning and implementation. (Also see Chapter 1: Community Development and Design, P1.4 Connection and Integration of Uses.)
- P5.12 ***Multi-Modal Traffic Analysis***
Support programs, policies and regulations to analyze and evaluate urban streets using an integrated approach from the points of view of automobile drivers, transit passengers, bicyclists and pedestrians rather than auto-centric thresholds which conflict with other policies of The Fullerton Plan – including better environments for walking and bicycling, safer streets, increased transit use, cost-effective infrastructure investments, reduced greenhouse gas emissions, and the preservation of open space.
- P5.13 ***Development-Oriented Transit***
Support projects, programs, policies and regulations to encourage transit improvements that incentivize investment and link neighborhoods, while fitting the scale and traffic patterns of the surrounding area.
- P5.14 ***Fair Share of Improvements***
Support policies and regulations which require new development to pay a fair share of needed transportation improvements based on a project's impacts to the multi-modal transportation network.
- P5.15 ***Neighborhood and Focus Area Connections***
Support projects, programs, policies and regulations to connect neighborhoods via a multi-modal network to each other and to the City's Focus Areas.
- P5.16 ***Infrastructure for Low and Zero Emission Vehicles***
Support projects, programs, policies and regulations to encourage the development of private and/or public infrastructure facilitating the use of alternative fuel vehicles.



Actions

- A5.1 ***Improved Transit Service***
Work with OCTA to improve the coverage of transit service in Fullerton by providing transit routes that more directly serve residential neighborhoods and enhancing regional transit connections in Fullerton through additional routes and increased service frequency.
- A5.2 ***Signal Coordination***
Collaborate with Caltrans, OCTA and neighboring cities to achieve multi-jurisdictional traffic signal coordination across city boundaries.
- A5.3 ***Rail and Rapid Transit***
Participate in the planning efforts for regional and inter-state rail and rapid transit projects to represent the interests of the City.
- A5.4 ***Alternative Parking Solutions***
Evaluate and revise the Zoning Ordinance related to parking requirements for individual projects to consider the urban context and proximity to multi-modal transportation infrastructure; consider Parking Management Districts for shared parking and other opportunities to reduce the parking requirements of individual projects.
- A5.5 ***Dedications for Right-of-Way***
Establish by local ordinance the ability to require a dedication or irrevocable offer of dedication of real property for streets, alleys, and additional land as may be necessary to provide bicycle paths and/or local transit facilities, consistent with the provisions of the Subdivision Map Act or as otherwise allowed under State law.
- A5.6 ***Right-of-Way Deficiencies***
Monitor private development projects adjacent to the street intersections/segments with substandard (deficient) right-of-way, as analyzed to accommodate multi-modal transportation infrastructure, and facilitate dedication in accordance with the City regulations.
- A5.7 ***Traffic Impact Fee Program***
Revise the traffic impact fee program to ensure that new development pays its appropriate fair share of the costs (fair share contribution) of improvements needed to accommodate the development when considered in the context of a multi-modal transportation system.
- A5.8 ***Safe Routes to School Program***
Work with local school districts, individual schools and parent organizations to develop and implement a Safe Routes to School Program for safe walking and bicycling to schools at every elementary, middle and high school.



CHAPTER 5: BICYCLE

Goal 6: A bicycle friendly city where bicycling is a safe and convenient alternative to motorized transportation and a recreational opportunity for people of all ages and abilities.

Policies

- P6.1 ***Consideration of Bicyclists***
Support regional and subregional efforts to ensure bicyclists are considered when developing new or retrofitting existing transportation facilities and systems.
- P6.2 ***Inter-Jurisdiction Connections***
Support efforts to maintain, expand and create new connections between the Fullerton bicycle network and the bicycle networks of adjacent cities, Orange County and the region.
- P6.3 ***Bicycle Transportation Plan***
Support projects, programs and policies to maintain and update as necessary a Bicycle Transportation Plan prepared and approved pursuant to the California Streets and Highways Code to maintain eligibility for funding for State Bicycle Transportation Account funds.
- P6.4 ***Bicyclist Use on All Streets***
Support projects, programs, policies and regulations to recognize that every street in Fullerton is a street that a bicyclist can use.
- P6.5 ***Bicycling Safety and Convenience***
Support projects, programs, policies and regulations that make bicycling safer and more convenient for all types of bicyclists.
- P6.6 ***Safe Travel to Key Destinations***
Support projects, programs, policies, and regulations to facilitate safe travel by bicycle to key destinations within the community and the larger region.
- P6.7 ***Development Projects***
Support projects, programs, policies, and regulations to reduce negative impacts to and increase opportunities for bicycle users and the bicycle network in private and public development projects.
- P6.8 ***Multi-Tiered Bicycle Network***
Support projects, programs, policies and regulations to develop a multi-tiered network of bicycle travel options that consider traffic volumes and rider experience; and which recognizes that all streets should be safe for bicycling.
- P6.9 ***Intersection Safety***
Support projects, programs, policies, and regulations to support the safe and efficient movement of bicyclists through and across intersections.



- P6.10 ***Bicyclist Education***
Support projects and programs in conjunction with local bike shops, organizations and advocates to foster responsible ridership and reduce barriers to bicycling.
- P6.11 ***Neighborhood and Focus Area Connections***
Support projects, programs, policies and regulations to connect neighborhoods via a multi-modal network to each other, and to and through the City's Focus Areas.
- P6.12 ***Bicycle Parking and Facilities***
Support projects, programs, policies, and regulations to provide convenient bicycle parking and other bicycle facilities in existing and potential high demand locations within the City, such as educational institutions, parks, business districts, transit stops, retail, commercial and employment centers.
- P6.13 ***Design Standards***
Support projects, programs, policies and regulations to use recognized bicycle infrastructure design standards of the Federal Highway Administration, California Department of Transportation, and the American Association of State Highway and Transportation Officials, and participate in their pilot studies for alternative designs when appropriate.
- P6.14 ***Design Technology and Innovation***
Support projects, programs, policies and regulations to consider bicycle friendly design using new technologies and innovative treatments.

Actions

- A6.1 ***Development of Multi-Tiered Network of Bikeways***
Work with the Bicycle Users Subcommittee and the community to further develop the current bicycle network into a multi-tiered network of on- and off-street bicycle travel options.
- A6.2 ***Regular Review by Bicycle Users Subcommittee***
Establish a regular review through the Bicycle Users Subcommittee of network gaps, barriers, new opportunities and unsafe conditions on any City street and their relative priority for completion. This list would be presented to the City Council for review and approval as part of the priority setting process to implement The Fullerton Plan with the approved list informing Capital Improvement Project planning and funding needs.
- A6.3 ***Collaboration with North Orange County Cities and Agencies***
Collaborate with the Orange Country Transportation Authority (OCTA), North Orange County cities and other agencies as appropriate on short- and long-term strategies to integrate bicycle routes and networks across jurisdictional boundaries.
- A6.4 ***Standards for Intersection Improvements***
Establish City standards for intersection improvements, which include signal systems appropriate to detect bicycles and time to facilitate safe crossing.



- A6.5 ***Roadway Restoration Subsequent to Repairs***
Establish City standards to require a road to be restored to, or exceed if warranted by the prior condition, its original quality following the completion of road work repairs by the City, private entity or other agencies such as utilities, paying particular attention to surface smoothness and re-stripping suitable for bicycling.
- A6.6 ***Pavement Management for Bikeways***
Update the variables in the pavement management system to give priority or otherwise have a shorter replacement cycle to those streets which are identified as a Class II or Class III bikeway in the City's Bicycle Master Plan.
- A6.7 ***Bikeway Signage Standards***
Develop City-standards for signage when bikeways are impacted by construction or require the use of signs consistent with recognized standards including those of the Federal Highway Administration, California Department of Transportation, and the American Association of State Highway and Transportation Officials and include review of proposed signs by the City as part of a Traffic Control Plan or similar.
- A6.8 ***Bicycle Parking and Storage Standards***
Establish City standards for bicycle parking and storage, including specifications for racks and lockers, in public and private projects.
- A6.9 ***Bicycle Boulevard Pilot Project***
Evaluate a location for and pursue pilot projects to employ traffic calming and other measures to create a bicycle boulevard, a low speed street which has been optimized for bicycle traffic. Bicycle boulevards discourage cut-through motor vehicle traffic, but typically allow local motor vehicle traffic.

CHAPTER 6: GROWTH MANAGEMENT

Goal 7: Growth and development aligned with infrastructure capabilities.

Policies

- P7.1 ***Balanced Decisionmaking***
Support regional and subregional efforts to focus growth and development within areas that can be adequately served by existing and planned infrastructure systems.
- P7.2 ***Housing Growth***
Support projects, programs, policies and regulations to accommodate housing growth consistent with the Regional Housing Needs Assessment in areas of the City with existing and planned infrastructure capabilities. (See Chapter 2: Housing for related policies.)
- P7.3 ***Infrastructure Planning***
Support projects, programs, policies and regulations to plan for appropriate levels and types of infrastructure based on the desired character of each neighborhood or district.



Project Description

- P7.4 ***Focus Area Planning***
Support projects, programs, policies and regulations to evaluate infrastructure capabilities as part of community-based planning of Focus Areas.
- P7.5 ***Appropriate Development Scale***
Support projects, programs, policies and regulations to ensure that development is appropriate in scale to current and planned infrastructure capabilities.

Actions

- A7.1 ***Capital Improvement Program***
Utilize the Capital Improvement Program to evaluate and prioritize infrastructure maintenance, replacement and improvement.

CHAPTER 7: NOISE

Goal 8: Protection from the adverse effects of noise.

Policies

- P8.1 ***Noise Reduction Measures***
Support regional and subregional efforts to implement projects or programs that abate and/or attenuate noise across jurisdictions, particularly where the source is not under the City's authority.
- P8.2 ***Mobile Sources***
Support projects, programs, policies and regulations to control and abate noise generated by mobile sources.
- P8.3 ***Consideration of Noise in Land Use Decisions***
Support projects, programs, policies and regulations which ensure noise-compatible land use planning recognizing the relative importance of noise sources in order of community impact, the local attitudes towards these sources, and the suburban or urban characteristics of the environment, while identifying noise sensitive uses.
- P8.4 ***Noise Reduction Measures***
Support projects, programs, policies and regulations to control and abate noise generated by stationary sources.
- P8.5 ***Focus Area Planning***
Support projects, programs, policies and regulations to evaluate ways to ensure noise-compatible land use planning as part of community-based planning of Focus Areas.
- P8.6 ***Noise Receptors***
Support projects, programs, policies and regulations to permit uses where the noise level of the surroundings—after taking into account noise insulation features and other control techniques of the use—is not detrimental to the use.



P8.7 **Noise Generators**

Support projects, programs, policies and regulations to permit uses and/or activities where the noise generated by the use and/or activity is not detrimental or otherwise a nuisance to the surroundings.

Actions

A8.1 **Noise Ordinance**

Update the City's Noise Ordinance to comply with the policies of The Fullerton Plan and to address noise issues in the community.

CHAPTER 8: ECONOMIC DEVELOPMENT

Goal 9: Long-term fiscal strength and stability that has a foundation in local economic assets and adapts to dynamic market conditions.

Policies

P9.1 **Regional Coordination**

Support projects, programs and policies with regional organizations involved in economic development to strengthen strategic alliances, ensure the efficient use of City resources and to encourage mutually supportive efforts.

P9.2 **Staff Participation in Organizations**

Support policies and programs for allowing key City staff to actively participate with economic development organizations, including Fullerton business organizations such as the Chamber of Commerce, Downtown Business Association and others, so that the City is informed of economic development efforts, opportunities to promote a business friendly environment are identified, and the City's interests are represented.

P9.3 **Hospitality Revenue**

Support programs for attracting hotels and other visitor accommodations to key areas such as the Fullerton Transportation Center Focus Area, the Harbor Gateway Focus Area, the North Harbor Corridor Focus Area and other appropriate focus areas.

P9.4 **Regional Economic Clusters**

Support policies, projects, and programs that encourage working with other cities, counties, and government agencies to jointly leverage resources and assets to create and strengthen economic clusters within the region.

P9.5 **Municipal Fiscal Policy**

Support policies and regulations that direct the City to follow prudent financial standards and to maintain strong financial reserves as inherent parts of the budget decision-making process.



- P9.6 ***Funding for New City Services***
Support policies and regulations that require the addition of new City services based on finding that a clear need has been identified and a sustainable funding source is developed.
- P9.7 ***User Fees for Services***
Support policies and regulations pertaining to fees charged by the City to both reflect actual costs for providing such services and consider offsets from other funding sources.
- P9.8 ***Technology Investments***
Support projects, programs, policies and regulations that involve investment in technology that reduces the costs of City services and that result in the efficient use of City resources and revenues.
- P9.9 ***Privatization of Services***
Support policies, programs and regulations regarding privatizing City services if and when the private or non-profit sectors can clearly deliver equitable and affordable services more efficiently than City government.
- P9.10 ***Attractiveness to Business Investment***
Support policies, programs and regulations that sustain the provision of quality municipal services and efficient and responsive business assistance as essential tools to attract and retain businesses and employees.
- P9.11 ***Reduce Barrier to Investment***
Support programs to proactively review City ordinances, policies and procedures to reduce barriers to investment while upholding the quality of life enjoyed by Fullerton residents.
- P9.12 ***Fiscal Health Monitoring***
Support policies, programs and regulations that strengthen the City's ability to maintain accurate accounting records and that keep the City Council, City Manager and Fullerton community informed of the City's financial conditions at all times.
- P9.13 ***Capital Improvements Planning***
Support policies and programs that coordinate with City departments to plan and prioritize capital improvements to ensure that certain funding resources are allocated to the City's most critical economic needs.
- P9.14 ***Economic Activity in Public Spaces***
Support policies and programs to lease parts of public spaces, parks and select sidewalks to private businesses and non-profit organizations to activate the space with programs and activities, such as small product vendors, bike rentals, community garden plots, exercise programs, and larger events and festivals.



- P9.15 ***Assessment Districts and Business Improvement Districts***
Support programs by property and business owners that are interested in establishing an assessment district or business improvement district to fund economic development programs that benefit the district.
- P9.16 ***Focus Areas***
Support projects, programs, policies and regulations to evaluate ways to improve long-term fiscal strength and stability as part of community-based planning of Focus Areas.
- P9.17 ***Fiscally Sound Development***
Support projects that do not compromise the City's ability to provide quality services to its existing and future residents and businesses.

Actions

- A9.1 ***Economic and Fiscal Impact Reports***
Prepare thresholds to determine when a third-party economic and fiscal impact report is required as part of a development application.
- A9.2 ***“Buy Local” Ordinance***
Explore the creation of a “buy local” ordinance to encourage City departments to purchase goods and services from local businesses whenever feasible to take advantage of the multiplier effect of spending dollars within the local economy.
- A9.3 ***Web-based GIS System***
Develop a user-friendly, web-based GIS system that provides the public with information that is regularly requested at the public counter of City departments.
- A9.4 ***Business Responsive Processes***
Develop and implement processes to communicate effectively with businesses, including establishing time periods to respond to business inquiries.
- A9.5 ***Telecommunications Master Plan***
Prepare and maintain a Telecommunications Master Plan to guide the coordinated development of information and communication infrastructure throughout the City.
- A9.6 ***Technology Master Plan***
Prepare and maintain a Technology Master Plan to create a strategy for a coordinated City-wide information technology program to meet the increasing demand for technology services from City staff and the public.



CHAPTER 9: REVITALIZATION

Goal 10: An innovation economy built upon Fullerton's local entrepreneurial spirit and intellectual capital.

Policies

P10.1 *Cost of Living and Cost to Do Business*

Support policies, projects, programs and regulations, as well as regional and subregional efforts, that reduce the cost of living and the cost to do business, such as on-line services, technology, tax incentives, permit streamlining programs and others.

P10.2 *Cross-Sector Alliances*

Support regional and subregional efforts that recognize the unique roles of each sector of the economy (private sector, public sector, non-profit sector and educational sector) in economic development and take advantage of the strengths and benefits of each sector through strategic alliances.

P10.3 *Strategic Alliances*

Support regional and subregional efforts to foster strategic alliances with businesses, local colleges and universities, Orange County SCORE, the Orange County Business Council, the U.S. Small Business Administration, the U.S. Economic Development Administration, the Fullerton Chamber of Commerce, the Downtown Business Association, service clubs, local churches and other non-profit organizations.

P10.4 *Regional Promotion*

Support regional and subregional efforts to promote economic development in North Orange County.

P10.5 *Culture of Innovation*

Support projects and programs that foster a citywide culture of innovation that values learning, creativity, adaptability and local entrepreneurship.

P10.6 *Support for Educational System*

Support policies, projects and programs that bolster the efforts of local school districts, vocational schools, colleges and universities to maintain an outstanding educational system that best prepares today's students for tomorrow's workplace. (Also see Chapter 14: Education for related policies.)

P10.7 *Education Employment Sector Expansion*

Support policies, projects, programs and regulations that encourage the growth and development of the vocational schools, colleges and universities within Fullerton and, as a result of such expansion, create jobs and entrepreneurial opportunities, enhance educational opportunities for Fullerton residents, support neighborhood stability and strengthen the City's image as an educational center. (Also see Chapter 14: Education for related policies.)



- P10.8 ***Economic Gardening Pilot Program***
Support programs to encourage Fullerton residents to become entrepreneurs and invest in new businesses with high growth potential.
- P10.9 ***Business Incubators***
Support projects and programs by local banks, the U.S. Small Business Administration, non-profit organizations, or colleges and universities to create business incubators, microfinance programs and other means to encourage and/or grow small businesses in the City.
- P10.10 ***Utility Economic Development Programs***
Support policies, projects and programs that help local businesses reduce their operating costs and manage their energy use, including economic development incentives and initiatives by utility companies, and promote such opportunities on the City's website and at the public counters of City departments.
- P10.11 ***Support for Broadband***
Support policies, projects, programs and regulations that facilitate the installation of broadband, fiber-optic, hybrid coax, and similar infrastructure within employment and business districts to enhance the City's ability to recruit and retain technology-dependent businesses.
- P10.12 ***Downtown Economy Diversification***
Support policies, projects, programs and regulations that diversify the Downtown economy to create more economic activity.
- P10.13 ***Manufacturing Diversification***
Support policies, projects, programs and regulations for diversifying the City's manufacturing base and facilitating investment in the City's industrial areas that will result in maintaining or growing local jobs and creating an environment that is attractive to high tech, research and development, business incubators, manufacturers, transportation and warehouse logistics companies, services, and other emerging industries.
- P10.14 ***Local Entrepreneurship in Focus Areas***
Support projects, programs, policies and regulations to evaluate ways to foster local entrepreneurial spirit and intellectual capital as part of community-based planning of Focus Areas.
- P10.15 ***Health and Social Services Expansion***
Support policies, projects, programs and regulations that encourage the growth and expansion of Fullerton's health and medical service providers and enhance the City's health and social services cluster.
- P10.16 ***Economic Strategies in Focus Areas***
Support policies, programs and regulations pertaining to planning efforts for the City's Focus Areas that facilitate investment and encourage economic activity that benefits the Fullerton community and the City.



Project Description

P10.17 *Grants for Job Creation*

Support projects and programs that pursue grants from the U.S. Economic Development Administration, the Kaufman Foundation, and other government agencies and philanthropic organizations to improve the economic feasibility of projects that create jobs.

Actions

A10.1 *Economic Development Vision and Strategy*

Assess the competitiveness of Fullerton to attract new businesses and prepare a community-based economic development vision and strategy that focuses on creating an innovation economy rooted in local business development and entrepreneurship.

A10.2 *Marketing and Branding Campaign*

Develop a marketing and branding campaign, in collaboration with the Fullerton business community, to brand the City of Fullerton as a center of innovation and entrepreneurship. Consider monthly marketing reports and quarterly publications that highlight local businesses and programs.

A10.3 *Web-Based Economic Information*

Through a web-based GIS system, give entrepreneurs and business owners a quicker, more efficient way to understand the economic landscape and business possibilities in Fullerton. The system should provide information related to demographics, psychographics and consumer spending, real estate, neighborhood/district profiles, and information about how to start a business in Fullerton.

Goal 11: Revitalization activities that result in community benefits and enhance the quality of life in neighborhoods, districts, and corridors.

Policies

P11.1 *Sustainable Regional Revitalization Efforts*

Support regional and subregional efforts pertaining to community revitalization that are rooted in sustainable development principles.

P11.2 *Community-Based Revitalization*

Support projects and programs surrounding community revitalization that are rooted in community-based planning processes that integrate the vision, values, views and priorities of residents, property owners, business owners and other members of the Fullerton community.

P11.3 *Preservation-Based Revitalization*

Support policies, projects and programs concerning historic preservation to protect Fullerton's heritage, revitalize neighborhoods, generate design and construction jobs, and bolster the community's sense of place.



- P11.4 ***Education Based Revitalization***
Support policies, projects and programs to foster skill development and economic success through education and the creation of a culture of entrepreneurship.
- P11.5 ***Neighborhood Safety***
Support policies, projects, programs and regulations that utilize innovative policing and crime prevention techniques to improve the safety of neighborhoods and districts, such as evidence-based policing, community-based policing and Crime Prevention Through Environmental Design (CPTED).
- P11.6 ***Brownfield and Grayfield Revitalization***
Support policies, projects, programs and regulations that encourage the revitalization of brownfield and grayfield properties to protect the environment, reduce blight and revitalize underutilized properties.
- P11.7 ***Assessment Districts***
Support policies and programs that benefit property- and business owner-initiated efforts to establish an assessment district to fund special improvements and services that help revitalize and maintain neighborhoods and districts.
- P11.8 ***Financing***
Support policies, programs and regulations that facilitate the use of creative financing tools for revitalization efforts that alleviate blight, stimulate private-sector investment, upgrade public infrastructure and facilities, and provide quality affordable housing.
- P11.9 ***Focus Area Revitalization Priority***
Support policies, projects, programs and regulations that prioritize revitalization efforts that are within or adjacent to the City's Focus Areas.
- P11.10 ***Neighborhood Revitalization Strategies***
Support policies, projects and programs that encourage residents, homeowners' associations, neighborhood groups and others to organize and develop neighborhood-based revitalization strategies that embrace creativity, mobilize assets and generate positive change.
- P11.11 ***Parking Management Program***
Support policies, programs and regulations that facilitate parking management programs within the Transportation Center, Downtown and other appropriate Focus Areas to better manage the parking supply for the benefit of businesses, visitors and residents.
- P11.12 ***Public-Private Partnerships***
Support policies, projects and programs that facilitate partnerships with property owners and developers to achieve revitalization results that contribute to clean, safe and attractive neighborhoods and districts.



Project Description

- P11.13 ***Downtown Revitalization***
Support policies and programs that strengthen efforts by the Downtown Business Association and/or Chamber of Commerce to evaluate best practices for advancing the economic vitality of Downtown Fullerton, such as the “Main Street Four Point Approach” to commercial district revitalization.
- P11.14 ***Funding and Financing Strategies***
Support programs that identify and analyze proven financing mechanisms and funding resources available to the City of Fullerton and local non-profits for revitalization projects.

Actions

- A11.1 ***Historic Preservation Promotion and Incentives***
Develop a local program to promote the State Historical Building Code, Historic Preservation Easements, Mills Act and Federal Historic Preservation Tax Incentives. Consider educational workshops in targeted neighborhoods and districts, training for City staff, and distribution of promotion materials to owners of historic and potentially historic properties.
- A11.2 ***Brownfield Mapping***
Identify and prepare GIS data and maps for brownfield sites in the City of Fullerton to facilitate investment and reuse of vacant and underutilized, contaminated industrial sites.
- A11.3 ***Focus Area Plans and Strategies***
Prepare community-based plans and strategies for the City’s Focus Areas, which include the City’s industrial areas, Downtown Fullerton, employment districts, major corridors and retail shopping districts.

CHAPTER 10: PUBLIC SAFETY

Goal 12: Proactively addressing public safety concerns.

Policies

- P12.1 ***Healthy Family Development***
Support programs that strengthen regional partnerships between public safety and human services agencies to encourage strong family relationships, reinforce healthy child development and encourage lawful behavior.
- P12.2 ***Collaboration with Outside Agencies***
Support regional and subregional efforts to prevent violence, child abuse, sexual assault, domestic violence, illegal use of firearms, violence associated with substance abuse, crimes against property and other similar issues.
- P12.3 ***Community Confidence Building***
Support policies and programs that bolster productive communication and problem-solving between public safety personnel and the Fullerton community.



- P12.4 ***Balance Safety Needs***
Support policies, projects, programs, and regulations that balance the need to reduce vehicle accidents, injuries, and deaths through traffic calming and street design with the need to facilitate emergency response times.
- P12.5 ***Community Preservation***
Support policies, programs and regulations pertaining to proactive code enforcement methods which reinforce the proper maintenance of properties, buildings and landscapes, and adherence to applicable regulations, while discouraging conditions that foster vandalism and more serious crime.
- P12.6 ***Youth Community Safety Partnership***
Support programs that involve young people in discussions about crime and prevention, increase youths' attachment to the community, engage youth in productive activities, and reinforce success in education.
- P12.7 ***Fire Code Amendments***
Support policies, programs and regulations that give the Fire Marshall flexibility to approve streets and fire lanes with reduced clearance requirements when other fire safety factors are incorporated into the project (such as street connectivity, traffic safety and the presence of sprinkler systems).
- P12.8 ***Airport Safety Standards***
Support policies, projects, programs and regulations that provide for safe and efficient airport operations through compliance with the Fullerton Municipal Airport (FMA) Master Plan and the Airport Land Use Commission for Orange County's Airport Environs Land Use Plan for FMA and the Airport Environs Land Use Plan for Heliports.
- P12.9 ***Neighborhood Safety Strategy***
Support policies, projects, programs and regulations that strengthen partnerships and community-based efforts, such as Neighborhood Watch, to reduce crime through prevention, education and enforcement, and encourage communities to build block-by-block networks to prevent crime, develop social ties and solve common problems.
- P12.10 ***Community Involvement in Crime Prevention***
Support policies and programs that involve the community in supporting informal monitoring, participating in legitimate activities and building a sense of ownership and control over neighborhoods.
- P12.11 ***Public Safety in Focus Areas***
Support projects, programs, policies and regulations to proactively address public safety concerns as part of community-based planning of Focus Areas.
- P12.12 ***Crime Prevention***
Support policies, programs and regulations that implement crime prevention strategies that have demonstrated success, including Crime Prevention Through



Project Description

Environmental Design (CPTED), Crime-Free Multi-Housing, Business Watch; Neighborhood Watch, iWatch and other similar strategies.

- P12.13 ***Safety through Design***
Support policies, projects, programs and regulations that make crime prevention and the maintenance of public safety service levels considerations in design and management of existing and new private and public spaces.

Actions

- A12.1 ***Fire and Emergency Preparedness Education***
Develop and deliver an in-person and online training and educational program for community members on fire prevention and emergency preparedness.

Goal 13: Responsive to public safety needs.

Policies

- P13.1 ***Inter-City Coordination***
Support regional and subregional efforts to: coordinate as appropriate Continuity of Operations Plan, plans and procedures for Emergency Operations Centers, and emergency response training systems; maintain inter-agency and public communications systems that will provide mutual aid and be reliable during and following an emergency; and, formulate definitive plans and procedures for evacuation of hazard-prone areas and high risk uses.
- P13.2 ***Adequate Resources for Emergencies***
Support policies and programs that ensure adequate resources are available in all areas of the City to respond to health, fire and police emergencies.
- P13.3 ***Disaster Hazard Reduction***
Support policies, projects, programs and regulations that reduce structural and non-structural hazards to life safety and minimize property damage and resulting social, cultural and economic dislocations resulting from future disasters.
- P13.4 ***Disaster Risk Reduction***
Support programs that promote greater public awareness of disaster risks, personal and business risk reduction, and personal and neighborhood emergency response.
- P13.5 ***Community Emergency Preparedness***
Support policies, programs and regulations that ensure the City, its residents, businesses and services are prepared for effective response and recovery in the event of emergencies or disasters, including the provision of information about the current nature and extent of local safety hazards and emergency plans, including evacuation plans and procedures to accommodate special needs populations. Information should be provided in multiple languages to maximize understanding by community members.



- P13.6 ***Inter-Department Coordination***
Support policies and programs that improve the coordination of disaster-related programs within City departments.
- P13.7 ***New Technologies for Fire and Police Services***
Support policies, programs and regulations which are based on research and evaluation and that implement new technologies and methods to improve the efficiency and effectiveness of fire and police services.
- P13.8 ***Staff Training on Structural Risks***
Support programs for ongoing staff training focused on the risks posed by older structures and infrastructure, as well as how to reduce those risks.
- P13.9 ***Nuisance Enforcement***
Support policies, programs and regulations that maintain or strengthen code enforcement as an important tool to uphold community health, safety and welfare consistent with the provisions of the Fullerton Municipal Code.
- P13.10 ***Community Education on Emergency Preparedness***
Support policies and programs to involve and educate the Fullerton community in emergency preparedness.
- P13.11 ***Crime Reduction Strategies***
Support policies, programs and regulations to create problem-solving strategies and plans for areas with higher crime rates in the City and to reduce crime by implementing these strategies and plans through a range of measures including increased policing activities, neighborhood partnerships and other innovative programs.

Actions

- A13.1 ***CERT Program***
Promote and conduct seminars in schools and other civic and neighborhood locations to teach citizens how to prepare for potential emergencies and provide ample opportunities for Community Emergency Response Training (CERT) so that community members can serve as civilian volunteers during an emergency.

CHAPTER 11: PUBLIC HEALTH

Goal 14: An environment with opportunities for community health and wellbeing.

Policies

- P14.1 ***Coordination***
Support programs to coordinate with state, county and regional agencies to improve public health and well-being through a range of efforts with regional, subregional and local agencies including schools, local medical facilities, senior centers and adjacent jurisdictions.



- P14.2 ***Healthy Living***
Support policies, projects, programs and regulations that result in changes to the physical environment to improve health, well-being and physical activity.
- P14.3 ***Farmers' Markets***
Support policies, projects, programs and regulations that facilitate successful farmers' markets at appropriate and convenient locations throughout the City.
- P14.4 ***Community Gardens***
Support policies, projects, programs and regulations that encourage community gardens that are operated and managed by local volunteers and that provide for small-scale local food production in areas convenient to residents.
- P14.5 ***Opportunities for Physical Activity***
Support policies, projects, programs and regulations that provide for convenient and safe areas that facilitate opportunities for physical activity such as parks, trails, open space, safe streets for bicycling, safe sidewalks for walking, and recreational facilities for residents of all ages and abilities.
- P14.6 ***Amenities Within a Walkable Distance***
Support policies and regulations involving land use and zoning changes that would provide access to daily retail needs, recreational facilities, and transit stops within a walkable distance (i.e., a quarter- to a half-mile) of established residential uses.
- P14.7 ***Accessible Health Service Facilities***
Support projects and programs that facilitate private, non-profit and public health-related organizations' efforts to provide for a range of health services including large- and small-scale medical facilities, assisted living facilities, and comprehensive healthy living resources in locations that are accessible to residents.
- P14.8 ***Community Health in Focus Areas***
Support projects, programs, policies and regulations to evaluate ways to improve opportunities for community health and wellbeing as part of community-based planning of Focus Areas.
- P14.9 ***Healthy Buildings***
Support policies, projects, programs and regulations that encourage buildings to support the health of occupants and users by using non-toxic building materials and finishes, using windows and design features to maximize natural light and ventilation, and providing access to the outdoor environment.
- P14.10 ***Best Practices in City Facilities and Events***
Support policies, projects and programs that demonstrate best practices related to promoting wellness in City facilities and at City-sponsored events.



Actions

- A14.1 ***HEAL City***
Implement the Fullerton City Council's Resolution pertaining to the Healthy Eating Active Living (HEAL) Cities Campaign.
- A14.2 ***Home-Based Business Ordinance***
Revise the Fullerton Municipal Code pertaining to home occupations to reflect the current attributes of home-based businesses, including those providing health-related services; ensure that such revisions will uphold neighborhood stability.

CHAPTER 12: PARKS AND RECREATION

- Goal 15: **Parks, recreational facilities, trails, and programs that promote a healthy community and a desirable quality of life.**

Policies

- P15.1 ***North Orange County Parks and Recreation Collaboration***
Support regional and subregional efforts to establish and maintain a collaboration of parks and recreation programs, to share best practices, discuss solutions to common challenges, and explore opportunities for connecting and expanding trails, joint use of parks and recreational facilities, and recreation programming for participating cities.
- P15.2 ***Existing Parks and Recreation Resources***
Support policies, projects, programs and regulations that preserve, protect, maintain and enhance Fullerton's existing parks, recreational facilities and trails.
- P15.3 ***Access to Recreation Programs***
Support policies, projects, programs and regulations that strengthen access to quality recreation programs which, in turn, promote a sense of community and a higher quality of life for Fullerton residents.
- P15.4 ***Partnerships with Other Agencies***
Support policies and programs that bolster appropriate partnerships between the City and agencies, including educational institutions, railroad franchises, utility companies, etc., to secure, co-locate or otherwise share parks, recreational facilities and trails on school campuses, within public easements and in other similar locations.
- P15.5 ***Partnerships with Private Ventures***
Support policies, projects, programs and regulations allowing commercial ventures as ancillary uses in Fullerton parks and recreational facilities when determined they are context-appropriate, complementary to the facilities, viewed as a public benefit, and generate revenue that supports parks and recreational programs and facilities.



- P15.6 ***Accessible Citywide Park System***
Support policies, programs and regulations that facilitate the planning, design and development of an extensive system of parks (passive and active), recreational facilities, and trails that meets the current needs of Fullerton residents and is accessible and within a 15-minute walking distance (i.e., one-quarter to one-half mile) of every Fullerton resident.
- P15.7 ***Park-to-Population Ratio***
Support projects and programs that contribute to a citywide minimum park-to-population ratio of 4 acres per 1,000 people.
- P15.8 ***Recreation Programming***
Support programs that promote recreational activities that facilitate healthy and community-oriented lifestyles for Fullerton residents.
- P15.9 ***Community-Based Parks and Recreation Program***
Support policies, projects and regulations that reinforce a City commitment to a community-based parks and recreation program that maximizes opportunities to share information, promote two-way communication, and involve the Fullerton community and user groups in integrating a broad and diverse range of interests and concerns pertaining to the planning, development, enhancement and rehabilitation of parks, recreational facilities and trails.
- P15.10 ***Park Dwelling Fee***
Support policies and regulations which require new construction of dwelling units in the City to pay a park dwelling fee that provides for the creation and enhancement of open space, parks and recreational facilities accessible to all residents.
- P15.11 ***Park Renovation Considerations***
Support projects and programs for renovating or improving existing parks that consider the needs and desires of the surrounding neighborhoods and districts.
- P15.12 ***Parks and Recreational Facilities in Focus Areas***
Support projects, programs, policies and regulations to consider parks, recreational facilities and trails as part of community-based planning of Focus Areas.
- P15.13 ***Context-Sensitive Design***
Support projects and programs incorporating design features in parks, recreational facilities and trails that reflect the sense of place and unique characteristics of the local context.
- P15.14 ***Compatibility with Adjacent Properties***
Support policies and programs pertaining to public parks, recreational facilities and trails that interface with private property that advance reciprocal compatibility through collaboration, programming and design.



- P15.5 ***Community Involvement***
Support projects and programs that involve the Fullerton community in park improvement plans through workshops, focus group discussions, and interviews and surveys with park users.
- P15.6 ***Relationships to Development Projects***
Support projects located adjacent to or near parks and trail facilities that facilitate connections and reinforce a positive relationship between private property and public parks and trails.

Actions

- A15.1 ***Parks and Recreation Design Guidelines***
Prepare updated design guidelines for parks, trails and recreational facilities to facilitate exemplary and innovative design, reinforce the integrity and character of Fullerton, provide an objective reference for the City to review project applications, and serve as a resource for addressing interface conditions between private property and public parks, recreational facilities, and trails.
- A15.2 ***Unpermitted Encroachments***
Undertake a study to identify unpermitted encroachments to parks, trails and other public facilities, as well as prepare an implementation strategy to eliminate the unpermitted conditions.
- A15.3 ***Focused Parks and Recreation Plan***
Develop and implement a community-based Focused Parks and Recreation Plan with the expressed purpose of providing parks, recreational facilities, trails and bike paths in built-out and underserved areas of Fullerton.

CHAPTER 13: ARTS AND CULTURE

- Goal 16: **Broad community participation in cultural activities and visual and performing arts.**

Policies

- P16.1 ***Arts Education***
Support policies and programs that build upon Fullerton's identity as the Education Community, as well as a community with a vibrant downtown art and theater scene, by promoting cooperation and communication between public agencies and private and non-profit institutions regarding educational and cultural activities that advance arts and culture.
- P16.2 ***Academy of the Arts***
Support projects and programs to capitalize on Fullerton Joint Union High School's Academy of the Arts and the art programs at Fullerton College and Cal State Fullerton to promote student involvement in local and regional arts institutions.



- P16.3 ***Existing Arts Facilities***
Support programs that utilize existing facilities within the City and adjacent areas to increase the broad range of musical and arts events available to Fullerton residents and visitors.
- P16.4 ***Arts and Cultural Facilities***
Support policies and programs that promote quality arts and cultural facilities to serve distinct but interrelated purposes.
- P16.5 ***Diverse Cultural Experiences***
Support programs that encourage and develop activities and events serving Fullerton's diverse and changing population with a wide variety of relevant cultural experiences.
- P16.6 ***Fullerton Library System***
Support policies and programs which continuously seek to improve and strengthen the Fullerton Library System as an educational and cultural resource accessible to the entire Fullerton community.
- P16.7 ***Community Venues***
Support policies, projects, programs and regulations that facilitate the provision of venues for community groups to participate in cultural events and observances.
- P16.8 ***City Cultural Events***
Support projects and programs that recognize and celebrate Fullerton's status as an arts center and build upon its regional reputation through the support of existing City cultural events, and the development of new events, such as the Leo Fender Music Festival.
- P16.9 ***Public Art by Resident Artists***
Support programs to make use of existing Artist in Residence programs at Fullerton College and Cal State University Fullerton to gain artworks of national stature for inclusion in the City's public art collection.
- P16.10 ***Community-Based Programs for Public Art***
Support programs that develop and coordinate community-based efforts to create public art pieces.
- P16.11 ***Cultural Activity and Arts in the Focus Areas***
Support projects, programs, policies and regulations to consider cultural activities and the arts as part of community-based planning of Focus Areas.
- P16.12 ***Muckenthaler Center***
Support policies, projects and programs that emphasize the cultural value of the Muckenthaler Center through its educational activities for the Fullerton community and its amphitheater serving local theater companies.



- P16.13 ***Fox Theater***
Support policies, projects and programs that recognize the Fox Theater for its past and potential future roles in Fullerton's arts and culture community.
- P16.14 ***Fullerton Museum Center***
Support policies and programs pertaining to the Fullerton Museum Center that continue and strengthen its exhibits and education programs and capitalize on its reputation as an arts hub and Downtown Fullerton destination.
- P16.15 ***Plummer Auditorium***
Support policies, projects and programs that enhance cultural programming offered at Plummer Auditorium, including hosting major performances with a regional draw.

Actions

- A16.1 ***Alliance for Arts and Culture in Education***
Create a formal alliance between the City, Fullerton Museum Center, All the Arts, the Fullerton Education Foundation, the Fullerton School District, Fullerton Joint Union High School District, Fullerton College, Cal State Fullerton and other organizations to promote school group access to arts and culture.
- A16.2 ***Multi-Cultural Events***
Expand the Fullerton Museum Center's exhibits of multi-cultural interest, creating more opportunities in the downtown area for culturally-specific events such as Dia de los Muertos, Lunar New Year observances, and other events serving the City's diverse and changing population.
- A16.3 ***Public Art Master Plan***
Prepare a community-based public art master plan that guides the maintenance of existing public art installations and sets forth policy guidance for future sculptures, murals and temporary art installations in the public realm.
- A16.4 ***Downtown Arts District***
Create a pedestrian-priority area in Downtown Fullerton that offers new arts venues and experiences, such as an arts walk, and provides opportunities for arts-related businesses, sites for public art, and space for cultural events and programs.
- A16.5 ***New Venues***
Prepare a strategic plan, in coordination with other applicable public agencies and private and non-profit institutions, for the establishment of new arts and culture venues, such as an interactive children's museum, a natural history museum or nature center with a strong arts component, and a Leo Fender performing arts venue to build upon Fullerton's reputation as an arts center. These venues should offer quality exhibits, a space for emerging artists and/or a venue for student artists.



CHAPTER 14: EDUCATION

Goal 17: An exceptional variety and quality of educational opportunities that reach community members throughout their lives.

Policies

P17.1 *Collaboration with Education Providers*

Support regional and subregional efforts to work collaboratively with education providers to coordinate efforts and achieve shared goals.

P17.2 *Vocational Education Programs*

Support policies, projects and programs that contribute to the retention and attraction of public and private vocational education programs that broaden the range of educational opportunities in Fullerton and address workforce needs of businesses and organizations.

P17.3 *Vitality of Educational Resources*

Support policies, projects, programs and regulations that contribute to the long-term vitality of higher educational institutions, high schools and elementary schools, and the Fullerton Library system.

P17.4 *Community Involvement*

Support policies and programs that include educational providers, Fullerton Library staff and the Fullerton community in planning educational facilities and programs to ensure a broad range of needs and concerns are addressed.

P17.5 *Access to Life-Long Learning Opportunities*

Support policies, projects and programs that ensure residents of all ages, backgrounds and abilities have access to facilities and programs, such as libraries and community education programs that provide learning experiences for people at every stage in life.

P17.6 *Joint Ventures*

Support policies, projects and programs that facilitate shared use and joint development of resources with education providers, such as recreational facilities, infrastructure, and other cultural, intellectual and artistic opportunities.

P17.7 *Education Support Programs*

Support policies and programs that continue the provision of recreational and library programs that support successful school experiences, such as programs for school readiness, tutoring, literacy, English language and computer skills.

P17.8 *Schools as Community Centers*

Support policies, projects and programs that recognize and accommodate schools as community centers in which residents participate in programs, assist with education, help improve school facilities, hold community events and use recreational facilities.



- P17.9 ***Healthy School Environments***
Support policies and programs pertaining to school environments that are safe and provide access to educational, physical activity and enrichment activities. (Also see Chapter 11: Public Health for related policies.)
- P17.10 ***Housing to Support Educational Facilities***
Support policies, projects and programs that facilitate efforts by educational institutions and the private sector to develop an adequate supply of housing for faculty and staff of all schools, as well as adequate housing for college and university students. (See Chapter 2: Housing for related policy actions.)
- P17.11 ***Disadvantaged Communities***
Support policies, projects and programs that address the educational and library needs of disadvantaged communities in Fullerton.
- P17.12 ***Educational Opportunities in the Focus Areas***
Support projects, programs, policies and regulations to evaluate ways to consider educational opportunities and collaboration with education providers as part of community-based planning of Focus Areas.
- P17.13 ***Shared Facilities and Infrastructure***
Support policies and programs that encourage regular communication and coordination between the City and education providers about facility and infrastructure needs of campuses and nearby neighborhoods, and seek opportunities to develop these through collaborative planning and joint-use agreements.
- P17.14 ***Revitalization Near Campuses***
Support policies, projects and programs that prioritize revitalization activity around campuses and reflect the importance of schools in the community.
- P17.15 ***Mitigate Growth Impacts on School Facilities***
Continue to mitigate the impacts of growth by assessing school impact fees and other appropriate mitigation measures.
- P17.16 ***Project Impact Mitigation***
Support programs that foster coordination between the City and local school districts, colleges and universities to assess and mitigate project impacts pertaining to on- and off-campus development.
- P17.17 ***Fullerton Library***
Support policies, projects and programs that recognize the Fullerton Library as a central element in Fullerton's citywide educational system.

Actions

- A17.1 ***Communication with Education Providers***
Support regional and subregional efforts to create a framework for regular communication between city management and education providers to share



information and resources, identify additional opportunities for partnerships with outside organizations, and coordinate efforts to achieve shared goals.

A17.2 ***Checklist***

Develop a project review checklist that includes considerations for maximizing compatibility between public and private educational institutions and nearby off-campus uses.

CHAPTER 15: COMMUNITY INVOLVEMENT

Goal 18: Citizens that are actively involved in shaping the community's future and overall quality of life.

Policies

P18.1 ***Regional Participation***

Support programs that encourage local participation in regional planning, decision-making and activities that affect the City of Fullerton and its residents.

P18.2 ***Multi-Jurisdiction Outreach Tools***

Support regional and subregional efforts to develop new outreach tools, such as a clearinghouse feature on cities' websites for use by other public entities and regional agencies (such as school districts, universities, neighborhood organizations, transportation agencies, etc.) to post notices of items under their jurisdiction.

P18.3 ***Opportunities for Community Involvement***

Support policies, projects, programs and regulations that maximize opportunities for public participation in planning and decision-making processes pertaining to community development and design, including outreach to members of underrepresented communities.

P18.4 ***Volunteerism and Civic Activities***

Support policies and programs that support opportunities for volunteerism and engagement of community members in civic activities.

P18.5 ***Transparent Government***

Support policies, programs and regulations that maintain transparency in municipal operations and decision-making by being clear about City objectives and providing access to information, City staff and decision makers.

P18.6 ***Accessible Participation***

Support policies, projects, programs and regulations that take all feasible steps to ensure that everyone interested in participating in community forums has the materials necessary to contribute to informed decisions.

P18.7 ***Diverse Representation***

Support policies and programs that facilitate full representation of Fullerton's diverse community on City committees and commissions.



- P18.8 ***Low- or No-Cost Meeting Facilities***
Support policies and programs that provide and promote opportunities for low- or no-cost meeting rooms in City facilities for community groups and local organizations as incentives for strengthening community engagement.
- P18.9 ***Youth Engagement***
Support policies and programs that engage youth in City governance through opportunities such as internships and having youth representatives on public bodies.
- P18.10 ***Noticing***
Support policies and programs to review and update the City's noticing requirements and consider the use of websites, automatic telephone calling systems, email distribution lists, text messaging and other innovative features to provide better access to information.
- P18.11 ***Media***
Support policies standardizing the issuance of press releases for major planning efforts and development projects in order to provide information to the Fullerton community and to encourage community involvement at workshops and hearings.
- P18.12 ***Neighborhood Organizations and HOAs***
Support policies and programs that encourage neighborhood involvement by engaging neighborhood organizations and homeowner associations (HOAs) in projects affecting their particular area.
- P18.13 ***Self Reliance***
Support policies programs and regulations that strengthen the efforts of neighborhoods and districts to become self-reliant when it comes to solving area problems.
- P18.14 ***Convenient Meetings***
Support policies, projects, programs, and regulations that uphold the scheduling of community meetings at locations and times convenient for community members desiring to provide input.
- P18.15 ***Early Notification Opportunities***
Support policies, programs and regulations that maximize opportunities for early notification of proposed projects, or projects/issues under consideration, using the most current technologies as they become available.

Actions

- A18.1 ***Improved Communications***
Review and update as necessary formats and terminology used in public notices to ensure that the message can be clearly understood by all who may be affected by an action. Consider multi-lingual notices for significant public outreach events, meetings and hearings.



Project Description

- A18.2 ***City Website and Public Engagement Technology***
Expand the City website as a tool for civic engagement by considering new technologies and features, such as an online forum, to stimulate citizen-to-citizen, citizen-to-City and City-to-citizen interaction.
- A18.3 ***Engagement of Underrepresented Populations***
Collaborate with service organizations, neighborhood associations, cultural groups and other community partners to conduct focused outreach efforts to encourage wider participation in City activities, including service on City committees and commissions.
- A18.4 ***Planning and Policy Engagement***
Implement an outreach program to educate community members about The Fullerton Plan and engage them in sharing responsibility for its implementation.
- A18.5 ***Meeting Locations***
Develop and maintain an up-to-date online resource of public and private locations for holding meetings within Fullerton.
- A18.6 ***Community Involvement Program***
Develop and adopt a community involvement program for all City departments, which provides the public with opportunities to be involved in the delivery of public services and the planning of public and private projects.
- A18.7 ***City Communication Regarding Proposed Projects***
Improve the format and content of the City website to maximize visibility and access to public hearing notices, agendas, staff reports and decisions.

CHAPTER 15: WATER

Goal 19: An adequate and safe water supply.

Policies

- P19.1 ***Agency Coordination for Water Supplies***
Support regional and subregional efforts to ensure that an adequate water supply, including groundwater, remains available.
- P19.2 ***Conservation Efforts***
Support regional and subregional efforts to promote water efficiency and conservation.
- P19.3 ***New Technologies***
Support projects, programs, policies and regulations to encourage the use of new technologies which reduce water use.
- P19.4 ***Adequate Supply***
Support projects, programs, policies and regulations to maintain adequate quantities of water, including groundwater, available to the City now and in the future.



- P19.5 ***Water Quality***
Support projects, programs, policies and regulations to ensure the quality of the water supply.
- P19.6 ***Focus Area Planning***
Support projects, programs, policies and regulations to evaluate ways to conserve and reduce water use as part of community-based planning of Focus Areas.
- P19.7 ***Sustainable Water Practices in New Development***
Support projects, programs, policies and regulations to encourage water efficient practices in site and building design for private and public projects.

Actions

- A19.1 ***Partnerships with Local and Regional Agencies***
Create partnerships and governance structures that allow for a comprehensive approach to water supply management to improve the reliability of local groundwater, imported water supplies and the development of alternative water resources, such as seawater desalination and recycled water.
- A19.2 ***Education Programs with Local Water Districts***
Coordinate and cooperate with the Metropolitan Water District of Southern California, Orange County Water District and Municipal Water District of Orange County to expand and strengthen educational and public relations programs regarding the importance of water conservation through co-sponsored public workshops, website links and informational brochures.

Goal 20: A healthy watershed and clean urban runoff.

Policies

- P20.1 ***Regional Watersheds***
Support regional and subregional efforts to support functional and healthy watersheds.
- P20.2 ***Urban Runoff Management***
Support regional and subregional efforts to support cleaner and reduced urban runoff.
- P20.3 ***Product Handling and Disposal Impacts***
Support projects, programs, policies and regulations to reduce impacts to watersheds and urban runoff from the improper handling and disposal of commercial products.
- P20.4 ***Local Watersheds***
Support projects, programs, policies and regulations that support a functional and healthy watershed within neighborhoods and districts.



Project Description

P20.5 *Water Quality of Focus Areas*

Support projects, programs, policies and regulations to encourage site and infrastructure improvements within the City's Focus Areas to support cleaner and reduced urban runoff.

P20.6 *Construction Impacts*

Support projects, programs, policies and regulations to reduce impacts to watersheds and urban runoff caused by private and public construction projects.

P20.7 *Development Impacts*

Support projects, programs, policies and regulations to reduce impacts to watersheds and urban runoff caused by the design or operation of a site or use.

Actions

A20.1 *Revise Street Standards*

Revise the City's street standards to allow and encourage bio-filtration systems/ planters and the use of permeable pavement.

A20.2 *Green Streets and Parking Lots*

Implement demonstration projects in select neighborhoods and districts to show how streets and parking lots can be improved with bio-filtration systems/planters and the use of permeable pavement.

CHAPTER 17: AIR QUALITY AND CLIMATE CHANGE

Goal 21: Protection and improvement of air quality.

Policies

P21.1 *Jobs-Housing Balance*

Support regional and subregional efforts to improve the alignment of housing options and employment opportunities to reduce commuting.

P21.2 *Transportation System*

Support regional and subregional efforts to promote a transportation system coordinated with air quality improvements.

P21.3 *Inter-Jurisdictional Regulation*

Support regional and subregional efforts to implement programs that regulate pollution across jurisdictions, particularly where the source is not under the City's authority.

P21.4 *Balanced Land Use*

Support projects, programs, policies and regulations to promote a balance of residential, commercial, industrial, recreational and institutional uses located to provide options to reduce vehicle trips and vehicle miles traveled.



- P21.5 ***Product Handling and Disposal Impacts***
Support projects, programs, policies and regulations to reduce impacts to air quality from the improper handling and disposal of commercial products.
- P21.6 ***Construction Impacts***
Support projects, programs, policies and regulations to reduce impacts to air quality caused by private and public construction projects.
- P21.7 ***Development Impacts***
Support projects, programs, policies and regulations to reduce impacts to air quality caused by the design or operation of a site or use.

Actions

- A21.1 ***NEV Accommodation***
Accommodate the use of neighborhood electric vehicles through reduced parking requirements, modified parking spaces dimensions, or other Zoning Ordinance revisions, considered as a part of a comprehensive review of City parking standards.
- A21.2 ***Car Sharing Pilot Program***
Explore the potential for a car sharing pilot program to be implemented in one or more of the City's Focus Areas.

Goal 22: Participation in regional efforts to address climate change and its local impacts.

Policies

- P22.1 ***Motor Vehicle-related GHG Emissions***
Support regional and subregional efforts to reduce greenhouse gas emissions associated with transportation through land use strategies and policies, transportation system improvements, and transportation demand management programs.
- P22.2 ***GHG Emissions from Electrical Generation***
Support regional and subregional efforts to reduce greenhouse gas emissions associated with electrical generation through energy conservation strategies and alternative/renewable energy programs.
- P22.3 ***GHG Emissions from Water Conveyance***
Support regional and subregional efforts to reduce greenhouse gas emissions associated with water conveyance through water conservation strategies and alternative supply programs.
- P22.4 ***Solid Waste-Related GHG Emissions***
Support regional and subregional efforts to reduce emissions associated with solid waste through increased recycling programs and reduced waste strategies.



Project Description

- P22.5 ***Technology to Reduce Emissions***
Support projects, programs, policies and regulations to use technology whenever feasible to minimize travel for City meetings and trainings.
- P22.6 ***GHG Emissions from Waste***
Support projects, programs, policies and regulations to reduce greenhouse gas emissions from waste through improved management of waste handling and reductions in waste generation.
- P22.7 ***Climate Adaptation***
Support projects, programs, policies and regulations to address climate change impacts relevant to the City as an inland community, including rises in average and extreme temperature, less annual precipitation, more flooding during El Niño seasons, increased power outages and higher levels of smog.
- P22.8 ***Sustainable Communities Strategies***
Support projects, programs, policies and regulations to coordinate future community-based planning efforts of the Focus Areas for consistency with the SCAG Sustainable Communities Strategy and Orange County Sustainable Communities Strategy.
- P22.9 ***Development***
Support projects which voluntarily desire to implement site and/or building design features exceeding minimum requirements to reduce project greenhouse gas emissions.

Actions

- A22.1 ***GHG Inventories***
Update the greenhouse gas inventory as required and track progress against targets as recommended by the Climate Action Plan.
- A22.2 ***Community Education Programs***
Conduct an educational series on concepts related to the integration of land use and transportation planning and the opportunities and choices associated with a multi-modal transportation system as part of community-based planning of Focus Areas.
- A22.3 ***Climate Adaptation Plan***
Create a plan that identifies the impacts of climate change on the City and provides methods for adaptation.

CHAPTER 18: INTEGRATED WASTE MANAGEMENT

Goal 23: Safe and efficient management of waste.

Policies

- P23.1 ***Regional Waste Management***
Support regional and subregional efforts to increase recycling, waste reduction, and product reuse.



- P23.2 ***Hazardous Waste***
Support projects, programs, policies and regulations to promote safe handling and disposal by households, businesses and City operations of solid waste which has specific disposal requirements.
- P23.3 ***Waste Reduction and Diversion***
Support projects, programs, policies and regulations to promote practices to reduce the amount of waste disposed in landfills.
- P23.4 ***Waste Stream Separation and Recycling***
Support projects, programs, policies and regulations to expand source separation and recycling opportunities to all households, businesses and City operations.
- P23.5 ***Recycling Centers***
Support projects, programs, policies and regulations to develop neighborhood-serving, State-certified recycling facilities in neighborhoods and districts.
- P23.6 ***Focus Area Waste Management***
Support projects, programs, policies and regulations to evaluate ways to increase recycling and product reuse and reduce waste as part of community-based planning of Focus Areas.
- P23.7 ***Waste Management***
Support projects, programs, policies and regulations to consider project level solid waste management needs at the site and building design stages.

Actions

- A23.1 ***Source Separated Recycling for Multi-Family Housing***
Explore the feasibility of source separated recycling for multi-family housing.
- A23.2 ***Source Separated Processing for Businesses and Industries***
Identify and provide services to businesses and industries whose waste stream supports source separated processing.
- A23.3 ***Food-Waste Processing Facility***
Explore the feasibility of a food-waste processing facility to serve the City's food-service and food-processing businesses and large institutions.

CHAPTER 19: OPEN SPACE AND NATURAL RESOURCES

Goal 24: Responsible management of open spaces balanced with the healthy functioning of environmental systems.

Policies

- P24.1 ***Management and Maintenance***
Support projects, programs and policies to coordinate with existing regional park districts, the private sector and nonprofit institutions to manage and maintain regional open spaces.



- P24.2 ***Land Trusts***
Support projects, programs and policies to encourage the establishment of land trusts to help preserve significant open space within the region.
- P24.3 ***Access and Use of Open Space***
Support projects, programs, policies and regulations to increase access to and use of open space resources while respecting the natural environment.
- P24.4 ***Accessibility for All***
Support projects, programs, policies and regulations to ensure that, when natural topography allows, public open spaces are accessible to people of all abilities.
- P24.5 ***Long-Range Needs***
Support projects, programs, policies and regulations to preserve areas of open space sufficient to meet the long-range needs of the City.
- P24.6 ***Watershed Management***
Support projects, programs, policies and regulations to manage open space watersheds to limit potential fire and erosion hazards.
- P24.7 ***New Open Space***
Support projects, programs, policies and regulations to create open space as funding and other opportunities become available.
- P24.8 ***Environmentally Sensitive Areas***
Support projects, programs, policies and regulations to preserve the environmentally sensitive areas of public open spaces.
- P24.9 ***Passive Open Space***
Support projects, programs, policies and regulations to encourage diverse, environmentally-sensitive, passive open spaces.
- P24.10 ***Trail Linkages to Open Space***
Support projects, programs, policies and regulations to promote recreational trails and the bikeway system to link open spaces to public areas and neighborhoods.
- P24.11 ***Open Space in Focus Areas***
Support projects, programs, policies and regulations to evaluate increasing urban and natural open spaces as part of community-based planning of Focus Areas.
- P24.12 ***Environmental Impact of Support Facilities***
Support projects, programs, policies and regulations to limit the construction of facilities in open space areas and to design necessary improvements, such as fire roads, access roads, and parking facilities, to minimize environmental impacts and maintain the visual qualities of the open space.
- P24.13 ***Maintenance of Sensitive Areas***
Support programs, policies and regulations to require maintenance of environmentally-sensitive areas by qualified/trained personnel and/or contractors.



Actions

- A24.1 ***Transfer of Development Rights***
Explore the feasibility of creating a regional or subregional Transfer of Development Rights (TDR) program to preserve open space and channel growth to infill locations.
- A24.2 ***Interdepartmental Coordination and Collaboration***
Establish an interdepartmental coordination process to regularly address planning, design and other matters (e.g. encroachments; updates to habitat, conservation and fire management policies; conditions of development applications; etc.) pertaining to open space.

Goal 25: Responsible management of natural resources.

Policies

- P25.1 ***Conservation of Sensitive Natural Resources***
Support regional and subregional efforts to conserve habitat for sensitive species and plant communities.
- P25.2 ***Waterways Preservation***
Support projects, programs, policies and regulations to preserve the City's public creeks and lakes such as Tri City Lake, Bastanchury Greenbelt Creek, and Laguna Lake; pursue collaborative efforts to restore channelized portions of Brea Creek and Fullerton Creek. (See Chapter 16: Water for related policies and actions.)
- P25.3 ***Comprehensive Tree Management***
Support projects, programs, policies and regulations to comprehensively plan for, manage and promote trees throughout the City.
- P25.4 ***Wildlife Management***
Support projects, programs, policies and regulations to promote and encourage residents and visitors to respect the natural environment of wildlife inhabiting and/or migrating to the City's open spaces.
- P25.5 ***Managed Development***
Support projects, programs, policies and regulations to manage development in areas containing significant or rare biological resources.
- P25.6 ***Enhancement of Conservation Areas***
Support projects, programs, policies and regulations to preserve and enhance established conservation areas.
- P25.7 ***Mitigation of Impacts on Sensitive Areas***
Support projects, programs, policies and regulations to consider and mitigate project level impacts to sensitive habitat areas at the site and building design stages.



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- P25.8 ***Mitigation of Impacts on Waterways***
Support projects, programs, policies and regulations to consider and mitigate project level impacts to public waterways at the site and building design stages. (See Chapter 16: Water for related policies.)

Actions

- A25.1 ***Community Forest Ordinance and Community Forest Management Plan***
Update the Community Forest Ordinance and Community Forest Management Plan to include standards for tree protection and enhancement in private development.

CHAPTER 20: NATURAL HAZARDS

- Goal 26: **Protection of people, natural and built environments and economy from natural hazards.**

Policies

- P26.1 ***Regional Coordination***
Support projects, programs, policies and regulations to coordinate planning for and response to natural disasters with other agencies within the region.
- P26.2 ***Adequate Emergency Response Infrastructure***
Support projects, programs, policies and regulations to prepare to respond to natural disasters to the best of the City's ability.
- P26.3 ***Focus Area Planning***
Support projects, programs, policies and regulations to consider natural hazard risks and mitigation as part of community-based planning of Focus Areas.
- P26.4 ***Minimization of Development in High Risk Areas***
Support projects, programs, policies and regulations to discourage or limit development within areas that are vulnerable to natural disasters, particularly in areas with recurring damage and/or the presence of multiple natural hazards.
- P26.5 ***Hazard Specific Development Regulations***
Support projects, programs, policies and regulations to utilize hazard specific development regulations to mitigate risks associated with identified potential natural hazards, including flooding, wildland fires, liquefaction, and landslides when development does occur.

Actions

- A26.1 ***Flood Channel Improvements***
Encourage the Orange County Flood Control District to make improvements to regional drainage channels to alleviate the potential for flooding within the City of Fullerton.



- A26.2 ***Project Review***
Review the City's natural hazards maps (Exhibits 23-27) to determine potential risks to people and buildings and to develop appropriate mitigation measures to address and minimize risks.
- A26.3 ***Flooding***
Review on-site and off-site flood hazards for all projects located within areas subject to flooding during a 100-year storm event (see Exhibit 27).
- A26.4 ***Wildland Fires***
For projects within Wildfire Threat Areas (see Exhibit 17), require landscape and building plans to incorporate defensible space between natural vegetation and buildings, on-site fire detection and automatic sprinkler systems, non-combustible roofing materials (tile or concrete) and other appropriate mitigation measures.
- A26.5 ***Geologic Hazards***
Require and review geologic reports prior to decisions on any project that would subject property or people to significant risks from geologic hazards (refer to Exhibits 23-24). Geologic reports should describe the hazards and include mitigation measures to reduce risks to acceptable levels.
- A26.6 ***Implementation of Recommended Mitigation Actions***
Pursue the implementation of the recommended mitigation actions included in Table 5.1 of the adopted City of Fullerton Local Hazard Mitigation Plan or as otherwise provided by the Mitigation Action Plan (Section 5.4) based on priority, funding availability or other circumstances.
- A26.7 ***Review and Update of Local Hazard Mitigation Plan***
Revisit the adopted City of Fullerton Local Hazard Mitigation Plan annually in conjunction with annual reporting on the implementation of The Fullerton Plan and as prescribed in the adopted Maintenance Schedule (Section 7.2). A written update to the State and FEMA is required every five years to retain eligibility for hazard mitigation and other FEMA programs, unless a disaster or other circumstances require a change to this schedule.



Project Description

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