

**Notes from Educational Series Part 1**  
**Wednesday, April 4, 2007**

**QUESTIONS & COMMENTS**

- Public Announcements in newspapers...include time, date, place
- Previous General Plan...any part of this process to look at 1996 GP to see what worked, what was implemented, etc.
- Current development projects & update process...What is connection? How to address?
- Is GP on website?
- Include on website prices for GP documents
- Updated GP should have/consider additional elements:
  - Historic resources
  - Urban design
  - Noise
  - Etc.
- Is there flexibility in budget?
- Are educational institutions part of stakeholders?
- Need to look at info systems technology
- Interfaces with other communities...How do we harmonize? Friendly neighbors...
- Perception/sense...How to serve Fullerton as a whole...south of Commonwealth in particular and ethnic diversity...community centers/Fullerton School District
- Outreach: encourage neighborhood dialogues are published widely and not a 1-stop per neighborhood
- Interface with communities...important to learn strengths and weaknesses both viewed by residents & neighbors
- Series of lectures...intellectual look...parking, Ray Young, etc. at library
- Booth at street fair/market
- Process...work through existing committees and commissions (e.g. transportation & circulation commission)
- Visioning may get pushback
- Bike plan: How soon to start? Integrate or separate? May want some separation.
- Specific Plan for Downtown – how to integrate?
- After 18 months: How binding for decision making? What impact?
- Sunrise Village meeting...density a concern...Will GPU have a component addressing when amendments, etc., are appropriate?
- Previous GP impact on this GP...How will new GP look at transportation center plan?
- Downtown SP
  - Requires City Council direction?
  - Can GP say that a Downtown Specific Plan should be prepared in the future?
- Bike element...yeah!
- What about a pedestrian element?
- Outdoor dining...encroachment?

**Notes from Educational Series Part 2  
Monday, April 23, 2007**

**QUESTIONS**

- Example of GP as a decision-making process tool...why to get involved
- Power of GP comes through its language & how the information is expressed...who will write the plan (consistency...etc.)
- Why 10-yr – not 5-yr? Review?
- Will schedule of community involvement events be published?
- Communication resource: public schools
  - Posters, flyers, etc.; hold meetings at schools
- GPAC...How to have a direct impact on General Plan?
- How to get elements added to GP
- Fullerton Market (Thurs) to get word out
  - Faces of Fullerton
  - Concert in the Park
- Televised Sessions...Q & A? Also
  - Open House...amount of time to attend?
  - EIR: sequence w/GP
  - Time for GP vs. EIR
  - GP & EIR approved together?
  - EIR does not sit on a shelf?
- Guerilla marketing? Water bill, community services
- Data: Extra Data gathered? Available to public?
- E-mail as a tool to communicate
  - Tap past e-mail lists
  - [BOBSP@CI.FULLERTON.CA.US](mailto:BOBSP@CI.FULLERTON.CA.US)
- END OF MEETING

## Virtual Tour Open House Monday, May 21, 2007

### Community Comments - Post-It Notes

#### Residential Neighborhoods

- Moving maps scroll too fast! It would be helpful if reference maps had a dot referencing each area pictured.
- Traffic on Dorothy Lane.
- My concern relates to the traffic flow and amount of traffic associated with Longview Drive. (My address is 1241 Longview & Dorothy Lane) This has been an ongoing discussion for many years and should finally be resolved with a way to slow down the traffic thru this upscale residential neighborhood...
- I feel there should be a distinguished historic district that preserves the area between Commonwealth and Berkley/Hillcrest and Lemon to Basque. Many houses in that area are unique and hold the roots of Fullerton's suburban past. The architecture of the craftsman's style bungalows should be preserved. At least the façade of the buildings and their heights should not change. Help preserve that community's identity.
- I also think that Fullerton can envision more higher density development not only downtown, but between Orangethorpe to Valencia. Not exactly gentrify the area, but some improvements can be made in making the city more urban. It's near the Promenade on Harbor/Orangethorpe and skyward movement could be the next direction. Fullerton could take for residential living; the mixed use is a great start downtown, but it should be expanded on for the future.
- Traffic on Longview Dr. has increased by more than 100% in the past 10 years. With the addition of the new CSUF Housing (see Elks) traffic will increase further and cause a once quiet residential area to become a racetrack. Police do not cover the area even after innumerable requests.
- I think it's important to retain the best parts of old urbanism rather than only focusing on new urbanism.
- SW Fullerton is dense – housing – needs park space. (Again – I put a similar comment on another board)
- One slide in tour 1 identified "Harbor & Associated". I don't think this is correct.
- A major problem that needs to be addressed is land speculators that come into single family residential areas and turn these into high density condos or apartments. The city needs to stop this.
- Preserve the character of older neighborhoods.
- Maintain current zoning laws, such as setbacks and lot size. No mega-size.
- Plan services (i.e. grocery stores, etc) close to senior developments.
- Ban strip malls.
- No high density in downtown area, please! Use NW land area if more housing needed.
- High value on existing communities

- Sustainable requirements for new housing.
- Affordable housing – don't price people out of the city.
- Institute laws to protect existing neighborhoods from overbuilt structures.
- It would be great to develop ways to incorporate neighborhood markets.
- All neighborhoods need to have access to transit, biking and good sidewalks.
- One slide showed neighborhood businesses on Pomona, but was labeled residential.
- If we're going to do high density mixed use, at least make it affordable. The cracker boxes at Soho are over-priced!

### Community Facilities

- I think the downtown plaza was an excellent addition to the community. The Plaza Market is an excellent way to bring people out and share time in the city. At night in downtown I think that bridges would be a great to keep traffic moving. Maybe an additional parking structure could help the parking problem too. Let's see more community events at the Fox theater too. It's been renovated now start to bring the people back. The walk-ability of the city is a success.
- Community facilities should build on existing facilities in order to include all segments of Fullerton's culture, including youth & low-income.
- We have nice community facilities, but as we re-do buildings I would like to see "Green Building" standards employed.
- Southwest Fullerton is dense – park poor – How can we provide some relief there?
- Build Amerige Court – now – the city need it.
- Will the General Plan be the foundation for the direction and actions taken by the Council and Committee?
- Bike lockers.
- Zero-scaped/native plants in park.
- Don't build on virgin land.
- Coyote Hills Nature Center
- Critical – restore nature preserve building nature center – now – make it accessible.

### Commercial and Industrial Areas

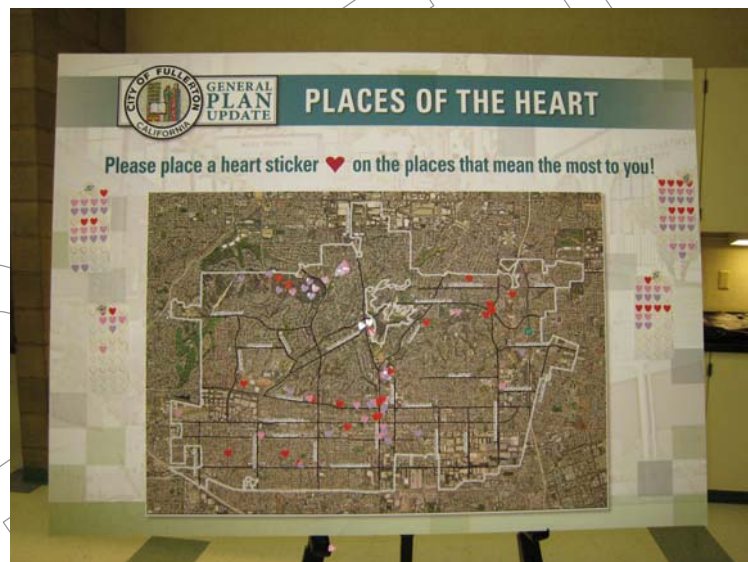
- Encourage small local business – creating sustainable economics.
- It would be nice to integrate neighborhood markets closer to residential areas.
- S.W. - add to senior center east of existing building – nothing has been done since 1981. Get seniors involved.
- All areas – get business involved in future plans.
- S.E. – add additional parking garage east of existing R.R. parking-gar!
- Didn't notice Harbor-Lemon-Treslow area businesses.
- I think commercial and industrial areas are an important part of the city as these provide local jobs. Often these smaller commercial stores are family/small businesses.

## Bike Element

- Put bike lanes in more residential areas especially southwest Fullerton.
- Solve problem on Euclid where earth is on trails.
- More bicycle trails and better maintenance of horse, bike and walking trails.
- Safe, interconnected trails throughout the whole city.
- Bike lockers at public facilities and commerce centers
- It should be as safe to get to any destination on a bike as it is in a car
- Safety, safety, safety
  - Well paved shoulders
  - No parking in bike lanes
  - Safe bike parking
  - Educate drivers on how to drive (right turn signal please) around cyclists.

## Anything Else You Want to Say?

- Create a reason to walk Fullerton.
- Parking becoming more difficult – especially if Amerige Court is built.
- Get good occupants (including drug & market) for new area being soon constructed at corner of Orangethorpe and Euclid.
- Raymond needs re-surfacing/repairing between 91 freeway and Orangethorpe.
- No cheap looking, standardized, unimaginative, alienating housing developments.
- Concentrate more on lower income areas to keep property values good.
- Use NW area for high rise condos, not downtown.
- See if “Dial a Ride” possible for Fullerton to allow more local participation in local events.
- Finish Hillcrest Park Plan. It seems to have gotten stuck!
- Require sustainability in construction.
- Promote/require solar power.
- Keep historic height under 5 stories.
- Have more open space.
- Preserve historic neighborhoods – even in low-income areas – preserve trees and open space. (Coyote Hills)
- Save historic downtown.



- Make Fullerton more of a destination city not just a drinking spot for the whole of Orange County.
- Change the downtown reputation “dirty”, “party”, “drunks”, “pickups” to a family oriented place to go.
- Concentrate on downtown area – traffic problems will be worse.
- Save Coyote for public use – nature.
- No development in Coyote Hills.
- Leave Coyote Hills alone – no new development.
- Consider people in wheel chairs when designing corners and crosswalks, please.
- A movie theatre behind Fox showing latest films.
- Please try to make City Council more aware of what citizens really expect from them.  
Listen.
- Make parks for adults, such as a soccer field – could generate revenue for the city. No such park exists. Only child playgrounds.

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

### Issues

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

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

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

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