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I. Introduction

The City of Fullerton initiated the community outreach portion of the General Plan Update process in March 2007. The goal of this outreach effort was to develop a “vision” for the city based on what the community felt was most important for the future of Fullerton. The community themes, presented in this report, were developed through extensive community outreach and participation in the form of interactive workshops, special meetings, and a web based survey. Events were promoted through newspaper articles, press releases and informational flyers.

We Heard You!

Recommendations and comments incorporated into this visioning report came from a number of different sources including:

- **“Focused Future” Visioning Charrettes.** Six visioning charrettes were held between June and August of 2007. Approximately 105 community members attended one or more of these workshops to share their ideas about the future of their city. During these charrettes, participants were asked to identify Fullerton’s treasures and challenges, as well as their visions for the future of the city. These ideas were written on Post-it Notes and placed on the walls for all of the participants to see. Then, the community members worked in groups to write vision statements for the city. The Post-it Note comments from the six visioning charrettes are listed by theme in Appendix A. The vision statements from each workshop can be found in Appendix C.
- **Youth Visioning Workshops.** Four youth visioning workshops were held during the summer of 2007. Participants in the first youth workshop were high school students from the Fullerton Library Teen Advisory Committee. The second workshop was conducted with youth ages 12 through 15 from the City’s Teen Scene program. Participants in the third and fourth workshops were from the Boys’ and Girl’s Club. The third workshop was designed for youth ages 11 to 13 and the fourth was designed for youth ages 14 to 17. At each of the youth visioning workshops,



participants identified the treasures and challenges in Fullerton, as well as their visions for the future of the city. After that exercise, the youth drafted vision statements and illustrated their ideas. Refer to Appendix D for the comments, vision statements and illustrations from the youth workshops.

- **Visioning Open House.** In August of 2007, a Visioning Open House was held to show the community the results of the Visioning Charrettes and to receive further input from the community. Approximately 35 community members attended. For community comments from the Visioning Open House, refer to Appendix C.
- **Online Survey.** An ongoing online survey is accessible from the General Plan Update website. The survey will garner input from those who were unable to attend the Visioning Workshop and Open House. It asks participants to list Fullerton's treasures and challenges, and their visions for the future.

In addition to the visioning workshops, a number of other General Plan Update outreach programs were held throughout the community, including:

- **Roadshow Presentations.** Presentations were made to a number of community groups and organizations including the Chamber of Commerce, the Fullerton Collaborative, the Transportation and Circulation Commission, the Parks and Recreation Commission, and the Rotary Club.
- **Virtual Fullerton Community Open House.** Approximately 30 Fullerton community members attended an interactive Community Open House on May 21, 2007.
- **General Plan Educational Program Series.** In April of 2007, two community meetings were held to acquaint community members with the General Plan Update. Approximately 25 people attended one or both of the meetings.

For detailed notes from each of the meetings, refer to Appendix E.

About the General Plan Update

Each city in California develops its own General Plan to identify community priorities and visions for the future. The City of Fullerton's General Plan was last comprehensively updated in 1996. The City is now updating its General Plan to better address current issues and to reflect the values and visions of the community. The General Plan Update will provide a "blueprint" for future growth and development in Fullerton and will include long-range goals, policies, and maps to address a range of important community topics, as well as implementation programs to achieve the long-term goals and polices.

II. Community Themes

Comments from the workshops, survey, open house, and other outreach efforts were compiled and reviewed to determine the common themes throughout the community. The vision report represents a qualitative analysis of community values and ideas about the future of the city. The following nine community themes have been identified in Fullerton:

- Open Space, Parks and Sustainability
- Sense of Community and Community Character
- Economic Development and Vitality
- Cultural Resources and Community Activities
- Community Services
- Community Health and Safety
- Community Design
- Mobility
- Growth Management and Density

While these themes do not represent every detail heard during the outreach process, they represent the predominant themes heard from the community. These key themes will be used by the General Plan Advisory Committee (GPAC) and City Staff to guide development of the General Plan Update.

Open Space, Parks and Sustainability

Open space, parks and sustainability was a community theme that emerged from the visioning charrette comments. Components of this theme are:

- Open Space
- Coyote Hills
- Parks, Recreational Facilities and Activities
- Climate and Weather
- Natural Features
- Environmental Quality
- Sustainable Practices and Green Building

Preserving and enhancing the open space, parks and recreational facilities in Fullerton was a major theme heard throughout the visioning charrettes. Specific amenities regarded as treasures by the community include natural open spaces such as Coyote Hills and recreational areas such as hiking and bicycling trails and Hillcrest Park. Challenges heard include finding adequate funding to maintain and improve the parks and recreation facilities and

“City that is connected through scenic highways, greenbelts, trails and parks/ open space equitably developed throughout the city.”

- Comment from Visioning Charrette participant

preserving the remaining open space in the city.

Community members also expressed a desire to adopt sustainable practices including “green” building practices throughout the city. Environmental challenges, such as impacts on air and water quality and global warming, were listed and visions for more sustainable development were heard.

Sense of Community and Community Character

The sense of community and community character found in Fullerton were identified as treasures by many participants in the visioning process. Components of this theme are:

- Sense of Community
- Diversity
- Community Character
- Community Cohesion and Identity
- Governance and Communication

Many community members identified Fullerton’s “small-town feel” and strong sense of community as treasures. However, maintaining these treasures as the city continues to grow and change is a challenge. As part of enhancing the sense of community, residents envision increased communication with the city leaders and more community involvement.

Visioning participants recognized and valued the diverse population within the city, however many would also like to see stronger connections between the different groups of residents and neighborhoods. As Fullerton’s population continues to become more diverse, the participants expressed a desire to create a cohesive community with a distinct identity reflective of the entire city.

Economic Development and Vitality



Recognizing that Fullerton’s economic environment is evolving, visioning participants identified the key components they feel should be retained and the changes they would like to see. Components of economic development and vitality include:

- Types of Businesses
- Affordability
- Access to Jobs
- Housing Options and Opportunities
- Economic Vitality
- Businesses in the Downtown
- Small and Family-Owned Businesses
- Creating a Destination Place

Community members listed many of the small and

independent businesses as treasures within the city. In the future, they would like to see these types of businesses retained, but would also like to see the city welcome new businesses in order to create a strong economic base in the city.

Many of the participants would like to see more “family-friendly” activities in the Downtown. Ideas for the future include creating a more pedestrian-friendly Downtown that is a destination place, attracting visitors as well as residents.

When asked why they moved to Fullerton, many residents said access to jobs was important. The location of Fullerton made the city desirable. However, housing options and opportunities were seen as a large challenge. Creating and maintain affordable and workforce housing were seen as challenges. Lack of housing opportunities is seen as a barrier to attracting those just entering the workforce.

Cultural Resources and Community Activities

Cultural resources and community activities was a theme heard throughout the visioning process. Components of this theme are:

- Educational Resources and Facilities
- Activities in the Downtown
- Arts, Culture, and Theater
- Community Activities and Organizations

The educational resources including the public school system, the colleges and universities, and the libraries were listed as treasures by many of the visioning participants. The community takes pride in the strength of the educational resources in Fullerton, but would like to ensure they are accessible to all segments of the population.

“Education community- good schools at all levels and opportunities to learn throughout the city.”

-Comment from Visioning Charrette participant

Many residents treasure the arts and cultural resources including the museums and theaters in Fullerton. Comments from the visioning charrettes show that the community values these resources as an integral part of the city’s identity. Participants’ visions for the future include continued support for the cultural resources and increased attraction of visitors.

Community activities and organizations, including the Farmer’s Market, the community newspaper and activities for children, are treasured by Fullerton’s residents. In the future, residents would like to see more community gathering spaces as well as activities for all ages. Specifically, more activities for children and teens, as well as for young families, were suggested.

Downtown Fullerton is a hub of activities that the community sees as both a treasure and a challenge. Access to Downtown and its historic architecture and sense of place are valued.

However, residents would like to see a larger variety of businesses and activities that attract all ages at various times of the day.

Community Services

Providing community services for Fullerton as it grows and matures was a concern of the community heard throughout the visioning process. Components of this theme include:

- City Services
- Public Partnerships
- Recycling
- Cost of Services
- Adequate and Equitable Services
- Maintaining Infrastructure and Facilities
- Technology

Some of the participants in the visioning process said they were happy with the current quality of the services in the city. However, many were concerned about the cost of providing services in the future, as well as maintaining and repairing the City's infrastructure. Challenges include maintaining the streets and sewer system as well as funding services such as fire protection, law enforcement and social services. Providing accessible and equitable services for all parts of the city was a concern as well.



Participants would like to see the services in Fullerton expanded to include a recycling program and technology like a citywide WiFi.

Community Health and Safety

Fullerton's residents desire a safe and healthy community to live in. Components of this theme are:

- Safety
- Cleanliness
- Seismic Safety
- Medical Services
- Adequate Emergency Services
- Crime
- Homelessness

Some participants commented they feel safe in Fullerton while others saw increased crime as an existing and future challenge. Specific areas the participants would like to focus on include gang activity and threats to safety in the Downtown. Again, funding for equitable and adequate services was identified as a challenge to overcome.

The medical services in the city, especially St. Jude Medical Center are treasured, as well as the cleanliness of the city. Homelessness is seen as a challenge for the community to work on. Increased upkeep of the public spaces and facilities in the city are also envisioned for the future.

Community Design

The physical design and aesthetics of Fullerton are a great source of pride and help create the community's character. Preserving and enhancing the community design was a theme that emerged from vision process. Components of community design include:

- Historic Buildings
- Aesthetics
- Rural Feel
- Quality and Character of Architecture

Fullerton has many historic neighborhoods and buildings that were cited as treasures by the visioning participants. These historic resources help create the “charm” of Fullerton. Many Fullerton residents also treasure the “semi-rural” feel of portions of the city and would like it maintained. Moving into the future, the residents would also like to see the character of the city maintained through the physical design.

“Keep/ ensure there is a beauty, architectural “sensitivity” to the neighborhoods.”

-Comment from Visioning Charrette participant

Besides maintaining the historic and rural feel that Fullerton has, many community members wish to enhance the aesthetics of the city through stronger design standards for new developments and proactive neighborhood preservation.

Mobility

Mobility within Fullerton and from Fullerton to other parts of the region is a growing concern of the community. Components of mobility include:

- Transportation Options
- Location and Access to Region
- Bicycle and Pedestrian Systems
- Traffic Congestion
- Parking and Parking Structures
- Active Living

Fullerton’s current transportation options, including the train, the bus lines, and bicycle and pedestrian systems, are treasured by many of the residents. The location of the city provides access to activities and employment throughout the region.

Participants in the visioning process would like to see the transportation options enhanced through increased public transportation and improved bicycle routes. Traffic congestion is also a challenge the community would like to overcome. Suggestions for the future include pedestrian-only streets in the Downtown, reducing the visual impact of parking structures, additional bicycle paths and parking, and increased public transit within the city.

Included in the theme of mobility is active living. Participants expressed a desire for a healthy community with areas for walking, bicycling and recreation as part of the daily routine.

Growth Management and Density



How Fullerton is going to accommodate and manage growth and development was identified as one of the main challenges by the community. Participants’ comments were in the following categories:

- Scale of Buildings
- Growth Management
- Density
- Planning

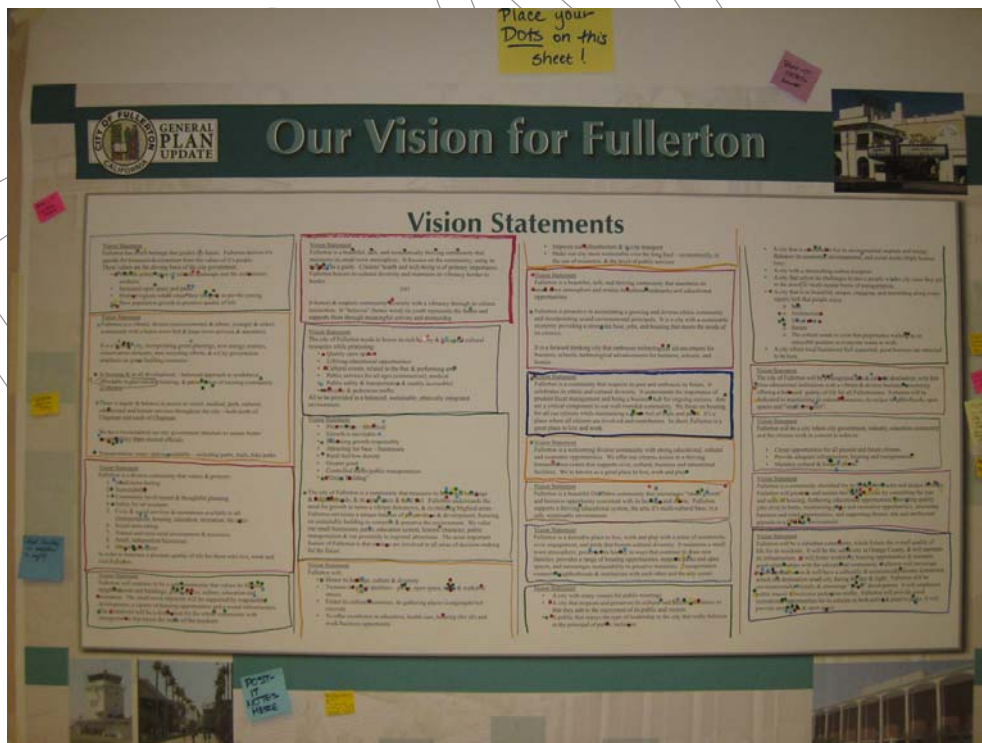
Concerns about the growing population in Fullerton leading to unbalanced growth or overcrowding were heard throughout the visioning charrettes. In keeping with the small-town feel in Fullerton, community members would like to see new buildings that are appropriately in scaled to their surroundings. Increasing density in various parts of the city was also a concern and many participants indicated they would like to see a well-planned, well-thought out community as Fullerton moves forward.

III. Vision Statements

During each of the visioning charrettes, participants worked in groups to draft vision statements for the City of Fullerton. The full vision statements created during each of the charrettes can be found in Appendix C. During the Visioning Open House, attendees were asked to place stickers on the words within the vision statements they felt are most important or significant for the City. Below are the words or phrases that people placed stickers on. The phrases in bold received 10 or more stickers.

- **Historic/ historical/ historic preservation/ historic resources/ historic value/ history**
- **Green**
- **Preserve/ preserves/ preservation**
- **Trees/ More trees**
- **Heritage**
- **Parks**
- **Cultural/ cultural landscape**
- **Accountable/ accountability**
- **Neighborhoods**
- **Transportation**
- Green spaces
- Small-town/ small-town feel/ small-town feeling
- Charm
- Economic/ economically
- Safe/ safe community/ safety/ safest/ secure
- Encourages smart growth
- Arts
- Balance/ balanced/ balancing
- Community
- Fullerton
- Integrity
- Open space
- Bicycle
- Public
- Rural/ rural feel
- Slow
- Vision
- Architecture
- Building(s)
- Destination
- Educational
- Recognized
- Recreation/ recreational
- Resources
- Space
- Walkable/ walking
- Business
- Citizens
- Diversity
- Downtown
- Environmental/ environmentally
- Natural resources
- Old Town
- Providing
- Responsible
- Rich
- Scale
- Sustainability
- Technological
- Thriving
- Value
- Whole community
- Workforce housing
- A public that enjoys the type of leadership in the city that really believes in the principal of public inclusion
- Active
- Beautiful
- Character
- City
- Class

- Connects
- Conserves
- Dedicated
- Distinct
- Future
- Green plantings
- Honor
- Housing
- In-city transport
- Inclusion
- Inevitable
- Infrastructure
- Needs
- Options
- Pedestrian
- Play
- Quality
- Relationships
- Revitalizing
- Strong
- Supports
- The day and night
- Traffic
- Trails
- Understands
- A city that is so beautiful, unique, engaging and interesting
- A city that respects and preserves
- A city that solves its challenges to move people within the city once they get to the downtown w/ multi-modal forms of transportation
- The city of Fullerton is a community
- There is equity and balance



IV. Conclusion

This Vision Report is intended to present the key themes expressed by the participants for the meetings, workshops, online survey, and other outreach efforts for the General Plan Update. As described in this report, the following nine themes emerged as key priorities for the workshop participants:

- Open Space, Parks and Sustainability
- Sense of Community and Community Character
- Economic Development and Vitality
- Cultural Resources and Community Activities
- Community Services
- Community Health and Safety
- Community Design
- Mobility
- Growth Management and Density

Next Steps

The Visioning Report establishes the foundation for the preparation of the General Plan Update. Information from this report will be used by the General Plan Advisory Committee, City Staff, and the General Plan Update team to guide development of goals and policies of the General Plan Update document.