

**Fullerton General Plan Update  
Land Use Futures Open House  
October 29, 2008  
Fullerton Senior Center**

**Focus Area Post-It Note Exercise**

(Comments are provided verbatim.)

**Focus Area A: Airport Industrial**

**Are there any additional considerations for this focus area?**

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

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

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

**Should this focus area be revised/deleted/combined?**

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

## **Focus Area B: Commonwealth Corridor**

### **Are there any additional considerations for this focus area?**

- Reduce lanes, create complete streets.
- Retain the low-scale of the development along the street. It provides unique space for small businesses and neighborhood-serving retail and services
- Since the RR from the north reaches Commonwealth at this point, I would like the City to acquire that RR by encouraging Cargo to leave the RR become a trail
- Reposition entire street towards a “complete streets” design.
- Auto-oriented retail will only work at major intersections.
- Would like to see Commonwealth area by library “extraordinary,” “a real showcase,” of a new community center, library and City Hall.
- I repeat—access from Commonwealth to Hunt Branch would open up many new possibilities for use.
- Let’s find an adaptive reuse for the Boys and Girls Club building.
- West Commonwealth at the Airport to Brookhurst should be incubator, housing over light industrial spaces.
- Make Commonwealth wonderful, connected neighborhood thoroughfare. Focal intersections, enhanced crosswalks, etc.
- I love the weird mix of uses along Commonwealth. Let it continue its organic evolution. Improve the public realm, but don’t “overplan” the private land uses.
- While making improvements, we need to be sensitive to modest homes and businesses.
- Trees and the use of varied building materials to encourage walking supported by native green flowering plants would make the street more attractive.
- Preserve the historic homes and offices along Commonwealth—these areas add charm and shade to our buildings and are very walkable.
- Given its easy access to the majority of transportation and activity centers, please make this area safe for bicycle transit.
- Try to preserve existing buildings that serve the purpose of housing new and innovative businesses and cultural institutions.
- Bus service along this corridor is half-hourly at best. Since a huge amount of City destinations are here, bus service should be improved to every 15 or 20 minutes.
- This is the “proper” part of town. DO NOT destroy the character of this part of town by uprooting the successful businesses that are there. Encourage them and others with the same flavor.
- Make sections more to serve the abutting neighborhoods-- like a little bodega for bread, milk, eggs, for example—i.e. between Beckman and Euclid; with landscaping designed for foot traffic with some grass, a bench, a piece of art, kid climbing things; a place where a parent can walk to for something—meet a neighbor, stop and talk, and kids can engage each other too.
- Uniform, broader sidewalks, native grasses, slower traffic—15 minutes is as good as 10.
- Encourage bikes between colleges and businesses
- Work on Wilshire Bike Blvd. as a complement to Commonwealth traffic issues.
- Area between Raymond and Lemon—great area for smallish businesses in existing houses—outdoor dining.

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

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

**Should this focus area be revised/deleted/combined?**

(No Post-It Notes)

**Focus Area C: Orangethorpe Corridor Nodes**

**Are there any additional considerations for this focus area?**

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

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

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

**Should this focus area be revised/deleted/combined?**

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

**Focus Area D: Harbor Gateway**

**Are there any additional considerations for this focus area?**

- First sign after "Welcome" is "Drink" (Tuscany Club)—sets the tone. What happened to the rules on neon?
- Keep the green area on NW corner of Santa Fe and Harbor.
- Preserve existing housing within this area.
- Put parking next to the train station, not across Harbor.
- This area is prime for high rise, high density housing. Especially since it is near the train station.
- Preserve historic homes; encourage co-op purchase of multi-unit housing.

- Truslow neighborhood is very isolated if you're a pedestrian; preserve and improve pedestrian access; defend bus service on Lemon which is often on detour for months.
- Make commercial areas less dominated by cars and parking
- Do not eliminate the spacious open look around the train station, don't ruin this historic vista.
- Surface parking lots are an eye-sore. Can lots stay on periphery and pedestrian traffic be encouraged?

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

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

**Should this focus area be revised/deleted/combined?**

(No Post-It Notes)

**Focus Area E: Downtown**

**Are there any additional considerations for this focus area/**

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

- The apts at Chapman & C'wealth & Lemon have not brought new customers to downtown stores.
- Integrate the train station into this focus area.
- Pedestrian traffic around FUHS & Full Coll. Is very heavy- Fox Block development should respect the student oriented character of the area & make provisions for ped/ vehicular intermingling along Pomona.
- Public transit that connects to rail- that meets the needs of the neighborhoods of Fullerton- would be a good goal.
- Public art?!
- There should be more shops downtown and less bars. With the Soco district and the many apartments, there should be a grocery store downtown where people can walk to.
- Think private galleries, artisan jewelry, good ice cream, yarn shop, independent stores.
- Wee need to plan for public transit that meets the needs of downtown in particular. A trolley- mini buses- whatever moves cares to the outside and hopefully a pedestrian friendly downtown would attract retail for families as well as the bistros & bars.

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

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

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

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

**Focus Area F: Transportation Center**

**Are there any additional considerations for this focus area?**

- Keep public space to enhance this historic station.
- Build good connection by foot, bicycle, and public transportation

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

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

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

**Should this focus area be revised/deleted/combined?**

(No Post-It Notes)

**Focus Area G: North Harbor Corridor**

**Are there any additional considerations for this focus area?**

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

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

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

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

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

**Focus Area H: North Industrial**

**Are there any additional considerations for this focus area?**

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

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

- Add NE corner Harbor & Imperial.

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

(No Post-Its)

**Focus Area I: Chapman Corridor**

**Are there any additional considerations for this focus area?**

- This is a major gateway. Zone it to be more attractive.
- We need redevelopment w/more intensive housing-live work such a[s?] row house on the north side—commercial only at Raymond & State College—use \$\$ generate for public improvements
- Commonwealth should be transit link—even stronger—between university and transit center/d-town
- Encourage quality building in parcel east of Walgreens. Get rid of poorly maintained paved area.
- Needed: crosswalks
- I like the trees on Lemon—the park renovations at Raymond. Hardscape/landscape renovations make the community more welcoming.
- Where are the "significant infill opportunities"? (Maybe at Raymond/Chapman—drug store). Leave the unusual independent businesses and historic houses alone. This "corridor" borders single-story neighborhoods.
- Get the tacky businesses out and put in small restaurants (outdoor dining?)
- I think the older houses and the quaint "feel" of this area could benefit from the academic input of CSUF

- There are about 50,000 students at the ends of this corridor. Housing should be the focus.
- Chapman bus service is every hour. Excuse me??
- Keep historic homes and offices. With preservation zoning. They add an amazing ambience to this area.
- Enhance bus stops.
- I would like to see the houses remain along Chapman

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

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

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

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

**Focus Area J: Education/Education Supporting**

**Are there any additional considerations for this focus area?**

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

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

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

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

- There should be another educ district around Fullerton College

## **Focus Area K: Southeast Industrial**

### **Are there any additional considerations for this focus area?**

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

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

(No Post-It Notes)

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

(No Post-It Notes)

## **Review of Focus Areas**

### **Are there any other new focus areas that should be considered?**

- The last parcel of open space in North O.C. should definitely be included in the General Plan
- The largest piece of open space in Fullerton (& north O.C.) has no station ?? Coyote Hills needs to be considered
- How closely do the focus areas correspond to the current & potential redevelopment areas?
- General comment—City's bus shelters are horrible. Do “art shelters” like Brea. Make transit users feel welcomed and cared for and safe.
- I note with shock that West Coyote Hills is not being considered in this planning process. It needs to be since there is overwhelming public support for preserving all of it.
- Open space is part of GPAC, but it nowhere to be seen on these board. It has been a major issue for more than seven years
- I think you should consider including open space (Coyote Hills) in the Focus Area.
- Where is Coyote Hills? It is inconceivable that this huge potential development has been eliminated from consideration.
- West Coyote Hills as a 582 ½ acre park. A unique draw. Nobody else has a coastal sage scrub park. It won't exist under 500 acres. In the world, that land is going into extinction. CSS [coastal sage scrub] = 3% of world.
- Coyote Hills should be preserved for future generations
- I am eager to see the Nature Center & Trails planned for the northwest corner of Fullerton added to our recreational & cultural opportunities

- Coyote Hills should be preserved in its entirety
- Applies to most focus areas: 1. wide sidewalks – easy to traverse; 2. benches, mini/mini park/plazas to sit, rest, chat; 3. wide bike lanes; 4. easy access from section to section (trolley?)
- In consideration of III Guiding Principles; “Growth will be considered in the context of community needs and its contribution to our quality of life”: preserving the 510 remaining undeveloped acres of West Coyote Hills needs to be considered
- Coyote Hills
- Coyote Hills is missing
- The vision statement mentions open space yet you did not include open space in the Land Use Future. Very disappointing.
- Need city EIR which considers the impact of all developments on all intersections
- Keep Fullerton as tree city—besides trees give us our oxygen to breathe; plant trees
- Enhance cultural tourism by acknowledging the amazing amount of live theater in Fullerton
- The barrancas should be a semi-rural highlight throughout Fullerton—not treated as a drainage ditch.
- Fullerton needs to advocate for its bus needs—OCTA needs to hear from the City on this
- Enhance cultural tourism with bed & breakfasts in all (rich & poor) neighborhoods
- Please provide zoning to accommodate bed & breakfasts and neighborhood markets that meet certain guidelines--CUPs