



## DPAC Meeting Draft Vision Review

August 21, 2013  
Meeting Summary

The Downtown Core and Corridors Specific Plan Advisory Committee (DPAC) convened on Wednesday, August 21, 2013 from approximately 6:30 p.m. to 8:30 p.m. at the Fullerton Community Center. The goal of the meeting was to present draft Vision Posters which were created from information, issues, and ideas that were collected at the Community Design Fest and project outreach conducted to date. The draft Vision Posters illustrate the potential future of the 1,100-acre study area as a whole as well as its districts and neighborhoods. This summary provides a description of the meeting, followed by the ideas and feedback received from DPAC members.

The DPAC meeting focused on a summary of outreach, summary of the Design Fest, work efforts since the Design Fest, and the meeting agenda which included:

1. Welcome & Introductions
2. Visual Preference Survey
3. Review Draft Vision
4. Next Steps

Handouts included an agenda, Design Fest Summary, an Outreach Summary, and red and green dots for the Visual Preference Survey.

### 1 – Welcome & Introductions

Erik Justesen, RRM Design Group, welcomed the committee, gave a project overview, and talked about progress so far. He mentioned the next meeting is planned for mid-November and would include a more refined vision with the main direction, specifics, and components. He discussed that in the meantime there would be additional community outreach and DPAC feedback was welcomed and encouraged. Erik then introduced the consultant team. Jennifer Lilley provided an update on public outreach with different groups up to this point and talked about the MindMixer project site. The following committee members, staff and consultant team members were present.

#### DPAC Members

Bill Brown  
Ellis Cha  
Sinh Dang  
Aaron Gregg

Virginia Han  
Elizabeth Hansberg  
Theresa Harvey  
Timothy Higgins

Erik Hugstad  
Bob Linnell  
Jonathan Menkes  
Kerri Cacciata Minton

Adam Moore  
Ken Parsons  
Terri Prado  
Jane Reifer

Jane Rands  
Alexander Santana  
Gabrielle Stava  
Antisha Terry

Julie Tyner  
Catherine Weflen

### City of Fullerton

Joan Wolff, Planning Manager

### Consultant Team

Erik Justesen, RRM Design Group  
Jennifer Lilley, Lilley Planning Group  
Diane Bathgate, RRM Design Group  
Josh Cross, RRM Design Group

Brian Hannegan, RRM Design Group  
Lisa Plowman, RRM Design Group  
Rachael Haacke, RRM Design Group  
Tom Van Pelt, RRM Design Group

DPAC members absent included Justin Bretchtel, Carl Byers, Andrew Carroll, Chris Cook, Scott Dowds, Kitty Jaramillo, Jefferson Kim, Ted Kim, William Matthews, James Renick, Jim Sanders, Desiree Stimson, Raul Valdivia, and Ted White.

## 2 – Visual Preference Survey

Erik Justesen with RRM Design Group provided brief instructions on how to complete the Visual Preference Survey. There were three green dots for images liked and one red dot for images disliked allotted for each Visual Preference Poster. Ten Visual Preference Posters made up the visual preference survey, one for each study area and one for the overall vision of Fullerton. Images that were included were of Fullerton, inspiring architecture and landscaped areas, and from the MindMixer Visual Preference Surveys. The DPAC members were given approximately fifteen minutes to complete the visual preference survey.



## 3 – Review Draft Vision

Erik Justesen explained each Vision Poster, going into detail about the components that were considered for each area and facilitated discussion about some of the specifics of that area. He discussed how the product which was being presented was drafted based off of comments and community input from the Community Design Fest. He also showed the connection between the Visual Preference Survey and the Vision Posters. DPAC members were given markers and post-it notes to write their comments on the Vision Posters for areas of refinement, or topics

that needed to be thought of in greater detail. The following narrative and graphics summarize content from DPAC members about the Vision Posters.

### **West Commonwealth**

DPAC members liked the idea of a unifying theme for the West Commonwealth study area since it is such a large area. They agreed that beautification and façade improvements would be a successful and cost effective way of achieving a unified theme over time.



Key themes and concerns for the West Commonwealth study area include:

- Railroad noise, safety, security; Find opportunity for sound proofing
- Repositioning dilapidated buildings
- Creating more mixed-use areas
- Potential of creating a Korean-influenced theme along Brookhurst between Commonwealth and Organgethorpe
- High-Tech area in industrial area by the airport
- Keep or upgrade vehicle dealerships for economic revenue
- Valencia Drive needs improvement
- Public art or some sort of treatment for railroad underpasses
- Find solution for homeless
- Remove overhead powerlines
- Bicycle safe crossing at railroad underpasses
- Bus shelters
- Consider other uses for the Lucky Motel site
- Increase residential by proposed railroad crossing and increase code enforcement to keep apartments in order
- Conference center (100-300 people) around airport; Type A Office Buildings attract start up; big medical, tech, community hotels

### **Orangethorpe Nodes**

Traffic calming, bike safety, pedestrian safety, beautification, landscaped medians, and street trees were all ideas the DPAC members favored for creating a more pleasant street experience for Orangethorpe Avenue.



Key themes and concerns for the Orangethorpe Nodes study areas include:

- Adding additional buildings to strip malls on the street side for a better pedestrian scale
- Potential to redevelop older strip centers with new mixed use projects subject to market demand, bringing in class A office, neighborhood retail and residential.
- Consistent bus shelters throughout Fullerton
- Connect bike lanes and trails
- Reduce the amount of lanes from six to four on Orangethorpe Avenue
- Extend Korea Town down Brookhurst Road to Orangethorpe Avenue
- React to increased residential development with commercial centers in close proximity
- Create connectivity to and from neighborhoods
- Improve the area around the Beezer Development for future residents
- Multiple midway crossings between the nodes to increase pedestrian safety
- Public art or some sort of treatment for railroad underpasses
- Increased bench and trash maintenance

### **East Corridor & University**

DPAC members liked the idea of additional retail, cafes, restaurants, coffee shops, grocery stores and more in this area for the growing student population. This area located directly between Fullerton College and California State University, Fullerton, two prominent growing institutions for the City of Fullerton. Creating development in this area would be supported by the existing student population in the area.



Key themes and concerns for the East Corridor and University study area include:

- New market as a part of new development
- Façade Improvements
- Need density to promote change
- Opportunity for student housing
- Retail and commercial development supported by the student population
- Safety of the bike boulevard based off of street parking, school influx of cars, increased noise activity
- Raymond Centers need BIG improvements and potential redevelopment due to poor quality of existing centers and demand for additional residential in this area.
- 3-4 story housing for millennial and grocery store/Laundromat off Raymond Avenue
- Brownstone idea with wide sidewalks off Raymond Avenue

- Existing high density apartments are mostly Hispanic working poor.
- Improving the quality of the rail-line
- Like low scale residential style office buildings on East Chapman Avenue and Commonwealth corridors
- New asphalt needed

**Orangethorpe/Harbor**

DPAC members agreed that making the Orangethorpe/Harbor study area a more pedestrian friendly space was a necessity. They liked the idea of creating pedestrian paseos and outdoor plazas between buildings to create more pedestrian activity. The DPAC members also liked the idea of a gateway to signify that you are entering the City of Fullerton.

Key themes and concerns for the Orangethorpe/Harbor study area include:

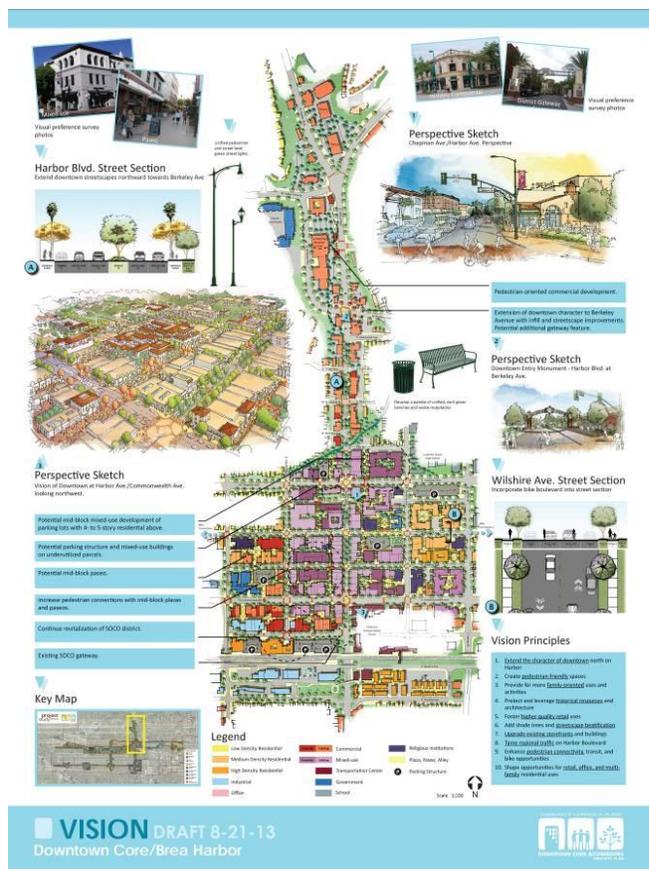
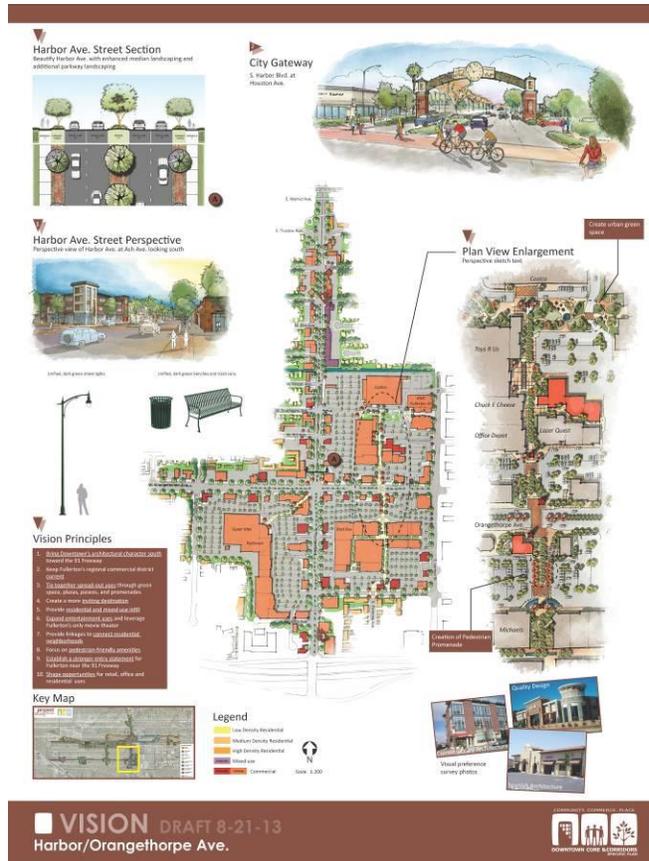
- Create access to neighborhoods
- Carry the downtown character down into the upper neck area of Harbor using signage, brick, paving, and trees
- Gateway to signify entering Fullerton with a clear identity
- Express caution with retail infill to avoid vacant storefronts
- Landscape theming

**Brea/Harbor & Downtown Core**

DPAC members like the existing character and boutique mentality of the Downtown Core. They want to embrace this character for future elements such as gateways, boutique bed and breakfast hotels, amenities, and more. They also want to increase the pedestrian character of the downtown through paseos, plazas, crosswalks, and walkways.

Key themes and concerns for the Brea/Harbor and Downtown Core study area include:

- Family friendly, increase safety



- Control or eliminate truck traffic on Harbor
- Expand the downtown character to the north in the lower neck of the Brea/Harbor study area
- Gateway to create an entry point into downtown
- Make connections to the neighborhoods
- Make more pedestrian friendly with paseos, crosswalks, walkways, and mini plazas
- Use policy to adjust bar establishment issues
- Value college student population as an asset
- Expand projected office space in downtown with proximity to the train station and the freeway
- Create hotel space close to downtown, the train station, and the freeway
- Zone Downtown Core as a high rise zone to accommodate large office, hotel, and residential development
- Embrace the boutique downtown mentality and zone for it
- Way-finding Signage for downtown
- New Streetlights and Traffic Lights
- Create a theme and modify existing elements
- Continue lighted trees north of Chapman Avenue
- Influence visuals for the transit center
- Curtail loitering, trash, and increased volumes of homeless in the area

### **City Wide Vision**

Overall themes, concerns, and questions that the DPAC expressed include:

- Clarification that this is not a wholesale change
- How does the vision relate with cost for the future?
- What is the incentive for façade improvements?
- Voluntary vs. top down requirements
- Class A office space with proximity to the freeway
- Hotel with proximity to the train station
- Fullerton signage around Fullerton for wayfinding, the City of Fullerton, and historic districts and cultural centers
- Bus benches and shelters throughout the city
- Subtle ideas for gateways, maybe a boutique downtown inspiration
- Have zoning for boutique style hotels and establishments
- Authentic materials, craftsmanship, quality
- Express caution with retail infill to avoid vacant storefronts
- How does our study communicate with the other two planning studies going on in Fullerton?



## Next Steps

Any additional input from the DPAC was requested to be submitted by September 3, 2013. The DPAC was encouraged to email any additional inspirational or discouraging images for consideration. Additional ongoing community engagement will be taking place as part of various community events at a variety of venues. The consulting team will be planning the next DPAC meeting for mid-November to review preliminary plan components and concepts for the Downtown Core and Corridors Specific Plan document.

