a vision without a plan is just a dream.

- The Fullerton Plan
Today’s Agenda

1. Components of a General Plan
2. Short history of the development of Fullerton’s General Plan
3. What’s great...and no so great about it
4. Use and implications
Full Disclosure:

1. I know next to nothing about **Local Coastal Plans** or the **California Coastal Commission**

2. General Plans are not “one-size fits all” and what works for Fullerton may or may not work for Newport Beach

3. I started in Fullerton in 2015, three years after the Fullerton Plan was adopted

4. Matt’s comments are “unfiltered” and may not represent the official position of the City of Fullerton
What is a General Plan?

• A broad, long-range policy document that guides future development.

• Comprehensive collection of goals and policies related to a multitude of aspects of community life.

• (7) mandatory elements: Land Use, Circulation (Mobility), Housing, Conservation, Open Space, Noise, and Safety.

• May include other elements that relate to its physical development

• Must accommodate the required amount of projected population growth the State of California estimates for each city.
Who Uses the General Plan?

...Everyone!

- City Staff
- Elected Officials
- General Plan
- Local & Regional Agencies
- Residents
How Documents Work Together

General Plan – Policy direction and through the Land-Use Element, specifies the type and density

Zoning Code – Specific uses and development standards (setbacks, height, parking)

Entitlement - Approval from a regulatory body (Planning Commission / City Council) which authorizes a specific development or activity and conditions (CUP, Variance)
How to make a General Plan

Mix Equal parts
Stir In
Sprinkle with
Bake for 15-25 years

VISION + GOALS ➔

REQUIRED GENERAL PLAN

SAFETY
HOUSING
CONSERVATION
OPEN SPACE
MOBILITY
LAND USE

VOLUNTARY ELEMENTS

URBAN DESIGN
AIR QUALITY
SEISMIC SAFETY
HISTORIC PRESERVATION

UPDATED GENERAL PLAN

IMPLEMENTATION
The Fullerton Plan - A Brief History

**Phase 1 – Initiation and education (Started in 2007)**
1. General Plan Advisory Committee (GPAC)
2. Educational workshops for the Community
3. Engage stakeholders at local, regional and state levels

**Phase 2 – Community Vision**
1. Visioning charrettes (what do you like, what don’t you like)
2. Surveying (online, telephone)
3. Roadshow presentation of findings

**Phase 3 – Plan Development and approval (outline in 2009)**
1. GPAC review of administrative draft
2. Committees and Commission roadshow
3. Adoption in 2012
The Fullerton Plan - The Big 4

The Fullerton Built Environment - Community Development & Design, Housing, Historic Preservation, Mobility, Bicycle, Growth Management, Noise

The Fullerton Economy – Economic Development, Redevelopment and Revitalization

The Fullerton Community – Public Safety, Public Health, Parks and Rec., Arts and Culture, Education, Community Involvement

The Fullerton Natural Environment – Water, Air Quality & Climate Change, Integrated Waste Management, Open Space and Natural Resources, Natural Hazards
The Fullerton Plan - The Breakdown

Overarching Policies
- General statements that should be considered for all decisions

Goals
- General statements of aspiration or intent

Policies
- Specific statements that provide direction for decision making “support efforts, projects, programs, policies and regulations...”

Actions
- Specific implementation steps that will lead to the attainment of the goal within a specified timeframe
Regional Level – For matters affecting Fullerton that extend beyond its borders (Orange County, SCAG Region).

City Level – Focused on the plans, programs and policies that will be carried out within Fullerton’s borders.

Neighborhood Level – Sub-areas within Fullerton with their own distinct identities (Focus Areas).

Project Level – Often a specific proposal, project or program (implementation)
What’s Great

✅ User Friendly

✅ Focus Areas

✅ Implementation Plan
Review the Introduction and Part I: The Fullerton Vision to gain an understanding of purpose of The Fullerton Plan and the community's vision for the future.

### What is your role?

#### I Live in or own property in Fullerton.
- Express support for your local elected officials and Board of Directors.
- Read articles and attend public workshops and hearings.
- Participate in the Community Development Department's surveys and other public outreach activities.
- Contact the Community Development Department for more information.
- Join a City committee or commission, participate in public meetings, or volunteer your time, skills, or knowledge.
- Contact the Community Development Department for more information.

#### I am a business owner.
- I would like to develop property in Fullerton.
- I want to get involved.
- I want to start or grow my business.
- I want to get involved.

#### I am a part of a community organization.
- I want to get involved.

#### I am a developer.
- Able to develop property in Fullerton.
- Review the goals and policies found in Part III: Development Policies and procedures.

#### I am an elected or appointed official in Fullerton.
- Review the goals and policies found in Part III: Development Policies and procedures.
- The policies and procedures are enacted through the City Council.
- The policies and procedures are enacted through the City Council.

#### I am a City staff member in Fullerton.
- Review the goals and policies found in Part III: Development Policies and procedures.

#### I am a part of another city or agency within the region.
- Review the goals and policies found in Part III: Development Policies and procedures.

#### I still have questions.
- Contact the Community Development Department at 714-757-3049 for more information.
User Friendly

✓ Separated into sections for easy reading and downloading
✓ Tables, maps and appendices moved to the end of the document
✓ CEQA / CAP documents separated from text
What’s Great

✓ User Friendly
✓ Focus Areas
✓ Implementation Plan
Focus Areas: Laying the Foundation for Future Change

✓ 12 Geographic Areas (Focus Areas)
✓ Concentrate potential change
✓ Identified through a community-based planning process

1. Currently experiencing transition or anticipated transition in the near future
2. Areas that exhibit special community resources (historic, educational, cultural)
3. Areas providing a variety of development options or market interest
4. Areas exhibiting potential for enhancement or reinvestment through public or private investment
What’s Great

✓ User Friendly
✓ Focus Areas
✓ Implementation Plan
Implementation Plan

Short-Term Action Plan

• Specific actions to be completed within 3-5 years
• Specifies lead and secondary implementing departments
• Roadmap for actions and activities to implement the General Plan
• Updated and amended by the City Council as part of its annual goal setting process
# Chapter 1: Community Development and Design

## Goal 1: Resilient and vital neighborhoods

### 1.1 Citywide Design Standards

Prepare community-based design standards as an objective reference to implement The Fullerton Plan during City review of project applications.

### 1.2 Collaborative Campus Planning

Collaborate with Fullerton's vocational schools, colleges and universities to integrate campuses into the community fabric.

### 1.3 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.
**Implementation Plan – New Community Development Types**

### Downtown Mixed-Use

**Purpose**
To protect and enhance the City's historic core by providing opportunities for a mix of commercial, civic, and mixed-use buildings that promote pedestrian activity and are compatible with the Downtown's historic character.

**Potential Land Uses**
- Office, retail and service uses
- Attached dwellings
- Gathering places such as plazas, courtyards, or parks
- Compatible public, quasi-public and special uses

**Development Standards**
- Minimum Density: 30 dwelling units/acre
- Maximum Density: 60 dwelling units/acre
- Minimum FAR: 0.9x
- Maximum FAR: 2.0x

**Notes:**
1. Only applies to live-work units and the residential component of mixed-use buildings.
2. Only applies to the non-residential component of a building and excludes structured parking.
3. May decrease or increase based on focus area policies or an approved specific plan.

### Neighborhood Center Mixed-Use

**Purpose**
To establish and protect neighborhood centers that provide nearby residents with opportunities to walk to retail and service businesses, office uses, and civic gathering spaces.

**Potential Land Uses**
- Retail, service, office, and/or residential uses
- Gathering places such as plazas, courtyards, or parks
- Compatible public, quasi-public, and special uses

**Development Standards**
- Minimum Density: 16 dwelling units/acre
- Maximum Density: 60 dwelling units/acre
- Minimum FAR: 0.5x
- Maximum FAR: 3.0x

**Notes:**
1. Only applies to live-work units and the residential component of mixed-use buildings.
2. Only applies to the non-residential component of a building and excludes structured parking.
3. May decrease or increase based on focus area policies or an approved specific plan.

### Urban Center Mixed-Use

**Purpose**
To establish and protect urban centers that serve the local and regional populations by offering major commercial, office, and mixed-use developments that are well served by transit and quality bicycle and pedestrian facilities.

**Potential Land Uses**
- Retail, service, office, and/or residential uses
- Gathering places such as plazas, courtyards, or parks
- Compatible public, quasi-public, and special uses

**Development Standards**
- Minimum Density: 30 dwelling units/acre
- Maximum Density: 80 dwelling units/acre
- Minimum FAR: 0.75x
- Maximum FAR: 1.0x

**Notes:**
1. Only applies to live-work units and the residential component of mixed-use buildings.
2. Only applies to the non-residential component of a building and excludes structured parking.
3. May decrease or increase based on focus area policies or an approved specific plan.

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Did not create corresponding zoning designations

Did not amend the Land-Use Plan to apply to properties
Use and Implications

Case Study: 4300 North Harbor Boulevard

- 44 acre vacant site
- Proposal to re-zone to residential for single-family and mixed-use development
- City staff and City Council referenced the Focus Area Goals to recommend against the project
- 1-million square feet of new industrial currently under construction
Case Study: Sunrise Village Shopping Center

- 11 acre commercial site
- Proposal to re-zone to residential for multi-family mixed-use development
- Not within a Focus Area
- No policy direction to support a change in zoning and General Plan to allow high-density development
Policies are often not specific enough and can be interpreted both ways.

Starting every Policy with “Support project, programs, policies and regulations...” is often confusing.

Implementation Strategy was intended to be regularly updated to re-assert policy direction for implementation actions.

Limited success on Short-Term Action Plan
Plan for growth...rather be driving the bus than run over by it