Focus on

Fullerton



Inside...

Drought over? Think again! pg. 2

'Airport & Safe Boating Day!' pg. 3

Main Library expansion - pg. 3

Technicolor Dreaming - pg. 4

Pollution Points - pg. 5

Community
Calendar - pg. 6

"Focus on Fullerton" is a publication of the City of Fullerton, 303 W. Commonwealth Ave., Fullerton, CA 92832.

Popular 'Fullerton Market' returns to downtown

The popular weekly outdoor "Fullerton Market" has returned to downtown Fullerton, offering farm-fresh produce, arts and crafts, handmade apparel, live entertainment, food booths, and activities for young people.

Now into its 19th year, the market, located in the

Downtown Plaza on Wilshire Avenue, between Harbor Boulevard and Pomona Avenue, is open from 4-8:30 p.m. Thursdays through Oct. 28, when it will close for the winter.

Admission is free.

In addition to the produce vendors, the market features a live band

each Thursday. The bands, which will range from rock to country, will perform from 6:30-8:30 p.m.

Along with the entertainment, the market offers a beer and wine garden for adults and a Kids' Korner, which provides special activities to keep children happy while their parents shop. During warm weather, the Plaza's pop jet fountain provides a great cooling-off spot for youngsters, who are

welcome to wear their swim suits to the market.

Applications are still available for local farmers, artisans, merchants and community organizations wishing to operate booths in the market.

The market is open to certified farmers, artists and crafters, Fullerton businesses, nonprofit

organizations and food vendors. Applications must be completed at least seven days prior to the desired date of participation in the market.

Booth applications and further information may be obtained at the Fullerton Museum Center, 301 N.



Pomona Ave.

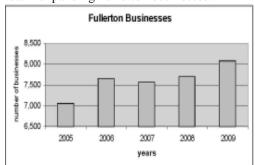
Applications may also be obtained on market days at the information booth.

Parking may be found in any of the free downtown lots or in the parking structures at Wilshire (enter from Harbor); Lemon Street and Chapman Avenue; and in the Transportation Center on Pomona and Santa Fe Avenue.

The Fullerton economy: new business registrations on the rise

The number of businesses registered in Fullerton increased almost 5 percent from 2008 to 2009. According to the City's Business Registration Office, the number of businesses located in Fullerton has been steadily rising over the past five years (see chart below).

The City of Fullerton is committed to creating a business friendly environment. In 1993 the City created the Economic Development Action Team (EDAT) to attract new businesses and retain expanding Fullerton businesses.



The EDAT is a uniquely positioned committee composed of key staff members from several City departments to exclusively assist companies considering expansion in or relocation to Fullerton. The EDAT is dedicated to helping businesses leverage all available resources and provide a prompt response to business needs.

EDAT provides assistance with timeline approvals, reviewing processes, accessing financial

(Continued to pg. 2)

Visit the City's web site: www.ci.fullerton.ca.us or www.cityof fullerton.com

State, local water shortages still exist in spite of recent rain

The Fullerton Water Division has received several calls from customers asking whether the City is still requiring customers to conserve water considering the rain storms since December have provided more than 12 inches of rain.

It's a common assumption that, with more than 13 inches of rain overall for this season, surely the water shortages that have beleaguered Southern California for several years would now be over. However, the simple fact is Southern California is still in a long-term water shortage.

While the recent rains have provided a much-needed boost to the California snowpack and the local groundwater basin, much of the resulting runoff from melting snow in Northern California ends up in the San Francisco Bay due to court-ordered pumping restrictions still in effect which significantly limit the amount of water Southern California can pump from the State Water Project.

Since Southern California's long-term water resources are still very much in flux, the City will continue to do its part to help promote water conservation. Therefore, the City offers its customers a friendly reminder that mandatory water restrictions currently in place will be enforced. These include:

- Prohibiting the excess use or loss of water through breaks, leaks or other malfunctions in the water user's plumbing or distribution system for any period of time after such loss of water should have reasonably been discovered and corrected;
- No water run-off from landscaped areas into adjoining streets, sidewalks or other

paved areas due to incorrectly directed or maintained sprinklers or excessive watering is allowed;

- Water cannot be used to clean, fill or maintain levels in decorative fountains, or other similar aesthetic structures, unless such water is part of a recycling system;
 - Washing of motor vehicles, trailers,



Conserve's the word!

boats and other types of mobile equipment can be done only with a hand-held water container or a hose equipped with a positive shut-off nozzle for quick rinses, except when done on the premises of a commercial car wash or with reclaimed water:

- Hoses may not be used to wash sidewalks, walkways, driveways, parking areas, or other paved surfaces, except as required for health and safety purposes;
- No restaurant, hotel, cafe, cafeteria, or other public place where food is sold, served, or offered for sale can serve drinking water unless it is expressly requested;
- All leaks from indoor and outdoor plumbing fixtures must be promptly repaired;
- Watering of landscape or other turf area is not allowed between 10 a.m. and 4 p.m., with the exception of commercial nurseries, golf courses, and other water-

dependent industries. There is no restriction on watering using reclaimed water, provided that signs are posted that identify reclaimed water is being used.

As stewards of our natural resources we each bear a responsibility to use our water wisely by training ourselves to live on less now to ensure our water resources will be available for all to enjoy in the future.

To ensure we lead by example, the City began an aggressive campaign to reduce water usage indoors and outdoors at all City-operated sites. Some of the conservation measures implemented include the installation of high-efficiency toilets, waterless urinals, and irrigation controllers.

In addition, the City significantly reduced watering times at all medians and most parks and school athletic fields. As a result, the City was able to save more than 35 million gallons of water during 2009.

Rebates available!

The MWD offers rebates to Fullerton water customers who install new water-saving devices, including smart irrigation timers, rotating nozzles, and synthetic turf. For more information about rebates please visit www.bewaterwise.com.

Best Buy to open second Fullerton location in June

The City of Fullerton is pleased to announce that Best Buy will be opening a second Fullerton location this June.

The new 38,100-square-foot store will open in the space formerly home to Circuit City in the Orangefair Mall at Harbor Boulevard and Orangethorpe Avenue.

Best Buy's first Fullerton store, opened in 1995, currently employs more than 100 people. Being the largest e-tailer and retailer of consumer electronics nationwide has often earned Best Buy a place on the list of top 10 Fullerton sales tax generators.

The opening of a second store promises to boost Fullerton sales tax revenues and employment opportunities.

For further information, please contact Nicole Coats, redevelopment and economic development project manager, at (714) 738-4102, or by email at nicolec@ci.fullerton.ca.us.

More about:

New business registrations on the rise

(Continued from pg. 1)

and technical employment, explanation of fee structures and permitting requirements.

And the team's



efforts are appreciated by the businesses they assist: "Fullerton was willing to work with

us," said Francis Benner of Benner

Metals. "What normally is a nightmare for most businesses has been a dream come true for us in Fullerton."

To make an appointment with the EDAT, contact Nicole Coats, redevelopment and economic development project manager, at (714) 738-4102 or via email at nicolec@ci.fullerton.ca.us.

Visit www.cityoffullerton.com/depts/eco_dev/edat/edat.asp to learn more about doing business in Fullerton.

Airport to host 'Airport and Safe Boating Day' May 22

The pilots are cleaning their planes, the displays are being completed, and the refreshment stands are being stocked.

Preparations are under way for May 22, when Fullerton Municipal Airport and the U.S. Coast Guard Auxiliary co-host "Airport and Safe Boating Day."

Displays of vintage aircraft, plus an appearance by Commander Chuck Street, air traffic reporter for television station KTLA and radio station KIIS, are just some of the attractions.

The fun will take place from 9 a.m. to 4 p.m., and admission is free.

The event is designed to showcase the Airport and the important role it plays in providing service not only to Fullerton, but to all of North Orange County. In keeping with this goal, the Orange County Fire Authority, the Anaheim Police Department and the California Highway Patrol will open their air operations hangars for tours.

The event will also be the kick-off to the Auxiliary's observance of "National Safe Boating Week" May 22-28. The goal is to encourage the boating public to follow all safety precautions, the most important of which is to wear life jackets.

There will also be aviation-related displays and booths, and the Fullerton Chapter of the 99s, a women pilots organization, will be offering plane rides for a fee.

Food vendors will sell refreshments throughout the day, and the Airport restaurant will be open.

Other organizations participating include Airport businesses, the Fullerton Airport Pilots Association, the Civil Air Patrol, the Aero Squadron Reserve, and Fullerton Radio Club.

Also participating will be the Fullerton Public Library and the Fullerton Police and Fire departments.

Fullerton Municipal Airport is located at 4011 W. Commonwealth Ave., west of Magnolia Avenue and north of the Riverside Freeway, in Fullerton. Because of the large crowd anticipated, visitors are advised to park their cars in the Airport lot on Commonwealth.

Visitors are cautioned not to cross or walk on the runways.

Further information about the event may be obtained by calling the Airport at (714) 738-6323.

Groundbreaking ceremony set for Main Library expansion

Groundbreaking ceremonies have been slated for May 18 for the \$10 million expansion to the Fullerton Main Library.

The ceremony will be held at 4 p.m. on the lawn area between City Hall and the Main Library, 353 W. Commonwealth Ave. The

ceremony is open to the public.

The long-anticipated expansion (see rendering at left) will provide more than 29,000 square feet of much-needed space to accommodate and better serve the Library's nearly 83,000 cardholders, several hundred thousand annual visitors, and more than 1 million transactions (book, CD, DVD, video loans) annually.

Components of the expansion include a new community room; new room to house the Library's growing collection of local history materials; new circulation office; and renovated book stack areas.

The expansion will also include a new area for the Library's public access computers; a new teen area; a "coffee cart" area for patrons to purchase beverages; and new restroom and storage facilities.

Construction of the expansion is expected to be completed by mid-summer 2011.

City, Olson Company partner in new affordable home project

In response to the demand for affordable new homes, the Fullerton Redevelopment Agency is partnering with The Olson Company to develop Heritage Walk, a new home community that will feature more efficient floor plans, healthy and environmentally

sound designs, and open spaces for families.

The new 34-unit community will provide energy-efficient and affordably priced homes in the Richman neighborhood of Fullerton. "We are excited to begin construction at Heritage Walk, a development that will bring affordable housing opportunities to Fullerton residents," said Rob Zur Schmiede, redevelopment and economic development director for the City.

This community is located just blocks from Fullerton's downtown district and the City's busy Transportation Center, as well as next to Richman Elementary School. Heritage Walk will feature three floor plans that range from 1,325 to 1,450 square feet and offer three to four bedrooms. These homes will incorporate

Spanish design elevations that compliment the existing neighborhood and surrounding community.

"We are honored to again work with the City of Fullerton to provide affordable, environmentally friendly, new homes to

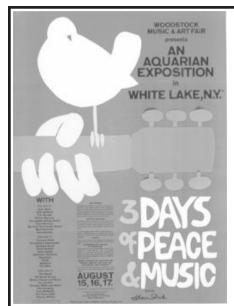
the city's residents," said Steve Olson, CEO and chairman of The Olson Company, and recipient of the America's "Builder of the Year" award.

"Following the success of Gallery Walk and Studio Walk, as well as SOCO Walk in Downtown Fullerton, we look forward to creating another flagship project to serve the community."

Haites Walksharing

Heritage Walk elevation

Heritage Walk's model homes are scheduled to be completed and available for touring in May, with the first homeowners moving in this July. Individuals wishing to join the Heritage Walk interest list may obtain additional community information by contacting www.HeritageWalkHomes.com.



'Technicolor Dreaming' opens at Museum Center

The turned in and tuned on 1960s will come to life at the Fullerton Museum Center when the exhibit "Technicolor Dreaming: Psychedelic Posters from the Rock and Roll Hall of Fame and Museum"opens April 17. The exhibit examines the pop and the counterculture movements of the mid-1960s that led to the rise of a new visual style, the psychedelic poster. More than 30 such posters are featured in the exhibit, and include examples from the two main series of San Francisco psychedelic rock and concert posters - Bill Graham Presents and Family Dog Presents - and features leading American and British rock artists of the era playing at venues such as the Avalon and Fillmore ballrooms. Offered alongside "Technicolor Dreaming" will be a second exhibit, "DreamGlow: Paintings by Adam Slater" which features black-light paintings, an art form that also has deep roots in the 1960s. The exhibits run through July 11. The Fullerton Museum Center is located at 301 N. Pomona Ave. For further information, call (714) 738-6545.

Work under way to identify local hazards and impact

The City is in the process of developing a plan for identifying potential local natural hazards and mitigating their impact on residents.

Senior Planner Heather Allen, who is coordinating the project, explained the goal of the "Local Hazard Mitigation Plan" (LHMP) is to guide hazard mitigation planning "to better protect the citizens and property of the City of Fullerton from the effects of natural hazard events before they occur."

She added having an LHMP will also allow the City to maintain its eligibility for funding from the Federal Emergency Management Agency (FEMA).

"The plan will demonstrate the City's commitment to reducing



Act soon...this offer ends May 15th!

risks from hazards, and will serve as a tool to help decision-makers direct mitigation activities and resources to better serve the citizens," Allen said.

There are four steps in developing an LHMP, Allen explained. First, City staff needs to identify all potential local natural hazards that may pose a risk to the community. Next, an assessment must be made of the potential impacts of those hazards on lives and property.

The third step, Allen continued, is for staff to develop goals and strategies to reduce the potential impacts. Finally, the City must prioritize and implement those mitigation strategies.

Allen said a draft of the LHMP will be available for public review and comment in early spring. A community meeting on the draft will also be scheduled then.

Once public comments have been incorporated into the plan, it will be submitted to both FEMA and the California Emergency Management Agency. Once FEMA has approved the plan, it will come to the City Council for adoption, and will then be implemented.

Further information may be obtained by calling Allen at (714) 738-6884, or by email at heathera@ci.fullerton.ca.us.

Come 'catch up' on City news!

Been too busy to keep track of what's going on in your city? Well, here's your "Time to Catch Up!"

"Time to Catch Up" is the title of a once-a-month gathering sponsored by City Councilwoman Sharon Quirk-Silva at the Panera Bread restaurant in east Fullerton.

The gatherings are held at the restaurant from 8:30-9:30 a.m. the second Thursday of each month. Citizens may discuss any issues, ideas or concerns they may have about the city.

Appointments are not necessary for the gatherings, and citizens are welcome to just drop in.

Panera Bread is located at 2415 E. Chapman Ave., on the northeast corner of Chapman and State College Boulevard.

Further information may be obtained by calling the City Council Office at Fullerton City Hall at (714) 738-6311.

Persons requiring special accommodations to attend the gatherings are asked to notify the City Council Office staff prior to attending a program.



Museum Center calendar

Imagination Celebration 2010: "A Day of Color"

noon – 4 p.m. Sunday, May 23
Free with regular Museum admission
Come to the Fullerton Museum Center and enjoy drop-in tours
of "Technicolor Dreaming," finger painting, color wheels,
and groovy 60s beaded bracelets and necklaces

Art Workshop for Adults: Silkscreens

7 - 9 p.m. Wednesday, May 19 \$12 general / \$8 Museum members

Go retro with pop culture printing techniques inspired by "Technicolor Dreaming!" Participants will practice pulling prints by hand on prepared 1960s-style print blocks and silkscreens and will then have an opportunity to carve and burn their own originals. Bring a light-colored, cotton T-shirt and LOTS of creativity!

Wednesday Art Studio

May 5-26 For grades 1-6

\$40 general public (includes Museum family membership); \$35 for Museum members

Put your skills to the test and learn new art techniques! Make friends and have fun creating original art, including drawing, painting, printmaking, clay, fused glass and more. Fee includes all materials, pre-registration is required

The Idea Place for Teens

1-3 p.m. June 28-July 2 For students in grades 7-12

105 general / 90 for Museum members

Work on your own projects in a loosely structured, supervised open studio setting. Basic art materials are provided for acrylic painting, watercolors, printmaking, jewelry making, fused glass, clay sculpture, resin casting and drawing.

Technicolor Dreaming Family Day

noon - 4 p.m. July 11

Free with regular Museum admission

Don't miss the last day to see "Technicolor Dreaming: Psychedelic Posters from the Rock and Roll Hall of Fame and Museum" exhibit and "DreamGlow: Paintings by Adam Slater." You will enjoy drop-in tours, create poster art, learn hand-lettering, participate in scavenger hunts for prizes and more!

Call 714-738-6545 for more information



Pet care tips to prevent water pollution

Clean beaches and healthy creeks, rivers, bays and oceans are important to Orange County and Fullerton residents and businesses. However, many common activities can lead to water pollution if you're not careful.

Pet waste and pet care products, unless picked up, can be washed into the storm drains that flow to the ocean. Unlike water in sanitary sewers (from sinks and toilets), water in storm drains is not treated before entering our waterways. You would never put pet waste or pet care products into the ocean, so don't let them enter the storm drains. Follow these easy tips to help prevent water pollution.



Washing your pets

Even biodegradable soaps and shampoos can be harmful to marine life and the environment. If possible, bathe your pets indoors using lesstoxic shampoos or have your pet professionally groomed. Follow instructions on the products and clean up spills. If you bathe your pet outside, wash it on your lawn or another absorbent/permeable surface to keep the washwater from running into the street, gutter or storm drain.

Flea control

Consider using oral or topical flea

control products. If you use flea control products such as shampoos, sprays or collars, make sure to dispose of any unused products at a Household Hazardous Waste Collection Center. The Orange County Household Hazardous Waste Collection Center closest to Fullerton is located at 1071 N. Blue Gum Street in Anaheim. For additional locations, call (714) 834-6752.

Why you should pick up after your pet

It's the law! The City of Fullerton has an ordinance requiring you to pick up after your pet. Besides being a nuisance, pet waste can lead to water pollution, even if you live inland. During rainfall, pet waste left outdoors can wash into storm drains. This waste flows directly into our waterways and the ocean where it can harm human health, marine life and the environment. As it decomposes, pet waste demands a high level of oxygen from water. This decomposition can contribute to killing marine life by reducing the amount of dissolved oxygen available to it.

Have fun with your pets, but please be a responsible pet owner by taking care of them and the environment. Take a bag with you on walks to pick up after your pet. Dispose of the waste in the trash or in a toilet.

- On-going Fullerton Certified Farmers Market, 8 a.m.-1:30 p.m. Wednesdays, Independence Park, 801 W. Valencia Drive, east of Euclid Street; 714) 871-5304.
- On-going Women's Club of Fullerton, 6:30 p.m., third Wednesday of the month, log on to www.womenscluboffullerton.org for location; (818) 419-4688.
- On-going Fullerton Sunrise Rotary Breakfast Meetings, 7:15-8:30 a.m., Thursdays, Meridian Sports Club, 1535 Deerpark Drive; new members welcome; (714)743-8670.
- On-going Fullerton Men's Golf Club, 6 p.m., first Wednesday of the month, Fullerton Municipal Golf Course, 2700 N. Harbor Blvd.; (714) 578-9201.
- April 25 FIES-Jones CROP Hunger Walk, noon, Downtown Plaza, Wilshire Avenue, between Harbor and Pomona; sponsor Fullerton Interfaith Emergency Services; proceeds go to support programs that fight local and world hunger; (714) 738-0255.
- April 25 Fullerton Beautiful Annual Garden Tour, 11 a.m.-4 p.m., various locations; pick up maps at Fullerton College Horticulture Department enter from Berkeley Avenue, just east of Lemon Street; \$10 donation for maps; (714) 871-4156.
- April 25 The Trio Jean Paul, 3:30 p.m., Sunny Hills High School Performing Arts Center, 1801 Warburton Way; sponsored by the Fullerton Friends of Music; free; (714) 529-7758 or (714) 738-8211.
- April 28 Fullerton Republican Women Federated Dinner Meeting, 5:30 p.m., Sizzler Restaurant, 1401 N. Harbor Blvd.; guest speaker will be Phillip Sanchez, deputy police chief for Santa Monica; (714) 871-6862.
- May 1 Walking Tour of Historic Downtown Fullerton, 10 a.m., Fullerton Museum Center, 201 N. Pomona Ave.; sponsor Fullerton Heritage; reservations required; (714) 740-3051.
- May 1 8Th Annual "Faces of Fullerton," 10 a.m.-3 p.m., Downtown Plaza, Wilshire Avenue, between Harbor Boulevard and Pomona Avenue; featuring free intergenerational activities and information, plus entertainment and free food; sponsor Fullerton Collaborative; (714) 336-6910 or www.fullertoncollaborative.org.
- May 9 "Cigale," presented by Fullerton College Symphony Orchestra and Nouveau Chamber Ballet, 7 p.m., Fullerton College Campus Theater, 321 E. Chapman Ave.; (714) 526-3862.

- May 14 Fullerton College Athletics Hall of Fame Ceremony, 5 p.m., Marriott Hotel, 2701 E. Nutwood Ave., on the CSUF campus; tickets (714) 732-5630.
- May 14 Classical Night at the Muckenthaler, 7 p.m. Muckenthaler Cultural Center, 1201 W. Malvern Ave.; featuring Camarata Nova and Nouveau Chamber Ballet presenting several works; 526-3862
- May 15 Trolley Tour of Historic Downtown Fullerton, 10 a.m., Fullerton Museum Center, 201 N. Pomona Ave.; sponsor Fullerton Heritage; tours free to Fullerton Heritage members, \$5 for general public; reservations required; (714) 740-3051.
- May $15 3^{rd}$ Annual Western Hoedown, North Orange County Family YMCA, 5:30 p.m., 2000 Youth Way; featuring food, music, dancing and auctions; fund-raiser for the YMCA; sponsor Fullerton Sunrise Rotary; (714) 743-8670.
- May 19 "Junior High School Battle of the Bands," 6-10 p.m., Muckenthaler Cultural Center, 1201 W. Malvern Ave.; sponsor Parks Junior High School PTSA; (714) 906-5169, (714) 815-0295, wwwfsd.k12.ca.us/parks.
- May 22 Taste of the Town, 5-9 p.m., Downtown Plaza, Wilshire Avenue, between Harbor Boulevard and Pomona Avenue; sponsor Assistance League of Fullerton; event will feature food sampling from 25 local restaurants, plus beverages and entertainment; proceeds benefit Assistance League philanthropies; tickets (714) 526-5124.
- May 26 Fullerton Republican Women Federated Dinner Meeting and Book Signing, 5:30 p.m., Sizzler Restaurant, 1401 N. Harbor Blvd.; speaker will be James Horn, career diplomat, author and expert on Islam; (714) 871-6862.
- June 5 "5th Annual Toast to Learning," 6-10 p.m., Fullerton Arboretum, 1900 Associated Road, on the CSUF campus; sponsor Fullerton Technology Foundation; proceeds to go to Fullerton School District; (714) 870-4182.
- June 6 Orange County Vision Walk, 9 a.m., CSUF, 800 N. State College Blvd.; sponsor Foundation Fighting Blindness; proceeds to go to finding a cure for blindness; (310) 207-2089.
- June 12—Trolley Tour of Historic Downtown Fullerton, 10 a.m., Fullerton Museum Center, 201 N. Pomona Ave.; sponsor Fullerton Heritage; tours free to Fullerton Heritage members, \$5 for general public; reservations required; (714) 740-3051.
- June 21 Leon Owens Foundation 5th Annual Charity Golf Tournament, 11 a.m., Alta Vista Golf Course, 777 E. Alta Vista Drive, Placentia; sponsor Leon Owens Foundation; event will also feature an awards dinner and silent auction; proceeds go toward scholarships for high school and college students. (714) 687-5520 or leonowensfoundation.org.

Send Calendar items to: Public Information Office, Fullerton City Hall, 303 W. Commonwealth Ave., 92832. Mark them "Attention: Focus on Fullerton." Items may be faxed to 738-6758. Items may also be submitted on-line at www.ci.fullerton.ca.us. Please give at least three months' notice. Nonprofit groups only. The items will also be placed on the City's cable channel and the City's web site.