



DPAC Meeting Orientation & Project Kick-off

May 9, 2013
Meeting Summary

The first Downtown Core and Corridors Specific Plan Advisory Committee (DPAC) meeting convened on May 9, 2013 from approximately 6:30 p.m. to 9:00 p.m. at the Fullerton Community Center. The Downtown Core and Corridors Specific Plan is intended to guide the future vision for the downtown core and corridors areas and ensure the downtown and surrounding neighborhoods are connected, thriving and sustainable. To assist with this effort, this Council-appointed committee represents a multitude of interests of the study area has been formed to provide input and guidance throughout the work effort. The DPAC will be responsible for reviewing information, providing feedback on topics, recommending priorities, soliciting the participation of the community at large, and working to represent specific interests of the community.

The DPAC meeting focused on committee member orientation and kicking-off the Specific Plan effort, and the meeting agenda included:

1. Introductions
2. Overview of Project
3. Goals & Issues Exercise
4. Next Steps

1 - Introductions

Heather Allen, Planning Manager for the City of Fullerton, welcomed the committee and introduced consultant team. The following committee members, staff and consultant team members were present.

DPAC Members

Justin Brechtel
Carl Byers
Ellis Cha
Chris Cook
Sinh Dang
Aaron Gregg
Virginia Han
Elizabeth Hansberg
Theresa Harvey
Erik Hugstad

Jefferson Kim
Ted Kim
Bob Linnell
William Mathews
Jonathan Menkes
Kerri Cacciata Minton
Adam Moore
Ken Parsons
Terri Prado
Jane Reifer

Jane Rands
James Renick, Sr.
Jim Sanders
Alexander Santana
Gabrielle Stava
Desiree Stimson
Antisha Terry
Raul Valdivia
Catherine Weflen
Ted White

City of Fullerton

Heather Allen, Planning Manager
Joan Wolff, Consultant Planner

Consultant Team

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

DPAC members absent included Bill Brown, Andrew Carroll, Scott Dowds, Timothy Higgins, Kitty Jaramillo, and Julie Tyner.

2 - Project Overview

Erik Justesen with RRM Design Group provided a PowerPoint overview of the proposed Specific Plan work effort. The Fullerton Downtown Core and Corridors Specific Plan (DCCSP) planning effort covers approximately 1,100 acres and follows up on direction given in the recently adopted Fullerton General Plan to provide more specific guidance for certain areas of town. Funded through a California Sustainable Communities Planning Grant, the project will focus on developing a community-based vision for Downtown Fullerton and its major entry corridors, including Harbor, Commonwealth, Chapman, Euclid and Orangethorpe. The resulting specific plan will provide clear direction on how properties within the various districts should be developed, as well as address a variety of issues including traffic, bike and pedestrian improvements, streetscape enhancements, sustainability, infrastructure, historic resources, and architectural character. The planning process is anticipated to take approximately eighteen months with three primary phases: understanding, visioning, and completing/implementing. Next steps in the project process were outlined and project contacts were provided.

3 - Goals & Issues Exercise

Erik Justesen and Jennifer Lilley facilitated an exercise to identify existing conditions, impressions, issues and goals for the Downtown Core and Corridors Specific Plan. A six-question exercise was handed out to the advisory committee members and time was allocated for answering questions. One by one, committee members introduced themselves, expressed key desired outcomes, and summarized their questionnaire responses. Themes from the responses included:

- Desire to create a more vibrant Fullerton
- Need to attract investment
- Historic values
- Improve mobility and connectivity
- Enhance bicycle facilities/connections
- Neighborhoods are generally stable and show sense of pride
- Corridors seem “tired”

- Actively plan for development/density so can shape it for Fullerton
- Improve sense of security/safety
- Education is an important value
- Concerns with homelessness, trash, graffiti
- Facilitate success of businesses
- Need places/activities for families
- Value having a real/authentic downtown
- Strengthen theme/sense of place
- Leverage assets: universities, airport, freeways, railroad, educated workforce
- Improve condition of streets
- Harbor/91 Freeway – main gateway
- Need to identify entryways
- Revitalize underutilized areas along corridors
- Need to establish vision and distinguish Fullerton from surrounding communities
- Need for near-term changes as well as future planning
- Fullerton is a big city with small-town atmosphere

Jennifer Lilley provided a follow-up assignment for DPAC members to complete by May 23 including a questionnaire to share with other community members and neighbors and a request for photographs illustrating examples (good and bad) within the community that could help shape and define the project's opportunities and constraints.

Next Steps

The next DPAC meeting is planned for Tuesday, June 25, 2013, as an initial design charrette component of the Community Design Fest that will be taking place over several days. In the meantime, existing conditions for the study area will be evaluated. DPAC follow up assignments will be due on May 23. Additional ongoing community engagement will be taking place as part of various community events at a variety of venues.

