Fullerton Downtown Core and Corridors Specific Plan – Frequently Asked Questions (FAQs)

1. What is the Downtown Core and Corridors Specific Plan (DCCSP)?

The Downtown Core and Corridors Specific Plan is a community-based and vision-driven planning process for an area that encompasses 1,310 acres and spans the commercial core and corridors across the City of Fullerton. The Specific Plan will guide the transformation of the area into thriving and sustainable districts and neighborhoods that meet the diverse needs of residents, businesses, employees, and visitors. The 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, concluding in August 2014, and be structured into three phases:

- 1 Understanding the DCCSP Area
- 2 Developing the Vision for the DCCSP Area
- 3 Completing and Implementing the DCCSP Area

2. What areas are included in the Specific Plan?

As shown on the project study areas map, the Specific Plan covers approximately 1,100 acres of Fullerton's downtown core and major entry corridors to the city including the following areas:

- Downtown Core
- Harbor Boulevard
- Commonwealth Avenue
- Chapman Avenue
- Orangethorpe Avenue
- Euclid Avenue

The project areas focus on commercial areas of the city; however, transitions, links and relationships with surrounding residential neighborhoods will be addressed.

3. Why were these study areas established?

The study areas were primarily established based on the direction in the recently updated and adopted General Plan for specific geographic areas called Focus Areas. Focus Areas were identified as opportunity areas because they generally possess some or all of the following characteristics.

- Areas that are currently experiencing transition or anticipated transition in the near future.
- Areas that exhibit special community resources (historic, educational, cultural, etc.)
- Areas providing a variety of development options or market interest.
- Areas exhibiting potential for enhancement or reinvestment through public or private investment.

The Specific Plan study areas center on commercial corridors and nodes. However, surrounding residential neighborhoods, while not strictly in the Specific Plan boundary, will be addressed particularly with regarding to compatibility issues and connectivity. Residents, businesses and property owners within the project boundary and in neighboring areas are encouraged to participate in the planning process.

4. Who is paying for this study?

The Specific Plan planning effort is funded through a Sustainable Communities Planning Grant provided by the State of California Strategic Growth Council. Funding for the project environmental impact report (EIR) to address the potential environmental effects of the Specific Plan is funded by the City of Fullerton.

5. How will improvements recommended by the Specific Plan be funded?

Recommendations and desired improvements will be identified and developed through the project's community engagement and planning process which has just begun. Specific recommendations have not yet been developed or analyzed as these will be shaped by the process. As part of the work program for the Specific Plan, funding and financing strategies will be formulated for implementing recommendations.

6. Why should I be interested in this Specific Plan?

Residents and business owners should participate in this process if interested in:

- Better landscaping, lighting and sidewalks
- Thriving stores, restaurants, businesses
- Connections to neighborhoods
- Improved public spaces
- Shaping what re-investment in the community will look like
- Helping shape the future vision

7. How can I participate to make sure issues important to me are addressed?

The success of the Specific Plan relies in large part on information and values shared by community members. Participation is strongly encouraged to help shape the vision and content of the Specific Plan. Ways to participate include attending advisory meetings and offering ideas/recommendations online at fullertonplanningforum.com interactive website. To join the project email list, please contact Heather Allen, AICP, City of Fullerton Planning Project Manager, at <a href="https://example.com/heather-heat