



DPAC Meeting Market Demand & Vision Refinement

November 20, 2013
Meeting Summary

The Downtown Core and Corridors Specific Plan Advisory Committee (DPAC) convened on Wednesday, November 20, 2013 from approximately 6:00 p.m. to 8:30 p.m. at the Fullerton Community Center. The goal of the meeting was to present The Natelson Dale Group's market demand draft research and the refinements of the vision posters which were reviewed at the previous DPAC meeting. This summary provides a description of the meeting, followed by the ideas and feedback received from the DPAC members.

The DPAC meeting focused on an overview of goals of the plan, the market demand study, and vision refinements. The meeting agenda included:

1. Welcome & Introductions
2. Economic Overview
3. Review Revised Vision Posters
4. Review Specific Plan Outline
5. Next Steps

Handouts included an agenda, Market Demand analysis summary, DPAC Meeting Summary from the previous DPAC meeting held on August 21, Visual Preference Survey Summary, and Vision Posters (with refinements).

1 – Welcome & Introductions

Erik Justesen, RRM Design Group, welcomed the committee members, introduced the consultant team and gave a project overview. He discussed how the Specific Plan was funded by a state grant, follows General Plan direction and is within adopted land use intensities, and gave a more detailed explanation of community wants and needs to improve the quality of life for the City of Fullerton. He mentioned that the next meeting would be in early spring of next year, and that our next steps as a team were to draft the Specific Plan. He mentioned that in the meantime, we would be in contact with small groups of the DPAC to discuss parts of the Specific Plan relevant to their project study area. The following committee members, staff and consultant team members were present.

DPAC Members

Justin Bretchel
Carl Byers

Sinh Dang
Aaron Gregg

Elizabeth Hansberg
Timothy Higgins

Erik Hugstad
Bob Linnell
William Matthews
Terri Prado

Jane Rands
Jane Reifer
James Renick
Gabrielle Stava

Desiree Stimson
Catherine Weflen
Ted White

City of Fullerton

Heather Allen, Planning Project Manager

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
Roger Dale, The Natelson Dale Group, Inc.
Richard Tsui, Lilley Planning Group

DPAC members absent included Bill Brown, Andrew Carroll, Ellis Cha, Chris Cook, Scott Dowds, Theresa Harvey, Virginia Han, Jefferson Kim, Ted Kim, Kitty Jaramillo, Jonathan Menkes, Kerri Cacciata Minton, Adam Moore, Ken Parsons, Jim Sanders, Alexander Santana, Antisha Terry, Julie Tyner, and Raul Valdivia.

2 – Economic Overview

Roger Dale with The Natelson Dale Group presented the draft Market Demand analysis to the DPAC committee. The committee was given a summary handout to follow along. The full Market Demand analysis had been previously posted and available for download on the MindMixer website. Roger gave an introduction discussing the purpose of conducting a market analysis. This included but was not limited to: providing a framework for future development and investment, using as tool to attract development and investment because it shows opportunities, showing areas to be tweaked or improved, showing ways to bring in jobs and money to the community, and showing successful areas to protect. He also discussed how the market study grew from existing information provided by the General Plan. Roger talked about how the Market Demand analysis was a projection of the market over the next 20-25 years, but that the market is difficult to predict.

He discussed how the market study looks at the economic advantages and challenges of the City of Fullerton as well as its surrounding communities, to see where the City of Fullerton can improve. He looked at a five mile radius from the center of Fullerton to get these surrounding communities which included Brea, Yorba Linda, Anaheim, Buena Park, La Habra, La Mirada, and Placentia. Some strengths and weaknesses Roger associated with the City of Fullerton can be seen as follows:

- Advantages:
 - Great Freeway Access
 - Amtrak Hub
 - Multiple Higher Education Institutions
 - Multiple Planning Efforts
 - Fullerton Municipal Airport
 - Authentic Downtown
- Disadvantages:
 - Lack of Entertainment Districts

- Lack of Class A or Regional Scale Office Space
- Areas that need to be Revitalized

Roger discussed how he went into a deeper more specific analysis within the project area. He took the nine study areas and broke them up into fifteen sub-areas based on characteristics and similarities within certain areas. He pointed out that the darker colors on the map had lower improvement value or/and were underutilized. These areas are more of an incentive for infill or redevelopment. He emphasized that the analysis shows opportunities, but doesn't necessarily show that something is going to happen. Roger mentioned how the market analysis shows that planning efforts need to be put in place as well for certain things to happen, such as planning for excess capacity with zoning capacity support.

Questions and feedback were given by the DPAC members. Roger answered questions and recorded comments for consider in the revised analysis.

3 – Review Revised Vision Posters

Erik Justesen explained and showed the revisions made to each Vision Poster based on the comments from the DPAC members at the previous DPAC meeting. Each DPAC member was given a package of the revised vision posters for reference.

4 – Review Specific Plan Outline

A preliminary outline of the specific plan was provided to DPAC members. No presentation was provided for this item.

Next Steps

The next steps for the project are to draft the Specific Plan. The next DPAC meeting will be in the early spring to present and discuss the draft Specific Plan.

