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City of Fullerton General Plan Update Economic Trends and Key Issues

Prepared for:

The City of Fullerton
Community Development Department
303 West Commonwealth
Fullerton, California 92832
714-738-6540

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EXECUTIVE SUMMARY

The purpose of this report is to provide an understanding of the demographic and economic conditions and trends in the City of Fullerton in the context of the larger growth dynamics of the regional economy. This information provides the background for evaluating significant economic goals and policies for the City of Fullerton's General Plan update process. Presented below are findings and key issues from the study with an emphasis on performance measures, key target industries, and implications for Fullerton's growth and development in order to achieve a diverse and sustainable economy.

Key Issues and Findings

Demographic Trends

- Fullerton's total estimated population in 2009 was 137,624, an increase of about 51,600 since 1970, representing an annual average growth rate of 1.2 percent.
- Comparatively, Orange County overall has experienced a higher rate of population growth averaging about 2.1 percent annually.
- Households in Fullerton grew to about 45,870 in 1990 at the slightly higher annual average rate of 1.4 percent; this has resulted in persons per household declining from an estimated 3.14 in 1970 to 2.93 in 2009.
- Population in the city increased in the "experienced worker" age group of 35 to 64 years old and over from about 34 percent in 1990 to 38 percent in 2008; correspondingly, over this same time period, the population decreased from 30 to 24 percent age in the "newer worker" age group of 20 to 34.
- The diversity of the population has increased with the White population decreasing from 64 to 39 percent of the total population from 1990 to 2008; Hispanics represented about 33 percent in 2008 with no one group having a majority of the population; trends in Orange County were relatively similar.
- In inflation adjusted dollars, the average household income in Fullerton declined about 2 percent to \$85,570 in 2008 from \$87,120 in 1990; conversely, in Orange County, average household income increased about 14 percent from \$88,975 in 1990 to \$101,610 in 2008.
- The education level of the population has increased with about 39 percent of the population aged 25 years and over in 2008 having a bachelor's degree or higher compared with about 30 percent in 1990.
- Fullerton has a high proportion of office and professional/technical work force with about 68 percent of the City's labor force employed in management, professional and sales and office occupations in 2008; this pattern was similar for Orange County, as a whole.
- According to the U.S. Census, only 12.2 percent of those with employed in Fullerton are estimated to reside there; an estimated 40 percent live elsewhere in Orange County and 29 percent live in Los Angeles County.

Residential Trends

- Housing units in Fullerton increased to 47,092 in 2009 from 42,956 in 1990 – an increase of 4,136 units or about 218 units per year; according to building permit records, residential permits increased to 316 per year from 2000 to 2008.
- About 72 percent of these permits were single-family compared with 59 percent of the housing stock as single-family in 2009.
- From March 2007 to March 2009, median home values declined by 30 percent from \$656,000 to \$459,000; in comparison, median home values in Orange County declined overall by 38 percent from \$695,000 to \$432,000.
- With little vacant land remaining for new development, only 17 percent of the housing stock in Fullerton has been built since 1980; in contrast, 35 percent of the housing stock in Orange County has been built since 1980, much of it in south Orange County.
- Notwithstanding the current economic downturn, as a largely built-out city, residential development will continue to come from the recycling of older industrial or residential areas to higher density residential and mixed use development – particularly areas in central and transit oriented locations.

Retail Taxable Sales Trends

- While total retail taxable sales stayed at about \$1.26 billion in Fullerton, in inflation adjusted dollars, over the 1997 to 2007 period, the per capita retail taxable sales declined about 11 percent to about \$9,200 in 2007 from \$10,400 in 1997.
- This level of per capita retail taxable sales was only 73 percent of both the Orange County level (\$12,660) as well as the level for the sub-region (\$12,590), consisting of Fullerton and its surrounding cities, which indicates leakage of local household retail expenditures to other communities.
- In terms of specific retail categories, Fullerton showed considerable weakness in Apparel, Home Furnishings & Appliances, Building Materials, Automobile Dealers and Other Retail, or Specialty retail stores when compared to Orange County and the sub-region.
- For non-retail taxable sales – i.e., business-to-business taxable sales – Fullerton showed a decline of about 15 percent to \$408.7 million in 2007 from \$483.3 million in 1997, likely reflecting declining trends in manufacturing and related employment.

Other Market Trends

- In 2007, there was an estimated 107.6 million square feet of industrial space within the North Orange County market area – which includes Fullerton; this has historically been a strong industrial market area representing about 44 percent of the total industrial space in Orange County.
- In 2007, before the economic downturn, the industrial vacancy rate of the North Orange County market area was relatively low at 1.9 percent with the County at 3.4 percent; currently several large manufacturing establishments are planning to leave Fullerton.
- The office market in North Orange County only had an estimated 8.2 million square feet of office space, or about 9 percent of the total office space in Orange County; the office vacancy rate stood at 5.2 percent compared to 6.9 percent for Orange County.

Key Target Industry Analysis

- Based on data from the California Employment Development Department (EDD), the total employment in the City of Fullerton stayed relatively flat at about 59,880 in 2005 to 59,850 in 2008.
- The largest employment sectors in the City in 2008 were Manufacturing (14.8 percent), Health Care (13.5 percent) and Retail Trade (11.2 percent); these three sectors accounted for about 40 percent of the total jobs in the City.
- However, both the Manufacturing and Retail sectors showed declining trends from 2005 to 2008 while only the Health Care sector showed growth; also, Beckman-Coulter and Foxconn, representing about 2,050 manufacturing jobs have plans to leave Fullerton.
- When compared to Orange County, the City's economic base is less specialized in Professional, Scientific and Technical Skills, Finance & Insurance, Real Estate & Rental & Leasing and Management of Companies and Enterprises; these industry sectors comprised less than 10 percent of the total employment in 2008.
- The education employment in the City is significant with the California State University at Fullerton being the largest, single employer with approximately 2,885 employees; total education employment was estimated at 6,305 jobs.
- In terms of wages, the city's average wage at \$44,093 in 2008 was 85 percent of Orange County's average of \$51,572.

Key Development Issues

- The city has a diverse employment base and needs to maintain its strength in the Manufacturing and Wholesale Trade sectors; however, these are not projected to be rapidly growing sectors in the future in Orange County.
- One exception could be in the "green technology" industries given Fullerton's older industrial facilities and the strong national interest in developing energy efficient processes and products.
- Commensurate with Fullerton's educated and skilled labor force, Fullerton should consider expanding its employment in the office related sectors of Professional, Scientific and Technical, Finance & Insurance, Real Estate and Management jobs.
- These types of jobs could be in relatively higher density, central and transit oriented settings and potentially could serve to reduce the City's jobs-housing imbalances.
- The key Health Care sector in the City should continue to be supported and expanded.
- Strengthen the retail sector in the identified categories of weakness, particularly given the importance of sales taxes to the General Fund.
- Continue to collaborate closely with the educational institutions in Fullerton regarding joint development and job training opportunities.
- Identify vacant land or land with recycling potential within focus areas to accommodate future economic growth; continue to use redevelopment financing.
- Prepare an Economic Development Strategy that provides a framework for short-term and long-term actions, complete with performance measures, for economic growth and fiscal sustainability in the context of the General Plan and the annual budgeting process.

CHAPTER 1 INTRODUCTION

1.1 Background

The purpose of this report is to provide an understanding of the demographic and economic conditions and trends in the City of Fullerton. This information provides the background for evaluating significant economic issues, economic goals and policies and a range of growth projections for the City of Fullerton's General Plan update process.

This economic trends report presents key findings, including demographic, residential, market and employment trends in addition to growth projections and market conditions. The findings of this analysis will facilitate discussion of existing and future economic development efforts and provide the framework for preparing economic goals and policies. These goals and policies will be developed to ensure that the City is able to establish and maintain a strong economic base by taking advantage of opportunities from future growth sectors. These growth strategies are framed specifically in the context of the City's General Plan update in which economic policy objectives are coordinated with land use planning.

A strong economy not only provides workers with adequate income to afford a high quality of life, but it also provides local government with adequate public revenues to maintain a high quality of public services. The goal is to identify target economic opportunities that are both realistic and compatible with the City's General Plan vision. In this context, the growth of the City's economic base will depend on the identification of key growth sectors. Important indicators of economic growth include job types, salary and skill levels, income, land availability and location, and housing affordability.

Three key land use policy directions for improving the job situation in the City involve: 1) identification of available land for office and industrial development; 2) increase of land use intensity for identified underutilized parcels; and 3) development of retail prospects, particularly on older, deteriorated industrial or retail sites that present mixed-use opportunities.

1.2 Regional Setting

As shown in Figure 1-1, the City of Fullerton is located in northern Orange County, approximately 25 miles southeast of downtown Los Angeles, and approximately 11 miles north-northwest of Santa Ana, the Orange County seat. According to the U.S. Census Bureau, the city has a total area of 22.2 square miles. It is bordered by the municipalities of La Habra and Brea to the north, Buena Park to the west, Placentia to the east and Anaheim to the south.

The city is bisected by Burlington Northern Santa Fe (BNSF) railway, along which run Amtrak and Metrolink commuter rail trains. Average trip time on Metrolink or Amtrak to downtown Los Angeles is about 30 minutes. The Fullerton Train Station, located downtown at the Fullerton Transportation Center, also serves as a major bus depot for the Orange County Transportation Authority (OCTA). Although BNSF accommodates passenger rail service, the same track is also used to transport freight. The route is a critical goods movement corridor, connecting the world ports of Los Angeles and Long Beach with the inland U.S. consumer markets. Much of the cargo from these ports are loaded onto rail at BNSF's Hobart intermodal facility in Downtown LA, which currently handles more than 1 million containers a year.¹ From there, the line heads east, passing through Fullerton then turning north, eventually connecting with the more northerly route at Colton.

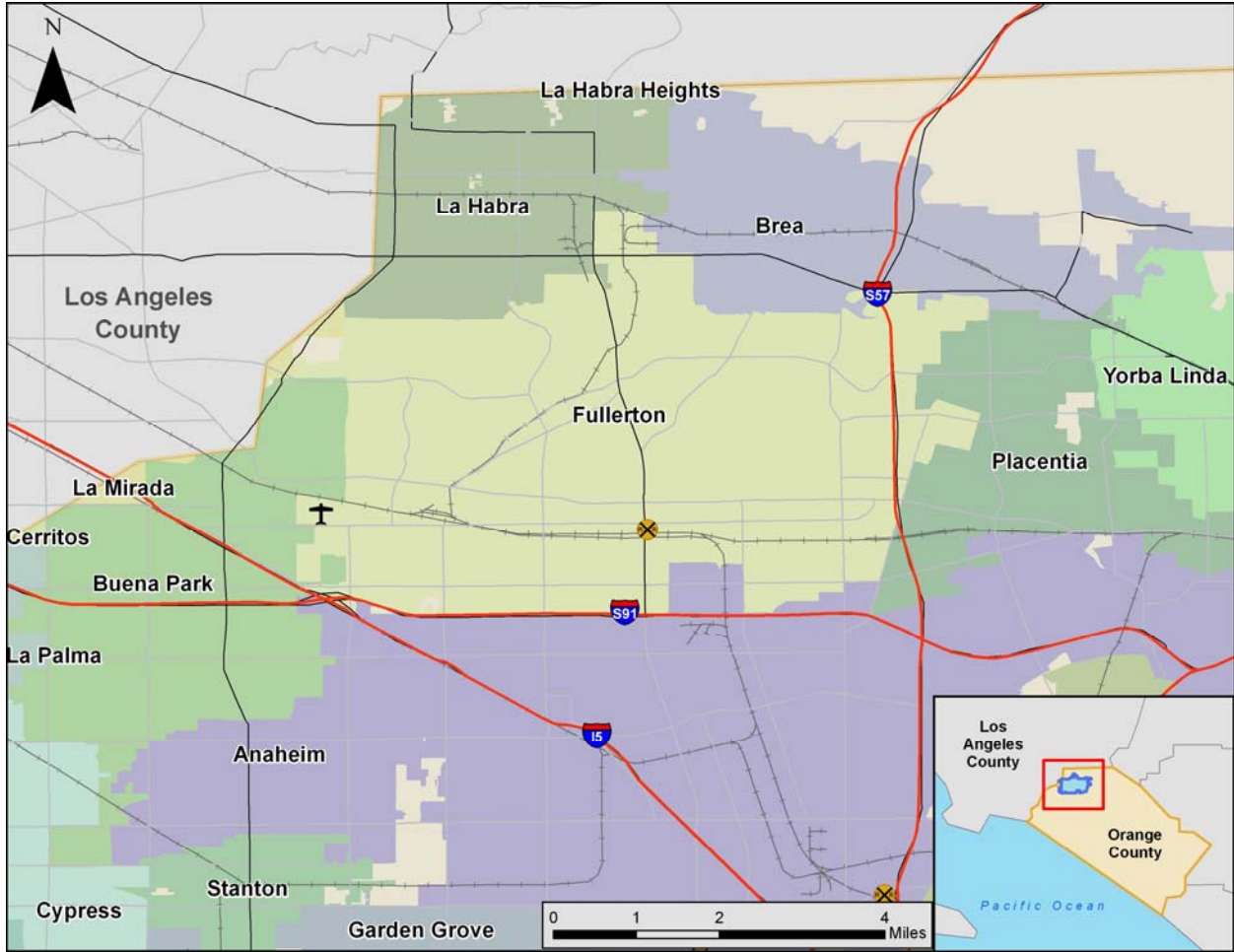
Fullerton is also crossed by three major freeways. California State Route 91 (The Riverside Freeway) runs east-to-west along the length of the city south of Orangethorpe Avenue. It intersects with Interstate 5 (The Santa Ana Freeway) in the west near Magnolia Avenue and with California State Route 57 (The Orange Freeway) in the east near State College Boulevard.

The nearest major commercial airports to Fullerton are the John Wayne Airport, located approximately 18 miles to the south in an unincorporated area of Orange County, and the Ontario Airport, roughly 32 miles to the northeast in San Bernardino County. Fullerton Municipal Airport, located in the southwestern portion of the city, is the only general aviation airport remaining in Orange County. Los Angeles International Airport is located approximately 34 miles to the northwest in the City of Los Angeles.

Fullerton is host to several higher educational institutions of regional importance, including the California State University, Fullerton (CSUF) and Fullerton College. Other major businesses among the top employers include St. Jude Medical Group, Beckman Coulter Inc., Raytheon Systems Co., and Alcoa Fastening Systems.

¹ Streeter, Kurt and Landsberg, Mitchell, "A Future Tied to the Tracks," Los Angeles Times, Aug 22, 2003

Figure 1-1
Regional Map



Source: Stanley R. Hoffman Associates, Inc.

1.3 Definition of Study Area

The following report focuses primarily on the City of Fullerton. Data on neighboring cities and Orange County are provided for comparing the City's performance in key areas like population and household growth, employment growth, retail sales performance, and residential and non-residential construction activity.

1.4 Sources of Information

This study is based upon information from several sources including:

- Demographic data from the U.S. Bureau of the Census, 1970, 1980, 1990 and 2000, American Community Survey, 2006, and the California Department of Finance, 1970 to 2009;
- Taxable sales data for the City of Fullerton and nearby communities, for 1997 and 2007, from the California State Board of Equalization;
- Building activity data for the City of Fullerton from the Construction Industry Research Board (CIRB) for 1995 to 2005.

1.5 Organization of the Report

The following sections of the report address the existing demographics and market conditions in the City, as well as economic trends:

- Chapter 2 presents historic demographic trends from 1990 to 2008 for the City and Orange County, with historical data back to 1970;
- Chapter 3 shows housing and residential construction trends from 1990 to 2008 for the City and the Orange County;
- Chapter 4 has information on prevailing market conditions, including taxable retail sales, retail inventory and construction activity;
- Chapter 5 examines the economic base of Fullerton, the North Orange County sub-region and Orange County; analysis is based upon employment and wage data from 2005 to 2008 provided by the California Employment Development Department;
- Chapter 6 discusses existing community assets and opportunities;
- Chapter 7 is a 2005 to 2035 growth forecast based on the SCAG RTP 2007; also included is an evaluation of these forecasts based on historic trends and local knowledge;
- Appendix A contains market conditions data including information on the retail and industrial inventory of the City;
- Appendix B is support data for the employment analysis, including the grouping of ZIP codes used to collect the California Employment Development Department data; also included is a listing of the detailed employment breakdown by the North American Industrial Classification System's major industry groupings for the City and County;
- Appendix C is the list of contacts and references used in this report.

CHAPTER 2 DEMOGRAPHIC CHARACTERISTICS

This chapter provides a profile of demographic characteristics and trends for the City of Fullerton. The data includes trends in population, households, household income, and education. In addition, key demographics for Orange County, including population, households, labor force and household income are discussed.

2.1 Population and Households

Fullerton's total estimated population in 2009 was 137,624. As shown in Table 2-1 and Figure 2-1, the city has gained about 51,600 new residents since 1970, representing an average annual growth rate (AAGR) of 1.2 percent. Featured in Figure 2-2, household population also grew by an AAGR of 1.2 percent, while the number of households grew by a slightly faster rate of 1.4 percent over the same time. By dividing the household population by the number of households, the persons per household is estimated. After a notable drop from 3.14 in 1970 to 2.65 in 1980, the number of persons per household has been gradually increasing, and by 2009 is estimated at 2.93 persons per household. This is still under the 1970 ratio of 3.14, however, which accounts for the slightly higher average growth rate for households since 1970 than for household population.

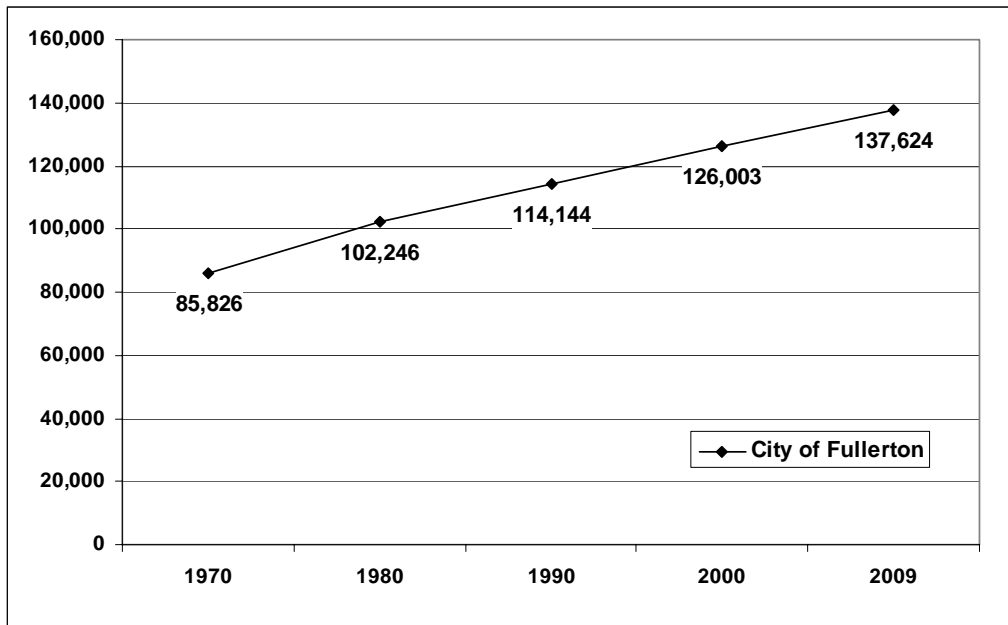
Comparatively, Orange County overall has experienced a higher rate of population growth during this same time period than Fullerton, increasing 2.1 percent annually and more than doubling its number of residents between 1970 and 2009 by about 1.72 million persons, as shown in Table 2-1. Changes in the number of persons per household since 1990 were different from the trend in Fullerton, decreasing from 3.21 in 1970 to 2.80 in 1980, then reversing direction and increasing to 3.35 persons per household by 2009.

Table 2-1
Population and Households
City of Fullerton and Orange County
1970 – 2009

Jurisdiction	1970	1980	1990	2000	2009	Change from 1970 to 2009	AAGR: 1970 - 2009
City of Fullerton							
Population	85,987	102,246	114,144	126,003	137,624	51,637	1.2%
Household Population	84,865	100,700	112,183	123,233	134,409	49,544	1.2%
Households	27,025	37,953	40,872	43,609	45,869	18,844	1.4%
Persons Per Household	3.14	2.65	2.74	2.83	2.93		
Orange County							
Population	1,420,676	1,932,921	2,410,556	2,846,289	3,139,017	1,718,341	2.1%
Household Population	1,401,488	1,905,482	2,373,377	2,803,924	3,095,016	1,693,528	2.1%
Households	436,246	680,976	827,066	935,287	1,000,798	564,552	2.2%
Persons Per Household	3.21	2.80	2.87	3.00	3.35		

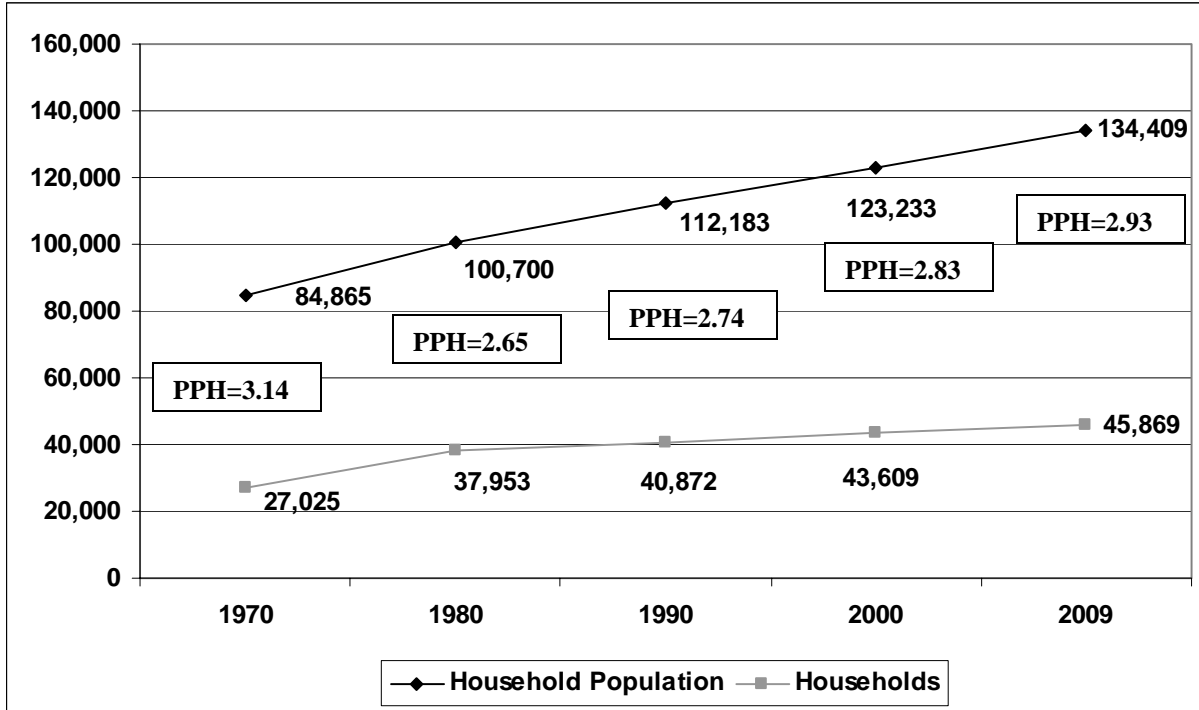
Sources: Stanley R. Hoffman Associates Inc.
U.S. Bureau of Census 1970, 1980, 1990, 2000.
California Department of Finance 2009

Figure 2-1
Population Growth
City of Fullerton
1970 - 2009



Sources: Stanley R. Hoffman Associates Inc.
U.S. Bureau of the Census 1970, 1980, 1990, 2000
California Department of Finance 2009

Figure 2-2
Growth of Household Population and Households
City of Fullerton: 1970 - 2009



Sources: Stanley R. Hoffman Associates Inc.
U.S. Bureau of the Census: 1970, 1980, 1990, 2000
California Department of Finance, 2009

2.2 Age Distribution of Population

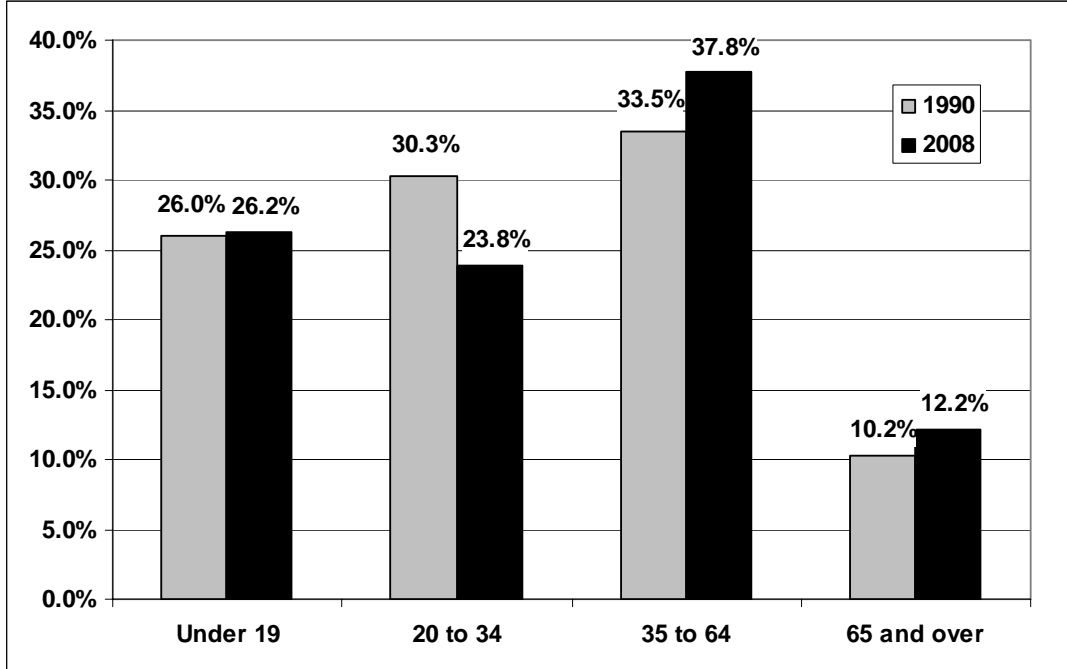
- As shown in Table 2-2 and Figure 2-3, the age composition of the City and the County in 2000 increased to where about 50.0 percent of their respective populations were in the two age groups of 35 to 64 and 65 and over in 2008.
- Population in the age group Under 19 in the City remained stable, increasing from 26.0 percent in 1990 to 26.2 percent in 2008.
- Population increased in the “experienced worker” age group 35 to 64 in the City from 33.5 percent in 1990 to 37.8 percent in 2008. This upward trend is also evident in the County with an increase from 33.8 percent in 1990 to 40.8 in 2008.

Table 2-2
Age Distribution
City of Fullerton and Orange County: 1990, 2000 and 2008

Jurisdiction	Percent of		Percent of		Percent of	
	1990	Total	2000	Total	2008	Total
City of Fullerton						
Under 19	29,720	26.0%	35,529	28.2%	34,580	26.2%
20 to 34	34,534	30.3%	31,546	25.0%	31,370	23.8%
35 to 64	38,222	33.5%	44,654	35.4%	49,761	37.8%
65 and over	11,668	10.2%	14,274	11.3%	16,058	12.2%
Fullerton Total	114,144	100.0%	126,003	100.0%	131,769	100.0%
Orange County						
Under 19	665,272	27.6%	846,604	29.7%	854,676	28.4%
20 to 34	710,025	29.5%	656,320	23.1%	603,172	20.0%
35 to 64	814,146	33.8%	1,062,602	37.3%	1,210,353	40.2%
65 and over	221,113	9.2%	280,763	9.9%	342,558	11.4%
Orange County Total	2,410,556	100.0%	2,846,289	100.0%	3,010,759	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of the Census 1990, 2000, and 2008

Figure 2-3
Age Distribution
City of Fullerton: 1990 and 2008



Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of the Census 1990
2008 American Community Survey

2.3 Household Income

- Based upon information from the U.S. Census American Community Survey (ACS) and as shown in Table 2-3, the median household income in constant 2008 dollars (i.e., adjusted for inflation) for the City was \$65,466 in 2008. This is about 13 percent lower than the median household income for the County at \$75,078 in 2008.
- The average household income in the City in 2008 was \$85,567, compared to \$101,611 in the County in constant 2008 dollars, or about 16 percent lower.
- In 2008, the largest share of households, 32.0 percent, earned an income of \$100,000 or more.
- As shown in Table 2-3, the median household income (in 2008 dollars) declined about 12 percent in the City from \$73,520 in 1990 to \$65,466 in 2008. However, the average household income (in 2008 dollars) for the City only slightly decreased from \$87,117 in 1990 to \$85,567 in 2008, or about 2 percent.

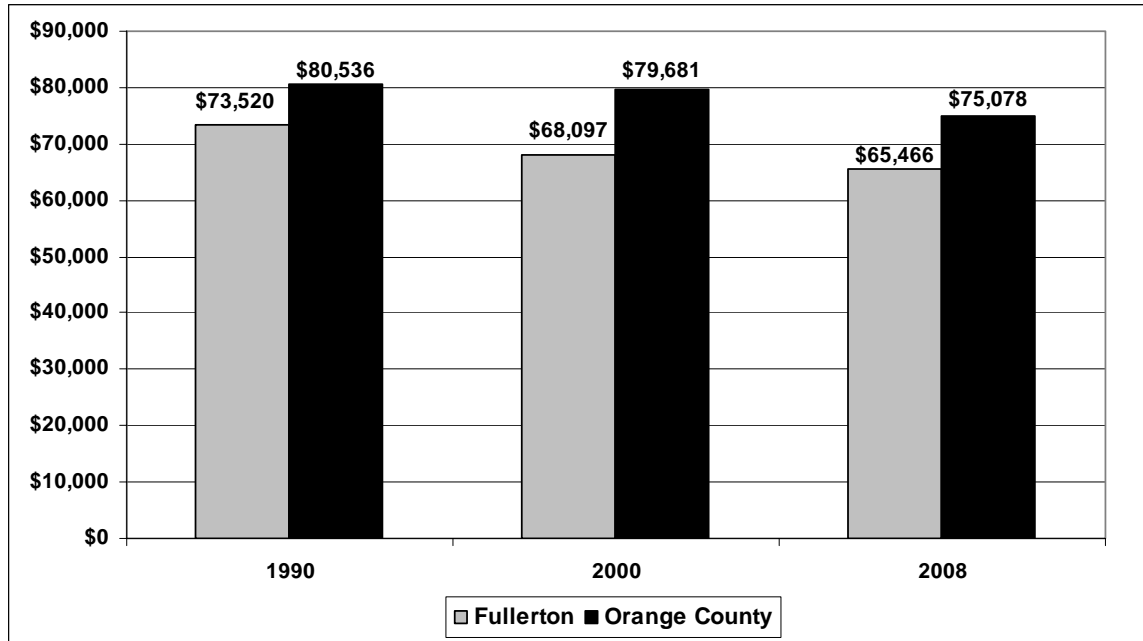
Table 2-3
Aggregate and Average Household Income¹
City of Fullerton and Orange County: 1990 to 2008

Income Category	1990	Percent Distribution	2000	Percent Distribution	2008	Percent Distribution
City of Fullerton						
Less than \$10,000	3,082	7.5%	2,844	6.5%	2,828	6.2%
\$10,000 to \$24,999	7,518	18.3%	6,434	14.7%	6,030	13.3%
\$25,000 to \$49,999	14,009	34.1%	12,407	28.4%	8,562	18.9%
\$50,000 to \$99,999	12,491	30.4%	14,396	33.0%	13,438	29.6%
\$100,000 or more	3,925	9.6%	7,597	17.4%	14,512	32.0%
Total Households	41,025	100.0%	43,678	100.0%	45,370	100.0%
Average Household Income (Actual dollars)	\$49,674		\$66,465		\$85,567	
Average Household Income (in 2008 dollars)	\$87,117		\$90,037		\$85,567	
Median Household Income (Actual dollars)	\$41,921		\$50,269		\$65,466	
Median Household Income (in 2008 dollars)	\$73,520		\$68,097		\$65,466	
Orange County						
Average Household Income (Actual dollars)	\$50,734		\$77,543		\$101,611	
Average Household Income (in 2008 dollars)	\$88,975		\$105,044		\$101,611	
Median Household Income (Actual dollars)	\$45,922		\$58,820		\$75,078	
Median Household Income (in 2008 dollars)	\$80,536		\$79,681		\$75,078	

1. In nominal year dollars as reported in the U.S. Census.

Sources: Stanley R. Hoffman Associates Inc.
U.S. Bureau of the Census 1990 and 2000
2008 American Community Survey

Figure 2-4
Median Household Income
City of Fullerton and Orange County: 1990 to 2008
(In constant 2008 dollars)



Source: U.S. Bureau of the Census 1990 and 2000
2008 American Community Survey

2.4 Poverty Status

- As shown in Table 2-4, the population in poverty increased in the City from 9.6 percent in 1990 to 11.3 percent in 2008.
- According to the U.S. Bureau of the Census, the definition of poverty contains thresholds that vary by family size and composition to detect who is considered poor. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family or unrelated individual is classified as being "below the poverty level." In 2005, a family of four is considered "below the poverty level" with an income below \$20,000 dollars.
- In 2008, the City had a higher percentage of total population in poverty at 11.3 percent compared to the County at 9.7 percent.
- Persons in poverty increased for both the City and County from 1990 to 2008.

Table 2-4
 Individuals with Poverty Status
 City of Fullerton and Orange County:
 1990, 2000 and 2008

	1990	2000	2008	Change	Percent Change
City of Fullerton					
18 years to 64 years	7,247	8,939	8,273	1,026	14.2%
65 years and over	600	735	1271	671	111.8%
Related Children under 18 years	<u>3,138</u>	<u>4,442</u>	<u>5,396</u>	<u>2,258</u>	72.0%
Total Persons in Poverty	10,985	14,116	14,940	3,955	36.0%
Total Population	114,144	126,003	131,769	17,625	15.4%
Percent of Total Population	9.6%	11.2%	11.3%		
Orange County					
18 years to 64 years	123,455	170,724	167,145	43,690	35.4%
65 years and over	11,942	16,749	25,497	13,555	113.5%
Related Children under 18 years	<u>65,463</u>	<u>102,002</u>	<u>100,646</u>	<u>35,183</u>	53.7%
Total Persons in Poverty	200,860	289,475	293,288	92,428	46.0%
Total Population	2,410,556	2,846,289	3,010,759	600,203	24.9%
Percent of Total Population	8.3%	10.2%	9.7%		

Sources: Stanley R. Hoffman Associates, Inc.
 U.S. Bureau of Census, 1990 and 2000.
 American Community Survey, 2008

2.5 Race and Ethnicity

- As shown in Table 2-5, the White population declined sharply in the City from 64.3 percent in 1990 to 38.9 percent in 2008.
- In terms of absolute numbers, the White population declined from 73,408 in 1990 to 50,853 in 2008.
- In comparison, the Hispanic population in the City increased from 21.3 percent in 1990 to 33.1 percent in 2008.
- As shown in Table 2-5, the Asian population also increased rapidly during the time of 1990 to 2000 in the City from 11.9 percent to 21.6 percent in 2008.

Table 2-5
Race and Ethnicity
City of Fullerton and Orange County: 1990 to 2008

	1990	Percent of Total	2000	Percent of Total	2008	Percent of Total
<u>City of Fullerton</u>						
White	73,408	64.3%	61,420	48.7%	50,853	38.9%
Black	2,348	2.1%	2,675	2.1%	5,303	4.1%
Asian	13,552	11.9%	20,381	16.2%	28,295	21.6%
Two or more races	532	0.5%	3,513	2.8%	3,099	2.4%
Hispanic	<u>24,304</u>	<u>21.3%</u>	<u>38,014</u>	<u>30.2%</u>	<u>43,271</u>	<u>33.1%</u>
Total	114,144	100.0%	126,003	100.0%	130,821	100.0%
<u>Orange County</u>						
White	1,554,501	64.5%	1,458,978	51.3%	1,383,700	46.4%
Black	39,159	1.6%	42,639	1.5%	47,156	1.6%
Asian	240,756	10.0%	391,896	13.8%	485,996	16.3%
Two or more races	11,312	0.5%	77,197	2.7%	51,169	1.7%
Hispanic	<u>564,828</u>	<u>23.4%</u>	<u>875,579</u>	<u>30.8%</u>	<u>1,016,464</u>	<u>34.1%</u>
Total	2,410,556	100.0%	2,846,289	100.0%	2,984,485	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of the Census, 1990 and 2000
American Community Survey, 2008

2.6 Education

- As shown in Table 2-6, the levels of educational attainment in 2008 were similar in the City and the County with approximately 35 to 39 percent or more of the population aged 25 years and over having a bachelor's degree or higher.
- In the year 2008, about 19.5 percent of the population 25 years and over in the City lacked a high school diploma, compared to about 17.9 percent in the County.
- The percent of the population aged 25 years or older with a bachelor's degree or higher has increased at both the City and County levels between 1990 and 2008, rising from 29.8 percent in 1990 to 38.6 percent in 2008 in Fullerton, and from 24.4 percent to 35.5 percent in Orange County.

Table 2-6
Educational Attainment of Population 25 Years and Over
City of Fullerton and Orange County: 1990, 2000 and 2008

Jurisdiction	1990	Percent of Total	2000	Percent of Total	2008	Percent of Total
City of Fullerton						
Less than 9th grade	5,803	8.0%	7,033	8.8%	9,324	10.9%
9th to 12th grade, no diploma	6,746	9.3%	7,542	9.4%	7,361	8.6%
High school graduate (includes equivalency)	14,626	20.1%	15,018	18.8%	14,127	16.4%
Some college, no degree	16,891	23.3%	18,827	23.5%	16,450	19.1%
Associate degree	6,889	9.5%	6,554	8.2%	5,484	6.4%
Bachelor's degree	14,049	19.3%	16,425	20.5%	22,644	26.4%
Graduate or professional degree	<u>7,611</u>	<u>10.5%</u>	<u>8,611</u>	<u>10.8%</u>	<u>10,511</u>	<u>12.2%</u>
Total Persons	72,615	100.0%	80,010	100.0%	85,901	100.0%
Orange County						
Less than 9th grade	167,782	9.2%	191,242	10.5%	186,876	9.6%
9th to 12th grade, no diploma	211,082	11.6%	181,177	10.0%	162,325	8.3%
High school graduate (includes equivalency)	379,306	20.8%	317,332	17.5%	346,845	17.8%
Some college, no degree	468,551	25.7%	423,265	23.3%	408,610	21.0%
Associate degree	151,505	8.3%	141,697	7.8%	153,909	7.9%
Bachelor's degree	304,470	16.7%	370,454	20.4%	451,118	23.2%
Graduate or professional degree	<u>139,945</u>	<u>7.7%</u>	<u>188,289</u>	<u>10.4%</u>	<u>238,703</u>	<u>12.3%</u>
Total Persons	1,822,641	100.0%	1,813,456	100.0%	1,948,386	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of the Census 1990 and 2000
American Community Survey, 2008

2.7 Labor Force

- As shown in Table 2-7, based on data from the U.S. Bureau of the Census, the labor force (population 16 years and over) by place-of-residence in the City increased from 59,332 in 2000 to 67,288 in 2008.
- In 2008, about 41 percent of the City's labor force was employed in management, professional and related occupations. This was about 11 percent higher than the percent employed in 2000 at 37 percent.
- Sales and office related occupations comprised the second largest occupational group in the City in 2008 at 26.9 percent.
- The labor force structure of the City in 2008 was similar to that of Orange County with about 82 to 83 percent of the resident workforce employed in professional, office-related, sales and other service occupations.

Table 2-7
 Labor Force 16 Years and Over
 City of Fullerton and Orange County: 2000 and 2008

	2000	Percent of Total	2008	Percent of Total
City of Fullerton				
Management, professional, and related occupations	21,958	37.0%	27,848	41.4%
Service occupations	7,553	12.7%	9,959	14.8%
Sales and office occupations	17,521	29.5%	18,102	26.9%
Farming, fishing, and forestry occupations	98	0.2%	0	0.0%
Construction, extraction, and maintenance occupations	4,046	6.8%	4,713	7.0%
Production, transportation, and material moving occupations	<u>8,156</u>	<u>13.7%</u>	<u>6,666</u>	<u>9.9%</u>
	59,332	100.0%	67,288	100.0%
Orange County				
Management, professional, and related occupations	509,542	38.1%	580,997	38.9%
Service occupations	177,001	13.2%	235,231	15.8%
Sales and office occupations	383,888	28.7%	409,560	27.4%
Farming, fishing, and forestry occupations	4,067	0.3%	5,145	0.3%
Construction, extraction, and maintenance occupations	97,456	7.3%	105,021	7.0%
Production, transportation, and material moving occupations	<u>166,884</u>	<u>12.5%</u>	<u>157,084</u>	<u>10.5%</u>
	1,338,838	100.0%	1,493,038	100.0%

Source: Stanley R. Hoffman Associates, Inc.
 U.S. Bureau of the Census, 2000
 American Community Survey, 2008

2.8 Labor Force Commute Patterns

As shown in Table 2-8, based on home-to-workplace data obtained from the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD), only 12.2 percent of the City's labor force in 2006 was employed within Fullerton, while 40.2 percent of the labor force was employed in other locations within Orange County other than Fullerton. About 29.3 percent of the City's labor force commuted into Los Angeles County for work.

Table 2-8
City Labor Force by Place of Work: 2006

	Employees	Percent
Orange County Cities		
Fullerton	6,526	12.2%
Anaheim	5,049	9.4%
La Habra	1,633	3.1%
Santa Ana	1,541	2.9%
Other Orange County Cities	<u>13,264</u>	<u>24.8%</u>
Orange County Total	28,013	52.4%
Los Angeles County	15,666	29.3%
San Bernardino County	3,497	6.5%
Riverside County	3,180	5.9%
Other Locations	<u>3,096</u>	<u>5.8%</u>
Total	53,452	100.0%

Source: Stanley R. Hoffman Associates, Inc.
US Census Bureau, LEHD (2nd Quarter 2006)

CHAPTER 3 RESIDENTIAL TRENDS

This chapter provides a profile of Fullerton's housing characteristics and trends, including housing stock, housing tenure, housing prices, and the City's rental market. Individual tables using U.S. Census Bureau, American Community Survey estimates may vary. Estimates are based on U.S. Census micro samples with a margin of error that may cause some totals not to add up to 100 percent. However, the distributions in the tables are assumed to be reasonably accurate.

3.1 Housing Stock

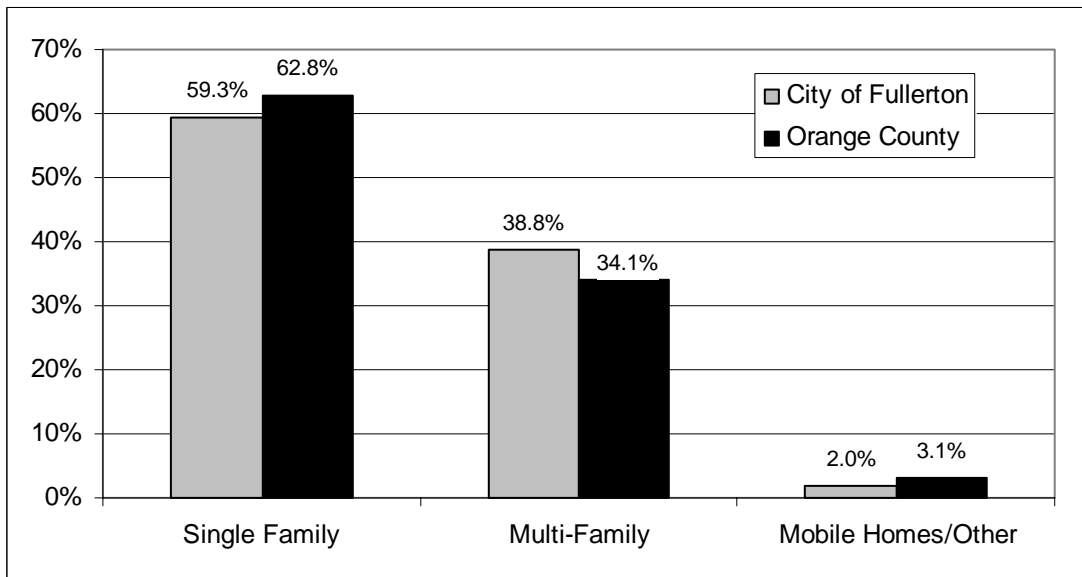
- As shown in Table 3-1, the total number of dwelling units in the City of Fullerton grew from 42,956 in 1990 to 47,092 in 2009, an increase of 4,136 units or 9.6 percent. Of this, the largest percent increase was in multi-family dwellings, which grew by 12.4 percent. Single-family dwellings comprised 59.3 percent of all housing units in the City in 2008.
- Comparatively, Orange County added 160,419 total units over the same time, and saw the largest percent increase within the single-family category, which grew 21.2 percent.
- The only category to actually lose dwelling units between 1990 and 2008 was in Mobile Homes/Other, which lost 9,104 units (-22.1 percent) throughout Orange County and 480 units (-34.3 percent) in Fullerton.
- As shown in Figure 3-1, the overall ratio of single family to multi-family and mobile homes for both the City and County fluctuates only slightly over the 15-year period, staying close to 59 percent to 63 percent single family, 34 percent to 39 percent multi-family, and 2 percent to 3 percent mobile homes by 2009.

**Table 3-1
Dwelling Units
City of Fullerton and Orange County
1990 - 2009**

	1990	Percent Distribution	2000	Percent Distribution	2009	Percent Distribution	1990 - 2009 Change	Percent Change
City of Fullerton								
Single Family	25,321	58.9%	26,203	58.5%	27,918	59.3%	2,597	10.3%
Multi-Family	16,234	37.8%	17,631	39.4%	18,253	38.8%	2,019	12.4%
Mobile Homes/Other	1,401	3.3%	921	2.1%	921	2.0%	-480	-34.3%
Total	42,956	96.7%	44,755	100.0%	47,092	100.0%	4,136	9.6%
Orange County								
Single Family	536,312	61.3%	614,751	63.4%	650,201	62.8%	113,889	21.2%
Multi-Family	297,552	34.0%	322,274	33.2%	353,186	34.1%	55,634	18.7%
Mobile Homes/Other	41,208	4.7%	32,459	3.3%	32,104	3.1%	(9,104)	-22.1%
Total	875,072	100.0%	969,484	100.0%	1,035,491	100.0%	160,419	18.3%

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of Census, 1990 and 2000.
California Department of Finance, 2009

**Figure 3-1
Distribution of Dwelling Units
City of Fullerton and Orange County, 2009**



Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of Census, 1990 and 2000
California Department of Finance, 2009

3.2 Housing Tenure

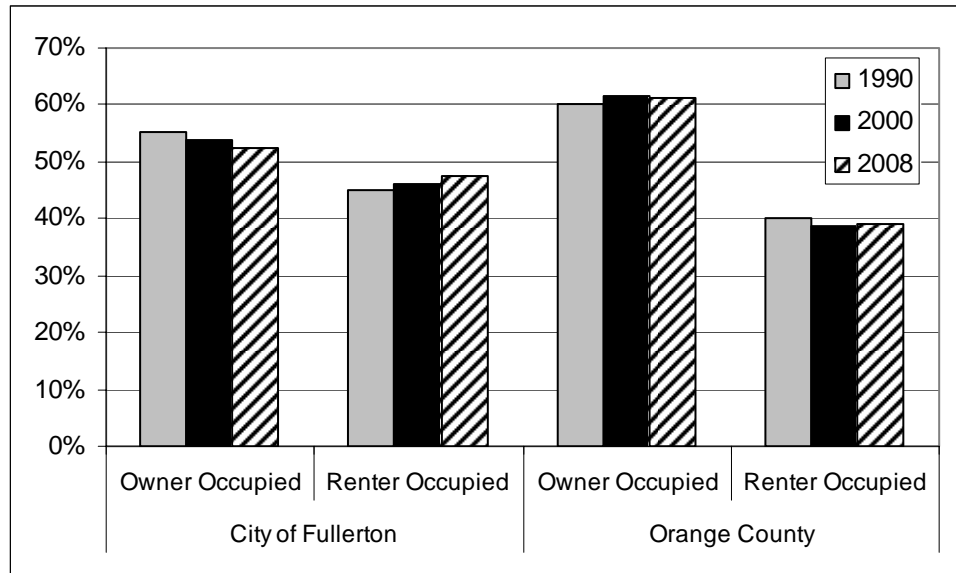
- In 2008, 52.4 percent of the units were owner-occupied and 47.6 percent were renter-occupied in the City.
- As shown in Table 3-2, Orange County has a significantly higher percentage (61.0 percent) of owner occupied units.
- As shown in Table 3-2, the percentage of renter occupied units increased from 44.9 percent in 1990 to 47.6 percent in 2008. Orange County differed as the percentage of renter occupied units slightly decreased from 39.9 percent in 1990 to 39.0 percent in 2008.
- In Figure 3-2, the City of Fullerton's decrease in owner occupied units and increase in renter occupied units is displayed graphically over the 1990 to 2008 time period.

Table 3-2
Housing Tenure
City of Fullerton and Orange County
1990 - 2008

	1990	Percent Distribution	2000	Percent Distribution	2008	Percent Distribution
City of Fullerton						
Owner Occupied	22,522	55.1%	23,501	53.9%	23,789	52.4%
Renter Occupied	<u>18,350</u>	<u>44.9%</u>	<u>20,108</u>	<u>46.1%</u>	<u>21,581</u>	<u>47.6%</u>
Total	40,872	100.0%	43,609	100.0%	45,370	100.0%
Orange County						
Owner Occupied	496,782	60.1%	574,456	61.4%	592,946	61.0%
Renter Occupied	<u>330,284</u>	<u>39.9%</u>	<u>360,831</u>	<u>38.6%</u>	<u>378,613</u>	<u>39.0%</u>
Total	827,066	100.0%	935,287	100.0%	971,559	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of Census, 1990 and 2000.
2008 American Community Survey

Figure 3-2
Housing Tenure
City of Fullerton and Orange County
1990 to 2008



Sources: Stanley R. Hoffman Associates, Inc.
 U.S. Bureau of Census, 1990 and 2000
 2008 American Community Survey

3.3 Vacancy Status

According to the U.S. Census, an unoccupied dwelling unit is considered vacant unless the residents are only temporarily absent. Also included as vacant are units with temporary residents whose main residence is elsewhere.

- As shown in Table 3-3, the number and percentage of vacant housing units in both Fullerton and Orange County have declined between 1990 and 2009.
- Vacancy in Fullerton declined between 1990 and 2009, dropping from an estimated 4.9 percent in 1990 to 2.6 percent of the housing units in 2009.
- Vacancy in Orange County also declined between 1990 and 2009, dropping from 5.5 percent in 1990 to 3.4 percent of the housing stock in 2009.

Table 3-3
Occupancy Status of Housing Units¹
City of Fullerton and Orange County
1990 - 2009

	1990	Percent Distribution	2000	Percent Distribution	2009	Percent Distribution
City of Fullerton						
Occupied	40,872	95.1%	43,609	97.4%	45,869	97.4%
Vacant	2,084	4.9%	1,162	2.6%	1,223	2.6%
Total	42,956	100.0%	44,771	100.0%	47,092	100.0%
Orange County						
Occupied	827,066	94.5%	935,287	96.5%	1,000,798	96.6%
Vacant	48,006	5.5%	34,197	3.5%	34,693	3.4%
Total	875,072	100.0%	969,484	100.0%	1,035,491	100.0%

1. According to the U.S. Census, unoccupied housing units are considered vacant. A housing unit is vacant if no one is living in it at the time of enumeration, unless its occupants are only temporarily absent. A housing unit is classified as occupied if it is the usual place of residence of the person or group of people living in it at the time of enumeration. Units temporarily occupied at the time of enumeration entirely by people who have a usual residence elsewhere are also classified as vacant.

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Bureau of Census, 1990 and 2000.
California Department of Finance, 2009

3.4 Age of Housing

- As shown in Table 3-4, 55.3 percent of the housing stock in the City was built prior to 1970, compared to only 39.4 percent in the County overall.
- The largest share of housing stock for both the City and County was built between the years 1970 and 1979, comprising 27.8 percent of Fullerton's total housing stock and 25.9 percent Countywide.
- In comparison, about 16.9 percent of the housing stock in the City was built in 1980 or later, meaning that more units were built just in the 1970's than were built since 1980, a period of over 25 years.
- Surrounded by other municipalities and with little open space left for new development, Fullerton is now largely built-out. Orange County, on the other hand, has continued to grow, with 34.6 percent of its total housing stock built in 1980 or later, particularly in south Orange County.

Table 3-4
Age of Housing Stock
City of Fullerton and Orange County
2008

Year Built	City of Fullerton		Orange County	
	Number of Units	Percent of Total ¹	Number of Units	Percent of Total ¹
Built 2005 or later	666	1.4%	20,677	2.0%
Built 2000 to 2004	2,777	5.7%	60,876	5.9%
Built 1990 to 1999	2,147	4.4%	112,207	10.8%
Built 1980 to 1989	2,627	5.4%	164,819	15.9%
Built 1970 to 1979	13,534	27.8%	268,535	25.9%
Built 1960 to 1969	10,594	21.8%	213,269	20.6%
Built 1950 to 1959	12,187	25.0%	142,282	13.7%
Built 1940 to 1949	1,781	3.7%	27,910	2.7%
Built 1939 or earlier	<u>2,358</u>	<u>4.8%</u>	<u>24,635</u>	<u>2.4%</u>
Total Units	48,671	100.0%	1,035,210	100.0%
Built prior to 1960	16,326	33.5%	194,827	18.8%
Built prior to 1970	26,920	55.3%	408,096	39.4%
Built since 1980	8,217	16.9%	358,579	34.6%

1. May not add to 100% due to rounding.

Sources: Stanley R. Hoffman Associates, Inc.
2008 American Community Survey

3.5 Overcrowding

Overcrowded units (as defined as more than 1.0 occupant per room) are a reflection of increasing population growth relative to the increase in the number of housing units to meet this need. Additionally, overcrowding indicates there may be a lack of housing that is suitable or affordable.

- As shown in Table 3-5, overcrowding increased in both the City of Fullerton and Orange County in the decade between 1990 and 2000, and then declined in the subsequent eight-year period.
- Compared to the total number of units, overcrowded units in the City increased from 11.1 percent to 15.7 percent in the decade between 1990 and 2000, then reversed direction and declined to 11.1 percent in 2008.
- The actual number of overcrowded housing units in the City increased by an estimated 513 units between 1990 and 2008 out of a total increase of 4,498 units.
- Orange County only increased by an estimated 85 units in the County compared to the net increase of 144,493 housing units.

Table 3-5
Total Housing Units by Occupants per Room
City of Fullerton and Orange County: 1990 to 2008

	1990	2000	2008	1990 - 2008 Change	Percent Change
<u>City of Fullerton</u>					
1.00 or less occupants per room	36,354	36,739	40,339	3,985	11.0%
1.01 or more occupants per room	<u>4,518</u>	<u>6,842</u>	<u>5,031</u>	<u>513</u>	<u>11.4%</u>
Total Units	40,872	43,581	45,370	4,498	11.0%
Overcrowded Units as a % of Total Units	11.1%	15.7%	11.1%		
<u>Orange County</u>					
1.00 or less occupants per room	734,575	788,029	878,983	144,408	19.7%
1.01 or more occupants per room	<u>92,491</u>	<u>147,258</u>	<u>92,576</u>	<u>85</u>	<u>0.1%</u>
Total Units	827,066	935,287	971,559	144,493	17.5%
Overcrowded Units as a % of Total Units	11.2%	15.7%	9.5%		

1. More than 1.0 occupant per room is defined as an overcrowded condition.

Sources: Stanley R. Hoffman Associates Inc.
U.S. Bureau of the Census, 1990 and 2000.
American Community Survey, 2008.

3.6 Housing Value

The market data for March 2007 to March 2009 housing prices, as shown in Table 3-6, is based on Dataquick DQ News for the City of Fullerton and nearby communities. Data from DQ News is organized on a zip code basis.

- The median value of home prices in the City of Fullerton in March 2009 ranged from \$305,000 to \$705,000 for single-family homes.
- The City of Fullerton experienced an overall drop in median housing value of about 30 percent compared to about 38 percent for Orange County.
- From March 2007 to March 2009, median home values declined in the majority of zip codes, with the largest drop of 49.5 percent experienced in the 92805 zip code portion of Anaheim.
- In Fullerton, there was a declining trend in home values from 2007 to 2009 time. In the zip code areas of 92831 and 92835, median home values dropped by 12.4 percent and 22.0 percent respectively. In the zip code areas of 92832 and 92833, the drop was more significant at 40.2 percent and 48.3 percent respectively.
- The number of home sales has dropped significantly in almost all zip codes over the two-year time, only showing a slight drop in one portion of Brea (5.5 percent in 92823).

Table 3-6
Home Values in the Fullerton Area: March 2007 to March 2009
(In thousands of dollars)

Community	Zip	March 2007		March 2009		Percent Change in Median Price ¹
		Sales	Median Price	Sales	Median Price	
Fullerton	92831	16	\$654	12	\$510	-22.0%
Fullerton	92832	12	\$590	12	\$305	-48.3%
Fullerton	92833	48	\$599	27	\$358	-40.2%
Fullerton	92835	<u>24</u>	<u>\$805</u>	<u>16</u>	<u>\$705</u>	-12.4%
Fullerton Total		100	\$656	67	\$459	-30.1%
Other Orange County ZIP Codes						
Anaheim	92801	19	\$555	18	\$290	-47.7%
Anaheim	92802	15	\$558	14	\$343	-38.5%
Anaheim	92804	36	\$580	41	\$325	-44.0%
Anaheim	92805	20	\$555	35	\$280	-49.5%
Anaheim	92806	10	\$585	20	\$430	-26.5%
Brea	92821	25	\$670	24	\$540	-19.4%
Brea	92823	5	\$582	11	\$550	-5.5%
Buena Park	90620	23	\$539	35	\$345	-36.0%
Buena Park	90621	33	\$568	16	\$325	-42.8%
La Habra	90631	27	\$610	47	\$346	-43.3%
Placentia	92870	31	\$650	32	\$385	-40.8%
Orange County		1,875	\$695	1,601	\$432	-37.8%

1. Percent change from March 2007 - March 2009.

Sources: Stanley R. Hoffman Associates, Inc.
Dataquick News

3.7 Multi-Family Rental Market

- As shown in Table 3-7, the range of monthly rental rates in April 2007 for a one bedroom with one bathroom was from \$900 to \$1,700 depending on the location in the City of Fullerton. In November 2009, monthly rental rates for a one bedroom with one bathroom ranged from \$895 to \$1,835.
- The range of rental rates for a two bedroom with two bathrooms was between \$1,250 and \$2,170 in April 2007. In November 2009, the range of rental rates was \$1,250 to \$2,320.
- From the April 2007 to November 2009 time period, one, two and three bedroom apartments in Fullerton experienced a mix of increasing and decreasing rental rates.

Table 3-7
Average Monthly Rent by Unit Type
City of Fullerton: April 2007 to November 2009

Address	Bedrooms	Bathrooms	Square Feet	Rent		Percent Change
				April 2007	Nov 2009	
Las Palmas 2598 Associated Road Fullerton, CA 92835	1	1	723	\$1,700	\$1,559	-8.3%
	2	2	988	\$2,000	\$1,965	-1.8%
Capri At Sunny Hills 2341 Daphne Place Fullerton, CA 92833	3	2.5	1,281	\$1,967	\$1,715	-12.8%
	3	2.5	1,281	\$2,035	n/a	n/a
Amerige Heights 1001 Starbuck Street Fullerton, CA 92831	1	1	724	\$1,690	\$1,835	8.6%
	2	2	1,114	\$2,170	\$2,320	6.9%
	3	2	1,327	\$2,700	\$2,855	5.7%
Valencia Apartments 1148 West Valencia Apartments Fullerton, CA 92833	1	1	555	\$900	n/a	n/a
	2	1	757	\$1,000	n/a	n/a
Nutwood East Apartments 2456 East Nutwood Avenue Fullerton, CA 92831	1	1	600	\$970	\$995	2.6%
	2	1	800	\$1,280	\$1,325	3.5%
Briarhill Apartments 140 West Hill Avenue Fullerton, CA 92832	1	1	500	\$975	n/a	n/a
	2	2	972	\$1,295	n/a	n/a
Balcom Park Apartments 110 S Balcom Ave Fullerton, CA 92832	1	1	750	\$975	\$995	2.1%
	2	1	900	\$1,250	\$1,395	11.6%
Marquis 1375 W. Valencia Fullerton, CA 92833	1	1	750	\$975	\$995	2.1%
	2	2	900	\$1,250	\$1,250	0.0%
Highland Pinetree Apartments 1501 South Highland Avenue Fullerton, CA 92832	1	1	550	\$995	\$945	-5.0%
	2	2	950	\$1,525	\$1,350	-11.5%
Pines 3340 Topaz Lane Fullerton, CA 92831	1	1	710	\$1,025	\$895	-12.7%
	2	1	1,050	\$1,430	\$1,275	-10.8%
Haver Hill 3100 Yorba Linda Blvd Fullerton, CA 92831	1	1	744	\$1,190	\$985	-17.2%
	2	2	1,106	\$1,550	\$1,399	-9.7%
The Atrium At Fullerton 2444 West Orangethorpe Avenue Fullerton, CA 92833	1	1	600	\$1,100	\$950	-13.6%
	2	1	810	\$1,390	\$1,250	-10.1%
	3	1	935	\$1,650	\$1,575	-4.5%
Gilbert Court Apartments 1521 Gilbert Fullerton, CA 92833	2	1	1,200	\$1,185	\$1,225	3.4%
Wilshire Promenade 141 West Wilshire Avenue Fullerton, CA 92832	1	1	710	\$1,295	\$1,321	2.0%
	2	2	915	\$1,700	\$1,409	-17.1%
	2	2.5	1,027	\$1,775	\$1,700	-4.2%

Sources: Stanley R. Hoffman Associates, Inc.
Move.com - Surveyed April 21, 2007
Apartments.rentals.com - Surveyed November 30, 2009
Rkprop.com - Surveyed November 30, 2009
Forrent.com - Surveyed November 30, 2009

3.8 Residential Building Trends

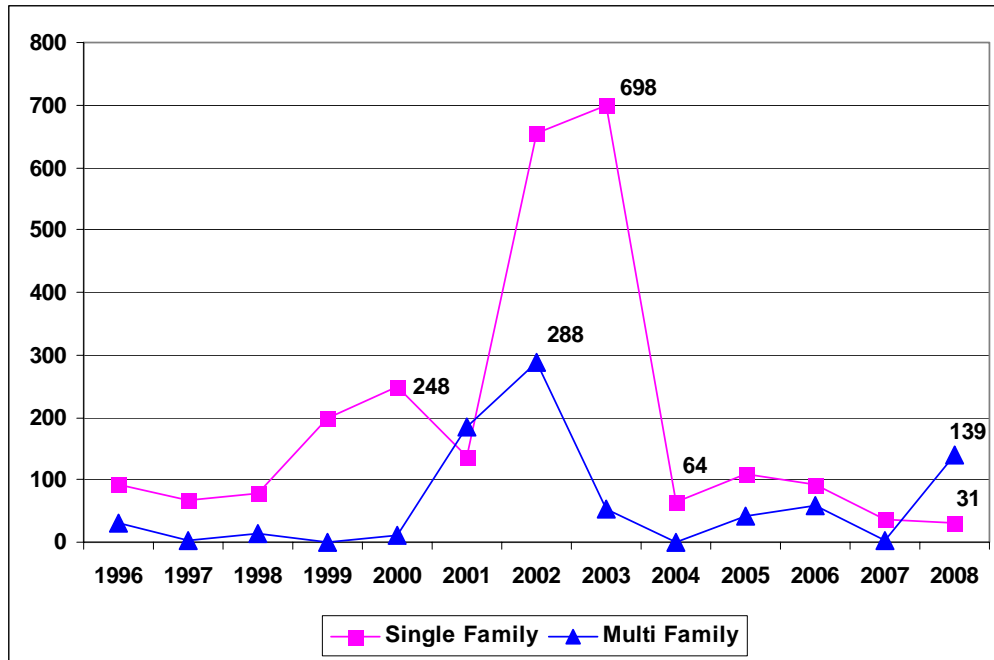
- As shown in Table 3-8 and Figure 3-3, over the twelve-year period from 1996 to 2008, Fullerton annually averaged 256 permitted units per year, increasing to 316 units per year over the 2000-2008 periods. Single-family homes comprised 2,503 units or 75.2 percent of the total new residential units per year, between 1996 and 2008.
- During the same time period, 824 multi-family units were constructed, at an annual average of 63 units per year.
- Multi-family units constituted 24.8 percent of the total units over the twelve-year period, but varied widely within this period from zero percent in year 1999, up to 57.5 percent of new residential building activity two years later in 2001.
- As a percent of Orange County building activity from 1996 to 2008, shown in Table 3-9 and Figure 3-4, the overall average annual building permits of 256 per year for Fullerton represents about 2.8 percent of the annual average of 9,268 per year for Orange County.

Table 3-8
New Residential Building Activity
City of Fullerton: 1996 to 2008

Year	Single Family	% of Total	Multi Family	% of Total	Total
1996	92	74.8%	31	25.2%	123
1997	68	95.8%	3	4.2%	71
1998	78	85.7%	13	14.3%	91
1999	199	100.0%	0	0.0%	199
2000	248	95.8%	11	4.2%	259
2001	137	42.5%	185	57.5%	322
2002	654	69.4%	288	30.6%	942
2003	698	93.1%	52	6.9%	750
2004	64	100.0%	0	0.0%	64
2005	108	72.0%	42	28.0%	150
2006	91	61.1%	58	38.9%	149
2007	35	94.6%	2	5.4%	37
2008	31	18.2%	139	81.8%	170
TOTAL	2,503	75.2%	824	24.8%	3,327
Annual Average:					
1996-2008	193	75.2%	63	24.8%	256
Annual Average:					
2000-2008	227	71.9%	86	27.3%	316

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Census Bureau, Building Permit Estimates

Figure 3-3
New Residential Building Activity
City of Fullerton: 1996 to 2008



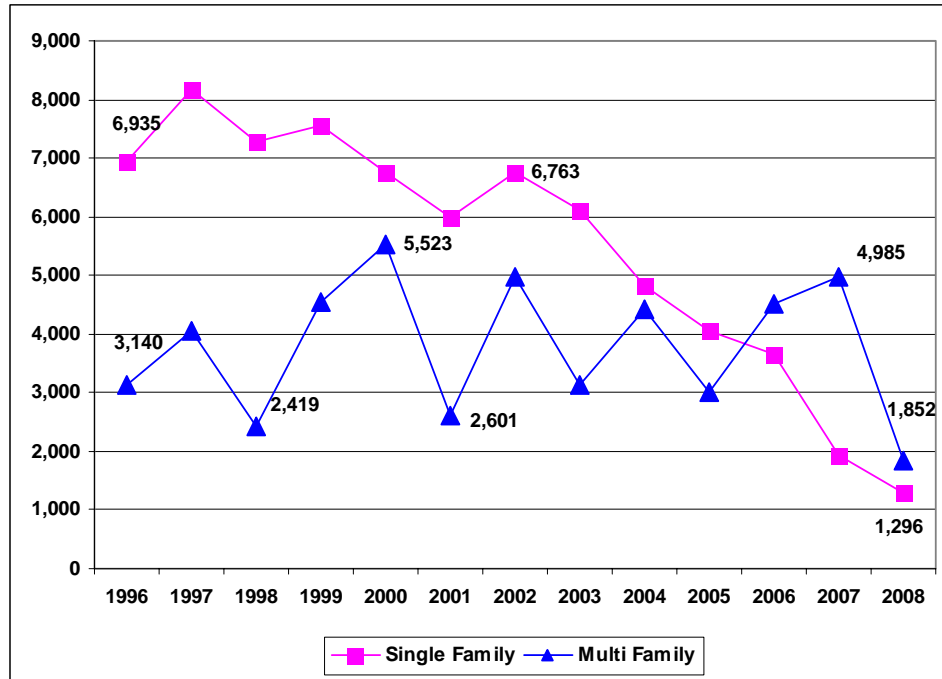
Sources: Stanley R. Hoffman Associates, Inc.
U.S. Census Bureau, New Building Permits

Table 3-9
New Residential Building Activity
Orange County: 1996 to 2008

Year	Single Family	% of Total	Multi Family	% of Total	Total
1996	6,935	68.8%	3,140	31.2%	10,075
1997	8,173	66.9%	4,047	33.1%	12,220
1998	7,282	75.1%	2,419	24.9%	9,701
1999	7,562	62.4%	4,547	37.6%	12,109
2000	6,761	55.0%	5,523	45.0%	12,284
2001	5,978	69.7%	2,601	30.3%	8,579
2002	6,763	57.6%	4,971	42.4%	11,734
2003	6,108	66.0%	3,140	34.0%	9,248
2004	4,813	52.2%	4,410	47.8%	9,223
2005	4,051	57.4%	3,011	42.6%	7,062
2006	3,650	44.7%	4,521	55.3%	8,171
2007	1,942	28.0%	4,985	72.0%	6,927
2008	1,296	41.2%	1,852	58.8%	3,148
TOTAL	71,314	59.2%	49,167	40.8%	120,481
Annual Average:					
1996-2008	5,486	59.2%	3,782	40.8%	9,268
2000-2008	4,596	54.2%	3,890	45.8%	8,486

Sources: Stanley R. Hoffman Associates, Inc.
U.S. Census Bureau, Building Permit Estimates

Figure 3-4
 New Residential Building Activity
 Orange County: 1996 to 2008



Sources: Stanley R. Hoffman Associates, Inc.
 U.S. Census Bureau, New Building Permits

CHAPTER 4 MARKET CONDITIONS AND TRENDS

The following chapter examines the current market conditions in the City of Fullerton, with comparisons to neighboring cities and Orange County. The purpose of this chapter is to identify the existing conditions of the retail, commercial and industrial inventory in the City of Fullerton. In addition, data is also presented for taxable retail sales, commercial vacancy rates and rental rates, and general retail center conditions.

4.1 Taxable Sales Trends

Total Taxable Sales. As a major municipal General Fund revenue source, sales tax is a significant contributor to the economic vitality of the City. Taxable sales data is obtained from the California State Board of Equalization. Actual dollars for 1997 and 2007 are both inflated to 2008 dollars to calculate the retail sales trends in constant dollars within the city over the ten-year time. A ten-year range is preferred because numerous changes within the retail categories were made by the State Board of Equalization starting in 1997 that make comparisons to previous years inaccurate at the city level. As shown in Table 4-1, total taxable sales in 2007 were just under \$1.7 billion, a decrease of 4.7 percent from 1997 in constant dollars. Retail sales declined by 0.6 percent to just over \$1.25 billion in 2007, and gained a greater share of overall taxable sales, from 72.4 percent in 1997 to 75.5 percent in 2007. Of the retail categories, General Merchandise captures the largest dollar share with 21.1 percent of all taxable retail in the city in 2007, as shown in Figure 4-1. The smallest contributors to retail sales were Home Furnishings and Appliances (2.5 percent), Apparel (3.9 percent), and Building Materials and Farm Implements (4.5 percent).

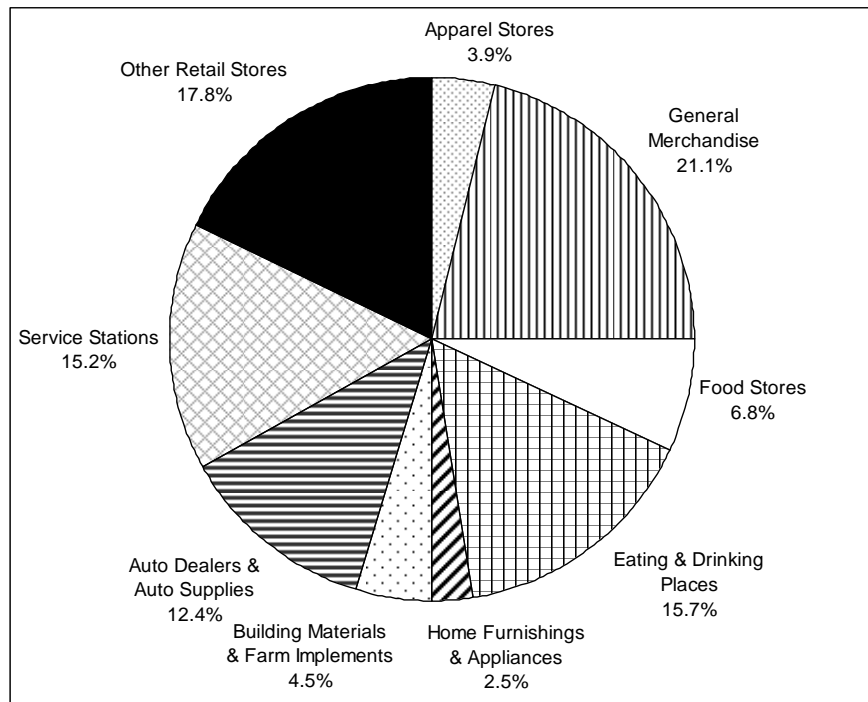
Between 1997 and 2007, the largest increase was in Service Stations, which rose 85.3 percent, but this can be largely attributed to the rise in gasoline prices. Other sectors with positive gains included Apparel (35.3 percent), Eating and Drinking Places (25.7 percent), Food Stores (15.8 percent), General Merchandise (8.3 percent), and Other Retail (2.5 percent).

Table 4-1
Taxable Sales by Retail Category
City of Fullerton
1997 - 2007
(In thousands of constant 2008 dollars)

Retail Group	1997		2007		1997-2007	
	Sales	% Distribution	Sales	% Distribution	Difference in Sales	% Change
Apparel Stores	\$36,544	2.9%	\$49,430	3.9%	\$12,886	35.3%
General Merchandise	245,089	19.4%	\$265,549	21.1%	20,460	8.3%
Food Stores	73,841	5.8%	\$85,540	6.8%	11,699	15.8%
Eating & Drinking Places	156,921	12.4%	\$197,302	15.7%	40,381	25.7%
Home Furnishings & Appliances	74,862	5.9%	\$31,934	2.5%	(42,928)	-57.3%
Bldg. Mtrls. & Farm Implements	120,327	9.5%	\$56,752	4.5%	(63,575)	-52.8%
Auto Dealers & Auto Supplies	236,038	18.7%	\$156,282	12.4%	(79,756)	-33.8%
Service Stations	103,402	8.2%	\$191,603	15.2%	88,201	85.3%
Other Retail Stores	<u>217,806</u>	<u>17.2%</u>	<u>\$223,280</u>	<u>17.8%</u>	<u>5,474</u>	<u>2.5%</u>
Retail Subtotal	\$1,264,829	100.0%	\$1,257,672	100.0%	-\$7,157	-0.6%
All Other Outlets	<u>483,317</u>		<u>408,741</u>		<u>(74,576)</u>	<u>-15.4%</u>
Total Taxable Sales	\$1,748,146		\$1,666,413		(\$81,733)	-4.7%
Retail as % of Total	72.4%		75.5%			

Sources: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 1997, 2007

Figure 4-1
Percent Distribution of Taxable Sales
City of Fullerton
2007



Source: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 2007

Taxable Retail Sales Per Capita. Per capita retail sales provide the amount of retail sales in proportion to a city's population. As shown in Table 4-2, the city of Fullerton's population grew to 136,446 in 2007, averaging a 1.3 percent annual growth rate over the period between 1997 and 2007. Meanwhile, per capita retail sales slightly decreased by 1.5 percent annual growth during the same timeframe in constant dollars. Apparel, Eating and Drinking Places, and Service Stations managed growth rates above population's rate of 1.3 percent, with Service Stations showing the strongest average annual growth of 6.5 percent. However, taxable sales in three sectors declined in constant dollars, including: 1) Home Furnishings and Appliances, which averaged an annual decline of 11.4 percent between 1997 and 2007; 2) Building Materials and Farm Implements, which lost an average of 10.3 percent annually; 3) Auto Dealers and Supplies, which declined an annual average of 6.4 percent per year; 4) Other Retail, which had an average annual decline of 1.1 percent; and 5) General Merchandise, which slightly declined by an annual average of 0.4 percent per year over the 1997 to 2007 time period.

Table 4-2
Taxable Sales Per Capita
City of Fullerton
1997-2007
(In constant 2008 dollars)

Retail Group	1997	2007	1997-2007		Average Annual Rate of Growth
			Difference in Sales	% Change	
Apparel Stores	\$300	\$362	\$62	20.6%	2.4%
General Merchandise	2,014	1,946	(68)	-3.4%	-0.4%
Food Stores	607	627	20	3.3%	0.4%
Eating & Drinking Places	1,289	1,446	157	12.1%	1.4%
Home Furnishings & Appliances	615	234	(381)	-62.0%	-11.4%
Bldg. Mtrls. & Farm Implements	989	416	(573)	-57.9%	-10.3%
Auto Dealers & Auto Supplies	1,940	1,145	(794)	-40.9%	-6.4%
Service Stations	850	1,404	555	65.3%	6.5%
Other Retail Stores	<u>1,790</u>	<u>1,636</u>	<u>(153)</u>	<u>-8.6%</u>	<u>-1.1%</u>
Retail Subtotal	\$10,393	\$9,217	(\$1,176)	-11.3%	-1.5%
All Other Outlets	<u>3,971</u>	<u>2,996</u>	<u>(976)</u>	<u>-24.6%</u>	<u>-3.1%</u>
Total Taxable Sales	\$14,364	\$12,213	(\$2,151)	-15.0%	-1.8%
Retail as % of Total	72.4%	75.5%			
Population	121,700	136,446	14,746	12.1%	1.3%

Sources: Stanley R. Hoffman Associates, Inc.
California Department of Finance, 1997 and 2007
California State Board of Equalization, 1997 and 2007

Comparative Taxable Retail Sales and Retail Leakage Index. Table 4-3 compares Fullerton's retail sales performance to the neighboring cities of Brea, La Habra, Anaheim, Placentia and Buena Park, as well as Orange County. As shown in Panel A, taxable sales in Fullerton were third highest among the listed cities in 2007 with about \$1.25 billion. Anaheim, home to Disneyland, received a higher amount of about \$3.15 billion in total retail sales. Also, Buena Park, home of Knott's Berry Farm, had just over \$2.2 billion in total retail sales. Within the individual retail sectors, Buena Park had the highest level of sales in Apparel and Other Retail and Brea had the highest level of sales in General Merchandise. Anaheim topped all other retail categories in 2007. Placentia had the lowest sales in all retail categories among the cities listed with only \$351.1 million.

When calculated on a per capita basis, as shown in Table 4-3 Panel B and Figure 4-2, the taxable retail sales comparison between Fullerton and neighboring cities changes significantly. Anaheim, which had the highest total retail sales in 2007, becomes the second lowest of the group with only \$9,194 per capita retail sales, just under Fullerton's total of \$9,217 per capita. Placentia still ends up with the smallest per capita amount of \$6,870, but Brea, with a population of only 39,571, has the greatest per capita taxable retail sales with \$31,235 in 2007. Fullerton's per capita retail sales of \$9,217 is \$3,368 under the average for all six cities combined, as shown under the Sub-Region Total, and \$3,440 less than the per capita retail sales for all of Orange County.

In Table 4-3 Panel C, taxable retail per capita sales by city have been converted into an index relative to Orange County for each retail category. This "leakage index" is an indicator of the relative strengths and weaknesses among cities by retail category. Based on this analysis, Fullerton's overall index of 0.73 indicates that Fullerton captures less retail sales compared to the countywide and the sub-regional per capita average. Anaheim is the same at 0.73, and the six neighboring cities combined are about the same as the County average with a ratio of 0.99. Only Brea and Buena Park are performing above the county per capita average for retail sales with ratios of 2.47 and 2.13 respectively.

As shown in Figure 4-3, the only retail categories in Fullerton that are performing at or above the Orange County per capita average are Food Stores (1.06), Service Stations (1.05), and General Merchandise (1.02). The less-than-average per capita taxable retail sales performance in other retail categories – such as Apparel Stores, Home Furnishings & Appliances, and Building Materials & Supplies – are indications of potential opportunity for additional retail sales in those categories.

Table 4-3
Taxable Sales
Taxable Retail Transactions for Selected Cities and Orange County, 2007

PANEL A - Taxable Retail Transactions by Jurisdiction (in thousands)

Retail Group	Fullerton	Brea	La Habra	Anaheim	Placentia	Buena Park	Sub-Region Total ¹	Orange County
Apparel Stores	\$49,430	\$176,306	\$38,495	\$80,506	\$3,754	\$414,131	\$762,622	\$2,217,996
General Merchandise	\$265,549	\$314,675	\$230,889	\$245,939	\$24,796	\$178,446	1,260,294	\$5,856,810
Food Stores	\$85,540	\$33,497	\$34,402	\$141,046	\$33,242	\$38,334	366,061	\$1,815,201
Eating & Drinking Places	\$197,302	\$178,352	\$84,166	\$592,135	\$63,512	\$142,258	1,257,725	\$5,296,863
Home Furnishings & Appliances	\$31,934	\$69,978	\$52,727	\$139,894	\$9,214	\$31,747	335,494	\$2,079,957
Building Materials & Farm Implem.	\$56,752	\$136,461	\$99,139	\$484,109	\$2,164	\$32,304	810,929	\$2,798,938
Auto Dealers & Auto Supplies	\$156,282	\$22,704	\$87,349	\$574,083	\$71,616	\$560,408	1,472,442	\$7,366,864
Service Stations	\$191,603	\$64,646	\$87,888	\$444,710	\$61,367	\$66,318	916,532	\$4,102,725
Other Retail Stores	\$223,280	\$239,364	\$65,398	\$450,895	\$81,472	\$742,876	1,803,285	\$7,452,873
Retail Subtotal	\$1,257,672	\$1,235,983	\$780,453	\$3,153,317	\$351,137	\$2,206,822	8,985,384	\$38,988,227
% of Sub-Region	14.0%	13.8%	8.7%	35.1%	3.9%	24.6%	100.0%	
% of County	3.2%	3.2%	2.0%	8.1%	0.9%	5.7%	23.0%	100.0%

PANEL B - Per Capita Taxable Retail Transactions

Retail Group	Fullerton	Brea	La Habra	Anaheim	Placentia	Buena Park	Sub-Region Total ¹	Orange County
Apparel Stores	\$362	\$4,455	\$621	\$235	\$73	\$5,060	\$1,068	\$720
General Merchandise	1,946	7,952	3,723	717	485	2,180	1,765	1,901
Food Stores	627	847	555	411	650	468	513	589
Eating & Drinking Places	1,446	4,507	1,357	1,726	1,243	1,738	1,762	1,720
Home Furnishings & Appliances	234	1,768	850	408	180	388	470	675
Building Materials & Farm Implem.	416	N/A	1,599	1,411	42	395	1,136	909
Auto Dealers & Auto Supplies	1,145	574	1,408	1,674	1,401	6,848	2,062	2,392
Service Stations	1,404	1,634	1,417	1,297	1,201	810	1,284	1,332
Other Retail Stores	1,636	6,049	1,054	1,315	1,594	9,077	2,526	2,419
Retail Subtotal	\$9,217	\$31,235	\$12,584	\$9,194	\$6,870	\$26,965	\$12,585	\$12,657
2007 Population	136,446	39,571	62,020	342,990	51,110	81,840	713,977	3,080,383

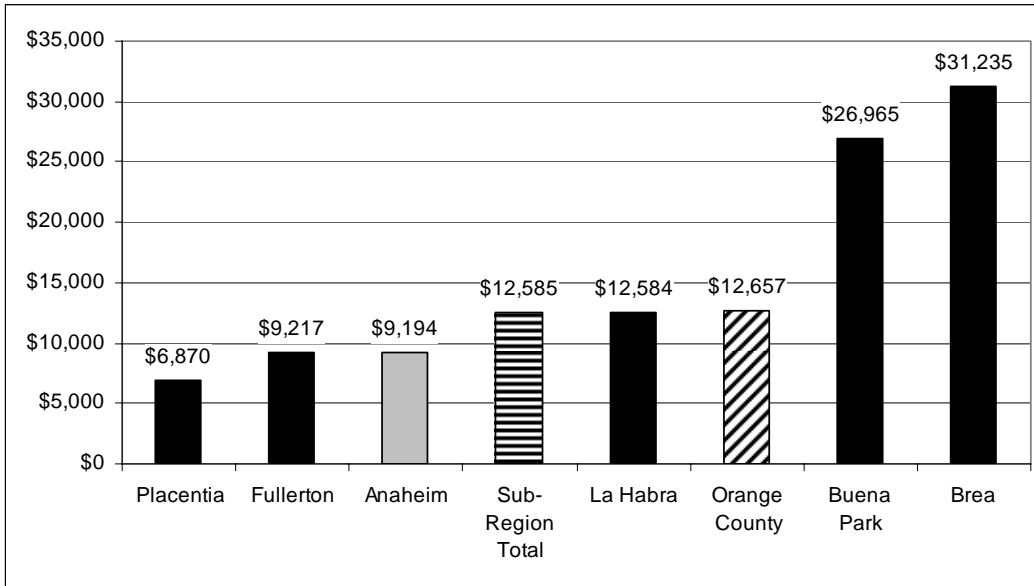
PANEL C - Comparison of Orange County Cities to County Per Capita Retail Transactions

Retail Group	Fullerton	Brea	La Habra	Anaheim	Placentia	Buena Park	Sub-Region Total ¹	Orange County
Apparel Stores	0.50	6.19	0.86	0.33	0.10	7.03	1.48	1.00
General Merchandise	1.02	4.18	1.96	0.38	0.26	1.15	0.93	1.00
Food Stores	1.06	1.44	0.94	0.70	1.10	0.79	0.87	1.00
Eating & Drinking Places	0.84	2.62	0.79	1.00	0.72	1.01	1.02	1.00
Home Furnishings & Appliances	0.35	2.62	1.26	0.60	0.27	0.57	0.70	1.00
Building Materials & Farm Implem.	0.46	N/A	1.76	1.55	0.05	0.43	1.25	1.00
Auto Dealers & Auto Supplies	0.48	0.24	0.59	0.70	0.59	2.86	0.86	1.00
Service Stations	1.05	1.23	1.06	0.97	0.90	0.61	0.96	1.00
Other Retail Stores	0.68	2.50	0.44	0.54	0.66	3.75	1.04	1.00
Retail Subtotal	0.73	2.47	0.99	0.73	0.54	2.13	0.99	1.00

1. Sub Region represents a sum of taxable sales for the listed cities of Fullerton, Brea, La Habra, Anaheim, Placentia, and Buena Park only.

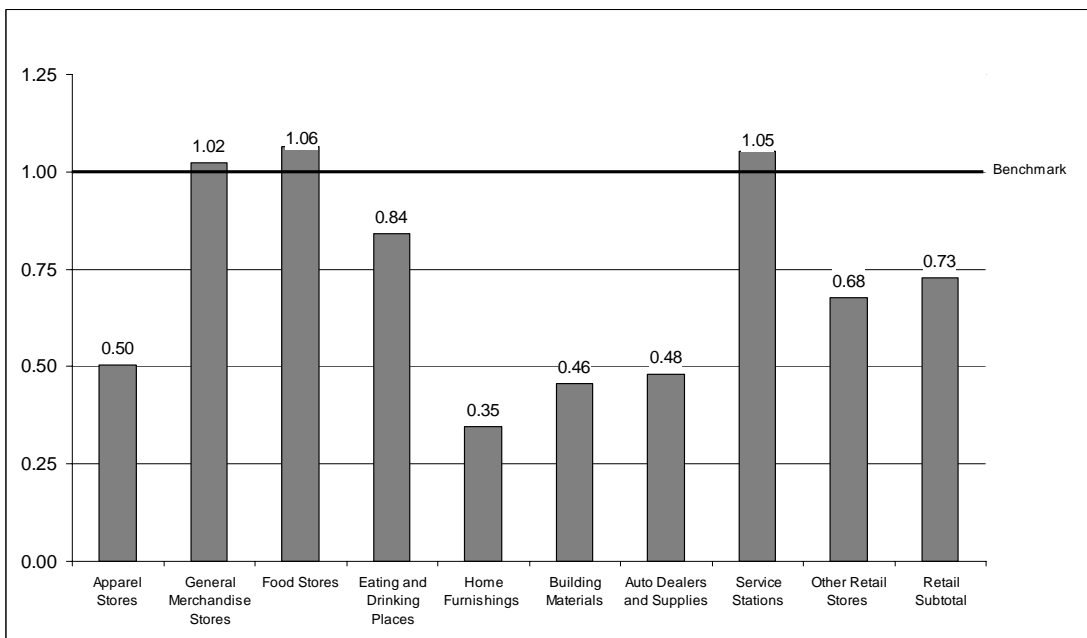
Sources: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 2007
California Department of Finance, 2007

Figure 4-2
Per Capita Retail Taxable Sales
By Selected Jurisdictions and Countywide: 2007
(In constant 2008 dollars)



Source: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 2007

Figure 4-3
City of Fullerton per Capita Retail Taxable Sales
Comparison with Orange County: 2007



Source: Stanley R. Hoffman Associates, Inc.
California State Board of Equalization, 2007

4.2 Existing Retail Supply and Vacancy Rates

During May 2007, Stanley R. Hoffman Associates, Inc. surveyed a sampling of shopping centers within the City of Fullerton to confirm anchor tenants, size (square feet) and vacancy based upon information from a CB Richard Ellis database, which was considered a stable year before the recessionary downturn after 2007. The detailed database is shown in Appendix Table A-1.

- As shown in Table 4-4, the total gross leasable area of the centers surveyed in Fullerton is estimated at about 2.8 million square feet and the total vacant gross leasable area was approximately 54,800 square feet.
- The overall vacancy rate of the retail shopping centers in the City of Fullerton was estimated at 2.0 percent as of May 2007.

Table 4-4
Distribution of GLA and Vacancy Rate
City of Fullerton

Type	Total GLA (SF)	Vacant GLA (SF)	Percent of Total GLA (SF)	Vacancy Rate GLA (SF)
Regional	815,175	34,475	29.1%	4.2%
Neighborhood	617,193	1,600	22.0%	0.3%
Community	1,368,076	18,732	48.9%	1.4%
Total	2,800,444	54,807	100.0%	2.0%

Sources: Stanley R. Hoffman Associates, Inc.
CB Richard Ellis

Retail Market Perspectives from CB Richard Ellis. In a Market View newsletter of the retail market in North Orange County from CB Richard Ellis, approximately 13.6 million square feet of retail space was shown with a vacancy rate of 1.7 percent as shown in Table 4-5. The average asking lease rate of retail property on a triple-net lease was \$2.92 per square foot per month compared with a lease rate of \$2.52 per square foot at the countywide level. This vacancy rate was below all of the other county sub areas that range from 1.7 percent to 4.4 percent and the countywide average of 3.0 percent.

Table 4-5
City of Fullerton Retail Market: First Quarter 2007

Market Area	Center GLA	Vacancy Rate	SF Net Absorption	SF Under Construction	Avg. Asking Lease Rate FSG \$/SF/MO
North County	13,576,089	1.7%	21,178	372,816	\$2.92
Central County	24,578,943	2.5%	71,779	1,550,246	\$2.06
Central Coast	14,001,576	2.9%	10,778	419,288	\$2.51
South County	17,142,983	4.4%	2,280	778,391	\$2.85
West County	<u>8,914,323</u>	3.7%	<u>14,921</u>	<u>98,000</u>	\$2.29
Orange County Total	78,213,914	3.0%	120,936	3,218,741	\$2.52

Sources: Stanley R. Hoffman Associates, Inc.
CB Richard Ellis

4.3 Existing Office Supply

A sample of the total office supply market created using data obtained from Loopnet, a national online database of commercial properties for sale or for lease. As shown in Table 4-6, from an inventory of 284,970 surveyed, there was approximately 29,379 square feet of office space available as of April 2007, again assumed to be a stable year before the recessionary downturn. This puts the current vacancy rate of the sampled office space at approximately 10.3 percent. However, this data is a limited sample of the total available office supply and represents only what is commonly listed by brokers.

Office Market Perspectives from CB Richard Ellis. In a Market View newsletter of the office market in North Orange County from CB Richard Ellis, approximately 8.2 million square feet of office space was shown with a vacancy rate of 5.2 percent as shown in Table 4-7 compared with an estimated vacancy rate of 6.9 percent for the County. The average asking lease rate of office property at full-service gross is \$2.36 per square foot per month compared with an average lease rate of \$2.66 per square foot for the County.

**Table 4-6
City of Fullerton Office Market: March 2007**

Location	Year Built	Building Size S.F.	Total Available Sq. Ft.	Vacancy Rate	Average Lease Rate (Per Sq. Ft.) per month	Lease	Use
4128 W. Commonwealth Ave. Fullerton, CA 92833	1982	16,656	1,139	6.8%	\$1.60	Full Service	Office Building
Orangethorpe Office Suites 2500 W. Orangethorpe Ave. Fullerton, CA 92833	1968	7,475	325	4.3%	\$1.68	Other	Office Building
Valencia Ranch 1335 W Valencia Dr. Fullerton, CA 92833	1965	5,400	300	5.6%	\$1.50	Modified Gross	Office Building
Fullerton Two Towers 1440 N. Harbor Blvd. Suite 302 Fullerton, CA 92835	1974	123,873	1,954	1.6%	\$2.00	Full Service	Office Building
Trider Plaza 140 E. Commonwealth Fullerton, CA 92832	1983	15,000	3,500	23.3%	\$2.05	NNN	Office Building
713 W. Commonwealth Fullerton, CA 92832	1986	3,020	1,500	49.7%	\$1.25	Modified Gross	Office Building
Landmark Plaza 122 N. Harbor Blvd. Fullerton, CA 92832	1904	16,023	1,505	9.4%	\$1.75	NNN	Office Building
Vanguard Business Center 2601-2651 E. Chapman Ave. Fullerton, CA 92831	1978	35,910	1,710	4.8%	\$1.75	Modified Gross	Office Building
Wish Building 2000 E. Chapman Ave. Fullerton, CA 92831	1965	4,985	2,492	50.0%	\$1.95	Full Service	Office Building
1690 N. Placentia Fullerton, CA 92831	1972	6,000	5,000	83.3%	\$1.30	Modified Gross	Office Building
1950 East Chapman Ave. Fullerton, CA 92831	1960	5,842	425	7.3%	\$1.75	Full Service	Office Building
1001 E. Chapman Ave. Fullerton, CA 92831	1961	750	750	100.0%	\$1.93	Full Service	Office Building
270 Laguna Rd. Fullerton, CA 92835	1978	9,008	1,751	19.4%	\$2.70	Modified Gross	Medical Office
1235 N. Harbor Blvd. Fullerton, CA 92832	1980	29,000	1,000	3.4%	\$1.95	Full Service	Office Building
515 E. Commonwealth Ave. Fullerton, CA 92832	1952	6,028	6,028	100.0%	\$1.10	Other	Office Building
Total		284,970	29,379	10.3%			

Sources: Stanley R. Hoffman Associates, Inc.
www.Loopnet.com

Table 4-7
City of Fullerton Office Market: First Quarter 2007

Market Area	Rentable Building Area	Vacancy Rate	Net Absorption	SF Under Construction	Avg. Asking Lease Rate FSG \$/SF/MO
North Orange County	8,173,515	5.2%	-92,828	0	\$2.36
Central Orange County	16,512,988	7.1%	148,365	0	\$2.17
West Orange County	4,925,589	4.8%	21,147	40,000	\$2.15
Greater Airport Area	44,486,225	7.0%	171,735	2,490,239	\$2.87
South Orange County	<u>20,861,592</u>	<u>7.7%</u>	<u>-25,692</u>	<u>2,031,818</u>	<u>\$2.75</u>
Orange County Total	94,959,909	6.9%	222,727	4,562,057	\$2.66

Sources: Stanley R. Hoffman Associates, Inc.
CB Richard Ellis

4.4 Existing Industrial Supply

Industrial Market Perspectives from CB Richard Ellis. In a Market View newsletter of the industrial market in North Orange County from CB Richard Ellis, shows 107.6 million square feet of industrial space with a vacancy rate of 1.9 percent as shown in Table 4-8, again assuming a stable year before the recessionary downturn. There was approximately 63,200 square feet of space under construction at that time. The average asking lease rate of industrial property with triple-net leases was \$0.59 a square foot per month. At the Orange County level, the vacancy rate was 3.4 percent compared with only 1.9 percent for Fullerton.

Table 4-8
City of Fullerton Industrial Market: First Quarter 2007

Market Area	Building SF	Vacancy Rate	SF Under Construction	Avg. Asking Lease Rate NNN \$/SF/MO.
North Orange County	107,618,331	1.9%	63,180	\$0.59
West Orange County	38,459,784	6.2%	220,629	\$0.65
Airport Area	68,799,877	4.0%	0	\$0.82
South Orange County	<u>30,871,450</u>	<u>3.9%</u>	<u>62,780</u>	<u>\$0.95</u>
Orange County Total	245,749,442	3.4%	346,589	\$0.73

Sources: Stanley R. Hoffman Associates, Inc.
CB Richard Ellis

4.5 Non-Residential Building Activity

Data from the Construction Industry Research Board (CIRB) on non-residential building activity in the City of Fullerton for the time 1995 to 2005 is presented as a comparative measure for growth trends in Table 4-9.

City of Fullerton

- The City of Fullerton had an annual average of about \$23.0 million of total non-residential building activity between 1995 and 2005, in constant 2006 dollars.
- New Commercial building permit valuation in the City, at an annual average of \$12.5 million between 1995 and 2005, constituted about 54.4 percent of the total annual average for all non-residential building permit valuations during this period.
- New Industrial building permit valuation averaged about \$5.4 million per year in building permit valuations from 1995-2005, in constant 2006 dollars and constituted 23.4 percent of the total.

Orange County

- As shown in Table 4-10, Orange County averaged approximately \$859.2 million per year in total non-residential building permit valuations.
- Total non-residential permit valuations in Fullerton represented about 2.7 percent of the Orange County annual average.
- In Orange County during this ten-year period, New Commercial building permit valuation was the largest category with 69.3 percent of the total non-residential building permit valuation, relatively higher than the 54.4 percent shown for New Commercial valuation in Fullerton.

Table 4-9
City of Fullerton – Non-residential Building Permit Valuations:
1995 to 2005
(In thousands of constant 2006 dollars)

Year	New Commercial	New Industrial	New Other	Total Non-Residential
1995	\$7,607,573	\$718	\$2,724,306	\$10,332,596
1996	8,940,581	8,780,092	1,668,296	19,388,969
1997	22,021,249	0	10,461,125	32,482,374
1998	13,898,158	15,292,886	2,800,705	31,991,749
1999	3,674,591	11,558,631	2,210,677	17,443,899
2000	902,904	6,735,420	3,248,536	10,886,860
2001	36,250,120	16,291,220	10,447,356	62,988,695
2002	5,626,105	0	1,841,617	7,467,722
2003	27,228,986	411,691	9,435,911	37,076,588
2004	11,110,298	0	6,295,861	17,406,159
2005	<u>0</u>	<u>0</u>	<u>5,063,091</u>	<u>5,063,091</u>
Total	\$137,260,565	\$59,070,658	\$56,197,480	\$252,528,703
Annual Average: 1995-2005	\$12,478,233	\$5,370,060	\$5,108,862	\$22,957,155
Percent of Total	54.4%	23.4%	22.3%	100.0%
Annual Average: 2000-2005	\$13,519,736	\$3,906,388	\$6,055,395	\$23,481,519
Percent of Total	57.6%	16.6%	25.8%	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
Construction Industry Research Board, 2006.

Table 4-10
Orange County - Nonresidential Building Permit Valuations:
1995 to 2005
(In thousands of constant 2006 dollars)

Year	New Commercial	New Industrial	New Other	Total Non-Residential
1995	\$230,289,101	\$46,458,348	\$56,062,427	\$332,809,876
1996	316,309,223	112,373,321	80,492,327	509,174,872
1997	587,014,676	161,625,388	78,203,913	826,843,976
1998	863,758,047	302,816,668	170,410,896	1,336,985,611
1999	1,008,493,687	155,722,299	153,819,893	1,318,035,879
2000	1,072,072,010	106,757,633	163,537,059	1,342,366,702
2001	671,150,848	107,182,889	205,134,201	983,467,938
2002	550,950,097	71,217,068	131,821,022	753,988,187
2003	241,321,601	76,195,431	206,449,602	523,966,634
2004	383,472,790	28,679,522	215,700,439	627,852,751
2005	<u>625,103,222</u>	<u>28,005,939</u>	<u>242,929,813</u>	<u>896,038,974</u>
Total	\$6,549,935,303	\$1,197,034,506	\$1,704,561,591	\$9,451,531,400
Annual Average: 1995-2005	\$595,448,664	\$108,821,319	\$154,960,145	\$859,230,127
Percent of Total	69.3%	12.7%	18.0%	100.0%
Annual Average: 2000-2005	\$590,678,428	\$69,673,080	\$194,262,022	\$854,613,531
Percent of Total	69.1%	8.2%	22.7%	100.0%

Sources: Stanley R. Hoffman Associates, Inc.
Construction Industry Research Board, 2006.

4.6 Recent Office and Industrial Building Activity

Recent office and industrial market data for Third Quarter 2009 is shown in Table 4-11 for the Southern California area. Orange County's estimated total office space of 86.2 million represents about 23 percent of the total Southern California market, including San Diego County. The overall estimated vacancy rate of 19.2 percent is relatively high, but reflects the current sharp recessionary downturn in economic activity. This reflects that fact that negative net absorption of office space is occurring among all the counties. The overall average lease rate of \$2.50 per square foot per month is approximately in the middle of the range among the counties with the highest lease rate being Los Angeles County's average at \$3.05 per square foot per month. Office space is usually quoted on a gross lease basis.

The industrial activity is shown in the bottom half of Table 4-11 and shows that Orange County's estimated industrial space of 266.0 million square feet is about 14 percent of the total Southern California market, including San Diego County. The vacancy rates for industrial space show a different picture than for office space with the vacancy rates ranging from 3.2 percent in Los Angeles County to 12.8 percent in the Inland Empire. The vacancy rate for Orange County is estimated at 6.5 percent. However, notwithstanding the relatively low vacancy rates, the net absorption of industrial space in all of the counties is estimated to be negative in the Third Quarter of 2009. The average monthly lease rate for industrial space in Orange County is estimated at \$0.58 per square foot. This is somewhat in the middle of the range of lease rates for the other counties. Industrial space is usually quoted on a triple-net basis where the tenant pays for real estate taxes, building insurance, and maintenance (the three 'Nets') in addition to the lease rate.

As shown in Table 4-12 for Orange County, the North County area that includes Fullerton represents about 9 percent of the office square footage in the county. The vacancy rate in the North County area of 18.1 percent is very close to the county average of 19.4 percent. Each of the county sub-areas show some net negative absorption although the North County area net negative absorption for office space only represents about 11 percent of the county total. Regarding industrial space, the North County represents about 38 percent of the total countywide industrial space. While each subarea shows net negative space absorption, in this case the situation is different with the North County representing about 34 percent of the total. However, the North County definition for industrial space by Grubb & Ellis also includes the Central area and is not comparable with the area used for office space. The vacancy rates for industrial space are estimated at 8.8 percent for the North County area with the county average at 6.5 percent.

Table 4-11
Southern California Office and Industrial Market Overview
Third Quarter 2009

Southern California Office Market Summary by Area Third Quarter 2009					
	Inland Empire	Los Angeles County	Orange County	San Diego County	Totals/ Weighted Averages
Total Square Feet	27,455,544	189,628,548	86,210,904	71,864,453	375,159,449
Vacant Square Feet	6,476,443	29,519,994	16,696,282	15,550,492	68,243,211
Vacancy Rate (Total)	23.6%	15.6%	19.4%	21.6%	18.2%
Net Absorption (YTD)	(69,607)	(4,384,630)	(1,568,918)	(940,463)	(6,963,618)
Under Construction SF	493,684	1,522,978	82,042	358,462	2,457,166
Asking Rent					
Class A	\$2.17	\$3.06	\$2.50	\$2.87	\$2.83
Class B	\$1.63	\$2.26	\$2.01	\$2.25	\$2.15

Southern California Industrial Market Summary by Area Third Quarter 2009					
	Inland Empire	Los Angeles County	Orange County	San Diego County	Totals/ Weighted Averages
Total Square Feet	430,928,985	987,735,183	265,985,670	172,724,235	1,857,374,073
Vacant Square Feet	55,189,414	31,665,632	17,352,117	20,597,647	124,804,810
Vacancy Rate (Total)	12.8%	3.2%	6.5%	12.0%	6.7%
Net Absorption (YTD)	(6,414,027)	(7,745,956)	(3,029,385)	(3,319,143)	(20,508,511)
Under Construction SF	1,453,768	369,563	0	246,050	2,069,381
Asking Rent					
WH/Dist	\$0.32	\$0.48	\$0.58	\$0.66	\$0.47
Flex	\$0.64	\$0.86	\$1.05	\$1.27	\$0.87

Source: Stanley R. Hoffman Associates, Inc.
Grubb & Ellis

Table 4-12
Orange County Office and Industrial Market Overview
Third Quarter 2009

Orange County Office Market Summary by Area Third Quarter 2009						
	Airport	Central County	North County	South County	West County	Totals/ Weighted Averages
Total Square Feet	39,205,543	15,392,950	7,510,329	17,489,760	6,612,322	86,210,904
Vacant Square Feet	8,593,220	2,730,161	1,481,177	3,343,818	547,906	16,696,282
Vacancy Rate (Total)	19.9%	17.7%	18.1%	19.1%	8.3%	19.4%
Net Absorption (YTD)	-1,339,178	-23,418	-173,668	-17,029	-15,625	-1,568,918
Under Construction SF	-	82,042	-	-	-	82,042
Asking Rent						
Class A	\$2.59	\$2.23	\$2.42	\$2.42	\$2.34	\$2.50
Class B	\$2.14	\$1.83	\$1.92	\$2.09	\$1.56	\$2.01

Orange County Industrial Market Summary by Area Third Quarter 2009					
	Airport	North County	South County	West County	Totals/ Weighted Averages
Total Square Feet	86,753,582	100,774,420	34,8774,852	43,582,816	265,985,670
Vacant Square Feet	6,296,170	5,575,962	3,053,140	2,426,845	17,352,117
Vacancy Rate (Total)	7.3%	5.5%	8.8%	5.6%	6.5%
Net Absorption (YTD)	-1,514,558	-1,027,093	-245,263	-242,471	-3,029,385
Under Construction SF	-	-	-	-	-
Asking Rent					
WH/Dist	\$0.63	\$0.53	\$0.80	\$0.55	\$0.58
Flex	\$1.19	\$0.79	\$1.08	\$0.93	\$1.05

Source: Stanley R. Hoffman Associates, Inc.
Grubb & Ellis

CHAPTER 5 EMPLOYMENT TRENDS

This chapter presents data on the economic base of the City of Fullerton, including information and analysis of employment and wage by industry categories, and the type of major firms operating in the City. Key economic indicators like employment distribution, relative concentration of employment by sector (specialization), and the average wage by industry sectors are compared with the Northern sub-region of Orange County and the larger Orange County region.

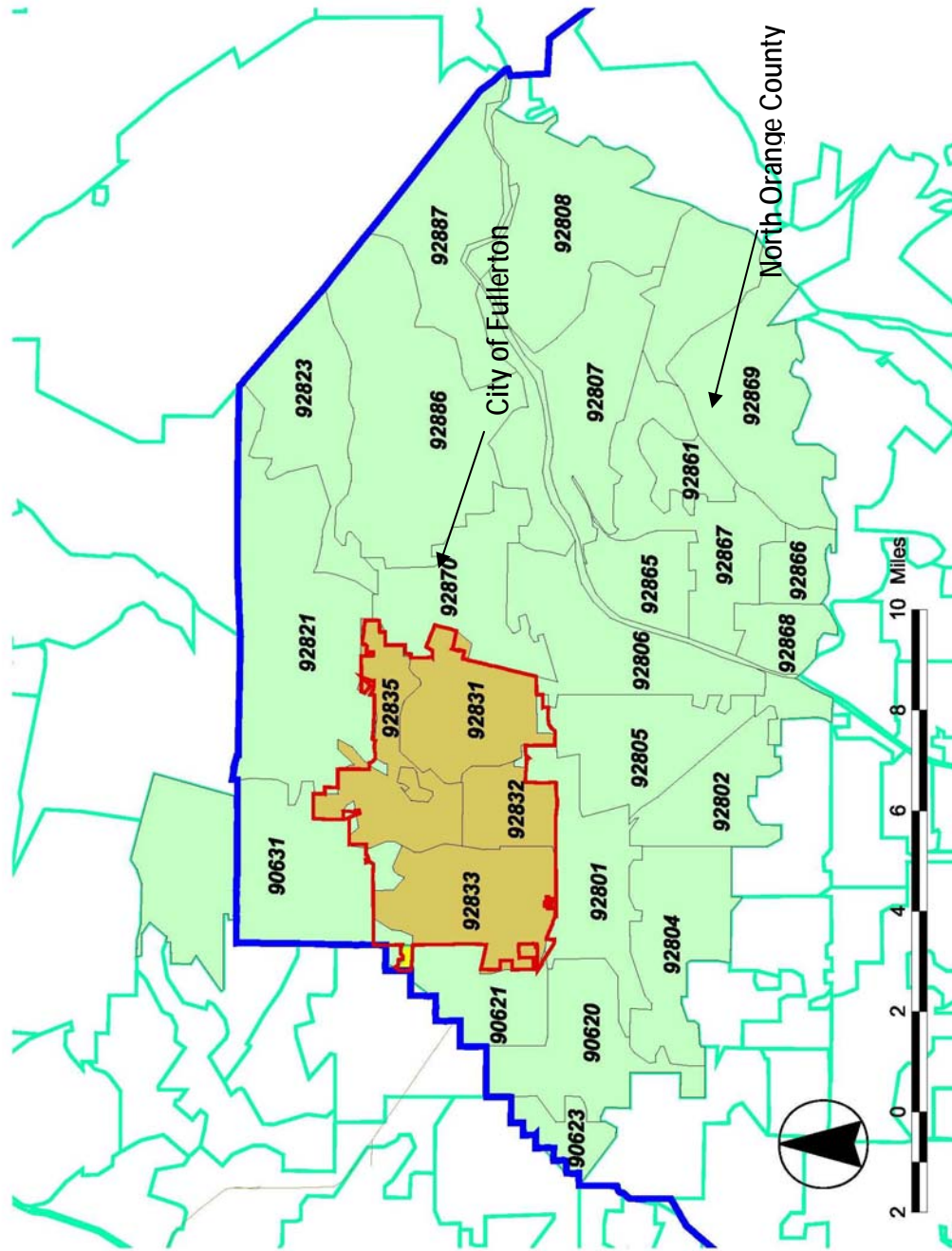
5.1 Organization of EDD Employment and Payroll Data

Employment and payroll data by Place Code for the City of Fullerton was provided by the California Employment Development Department (EDD) from annually 2005 to 2008. All EDD data for years 2001 and after are organized on the North American Industry Classification System (NAICS), a system that replaced the Standard Industrial Classification (SIC) in 1997, following the signing of the North American Free Trade Area (NAFTA) agreement. It should be noted that EDD provides employment and payroll information as reported by enterprises or firms and does not include the self-employed. The total employment estimates in the City should include the self-employed and this statistic is reported by the Southern California Association of Governments (SCAG) in its regional transportation plans (RTP), as discussed in Chapter 7.

Employment and payroll data from EDD are provided at three levels -- the place code level, the ZIP code level and the County level. While employment data for the City of Fullerton was obtained from the EDD aggregated on a Place-code basis, data for the North Orange County sub-region was assembled by selecting ZIP codes approximately coterminous with the sub-region boundary, as shown in Figure 4-1 and Appendix Table B-1. Annual Employment Data for Orange County was already aggregated for 2008 at the County level.

Additionally, annual historic data from 2005 to 2008 is used to examine relative employment growth performances by different study geographies. Historic EDD employment and payroll data for the period 2005 to 2008 is available only at the ZIP code and County-level basis. Although data for the City of Fullerton can be obtained at the ZIP code level by selecting City coterminous ZIP codes, an examination of this annual data for 2005 was found to be only about half the total employment (including self-employment) reported by SCAG for 2005 in their RTP 2007.

Figure 5-1
 ZIP Codes by Geography
 City of Fullerton and North Orange County



The above difference cannot be explained by just the non-inclusion of the self-employed, and for this reason data for Fullerton is presented here on a Place-code basis for 2005, which was observed to be reasonable when compared to SCAG numbers. The difference between SCAG's total employment estimates and EDD payroll employment numbers aggregated by ZIP codes for the North Orange County sub-region and the County-level data for Orange County is less (explained by self-employment), and therefore historic employment growth rates from 2005 to 2008 have been presented here for these two geographies only. Employment and payroll data for the North Orange County sub-region and Orange County are shown in Appendix Table B-2.

5.2 Overall Employment Trends

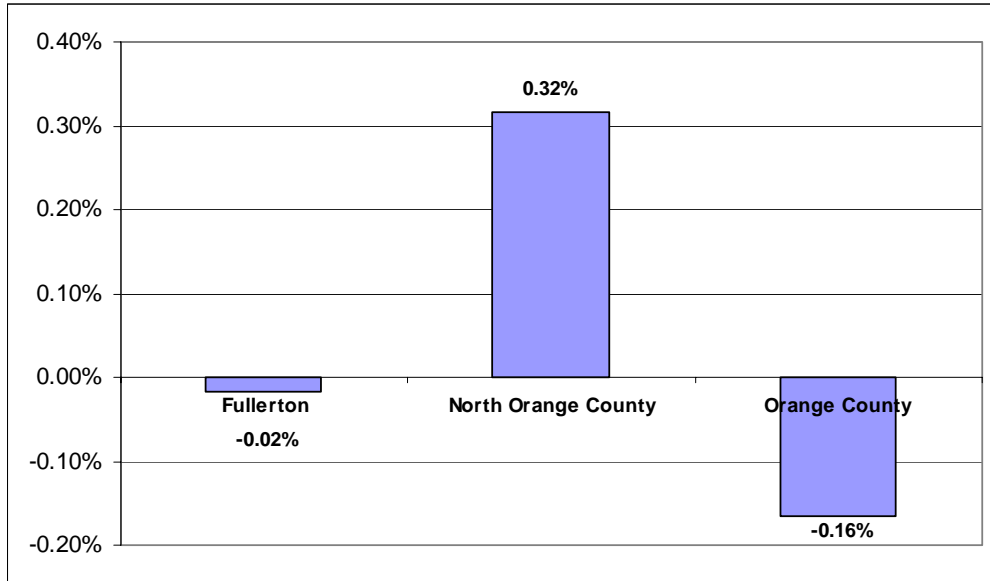
- As shown in Table 5-1, according to EDD, the City of Fullerton had an estimated 55,851 jobs in 2008.
- Employment in the neighboring region of North Orange County was estimated at 424,874 jobs. The total employment in the City of Fullerton comprised about 14.1 percent of the total employment base of North Orange County sub-region.
- The North Orange County sub-region comprised about 26.0 percent of the total estimated annual jobs in 2008 for Orange County.
- As shown in Figure 5-2, as an indicator of growth dynamics in the immediate City surroundings, employment in the North Orange County sub-region grew at a faster annual average growth rate of 0.32 percent over the 2005 to 2008 period when compared to the entire Orange County, which decreased by 0.16 percent.

Table 5-1
Historic Employment Growth Trends
City of Fullerton and Surrounding Areas: 2005 to 2008

	2005	2006	2007	2008	Change 2005 - 2008	Annual Average Growth Rate 2005-2008
Fullerton	59,882	60,617	61,685	59,851	-31	-0.02%
North Orange County	420,871	432,764	428,285	424,874	4,003	0.32%
Fullerton as % North Orange	14.2%	14.0%	14.4%	14.1%		
Orange County	1,621,136	1,649,667	1,642,935	1,613,134	-8,003	-0.16%
North Orange as % Orange County	26.0%	26.2%	26.1%	26.3%		

Source: Stanley R. Hoffman Associates, Inc.
California Employment Development Department (EDD).

Figure 5-2
Comparative Annual Average Employment Growth Rates
City of Fullerton and Surrounding Areas: 2001 to 2008



Sources: Stanley R. Hoffman Associates, Inc.
 California Employment Development Department, 2005 to 2008

5.3 Employment Distribution by NAICS Categories: 2008

- As shown in Table 5-2, the largest non-government employment categories in the City in 2008 were Manufacturing (14.8 percent), Retail Trade (11.2 percent), and Health Care (13.5 percent) accounting for 39.5 percent of the total jobs in the City.
- Employment in sectors usually requiring higher education and skills including Professional, Scientific and Technical, Finance and Insurance, Real Estate and Rental Leasing, Information and Management of Companies and Enterprises comprised only about 9 percent of the total jobs in the City.
- Local, State and Federal Government jobs comprised about 16.3 percent of the total jobs in the City from 2005 estimates.

Table 5-2
Employment Growth by NAICS Industry Categories
City of Fullerton: 2008

	2008 Jobs	Percent Share
CONSTRUCTION	2,717	4.5%
MANUFACTURING	8,862	14.8%
WHOLESALE TRADE	2,994	5.0%
RETAIL TRADE	6,732	11.2%
TRANSPORTATION & WAREHOUSING	1,057	1.8%
INFORMATION	302	0.5%
FINANCE & INSURANCE	1,170	2.0%
REAL ESTATE & RENTAL & LEASING	943	1.6%
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	2,548	4.3%
MANAGEMENT OF COMPANIES AND ENTERPRISES	670	1.1%
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	4,960	8.3%
EDUCATIONAL SERVICES	667	1.1%
HEALTH CARE & SOCIAL ASSISTANCE	8,096	13.5%
ARTS, ENTERTAINMENT, & RECREATION	532	0.9%
ACCOMMODATION & FOOD SERVICES	4,986	8.3%
OTHER SERVICES	2,634	4.4%
FEDERAL GOVT	204	0.3%
STATE GOVT	4,110	6.9%
LOCAL GOVT	4,931	8.2%
OTHER EMPLOYMENT ¹	734	1.2%
TOTAL EMPLOYMENT	59,851	100.0%

Source: Stanley R. Hoffman Associates, Inc.
California Employment Development Department (EDD).

Table 5-3
Employment Growth by NAICS Industry Categories
City of Fullerton: 2005 to 2008

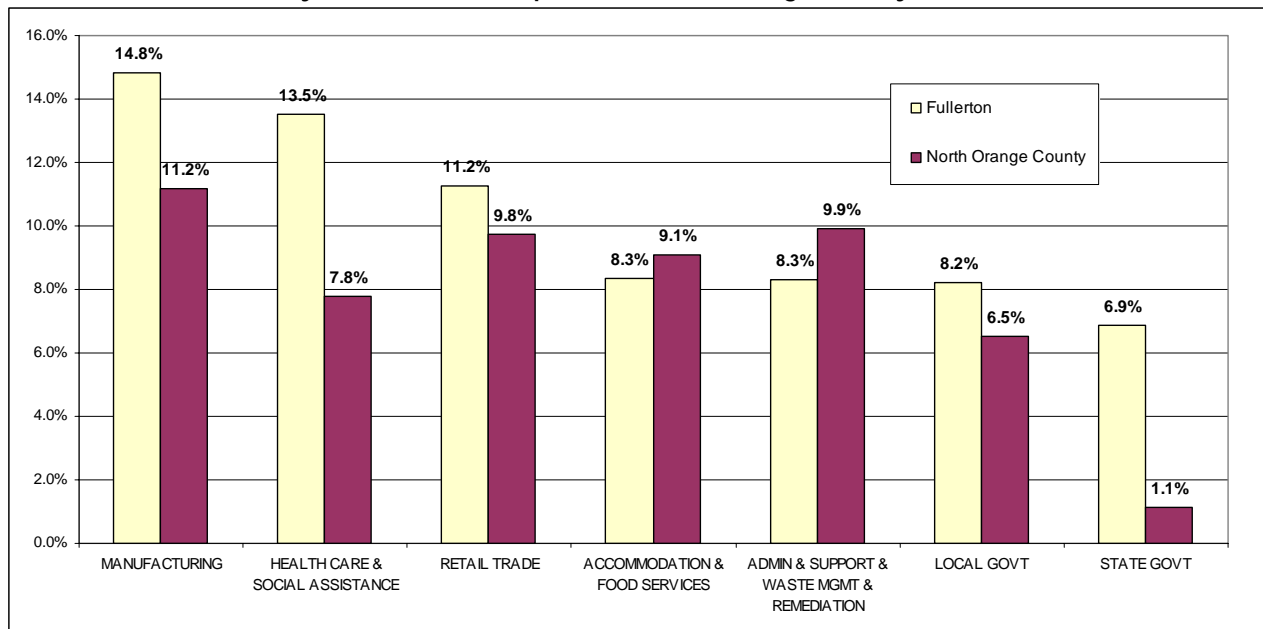
	2005	2006	2007	2008	Change 2005 -2008	Average Growth Rate
CONSTRUCTION	3,054	3,130	3,058	2,717	-337	-3.8%
MANUFACTURING	10,802	10,883	9,324	8,862	-1,940	-6.4%
WHOLESALE TRADE	2,629	3,003	3,122	2,994	366	4.4%
RETAIL TRADE	7,820	7,665	9,146	6,732	-1,088	-4.9%
TRANSPORTATION & WAREHOUSING	1,252	1,163	1,150	1,057	-195	-5.5%
INFORMATION	270	266	336	302	32	3.8%
FINANCE & INSURANCE	1,295	1,371	1,280	1,170	-125	-3.3%
REAL ESTATE & RENTAL & LEASING	985	941	949	943	-41	-1.4%
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	2,369	2,183	2,388	2,548	179	2.5%
MANAGEMENT OF COMPANIES AND ENTERPRISES	514	590	642	670	156	9.2%
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	3,699	3,569	5,075	4,960	1,261	10.3%
EDUCATIONAL SERVICES	815	798	898	667	-148	-6.5%
HEALTH CARE & SOCIAL ASSISTANCE	7,297	7,396	8,054	8,096	799	3.5%
ARTS, ENTERTAINMENT, & RECREATION	479	407	422	532	53	3.6%
ACCOMMODATION & FOOD SERVICES	4,499	4,982	5,266	4,986	487	3.5%
OTHER SERVICES	2,427	2,371	2,677	2,634	207	2.8%
FEDERAL GOVT	175	121	210	204	29	5.2%
STATE GOVT	4,026	4,293	4,053	4,110	84	0.7%
LOCAL GOVT	4,901	4,871	5,256	4,931	30	0.2%
OTHER EMPLOYMENT	573	615	535	734	161	8.6%
TOTAL EMPLOYMENT	59,882	60,617	63,839	59,851	-31	0.0%

Source: Stanley R. Hoffman Associates, Inc.
California Employment Development Department (EDD).

City of Fullerton and Regional Comparison

- As shown in Figure 5-3, manufacturing-related jobs formed about 14.8 percent of the City employment base compared to 11.2 percent in the North Orange County sub-region.
- The City had a higher share of Manufacturing, Health and Social Services and Retail Trade jobs compared to the sub-region.
- A regional comparison using the location quotient index method is presented in Table 5-4, where the employment distribution of the City and North Orange County are benchmarked to Orange County to highlight the relative strengths of industry sectors in the three areas.
- The location quotient analysis indicates that in 2008, in comparison to Orange County, the City of Fullerton had the highest concentrations of private sector employment in Health Care (1.58) and Manufacturing (1.35).
- The City had significantly lower concentration of jobs compared to the County in key employment sectors like Information (0.27) and Arts, Entertainment, & Recreation (0.34).
- Employment associated with the California State University at Fullerton is categorized under the NAICS category “State Government”. As shown in Table 5-4, the impact of the University on the City’s employment base is captured in the high location index for this sector at 4.99 in 2005, when compared to the County.

Figure 5-3
Top NAICS Industry Employment Categories
City of Fullerton Compared to North Orange County: 2008



Source: Stanley R. Hoffman Associates, Inc.
California Employment Development Department, 2008

Table 5-4
Location Quotients Indexed to Orange County
City of Fullerton and North Orange County: 2008

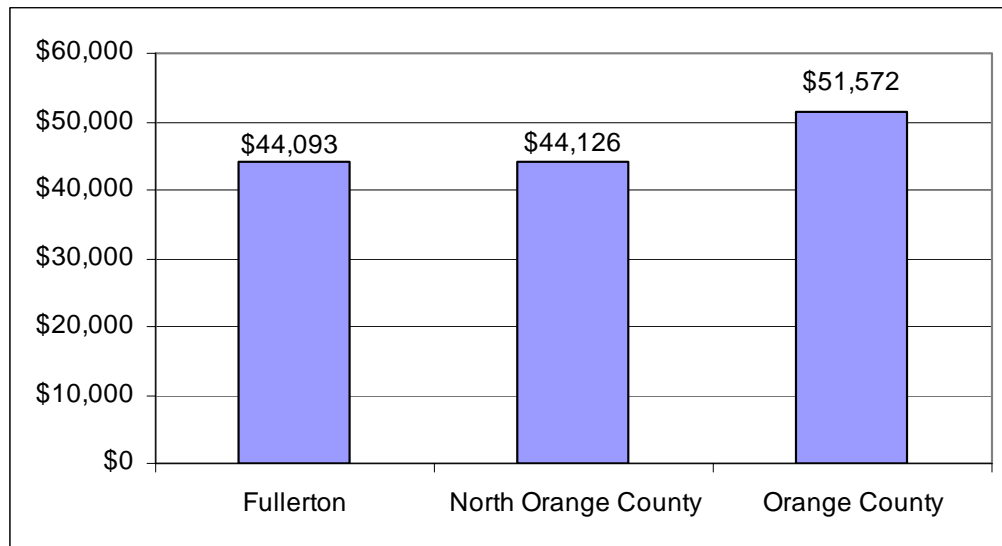
	Fullerton	% Distr.	North Orange County	% Distr.	Orange County	% Distr.
EMPLOYMENT						
CONSTRUCTION	2,717	4.5%	40,715	9.6%	105,139	6.5%
MANUFACTURING	8,862	14.8%	47,542	11.2%	176,307	10.9%
WHOLESALE TRADE	2,994	5.0%	26,221	6.2%	92,990	5.8%
RETAIL TRADE	6,732	11.2%	41,455	9.8%	166,116	10.3%
TRANSPORTATION & WAREHOUSING	1,057	1.8%	11,006	2.6%	26,951	1.7%
INFORMATION	302	0.5%	6,393	1.5%	30,683	1.9%
FINANCE & INSURANCE	1,170	2.0%	18,331	4.3%	81,084	5.0%
REAL ESTATE & RENTAL & LEASING	943	1.6%	8,744	2.1%	44,100	2.7%
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	2,548	4.3%	23,260	5.5%	140,154	8.7%
MANAGEMENT OF COMPANIES AND ENTERPRISES	670	1.1%	4,788	1.1%	26,475	1.6%
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	4,960	8.3%	42,081	9.9%	147,140	9.1%
EDUCATIONAL SERVICES	667	1.1%	4,962	1.2%	22,545	1.4%
HEALTH CARE & SOCIAL ASSISTANCE	8,096	13.5%	32,975	7.8%	138,353	8.6%
ARTS, ENTERTAINMENT, & RECREATION	532	0.9%	26,433	6.2%	41,819	2.6%
ACCOMMODATION & FOOD SERVICES	4,986	8.3%	38,651	9.1%	144,417	9.0%
OTHER SERVICES	2,634	4.4%	15,751	3.7%	62,801	3.9%
FEDERAL GOVT	204	0.3%	334	0.1%	11,698	0.7%
STATE GOVT	4,110	6.9%	4,724	1.1%	22,215	1.4%
LOCAL GOVT	4,931	8.2%	27,632	6.5%	116,783	7.2%
OTHER EMPLOYMENT 1	<u>734</u>	<u>1.2%</u>	<u>2,877</u>	<u>0.7%</u>	<u>15,363</u>	<u>1.0%</u>
TOTAL EMPLOYMENT	59,851	100.0%	424,874	100.0%	1,613,134	100.0%
LOCATION QUOTIENTS						
CONSTRUCTION		0.70		1.47		1.00
MANUFACTURING		1.35		1.02		1.00
WHOLESALE TRADE		0.87		1.07		1.00
RETAIL TRADE		1.09		0.95		1.00
TRANSPORTATION & WAREHOUSING		1.06		1.55		1.00
INFORMATION		0.27		0.79		1.00
FINANCE & INSURANCE		0.39		0.86		1.00
REAL ESTATE & RENTAL & LEASING		0.58		0.75		1.00
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS		0.49		0.63		1.00
MANAGEMENT OF COMPANIES AND ENTERPRISES		0.68		0.69		1.00
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION		0.91		1.09		1.00
EDUCATIONAL SERVICES		0.80		0.84		1.00
HEALTH CARE & SOCIAL ASSISTANCE		1.58		0.90		1.00
ARTS, ENTERTAINMENT, & RECREATION		0.34		2.40		1.00
ACCOMMODATION & FOOD SERVICES		0.93		1.02		1.00
OTHER SERVICES		1.13		0.95		1.00
FEDERAL GOVT		0.47		0.11		1.00
STATE GOVT		4.99		0.81		1.00
LOCAL GOVT		1.14		0.90		1.00
OTHER EMPLOYMENT		1.29		0.71		1.00

Source: Stanley R. Hoffman Associates, Inc.
California Employment Development Department (EDD).

5.4 Wage Trends: 2008

- As shown in Figure 5-4 and Table 5-5, the average wage in the City of Fullerton was \$44,093 in 2008, in constant 2008 dollars.
- As estimated in 2008, the average wage in the City (\$44,093) was lower compared to the North Orange County sub-region (\$44,126) and Orange County (\$51,572), about 15 percent less than the County average.
- Average Wages by NAICS sectors in the City ranged from a high of \$68,278 (Management of Companies and Enterprises) to a low of \$15,416 (Accommodation & Food Services), with an average wage of around \$44,093 across all NAICS sectors.
- The range of wages is comparable to North Orange County, which had average sector wages in 2008 ranging from a high of \$71,828 (Management of Companies and Enterprises) to a low of \$18,993 (Accommodation & Food Services).

Figure 5-4
Average Wage: All Industries
City of Fullerton, North Orange County and Orange County: 2008
(In constant 2008 dollars)



Source: Stanley R. Hoffman Associates, Inc.

Table 5-5
Average Wage by Industry
 City of Fullerton, North Orange County and Orange County: 2008
 (In constant 2008 dollars)

	Fullerton	North Orange County	Orange County
CONSTRUCTION	\$51,323	\$55,560	\$58,130
MANUFACTURING	\$60,102	\$52,053	\$60,600
WHOLESALE TRADE	\$54,171	\$60,163	\$72,544
RETAIL TRADE	\$27,505	\$32,899	\$32,538
TRANSPORTATION & WAREHOUSING	\$43,061	\$47,151	\$44,239
INFORMATION	\$42,220	\$64,132	\$76,331
FINANCE & INSURANCE	\$55,239	\$61,506	\$87,613
REAL ESTATE & RENTAL & LEASING	\$37,494	\$43,140	\$58,304
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	\$57,704	\$60,974	\$78,411
MANAGEMENT OF COMPANIES AND ENTERPRISES	\$68,278	\$71,828	\$83,982
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	\$25,866	\$31,695	\$35,090
EDUCATIONAL SERVICES	\$28,240	\$28,863	\$34,844
HEALTH CARE & SOCIAL ASSISTANCE	\$52,600	\$46,678	\$48,550
ARTS, ENTERTAINMENT, & RECREATION	\$16,386	\$29,805	\$28,607
ACCOMMODATION & FOOD SERVICES	\$15,416	\$18,993	\$19,387
OTHER SERVICES	\$27,216	\$29,675	\$28,870
FEDERAL GOVT	\$54,858	\$62,545	\$65,069
STATE GOVT	\$55,239	\$56,073	\$58,433
LOCAL GOVT	<u>\$50,273</u>	<u>\$51,872</u>	<u>\$55,375</u>
TOTAL	\$44,093	\$44,126	\$51,572

Source: Stanley R. Hoffman Associates, Inc.
 California Employment Development Department.

5.5 Distribution of Firms by NAICS Classification

Though aggregate employment trends are good indicators of the economy's overall growth, examining the types of firms in the City provides another perspective of the structure and composition of the economy-- for example, the presence of large firms versus small firms, and the concentration of employment in selected firms.

- The NAICS sectors with the most establishments in Fullerton in 2008 included Professional Scientific and Technical (360), however, its estimated average jobs per firm of 7.1 was relatively low compared to the citywide average of 18.8.
- Jobs per firm in non-governmental sectors in 2008 forming 10 percent or more of the total employment distribution were highest in Manufacturing (40.3), Health Care & Social Assistance (27.9), and Retail Trade (19.7).
- Government establishments remain major concentrations of employment in the City, with Local Government entities employing on average 123 workers per governmental entity.

Table 5-6
Distribution of Establishments by NAICS Classification
City of Fullerton: 2008

	Establishments	% Distr.	Employment	% Distr.	Employees per Firm
CONSTRUCTION	239	7.5%	2,717	4.5%	11.4
MANUFACTURING	220	6.9%	8,862	14.8%	40.3
WHOLESALE TRADE	278	8.8%	2,994	5.0%	10.8
RETAIL TRADE	342	10.8%	6,732	11.2%	19.7
TRANSPORTATION & WAREHOUSING	54	1.7%	1,057	1.8%	19.6
INFORMATION	31	1.0%	302	0.5%	9.7
FINANCE & INSURANCE	163	5.1%	1,170	2.0%	7.2
REAL ESTATE & RENTAL & LEASING	152	4.8%	943	1.6%	6.2
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	360	11.3%	2,548	4.3%	7.1
MANAGEMENT OF COMPANIES AND ENTERPRISES	8	0.3%	670	1.1%	83.8
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	154	4.9%	4,960	8.3%	32.2
EDUCATIONAL SERVICES	38	1.2%	667	1.1%	17.6
HEALTH CARE & SOCIAL ASSISTANCE	290	9.1%	8,096	13.5%	27.9
ARTS, ENTERTAINMENT, & RECREATION	27	0.9%	532	0.9%	19.7
ACCOMMODATION & FOOD SERVICES	253	8.0%	4,986	8.3%	19.7
OTHER SERVICES	236	7.4%	2,634	4.4%	11.2
FEDERAL GOVT	4	0.1%	204	0.3%	51.0
STATE GOVT	187	5.9%	4,110	6.9%	22.0
LOCAL GOVT	40	1.3%	4,931	8.2%	123.3
OTHER EMPLOYMENT ¹	99	3.1%	734	1.2%	7.4
TOTAL EMPLOYMENT	3,175	100.0%	59,851	100.0%	18.8

1. Other Employment includes agriculture, mining and utilities.

Source: Stanley R. Hoffman Associates, Inc.
California Employment Development Department.

5.6 Largest Employers in the City of Fullerton

- As shown in Table 5-8, California State University Fullerton (CSUF) is the largest individual employer with approximately 2,885 employees, followed by St. Jude Medical Center with 1,700 employees and Raytheon Systems Company with 1,500.
- Jobs among the top seventeen employers in Fullerton, as shown in Table 5-7, comprised about 23 percent of the total employment of 69,425 per the SCAG RTP 2007 preliminary data.
- The largest industry in terms of the number of employees is Education, accounting for a combined 6,305 jobs in the City or about 9.1 percent of all jobs.
- Raytheon is the largest employer in the manufacturing sector and third largest overall, after CSUF and St. Jude Medical Center.
- In manufacturing, the larger employers tend to be in the Aerospace, Defense, Computers and Electronics industries.
- Currently, Beckman Coulter and Foxconn are planning to leave the City and this could affect about 2,050 jobs, or about 3.0 percent of total jobs.

**Table 5-7
Principal Employers in the City of Fullerton**

Name	Industry	No. of Employees	Percent of City Total
Manufacturers			
Raytheon Systems Company	Defense Systems	1,500	2.2%
Beckman Coulter	Electronic Components	1,250	1.8%
Alcoa Fastening Systems	Aerospace Fasteners	1,000	1.4%
Foxconn	Computer Assembly	800	1.2%
Fullerton Foods (Kraft Foods)	Packaged Foods	<u>500</u>	<u>0.7%</u>
		5,050	7.3%
Kimberly Clark	Tissue & Personal Care Products	450	0.6%
Albertsons Regional Corp. Office	Grocery	400	0.6%
Monogram Systemes	Aircraft Interior Equipment	400	0.6%
Custom Designs	Linens	400	0.6%
Johnson Controls	Batteries	150	0.2%
Day Runner	Personal Calendars	<u>150</u>	<u>0.2%</u>
		1950	2.8%
Service Activities			
Education			
California State University, Fullerton	Education	2,885	4.2%
Fullerton School District	Education	1,200	1.7%
Fullerton Joint Union High School District	Education	1,160	1.7%
Fullerton College	Education	<u>1,060</u>	1.5%
		6,305	9.1%
Health Care			
St. Jude Medical Center	Health Care	1,700	2.4%
Government			
City of Fullerton	Government	<u>715</u>	<u>1.0%</u>
All Major Employers Total		15,720	22.6%
SCAG 2005 Employment Estimates ¹		69,425	100.0%

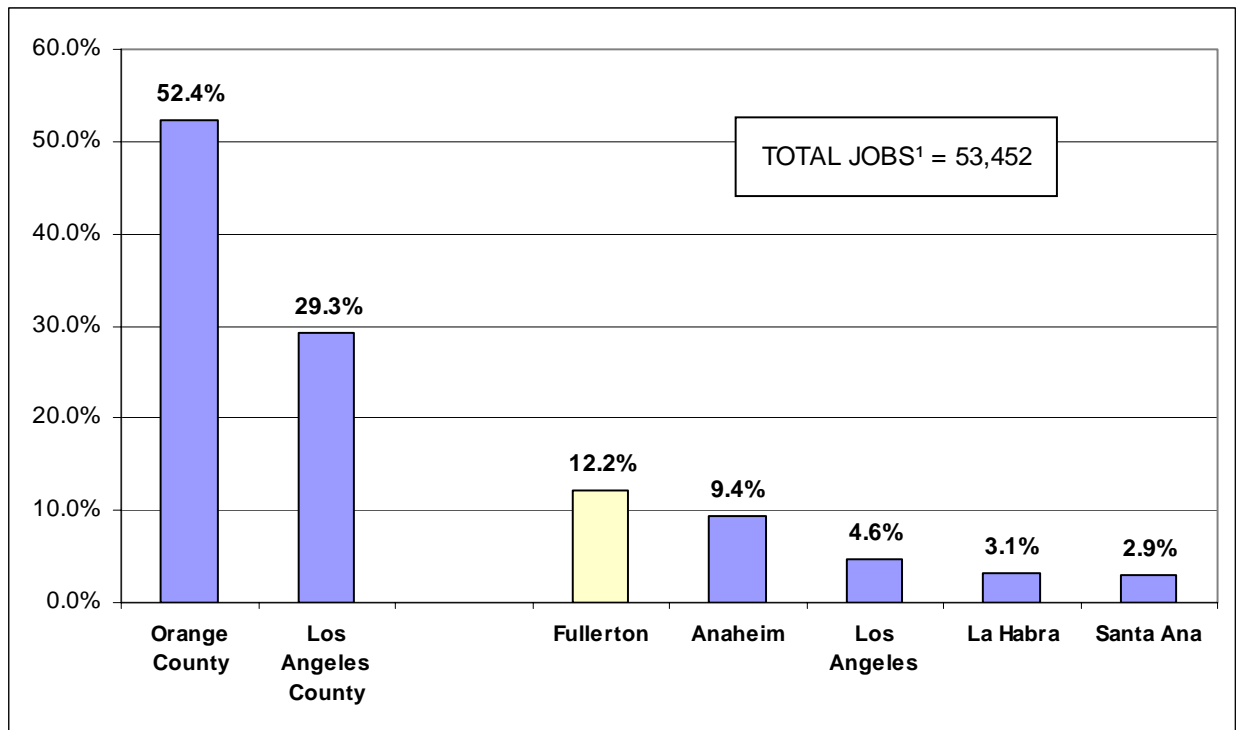
1. Obtained from estimates of total employment as reported in SCAG RTP 2007 preliminary forecasts for the City of Fullerton.

Sources: Stanley R. Hoffman Associates, Inc.
City of Fullerton Redevelopment Department

5.7 Employee Commute Patterns

As shown in Table 5-8, based on 2006 data obtained from the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD), of the total 53,452 private sector employees in the City of Fullerton, about 12.2 percent lived in the City. Nearly 52.4 percent of all employees in the City lived in locations within Orange County, while 29.3 percent of employees commuted into the City from Los Angeles County in 2006.

Figure 5-5
Fullerton Employees by Place of Residence: 2006



1. This employment estimate from California Employment Development Department (EDD) does not include self-employed.

Source: Stanley R. Hoffman Associates, Inc.

Table 5-8
Fullerton Employees by Place of Residence: 2006

	Employees	Percent
Orange County Cities		
Fullerton	6,526	12.2%
Anaheim	5,049	9.4%
La Habra	1,633	3.1%
Santa Ana	1,541	2.9%
Other Orange County Cities	<u>13,264</u>	<u>24.8%</u>
Orange County Total	28,013	52.4%
Los Angeles County	15,666	29.3%
San Bernardino County	3,497	6.5%
Riverside County	3,180	5.9%
Other Locations	<u>3,096</u>	<u>5.8%</u>
Total	53,452	100.0%

Source: Stanley R. Hoffman Associates, Inc.
US Census Bureau, LEHD (2nd Quarter 2006)

5.8 Relationship between Jobs and Labor

As shown in Table 5-9, based on data obtained from the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD), a matching of the local jobs to the resident labor-force provides us an understanding of the City's economic growth potential and jobs-housing balance issues. When the difference between the labor force and jobs is analyzed, a positive number indicates more labor than jobs, i.e., the potential for the City to tap into this potential by encouraging new non-residential development commensurate with those labor skills. This also indicates that a high proportion of those city residents commute out of the City to their work places. The converse situation of more jobs than labor points to the need to have a diverse mix of affordable housing options to encourage employee housing opportunities for those in the City. A closer analysis of these two separate dynamics would enable the City to have targeted industrial and housing policies. For example, as shown in Table 5-9, Profession-Technical jobs (2,244) are lower than available local labor force (3,501) in the City in these categories for a ratio of 1.6 labor force/jobs. On the other hand, there are more manufacturing jobs (9,678) compared to manufacturing resident labor force (6,878) for a ratio of 0.7 labor force/jobs.

Table 5-9
Comparison of Jobs and Labor Force: 2006
City of Fullerton

	JOBS		LABOR FORCE		LABOR - JOBS	
	2006	Percent Change	2006	Percent Change	RATIO ¹	DIFFERENCE
Agriculture, Forestry, Fishing and Hunting	480	0.9%	285	0.50%	0.6	(195)
Mining, Quarrying, and Oil and Gas Extraction	3	0.0%	46	0.08%	15.3	43
Utilities	285	0.5%	314	0.55%	1.1	29
Construction	3,087	5.8%	3,378	5.89%	1.1	291
Manufacturing	9,678	18.1%	6,878	12.00%	0.7	(2,800)
Wholesale Trade	3,039	5.7%	3,824	6.67%	1.3	785
Retail Trade	7,271	13.6%	6,163	10.75%	0.8	(1,108)
Transportation and Warehousing	1,449	2.7%	1,897	3.31%	1.3	448
Information	451	0.8%	1,263	2.20%	2.8	812
Finance and Insurance	1,410	2.6%	2,986	5.21%	2.1	1,576
Real Estate and Rental and Leasing	873	1.6%	1,169	2.04%	1.3	296
Professional, Scientific, and Technical Services	2,244	4.2%	3,501	6.11%	1.6	1,257
Management of Companies and Enterprises	377	0.7%	1,084	1.89%	2.9	707
Admin. & Support, Waste Management and Remediation	3,135	5.9%	4,755	8.30%	1.5	1,620
Educational Services	5,250	9.8%	5,077	8.86%	1.0	(173)
Health Care and Social Assistance	6,339	11.9%	4,688	8.18%	0.7	(1,651)
Arts, Entertainment, and Recreation	380	0.7%	1,390	2.43%	3.7	1,010
Accommodation and Food Services	4,818	9.0%	4,884	8.52%	1.0	66
Other Services (excluding Public Administration)	2,349	4.4%	2,485	4.34%	1.1	136
Public Administration	534	1.0%	1,246	2.17%	2.3	712
	53,452	100.0%	57,313	100.00%	1.1	3,861

Source: Stanley R. Hoffman Associates, Inc.
Census Longitudinal Employment Households Dynamics (LEHD)

CHAPTER 6 ASSETS AND OPPORTUNITIES

6.1 Activity Centers

Downtown. Centered at the intersection of Harbor Boulevard and Commonwealth Avenue, Fullerton’s revitalized downtown currently attracts specialty stores, sidewalk cafes, coffee shops, and a variety of entertainment venues in over 350,000 square feet of retail space and more than 275,000 square feet of office space.¹ A cluster of over 70 historic buildings, including the 1925 Italian Renaissance-inspired Fox Theater (currently undergoing renovation), imparts the distinctly old town atmosphere of this district. Other downtown cultural attractions include the award-winning Museum Center, the Downtown Plaza and Plummer Auditorium, now home to the Fullerton Civic Light Opera. Additionally, there are hundreds of lofts, apartments and condominiums units that have opened recently or are planned in this area.

The Fullerton Transportation Center. Adding to the vitality of downtown and incorporating both of the historic Santa Fe and Union Pacific Train Depots, this expanded and completely renovated public transit facility is now a major regional transportation hub serving 350,000 train passengers per year with Metrolink and Amtrak service. The average trip time on Metrolink or Amtrak to Downtown Los Angeles is about 30 minutes. It also serves as a major bus depot for the Orange County Transportation Authority (OCTA).

The SOCO District (South of Commonwealth). The recently branded “SOCO District” is an area of retail businesses, eateries and lounges that was once mostly industrial. Planned as an extension to the revitalized Downtown, the district includes Santa Fe Avenue, both east and west of Harbor Boulevard, and is bordered by the Fullerton Transportation Center to the east.

Educational Institutions. In addition to two school districts – the Fullerton School District and the Fullerton Joint High School District-- with numerous award winning schools, several higher education institutions are also located in Fullerton, including the California State University, Fullerton (CSUF), Fullerton College, Western State University College of Law, Hope International University, and the Southern California College of Optometry. Combined, the total enrollment of roughly 45,000 students has led to Fullerton being known as “The Education Community.”²

¹ City of Fullerton, www.ci.fullerton.ca.us

² Fullerton Chamber of Commerce, www.fullertonchamber.com

Parks and Recreational Centers. Fullerton maintains 50 city parks and is home to the Craig Regional Park and Ralph B. Clark Regional Park. The Fullerton Arboretum comprises 26 acres of sculpted gardens and unusual plants in northeastern Fullerton. Additionally, the city features approximately 200 acres of recreational land in the Brea Dam Recreational Area, an equestrian center, two golf courses, a golf driving range, a tennis center, a 17.6 acre Sports Complex, the Janet Evans Swim Complex, a skateboard park, two senior centers, two community centers, and 39 miles of recreational trails.

6.2 Redevelopment Areas

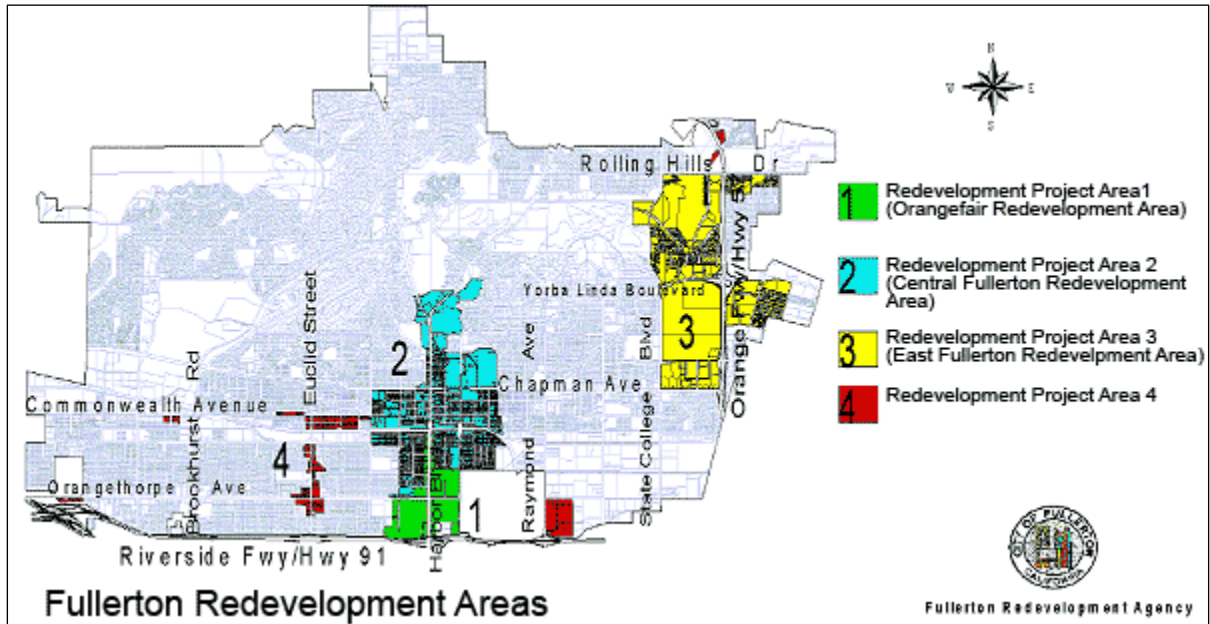
The Fullerton Redevelopment Agency provides funding for capital improvement projects and private/public development projects in four redevelopment project areas, as shown in Figure 6-1. The stated goal of the Agency is to halt deteriorating conditions by upgrading public facilities, producing tax revenues, generating employment opportunities, encouraging private investment in the community and developing affordable housing. There are currently four redevelopment project areas in Fullerton:

- Redevelopment Project Area 1 (Orangefair Redevelopment Area) – A regional shopping district with two major power centers that rank in the top 25 shopping centers in Orange County based on retail sales. Among the major retailers are Costco, AMC Theatres, Circuit City, Payless Shoes, Office Depot, and a wide assortment of restaurants.
- Redevelopment Project Area 2 (Central Fullerton Redevelopment Area) – This project is focused on the central part of Fullerton, particularly the downtown. Noteworthy improvements include:
 - More than 70 historic commercial buildings structurally and aesthetically improved, stimulating more than \$15 million in private investment followed by a surge in new retail tenants;
 - Fullerton Transportation Center renovations and improvements;
 - Police Department expansion from 37,000 to 60,000 square feet (currently underway);
 - U.P. Railroad Recreation Trail and Park – A 1-acre park and development of a 0.8-mile recreation trail from the Transportation Center to Independence Park (in planning);
 - Two high-density apartment complexes in the downtown, totaling 364 new dwelling units, one of which is mixed use with retail;
 - The Fox Theater – privately owned by The Fullerton Historic Theatre Foundation, a community-based nonprofit organization, hence not technically part of the redevelopment project area. A new parking structure adjacent to the theater is being planned to replace the current parking lot, in anticipation of serving the increased retail and entertainment demand of a renovated and reopened Fox Theater.
- Redevelopment Project Area 3 (East Fullerton Redevelopment Area). This project targets improvements in the rapidly developing area around Cal State Fullerton.

Elements include Vista Park, the Cal State University Fullerton Sports Complex, and a Marriott Hotel.

- **Redevelopment Project Area 4.** This project aims to support and develop six different commercial areas in Fullerton, all of which are located around car dealerships or hold the potential to be good development sites for car dealerships or other sales tax-generating businesses.

Figure 6-1
City of Fullerton Redevelopment Project Areas



Sources: Stanley R. Hoffman Associates, Inc.
City of Fullerton Redevelopment Department

CHAPTER 7

SCAG GROWTH FORECASTS: 2005-2035

The following chapter presents the preliminary Southern California Association of Governments (SCAG) Regional Transportation Plan (RTP) 2007 forecasts for the City of Fullerton and Orange County. These population, household and employment growth forecasts are provided in five-year increments from 2005 to 2035. The SCAG RTP 2007 forecasts are currently being reviewed by City staff and will be updated for release later in 2010.

Forecasts from RTP 2007 have been provided by SCAG allocated down to individual cities within the SCAG five-county region and for unincorporated areas within each county. The forecast numbers have been provided to Stanley R. Hoffman Associates on a preliminary basis. SCAG does not adopt forecasts at a sub-area level, but provides these numbers for study purposes. Also provided in this chapter is a comparison of estimated population, household and housing numbers for 2005 reported by the DOF with those reported in the SCAG RTP 2007.

7.1 Population, Households and Employment Growth Forecasts

Demographic and employment forecasts provide policy direction for the zoning of land for specific purposes such as housing, retail, office and industrial uses. Population and households growth drives local demand for goods and services through increased household expenditures. Future retail development prospects in the city will depend on the successful capture of this growing household expenditure power. On the other hand, growth in employment determines the demand for office and industrial space which can be strongly influenced by outside economic forces.

City of Fullerton.

- Based on the preliminary SCAG 2007 RTP forecasts, population in the City of Fullerton is expected to grow from about 135,800 in 2005 to about 158,900 by 2035, representing an average annual growth rate of 0.5 percent between 2005 and 2035, as shown in Table 7-1 and Figure 7-1.
- As shown in Table 7-2, SCAG's 2005 numbers for population, households and housing units are benchmarked to July 2005 mid-year estimates, based on DOF annual 2005 and 2006 numbers.
- Household growth is anticipated to grow at a slower rate in the City compared to population growth at 0.3 percent annual average growth rate, growing from about 45,600 in 2005 to about 49,650 in 2035.
- Persons per household ratio in the City, as shown in Table 7-1, is forecast to increase from 2.91 in 2005 to 3.14 in 2035.

- Employment in the City is expected to keep pace with population growth rates, adding about 13,000 new jobs at 0.6 percent annual average growth rate. Total jobs in the City are forecast to grow from about 69,400 in 2005 to about 82,500 in 2035.
- Jobs-per-household ratio in the City is forecast to increase from 1.52 in 2005 to 1.66 in 2035.

Orange County.

- Based on the preliminary SCAG RTP 2007 data, Orange County is forecast to grow from 3.06 million in 2005 to 3.72 million by 2030 at an annual average growth rate of 0.7 percent.
- Household growth in the County is forecast to increase from 0.98 million in 2005 to 1.11 million in 2035 at an annual average growth rate of 0.4 percent.
- Persons per household are expected to increase marginally from 3.08 in 2005 to 3.30 by 2035.
- Employment in Orange County is forecast to grow by about 450,000 jobs from 1.63 million jobs in 2005 to 2.08 million jobs in 2035 at an annual average growth rate of 0.8 percent over the 2005 to 2035.

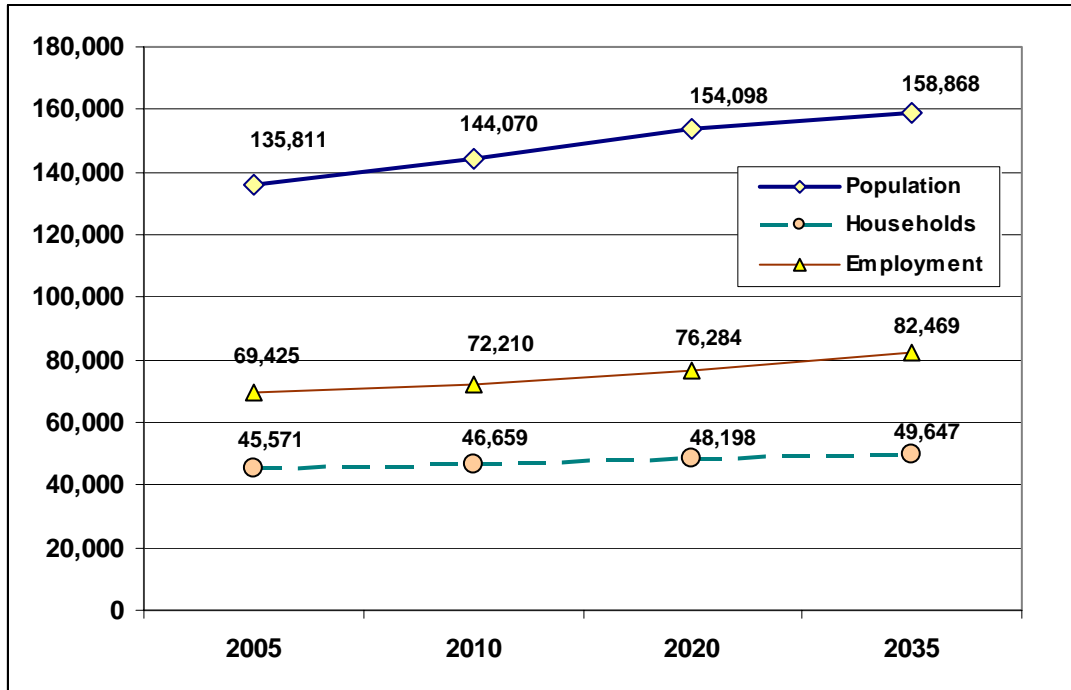
Table 7-1
SCAG RTP 2007 Preliminary Forecasts
Population, Household and Employment: 2005 - 2035

	2005	2010	2020	2035	Change 2005 to 2035	Annual Average Growth Rate 2005-2035
FULLERTON						
Population	135,811	144,070	154,098	158,868	23,057	0.5%
Group Quarter Population ¹	3,215	3,215	3,215	3,215		
Household Population	132,596	140,855	150,883	155,653	23,057	0.5%
Households	45,571	46,659	48,198	49,647	4,076	0.3%
Persons per Household	2.91	3.02	3.13	3.14		
Housing Units	46,786	47,851	49,404	50,867	4,081	0.3%
Vacant Units	1,215	1,192	1,206	1,220	5	
Vacancy Rate	2.6%	2.5%	2.4%	2.4%		
Employment	69,425	72,210	76,284	82,469	13,044	0.6%
Jobs per Household	1.52	1.55	1.58	1.66		0.3%
ORANGE COUNTY						
Population	3,059,702	3,281,173	3,557,386	3,718,460	658,758	0.7%
Group Quarter Population ¹	43,859	43,859	43,859	43,859		
Household Population	3,015,843	3,237,314	3,513,527	3,674,601	658,758	0.7%
Households	980,725	1,016,099	1,066,109	1,113,217	132,492	0.4%
Persons per Household	3.08	3.19	3.30	3.30		
Housing Units	1,015,698	1,052,951	1,104,778	1,153,591	137,893	0.4%
Vacant Units	34,973	36,852	38,669	40,374	5,401	0.5%
Vacancy Rate	3.4%	3.5%	3.5%	3.5%		
Employment	1,631,848	1,777,330	1,926,263	2,079,705	447,857	0.8%
Jobs per Household	1.66	1.75	1.81	1.87		

1. Group quarter population estimated for mid-year 2005 from DOF annual 2005 and 2006 numbers is assumed to hold steady over the 2005 to 2035 time period.

Source: Stanley R. Hoffman Associates, Inc.
SCAG RTP 2007 Preliminary Forecasts.

**Figure 7-1
Population, Households and Employment Projections
City of Fullerton: 2005 to 2035**



Sources: Stanley R. Hoffman Associates, Inc.
Southern California Association of Governments (SCAG) RTP 2007 Preliminary Forecasts

**Table 7-2
Comparison of SCAG RTP 2007 and DOF
Population, Household and Employment: 2005**

	Fullerton 2005 in SCAG RTP 2007	DOF 2005, January 1	DOF 2006, January 1	DOF 2005 Mid- Year Estimates ¹
Population	135,811	135,194	136,428	135,811
Households	45,571	45,396	45,746	45,571
Housing Units	46,786	46,606	46,965	46,786

1. SCAG uses the mid-year July estimates for benchmarking its population, housing units and household numbers.

Source: Stanley R. Hoffman Associates, Inc.
SCAG RTP 2007 Preliminary Forecasts.
California Department of Finance (DOF), 2005 and 2006, E-5a.

APPENDIX A MARKET CONDITIONS

Table A-1
Retail Inventory
City of Fullerton: April 2007

Center Name	Address	Zip	Estimated Total GLA	Estimated Vacant GLA ¹	Center Type
LA MANCHA SHOPPING CENTER	1001-1235 N Harbor Blvd	92832	109,358	0	Community
FULLERTON METRO CENTER	1307-1447 S Harbor Blvd	92832	242,080	3,805	Community
SUNRISE VILLAGE	1751-1891 N Euclid St	92833	114,485	0	Community
COLLEGE PLAZA	2403-2495 E Chapman Ave	92831	105,400	0	Community
AMERIGE HEIGHTS TOWN CENTER	1985 W Malvern Ave	92833	417,111	14,927	Community
FULLERTON UNIVERSITY SHOPPING CENTER	2920-2990 Yorba Linda Blvd	92831	161,000	0	Community
CROSSROADS SHOPPING CENTER	3021-3316 Yorba Linda Blvd	92831	218,642	0	Community
VILLA DEL SOL	305 N Harbor Blvd	92832	14,000	0	Neighborhood
HARBOR TOWNE CENTER	101-139 W Orangethorpe Ave	92832	50,000	0	Neighborhood
RAYMOND SQUARE	115-177 N Raymond Ave	92831	78,000	0	Neighborhood
EAST FULLERTON SHOPPING CENTER	Raymond	92831	40,000	0	Neighborhood
FULLERTON MARKETPLACE	930 W Orangethorpe Ave	92832	91,694	0	Neighborhood
LOEHMANN'S PLAZA	2217-2251 N Harbor Blvd	92835	30,875	0	Neighborhood
RUSTY LEAF PLAZA	2400-2520 E Chapman Ave	92831	99,069	0	Neighborhood
CAMINO DEL SOL	1031 W Rosecrans Ave	92833	25,700	0	Neighborhood
MORNINGSIDE PLAZA	1000-1088 E Bastanchury Rd	92835	91,390	1,600	Neighborhood
WEST FULLERTON CENTER	1837 W Orangethorpe Ave	92833	70,000	0	Neighborhood
SMOKETREE SQUARE	1511-1575 N Placentia Ave	92831	26,465	0	Neighborhood
FULLERTON TOWN CENTER	1020-1160 S Harbor Blvd	92832	411,527	13,225	Regional
ORANGEFAIR MARKETPLACE	246 E Orangefair	92832	403,648	21,250	Regional
Total			2,800,444	54,807	
Vacancy as % of Total GLA				2.0%	

1. Vacancy estimate based on field survey conducted by Stanley R.Hoffman Associates, May 2007.

Sources: Stanley R. Hoffman Associates, Inc.
CB Richard Ellis
Field Survey May 2007.

APPENDIX B EMPLOYMENT DATA

Table B-1
Zip Codes for Aggregation of Employment Data
North Orange County Sub-region

ZIP CODE	CITY
92835	City of Fullerton
92833	City of Fullerton
92831	City of Fullerton
92832	City of Fullerton
90620	Buena Park
90621	Buena Park
90623	La Palma
90631	La Habra
92801	Anaheim
92802	Anaheim
92804	Anaheim
92805	Anaheim
92806	Anaheim
92807	Anaheim
92807	Anaheim
92808	Anaheim
92821	Brea
92823	Brea
92861	Villa Park
92865	Orange
92866	Orange
92867	Orange
92868	Orange
92869	Orange
92870	Placentia
92886	Yorba Linda
92887	Yorba Linda
92887	Yorba Linda

Source: Stanley R.Hoffman Associates, Inc.

Table B-2
Historic Employment¹ by NAICS Categories: 2005 to 2008
North Orange County Sub-region

	2005	2006	2007	2008	Change 2005-2008	Annual Average Growth Rate 2005-2008
CONSTRUCTION	46,009	48,529	45,631	40,715	-5,294	-4.0%
MANUFACTURING	51,916	51,505	49,494	47,542	-4,374	-2.9%
WHOLESALE TRADE	24,154	25,262	26,077	26,221	2,067	2.8%
RETAIL TRADE	37,998	40,345	41,883	41,455	3,458	2.9%
TRANSPORTATION & WAREHOUSING	10,626	10,623	10,890	11,006	380	1.2%
INFORMATION	8,351	8,145	7,784	6,393	-1,958	-8.5%
FINANCE & INSURANCE	26,734	23,628	21,404	18,331	-8,403	-11.8%
REAL ESTATE & RENTAL & LEASING	7,953	8,578	9,274	8,744	791	3.2%
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	20,991	22,561	22,129	23,260	2,270	3.5%
MANAGEMENT OF COMPANIES AND ENTERPRISES	5,428	5,718	5,110	4,788	-640	-4.1%
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	44,999	48,132	45,437	42,081	-2,919	-2.2%
EDUCATIONAL SERVICES	3,338	3,530	3,967	4,962	1,624	14.1%
HEALTH CARE & SOCIAL ASSISTANCE	28,914	30,003	30,824	32,975	4,061	4.5%
ARTS, ENTERTAINMENT, & RECREATION	23,310	23,374	25,157	26,433	3,123	4.3%
ACCOMMODATION & FOOD SERVICES	33,795	36,050	36,366	38,651	4,856	4.6%
OTHER SERVICES	12,852	12,715	12,340	15,751	2,899	7.0%
FEDERAL GOVT	646	583	327	334	-312	-19.7%
STATE GOVT	4,409	4,682	4,715	4,724	315	2.3%
LOCAL GOVT	27,012	27,235	27,901	27,632	620	0.8%
OTHER EMPLOYMENT ²	<u>1,437</u>	<u>1,567</u>	<u>1,575</u>	<u>2,877</u>	<u>1,440</u>	<u>26.0%</u>
TOTAL EMPLOYMENT	420,871	432,764	428,285	424,874	4,003	0.3%

1. Adjusted for self-employment.

2. Other Employment includes agriculture, utilities and mining.

Source: Stanley R. Hoffman Associates, Inc.

California Employment Development Department (EDD).

Table B-3
Historic Employment¹ by NAICS Categories: 2005 to 2008
Orange County

	2005	2006	2007	2008	Change 2005-2008	Annual Average Growth Rate 2005-2008
CONSTRUCTION	116,836	124,336	119,234	105,139	-11,697	-3.5%
MANUFACTURING	186,457	186,495	180,553	176,307	-10,150	-1.8%
WHOLESALE TRADE	87,969	88,096	95,293	92,990	5,021	1.9%
RETAIL TRADE	168,755	171,606	171,746	166,116	-2,639	-0.5%
TRANSPORTATION & WAREHOUSING	25,779	25,516	27,224	26,951	1,172	1.5%
INFORMATION	33,860	32,522	31,433	30,683	-3,177	-3.2%
FINANCE & INSURANCE	110,200	105,481	94,969	81,084	-29,116	-9.7%
REAL ESTATE & RENTAL & LEASING	44,664	47,003	45,698	44,100	-564	-0.4%
PROFESSIONAL, SCIENTIFIC, & TECHNICAL SKILLS	124,515	132,836	136,360	140,154	15,639	4.0%
MANAGEMENT OF COMPANIES AND ENTERPRISES	30,675	29,326	28,497	26,475	-4,200	-4.8%
ADMIN & SUPPORT & WASTE MGMT & REMEDIATION	156,268	160,637	154,666	147,140	-9,128	-2.0%
EDUCATIONAL SERVICES	18,653	19,755	20,742	22,545	3,891	6.5%
HEALTH CARE & SOCIAL ASSISTANCE	123,904	128,717	132,423	138,353	14,449	3.7%
ARTS, ENTERTAINMENT, & RECREATION	38,917	38,831	40,201	41,819	2,902	2.4%
ACCOMMODATION & FOOD SERVICES	135,563	140,154	142,114	144,417	8,854	2.1%
OTHER SERVICES	61,388	61,511	61,199	62,801	1,412	0.8%
FEDERAL GOVT	11,607	11,446	11,478	11,698	91	0.3%
STATE GOVT	21,498	21,972	22,225	22,215	717	1.1%
LOCAL GOVT	112,157	113,753	116,357	116,783	4,626	1.4%
OTHER EMPLOYMENT ²	<u>11,472</u>	<u>9,674</u>	<u>10,523</u>	<u>15,363</u>	<u>3,892</u>	<u>10.2%</u>
TOTAL EMPLOYMENT	1,621,136	1,649,667	1,642,935	1,613,134	-8,003	-0.2%

1. Adjusted for self-employment.

2. Other Employment includes agriculture, utilities and mining.

Source: Stanley R. Hoffman Associates, Inc.

California Employment Development Department (EDD).

APPENDIX C PROJECT CONTACTS

City of Fullerton

Bob St. Paul, Senior Planner
(714) 738-6559

Al Zelinka, Planning Manager
(714) 738-3347

Nicole Coats, Economic Development Manager
(714) 738-4102

RBF Consulting

Susan Harden, Principal/Vice President
(949) 472-3467

David Barquist, Principal Community Planner
(949) 472-3505

Michelle Kou, Associate Community Planner
(949) 855-7010

Websites Consulted

CB Richard Ellis
<http://www.cbre.com>

California Department of Finance
<http://www.dof.ca.gov>

City of Fullerton
<http://www.ci.fullerton.ca.us>

U.S. Bureau of the Census
<http://www.census.gov>

Orange County
<http://www.oc.ca.gov>

The Fox Fullerton Theater
<http://www.foxfullerton.org>