

FULLERTON'S SMART INVESTMENTS



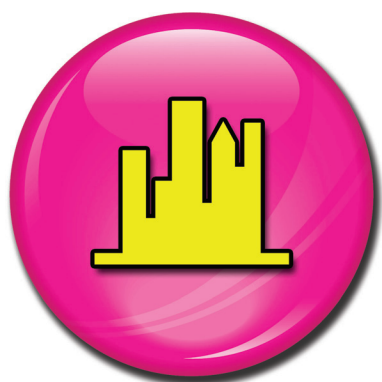
CREATING A GENERAL PLAN FOCUSED ON QUALITY OF LIFE

Fullerton is creating a new General Plan that incorporates four pillars of sustainability including the Built Environment, Natural Environment, Community, and Economy. With appropriate land use decisions Fullerton residents will be able to spend less time in the car and more time with their families.



DEVELOPING A TRANSPORTATION CENTER

Among other things, the Transportation Specific Plan aims to: focus growth and development around the Transportation Center; increase walking, bicycling, and transit ridership; increase demand for business services in Downtown Fullerton, and diversify the City's urban housing options.



FOCUSING ON A DOWNTOWN CORE AND CORRIDORS SPECIFIC PLAN

The Downtown Core and Corridors Specific Plan incorporates nearly 900 acres that will connect the dots of the various interests and residents in the area. These considerations include: market analysis, urban design, economic development, mobility, historic preservation, and parking management to name a few.



ESTABLISHING CITIZEN ADVISORY COMMITTEES

Fullerton depends on its residents to fulfill pivotal roles as advisors to various projects and city activities. There are numerous ways to get involved in the City's work including some of the following Advisory Committees: General Plan, Community Development, and Energy and Resource Management.



DESIGNING A BICYCLE MASTER PLAN

Fullerton is working to implement a master bicycle plan that reduces vehicle motor trips, increases healthy and active lifestyles, provides safe routes to school/work, and increases transit ridership. This plan will consider establishing policies for facility development; identify and assess the existing network; recommending future projects; prioritize projects to focus effort and money; and identify funding sources.



COLLABORATING FOR SMART GROWTH

The Fullerton Smart Growth 2030 project will focus on innovative public and private financing strategies to implement its land use and transportation plans in order to get improvements paid for and built. These strategies can be used as a model by other jurisdictions. Project goals include funding and financing strategies specific to the Fullerton Transportation Center, creating a smart growth funding website, and establishing a forum for public and private funding entities to collaborate on grant applications for the City's educational workshops.



For more information on the City of Fullerton's Smart Investments, please contact: Heather Allen at 714-738-6884 or Al Zelinka at 714-738-3347.

Photos (left) provided by: Melanie Schlotterbeck.

FHBP works to protect the natural lands, waterways, and beaches throughout Orange County. Learn More at: www.FHBP.org

