



Location: Fullerton, Orange County

Timeframe: 2007 – 2008

Project Partners: City of Fullerton,
North Orange County Cities,
Orange County Transportation Authority

Project Services

- Existing conditions study
- Policy recommendations
- Photorealistic visualizations



This Compass Blueprint project explored opportunities for transit-oriented development around an emerging high-capacity transit system in the Southeast Industrial Area (SIA) in the City of Fullerton and emphasized the area's connections to Metrolink while reflecting the linkage between transit system planning and land use planning. The five North Orange County Cities (NOCC) of Brea, Fullerton, La Habra, Placentia and Yorba Linda undertook in this cooperative effort to outline a vision for transit, and explore the role of Fullerton's industrial area.

Goals

- Provide recommendations for input into the General Plan Update
- Develop integrated land use and transit strategies based on OCTA plans for expansion of transit services
- Provide implementation goals, principles and policies for managing and directing incremental growth in the SIA

Throughout Southern California, established industrial areas are experiencing a transition from their historical status as centers for manufacturing and distribution of goods to other forms of employment, and nonindustrial uses. Some portions of the Southeast Industrial Area in the City of Fullerton are undergoing such a transition. This demonstration project explores the future role of this industrial area and more specifically how it may continue to provide the City with an important jobs base while at the same time improving its function and form to compete in the future global economy.

Results

- Policy guidelines for zoning and planning, business development, and green industry
- Land use and transit recommendations included but not limited to improving aesthetics of SIA, comprehensive parking strategy, location of retail, and reconfiguration of corridors
- Design concepts and principles as a basis for land use and circulation