

Preliminary Values and Issues for Discussion

The following lists of values and issues are intended to stimulate discussion for the GPAC and are based on previous GPAC input and due diligence conducted by the consultant team thus far. They should, by no means, be considered final. We will discuss these with the GPAC on May 13, 2019 to: 1) get an understanding of how members think about Fountain Valley and its future; 2) identify additional values and issues (or those that should be removed), 3) allow us to begin drafting an initial vision statement, and 4) identify priorities to focus our efforts accordingly.

VALUES

Values express what really matters to the community—the beliefs about basic considerations that should apply to whatever the city does. Or, in the context of the general plan, values are the things that are most important to Fountain Valley’s residents and businesses. Based on input received from the first GPAC meeting and the consultant team’s due diligence and general observations to date, we have assembled a preliminary list of the community’s values. This is not an exhaustive list nor does it reflect any particular order or priority. It is intended as a starting point for our conversation with the GPAC, which will describe how these are interpreted in Fountain Valley.

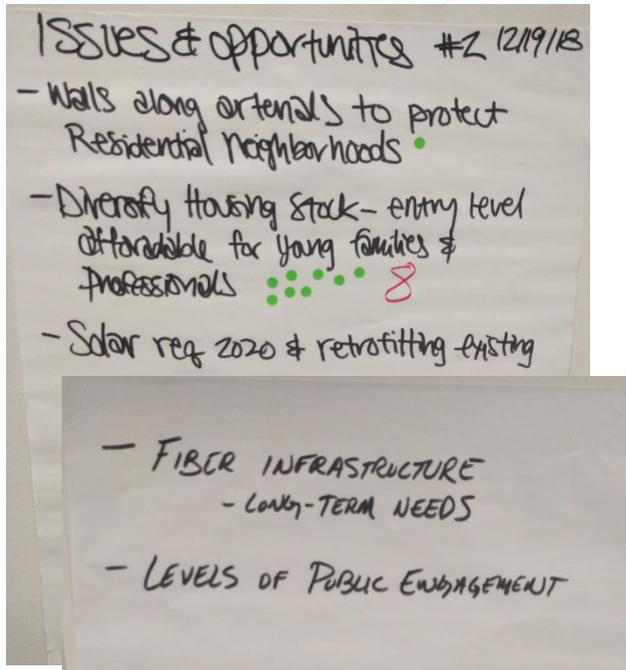
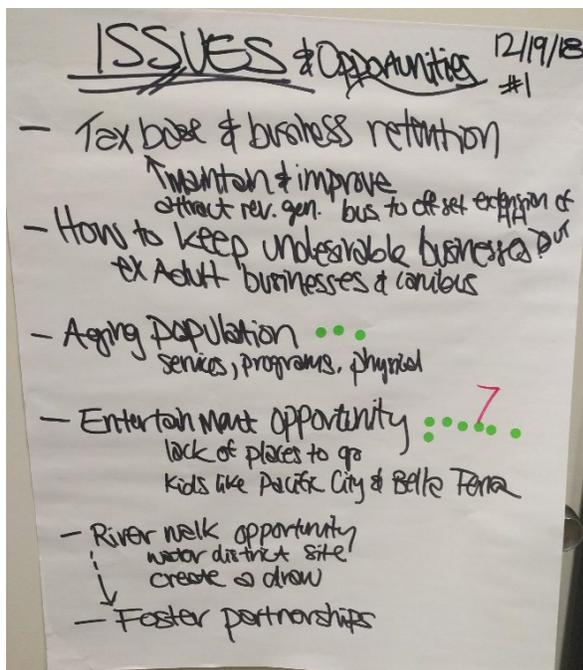
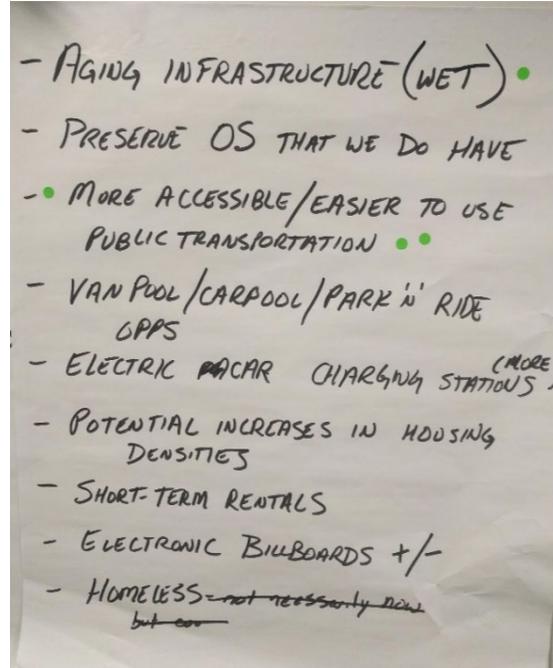
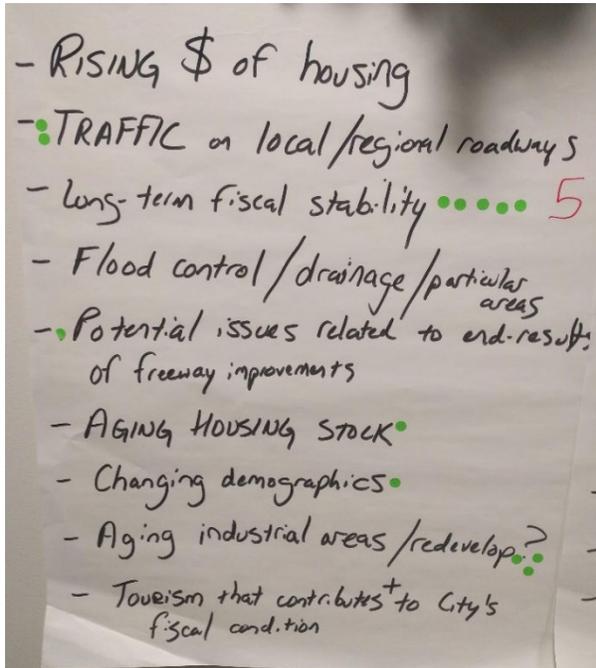
The City of Fountain Valley values . . .

- Safety from natural and manmade hazards
- Safe and convenient mobility options
- Economic prosperity
- A fiscally sustainable municipal government
- Government transparency, honesty and integrity
- Diverse retail, dining and entertainment opportunities
- Distinct gathering places for residents, workers and visitors
- Diverse housing opportunities
- Recreational opportunities that meet local demands
- Local culture and heritage
- Strong education opportunities
- Reputable health care facilities
- Well-maintained neighborhoods

ISSUES

GPAC Small Group Activity

To kick-off the general plan update effort, the project team engaged the GPAC in a small group exercise to obtain initial issues, opportunities, and observations of the committee. Photos of each group's lists are provided below. After the lists were compiled, the consultant team reported back to the full Committee and asked the members to conduct a very preliminary prioritization of top issues or opportunities.



Due Diligence

Since the first GPAC meeting, the consultant team has been working with City staff, hosting meetings and interviews with other community stakeholders, and documenting existing conditions. From that work, we have summarized key issues that we intend to address during the general plan update. Some of these are mandated by State law, others are the direct result of our analysis, and several overlap with those identified by the GPAC.

List of Preliminary Issues

During the upcoming meeting on May 13th, we will discuss the following issues with GPAC members and gain a better understanding as to the level to which we will address them:

- **Fiscal sustainability.** An expansion of an existing topic to grow revenues and reduce costs to offset the sunset of Measure HH, and to position the City to maximize the economic value of its development options in the context of future market conditions.
- **Economic development.** A continued effort to retain, expand and attract new businesses and investment to Fountain Valley, in the face of changing trends and market forces (e.g., shift to e-commerce, retiring Baby Boomers, maturing Millennials, etc.).
- **Community design standards.** An expansion of an existing topic to more directly address neighborhood compatibility and development design guidelines.
- **Growth management.** As of 2014, Measure M2 switched the focus and requirements from a Growth Management Program (and Element) to compliance with Orange County's Congestion Management Program, but still recommends issues to be addressed in the Circulation and Land Use Elements.
- **Safety/Climate change (SB 379).** Primarily addressed as a safety concern regarding extreme temperatures, prolonged drought, and increased chances of flooding, as required by SB 379.
- **Sustainability.** A relatively new topic that can be addressed throughout multiple parts of the general plan in a manner appropriate for Fountain Valley.
- **Complete streets/mobility (AB 1358).** Enacted just after the City adopted its Circulation Element; focus on improving the City's alternative transportation facilities (e.g., bikeways, transit facilities), primarily within existing rights-of-way.
- **Transportation Impacts (SB 743).** Enacted to balance the needs of congestion management, infill development, public health, and greenhouse gas emissions, requires local jurisdictions to shift metrics from those that measure auto delay (Levels of Service) to vehicle miles traveled (VMT).
- **Air quality/global warming.** Address concerns beyond the City's current Air Quality Element, particularly with respect to reducing greenhouse gas emissions to combat climate change, as required by AB 32.
- **Environmental justice (SB 1000).** Although current generally accepted methodology does not identify any census tracts in Fountain Valley as a "disadvantaged community," the City may elect (but is not required) to include policies based on the census tracts along the Santa Ana River with relatively high pollution.

- **Healthy communities strategies.** Focus on partnerships and programs that are more effective and impactful that improve health in Fountain Valley.
- **Changes in technology.** How current and future technological advances, such as automated vehicles and dockless active modes (e.g., shared bikes and e-scooters), are currently affecting or may affect the livability of Fountain Valley in places such as parking lots, schools, and community access points.
- **Housing.** Providing opportunities for young families, seniors and Fountain Valley’s workforce and complying with State law.
- **Infrastructure.** An expansion of existing topics, beyond the current general plan, to more comprehensively address water and sewer systems.
- **Governance.** A way to formally memorialize how the City makes decisions and governs, recognizing a stronger connection between long term policies, short-term decisions, and the annual budget.
- **Implementation of Crossings SP.** Identifying strategies to facilitate the implementation of the Crossing SP, while considering the relationship with other land use opportunities outside of the specific plan area.

Issues Specific to Opportunity Sites

Please note that issues specific to individual opportunity sites (e.g., adequate parking) are not listed above, and will be addressed during the City’s evaluation and study of the individual opportunity sites. This evaluation will take place over the next several months through discussions with property owners, conceptualization of land use and design alternatives, and technical analysis of infrastructure and fiscal implications.

Not all sites will receive the same level of evaluation. During the evaluation process, some sites will be considered best to remain as developed and/or planned and will be then removed as opportunity sites for potential land use change under the General Plan update.