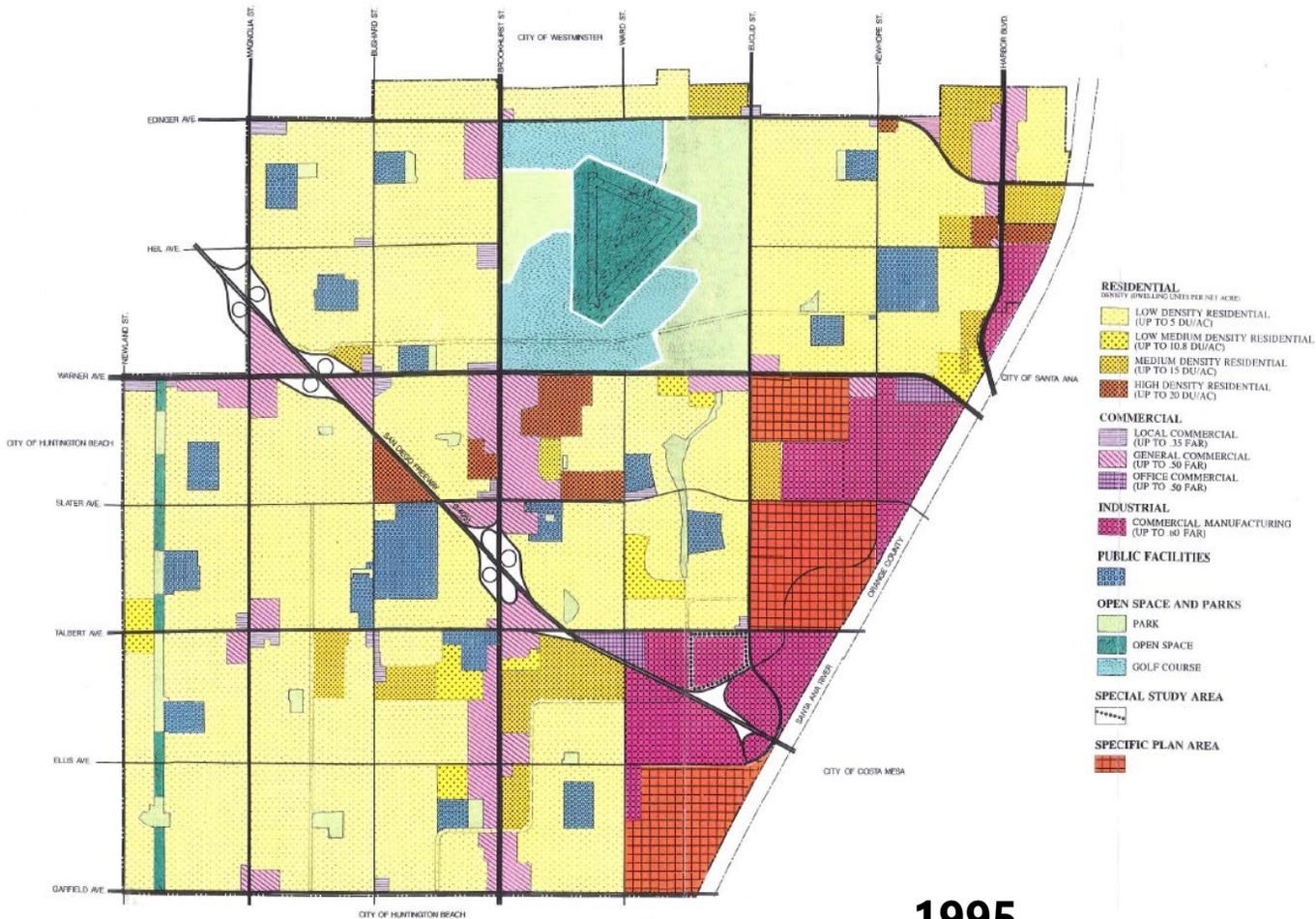


Mayor's Breakfast

PlaceWorks

April 18, 2019





1995

Land Use Plan Fountain Valley—General Plan Update

Figure 2-1



1989

Berlin



2018

1997



2018



Mars Exploration

Google Earth

33°46'59.87" N 113°07'21.54" W eye alt 6835.97 mi



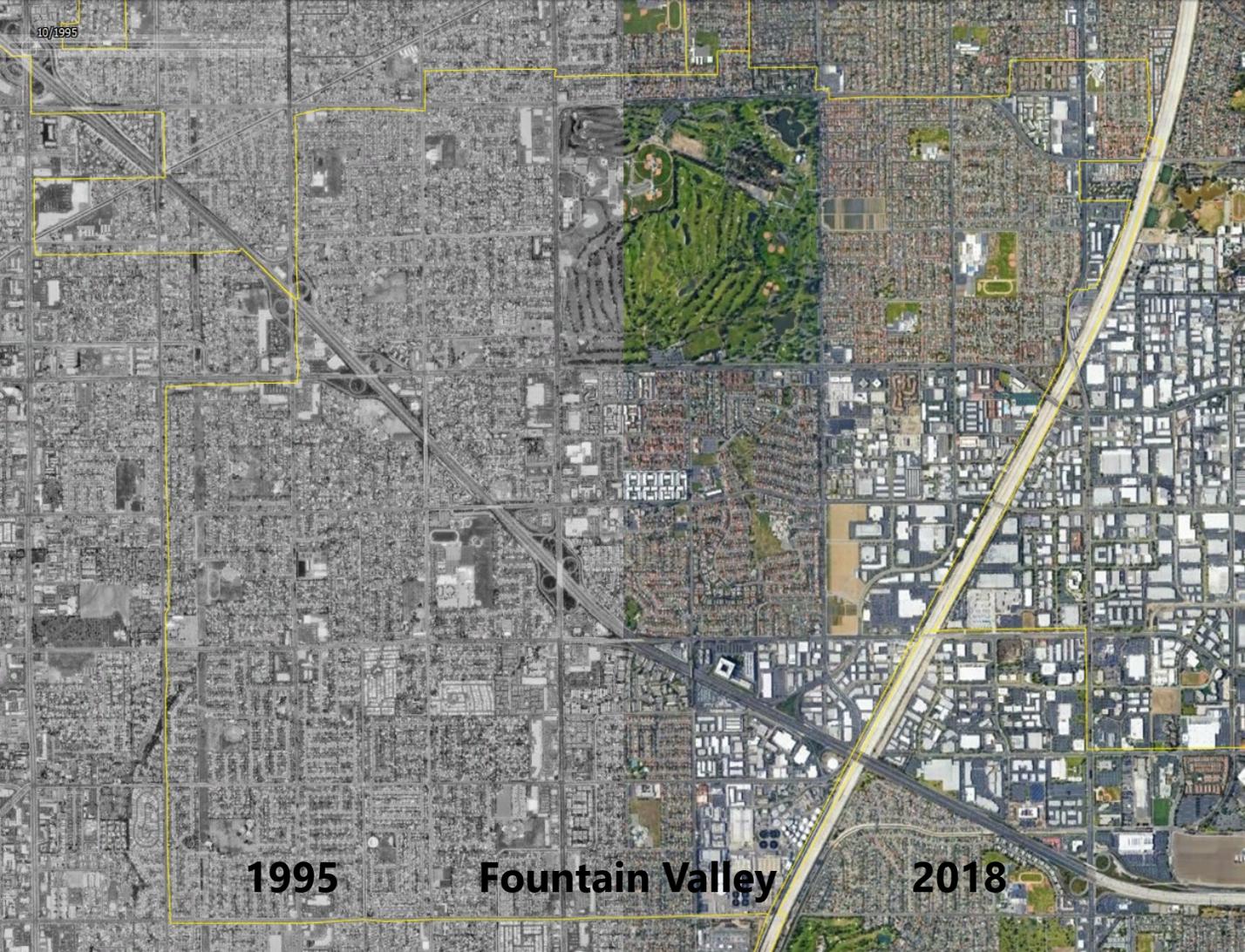
2001



2018

Phones

10/1995



1995

Fountain Valley

2018



Fountain Valley's Future



- Set the stage for beneficial development
- Conduct inclusive and transparent community engagement
- Integrate new state mandates
- Focus on quality of life

What is a general plan?

Comprehensive, long-term plan for the city's future

- Policy direction for decisions on land use, services, and capital improvements
- Guides city council, commissions, and staff
- Informs the public, service providers, and investors

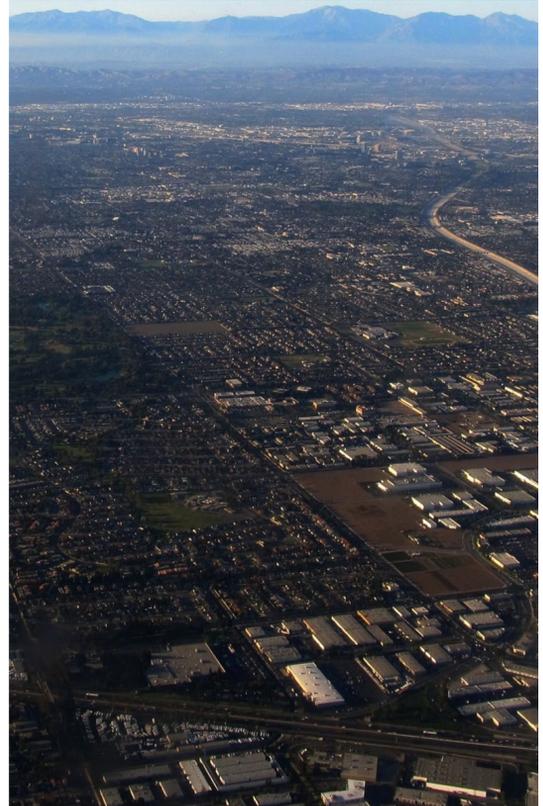
What does a general plan address?

- 8 topics/elements required by state law
 - Land use
 - Circulation & mobility
 - Housing
 - Open space & recreation
 - Conservation
 - Safety & resiliency
 - Environmental justice
 - Noise



What does a general plan address?

- Optional topics
 - Growth management
 - Economic development
 - Community design
 - Sustainability
 - Healthy communities
 - Governance



Project Team

- City of Fountain Valley
- PlaceWorks *Lead Consultant*
- Fehr & Peers *Transportation*
- Fuscoe *Infrastructure*



GP Update Schedule

2019 | Framework

- Existing conditions
- Vision and values
- Land use planning

2020 | Preparation

- Final land use alts
- Goal/policy writing
- Draft EIR, tech studies

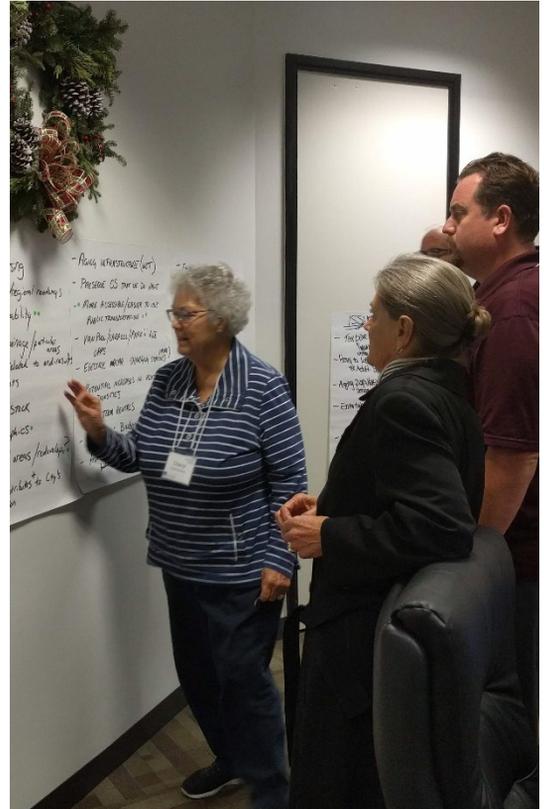
2021 | Adoption

- Final GP & EIR
- Public/state review
- Implementation

GP Update Outreach

GPAC (6 mtgs)

- City Council (2)
- Planning Comm
- HCD Advisory Board
- Community Foundation
- Chamber of Commerce
- Measure HH Committee
- Elementary School Board
- HBU HS District
- Large Business Rep
- OC Board of Realtors
- At-large Residents (4)



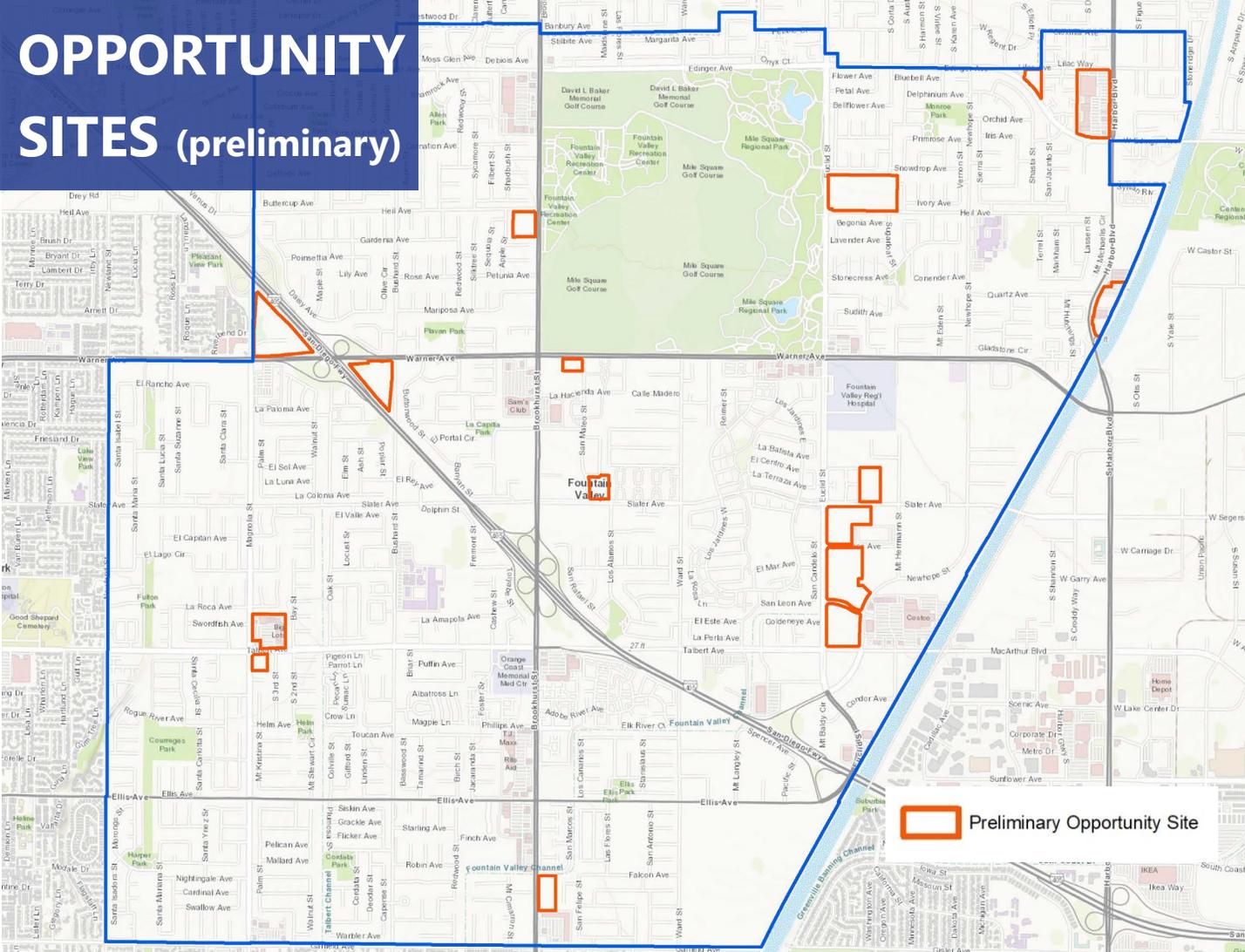
GP Update Outreach

Additional Outreach

- Mobile events (6+)
- Community open houses (2)
- Community surveys
- Business Interviews
 - Chamber of Commerce
 - Development community
- Property owners
 - Interviews
 - Workshops
- PC/CC briefings/hearings
- Social media



OPPORTUNITY SITES (preliminary)



 Preliminary Opportunity Site

What we're hearing so far...

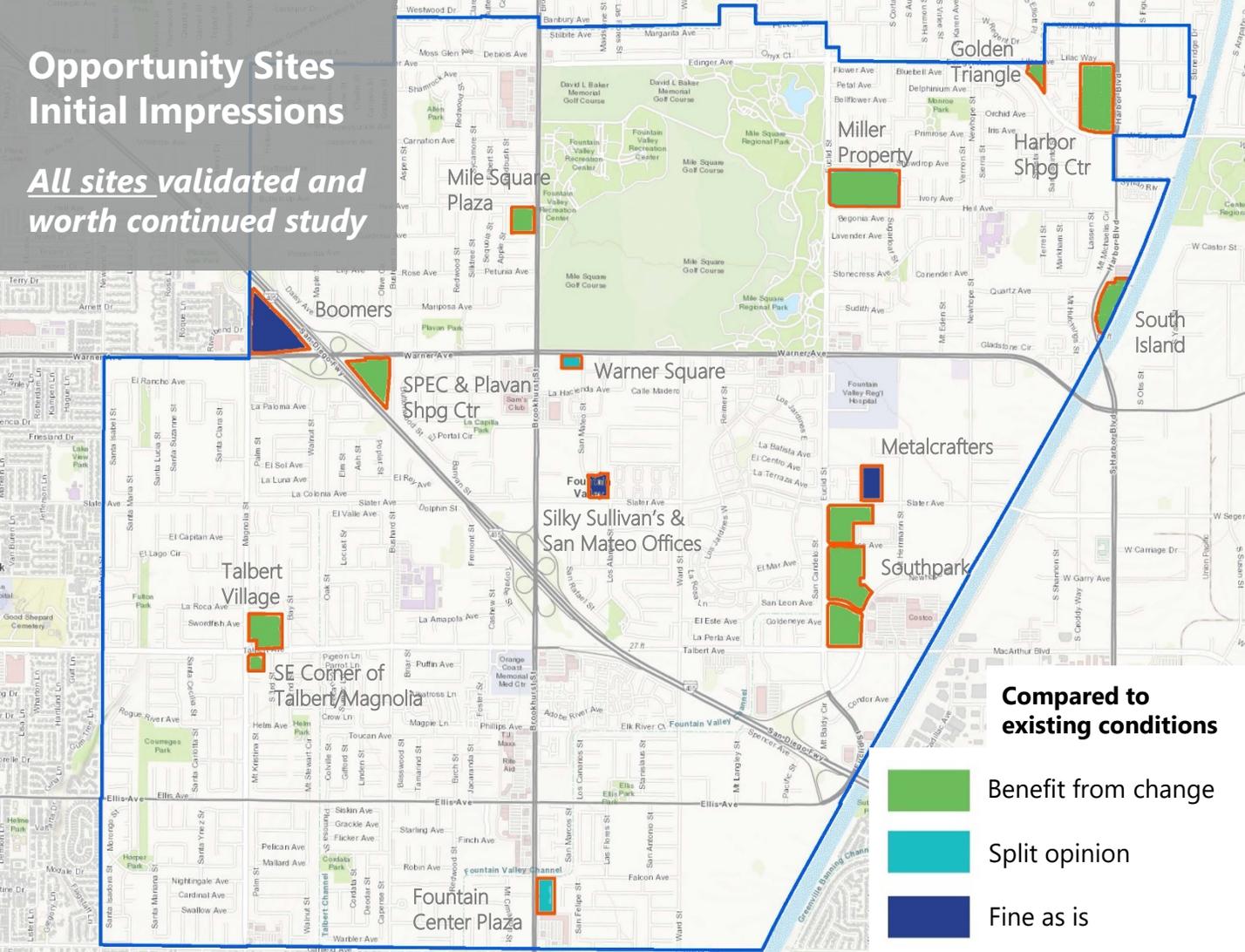
- GPAC (Dec'18)
- Opportunity sites survey (Jan-Mar'19)
- Development interviews (Mar/Apr'19)
- Chamber Business Roundtable (Apr'19)

What we're hearing so far...

- GPAC (Dec'18)
 - **Diversify the housing stock** - entry level, affordable for young families and professionals
 - **Entertainment opportunity** - the City is lacking an activity center for residents and visitors
 - **Long-term fiscal stability** - maintain and improve the tax base to avoid extending Measure HH

Opportunity Sites Initial Impressions

*All sites validated and
worth continued study*



**Compared to
existing conditions**

-  Benefit from change
-  Split opinion
-  Fine as is

What we're hearing so far...

- **Market stakeholders** (Mar/Apr'19)
 - **Industrial.** Very strong demand; no market incentive to redevelop; could build new industrial on vacant land
 - **Office.** Strong demand for existing medical and professional office; limited redevelopment of existing office buildings
 - **Retail.** Sufficient demand to keep existing centers leased; not much growth opportunity except some uses like restaurants and fitness
 - **Residential.** Very strong demand with sufficient value to support redevelopment anywhere in city on sites as small as 1ac

What we're hearing so far...

- **Business Roundtable** (Apr'19)
 - **Great place for business.** Central location, strong customer base, strong schools, excellent public facilities
 - **Value for money.** Often same market benefits compared to neighboring jurisdictions
 - **Housing costs.** Attracting/retaining employees can be difficult due to rising housing costs (long commutes for some)
 - **Gathering places.** Need more places for youth and families instead of going outside city

Next steps

- Existing conditions analysis
 - Land use
 - Transportation
 - Infrastructure
 - Policy
- GPAC meeting May 13
 - Issues, values, and vision
 - Health & Wellness Pavilion from 6 to 8 pm
(Memorial Care Medical Group)

Get involved and stay connected

■ Electronically

- E-blasts: sign up via FV Notify Me
- Web: www.fountainvalley.org/1282/General-Plan-Update
- Email: planning.building@fountainvalley.org
- Social Media:
 - Twitter: @fv_cityhall
 - Facebook: @fountainvalleycalif
 - Instagram: fvproud

Photo Collector

Upload photos to tell us what you like about and what ideas you have for Fountain Valley.

Step-by-step instructions
<https://www.fountainvalley.org/1282/General-Plan-Update>



PHOTO COLLECTOR INSTRUCTIONS

The photo collector is an interactive exercise that asks you to use your mobile phone, tablet, or digital camera to upload pictures.

- See pages 1 to 5 for instructions on uploading photos through your mobile phone or tablet.
- See pages 6 to 10 for instructions on uploading photos using a digital camera and laptop/desktop computer.

MOBILE PHONE OR TABLET:

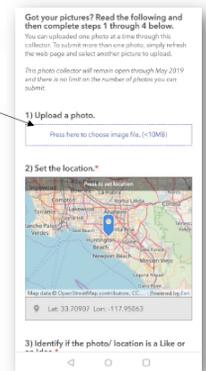
Please follow the instructions below to use the photo collector with a mobile phone or tablet. To get to the photo collector use this link: <https://bit.ly/2O1TQpW>

This exercise has been set up through Survey 123, an easy to use on-line survey tool. Once you click on the link you will be brought to the page below which will allow you to upload a photo.



First read through the instructions and introduction and then scroll down.

Then, click here to take/upload a photo.





**FUTURE READY
FOUNTAIN VALLEY**
2040 General Plan



THANK YOU!