

Fullerton, Nebraska

Comprehensive Development Plan 2009





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Introduction

Introduction

The Purpose of Comprehensive Planning

The Comprehensive Planning Process

Comprehensive Plan Components

Governmental and Jurisdictional Organization



Introduction

LOCATION

Fullerton is located at the confluence of the Loup and Cedar Rivers in East Central Nebraska. State Highways 14 and 22 intersect in the community. Fullerton is 43 miles west of Columbus, NE, 40 miles northeast of Grand Island, NE, and 123 miles west of Omaha, NE.

CLIMATE

The temperature for Fullerton and Nance County is varied, ranging from an average low of 21.6 degrees F in the winter to an average high of 76.2 degrees F in the summer. The average annual precipitation is 26.08 inches.

HISTORY

From the late 1700s to the mid-1800s, the Fullerton area found itself the object of those hoping to profit from its resources or pass through its rich prairies. French traders, migrating Mormons, and hopeful settlers came and went as fortune favored or abandoned them. A treaty in 1856 made Nance County and some nearby counties into a Pawnee reservation. An Indian school was built in a nearby town, and cities were established near the present site of Fullerton.

The increased military presence and government attention brought focus to the area's potential. After the Civil War, displaced citizens, immigrants, and entrepreneurs advanced in waves across the plains along with the transcontinental railroad, hoping to get rich or at least gain a new start. Nance County could not be settled by the provisions of the Homestead Act because it was an Indian reservation; however, sod houses popped up all around in neighboring territory.

In July 1876, Randall Fuller, en route with a large herd of cattle from Faribault, Minnesota, to Colorado was so impressed with the lush prairies, two rivers to reduce risk of prairie fire, and many other features of the country that he decided to locate and establish his future headquarters here. Others made the same discovery, and the economic boom took on a life of its own.

Demonstrating his foresight, Fuller purchased large tracts of land when the Indian reservation was taken away from the Native Americans. In 1871 after the Pawnee had been transferred to Oklahoma, the land was auctioned "to benefit the Indians." A minimum bid of \$2.50 per acre was set. Fuller bought choice segments of land between the Loup and Cedar Rivers and immediately set out to have the town surveyed. By 1879, a system of streets marked only by stakes existed, and Fullerton was named the temporary county seat, pending organization of a county government. Fuller donated 60 acres of land to the county to build a courthouse.

Fuller faced stiff competition from another entrepreneur, D.A. Willard of Genoa, who wanted his land to be the county seat. Considerable economic incentives and land values were at stake. Fuller craftily proposed the new county be named Nance, after the then governor of the state, and that Fullerton be the county seat. A similar proposal from Willard was to name the county Willard, with Genoa as the county seat. It is not known if Governor Nance was swayed by the flattering application, but the results of a disputed election along with the governor's intervention allowed Fullerton to earn the honor.

The area's hunting and fishing opportunities have been a part of the local heritage. A museum in an early church provides a more detailed look at other elements of the proud history, people, and potential of Fullerton. *(Source: Fullerton website)*

THE PURPOSE OF COMPREHENSIVE PLANNING

The Fullerton Comprehensive Development Plan is designed to promote orderly growth and development for the City, provide policy guidelines, and enable citizens and elected officials to make informed decisions about the future of the City.

**The Plan acts as a tool to
“Develop a road map that guides the Community
through change and development”**

The Comprehensive Development Plan will provide a guideline for the location of any future developments within the planning jurisdiction of Fullerton. The Comprehensive Development Plan is intended to encourage a strong economic base so the goals of the City are achieved.

The Plan will assist Fullerton in evaluating the impacts of development (i.e. economic, social, fiscal, service and amenity provision, health, safety and general welfare) and encourage appropriate land uses throughout the jurisdictional area of the City. The Plan assists the City in balancing the physical, social, economic, and aesthetic features as it responds to private sector interests. Planned growth will make Fullerton more effective in serving residents, more efficient in using resources, and able to meet the standard of living and quality of life every individual desires.

THE COMPREHENSIVE PLANNING PROCESS

Comprehensive planning begins with the data collection phase including demographic information from the 2000 Census, information obtained from City staff, public input, and field data collection. Data are collected that provide a snapshot of the past and present City conditions. Analysis of data provides the basis for developing forecasts for future land-use demands in the City.

The second phase of the planning process is the development of general goals and policies, based upon the issues facing the City prioritized by the community through public input. These are practical guidelines for improving existing conditions and guiding future growth. The Comprehensive Development Plan is a vision presented in text, graphics, and tables that represent the desires of the City for the future.

The Comprehensive Development Plan represents a blueprint designed to identify, assess, and develop actions and policies in the areas of population, land use, transportation, housing, economic development, community facilities, and utilities. The Comprehensive Development Plan contains recommendations that when implemented will be of value to the City and its residents.

Implementation is the final phase of the process. A broad range of development policies and programs are required to implement the Comprehensive Development Plan. This Plan identifies the tools, programs, and methods necessary to fulfill the recommendations. Nevertheless, the implementation of the development policies contained within the Comprehensive Development Plan is dependent upon the adoption of the Plan by the governing body, and the leadership exercised by the present and future elected and appointed officials of the City.

The Plan was prepared under the direction of the Fullerton City Council, the Planning Commission, and the citizens of Fullerton. The planning time period for achieving goals, programs, and developments identified in the Fullerton Comprehensive Development Plan is 20 years. However, the City should review the Plan annually and update the document completely every ten to fifteen years, or when a pressing need is identified. Updating the Comprehensive Development Plan will allow the City to incorporate ideas and developments that were not known at the time of the present comprehensive planning process.

COMPREHENSIVE PLAN COMPONENTS

Nebraska State Statutes require the inclusion of certain elements in a Comprehensive Plan. A “Comprehensive Development Plan,” as defined in Neb. Rev. Stat. § 19-903 (Reissue 1997), “shall consist of both graphic and textual material and shall be designed to accommodate anticipated long-range future growth.” The Comprehensive Plan is comprised of the following components:

- Profile Fullerton
- Envision Fullerton
- Achieve Fullerton
- Implement Fullerton

Analyzing past and existing demographic, housing, economic, and social trends permits the projection of likely conditions in the future. Projections and forecasts are useful tools in planning for the future; however, these tools are not always accurate and may change due to unforeseen factors. Past trends may also be skewed or inaccurate, creating a distorted picture of past conditions. Therefore, it is important for Fullerton to closely monitor population, housing and economic conditions that may impact the City. Through periodic monitoring, the City can adapt and adjust to changes at the local level. Having the ability to adapt to socio-economic change allows the City to maintain an effective Comprehensive Development Plan for the future, to enhance the quality of life, and to raise the standard of living for all residents.

The Comprehensive Development Plan records where Fullerton has been, where it is now, and where it will likely be in the future. This is an information and management tool for City leaders to use in their decision-making process when considering future developments. The Comprehensive Development Plan is not a static document; it should evolve as changes in the land-use, population, or local economy occur during the planning period. This information is the basis for Fullerton’s evolution as it achieves its physical, social, and economic goals.

GOVERNMENTAL AND JURISDICTIONAL ORGANIZATION

The planning jurisdiction of the City of Fullerton includes the area within one mile of the corporate limits as authorized under the authority of Section 17-001, Nebraska Revised Statutes, 1943 (amended). The City may enforce zoning and subdivision regulations including building, electrical, and plumbing codes within its planning jurisdiction.

Fullerton is a second class city with a mayor-council form of government, regular council meetings are held the third Tuesday of each month at City Hall. The planning and zoning jurisdiction of Fullerton, pursuant to Neb. Rev. Stat. § 19-901 through 19-933 (Reissue 1997), includes all of the incorporated portions of the City, including an established extraterritorial jurisdiction of no more than one-mile.

Profile Fullerton

Demographic Profile

Housing Profile

Economic and Employment Profile

Sales and Fiscal

Community Facility Profile

Existing Land Use Profile





Demographic Profile

- Population Trends and Analysis
- Age Structure Analysis
- Race Characteristics
- Population Projections



Demographic Profile

Population statistics aid decision-makers by developing a comparative picture of Fullerton. It is important for the community to understand where it has been, where it is, and where it appears to be going; therefore, this picture will explain how demographics affect each of these aspects that define Fullerton. Population is the driving force behind housing, local employment, economic, and fiscal stability of the community. Historic population conditions and current population trends are combined to assist in developing demographic projections, which in turn assist in determining future housing, retail, medical, employment, and educational needs within the community. Projections provide an estimate for the community from which to base future land-use and development decisions. However, population projections are merely estimates and unforeseen factors can significantly affect those projections.

POPULATION TRENDS AND ANALYSIS

Table 1 identifies the population for Fullerton and other incorporated communities in Nance County for the years 1990, 2000, and 2006. This information provides the community with a picture of their past and present population trends and changes in comparison to other communities within the county.

Fullerton, with a population of 1,272 in 2006, maintained its status as the largest community in Nance County. Although all three communities experienced a decline in their population between 1990 and 2006, Fullerton's loss was less than either Belgrade or Genoa. Fullerton's population loss contributed to 31.6% of Nance County's total population loss. This represents Fullerton's strong influence on the economic and social status of the county.

Fullerton's population change followed the trend of Nance County. Between 1990 and 2000, the city experienced a population loss of 5.1%. During this same period, Nance County's population declined by 5.5%. Between 2000 and 2006, Fullerton's population loss was 7.7% while Nance County's loss was 8.2%. This re-emphasizes Fullerton's impact on the entire county.

Of all of Nance County's incorporated areas, Fullerton experienced the smallest percent of population loss. Between 1990 and 2006, Fullerton lost 12.4% of their total population. In comparison, Belgrade lost 22.3% and Genoa lost 17.6%. In order for Fullerton to maintain status as a viable community, the city should curb this population loss and work to attract new residents to the area.

TABLE 1: POPULATION FOR NANCE COUNTY COMMUNITIES, 1990 TO 2006, BY 2006 POPULATION

| Community | 1990 | 2000 | % Change 1990 to 2000 | 2006 | % Change 2000 to 2006 | % Change 1990 to 2006 | % of County Population, 2006 | % of County Population Change, 1990 to 2006 |
|----------------------|-------|-------|--------------------------|-------|--------------------------|--------------------------|------------------------------------|--|
| Fullerton | 1,452 | 1,378 | -5.1% | 1,272 | -7.7% | -12.4% | 34.3% | 31.6% |
| Belgrade | 157 | 134 | -14.6% | 122 | -9.0% | -22.3% | 3.3% | 6.1% |
| Genoa | 1,082 | 981 | -9.3% | 892 | -9.1% | -17.6% | 24.1% | 33.3% |
| Incorporated Areas | 2,691 | 2,493 | -7.4% | 2,286 | -8.3% | -15.1% | 61.7% | 71.1% |
| Unincorporated Areas | 1,584 | 1,545 | -2.5% | 1,419 | -8.2% | -10.4% | 38.3% | 28.9% |
| Nance County | 4,275 | 4,038 | -5.5% | 3,705 | -8.2% | -13.3% | 100.0% | 100.0% |

Source: U.S. Census Bureau, Census of Population and Housing, 1980, 1990, 2000 and 2006

AGE STRUCTURE ANALYSIS

Age structure is an important component of population analysis. By analyzing age structure, we can determine which age groups (cohorts) within Fullerton are being affected by population shifts and changes. Each age cohort affects the overall population in different ways. For example, the existence of large, younger cohorts (20-44 years) indicates a greater potential of sustaining future population growth through expanding their family sizes than large, older cohorts. On the other hand, if the large, younger cohorts maintain their relative size, but do not increase the population as expected, they will, as a group, tend to strain the resources of an area as they age. This is because there would not be enough persons within the key working and purchasing age groups contributing financially to the revenue needs presented by providing services to a growing aging population. Understanding the changes within the age groups of a community's population is necessary to effectively plan for the future of that community.

Table 2 exhibits the age cohort structure for Fullerton in 1990 and 2000 census years. Examining the population age structure for Fullerton indicates some significant changes in various population segments throughout the community. Identifying these dynamics is critical to making informed decisions and maximizing the future use of resources.

The number of persons in the middle-age cohorts (35-54 years) grew while the population as a whole declined. Between 1990 and 2000, the size of the population under 14 years of age declined by 34 persons, and dropped in overall percentage of the total population to just over one-fifth. During this time, the size of the population over 65 years of age decreased by 47 persons, and dropped from just less than one-quarter to slightly more than one-fifth of the population. Between 1990 and 2000, the population between the ages of 16 and 64 years grew by 7. The effect of these changing demographics can be explained through the dependency ratio.

The dependency ratio examines the portion of a community's earnings that is spent supporting age groups typically and historically dependent on the income of others. This ratio is based solely on population numbers, comparing the working age population with the non-working age population. The ratio is determined based on the following formula: $\text{Dependant Population (combination of those 14 and under with those 65 and older)} \div \text{Independent Population (those between 15 and 64)}$. A ratio of 1 indicates a balance of dependant and independent populations, which should result in the independent population providing just the necessary amount of resources to address the needs of the dependant population (such as schools, medical care, transportation, housing, etc.). A ratio less than 1 indicates an independent population that has the potential to provide for more than the needs of the dependant population, while a ratio greater than 1 indicates an independent population that cannot provide enough to meet the needs of the dependant population.

In other words, the dependency ratio can be viewed as the number of independent people needed to meet the needs of 1 dependent person. A ratio lower than 1 means it takes less than 1 independent person to meet the needs of 1 dependent person; therefore there are independent people available to provide for greater levels of dependant needs. A ratio greater than 1 means it takes more than 1 independent person to accommodate the needs of 1 dependent person; therefore, all dependent needs may not be met at the desired level. As with any statistical analysis, these results work when all other factors are held equal, meaning there are many other factors (wage rates, tax levels, service costs, etc.) that affect the ability of a community to provide for the needs of its dependant population beyond merely comparing the size of the dependent and independent populations. The dependency ratio for Fullerton in 1990 was 0.93, which improved to 0.82 in 2000. A change in this direction indicates the City improved its ability to provide for the needs of its dependent population during the 1990s.

The median age in Fullerton increased from 41.3 in 1990 to 42.3 in 2000. An increase in median age is often a result of the combination of a growing older population and a shrinking younger population. In the case of Fullerton during the 1990s, both the younger (less than 14 years) and the older (65 and over) decreased. However, movement in the median age is often impacted the most by changes in the middle cohorts. This portion of the population is the closest in age to the median and most mobile, making their migration patterns particularly important. In Fullerton's case, it can be inferred that the higher ages within the middle cohorts sparked the upward shift in the median age. Table 2 below shows this: the 45 to 54 group grew by 72 persons (an increase of 60%), resulting in an upward adjustment of the median age. Given the results of the data, the younger populations are growing, improving the dependency ratio. The "settle-down-and-raise-a-family" cohorts are also growing, indicating a wave of strong family oriented growth that is important for the overall health of the community.

TABLE 2: AGE-SEX CHARACTERISTICS, FULLERTON, 1990 TO 2000

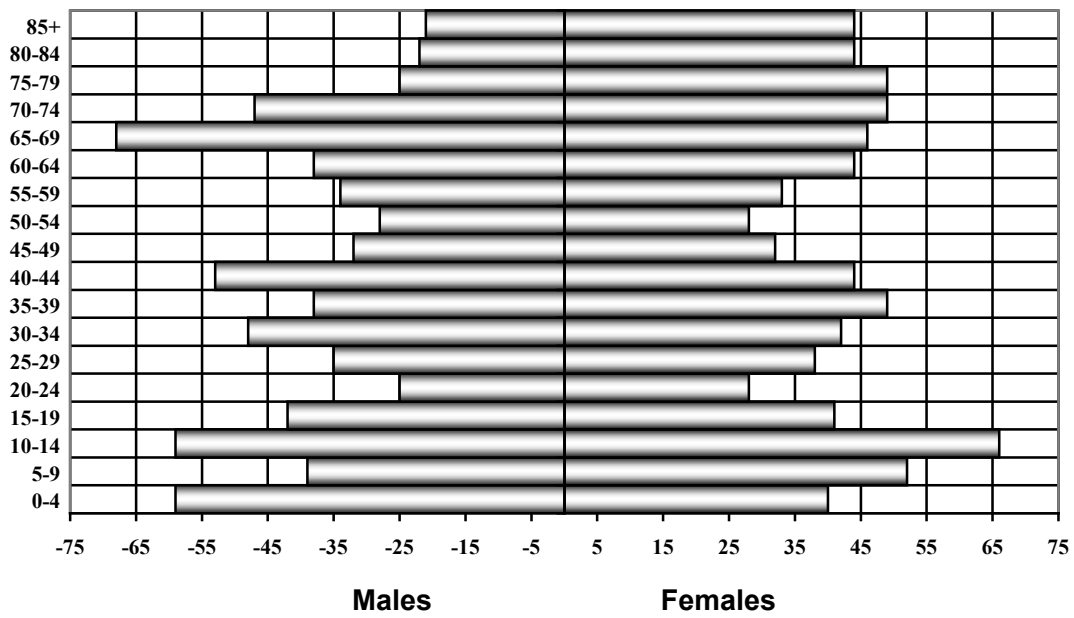
| Age | 1990 | | 2000 | | 1990-2000 | | 1990-2000 | |
|--------------|-----------------|---------------|-----------------|---------------|------------|--------------|---------------|--------------|
| | Male and Female | % of Total | Male and Female | % of Total | Net Change | % Change | Cohort Change | % Change |
| 0-4 | 99 | 6.8% | 76 | 5.5% | -23 | -23.2% | 76 | - |
| 5-9 | 91 | 6.3% | 89 | 6.5% | -2 | -2.2% | 89 | - |
| 10-14 | 125 | 8.6% | 116 | 8.4% | -9 | -7.2% | 17 | 17.2% |
| 15-19 | 83 | 5.7% | 102 | 7.4% | 19 | 22.9% | 11 | 12.1% |
| 20-24 | 53 | 3.7% | 67 | 4.9% | 14 | 26.4% | -58 | -46.4% |
| 25-29 | 73 | 5.0% | 51 | 3.7% | -22 | -30.1% | -32 | -38.6% |
| 30-34 | 90 | 6.2% | 51 | 3.7% | -39 | -43.3% | -2 | -3.8% |
| 35-44 | 184 | 12.7% | 182 | 13.2% | -2 | -1.1% | 19 | 11.7% |
| 45-54 | 120 | 8.3% | 192 | 13.9% | 72 | 60.0% | 8 | 4.3% |
| 55-64 | 149 | 10.3% | 114 | 8.3% | -35 | -23.5% | -6 | -5.0% |
| 65-74 | 180 | 12.4% | 161 | 11.7% | -19 | -10.6% | 12 | 8.1% |
| 75 & Older | 205 | 14.1% | 177 | 12.8% | -28 | -13.7% | -208 | -54.0% |
| Total | 1,452 | 100.0% | 1,378 | 100.0% | -74 | -5.1% | -74 | -5.1% |

| Selected Characteristics | 1990 | | 2000 | | Total Change | |
|--------------------------|--------------|-------|--------------|-------|--------------|--------|
| | Value | % | Value | % | Value | % |
| 14 yrs and under | 315 | 21.7% | 281 | 20.4% | -34 | -10.8% |
| 65 yrs and over | 385 | 26.5% | 338 | 24.5% | -47 | -12.2% |
| Dependant Population | 700 | | 619 | | -81 | |
| Independent Population | 752 | | 759 | | 7 | |
| Dependency Ratio | 0.93 | | 0.82 | | -0.12 | |
| Median Age | 41.3 | | 42.3 | | 1 | |
| Total Females | 683 | | 703 | | 20 | |
| Total Males | 769 | | 675 | | -94 | |
| Total Population | 1,452 | | 1,378 | | -74 | |

Source: U.S. Census Bureau, Census of Population and Housing, STF-1A, 1990, 2000

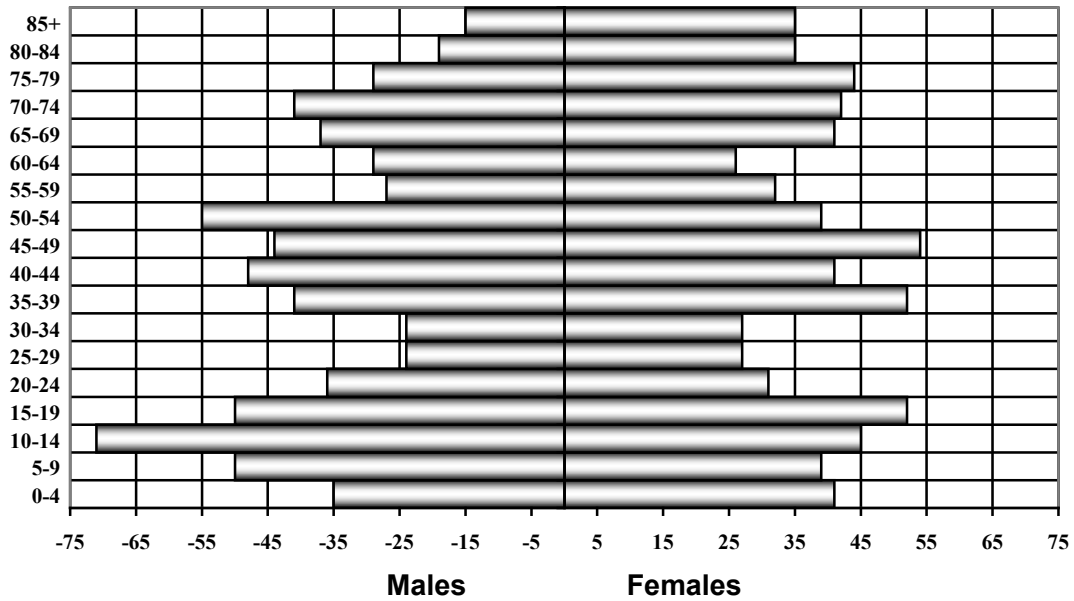
Figures 1 and 2 show the age cohorts by sex for Fullerton in 1990 and 2000. Comparing the two indicates the youngest cohorts became more dominated by males, while the older cohorts were dominated more by females, the latter of which is expected due to the longer life expectancy of women. As is the trend for many small Nebraska communities, the 20-24 cohort was smaller than the cohorts just older and younger. In fact, the 10-14 cohort in 1990 decreased by nearly 50% as it aged to the 20-24 cohort in 2000, dropping from 125 persons to 67. These are common occurrences as this cohort represents persons most likely to leave for higher educational opportunities. The good news for Fullerton is that it appears many of the high school graduates that leave for school may well be returning later in life, as shown by the increase in size of the 35-54 cohorts in 2000.

FIGURE 1: AGE COHORTS BY SEX - FULLERTON, 1990



Source: U.S. Census 1990 and 2000

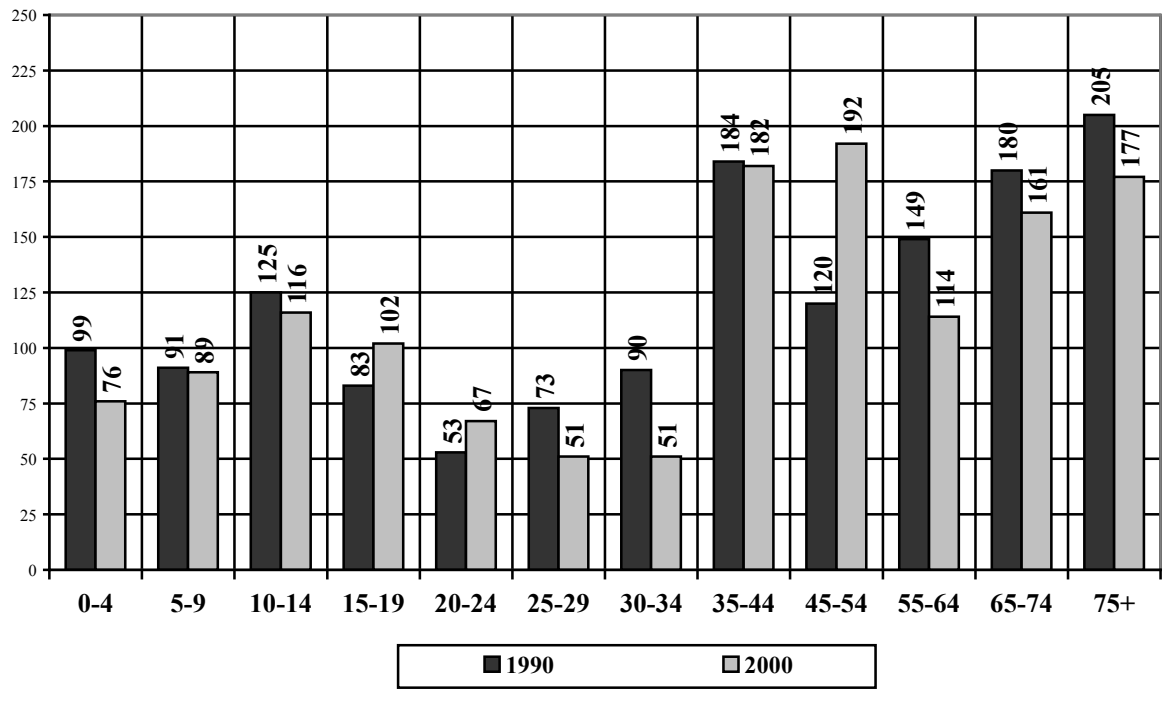
FIGURE 2: AGE COHORTS BY SEX - FULLERTON, 2000



Source: U.S. Census 1990 and 2000

Figure 3 shows another comparison between the total age cohorts for 1990 and 2000. Fullerton experienced a decline in nine of its twelve age cohorts. There was a significant increase for the cohorts representing the ages between 35 and 54 and relative stability in the cohorts under the age of 19. Taken together, these trends indicate many new residents in Fullerton may likely be families with adolescent children.

FIGURE 3: AGE COHORTS TOTAL - FULLERTON, 1990 AND 2000

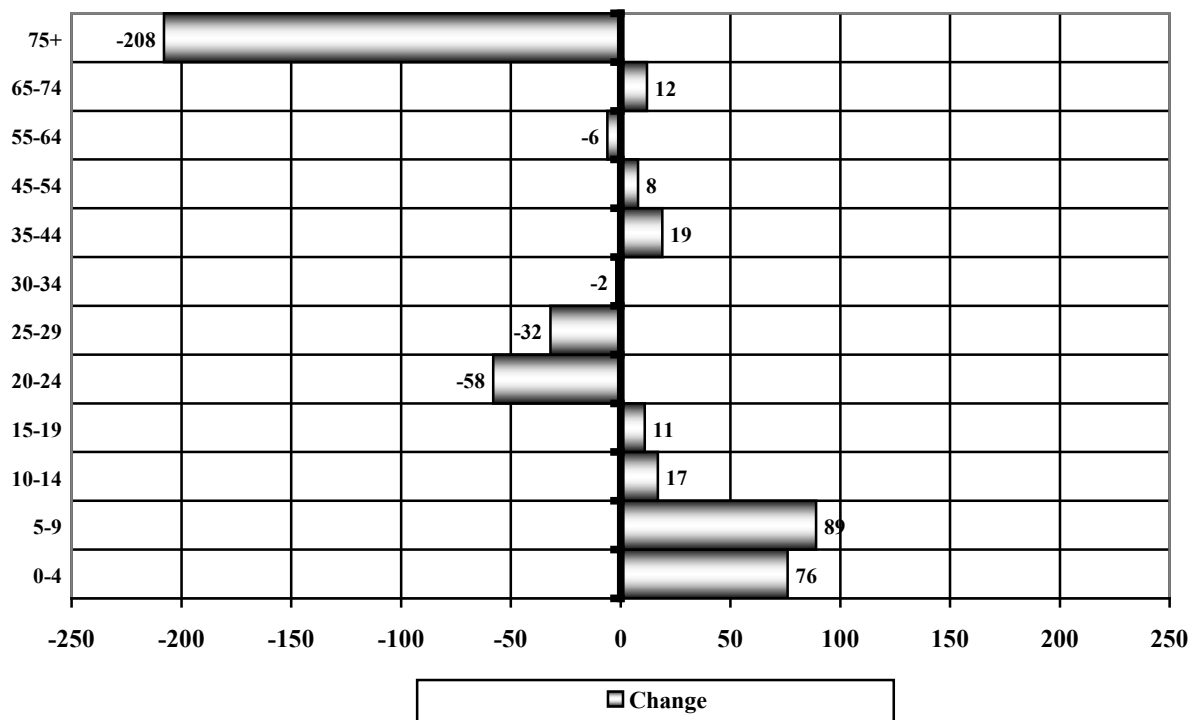


Source: U.S. Census 1990 and 2000

Another revealing method of analyzing cohort movement in a population involves comparing an age cohort in 1990 with the same age cohort 10 years later, in 2000. For example, in Figure 4 the 0-4 cohort in 1990 became the 10-14 cohort in 2000. In Fullerton, there were 99 children between the ages of 0 and 4 in 1990, and in 2000 there were 116 children between the ages of 10 and 14. Figure 4 indicates the difference, showing that the 10-14 cohort in 2000 increased by 17 persons when compared to the size of the cohort from the previous census. Therefore, during the 1990's, Fullerton saw a net gain in this group as they aged. A review of population by this method illustrates how the size of specific groups of persons changes over time.

The very youngest cohorts (less than 10 years old), will always show an increase. These age groups are impacted most by the birth rate, but also by in-migration. The oldest cohorts, (over 75 years old) will almost always show a decrease. These age groups are affected most by the death rate, but may also be signs of an elderly population relocating elsewhere for retirement or assisted living opportunities. A comparatively small decrease or an increase in these cohorts would suggest a prevalence of housing opportunities drawing new residents. In Figure 4, a negative change in the remaining cohorts generally suggests out-migration, while a positive change suggests in-migration. These middle cohorts are more mobile than the youngest and oldest, and therefore changes are most often generated by changing residence from community to community. Notice this figure further supports the notion that children leave for higher education after high school (10-14 cohort dropped 58 persons as it aged into the 20-24 cohort), but people in their working years return to Fullerton (25-44 cohorts grew by 27 persons as they aged into the 35-54 cohorts). Following Figure 4, Tables 3 and 4 display the actual changes within each cohort as it aged. Fullerton's population decline indicates that there was out-migration from the community.

FIGURE 4: CHANGE IN AGE COHORTS-FULLERTON, 1990 TO 2000



Source: U.S. Census 1990 and 2000

TABLE 3: POSITIVE AGE COHORT CHANGE-FULLERTON, 1990 TO 2000

| 1990 Age Cohort | Number | 2000 Age Cohort | Number | Change |
|-----------------|-------------|-----------------|-------------|---------------|
| NA | NA | 0-4 years | 76 persons | + 76 persons |
| NA | NA | 5-9 years | 89 persons | + 89 persons |
| 0-4 years | 99 persons | 10-14 years | 116 persons | +17 persons |
| 5-9 years | 91 persons | 15-19 years | 102 persons | +11 persons |
| 25-34 years | 163 persons | 35-44 years | 182 persons | +19 persons |
| 35-44 years | 184 persons | 45-54 years | 192 persons | + 8 persons |
| 55-64 years | 149 persons | 65-74 years | 161 persons | +12 persons |
| Total Change | | | | + 232 persons |

Source: U.S. Census 1990 and 2000

TABLE 4: NEGATIVE AGE COHORT CHANGE-FULLERTON, 1990 TO 2000

| 1990 Age Cohort | Number | 2000 Age Cohort | Number | Change |
|-----------------|-------------|-----------------|-------------|---------------|
| 10-14 years | 125 persons | 20-24 years | 67 persons | -58 persons |
| 15-19 years | 83 persons | 25-29 years | 51 persons | -32 persons |
| 20-24 years | 53 persons | 30-34 years | 51 persons | -2 persons |
| 45-54 years | 120 persons | 55-64 years | 114 persons | -6 persons |
| 65+ years | 385 persons | 75+ years | 177 persons | -208 persons |
| Total Change | | | | - 306 persons |

Source: U.S. Census 1990 and 2000

Table 5 is a comparison of the segments of the population aged 18 and under and 65 and over between Fullerton, the other communities in Nance County, and key regional retail/industrial centers in the region. Fullerton's 2000 percentage of population aged 18 and under is consistent with most communities shown and the County average, while it is slightly less than the State average. Fullerton's 2000 percentage of population aged 65 and over is higher than the surrounding communities, as well as being higher than the County and State averages. Also, the dependency ratios for communities can be inferred from the combined percentages of persons aged 18 and under and aged 65 and over. Remember, the closer to 50% these two groups are, the closer to a dependency ratio of 1 a community is; ratios below 1 indicate an ability to provide for more needs than exist, while ratios above 1 indicate the ability to only provide for some of the existing needs. In 2000, Fullerton found itself less likely than all listed communities to meet the needs of its dependent population. However, as mentioned before, this was an improvement over 1990. (The dependency ratio listed below will vary from the previous statistic as a result of the inclusion of the 15-18 age cohort.)

TABLE 5: PERSONS 18 AND UNDER, 65 AND OVER-NANCE COUNTY, 1990 TO 2000

| Community | 18 and Under | | | 65 and Over | | | 2000 | |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------|------------------|
| | 1990 | 2000 | % Change | 1990 | 2000 | % Change | Combined Percentages | Dependency ratio |
| Fullerton | 26.2% | 25.9% | -1.1% | 26.5% | 24.5% | -7.5% | 50.4% | 1.02 |
| Belgrade | 21.7% | 23.9% | 10.1% | 22.3% | 18.7% | -16.1% | 42.6% | 0.74 |
| Genoa | 28.2% | 26.5% | -6.0% | 23.1% | 21.3% | -7.8% | 47.8% | 0.92 |
| Grand Island | 28.3% | 27.0% | -4.6% | 14.6% | 14.1% | -3.4% | 41.1% | 0.70 |
| Columbus | 29.5% | 28.2% | -4.4% | 14.4% | 14.6% | 1.4% | 42.8% | 0.75 |
| Nance County | 28.7% | 27.9% | -2.8% | 19.6% | 19.7% | 0.5% | 47.6% | 0.91 |
| State of Nebraska | 27.2% | 26.3% | -3.2% | 14.1% | 13.6% | -4.0% | 39.9% | 0.66 |

Source: U.S. Census 1990 and 2000

Table 6 shows a comparison of the median age for Fullerton and the other communities in Nance County. The median age of Fullerton residents between 1990 and 2000 was one of the most stable in the group of communities compared, increasing by one year during that time. However, Fullerton remained one of the oldest of these communities.

TABLE 6: MEDIAN AGE COMPARISONS-NANCE COUNTY, 1990 AND 2000

| Community | Median Age | | % Change |
|--------------------------|-------------|-------------|---------------|
| | 1990 | 2000 | |
| Fullerton | 41.3 | 42.3 | 2.42% |
| Belgrade | 39.5 | 42.3 | 7.09% |
| Genoa | 36.8 | 40.3 | 9.51% |
| Nance County | 36.3 | 40.1 | 10.47% |
| State of Nebraska | 33.0 | 35.3 | 6.97% |

Source: U.S. Census 1990 and 2000

RACE CHARACTERISTICS

Another component of population that can be reviewed its racial composition. Table 7 shows that nearly the entire population of Fullerton in 1990 considered themselves to be White. Interestingly, the total number of persons reporting their racial group to the Census Bureau stayed the same or increased in size during the 1990s, while maintaining roughly the same proportion of Fullerton's total population. Note, however, that because the US Census Bureau uses different forms to gather data, the population totals shown here differ from the official population figures used earlier. This is due to the voluntary nature of some census questions, which are asked of only a small segment of the population. The figures shown below were inferred from the responses returned by the entire population. The hard numbers and percentages used here are considered to be roughly equal to the actual figures.

TABLE 7: RACIAL COMPOSITION – FULLERTON, 1990-2000

| Race | 1990 | | 2000 | | 1990-2000 | |
|--------------------------|--------------|---------------|--------------|---------------|------------|--------------|
| | Number | % of Total | Number | % of Total | Net Change | % Change |
| White | 1,444 | 99.4% | 1,336 | 97.0% | -108 | -7.5% |
| Black | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Am. Indian & AK. Native | 2 | 0.1% | 11 | 0.8% | 9 | 450.0% |
| Asian & Pacific Islander | 1 | 0.1% | 1 | 0.1% | 0 | 0.0% |
| Other | 5 | 0.3% | 15 | 1.1% | 10 | 200.0% |
| Two or More races | 0 | 0.0% | 15 | 1.1% | 15 | 0.0% |
| Total Population | 1,452 | 100.0% | 1,378 | 100.0% | -74 | -5.1% |

Source: U.S. Census Bureau, Census of Population and Housing, Table DP-1 (1990, 2000)

POPULATION PROJECTIONS

Population projections allow Fullerton to estimate the future population by looking at past and present population trends. Scrutinizing population changes in this manner allows the city to develop a baseline of change from which future scenarios can be created. A number of factors (demographics, economics, social, etc.) may affect projections either positively or negatively. At the present time, these projections are the best crystal ball Fullerton has for predicting future population changes. There are many methods to project the future population trends. The methods identified below are intended to give Fullerton a broad overview of the possible population changes that could occur in the future.

TREND LINE ANALYSIS

A trend line analysis is a process of projecting future populations based upon changes during a specified period of time. In the analysis of Fullerton, three different trend lines were reviewed: 1940 to 2000, 1970 to 2000, and 1990 to 2000. A review of these trend lines all indicate population declines for Fullerton. The trend lines project varying population declines, depending upon the severity of the trend used for comparison. These three trend timeframes were chosen for the following reasons. After a slight population increase in the 1930s, Fullerton's population fell for the next 30 years. That trend continued until 1970, which signaled a slight population increase, followed by another decrease that has continued to today. Table 8 shows the population projections of the decennial population for Fullerton through 2030 produced by these trends.

COHORT SURVIVAL ANALYSIS

A cohort survival analysis approaches population projections by reviewing the different age groups and sex. The age groups are projected forward decade-by-decade using survival rates for each sex in each of the different age cohorts. This projection model accounts for average birth rates by sex and adds the new births into the future population, as well as subtracting older residents based upon life expectancy figures. This analysis method is limited by ignoring the potential impact of migration. Therefore, it is most useful when combined with a migration analysis. The cohort survival analysis for Fullerton predicts a drop in population for 2010, and then increases for 2020 and 2030. Table 8 also shows how this analysis projects into the future.

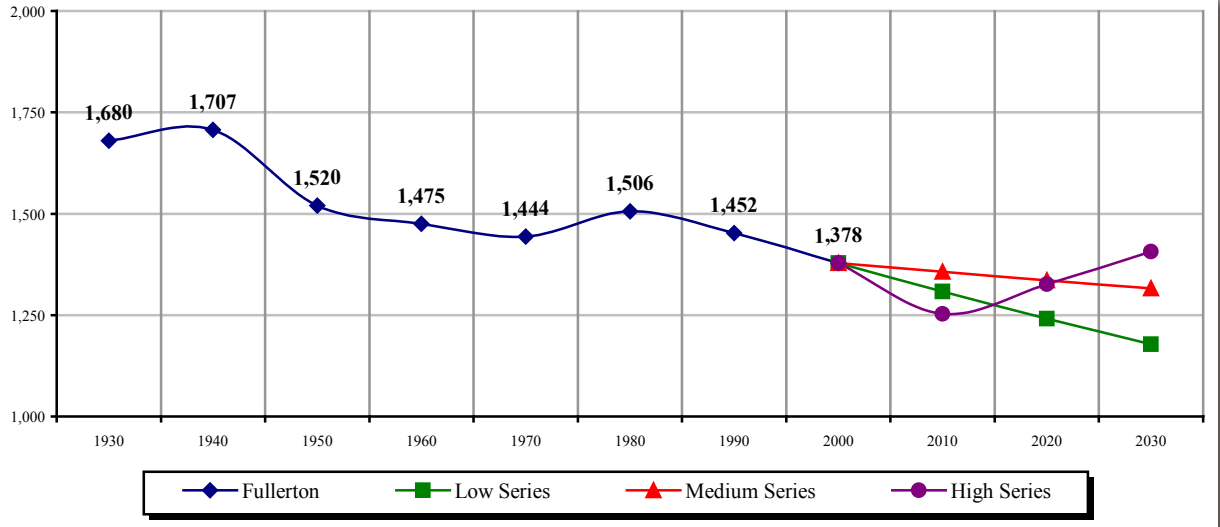
SUMMARY OF POPULATION PROJECTIONS

Using the modeling techniques discussed above, Table 8 and Figure 5 present a summary of the population projections for Fullerton through the year 2030. Three population projection scenarios were selected based upon a Low Series; Medium Series, and High Series.

TABLE 8: POPULATION PROJECTIONS-FULLERTON, 2010 - 2030

| Year | Analysis Method | | | |
|------|-----------------|---------------|------------|-------------|
| | 1990 Trend | 1970 Trend | 1940 Trend | Cohort |
| 2010 | 1,308 | 1,357 | 1,312 | 1,253 |
| 2020 | 1,241 | 1,336 | 1,248 | 1,326 |
| 2030 | 1,178 | 1,316 | 1,188 | 1,407 |
| | LOW | MEDIUM | | HIGH |

FIGURE 5: POPULATION TRENDS AND PROJECTIONS, FULLERTON 1930 TO 2030



Source: U.S. Census Bureau, Census of Population and Housing, 1930 through 2000

Housing Profile

- Age of Existing Housing Stock
- Housing Trends



Housing Profile

The Housing Profile in this Plan identifies existing housing characteristics and projected housing needs for the residents of Fullerton. The primary goal of the housing profile is to allow the community to determine what issues need to be addressed in order to provide safe, acceptable, sanitary, and affordable housing for every family and individual residing within the community. The housing profile is an analysis that aids in determining the composition of owner-occupied and renter-occupied units, as well as the existence of vacant units. It is important to evaluate information on the value of owner-occupied housing units, and monthly rents for renter-occupied housing units, and to determine if housing costs are a financial burden to the residents of Fullerton.

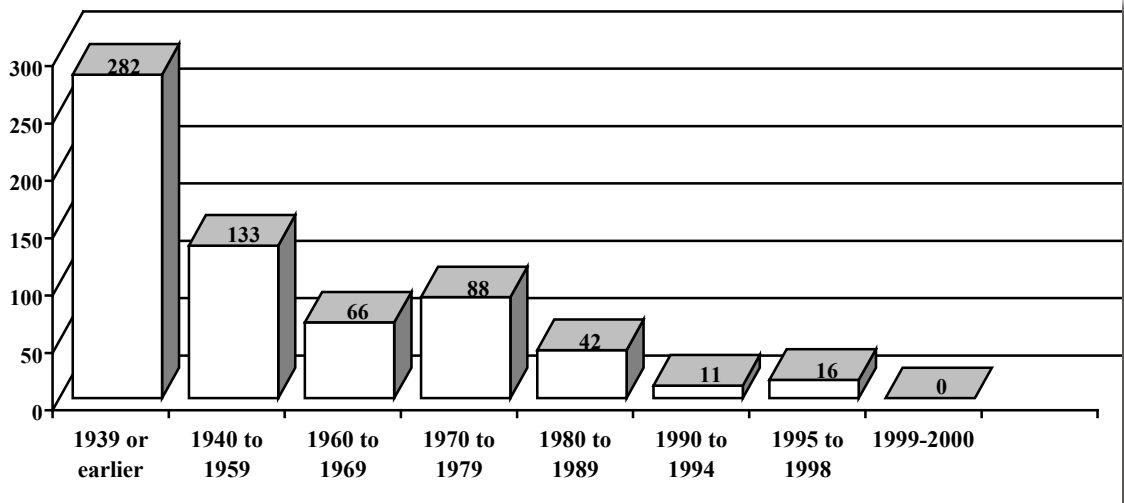
Projecting future housing needs requires the consideration of several factors. These factors include population change, household income, employment rates, land use patterns, and residents' attitudes. The following tables and figures are intended to assist with determining future housing needs and develop policies designed to accomplish the housing goals for Fullerton.

AGE OF EXISTING HOUSING STOCK

An analysis of the age of Fullerton's housing stock reveals a number of things about the population and economic conditions of the past. The age of the housing stock also indicates the level of need for rehabilitation efforts or new construction within the community. Examining the housing stock is important in order to understand the overall quality of housing and how that affects the quality of life for residents of Fullerton.

Figure 6 indicates 415 housing units, or 65% of Fullerton's housing units, were constructed prior to 1960. There have only been 16 homes constructed since 1995. This accounts for only 2.5% of the housing stock. (This total may be skewed since the last census was taken eight years ago.) With almost half of the housing units exceeding 40 years of age, the community will need to monitor these older homes over the coming years. Older homes generally represent the potential for two difficult scenarios to occur. While many homes can be maintained adequately and provide housing for many years to come, others will succumb to dilapidation and eventually need to be replaced. Older homes that contain historic significance may be declared historic properties and listed on a local, state, or national register, meaning they could benefit from specific designations and protections.

FIGURE 6: AGE OF EXISTING HOUSING STOCK-FULLERTON, 2000



Source: U.S. Census Bureau, Census of Population and Housing, SF3 (2000)

HOUSING TRENDS

An analysis of housing trends can reveal a great deal about the different population groups in the community. Housing trends may also indicate demand for additional or fewer owner- and/or renter-occupied housing units. Examining housing trends is important in understanding the overall diversity of the population and the quality of life experienced by Fullerton residents.

The overall population decline that Fullerton has experienced since 1990 has greatly impacted the community housing trends. Table 9 indicates both the number of persons living in households and group quarters declined between 1990 and 2000, consistent with the overall population decline during that time period. Total housing units declined and overall vacancy rates increased. Median contract rent and Median household values also increased at rates higher than those of the state.

The change in population had the greatest influence on the rental housing market. During the ten-year study period, persons per rented household and the number of rental units both increased, while the rental vacancy rate declined. The number of persons per household increased from 1.98 to 2.23, an increase of about 12.6%. The number of renter-occupied housing units increased by about 5% and the rental vacancy rate declined by 11.5%.

Table 9 also indicates that during the 1990s, the number of occupied housing units decreased by 22 units. The number of owner-occupied homes fell by 28, but the number of renter-occupied homes increased by 6. The change in occupied housing units was driven primarily by the rental market. The change from owner-occupied to renter-occupied, and conversion from single-family to duplex or multiple-family units are likely reasons for the additional renter-occupied units. With a 5% increase in rental units, the rental vacancy rate declined from 20.9% to 18.9%. The owner vacancy rate increased from 1.9% to 4.5%. Both of these rates are within U.S. Department of Housing and Urban Development (HUD) guidelines that suggest adequate consumer choice exists when the renter vacancy rate is above 5% and the owner-occupied rate is above 1.5%. The current vacancy rates in Fullerton, however, indicate that the population is migrating out of the city, likely a result of reasons other than housing.

Median contract rent in Fullerton increased from \$142 per month in 1990 to \$320 per month in 2000, representing a 125.4% increase during a time when the county's median rent increased 136.2% and the state's grew by only 46.1%. Similarly, the average value of owner-occupied housing units rose 82.7%, which was lower than the county's 87.2% increase but higher than the state's 74.6% increase. These trends indicate this region has experienced increases in primary living costs at a much higher rate than the state, but other communities in the county and county residents have seen increases greater than Fullerton's.

Comparing changes in primary living costs with the Consumer Price Index (CPI) demonstrates how much more or less residents paid for living arrangements in 2000 than 1990, based on national trends. Inflation between 1990 and 2000 increased at a rate of 32.1%, indicating rent in Fullerton increased at a rate nearly four times that of inflation, while housing prices increased at a rate two and a half times inflation. A rate of increase similar to that of inflation means buying power has stayed relatively the same over time. However, with the increases Fullerton residents have experienced, they were paying significantly more to rent and own homes in 2000 than in 1990, in terms of real dollars. This affects their ability to purchase other necessities, such as food, clothing, healthcare, and social services, as well as the extras that support the local economy with sales tax, like retail goods and entertainment activities.

TABLE 9: COMMUNITY HOUSING TRENDS-FULLERTON, 1990 AND 2000

| Selected Characteristics | 1990 | 2000 | % Change 1990-2000 |
|---|-----------------|-----------------|-----------------------|
| Population | 1,452 | 1,378 | -5.1% |
| Persons in Household | 1,376 | 1,306 | -5.1% |
| Persons in Group Quarters | 76 | 72 | -5.3% |
| Persons per Household - Owner | 2.51 | 2.43 | -3.2% |
| Persons per Household - Renter | 1.98 | 2.23 | 12.6% |
| Persons per Household | 2.40 | 2.38 | -0.8% |
| Total Housing Units | 649 | 636 | -2.0% |
| Occupied Housing Units | 573 | 551 | -3.8% |
| Owner-occupied units | 456 | 428 | -6.1% |
| Renter-occupied units | 117 | 123 | 5.1% |
| Vacant Housing Units | 76 | 85 | 11.8% |
| Owner-Occupied vacancy rate | 1.9% | 4.5% | 136.8% |
| Renter-Occupied vacancy rate | 20.9% | 18.5% | -11.5% |
| Single-family Units | 563 | 553 | -1.8% |
| Duplex/Multiple-family units | 49 | 51 | 4.1% |
| Mobile Homes, trailer, other | 37 | 34 | -8.1% |
| Median Contract Rent | | | |
| Fullerton | \$142 | \$320 | 125.4% |
| Nance County | \$149 | \$352 | 136.2% |
| State of Nebraska | \$282 | \$412 | 46.1% |
| Median Value of Owner-Occupied Units | | | |
| Fullerton | \$24,300 | \$44,400 | 82.7% |
| Nance County | \$24,300 | \$45,500 | 87.2% |
| State of Nebraska | \$50,400 | \$88,000 | 74.6% |

Source: U.S. Census Bureau, Census of Population and Housing, STF-1A (1990), DP-4 (2000)

TABLE 10: COMMUNITY HOUSING TRENDS-FULLERTON AND OTHER NEARBY COMMUNITIES, 2000

| Selected Characteristics | Fullerton | Albion | Central City | St. Paul | Stromsburg |
|---|-------------|-------------|--------------|--------------|-------------|
| Population | 1,378 | 1,797 | 2,998 | 2,218 | 1,231 |
| Persons in Household | 1,306 | 1,735 | 2,903 | 2,176 | 1,129 |
| Persons in Group Quarters | 72 | 62 | 95 | 42 | 103 |
| Persons per Household - Owner | 2.43 | 2.44 | 2.56 | 2.40 | 2.41 |
| Persons per Household - Renter | 2.23 | 1.88 | 2.04 | 2.12 | 2.05 |
| Persons per Household | 2.38 | 2.30 | 2.40 | 2.33 | 2.32 |
| Total Housing Units | 636 | 835 | 1,352 | 1,020 | 533 |
| Occupied Housing Units | 551 | 754 | 1,212 | 935 | 487 |
| Owner-occupied Units | 428 | 566 | 833 | 685 | 364 |
| Renter-occupied Units | 123 | 188 | 379 | 250 | 123 |
| Vacant Housing Units | 85 | 81 | 140 | 85 | 46 |
| Owner-Occupied Vacancy Rate | 4.5% | 3.7% | 3.9% | 1.9% | 4.5% |
| Renter-Occupied Vacancy Rate | 18.5% | 13.4% | 11.2% | 13.8% | 11.5% |
| Housing units per 100 population | 46.2 | 46.5 | 45.1 | 46.0 | 43.3 |
| Single-family Units | 553 | 684 | 1,042 | 789 | 452 |
| Duplex/Multiple-family Units | 51 | 127 | 207 | 149 | 59 |
| Mobile Homes, Trailer, Other | 34 | 20 | 97 | 80 | 14 |
| Median Contract Rent | \$ 320 | \$ 318 | \$ 398 | \$ 427 | \$ 342 |
| Median Value Owner-Occupied Units | \$ 44,400 | \$ 63,400 | \$ 65,100 | \$ 68,200 | \$ 55,300 |

Source: U.S. Census Bureau, Census of Population and Housing, Tables DP-1 and DP-4 (2000)

For comparison, Table 10 shows similar data to that in Table 9; however, the information is presented for 2000 only, but includes a comparison between Fullerton and other communities in the region. The table indicates numerous differences between the communities, some more significant than others. Fullerton had the fourth highest population and provided the second most homes per 100 population. Within this group of five communities, Fullerton’s rent ranked fourth, while the median home value was the lowest.

Table 11 shows tenure (owner-occupied and renter-occupied) of households by number and age of persons in each housing unit. Analyzing this data allows the city to understand the more detailed dynamics of the housing market conditions experienced by residents. In addition, the city can target efforts for housing rehabilitation and/or new construction for those segments of the population exhibiting the largest need.

In 2000, the largest component of owner-occupied units in Fullerton, based upon number of tenants, were two-person households, followed by single-person households. Just the opposite was true of renter-occupied homes. These two household sizes combined for over 65% of each household type, specifically totaling 65.3% of owner-occupied and 71.3% of renter-occupied housing. These figures were similar to, but greater than, the same combinations in 1990. The largest changes occurred in the 5 person owner-occupied households, which decreased 31.6%, and the 6 or more persons renter-occupied units, which increased from 1 to 13.

While there were a noticeably greater number of smaller sized households, the age of the householder was not so weighted to one or two age cohorts. The largest positive changes in owner-occupied units occurred with householders aged 15 to 24 and 45 to 54, who increased their share of households by 200% and 91.3% respectively. The largest moves within renter-occupied housing occurred in the 65 to 74 cohort, a change from 5 to 13 units, and the 35 to 44 cohort, a change from 15 to 21 units, or increases of 160.0% and 40.0%, respectively.

TABLE 11: TENURE OF HOUSEHOLD BY SELECTED CHARACTERISTICS-FULLERTON, 1990 AND 2000

| Householder Characteristic | 1990 | | | | 2000 | | | | O.O. | R.O. |
|---|----------------|---------------|-----------------|---------------|----------------|---------------|-----------------|---------------|----------------|--------------|
| | Owner-Occupied | % O.O | Renter-Occupied | % R.O | Owner-Occupied | % O.O | Renter-Occupied | % R.O | Percent Change | |
| Tenure by Number of Persons in Housing Unit (Occupied Housing Units) | | | | | | | | | | |
| 1 person | 117 | 25.7% | 63 | 53.8% | 109 | 25.9% | 66 | 48.5% | -6.8% | 4.8% |
| 2 persons | 172 | 37.7% | 20 | 17.1% | 166 | 39.4% | 31 | 22.8% | -3.5% | 55.0% |
| 3 persons | 59 | 12.9% | 16 | 13.7% | 62 | 14.7% | 10 | 7.4% | 5.1% | -37.5% |
| 4 persons | 55 | 12.1% | 11 | 9.4% | 44 | 10.5% | 10 | 7.4% | -20.0% | -9.1% |
| 5 persons | 38 | 8.3% | 6 | 5.1% | 26 | 6.2% | 6 | 4.4% | -31.6% | 0.0% |
| 6 persons or more | 15 | 3.3% | 1 | 0.9% | 14 | 3.3% | 13 | 9.6% | -6.7% | 1200.0% |
| TOTAL | 456 | 100.0% | 117 | 100.0% | 421 | 100.0% | 136 | 100.0% | -7.7% | 16.2% |
| Tenure by Age of Householder (Occupied Housing Units) | | | | | | | | | | |
| 15 to 24 years | 4 | 0.9% | 20 | 17.1% | 12 | 2.9% | 23 | 16.9% | 200.0% | 15.0% |
| 25 to 34 years | 44 | 9.6% | 32 | 27.4% | 34 | 8.1% | 30 | 22.1% | -22.7% | -6.3% |
| 35 to 44 years | 85 | 18.6% | 15 | 12.8% | 80 | 19.0% | 21 | 15.4% | -5.9% | 40.0% |
| 45 to 54 years | 46 | 10.1% | 12 | 10.3% | 88 | 20.9% | 15 | 11.0% | 91.3% | 25.0% |
| 55 to 64 years | 66 | 14.5% | 13 | 11.1% | 49 | 11.6% | 10 | 7.4% | -25.8% | -23.1% |
| 65 to 74 years | 98 | 21.5% | 5 | 4.3% | 78 | 18.5% | 13 | 9.6% | -20.4% | 160.0% |
| 75 years and over | 113 | 24.8% | 20 | 17.1% | 80 | 19.0% | 24 | 17.6% | -29.2% | 20.0% |
| TOTAL | 456 | 100.0% | 117 | 100.0% | 421 | 100.0% | 136 | 100.0% | -7.7% | 16.2% |

Source: U.S. Census Bureau, Census of Population and Housing, STF-1A (1990), SF4 (2000)

Table 12 indicates changes in housing conditions and includes an inventory of substandard housing for Fullerton. The percentage of total housing units that were occupied decreased slightly, resulting from a decrease of 22 occupied units as well as a decrease of 13 total housing units. These figures are much lower than those of the state. The total number of housing units as well as the number of occupied units both increased for the state of Nebraska between 1990 and 2000.

According to HUD guidelines, housing units that lack complete plumbing facilities or are overcrowded are considered substandard housing units. HUD defines a complete plumbing facility as having both hot and cold water piped within the house, a bathtub or shower, and a flushing toilet; overcrowding means there are more than one resident per room. There were two housing units in Fullerton reported to lack plumbing facilities in 1990, but none in 2000. There were, however, 12 substandard units in 1990, and 13 in 2000, all due to overcrowding. This may be a result of the increase in household size of rental housing units. Fullerton's percentage of substandard units was below that of the state in each reporting period. Note, however, these data do not include housing units containing major defects requiring rehabilitation or upgrading to meet building, electrical or plumbing codes, which should also be included in an analysis of substandard housing. A comprehensive survey of the entire housing stock should be completed approximately every five years to determine and identify housing units that would benefit from remodeling or rehabilitation work. This process will help ensure the community maintains a high quality of life for its residents through protecting the quality and quantity of its housing stock.

TABLE 12: SELECTED HOUSING CONDITIONS-FULLERTON AND THE STATE OF NEBRASKA, 1990 AND 2000

| Housing Profile | Fullerton | | Nebraska | |
|---|-----------|------------|----------|------------|
| | Total | % of Total | Total | % of Total |
| 1990 Housing Units | 649 | | 660,621 | |
| 1990 Occupied Housing Units | 573 | 88.3% | 602,363 | 91.2% |
| 2000 Housing Units | 636 | | 722,668 | |
| 2000 Occupied Housing Units | 551 | 86.6% | 666,184 | 92.2% |
| Change in Number of Units 1990 to 2000 | | | | |
| Total Change | -13 | -2.0% | 62,047 | 9.4% |
| Annual Change | -1 | -0.2% | 6,205 | 0.9% |
| Total Change in Occupied Units | -22 | -3.8% | 63,821 | 10.6% |
| Annual Change in Occupied Units | -2 | -0.4% | 6,382 | 1.1% |
| Characteristics | | | | |
| 1990 Units Lacking Complete Plumbing Facilities | 2 | 0.3% | 5,242 | 0.8% |
| 1990 Units with More Than One Person per Room | 10 | 1.5% | 10,512 | 1.6% |
| 2000 Units Lacking Complete Plumbing Facilities | 0 | 0.0% | 2,408 | 0.3% |
| 2000 Units with More Than One Person per Room | 13 | 2.0% | 17,963 | 2.5% |
| Substandard Units | | | | |
| 1990 Total | 12 | 1.8% | 15,754 | 2.4% |
| 2000 Total | 13 | 2.0% | 20,371 | 2.8% |

Source: U.S. Census Bureau, Census of Population and Housing, STF-3A (1990), DP-4 (2000)

Economic and Employment Profile

- income Statistics
- Income Source and Public Assistance
- Industry Employment
- Commuter Trends

Sales and Fiscal Profile



Economic and Employment Profile

Economic data are collected in order to understand area markets, changes in economic activity, and employment needs and opportunities within Fullerton. In this section, employment by industry, household income statistics, income by source, and basic/non-basic analyses will be reviewed for Fullerton, other communities, the county, and the state.

INCOME STATISTICS

Income statistics for households are important in determining the earning power of households in a community. The data presented here show household income levels for Fullerton in comparison to the State of Nebraska. These data were reviewed to determine whether households experienced income increases at a rate comparable to that of the State of Nebraska, and to the Consumer Price Index (CPI).

Table 13 indicates the number of households in several income ranges for Fullerton in 1990 and 2000. In 1990, the household income range most commonly reported in Fullerton and Nebraska was \$15,000 to \$24,999. With more than half of the population earning at or below this level, the median household income in 1990 was \$21,286 for Fullerton and \$26,016 for Nebraska. By 2000, both Fullerton and Nebraska had the largest percentage of their populations reporting household income of \$50,000 or more, resulting in increases to the median income to \$31,055 and \$39,250, respectively. By this time, the percentage for each household earning at or below \$24,999 fell to around 40%, and approximately 20% were now earning in the highest income range.

TABLE 13: HOUSEHOLD INCOME-FULLERTON AND THE STATE OF NEBRASKA, 1990 AND 2000

| Household Income Ranges | 1990 | | | | 2000 | | | |
|--------------------------------|------------|---------------|----------------|---------------|------------|---------------|----------------|---------------|
| | Fullerton | % of Total | Nebraska | % of Total | Fullerton | % of Total | Nebraska | % of Total |
| Less than \$10,000 | 127 | 22.3% | 95,602 | 15.9% | 66 | 11.7% | 55,340 | 8.3% |
| \$10,000 to \$14,999 | 64 | 11.2% | 64,661 | 10.7% | 43 | 7.6% | 43,915 | 6.6% |
| \$15,000 to \$24,999 | 151 | 26.5% | 128,454 | 21.3% | 109 | 19.4% | 98,663 | 14.8% |
| \$25,000 to \$34,999 | 95 | 16.7% | 108,560 | 18.0% | 96 | 17.1% | 97,932 | 14.7% |
| \$35,000 to \$49,999 | 93 | 16.3% | 107,111 | 17.8% | 124 | 22.0% | 122,654 | 18.4% |
| \$50,000 and over | 40 | 7.0% | 98,470 | 16.3% | 125 | 22.2% | 248,491 | 37.3% |
| Total | 570 | 100.0% | 602,858 | 100.0% | 563 | 100.0% | 666,995 | 100.0% |
| Median Household Income | \$21,286 | | \$26,016 | | \$31,055 | | \$39,250 | |
| Number of Households | 570 | | 602,858 | | 563 | | 666,995 | |

Source: U.S. Census Bureau, Census of Population and Housing, STF-3A (1990), DP-3 (2000)

Table 14 provides another comparison of Fullerton to surrounding communities, showing median household income, as well as an income breakdown. The data breakdown in this table is more detailed than Table 13 due to additional reporting ranges used by the Census Bureau in 2000. The data indicate the largest percentage of households within an income range falls in the \$35,000 to \$49,999 category for all but one of the communities, including Fullerton. However, the percentage of households earning above this level is lower in Fullerton than any of the other cities; therefore, Fullerton's median household income is the lowest of all of the comparison cities.

When comparing the median incomes of the selected cities, there would appear to be a connection between the distance to Interstate-80 and the level of household income. When cities are closer to the Interstate, the median income level appears to be higher. This may be due to the fact that Interstate-80 is the primary east-west connection across the state of Nebraska. As distance to I-80 increases, heavy transportation (shipping, trucking, etc.) becomes much more difficult and much less frequent. This illustrates an important point. Fullerton will need to develop creative policies and action plans to improve its economic condition because it cannot rely on the spillover effects of the Interstate traffic.

TABLE 14: HOUSEHOLD INCOME-FULLERTON AND SURROUNDING COMMUNITIES, 2000

| Income Range | Fullerton | % of Total | Albion | % of Total | Central City | % of Total | St. Paul | % of Total | Stromsburg | % of Total |
|--------------------------------|------------|---------------|------------|---------------|--------------|---------------|------------|---------------|------------|---------------|
| Less than \$10,000 | 66 | 11.7% | 67 | 8.8% | 123 | 10.2% | 123 | 13.3% | 48 | 9.6% |
| \$10,000 to \$14,999 | 43 | 7.6% | 111 | 14.6% | 99 | 8.2% | 79 | 8.5% | 37 | 7.4% |
| \$15,000 to \$24,999 | 109 | 19.4% | 122 | 16.1% | 202 | 16.8% | 166 | 17.9% | 81 | 16.2% |
| \$25,000 to \$34,999 | 96 | 17.1% | 129 | 17.0% | 189 | 15.7% | 126 | 13.6% | 89 | 17.8% |
| \$35,000 to \$49,999 | 124 | 22.0% | 131 | 17.2% | 272 | 22.6% | 179 | 19.3% | 93 | 18.6% |
| \$50,000 to \$74,999 | 79 | 14.0% | 128 | 16.8% | 209 | 17.4% | 139 | 15.0% | 97 | 19.4% |
| \$75,000 to \$99,999 | 22 | 3.9% | 40 | 5.3% | 63 | 5.2% | 68 | 7.3% | 32 | 6.4% |
| \$100,000 to \$149,999 | 16 | 2.8% | 20 | 2.6% | 26 | 2.2% | 31 | 3.3% | 18 | 3.6% |
| \$150,000 to \$199,999 | 1 | 0.2% | 6 | 0.8% | 4 | 0.3% | 11 | 1.2% | 4 | 0.8% |
| \$200,000 and over | 7 | 1.2% | 6 | 0.8% | 14 | 1.2% | 4 | 0.4% | 2 | 0.4% |
| Total | 563 | 100.0% | 760 | 100.0% | 1,201 | 100.0% | 926 | 100.0% | 501 | 100.0% |
| Median Household Income | \$31,055 | | \$31,111 | | \$34,178 | | \$31,818 | | \$34,250 | |
| Number of Households | 563 | | 760 | | 1,201 | | 926 | | 501 | |

| Community | Median Household Income | Percentage of Households Earning \$75,000 or more | Distance to I-80 |
|--------------|-------------------------|---|------------------|
| Central City | \$34,178 | 11.2% | 20 miles |
| Stromsburg | \$34,250 | 8.2% | 21 miles |
| St. Paul | \$31,818 | 12.3% | 30 miles |
| Fullerton | \$31,055 | 9.5% | 39 miles |
| Albion | \$31,111 | 8.9% | 64 miles |

Source: U.S. Census Bureau, Census of Population and Housing, DP-3 (2000)

Table 15 displays 2000 household income data for Fullerton again, but this time for householders age 55 or over. This information is presented to illustrate the income level of Fullerton's senior households. The table indicates that nearly half, or 248 out of 563, of all Fullerton households have householders age 55 or over. Looking at all households in Fullerton in 2000, more than 1 in 2 in each income category below \$25,000 had a householder aged 55 or over. Of all of the households in Fullerton that earned less than \$35,000, 47% had householders over the age of 55 and 39% were over the age of 65. At the lowest income levels, below \$15,000, almost 60% of these households had householders aged 65 or over. Unfortunately, economic hardships tend to fall disproportionately on the shoulders of those who generally live on fixed incomes.

TABLE 15: HOUSEHOLD INCOME BY AGE OF HOUSEHOLDER (55 YEARS & OLDER)-FULLERTON, 2000

| Income Categories | 55 to 64 years | 65 to 74 years | 75 years and over | Households with Householders aged 55 and over | Percent of Total | Total Households | % of Total Householders aged 55 & over |
|----------------------|----------------|----------------|-------------------|---|------------------|------------------|--|
| Less than \$10,000 | 0 | 7 | 35 | 42 | 16.9% | 66 | 63.6% |
| \$10,000 to \$14,999 | 2 | 3 | 20 | 25 | 10.1% | 43 | 58.1% |
| \$15,000 to \$24,999 | 9 | 18 | 19 | 46 | 18.5% | 109 | 42.2% |
| \$25,000 to \$34,999 | 13 | 17 | 4 | 34 | 13.7% | 96 | 35.4% |
| \$35,000 to \$49,999 | 14 | 19 | 23 | 56 | 22.6% | 124 | 45.2% |
| \$50,000 or more | 21 | 12 | 12 | 45 | 18.1% | 125 | 36.0% |
| Total | 59 | 76 | 113 | 248 | 100.0% | 563 | 44.0% |

Source: U.S. Census Bureau, Census of Population and Housing, SF3 (2000)

Table 16 shows owner- and renter-occupied housing costs as a percentage of householder income in 2000, by income category, as well as the number of households experiencing a housing cost burden. Note, again, that the total number of households is different, due to the use of a different survey form. A housing cost burden, as defined by HUD, occurs when gross housing costs, including utility costs, exceed 30% of gross household income, based on data published by the U.S. Census Bureau. Table 16 shows 80.1% of total households paid less than 30% of their income towards housing costs; therefore, the remaining 19.8%, or 1 in 5 households, lived with a housing cost burden. Looking at just the 305 households that faced a housing cost burden, 41.7% were owner-occupied and 58.3% were renter-occupied. This is consistent with the normal trend, where a housing cost burden affects more renters than owners.

TABLE 16: HOUSING COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME-FULLERTON, 2000

| Income Categories | Owner-Occupied Households | % O.O. Households | Renter-Occupied Households | % R.O. Households | Total Households | % of Total Households |
|------------------------------|---------------------------|-------------------|----------------------------|-------------------|------------------|-----------------------|
| Less than \$10,000 | | | | | | |
| Less than 30% of income | 8 | 2.1% | 12 | 10.1% | 20 | 4.0% |
| More than 30% of income | 17 | 4.5% | 24 | 20.2% | 41 | 8.3% |
| \$10,000 to \$19,000 | | | | | | |
| Less than 30% of income | 40 | 10.6% | 16 | 13.4% | 56 | 11.3% |
| More than 30% of income | 12 | 3.2% | 19 | 16.0% | 31 | 6.3% |
| \$20,000 to \$34,999 | | | | | | |
| Less than 30% of income | 95 | 25.1% | 38 | 31.9% | 134 | 26.9% |
| More than 30% of income | 8 | 2.1% | 0 | 0.0% | 8 | 1.6% |
| \$35,000 to \$49,999 | | | | | | |
| Less than 30% of income | 98 | 25.9% | 3 | 2.5% | 101 | 20.4% |
| More than 30% of income | 2 | 0.5% | 0 | 0.0% | 2 | 0.4% |
| \$50,000 or more | | | | | | |
| Less than 30% of income | 96 | 25.4% | 7 | 5.9% | 103 | 20.8% |
| More than 30% of income | 2 | 0.5% | 0 | 0.0% | 2 | 0.4% |
| Housing Cost Analysis | | | | | | |
| Less than 30% of income | 337 | 89.2% | 76 | 63.9% | 413 | 83.1% |
| More than 30% of income | 41 | 10.8% | 43 | 36.1% | 84 | 16.9% |
| TOTAL | 378 | 100.0% | 119 | 100.0% | 497 | 100.0% |

Source: U.S. Census Bureau, Census of Population and Housing, SF 3, Tables H73 and H97 (2000)

Table 17 shows housing cost burden data again, but compares Fullerton with other communities in the area and the State of Nebraska. The overall housing cost burden for Fullerton is the lowest of the five communities and is lower than that of the state. Fullerton's housing burden is similar to State statistics for owner- and renter-occupied categories as well.

INCOME SOURCE AND PUBLIC ASSISTANCE

Table 18 shows personal income by source for Fullerton, Nance County, and the State of Nebraska for the year 2000. The data indicate 76.0% of households in Fullerton had an earned income, which was similar to the county level and about 6.5% lower than state levels. Fullerton also had a larger percentage of households receiving income from all other listed sources, except retirement income, than both Nance County and the state. Finally, Fullerton had 35.3% of the county households, yet was home to a higher proportion of county households in each earning category, except earned income.

TABLE 17: COMMUNITY HOUSING COSTS-FULLERTON, SELECTED COMMUNITIES, AND NEBRASKA, 2000

| Selected Characteristics | Fullerton | Albion | Central City | St. Paul | Stromsburg | Nebraska |
|------------------------------------|-----------|--------|--------------|----------|------------|----------|
| Owner-occupied Households | | | | | | |
| Less than 30% of Household Income | 89.7% | 88.5% | 81.3% | 82.1% | 89.3% | 84.2% |
| More than 30% of Household Income | 10.3% | 11.5% | 18.7% | 17.9% | 10.7% | 15.8% |
| Renter- occupied Households | | | | | | |
| Less than 30% of Household Income | 63.9% | 72.1% | 71.6% | 76.6% | 74.3% | 67.0% |
| More than 30% of Household Income | 36.1% | 27.8% | 28.4% | 23.4% | 25.7% | 33.0% |
| Overall Housing Cost Burden | | | | | | |
| Less than 30% of Household Income | 83.5% | 84.5% | 80.0% | 80.5% | 85.6% | 78.3% |
| More than 30% of Household Income | 16.5% | 15.5% | 20.0% | 19.5% | 14.4% | 21.7% |

Source: U.S. Census Bureau, Census of Population and Housing, DP-4 (2000)

TABLE 18: INCOME BY SOURCE, FULLERTON, NANCE COUNTY, AND STATE OF NEBRASKA, 2000

| Income Characteristics | 2000 | % of Total | 2000 Fullerton vs Nance County | 2000 Fullerton vs State of Nebraska |
|--|--------------------|------------|--------------------------------|-------------------------------------|
| Fullerton | | | | |
| Total Households | 563 | | 35.3% | 0.1% |
| Households with earnings | 428 | 76.0% | 34.7% | 0.1% |
| Households with Social Security income | 212 | 37.7% | 37.9% | 0.1% |
| Households with Supplemental Security income | 28 | 5.0% | 52.8% | 0.1% |
| Households with Public Assistance income | 19 | 3.4% | 47.5% | 0.1% |
| Households with Retirement income | 59 | 10.5% | 43.1% | 0.1% |
| Median Household Income | \$31,055.00 | | 99.3% | 79.1% |
| Nance County | | | | |
| Total Households | 1,595 | | | |
| Households with earnings | 1,234 | 77.4% | | |
| Households with Social Security income | 559 | 35.0% | | |
| Households with Supplemental Security income | 53 | 3.3% | | |
| Households with Public Assistance income | 40 | 2.5% | | |
| Households with Retirement income | 137 | 8.6% | | |
| Median Household Income | \$31,267.00 | | | |
| State of Nebraska | | | | |
| Total Households | 666,995 | | | |
| Households with earnings | 550,074 | 82.5% | | |
| Households with Social Security income | 175,925 | 26.4% | | |
| Households with Supplemental Security income | 19,743 | 3.0% | | |
| Households with Public Assistance income | 18,640 | 2.8% | | |
| Households with Retirement income | 85,493 | 12.8% | | |
| Median Household Income | \$39,250.00 | | | |

Source: U.S. Census Bureau, Census of Population and Housing, SF 3, DP3 (2000)

INDUSTRY EMPLOYMENT

Analyzing employment by industry assists a community in determining the key components of their labor force. This discussion looks at the types of industries represented in the local economy, as well as identifying particular occupations that are important to the economic health of the community. Table 19 indicates employment rates by industry for Fullerton, Nance County, and the State of Nebraska for 2000.

The data in Table 19 does not necessarily represent the number of jobs within Fullerton, but the type of jobs held by the residents of the community. These data indicate the residents of Fullerton are employed in jobs at levels similar to Nance County and the State of Nebraska. The top six employment sectors for working age Fullerton residents were:

| | |
|---|-------|
| 1. Educational, health and social services | 26.3% |
| 2. Manufacturing | 13.0% |
| 3. Retail Trade | 11.1% |
| 4. Agriculture, forestry, fishing and hunting, and mining | 6.8% |
| 5. Construction | 6.8% |
| 6. Transportation and warehousing, and utilities | 6.8% |

In each Fullerton, Nance County, and the state, Education, Health and Social Services is the top employer. Manufacturing is the second largest, employing 12-13% of each of the comparison populations. The Information sector represents the smallest percentage of working age population for Fullerton, the county, and state. Although this is the smallest employer for both Fullerton and Nance County, the residents of Fullerton hold nearly three-quarters of all Information jobs in the county.

COMMUTER TRENDS

Travel time to work is a factor used to gauge the distance the Fullerton workforce commutes for employment. Because the data can skew when trying to infer actual miles traveled to work due to potential traffic congestion during certain times of the day, this data cannot be interpreted to suggest where workers are going. Table 20 shows the travel time for workers in Fullerton in several time categories, indicating the workforce spent slightly more time traveling to work in 2000 compared to 1990; this is a common trend throughout the country. The number of persons working from home increased by eight, similar to the national trend, since technology is allowing more people to work from home in a wider variety of jobs.

TABLE 19: EMPLOYMENT BY INDUSTRY, FULLERTON, NANCE COUNTY, AND STATE OF NEBRASKA, 2000

| Fullerton | 2000 | % of Total | Fullerton vs. Nance County | Fullerton vs. State of Nebraska |
|---|----------------|---------------|----------------------------|---------------------------------|
| Educational, health and social services | 154 | 26.3% | 40.4% | 0.1% |
| Manufacturing | 76 | 13.0% | 30.4% | 0.1% |
| Retail Trade | 65 | 11.1% | 33.9% | 0.1% |
| Agriculture, forestry, fishing and hunting and mining | 40 | 6.8% | 10.8% | 0.1% |
| Construction | 40 | 6.8% | 27.6% | 0.1% |
| Transportation and warehousing, and utilities | 40 | 6.8% | 36.7% | 0.1% |
| Finance, insurance, real estate and rental and leasing | 35 | 6.0% | 47.3% | 0.1% |
| Other services (except Public Administration) | 35 | 6.0% | 42.2% | 0.1% |
| Professional, scientific, management, administrative, and waste management services | 28 | 4.8% | 41.2% | 0.0% |
| Wholesale Trade | 24 | 4.1% | 47.1% | 0.1% |
| Arts, entertainment, recreation, accommodation and food service | 20 | 3.4% | 20.8% | 0.0% |
| Public Administration | 17 | 2.9% | 30.4% | 0.1% |
| Information | 11 | 1.9% | 73.3% | 0.1% |
| Totals | 585 | 100.0% | 30.9% | 0.1% |
| Nance County | | | | |
| Educational, health and social services | 381 | 20.1% | | |
| Manufacturing | 250 | 13.2% | | |
| Retail Trade | 192 | 10.1% | | |
| Agriculture, forestry, fishing and hunting and mining | 372 | 19.7% | | |
| Construction | 145 | 7.7% | | |
| Transportation and warehousing, and utilities | 109 | 5.8% | | |
| Finance, insurance, real estate and rental and leasing | 74 | 3.9% | | |
| Other services (except Public Administration) | 83 | 4.4% | | |
| Professional, scientific, management, administrative, and waste management services | 68 | 3.6% | | |
| Wholesale Trade | 51 | 2.7% | | |
| Arts, entertainment, recreation, accommodation and food service | 96 | 5.1% | | |
| Public Administration | 56 | 3.0% | | |
| Information | 15 | 0.8% | | |
| Totals | 1,892 | 100.0% | | |
| State of Nebraska | | | | |
| Educational, health and social services | 181,833 | 20.7% | | |
| Manufacturing | 107,439 | 12.2% | | |
| Retail Trade | 106,303 | 12.1% | | |
| Agriculture, forestry, fishing and hunting and mining | 48,942 | 5.6% | | |
| Construction | 56,794 | 6.5% | | |
| Transportation and warehousing, and utilities | 53,922 | 6.1% | | |
| Finance, insurance, real estate and rental and leasing | 67,370 | 7.7% | | |
| Other services (except Public Administration) | 40,406 | 4.6% | | |
| Professional, scientific, management, administrative, and waste management services | 63,663 | 7.3% | | |
| Wholesale Trade | 31,265 | 3.6% | | |
| Arts, entertainment, recreation, accommodation and food service | 63,635 | 7.3% | | |
| Public Administration | 33,933 | 3.9% | | |
| Information | 21,732 | 2.5% | | |
| Totals | 877,237 | 100.0% | | |

Source: U.S. Census Bureau, Census of Population and Housing, SF 3, DP3 (2000)

TABLE 20: TRAVEL TIME TO WORK, FULLERTON, 1990 AND 2000

| Travel Time Categories | 1990 | % of Total | 2000 | % of Total | % Change |
|-----------------------------------|------------|---------------|-------------|---------------|-------------|
| Less than 10 minutes | 382 | 66.6% | 246 | 42.2% | -35.6% |
| 10 to 14 minutes | 46 | 8.0% | 60 | 10.3% | 30.4% |
| 15 to 19 minutes | 12 | 2.1% | 22 | 3.8% | 83.3% |
| 20 to 29 minutes | 37 | 6.4% | 92 | 15.8% | 148.6% |
| 30 to 44 minutes | 27 | 4.7% | 59 | 10.1% | 118.5% |
| 45 to 59 minutes | 38 | 6.6% | 52 | 8.9% | 36.8% |
| 60 minutes or more | 21 | 3.7% | 33 | 5.7% | 57.1% |
| Worked at home | 11 | 1.9% | 19 | 3.3% | 72.7% |
| Total | 574 | 100.0% | 583 | 100.0% | 1.6% |
| Mean Travel Time (minutes) | n/a | | 18.8 | | n/a |

Source: U.S. Census Bureau, Census of Population and Housing, STF-3A (1990) and SF 3 Tables PCT56 and DP3 (2000)

Sales and Fiscal Profile

Retail trade is an important part of a local economy. Examining this sector allows Fullerton to analyze the level of retail activity occurring within the city's corporate limits. Some of the most important economic activities for communities are transactions of goods and services, which take place between consumers and local businesses.

Table 21 displays the sales tax collected, sales tax per capita, and pull factor for Fullerton and several nearby communities. The Pull Factor represents the ability of a community to support its local citizens versus how well the community attracts sales dollars from outside of their existing population. If a community has a Pull Factor of 1 the amount of money being spent by citizens elsewhere equals the amount being spent in the community by outside persons. If the number is greater than 1, the community is attracting additional sales from outside, and if the number is less than 1, the community is losing sales to other areas.

TABLE 21: SALES TAX COLLECTED/PULL FACTOR, 2003 TO 2005

| Fullerton (2005 Population - 1,259) | | | | Genoa (2005 Population - 883) | | |
|-------------------------------------|-----------------------------|----------------------|-------------|-------------------------------|----------------------|-------------|
| Year | Sales Tax Collected (\$mil) | Sales Tax Per Capita | Pull Factor | Sales Tax Collected (\$mil) | Sales Tax Per Capita | Pull Factor |
| 2003 | \$0.40 | \$314.44 | 0.52 | \$0.24 | \$261.78 | 0.43 |
| 2004 | \$0.45 | \$358.58 | 0.55 | \$0.25 | \$281.84 | 0.43 |
| 2005 | \$0.46 | \$362.31 | 0.53 | \$0.27 | \$301.76 | 0.44 |
| % Change 2003 to 2005 | 15.0% | 15.2% | 3.2% | 12.5% | 15.3% | 3.2% |

| Belgrade (2005 Population - 121) | | | | Albion (2005 Population - 1,672) | | |
|----------------------------------|-----------------------------|----------------------|-------------|----------------------------------|----------------------|-------------|
| Year | Sales Tax Collected (\$mil) | Sales Tax Per Capita | Pull Factor | Sales Tax Collected (\$mil) | Sales Tax Per Capita | Pull Factor |
| 2003 | \$0.03 | \$198.36 | 0.33 | \$1.21 | \$705.97 | 1.16 |
| 2004 | \$0.03 | \$231.89 | 0.35 | \$1.27 | \$753.01 | 1.15 |
| 2005 | \$0.03 | \$205.61 | 0.30 | \$1.29 | \$770.81 | 1.13 |
| % Change 2003 to 2005 | 0.0% | 3.7% | -7.2% | 6.6% | 9.2% | -2.2% |

| Central City (2005 Population - 2,891) | | | | Nebraska (2005 Population - 1,758,163) | | |
|--|-----------------------------|----------------------|-------------|--|----------------------|-------------|
| Year | Sales Tax Collected (\$mil) | Sales Tax Per Capita | Pull Factor | Sales Tax Collected (\$mil) | Sales Tax Per Capita | Pull Factor |
| 2003 | \$1.25 | \$424.93 | 0.70 | \$1,057.80 | \$608.98 | na |
| 2004 | \$1.29 | \$442.17 | 0.67 | \$1,146.00 | \$656.10 | na |
| 2005 | \$1.28 | \$443.71 | 0.65 | \$1,196.00 | \$680.18 | na |
| % Change 2003 to 2005 | 2.4% | 4.4% | -6.5% | 13.1% | 11.7% | |

Source: JEO Consulting Group, Inc, 2007

Community Facility Profile

- Parks and Recreation Facilities
- Educational Facilities
- Fire and Police Protection
- City Buildings
- Transportation
- Communication Facilities
- Public Utilities
- Health Facilities
- Senior Centers
- Libraries
- Museums/Historical Resources



Community Facility Profile



Parks and Recreational Facilities

FULLERTON CITY PARKS

The City Park is located in the northeast corner of the city. It has picnic shelters, playground equipment, restroom facilities, and tennis courts. The public swimming pool was built in the late 1960s and is the only swimming facility in the city. Two ball fields, one baseball, and one softball. These fields serve the t-ball, coach pitch, legion, and fastball leagues. A number of softball and baseball games and tournaments are also hosted at these fields.

Fullerton is currently in the process of developing a park master plan for the island created by the former power plant on the Cedar River.

OUTDOOR TRACK

The outdoor track in Fullerton was built in 2007 and is located on the south edge of the city. Several youth and high school track meets are held at this location.

BROKEN ARROW WILDERNESS CAMP

Just north of Fullerton, Broken Arrow Wilderness Camp provides several unique recreational opportunities for Fullerton residents and visitors. The 95-acre Camp, located on the Cedar River is heavily vegetated with large oak trees and includes a cliff of nearly 300 feet, commonly known as “Lover’s Leap.” Broken Arrow Wilderness Camp provides visitors with the opportunity to canoe, kayak, tube, or tank down the Cedar River; hunt and fish; and camping and lodging. The Camp is available for meetings, conferences, family reunions, and weddings. Broken Arrow Wilderness Camp is privately owned but is open for public use.

LOUP HEADWORKS PARK

The Loup Headworks Park is a 10-acre recreational area located six miles west of Genoa on State Highway 22. Camping and picnicking areas with picnic tables and grills have been constructed adjacent to the entrance of the Loup Power District headworks, the beginning of the Loup Canal. Playground equipment, restroom facilities, drinking water, and electrical hookups are available.

GOLF COURSES:

Pawnee Hills was constructed in 1994 and is a private 9-hole course with grass greens located northeast of Fullerton along State Highway 22. Kemp Country Club is a privately owned 9-hole course with sand greens constructed in 1930 located approximately 1 ½ miles south of Fullerton.

- Pawnee Hills Golf Course
 - 9 holes
 - Par of 36
 - Public
- Kemp Country Club
 - 9 holes
 - Public

“The more recent title of **‘Lover’s Leap’** had its beginnings in 1857 when a small party of five people camped beneath the Leap while on their way west. The party had come from Illinois and consists of John Edgington, his wife, and daughter Nellie, accompanied by two brothers, Frank and John Wickland.

Frank and Nellie were engaged, and would have married earlier if Mr. Edgington hadn’t insisted that Frank achieved “a start in life” first. The prospect of a homestead and the “challenge of the west” brought them to where they camped that night...

Shortly thereafter the Indians attacked and captured the five pioneers. The livestock was killed, the wagons were burned and the Indians indicated their intentions of killing the people. The chief indicated that Nellie was to be spared, presumably as “His Squaw.”

Frank Wickland offered a frenzied protest to the chief and Nellie herself requested death with the rest of the prisoners. Angry at this, the chief derisively said that if the young man was so brave and wanted to take such good care of the woman he could have her if he would ride “down the bank.” ...

Frank astounded the Chief by agreeing to the bargain with little hesitation. He extracted a promise that the rest of the party would not be harmed and climbed on an Indian pony. His hands were freed, and among cries and tears from his companions he was led to the top of the hill. He rode over the brink and fell to his death in full view of the rest of the party. The Indians silently released the party and left. Frank was buried near where he fell and the party left when morning came.” www.brokenarrowwilderness.com

Educational Facilities

The Fullerton Public School District covers a territory of about 193 square miles. Enrollment during the 2006-2007 school-year reached a total of 335 students ranging between kindergarten and 12th grade. During this same year, the school had a 100% graduation rate and 98.55% of the high school teachers were endorsed.

TABLE 22: FULLERTON PUBLIC SCHOOLS ENROLLMENT; 2006/2007

| Facility | Address | Grades | Enrollment |
|-----------------------------|-------------------------------|--------|------------|
| Fullerton Elementary School | 606 4th Street, Fullerton, NE | K--8 | 216 |
| Fullerton High School | 606 4th Street, Fullerton, NE | 9--12 | 119 |

Source: Nebraska Department of Education, 2008

There are a number of post-secondary institutions available to residents of Fullerton. They include (but are not limited to):

- Northeast Community College (Norfolk)
- Central Community College (Grand Island)
- University of Nebraska at Kearney (Kearney)
- Wayne State College (Wayne)
- Concordia University (Seward)
- Midland Lutheran College (Fremont)
- University of Nebraska at Lincoln (Lincoln)
- Southeast Community College (Lincoln)
- University of South Dakota (Vermillion)
- University of Nebraska at Omaha (Omaha)

Fire and Police Protection

LAW ENFORCEMENT

Police protection for the city of Fullerton is primarily provided by the Nance County Sheriff's Department. The department employs seven sworn officers and five additional support personnel. Within the department, the time of two and a half officers is devoted to the city of Fullerton. Equipment includes one ATV, eight cruisers, and one K-9 unit.

Troop B of the Nebraska State Patrol is based in Norfolk and provides seven additional officers that serve Fullerton and the surrounding areas.

FIRE PROTECTION

The Fullerton Volunteer Fire Department provides fire protection for the residents of Fullerton. They cover an area of approximately 460 square miles with inter-local agreements. There are thirty-five volunteer firefighters and thirty EMTs that serve the area.

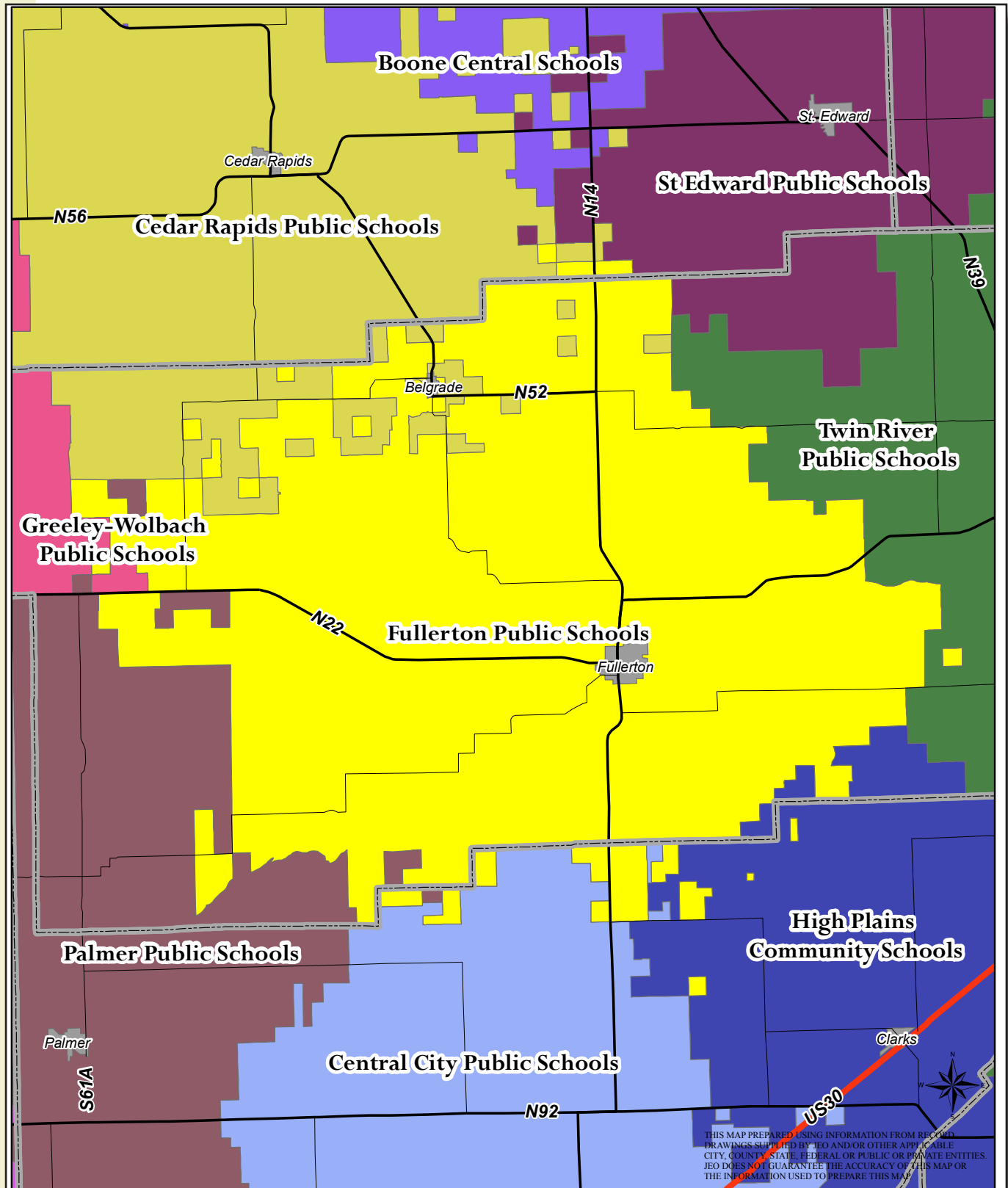
The fire hall is located at 265 Fuller and was built in the 1950s. This facility is being outgrown by the department and preliminary plans to build a new, larger fire hall east of City Hall have been formulated.

EQUIPMENT LIST:

| Make | Year | Equipment Type | Capacity | Condition | Plans for Upgrade? |
|-------|------|----------------|----------|-----------|--------------------|
| | 1972 | Tanker | 2 | Good | Yes |
| | 1999 | Tanker | 2 | Very Good | No |
| | 1982 | Engine | 4 | Good | No |
| | 2000 | Engine | 4 | Very Good | No |
| | 1991 | Engine | 5 | Very Good | No |
| Ford | 2002 | Explorer | 6 | Very Good | No |
| | 2006 | Ambulance | 6 | Very Good | No |
| | 1996 | Ambulance | 6 | Very Good | No |
| Dodge | 2008 | Ram-Sheriff | 2 | Excellent | No |



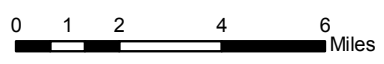
FIGURE 7: SCHOOL DISTRICT MAP



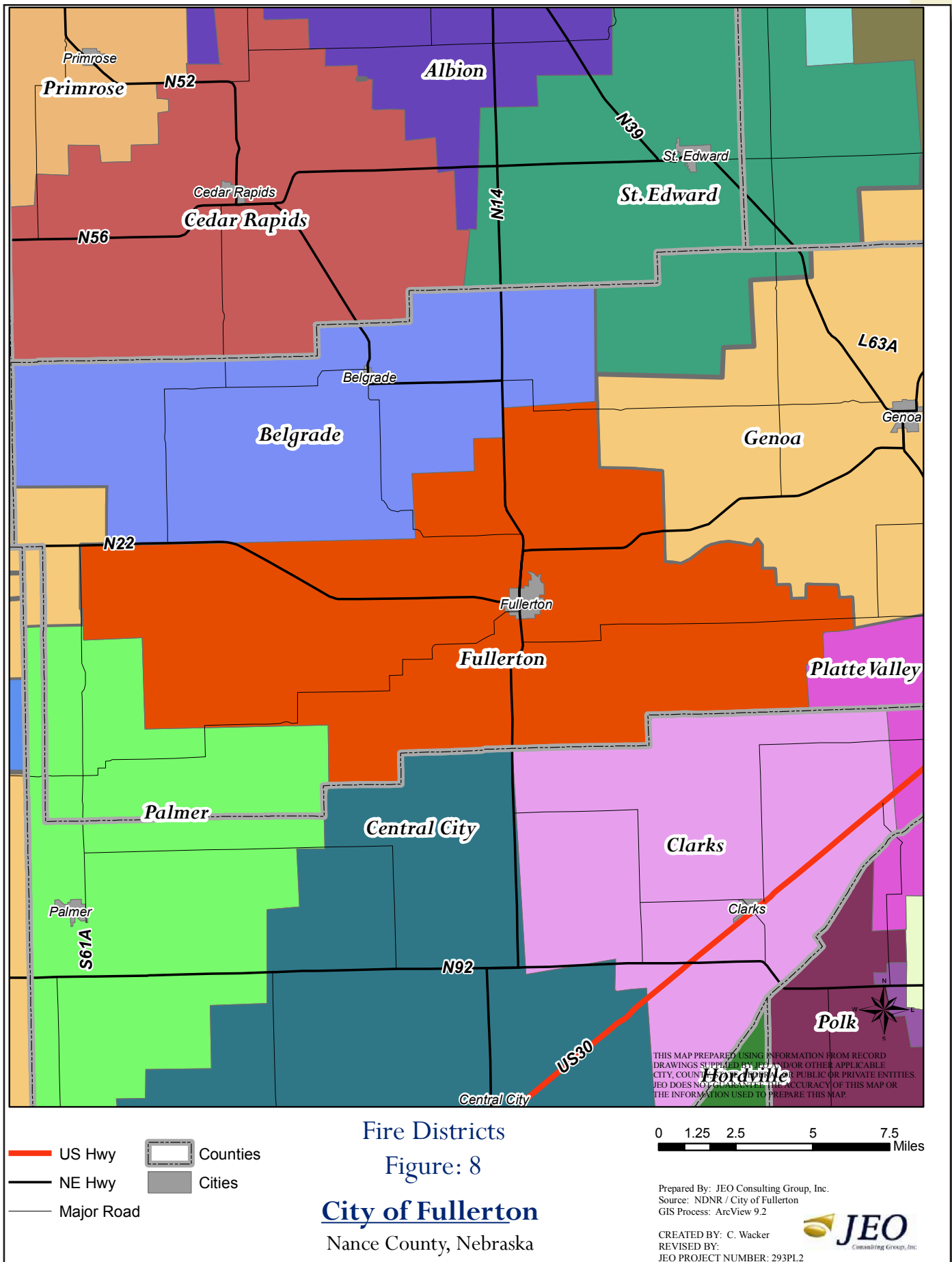
THIS MAP PREPARED USING INFORMATION FROM RECORD DRAWINGS SUPPLIED BY JEO AND/OR OTHER APPLICABLE CITY, COUNTY, STATE, FEDERAL OR PUBLIC OR PRIVATE ENTITIES. JEO DOES NOT GUARANTEE THE ACCURACY OF THIS MAP OR THE INFORMATION USED TO PREPARE THIS MAP.

- US Hwy
- NE Hwy
- Major Road
- Counties
- Cities

School Districts
Figure: 7
City of Fullerton
Nance County, Nebraska



Prepared By: JEO Consulting Group, Inc.
Source: NDNR / City of Fullerton
GIS Process: ArcView 9.2
CREATED BY: C. Wacker
REVISED BY:
JEO PROJECT NUMBER: 293PL2



City/County Buildings

CITY OFFICE BUILDING

903 Broadway

The City office building, built in the early 1980s, houses the City Hall and the Fullerton Library. It is in very good physical condition and is adequate for future expansion. The facility meets requirements and is ADA compliant. There are two employees in the City Hall.

CITY MAINTENANCE FACILITY

205 Fuller

The maintenance building and a labor shed provide storage and work area for Fullerton's maintenance vehicles. Currently, additional space is needed.

NANCE COUNTY COURTHOUSE

The Nance County Courthouse is located at 209 Esther Street in Fullerton. The Courthouse was constructed in 1975, and is currently in excellent condition, meeting all ADA compliance standards. The facility is adequate for current and future needs, and also has space for expansion, if desired and/or needed. Currently there are no future plans for the courthouse that would involve relocation or construction.

Transportation Facilities

HIGHWAYS/STREETS

Fullerton is located at the intersection of two Nebraska state highways: 14 and 22. The nearest interstate highways are Interstate-80, located forty miles south of Fullerton, and Interstate-29, 130 miles east.

RAILROAD SERVICE

There are no rail lines within the city of Fullerton. Rail service is provided by the Nebraska Central Railroad 13 miles away in Genoa. This rail connects with the Union Pacific and Burlington Northern Santa Fe.

BUS SERVICE

There is no bus service in Fullerton. The nearest stations are located in Grand Island (Greyhound) and Columbus (Arrow State).

AIRPORTS

Fullerton's closest air transportation is located at CAMP Airport, two miles northeast of the city. This is a private airport with one runway, hanger for five private planes, and fuel. Permission for landing can be requested. The Columbus Airport is the nearest commercial airport. Services include crop spraying, flight instruction, aircraft rental and sales, major and minor repairs, tie downs, one fixed-base operator, and 100 low-lead octane and jet fuel. Passenger air services are located at the Central Regional Airport in Grand Island. The nearest international airport is Eppley Airfield in Omaha.

Communications Facilities

TELEPHONE SERVICES:

The local telephone service provider is Qwest Communications. Cellular service is primarily provided by Alltel Communications.

CABLE TELEVISION:

Cable Nebraska is the primary provider of cable t.v. in the Fullerton area.

INTERNET SERVICE:

Fullerton's internet services are provided by Cable Nebraska and Hamilton Telecommunications. High-speed internet is provided by these companies as well as Qwest Communications.

RADIO (AM/FM):

- KMMJ 750 AM—Grand Island
- KRVN 880 AM—Lexington
- KFAB 1110 AM—Omaha
- KOIL 1020 AM—Plattsmouth
- KRGI 1430 AM—Grand Island
- KKAR 1290 AM—Omaha
- KYDZ 1180 AM—Bellevue
- WHB 810 AM—Kansas City, MO
- KJSK 900 AM—Columbus
- KTIC 840 AM--West Point
- WNAX 570 AM—Yankton, SD
- WHO 1040 AM—Des Moines, IA
- KFRM 550 AM—Salina, KS
- KZEN 100.3 FM—Central City
- KKOT 93.5 FM—Hastings
- KHNE 89.1 FM—Hastings
- KRGY 97.3 FM—Aurora
- KEXL 106.7 FM—Norfolk

TV BROADCAST STATIONS:

- KTVG Channel 17—Grand Island
- KHNE-TV Channel 29—Hastings
- KLKE Channel 24—Albion
- KGIN Channel 11—Grand Island
- KHAS Channel 5—Hastings
- KHGI Channel 6/13—Axtell
- KOLN Channel 10—Lincoln

NEWSPAPERS:

- Grand Island Independent—Grand Island
- Kearney Hub—Kearney
- Lexington Clipper—Lexington
- Lincoln Journal Star—Lincoln

Public Utilities and Services

GARBAGE COLLECTION:

Refuse collection in the city of Fullerton is contracted to Heartland Disposal. All refuse is hauled to the Grand Island landfill. Fullerton residents are all required to contract with a licensed garbage service. Recycling services are available for metal, paper, plastic, and cardboard.

ELECTRICITY:

Loup Power District supplies and distributes electricity in Fullerton. The primary line comes from the 115 Substation north of Fullerton with a back up from Central City. The current electricity provision should be adequate to accommodate future growth in the city.

NATURAL GAS:

Natural Gas services are distributed by SourceGas and are supplied by Kinder Morgan, Ace, and One Oak. One 2" high pressure line serves the city. There is a border station located at 7th and Reynolds.

Medical and Health Facilities

AREA HOSPITALS

There are no hospitals within the city of Fullerton, but there are a few within a short distance. Genoa Community Hospital is 18 miles east. The Litzenberg Memorial County Hospital is located 20 miles south in Central City. The Boone County Health Center is located 22 miles north in Albion.

LONE TREE MEDICAL ASSOCIATES

Fullerton's primary health facility is Lone Tree Medical Associates. This facility provides daily physician or physician assistant care and has a full laboratory and x-ray technology. Lone Tree also has a number of regular outreach clinics including cardiological and orthopedic services.

NANCE COUNTY MEDICAL CENTER

The Nance County Medical Center is staffed by a physician or physician's assistant that commutes from the Boone County Health Center.

FULLERTON HEALTH CARE

Fullerton Health Care provides long- and short- term care for area residents. The facility has a 75-unit capacity. In addition to respite and adult day care, Fullerton Health Care services include: IV; physical, occupational, and speech therapy; peritoneal dialysis; specialized skin and wound care; medical transportation services; religious services; and full housekeeping and laundry.

Additionally, Golden Living Communities is an assisted living facility that is part of Fullerton Health Care. This fifteen-unit facility provides residents with three meals a day, snacks, and medications.

VALLEY VIEW ASSISTED LIVING

Valley View Assisted Living provides twenty large, private assisted living apartments. The facility has 24-hour certified staffing and services include: laundry, medication, bathing and dressing assistance, three meals a day, activities and outings, and paid utilities.

Senior Center:

FULLERTON AREA SENIOR CENTER

- Opened in 1989
- Weekly card parties, occasional movies, monthly and quarterly health checks,
- Transportation for Fullerton area patrons provided via van

Library

FULLERTON PUBLIC LIBRARY

- 14,951 books
- 853 audio materials
- 331 Video materials
- 46 Serial Subscriptions

Museums/Historical Resources

NANCE COUNTY MUSEUM

The Nance County Museum is located in Fullerton and is operated by the Nance County Historical Society. The museum has a variety of displays and is open by appointment. The museum building is listed on the National Register of Historic Places.



CUNNINGHAM ARCHEOLOGICAL SITE (NATIONAL HISTORIC REGISTER)

The Cunningham Site may represent one of the more unusual elements of Pawnee culture. In 1914, a Skidi Pawnee named White Eagle identified the site as the location of the 1830 Skidi “Ancient Village” and also as the spot where the final human sacrifice of the Morning Star Ceremony occurred. Archeological investigations uncovered a patch of fired earth and two post holes, possibly the remains of a Morning Star Scaffold. Additional excavations exposed several earthlodge floors, dating at least four centuries prior to the emergence of the historic Pawnee. This site, located southeast of Fullerton, was placed on the National Register of Historic Places in February, 1975.

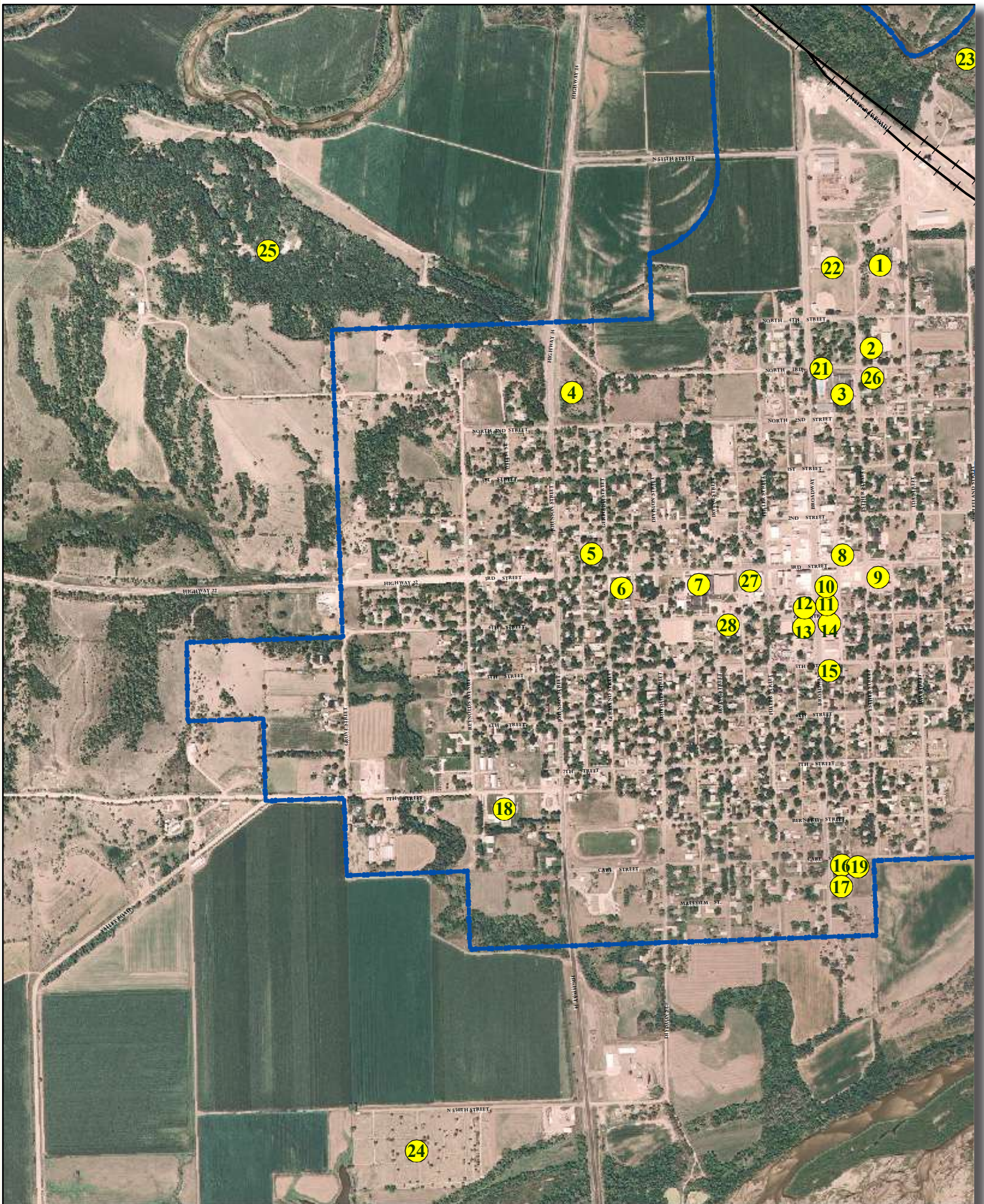
FULLERTON ARCHEOLOGICAL SITE (NATIONAL HISTORIC REGISTER)

Constructed by the Skidi band of the Pawnee in 1842, the Fullerton earthlodge village was also home to other bands until it was burned by the Sioux in 1846. William Clayton described the abandoned village in 1847, noting that all but one of the approximately 200 lodge sites were in ruins. He also described a fortification ditch and embankment constructed by the Pawnee to discourage Sioux raiding parties, an undertaking which was evidently unsuccessful. This site is located east of Fullerton, and was placed on the National Register in November 1974.

HORSE CREEK PAWNEE VILLAGE (NATIONAL HISTORIC REGISTER)

The Horse Creek Pawnee Village was originally constructed in 1809 and occupied by the Grand and Republican until about 1820. Shortly after the Republican band left, the Grand relocated as well, likely to the Clarks Site. The Republican Band then re-established residence at the Horse Creek with the Tappage Band. The site, southwest of Fullerton, was finally abandoned in 1842. The village reached maximum size in the early 1820s when it was reported to consist of 180 earthlodges accommodating 900 families, with a total population of over 3,500. The site was placed on the National Register in July, 1974.

FIGURE 9: COMMUNITY FACILITIES MAP



Facilities Map

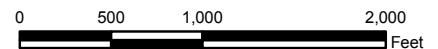
Figure: 9



- 1 Nance County Fairgrounds
- 2 St. Peters Catholic Church
- 3 Golden Living Center
- 4 Veterans Memorial Park
- 5 Victory Baptist Church
- 6 First Presbyterian Church
- 7 Fullerton Public Schools
- 8 LPPD Building
- 9 Nance County Roads Department
- 10 Fraternal Order of Eagles
- 11 Senior Center
- 12 Mini Park
- 13 Post Office
- 14 Nance County Medical Center
- 15 Fullerton Museum
- 16 Library
- 17 City Hall
- 18 Valley View
- 19 Lone Tree Medical Clinic
- 20 Waste Water Treatment
- 21 City Pool and Park
- 22 Softball and Baseball Fields
- 23 Powerhouse Park
- 24 Cemetary
- 25 Broken Arrow Wilderness
- 26 Nance County Courthouse
- 27 First United Methodist Church
- 28 Mt Calvary Lutheran Church

City of Fullerton

Nance County, Nebraska



Prepared By: JEO Consulting Group, Inc.
 Source: NDNR / City of Fullerton
 GIS Process: ArcView 9.2

CREATED BY: J. Sather May 27, 2008
 REVISED BY:
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Existing Land Use Profile

- Existing Land Use Categories
- Existing Land Use Analysis within Corporate Limits
- Land Use Comparative Analysis



Existing Land Use Profile

An inventory and evaluation of the existing land use within the corporate boundaries and zoning jurisdiction of a community is an integral part of the planning process. Land use can be defined as the way a specific parcel of land is being utilized. Such land use can include pastureland, cropland, recreational areas, and any type (commercial, industrial, public, or residential) of developed land. Land uses can also be stacked, similar downtown buildings where people live above commercial areas. The number and type of land uses are constantly changing within a community, and produce a number of impacts that either benefit or detract from the community. As a result, the success and sustainability of the community is directly contingent upon available resources utilized in the best manner given the constraints the city faces during the course of the planning period.

Older communities like Fullerton have fixed patterns of land use, particularly in established sections of the community. Such communities often show new development out on the fringes that are typical of large city development patterns. Overall, development patterns in and around Fullerton have followed a typical grid pattern in regards to the transportation system along with the allowance for larger lots that have become more desirable in recent years.

EXISTING LAND USE CATEGORIES

Land uses are generally best described in terms of specific categories that provide broad descriptions that numerous businesses, institutions, and structures are grouped. For the purposes of the Creighton Comprehensive Development Plan, the following land use classifications are used:

- Single-Family Residential
- Multi-Family Residential
- Manufactured Housing Residential
- Public/Quasi Public
- Commercial
- Industrial
- Parks and Recreation
- Vacant

EXISTING LAND USE ANALYSIS WITHIN CORPORATE LIMITS

As part of the planning process, a field survey was conducted by JEO Consulting Group that noted the land use of each parcel of land within Fullerton. The results of the survey are shown graphically on the following figure.

Table 22 is divided into four columns of information from the existing land use survey including the total acres, percentages, and acres per 100 persons. The persons per acre establishes a baseline from which land use numbers can be equally compared between communities, as well as to project future land use needs due to population changes.

According to Table 22, residential uses account for 271.3 acres, or 43.7% of all the developed land in the community. The majority of this land use category is single-family residential. Fullerton has very little multi-family development, only 2.5 acres.

TABLE 22: EXISTING LAND USE CORPORATE BOUNDARY; FULLERTON

| Type of Use | Acres | Percent of Developed Area | Percent of Total Area | Acres per 100 persons |
|----------------------|--------------|---------------------------|-----------------------|-----------------------|
| Single-Family | 264.7 | 42.6 | 31.9 | 20.8 |
| Multi-Family | 2.5 | 0.4 | 0.3 | 0.2 |
| Moblie Home | 4.1 | 0.7 | 0.5 | 0.3 |
| Commercial | 38.2 | 6.1 | 4.6 | 3.0 |
| Industrial | 16.6 | 2.7 | 2.0 | 1.3 |
| Public/Quasi-Public | 56.9 | 9.2 | 6.9 | 4.5 |
| Parks and Recreation | 21.1 | 3.4 | 2.5 | 1.7 |
| Transportation | 217.2 | 35.0 | 26.2 | 17.1 |
| Total Developed Land | 621.3 | 100.0 | 74.9 | 48.8 |
| Vacant/Agriculture | 208.0 | - | 25.1 | 16.3 |
| Total Area | 829.3 | - | 100.0 | 65.2 |

Source: 2008 Comprehensive Development Plan, JEO Consulting Group, Inc.

Note: Acres per 100 is based upon the 2006 population of 1272

Residential uses account for 31.9% of the entire area inside the corporate limits, including vacant and agricultural land, which is not considered developed.

Commercial areas comprise 38.2 acres or 6.1% of the developed area of the community. This includes retail establishments such as restaurants, bars and convenient stores, in addition to services such as professional offices. Industrial tracts account for 16.6 acres, or 2.7% of the developed areas in the city, and include activities such as grain elevators, manufacturing and warehousing.

Public uses include public schools, municipal buildings, and any structure owned by a governmental entity. Churches, cemeteries, private schools, retirement homes, and medical facilities comprise quasi-public uses. Public/Quasi-Public land uses in Fullerton cover 56.9 acres, or 9.2% of all developed land. Parks and recreational land uses cover 21.1 acres, or 3.4% of the developed land in Fullerton. The majority of this land use is located in the city park on the north side of town.

Transportation related uses such as streets, alleys, and rail way comprise the remaining 35.0% of the developed acreage. It is important to note that these uses constitute 26.2% of total acreage within the municipal boundary.

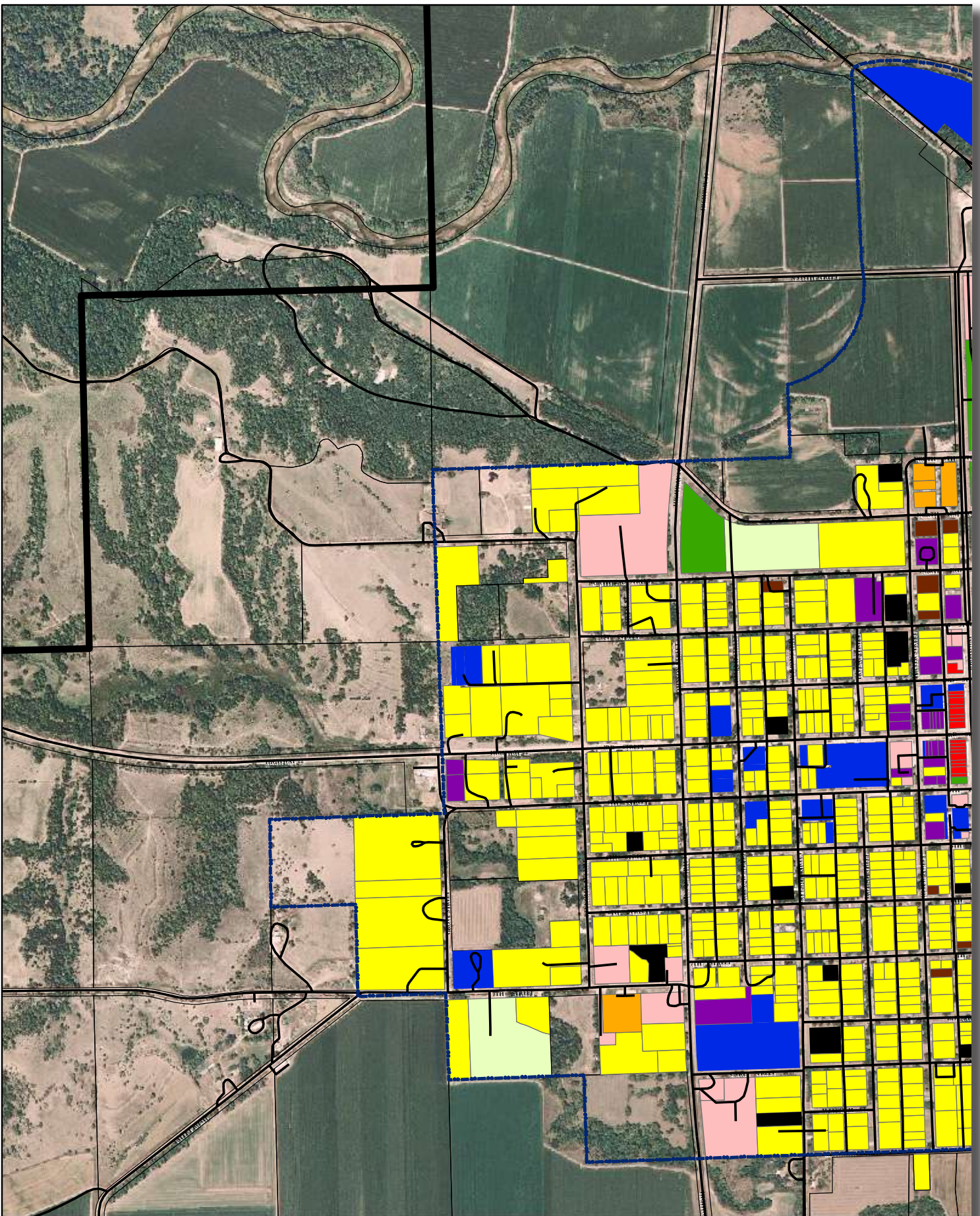
Developed land uses comprise of 621.3 acres, or 74.9% of the corporate boundary of Fullerton. The remaining 208 acres or 25.1% of the land is either vacant or used for agriculture. This figure is especially important when development opportunities come up within the community. If conducive, such land shall be developed as the community grows.

LAND USE COMPARATIVE ANALYSIS

The following table provides a comparison of the percent of the total area in each land use category for Fullerton and four other communities from the State of Nebraska of similar populations and size.

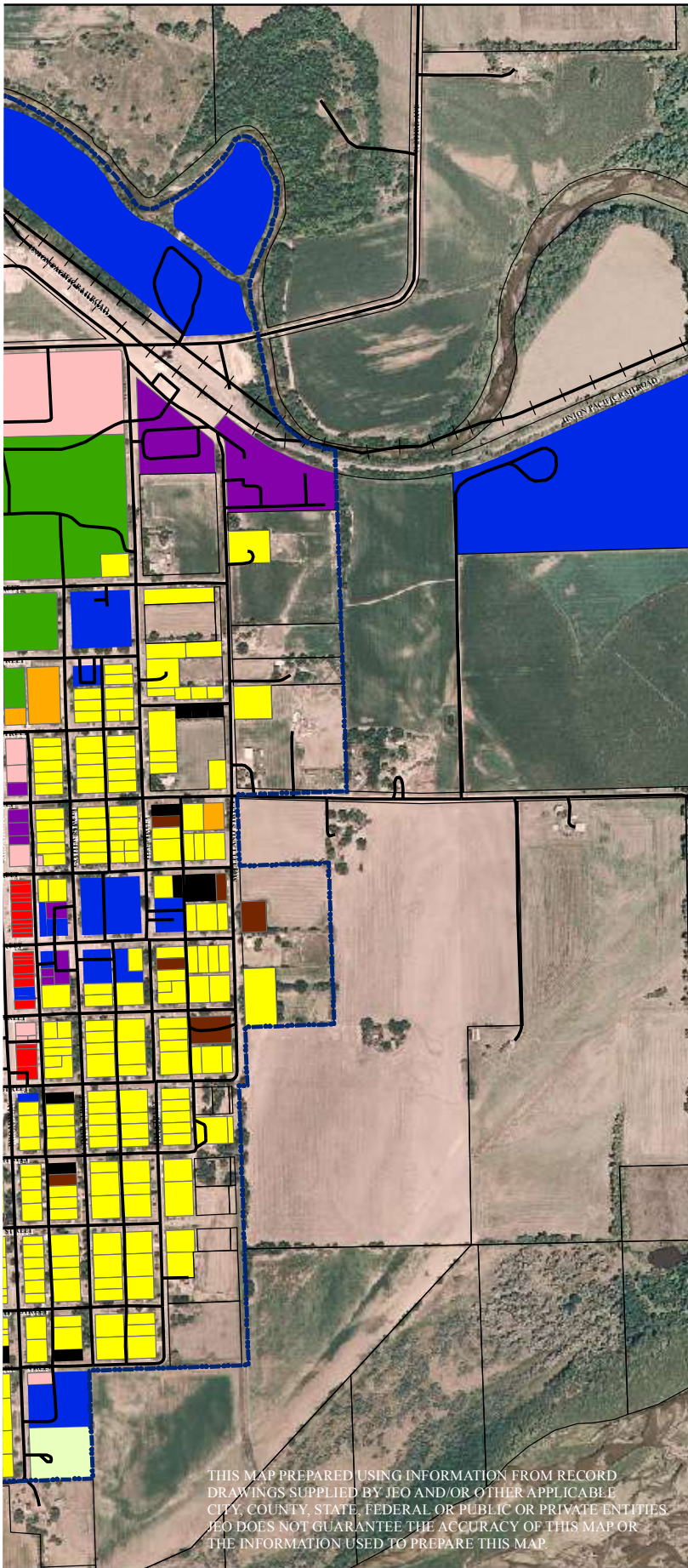
The data in Table 23 compares the existing land use of Fullerton against the communities of Creighton, Grant, Beaver Crossing and Eagle, Nebraska. Manufactured housing was not listed as part of the existing land use field survey for Creighton or Grant. The above mentioned communities are either similar in size or population to Fullerton, and allow the City to begin comparing its development patterns against those of similar communities across the state. Each comprehensive plan for the other communities was prepared by the consultant, ensuring a similar methodology between land use plans when possible.

FIGURE 10: EXISTING LAND USE MAP



Existing Land Use

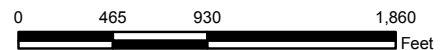
Figure: 10



-  Agriculture / Open Space
-  Agricultural / Residential
-  Single Family Residential
-  Multi-Family Residential
-  Manufactured Homes
-  Downtown Commercial
-  General Commercial
-  Industrial
-  Public / Quasi Public
-  Parks and Recreation
-  Vacant

City of Fullerton

Nance County, Nebraska



Prepared By: JEO Consulting Group, Inc.
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 GIS Process: ArcView 9.2

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TABLE 23: LAND USE COMPARISONS (TOTAL AREA PERCENTAGE); FULLERTON AND OTHER COMMUNITIES

| | Fullerton | Creighton | Grant | Beaver Crossing | Eagle |
|-----------------------|-----------|-----------|--------|-----------------|--------|
| Total Acres | 829.25 | 750 | 487.0 | 437.2 | 418.7 |
| Acres per 100 persons | 65.2 | 59.1 | 39.8 | 95.7 | 37.9 |
| Land Use Category | | | | | |
| Residential | 32.7% | 33.2% | 38.6% | 16.4% | 52.5% |
| Single-family | 31.9% | 32.6% | 37.8% | 15.2% | 50.8% |
| Multi-family | 0.3% | 0.6% | 0.8% | 0.0% | 0.2% |
| Manufactured Housing | 0.5% | 0.0% | 0.0% | 1.3% | 1.4% |
| Commercial | 4.6% | 7.3% | 5.5% | 0.7% | 1.6% |
| Industrial | 2.0% | 3.9% | 12.3% | 12.0% | 5.1% |
| Public/Quasi-Public | 6.9% | 8.9% | 23.6% | 1.7% | 1.7% |
| Parks/Recreation | 2.5% | 3.5% | 1.8% | 3.3% | 6.9% |
| Transportation | 26.2% | 22.0% | 12.5% | 14.3% | 21.6% |
| Total Developed Land | 74.3% | 78.8% | 94.5% | 48.5% | 89.4% |
| Vacant/Agriculture | 25.1% | 21.2% | 5.5% | 51.5% | 10.6% |
| Total Area | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: 2006 Eagle Comprehensive Development Plan, 2007 Creighton Comprehensive Plan - JEO Field Survey 2005 Grant, and Beaver Crossing Comprehensive Development Plans - JEO Field Survey

Fullerton and Creighton are almost mirror images of each other in terms of land use statistics and population, both of which have a very balanced set of land uses particularly when compared to the other cities cited in the table. What Fullerton can take from this table comparison is a slight lack of commercial and industrial land uses.

Envision Fullerton

Fullerton Town Hall Meetings

Fullerton's Vision

Goals and Policies



Envision Fullerton

Planning for the future land uses of the City is an ongoing process of goal setting and problem solving aimed at encouraging and enhancing better communities and a higher quality of life. Planning focuses upon ways of solving existing problems within the community, and providing a management tool enabling Fullerton's citizens to achieve their vision for the future.

Visioning is a process of evaluating present conditions, identifying problem areas, and bringing about consensus on how to overcome existing problems and manage change. By determining Fullerton's strengths and weaknesses, the community can decide what it wants to be in the future, and then develop a "roadmap" guiding decisions so as to ultimately fulfill the vision of the citizens.

Change is continuous, therefore Fullerton must decide what specific criteria will be used to judge and manage change. Instead of reacting to development pressures after the fact, the City along with their strategic vision, can better reinforce the desired changes, and discourage negative impacts that may undermine the vision. A shared vision permits Fullerton to focus its energies and minimize conflicts in the present, and future.

One of the most important components of a city's Comprehensive Plan are the goals and policies. The issues and concerns of the citizens are developed into a vision. The vision statement can then be further delineated and translated into action statements, used to guide, direct, and base decisions for future growth, development and change within and surrounding Fullerton. Consensus on "what is good land use?" and "how to manage change in order to provide the greatest benefit to the city and its residents?" is formed. Fullerton's goals and policies attempt to address various issues, regarding the questions of "how" to plan for Fullerton's future.

Goals are desires, necessities and objectives to be attained in the future. A goal should be established in a manner that allows it to be accomplished. Goals are the end-state of a desired outcome. Goals also play a factor in the establishment of policies within a community. In order to attain certain goals and/or policies within a community, the goals need to be modified or changed from time to time.

Policies are concerned with defining and implementing the broad goals of the Comprehensive Plan. Policies are a means to achieving the goals established by the community residents. They are specific statements of principle or actions that imply a clear commitment that is not mandatory. Policies are part of the value system linking goals with action. Policies have three different elements:

1. an end that needs to be achieved,
2. a means by which to achieve that end, and
3. an administrative mechanism by which the means are carried out

These policies will synthesize the information from the goals, as well as the responses from the participants of the Town Hall meeting, and the consensus of the planning commission, in order to develop solutions that will achieve the various goals of the Comprehensive Plan. Therefore, policies play an important role in the Comprehensive Plan because they are the actions that need to be taken to meet the goals.

The goals and policies assure that the Comprehensive Plan accomplishes the desires of the residents in Fullerton. This section of the Comprehensive Plan is therefore, a compilation of local attitudes observed through public meetings and workshops. When followed, development proposals in the community will be evaluated as to

their relationship with the citizens' comments. Therefore, "goals and policies" should be referred to as diligently as the Future Land Use Map or any other part of the Comprehensive Plan, when reviewing and/or making recommendations on planning issues. Likewise, they should be current, in order to reflect the attitudes and desires of the City and its residents.

It is important for communities to establish their goals and policies in a manner that allows for both long-term and short-term accomplishments. The short-term goals and policies serve several functions:

- Allow for immediate feedback and success, which fuels the desire to achieve additional goals and new policies.
- Allow for the distribution of resources over time thus assuring a balanced use of public investment.
- Establish certain policies that need to be followed before the long-term goals can be accomplished.

FULLERTON TOWN HALL MEETING

On July 24th 2008 the city of Fullerton hosted a Town Hall meeting in the city library. The purpose of the meeting was to gather input on issues (both positive and negative) facing the residents of Fullerton. At the meeting, the attendees were asked to answer four questions so as to identify various issues and develop strategies to address those issues. The following information summarizes the results of that meeting.

NEGATIVES

"WHAT WOULD YOU LIKE TO SEE CHANGE IN FULLERTON?"

The participants in the Town Hall Meeting were asked to respond to this question as honestly as possible. They were told this was a brainstorming exercise, and that there was no right or wrong answer. Through brainstorming and listing every response, the participants are more likely to engage in a discussion that can lead to more responses. The reasoning behind this question is to identify what topics in the community are negative so that through the comprehensive plan these negatives can hopefully be eliminated or turned into positives.

| Response | Votes |
|---|-------|
| Infrastructure | 4 |
| No good available housing in town | 3 |
| Lack of pubic involvement and coordination amongst groups | 3 |
| Need to bring young people back - job opportunities | 2 |
| Poor Attitude | |
| Clean-up undesirable properties | |
| Due to environmental constraints town can't grow much | |
| Ban on Pitbulls | |
| Zoning Regs constrict development | |
| County Fair facilities need updating | |

POSITIVES

“WHAT DO YOU LIKE ABOUT FULLERTON?”

This question was presented to the participants. The reasoning behind this question is to identify topics in the community that are positives and through the planning process these positives can be used as building blocks for improving the city.

| Response | Votes |
|---|-------|
| There is movement toward the positive | 4 |
| School System | 2 |
| Safe Community | 2 |
| Diversity of religions with very active memberships | 2 |
| Nice and generous people | 1 |
| Clean Place | |
| County Seat - Draws people in | |
| Rivers - Recreational opportunities | |
| Community Groups | |
| Events - 4th of July, Car Show, Old Fashioned Christmas | |
| Churches work together and support each other | |

VISION

“WHAT IS YOUR VISION FOR FULLERTON?”

In order to respond to this question, participants were asked to think about what they want to see in Fullerton in the future. This question attempts to raise issues that have been, may be, or will be topics that will affect the future of Fullerton.

| Response | Votes |
|--|-------|
| Better housing - new housing development not tied to LMI | 4 |
| More businesses - variety store, etc | 3 |
| Keep young people in town to take over businesses | 3 |
| Senior Independent Living - Higher end | 1 |
| Remain a Class C School | 1 |
| Increase Population for the next 25 years | 1 |
| City Celebration - Draw in people | |
| digitally updated community - work from home | |
| Promote the small town lifestyle Fullerton provides | |
| Bring young families back to town | |

ACHIEVING THE VISION

“WHAT IS NEEDED TO ACHIEVE FULLERTON'S VISION?”

This question asked participants to think of any potential project that they desired to see accomplished in Fullerton. This gave the participants an opportunity to dream a little and express their desires for the city.

| Response | Votes |
|---|-------|
| Housing Programs | 3 |
| Economic Development | 3 |
| Maintain a healthy school system | 2 |
| Promote the outdoor recreation Fullerton has | 1 |
| Market the city | 1 |
| A coordinated vision among the various groups in town | 1 |
| Utilize Plan | |
| Change Attitude | |
| More youth activities - non athletic | |
| Indoor fitness facility | |
| More outdoor recreation opportunities | |

FULLERTON'S VISION

Planning for future land uses, facilities, and continuing economic development within Fullerton is an ongoing process of goal setting and problem solving. The focus of the process is to continually gauge public perceptions and desires so that the city is able to monitor the quality of life it provides. Through public participation, planning focuses on ways to solve existing problems, and provides a management tool to help residents achieve a desired future vision.

Developing a future vision through a process called visioning allows the city to evaluate present conditions, identify problem areas, and build a consensus among residents for the best way to manage future change. The result of the visioning process is a picture of how the residents of Fullerton would like to see the community evolve over the next twenty years. The next step is an evaluation of strengths and weaknesses in the city. Once identified, the city is able to determine specific items to promote and maintain as well as items that need to change so the city can achieve its future vision. This provides a “roadmap” to the future.

Change is constant in every community regardless of the size. Once one characteristic changes, another can become affected by the change. This chain reaction can continue for several steps prior to noticing the changes. Because of this dynamic, the city should develop specific benchmark criteria against which change and development are measured. Armed with a set of benchmark criteria, the city can monitor the effects of change at a specific level. This will enable the city to guide patterns of change towards the future vision. With this in mind, the Steering Committee has adopted the following vision statement as part of the Comprehensive Development Plan.

FULLERTON'S VISION STATEMENT

“Fullerton provides the safety and comradery of a small community that is pulling together for progress in order to provide an extraordinary place to grow a family and business.”



Goals and Policies

- Housing
- Economic Development
- Recreational
- Public Infrastructure
- Natural Resources



Goals and Policies

The goals and policies that have been generated for Fullerton are organized into general categories. The categories are broad enough to allow many issues to fall within them, but narrow enough to allow a fairly clear distinction and separation. More specific goals and policies for transportation and land use can be found within those individual sections further in the document:

HOUSING GOALS

The city of Fullerton will work with various groups and residents to increase and improve the housing stock in the city.

POLICIES

- H-1. Provide different housing types and choices, including affordable housing, throughout each neighborhood to provide for a diverse population and economic base.
- H-2. Encourage convenient access to neighborhood services (retail and parks) from residential areas.
- H-3. Create housing opportunities for residents with special needs throughout the city that are compatible with residential neighborhoods.
- H-4. Interconnected networks of streets, trails and sidewalks should be designed to encourage walking and bicycling and provide multiple connections within and between neighborhoods.
- H-5. Parks and open space should be within walking distance of all residences.
- H-6. Multi-family and elderly housing should be located nearest to commercial areas.
- H-7. Housing within Fullerton should be constructed to meet all applicable local, State and Federal building codes.
- H-8. Establish a program to promote the preservation, maintenance and renovation of existing housing and neighborhoods throughout the city.
- H-9. The city will continue to work with groups to acquire and demolish dilapidated housing, so the lot can then be given to or sold to new/existing residents for new construction.
- H-10. Maintain and enhance infrastructure and services in existing neighborhoods.
- H-11. New and existing residential development should be separated from more intensive uses, such as heavy agriculture, and industrial development, by the use of setbacks, buffer zones, or impact easements.
- H-12. Develop subdivision regulations that provide for a quality living environment while avoiding inefficient and expensive public infrastructure expansions.
- H-13. New residential developments should be accompanied by covenants when appropriate, which provide for the maintenance of common areas, easements and drainage.

- H-14. Establish a program to assist those who can not afford to or are not physically capable to maintain their home properly.
- H-15. City of Fullerton will review and accommodate, wherever possible, any new or alternative development concepts or proposals, provided such concepts or proposals are consistent with and do not compromise in any way the established disposition of land uses on the Land Use Map or the goals and policies of the Plan.
- H-16. The city shall encourage energy/water efficient development in all housing units; this includes the use of energy/water efficient appliances, proper insulation, and retention of all old growth trees when possible for shading purposes.
- H-17. The city shall encourage sustainable development policies that utilize natural features and drainage to minimize the impact of development upon the watershed and nearby waterways.

ECONOMIC DEVELOPMENT GOALS

The City of Fullerton shall work with the areas economic development groups to encourage and promote new business and industry within the city. The city shall strive to promote balanced growth bringing in, residential, commercial and industrial projects to maintain a self-sustaining community.

POLICIES

- ED-1. Work to promote the outdoor recreation Fullerton has to offer as possible new business opportunities.
- ED-2. The youth of Fullerton should be encouraged to remain/return to the City to take over existing businesses or start new businesses. The youth of the community should be involved in the identification and development of city projects to give them a sense of ownership/attachment to the community.
- ED-3. Encourage, promote and develop economic development partnerships between local entities and private companies to assist existing and expanding business enterprises.
- ED-4. The city needs to be involved in all economic development ventures.
- ED-5. Encourage and promote the development of home-based businesses and telecommuting based upon high technology communication infrastructure.

RECREATIONAL GOALS

The City of Fullerton shall provide adequate park and recreation opportunities for local residents and visitors to the community. These facilities should be a combination of the expansion/updating of existing facilities and the establishment of new facilities.

POLICIES

- REC-1. Park and recreation facilities should be designed to accommodate the particular needs and interests of area residents while protecting, preserving, and conserving the environmental character and quality of the area.
- REC-2. Preserve the natural attributes of both the floodplain and floodway to avoid loss of life and property while providing open space.
- REC-3. Encourage private developers to actively contribute to the city's park, recreation and open space system.
- REC-4. Promote recreation as a means of economic development for Fullerton.
- REC-5. Develop a trails plan that would utilize floodplain land, easements and parklands so as to connect areas of the city with non-motorized transportation routes.
- REC-6. Maintain and improve recreational amenities offering year round use.
- REC-7. Implement the Power Plant Park Master Plan
- REC-8. The City of Fullerton will look to explore the development and expansion of recreational opportunities in the future. These may include:
- A new Sports Complex designed to be a regional attraction that may contain baseball, softball and soccer facilities
 - An upgrade from the existing pool to an aquatic center
 - Updating all the city parks equipment

PUBLIC INFRASTRUCTURE GOALS

The city shall work to repair/update the public infrastructure so as to create an inviting environment for attracting new residents and businesses into Fullerton.

POLICIES

- INFRA-1. Maintain and encourage concise development.
- INFRA-2. Maintain/update older areas of town so as not to encourage deterioration of the neighborhoods
- INFRA-3. Work to replace undersized and deteriorating water and sewer lines.
- INFRA-4. Evaluate all possible alternatives to continue to provide sufficient services to current and future residents.

NATURAL RESOURCE GOALS

The City of Fullerton has the opportunity to retain a high-quality natural environment. However, the impact of human development can upset the natural ecological balances and the high aesthetic quality of the City. Natural resources (soils, vegetation, topography, groundwater, surface water and air) in and around Fullerton will be protected and managed to insure long term quality, availability and sustainability for the current and future residents.

POLICIES

- NAT-1. Federal requirements and regulations shall be followed when land use regulations are being developed. Fullerton's regulations should, at a minimum, be as strict as federal standards, and where necessary, may be enforced in a manner stricter than federal guidelines.
- NAT-2. Protect all water supplies and aquifers from development activities that may affect the quality and/or quantity of water. Development shall demonstrate a positive or, at least, a neutral impact on surface and ground water supplies.
- NAT-3. Establish zoning and subdivision standards that support conservation of natural resources. This can be accomplished by the creation of clustered developments implementing the use of Conservation Easements and other tools.
- NAT-4. Encourage the preservation of environmentally sensitive areas such as wetlands, wooded areas, waterways (streams, ponds, lakes, rivers, etc.), landmark trees and other amenities. Preservation should occur through no development, incorporation of these areas into conservation areas, and/or erosion control measures when these amenities are downstream from a proposed development.
- NAT-5. Restrictions on land uses within the floodplain which are open and undeveloped, including forestry, agriculture, wildlife habitat and recreational areas should be established.
- NAT-6. The City will, in making land use decisions relative to industrial or other uses likely to pose a threat to air quality, consider proximity of the proposed use to residential areas and meteorological factors such as prevailing wind direction and velocity.
- NAT-7. The City of Fullerton should create a set of standards to promote the planting of recommended tree species.



Achieve Fullerton

Transportation Facilities and System
Future Land Use Plan



Achieve Fullerton

Introduction

The purpose of the Achieve section is to provide a general guide to direct changes in land use and transportation over time. The resulting changes in land uses and transportation networks should be capable of coexisting with a minimum number of conflicts. This section must reflect the existing conditions and be flexible in order to meet the needs of its citizens as well as the vision for the community's future.

The Achieve section provides the basis for the formulation of land use (zoning) regulations and the application of zoning districts. For this reason, it is imperative to formulate a plan tailored to the needs, desires and limitations of the planning area. The Achieve section should promote improvements in all components of the local economy with particular emphasis on redevelopment.

ELEMENTS

The elements of the Fullerton Achieve section include Future Land Use, and a Transportation Plan. These elements play the most integral role in achieving Fullerton's vision for the future.

- Transportation Facilities and System
- Future Land Use

Transportation Plan

- Introduction
- Transportation Improvements
- Transportation Planning
- Transportation Goals



Transportation Plan

Introduction

Transportation networks tie communities together and provide a link to the outside world. Adequate circulation systems are essential for the safe and efficient flow of vehicles and pedestrians, and accessibility to all parts of the City. The Transportation Plan will identify future improvements planned and those necessary to provide safe and efficient circulation of vehicles within the City of Fullerton, including projects that ensure implementation of the Land Use Plan.

TRANSPORTATION PLANNING

Land use and transportation create the pattern for future development. A new or improved transportation route generates a greater level of accessibility and determines how adjacent land may be utilized in the future. In the short term, land use shapes the demand for transportation. However, new or improved roads, may change land values, thus altering the intensity of which land is utilized.

In general, the greater the transportation needs of a particular land use, the greater its preference for a site near major transportation facilities. The location of commercial activities are sensitive to highly traveled routes since their survival often depends upon the ease at which consumers can travel to and through an area. Thus, commercial land uses are generally located near the center of their market area along highways or at the intersection of arterial streets.

HIGHWAY CORRIDORS

The main thoroughfares in and through town are the two Highway corridors (NE Hwy 22 and NE Hwy 14). NE Hwy 14 runs north and south through town and connects Fullerton to Interstate 80. NE Hwy 22 comes into town from the west, joins NE Hwy 14 in town and turns east about a mile north of the city.

COMMUNITY ENTRANCES AND GATEWAYS

The major entrances into Fullerton are an important visual element as to how the city is perceived by individuals passing through the community. These gateways should be designed in a manner that personifies the high quality of life that Fullerton's residents enjoy as well as the beauty of the city as a whole. These gateways can be a source of community pride, and can also be good promotional tools for economic development. Entrances and gateways should be used to direct passerby into the commercial areas of Fullerton such as the downtown.

DESIGN FOR MAJOR THOROUGHFARES AND ARTERIAL

Major thoroughfares should be visually pleasing to both pedestrians and vehicular traffic. The introduction of grass and other landscaping materials as well as standards for how commercial and residential developments use signs to identify themselves can contribute significantly to the safe and efficient movement of people. Major thoroughfares within Fullerton need to be designed to serve two purposes. The first purpose is to move people efficiently and safety through the community. Second, the thoroughfares should present an aesthetic appeal to people passing through Fullerton.

COLLECTOR AND LOCAL STREETS

Collector streets are critical to efficient circulation within the community. The collectors need to be designed so that there is connectivity from one neighborhood to the next. Connectivity allows the public to move between major thoroughfares without traveling to and along these thoroughfares en route to their destination.

Local streets need to be designed to minimize conflict between motorized and non-motorized traffic as well as providing for on street parking for residences.

TRAIL DEVELOPMENT

Trail development is an excellent economic development tool, as opposed to strictly a recreational asset for the City. The City should begin development of a continuous network of transportation and recreational trails throughout Fullerton. These trails should be laid out in order to link all of Fullerton parks and recreation areas, schools and downtown.

FIGURE 11: ON-STREET BIKE ROUTE

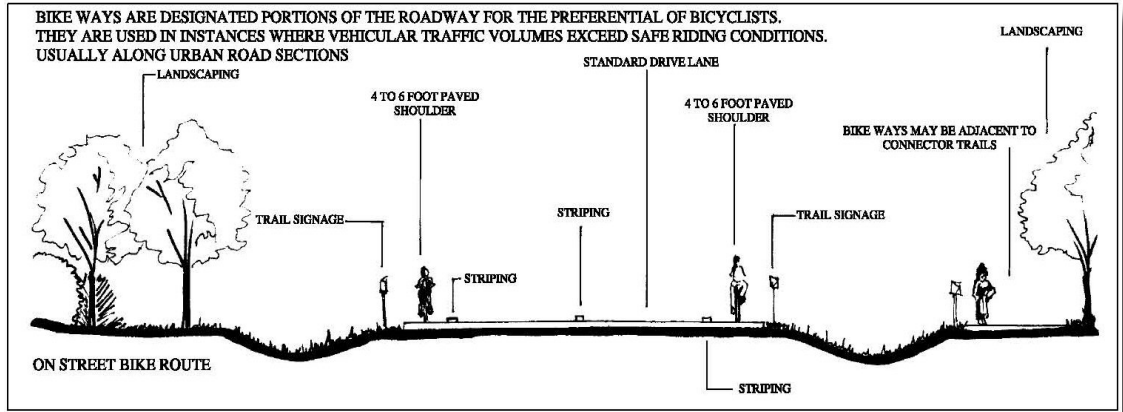


FIGURE 12: TYPE II CONNECTOR TRAILS

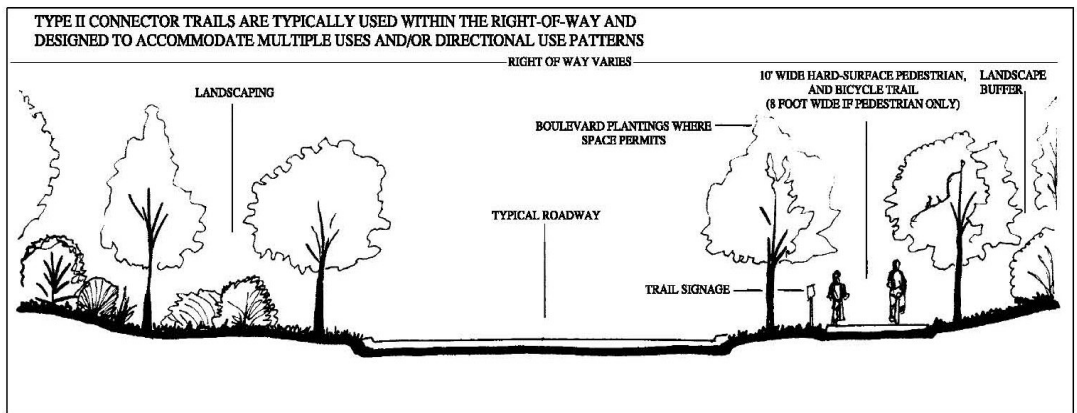
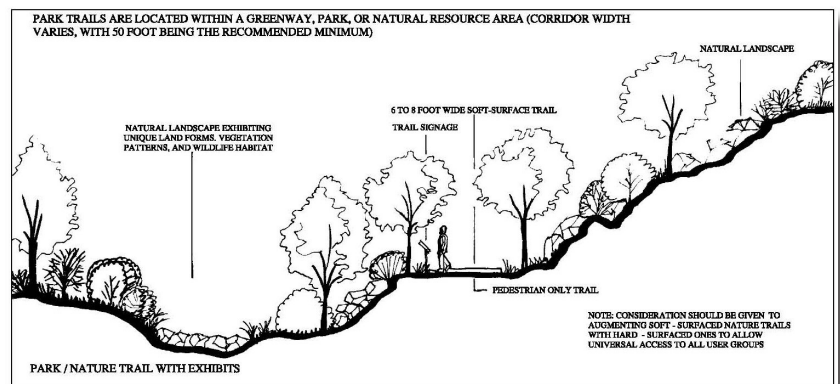


FIGURE 13: PARK/NATURE TRAIL WITH EXHIBITS

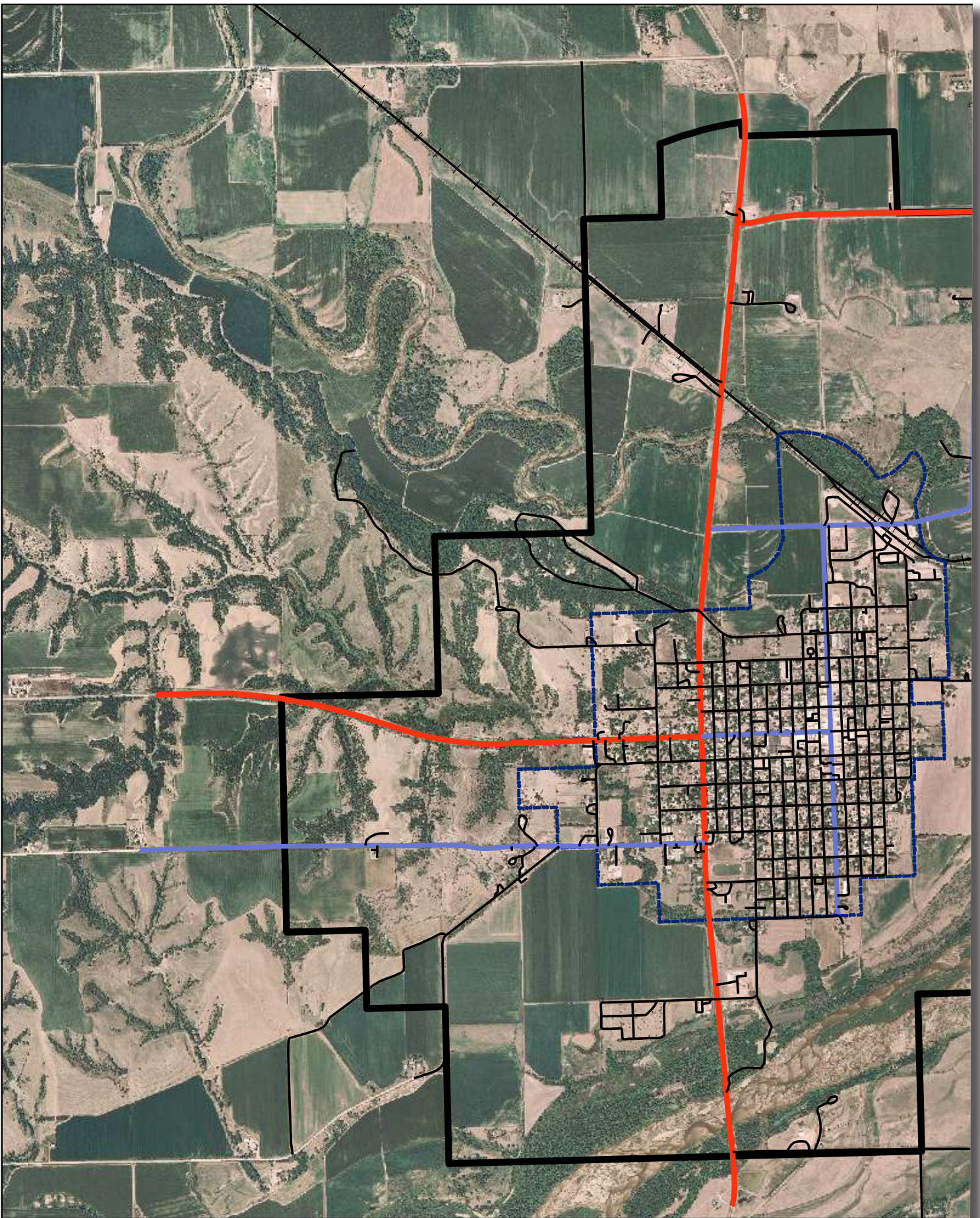


TRANSPORTATION GOAL

The City of Fullerton will provide a transportation system that improves access and circulation for vehicular, pedestrian, and bicycle traffic within the community. The city will upgrade and improve roads as needed due to new development, deterioration, and/or increased traffic loads.

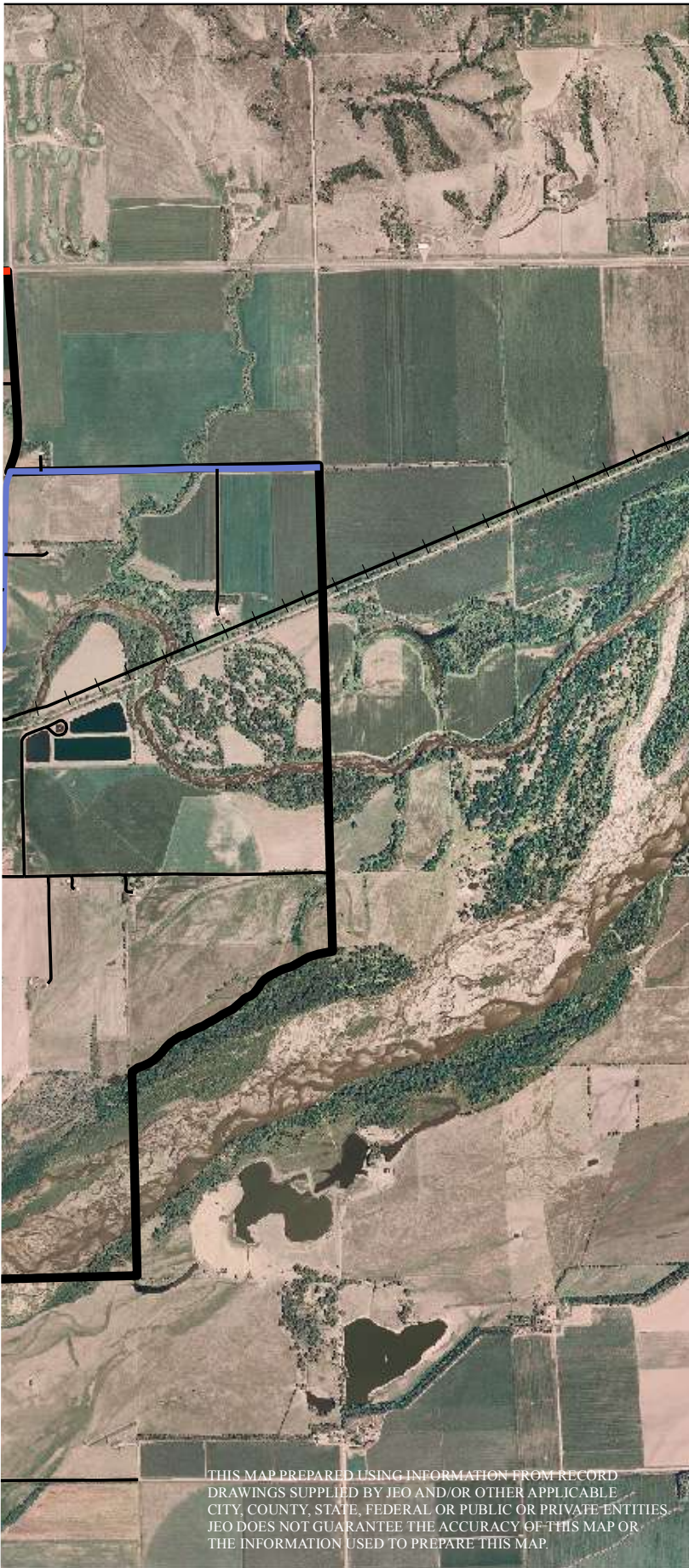
POLICIES

- TRANS-1. Encourage bicycle and pedestrian access to all areas of the city.
- TRANS-2. Strive to avoid pedestrian and vehicular conflicts.
- TRANS-3. Discourage the diversion of commercial traffic into residential neighborhoods.
- TRANS-4. When new development is contemplated, due consideration must be given to the carrying capacity of the existing road system in the area, and development should be discouraged from occurring in areas where the road system is insufficient to handle any additional traffic load.
- TRANS-5. Improve, develop, and maintain well-traveled roads with hard surfacing.
- TRANS-6. Right-of-way and pavements shall be sufficiently wide and of sufficient strength to accommodate anticipated future traffic loads.
- TRANS-7. Commercial signing along major arterials shall be kept to a minimum and shall be low profile.
- TRANS-8. All transportation-related decisions will be made in consideration of land use impacts including but not limited to adjacent land use patterns, both existing and planned, and their designated uses and densities.
- TRANS-9. When new or reconstructed streets are built, there should provisions made in the design documents that provide for additional space along a wider shoulder or path within the R.O.W. for pedestrian/bicycle access.
- TRANS-10. Encourage “Green Streets.”



Transportation Plan

Figure: 14

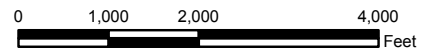


Transportation

- Local
- Highway
- Collector

City of Fullerton

Nance County, Nebraska



Prepared By: JEO Consulting Group, Inc.
 Source: NDNR / City of Fullerton
 GIS Process: ArcView 9.2

CREATED BY: J. Sather
 REVISED BY: C. Wacker
 JEO PROJECT NUMBER: 293PL2





Future Land Use Plan

- Land Use Plan Objectives
- Land Use Categories
- Future Land Use Goals
- Extraterritorial Jurisdiction
- Annexation Policy



Future Land Use Plan

The Future Land Use Plan assists the community in determining the type, direction and timing of future community growth and development. The criteria used in this Plan reflect several elements, including:

- **the current use of land within and around the community**
- **the desired types of growth and redevelopment, including location of that growth and redevelopment**
- **the feasibility of extending water and sanitary sewer as well as the capacity of the existing water and sanitary sewer treatment facilities in Fullerton**
- **physical characteristics, including both opportunities and constraints of future growth areas**
- **current population and economic trends affecting the community**

Fullerton should review and understand the above criteria when making decisions about the future use of land within the planning jurisdiction of the community.

Land Use Plan Objectives

Identify past trends in demand for various land use categories (residential, commercial, industrial, public). Determine which are working and which may need modification. Combine community goals with estimated future demands to project future land use needs.

Establish policies and land use suitability standards to

- a. Protect and enhance current and future building/land use
- b. Provide reasonable alternatives and locations for various land uses
- c. Promote efficient use of public facilities and utilities

Future land uses are generally segregated into six primary categories. However, several categories are further delineated to provide greater detail for future development. The following list shows the general land uses within each Land Use Category:

- Transitional Agriculture (TA)
- Residential
 - Low Density Residential (LDR)
 - Medium Density Residential (MDR)
 - High Density Residential (HDR)
- Commercial
 - General Commercial (GC)
 - Downtown Commercial (DT)
- Industrial (IND)
- Public / Quasi-Public (PQP)
- Parks / Recreation (PR)

LAND USE CATEGORIES

TRANSITIONAL AGRICULTURAL (TA):

This land use designation intends for the continued use of cropland, farmsteads, livestock areas, animal services, crop services, horticulture, community supported agriculture and tree farms. At some point in the future this designation may transition into an urban developed use.

RESIDENTIAL:

Residential development is the backbone of a community. These areas are where the residents live and spend the quality time in their lives. The next three land use designations are intended for single-family dwellings, townhouses, duplexes, multifamily dwellings, apartments, group homes and elderly homes. The difference among the various groups is the density of development in each land use category.

Low Density Residential (LDR):

The first among the residential land uses. The recommended density for this land use designation is a minimum of one acre per unit. This would be compatible with existing acreage development in and near the edges of the community. This type of land use would not be recommended in prime developable areas near Fullerton due to the amount of land consumed. However, this type of use should be located near existing acreages and in areas where the land is not suitable for agricultural use or traditional suburban development. An example of a typical low density land use area would be a cluster development that works to incorporate the natural amenities of the area. A portion of the development site would allow single family residential and the remaining area of the site would be left undeveloped. City services could either be or not be provided within this land use designation.

Medium Density Residential (MDR):

The next highest development density of residential is medium density residential with a density that ranges from three to 10 units per acre. This would be a common density found throughout the existing portions of Fullerton. This density would allow lots for single family dwellings anywhere from 15,000 square feet to 7,000 square feet lots. City services such as water and sewer would be provided.

This density is intended to encourage variations to the standard detached single-family environment. The area will include predominantly single-family detached dwellings, with some occasional townhomes and condominium developments as well as some two- to four-family dwellings mixed in to the subdivision. In addition, this land use category allows for some limited multi-family developments in conjunction with developments that predominately contain single-family units. In this way, these areas can provide some opportunity for affordable housing in such a way that it is incorporated into an overall mixed-use residential neighborhood. Most dwellings will be one or two story, and will maintain a typical residential scale and character.

This district is intended to provide character through allowing a number of alternative housing opportunities within a neighborhood setting. Because of the higher concentration of residents in some of these areas, open space and linear parks should be used in conjunction with this area to provide visual interest and contrast with the more densely developed residential form.

High Density Residential (HDR):

This land use district is intended to accommodate denser residential development. The locations of this district are such that they act as a buffer between more intensive uses, (i.e. Commercial, Industrial, and major transportation routes) and low density and/or medium density areas.

The developed density of these areas should be 10-35 housing units per acre. Multi-family units can take on the appearance and scale of single-family dwelling units and should do so when situations dictate. The City of Fullerton needs to work with developers in the area to construct units of varying kinds in order to give the residents different options to choose from. This can lead to a more diverse group of residents in the community.

Commercial:

Commercial development is critical to the future stability of the community. Commercial uses are one of two non-residential uses that aid in balancing the tax receipts of a community. More predominate is the fact that commercial uses provide the different goods and services required by local residents. Commercial uses can be divided into two categories, 1) Downtown Commercial and 2) General Commercial. Downtown Commercial uses contain smaller shops, service-oriented businesses, and restaurants/entertainment venues on the street level while utilizing the upper floors for residential uses. General Commercial Uses are those that are located outside of the downtown area and are used for the purpose of selling goods and services.

The City of Fullerton must work with future Commercial developments of all sizes with regard to their building sites, parking, landscaping, etc. How future commercial uses are constructed, located, and developed will have major impacts on how Fullerton is perceived by future residents and visitors. These uses need to observe some basic design standards in the future such as:

- Placement, scale, and orientation of commercial, residential, and mixed use buildings.
- Size, location, and landscaping of parking.
- Building articulation, building materials, roof pitch, and buffering from streets.
- Screening of accessory uses

Downtown Commercial (DC):

The downtown commercial district is intended to encompass Fullerton's historic downtown corridor. This district is currently a mixture of small retail shopping, offices, and restaurants/entertainment venues on the ground floor and mixed residential in the upper floors. This type of mixed use district is only appropriate in a downtown setting.

General Commercial (GC):

The general commercial district for Fullerton includes mostly the Highway corridors, as well as a few neighborhood commercial areas. This district includes all types of commercial activity from offices, to retail stores, to restaurants. The differences between downtown commercial and general commercial are the mixture of residential uses and the square footage of retail uses allowed. General commercial does not allow for any residential uses to be mixed in, and does allow for large retail stores that require large parking areas. There may be a need in the zoning regulations to also have a neighborhood commercial district that limits the size of a given commercial development so as not to encroach on or disrupt the surrounding neighborhood. The entrance corridors along Hwy 14 should have special restrictions placed on it above and beyond typical commercial development to provide an aesthetic appeal as you enter Fullerton, these restrictions typically include special landscaping, types of buildings and building materials, and signage.

Industrial (I):

This land use area is intended to accommodate smaller less intensive manufacturing companies to heavier more intensive industrial uses depending upon the location of the use in comparison to the community. Intended uses included the following:

- Large and small scale production
- Production with minimal odors, noise, hazardous chemicals, and other pollution and water usage
- Full scale wholesaler / distributors

These types of land use areas have been located in the community away from less intense uses to minimize conflict between uses. (i.e. residential and public uses) This separation allows the industrial uses a place in the community to effectively operate without disruption.

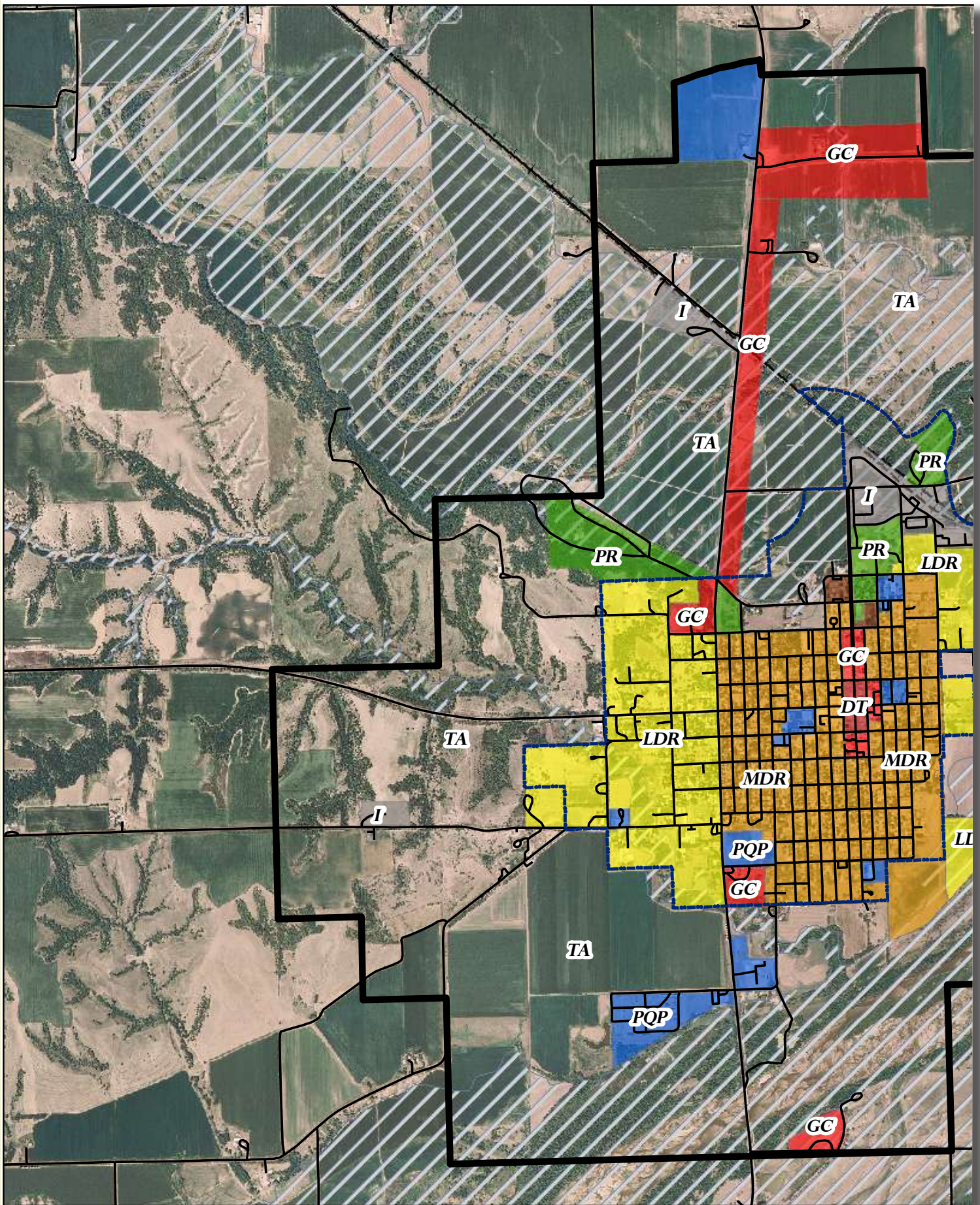
Public/Quasi-Public (PQP):

This land use district is intended for city offices, libraries, fire stations, schools, hospitals, churches, civic organizations and other similar public uses. The Public/Quasi-Public land use district is a general area that can be utilized anywhere within the community.

Park/Recreation (PR):

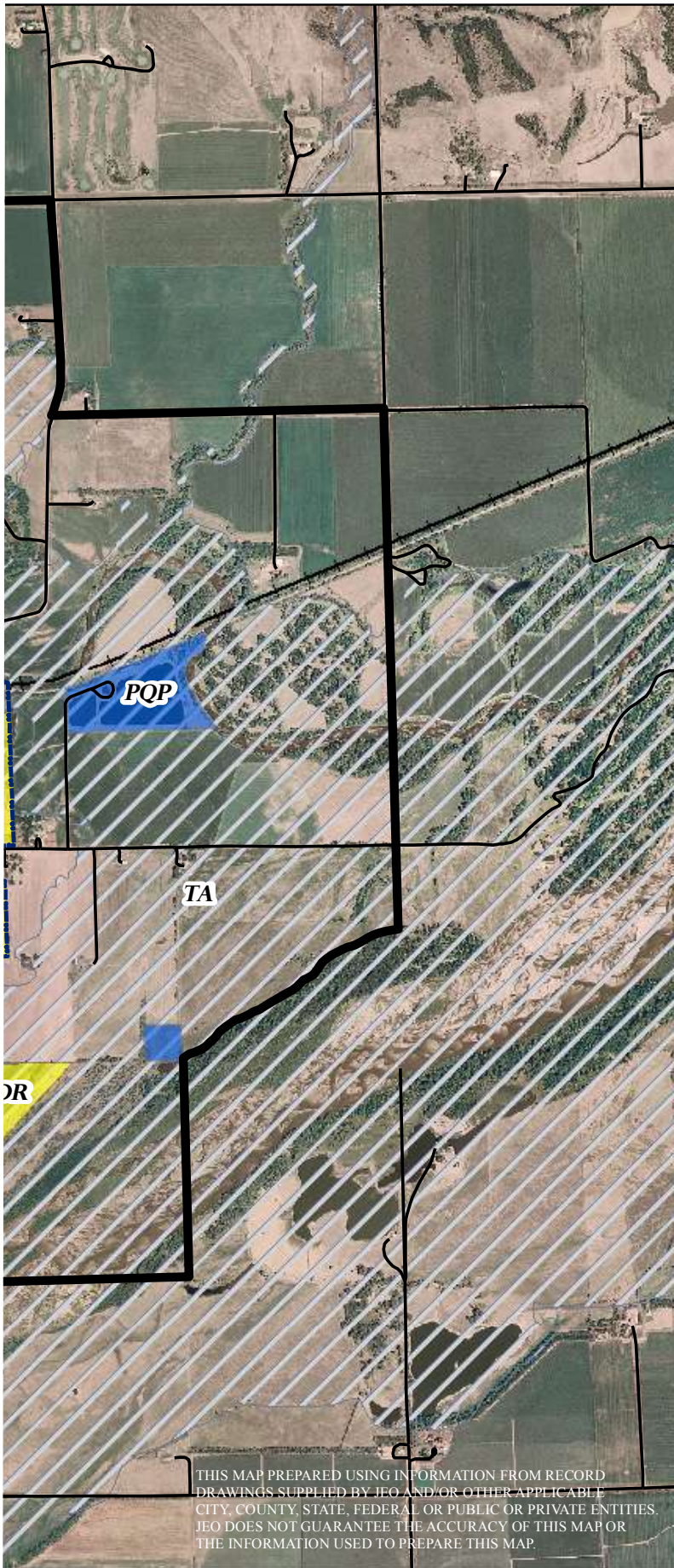
This land use district is intended for Parks, green space, trails, and recreational areas. This land use designation can be used as a tool to encourage the appropriate use of open space. The City should work with developers to identify areas worthy of protection and of recreational value rather than allow individual developers to designate the park and open areas.

FIGURE 15: FUTURE LAND USE MAP













Future Land Use

Figure: 15



Future Land Use

-  TA - Transitional Agriculture
-  LDR - Low Density Residential
-  MDR - Medium Density Residential
-  HDR - High Density Residential
-  GC - General Commercial
-  DT - Downtown Commercial
-  I - Industrial
-  PQP - Public/Quasi-Public
-  PR - Park and Recreation
-  100yr Floodplain

City of Fullerton

Nance County, Nebraska



Prepared By: JEO Consulting Group, Inc.
 Source: NDNR / City of Fullerton
 GIS Process: ArcView 9.2

CREATED BY: J. Sather
 REVISED BY: C. Wacker
 JEO PROJECT NUMBER: 293PL2



THIS MAP PREPARED USING INFORMATION FROM RECORD DRAWINGS SUPPLIED BY JEO AND/OR OTHER APPLICABLE CITY, COUNTY, STATE, FEDERAL OR PUBLIC OR PRIVATE ENTITIES. JEO DOES NOT GUARANTEE THE ACCURACY OF THIS MAP OR THE INFORMATION USED TO PREPARE THIS MAP.

FUTURE LAND USE GOALS

The City of Fullerton should manage the land in a cost-effective and efficient manner while encouraging the use of infill development and redevelopment of deteriorating areas. Guiding future growth and development in Fullerton towards a compact pattern of land uses based upon the efficient and economical expansion of public infrastructure will continue to maintain and improve the quality of life for everyone in the community.

GENERAL LAND USE POLICIES

- GEN-LU-1. A review and comment process will be required for any proposed activity that occurs within City planning and zoning jurisdiction.
- GEN-LU-2. Develop zoning and subdivision regulations that promote efficient land usage and long-term adequacy, while avoiding land use conflicts and inefficient extension of public infrastructure.
- GEN-LU-3. Encourage the development of vacant lands within Fullerton that do not require extension of the public water and sewer systems through some type of incentive package.
- GEN-LU-4. Encourage the redevelopment of areas that are falling into disrepair with some form of financial assistance to those willing to work with those properties.

RESIDENTIAL LAND USE POLICIES

- RES-LU-1. The City of Fullerton should manage residential development by preserving and enhancing existing residential neighborhoods.
- RES-LU-2. Residential development should be separated from more intensive uses, such as agriculture, commercial, and industrial development, by the use of setbacks, or buffer zones.
- RES-LU-3. Promote the development of housing that varies in size, density, and location.
- RES-LU-4. Utilize information tools such as slope, soil type, floodplain, road and bridge development and maintenance plans, when identifying areas for residential development.
- RES-LU-5. Develop subdivision regulations that provide for a quality living environment while avoiding inefficient and expensive public infrastructure expansions.
- RES-LU-6. Support housing options for all incomes and physical capabilities of Fullerton's residents.
- RES-LU-7. Encourage the establishment and promotion of a rehabilitation program to maintain and improve the existing housing stock.
- RES-LU-8. Develop relationships and partnerships with housing professionals in the public and private sector to establish a range of affordable housing options, ranging from a first time homebuyer program to rental assistance.
- RES-LU-9. The City of Fullerton will review and accommodate, wherever possible, any new or alternative development concepts or proposals, provided such concepts or proposals are consistent with and do not compromise in any way the established disposition of land uses on the Land Use Map or the goals and policies of the Plan.

COMMERCIAL LAND USE POLICIES

- COM-LU-1. Work to create an aesthetically pleasing commercial corridor along Hwy 14.
- COM-LU-2. Promote the efficient expansion of public infrastructure through the development of commercial centers as clusters of high-density development that efficiently utilize land.
- COM-LU-3. Encourage investment in new and existing commercial development which is compatible in size, architectural design, intensity, and signage with surrounding land uses in established areas.
- COM-LU-4. Appropriate transitional methods should be considered at all locations where the development or expansion of commercial land use abuts residential property (either built or zoned).

INDUSTRIAL LAND USE POLICIES

- IND-LU-1. Provide for proper buffer zones or compatible land uses along industrial areas so as to not negatively effect the surrounding areas.
- IND-LU-2. Promote Fullerton as an industry friendly community with a strong employment base.

EXTRATERRITORIAL JURISDICTION

The one-mile area beyond the City limits will be a factor in Fullerton's future growth. The land uses in the extraterritorial area should reflect the desires of the city for possible expansion while provide for continued agriculture use.

ANNEXATION POLICY

As cities grow in size the borders must be extended in order to provide a higher quality of life for its residents. This power should be used, as development becomes urban in nature rather than rural.

There are many ways in which a city may annex land, the following are the simplest and most common ways:

- The area is adjoining existing corporate limits and is platted
- The area is adjoining, not platted, less than 21 acres in size and has the consent of the owner
- The area is an "Island" annexation of city owned property
- The "Island" annexation has the consent of the land owner and the county board

With regard to annexation, the City should establish subdivision improvement agreements and non-contested annexation agreements with future developments that occur outside the corporate limits. This agreement states that the development can be annexed, at the discretion of the City, and the owners will not contest the annexation action.

POTENTIAL ANNEXATIONS

Currently, there are no existing developments, lots, or tracts adjacent and contiguous to the Corporate Limits of Fullerton that might warrant annexation.



Plan Implementation

Plan Implementation

Plan Maintenance



Plan Implementation

CARRYING OUT FULLERTON'S FUTURE PLAN

Successful community plans have the same key ingredients: ideas, consensus, hard work, and the utilization of each of these things to solve the community's problems. This section of the plan contains the inspiration of the City officials and residents who have participated in the planning process. Nevertheless, the ultimate success of this plan remains in the dedication offered by each and every resident to stick to the plan and update it when ideas and consensus change.

There are numerous goals and objectives in this plan. It is recommended to review the relevant goals during planning and budget sessions. However, it is also recommend that the City select elements of the plan for immediate action; the goals of highest priority which is described below as the Action Plan.

ACTION AGENDA

The Action Agenda is a combination of the following:

- Goals and Objectives
- Land Use Policies
- Support programs for the above items

It will be critical to earmark the specific funds to be used and the individuals primarily responsible for implementing the action agenda in Fullerton.

SUPPORT PROGRAMS FOR THE ACTION AGENDA

Four programs will play a vital role in the success of Fullerton's plan. These programs are:

1. Capital Improvements Financing--an annual predictable investment plan that uses a six to ten-year planning horizon to schedule and fund projects integral to the plan's implementation.
2. Zoning Regulations--updated land use districts allow the City to provide direction for future growth.
3. Subdivision Regulations--establish criteria for dividing land into building areas, utility easements, and streets. Implementing the Transportation Plan is a primary function of subdivision regulations.
4. Plan Maintenance—reviewing the Plan annually and conducting a major review every five-years will allow the City flexibility in responding to growth and a continuous program of maintaining the plan's viability.

PLAN MAINTENANCE

ANNUAL REVIEW OF THE PLAN

Maintaining a relevant, up to date plan is critical to the City's planning success. To sustain the confidence of both public and private sectors, the City must evaluate the effectiveness of planning activities and, most importantly, make mid-plan corrections on the use of City resources so as to keep the Plan current. Thus, an annual review should occur whereas the City Council, the Planning Commission, residents, and staff are able to review the plan and recommend any necessary changes.

After adoption of the comprehensive plan, opportunities should be provided to identify any changes in conditions that would impact elements or policies of the plan. At the beginning of each year a report should be prepared by the Planning Commission that provides information and recommendations on whether the plan is current in respect to population and economic changes and if the recommended policies are still valid for the City and its long-term growth.

The Planning Commission should hold a public hearing on this report to:

1. Provide citizens or developers with an opportunity to present possible changes to the plan;
2. Identify any changes in the status of projects called for in the plan; and
3. Bring forth any issues, or identify any changes in conditions, which may impact the validity of the plan.

If the Commission finds major policy issues or major changes in basic assumptions or conditions have arisen which could necessitate revisions to the plan, they should recommend changes or further study of those changes. This process may lead to identification of amendments to the plan. The City Council or Planning Commission shall compile a list of proposed amendments received during the year in preparation for a report to provide pertinent information on each proposal, and recommend action on the proposed amendments. The comprehensive plan amendment process should adhere to the adoption process specified by the Nebraska State Statutes and should provide for organized participation and involvement of interested citizens.

UNANTICIPATED OPPORTUNITY

If major, new, innovative development opportunities arise which impact several elements of the plan and are determined to be of importance, a plan amendment may be proposed and considered separately from the annual review and other proposed plan amendments. When considering amending the plan due to unanticipated opportunity the city would need to follow the same procedures they would if it were amending the plan due to the yearly review, which includes public participation/ input into the decision.

METHODS FOR EVALUATING DEVELOPMENT PROPOSALS

The interpretation of the plan should be comprised of a continuous and related series of analyses, with references to the goals and policies, the overall land use plan, and specific land use policies. Moreover, when considering specific proposed developments, interpretation of the plan should include a thorough review of all sections of the plan.

If a development proposal is not consistently supported by the plan, serious consideration should be given to making modifications to the proposal, or the following criteria should be used to determine if a comprehensive plan amendment would be justified:

- The character of the adjacent neighborhood
- The zoning and uses on nearby properties
- The suitability of the property for the uses allowed under the current zoning designation

- The type and extent of positive or negative impact that may affect adjacent properties, or the City at large, if the request is approved
- The impact of the proposal on public utilities and facilities
- The length of time that the subject and adjacent properties have been utilized for their current uses
- The benefits of the proposal to the public health, safety, and welfare compared to the hardship imposed on the applicant if the request is not approved
- Comparison between the existing land use plan and the proposed change regarding the relative conformance to the goals and policies
- Consideration of professional staff recommendations

IMMEDIATE RECOMMENDATIONS

1. Adopt the Comprehensive Development Plan
2. Adopt the Zoning Ordinance and Subdivision Regulations

SHORT TERM RECOMMENDATIONS

1. Work with property owners and residents to maintain residences so as to maintain an attractive town.
2. Develop methods to provide for ongoing maintenance and replacement of facilities and equipment
3. Work to expand the housing market with a variety of housing types.

LONG TERM RECOMMENDATIONS

1. Work on marketing the city to businesses to create a more stable economic base.
2. Make Fullerton into a recreation destination to bring in more tourism dollars.

CONTINUING RECOMMENDATIONS

1. Develop an annual public education program for residents, businesses, and property owners that provides information about the ongoing planning process and how they can be involved.
2. Organize an annual ‘town hall meeting’ to evaluate how implementation strategies are working, if goals and objectives are being achieved, and to identify new issues.

PUBLIC EDUCATION

Finally, broad public support and involvement is necessary in the development and use of any implementation policy or program. If adequate support is to be developed, a permanent program educating residents is necessary. People who understand the needs and ways of meeting those needs of the community must take the initiative to stimulate the interest and the understanding required to ensure action is taken. The governing body of Fullerton should annually strive to implement an active public participation process by creating an educational process on land use issues.

Some of the objectives of the comprehensive plan cannot be achieved unless the actions of two or more public agencies or private organizations can be coordinated. Frequently constraints prevent organizations from working with one another (i.e. financial resources, legal authority, restriction of joint uses of facilities, etc). Efforts should be made to bridge this gap with open communication, cooperation and the realization that the issue at hand could benefit the health, safety, and general welfare of the residents in Fullerton.

