



Affordable Housing Development Opportunity 1600 W. Commonwealth Avenue

Request for Proposals



Issued: March 17, 2021

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Submittal Deadline: April 12, 2021 at 5:00 p.m.

Schedule of Important Dates

All times are 5:00pm unless otherwise stated.

Date	Event
March 16, 2021	City Council Authorization to release RFP
March 17, 2021	Request for Proposals Released
March 31, 2021	Deadline to submit questions
April 5, 2021	Question and Answer released (if required)
April 12, 2021	Proposal due date (5:00pm)
April 2021	Evaluation of proposals received
May 2021	Recommendation to City Council
May 2021	Selection of firm and preparation of Exclusive Negotiation Agreement (ENA)
June 2021	City Council approval of ENA

Introduction

The City of Fullerton is located 22 miles southeast of metropolitan Los Angeles, in the center of North Orange County. Fullerton is a full-service city renowned for its unique mix of residential, commercial, industrial, educational, and cultural environments. With more than 50 City parks, a museum, a cultural center, two libraries, two golf courses, and 29 miles of recreational trails, Fullerton provides an outstanding quality of life for both residents and businesses. At 22.3 square miles, Fullerton is also one of the largest cities in Orange County by area. Fullerton enjoys a diverse, vibrant population, an authentic downtown, and a thriving arts and culture scene. Downtown Fullerton is regularly recognized as a top downtown destination in Orange County drawing residents and patrons from all over the County and Los Angeles to its eclectic mix of award-winning restaurants and retail.

The approximately 2.25-acre irregularly shaped parcel is in the southwest region of the City adjacent to the railroad right-of-way to the west and south and the City of Fullerton Public Works Yard to the east. The properties located on the north side of Commonwealth Avenue (80-foot width, primary arterial highway) are predominantly one and two-story single-family residential.



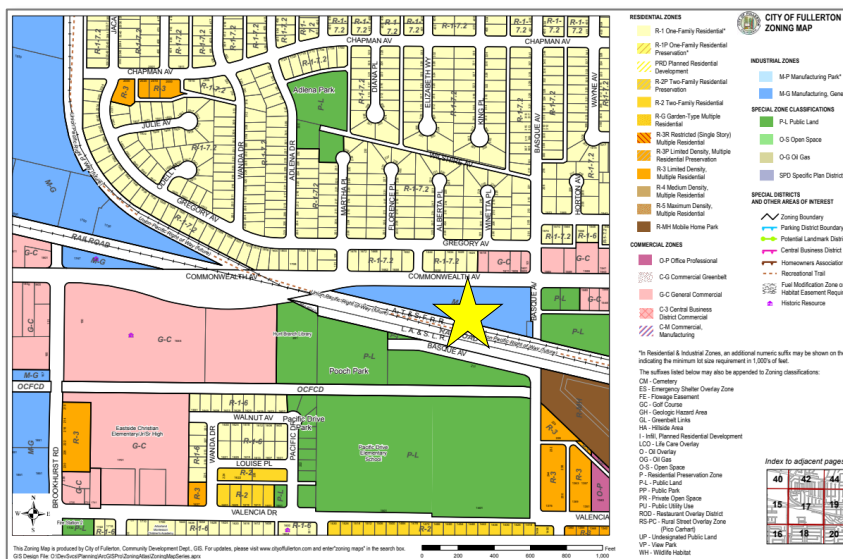
The property will be required to undergo both a Zone Change and General Plan Amendment prior to development. The City has secured grant funding (LEAP) to defray a portion of the costs associated with the CEQA analysis and will work with the selected developer on incorporating their proposed project design into that analysis. The City declared this property as Surplus pursuant to the State's Surplus Land Act in June 2020 and a Notice of Availability was released in compliance with HCD requirements in July 2020.



Zoning, General Plan and Background

The site is a 98,010 square foot (2.25 acres) triangular shaped parcel on the south side of Commonwealth Avenue between Basque Avenue and the AT&SF railroad right-of-way grade separation. The property is currently zoned Manufacturing, General (M-G) with a Community Development Type of Industrial (zoning map and General Plan Community Development Type Map below).

It is anticipated that the amended zoning of the property will be R-3 (limited-density multiple-family residential) or similar which allows a height of 2-stories within 100-feet of a R-1 zoned property and 3+ stories beyond 100-feet. The anticipated General Plan land use designation is Medium-Density Residential, which allows a density of up to 28-dwelling units per acre. The irregular shape of the property combined with the required open space, landscape setbacks and parking requirements may very result in an achievable residential density less than the maximum permitted under the Medium-Density Residential General Plan land use designation.

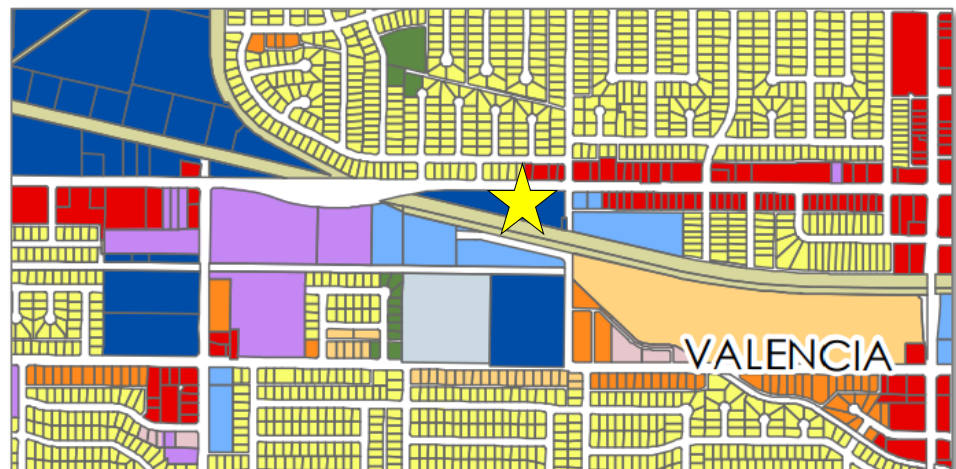


INDUSTRIAL ZONES

- M-P Manufacturing Park*
- M-G Manufacturing, General*

Community Development Type

- Low Density Residential
- Low/Medium Density Residential
- Medium Density Residential
- High Density Residential
- Industrial



Project Vision / Goals

It is the City's vision that the development at 1600 West Commonwealth Avenue sets a precedent for quality of design, amenities and process for all future market-rate and affordable housing developments on other city-owned properties. Accordingly, the City has developed ten (10) primary goals for the development:

1. Development of a project which physically and socially integrated into the existing neighborhood.
2. Provides 100% of the units (less a manager unit) as affordable housing to help meet the City's RHNA allocation and desire to provide high-quality housing for all segments of the community. Units are deed-restricted affordable in perpetuity.
3. Development includes a mixture of unit sizes (number of bedrooms) to provide housing for singles, couples and families.
4. Development provides sufficient on-site parking and ongoing parking management to accommodate both residents and guests without impacting parking in adjacent neighborhoods.
5. Development provides high-quality amenities including community rooms, exercise rooms, passive and active open space and recreation areas consistent with comparable with other market-rate developments.
6. Development recognizes the irregular shape of the lot and its adjacency to the rail-road ROW and designs accordingly to maximize the use of the site to the benefit of the residents, protecting them from noise from the rail-road.
7. Development includes a marketing plan focused on housing existing Fullerton residents in multiple languages.
8. Development is committed to environmentally friendly design both interior and exterior and open space areas.
9. Development provides a high-quality property management team to ensure long-term maintenance of the site and buildings and builds a collaborative relationship with tenants and the City.
10. Development is designed to preserve the privacy for the single-family homes on the north side of Commonwealth Avenue (Adlena Park Neighborhood).



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Applicable Development Standards

The following development standards are applicable in the R-3 (Multi-family Residential) zone. However, the City and selected developer may opt to take advantage of concessions and reductions to one or more of these standards based on State Density Bonus law allowances for affordable housing.

Minimum Lot Area per Unit for R-3 Zone	
Type of Unit	Lot Area per Unit
Bachelor unit	1,600 square feet
1 Bedroom unit	1,700 square feet
2 Bedroom unit	1,800 square feet
3+ Bedroom unit	1,900 square feet
When subterranean parking is used	1,600 square feet

Building Setbacks for the R-3 Zone (All measurements in feet)	
Front yard (street)	15
Side yard (street)	15
Side yard (interior)	10
Rear yard (interior)	0

Open Space Requirements per Unit for R-3 Zone	
No Bedrooms	400 sq. ft.
1 Bedroom	400 sq. ft.
2 Bedrooms	600 sq. ft.
3 Bedrooms	800 sq. ft.
Additional bedrooms	200 sq. ft. each

Parking Requirements for the R-3 Zone	
Studio	1.25 spaces plus 0.5 space open guest parking
1 Bedroom	1.5 spaces plus 0.5 space open guest parking
2 Bedrooms	1.75 spaces plus 0.75 space open guest parking
3+ Bedrooms	2.0 spaces plus 1.0 space open guest parking

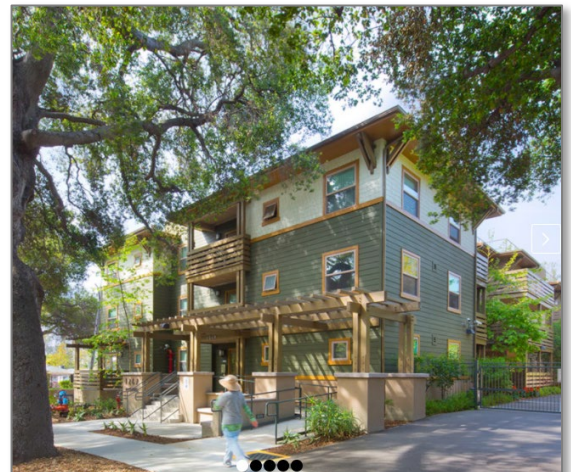
Window-to-Property Line Setback Requirements for R-3 Zone (All measurements in feet)				
	Number of stories			
	1	2	3	4
Window type	Setback distance			
Living/Family Room	7	12	19	29
Bedroom/Kitchen	5	9	14.5	21.5
Stained Glass, Translucent and Clerestory	3.5	7.5	9.5	14.5
None	0	4.5	7	11

Maximum Height Requirements for R-3 Zone	
Parameter	Height Limit
Max. height limit between 50 feet and 100 feet of property with an R-1 zone classification	Two-story (30 feet)
Greater than 100 feet from a property with an R-1 zone classification	Unlimited

Submittal Format and Components

Although the submittal format is somewhat flexible, at a minimum, please include the following information and/or components:

1. **Letter of Introduction** – Include a summary of the respondent's basic qualifications, experience, past projects of similar nature and size, and reasons for interest in this opportunity. The letter signed by a principal or authorized officer who may make legally binding commitments
2. **Team Members** – Identify members of the development team(s) and provide a brief description of each team member's role including the following:
 - Key personnel involved in the project
 - Describe team member's proposed role and relevant experience with projects of similar nature and size and experience in and familiarity with development in Fullerton
 - An organizational chart of the firm(s) Identify the lead contact for the team
3. **Demonstrated relevant experience in design and construction of multifamily affordable housing**
4. **Community outreach and engagement**
 - A description of the proposed outreach process that will be used for this project
 - Description on ongoing outreach after project completion with Adlena Park Neighborhood
5. **Economic Plan / Proforma**
 - Information that clearly demonstrates the economic viability of the proposal for the construction and operation of the proposed project
 - Information that demonstrates a clear understanding of project costs and financial capacity
 - Identification of addition project benefits to the City, such as jobs created, and services provided
6. **Transaction Terms and Conditions**
 - Term sheet that includes the structure of preferred ownership



Evaluation Criteria

The following is an outline of the criteria that will be utilized in determining those submittals deemed most advantageous to the City of Fullerton and most responsive to stated goals of this project.

1. Development Entity/Capacity

- Demonstrated experience in successful financing, development, operation and economic performance of comparable projects

2. Quality of Development Plan

- Extent to which the submittal meets the project goals and objectives described in this document
- Ability to effectively design the project within the development parameters as described in this document
- Quality of the design (architecture, materials, landscaping)
- Quality of the amenities and open space proposed
- Contextually sensitive to adjacent uses and surrounding neighborhood
- Crime Prevention Through Environmental Design (CPTED) techniques and elements to ensure project is designed for the safety of residents and neighboring properties.

3. Economic and/or Public Benefit to the City of Fullerton

- Continued outreach to neighborhoods and City
- Quality of ongoing operations and services provided to residents
- Commitment to energy efficiency and the environment

4. Quality of proposed community engagement and outreach plan

5. Transaction Terms

- Proposed development schedule and phasing required to complete the project
- Quality and feasibility of proposed business offer
- Ability to complete the transaction in a timely fashion
- Affordability in perpetuity

6. Quality and relevancy of references

Submission Requirements

Submittal Date -

Please return qualifications for first review by **April 12, 2021 at 5:00 p.m.** The City may continue to proposals beyond the above date depending on the number and quality of submittals.

Submittal Quantity and Contact -

Please provide (3) hard copies of the submittal in printed format and (1) digital copy to:

**Community and Economic Development Department
C/O of Matt Foulkes - Director of Community and Economic Development
City of Fullerton
303 West Commonwealth Ave.
Fullerton, CA 92832**

Submittals may also be sent via email to: Matt.Foulkes@CityofFullerton.com

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