

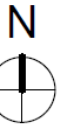
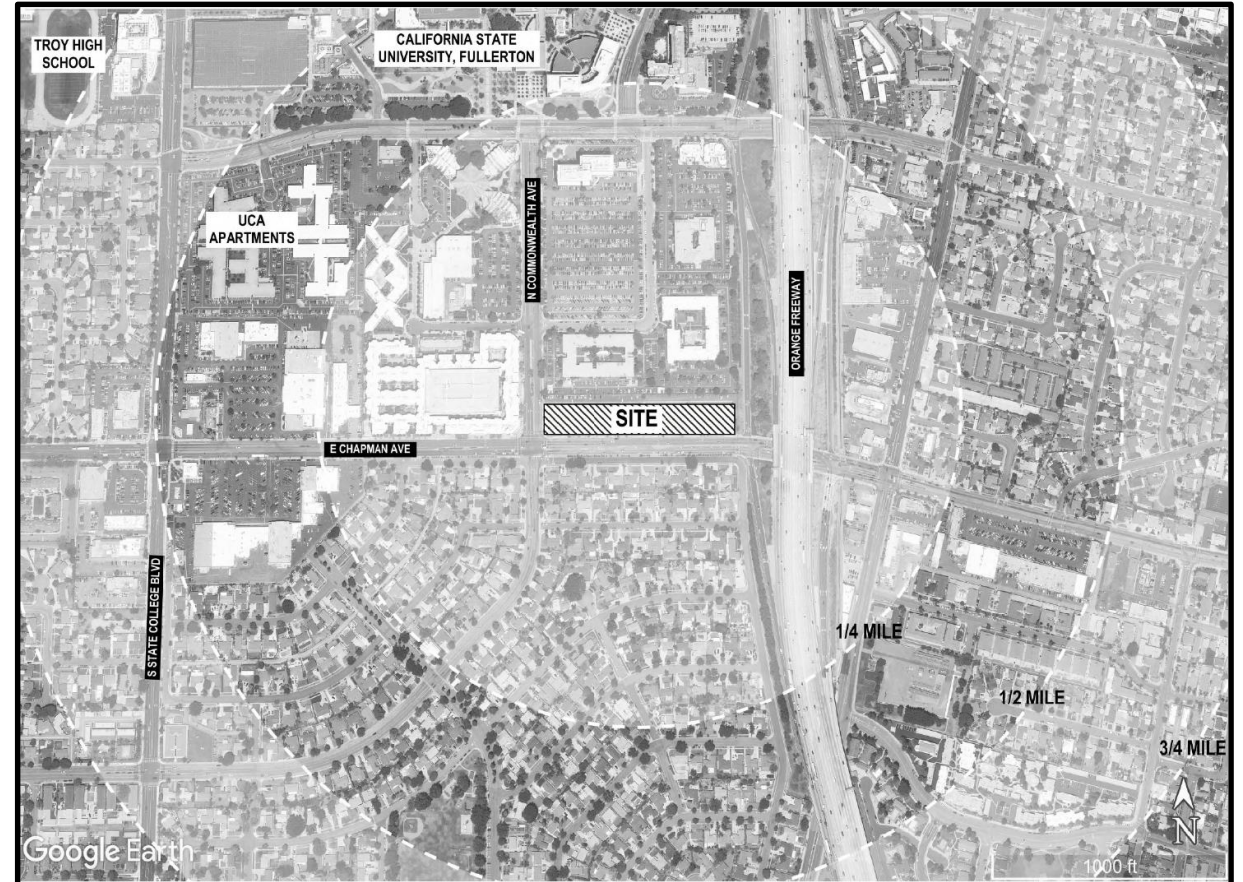
PRJ2020-000008

**2601, 2701, and 2751 E Chapman
Avenue
The Hub Fullerton**

November 2, 2021



Project Location





Project Description

- Student-oriented housing
- 12,438 sq. ft. neighborhood serving commercial ground-floor space and adjoining public paseo
- Micro/studio, 1-, 2-, 3- and 4-bedroom units including two-level townhomes





Elevations – South (Chapman Ave, West)





Elevations – West (Commonwealth)





Elevations – North





Elevations – East (SR-57)





Elevations – South (Chapman Ave, East)





Pedestrian Experience





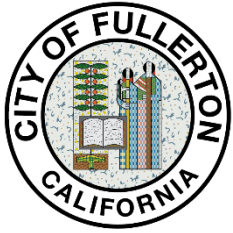
Pedestrian Experience





Pedestrian Experience





Colors and Materials



CORRUGATED METAL PANEL



FIBER CEMENT PANEL (WOOD LOOK)



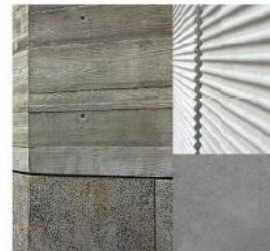
PLASTER FINISH



FACEBRICK



WALL TILE



CONCRETE



STOREFRONT



ALUMINUM GUARDRAIL



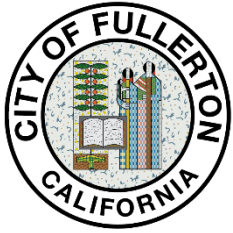
METAL CANOPY

MATERIALS	DESCRIPTION
MTL - 1	CORRUGATED METAL PANEL (COLOR 1)
MTL - 2	CORRUGATED METAL PANEL (COLOR 2)
MTL - 3	CORRUGATED METAL PANEL (COLOR 3)
MTL - 4	CORRUGATED METAL PANEL (COLOR 4)
MTL - 5	CORRUGATED METAL PANEL (COLOR 5)
MTL - 6	CORRUGATED METAL PANEL (COLOR 6)
MTL - 7	CORRUGATED METAL PANEL (COLOR 7)
MTL - 8	CORRUGATED METAL PANEL (COLOR 8)
PL - 1	PLASTER FINISH (COLOR 1)
PL - 2	PLASTER FINISH (COLOR 2)
PL - 3	PLASTER FINISH (COLOR 3)
PL - 4	PLASTER FINISH (COLOR 4)
PL - 5	PLASTER FINISH (COLOR 5)
PL - 6	PLASTER FINISH (COLOR 6)
PL - 7	PLASTER FINISH (COLOR 7)
PL - 8	PLASTER FINISH (COLOR 8)
FCP - 1	FIBER CEMENT PANELS (WOOD LOOK)
FB - 1	FACEBRICK LIGHT
FB - 2	FACEBRICK DARK
CON - 1	CONCRETE - BOARD FORM TEXTURE
CON - 2	CONCRETE - COLOR/TEXTURE 1
CON - 3	CONCRETE - COLOR/TEXTURE 2
WT - 1	WALL TILE
SF - 1	GLASS STOREFRONT SYSTEM
GR - 1	ALUMINUM GUARDRAIL
CP - 1	METAL CANOPY W/ WOOD SOFFIT
CP - 2	WOOD TRELLIS
WF - 1	WOOD FENCE
MS - 1	PERFORATED METAL SCREEN
WL - 1	WALL SCONCE



Project / Alternative Project

Residential + Guest Parking Comparison					
	# of Spaces	Units	Spaces/Unit	Beds	Spaces/Bed
Project	338	420	0.80	1,251	0.27
Alternative Project	548	377	1.45	1,108	0.49
Change	210	-43	0.65	-143	0.22
% Change	62%	-10%	81%	-11%	83%

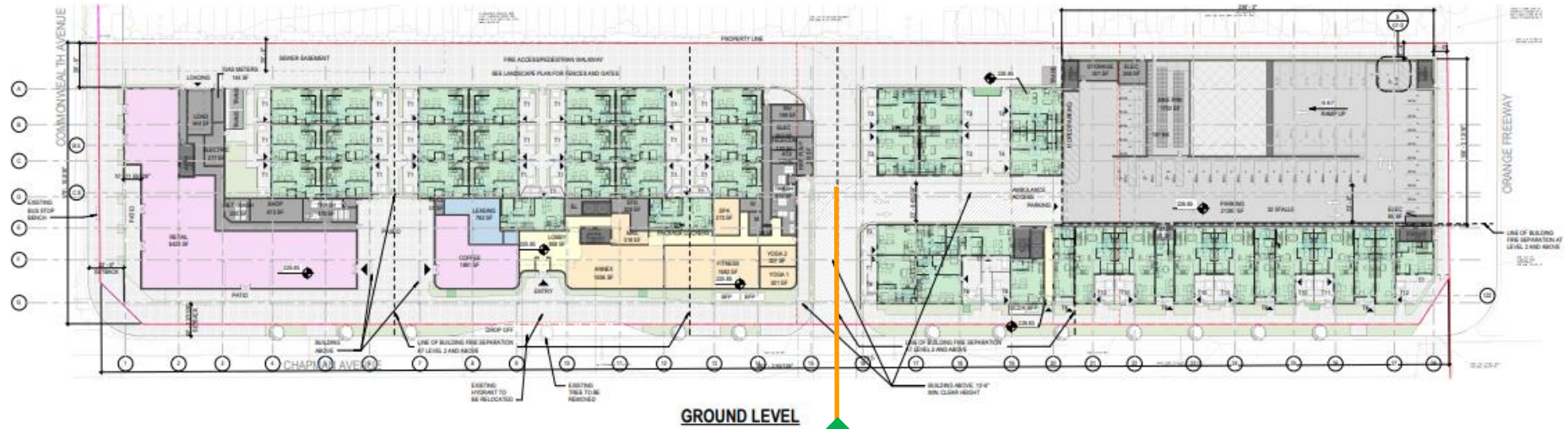


Secondary Access – RI/RO

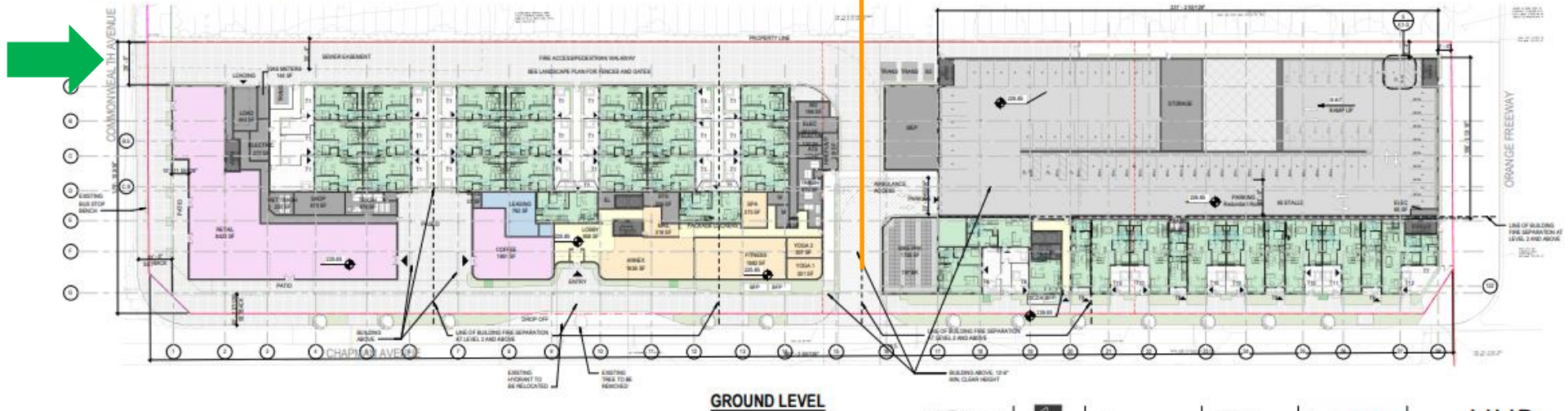
PROJECT

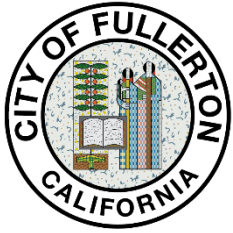
“West”

“East”

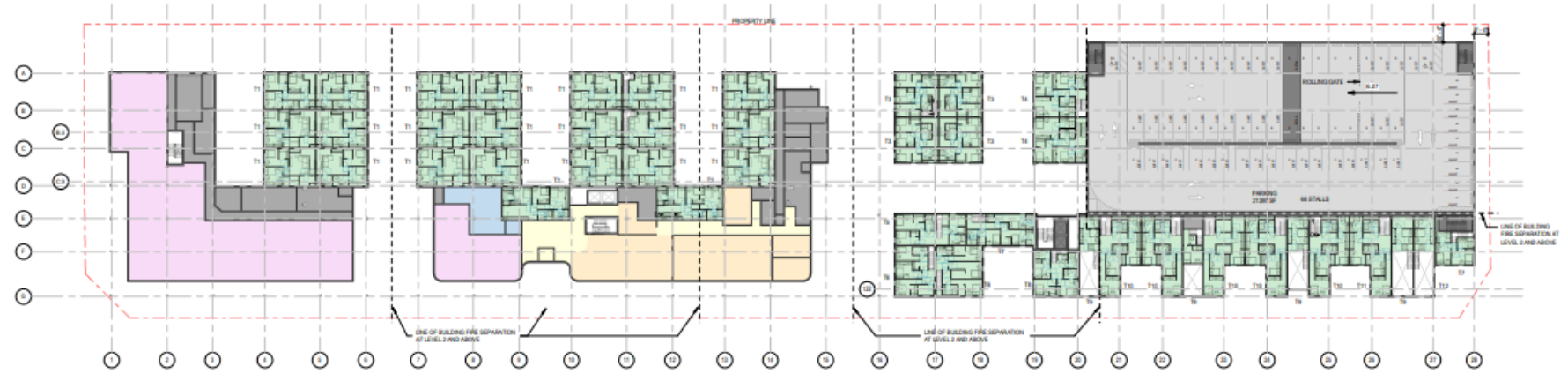


ALTERNATIVE PROJECT



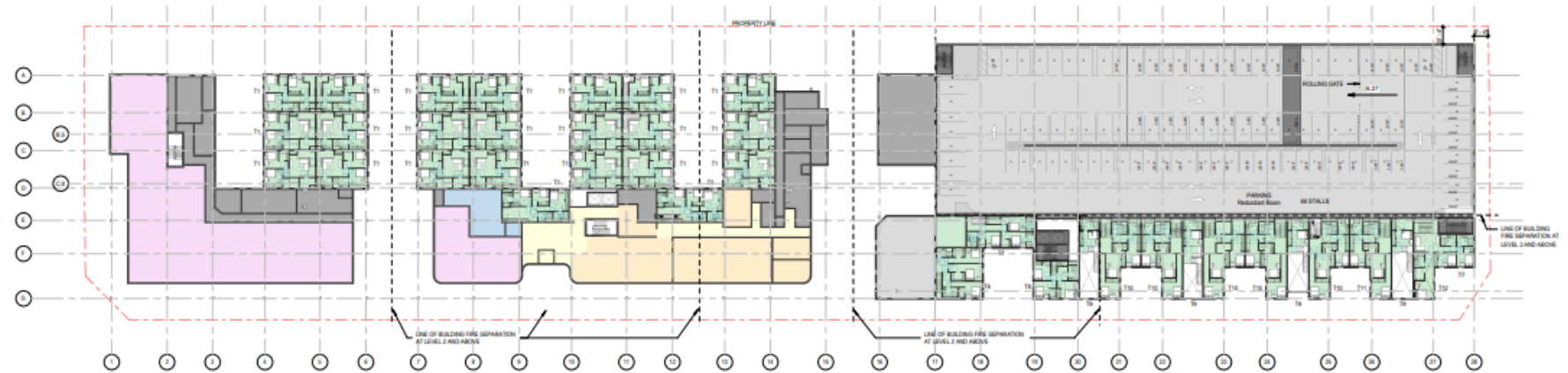


PROJECT



MEZZANINE LEVEL

ALTERNATIVE PROJECT



MEZZANINE LEVEL

CORE



DLR Group

site

KimleyHorn

HUB
FULLERTON, CALIFORNIA



PROJECT



SECOND LEVEL

ALTERNATIVE PROJECT



SECOND LEVEL

CORE



DLR Group

site

Kimley-Horn

HUB
FULLERTON, CALIFORNIA

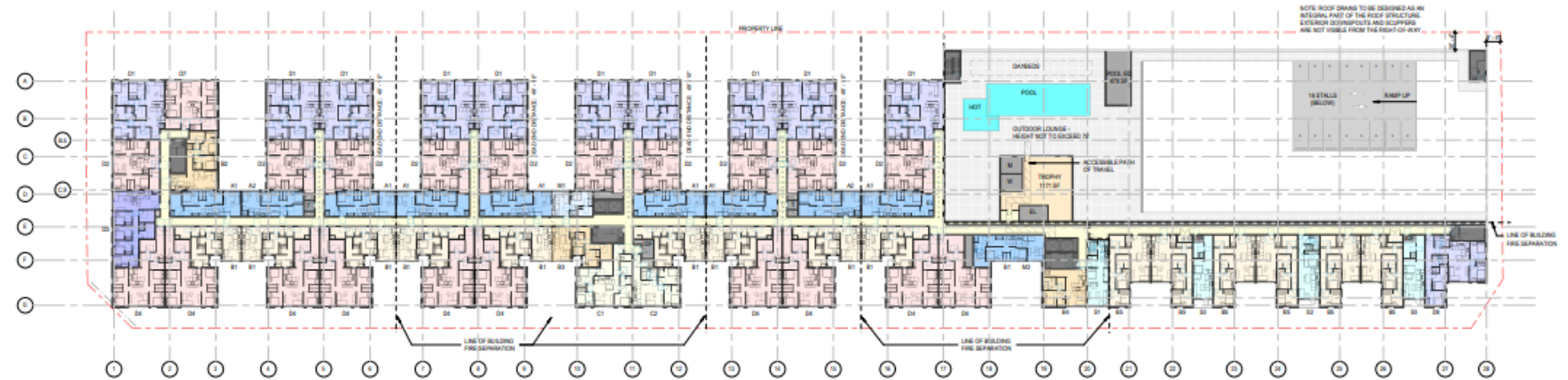


PROJECT



SIXTH LEVEL

ALTERNATIVE PROJECT



SIXTH LEVEL



Major Site Plan

Development Standard	R-5	Proposed	Consistent
Setbacks, Public Street	15 ft.	Arterial - 12 ft. Freeway - 8 ft.	Utilizes Specific Plan standard
Setbacks, Interior	Units – 5 ft. to 30.5 ft. with tiering Parking – 0 ft to 15.5 ft. with tiering	Units - All stories at 28 ft. Parking – All levels at 10 ft.	Utilizes Specific Plan standard
Height	Unlimited when greater than 100 feet from R-1 zone	80 ft. maximum; R-1 zone is 110 ft across Chapman Avenue	Yes
Lot Coverage	60%	58%	Yes



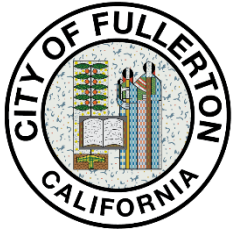
Major Site Plan - Project

Development Standard	R-5	Proposed	Consistent
Floor Area Ratio	N/A	3.12	Utilizes Specific Plan standard
Density (dwelling units/acre)	Unlimited	Specific Plan – 120 du/ac Project – 118.3 du/ac	Yes
Open Space	Common – 55,097 sq. ft. Private – 28,140 sq. ft. Total = 83,237 sq. ft.	Specific Plan – 20% of site area minimum = 30,928 sq. ft. Project – Common – 58,876 sq. ft. Private – 13,150 sq. ft. Total = 72,026 sq. ft.	Utilizes Specific Plan standard
Parking	Blended multi-family rate per unit of 2.5 resident and guest; total 1,036 spaces Commercial 4 spaces per 1,000 sq. ft.	Specific Plan – Blended student-oriented housing rate of 0.77 resident and guest; Commercial 3 spaces per 1,000 sq. ft. Project – Blended student-oriented housing rate of 0.80 resident and guest; total 338 spaces (0.27 per bed); Commercial 3.056 spaces per 1,000 sq. ft.; total 38 spaces	Utilizes Specific Plan standard based on 32 Core Spaces Campus Projects Per unit = .79 average Per bed = .28 average

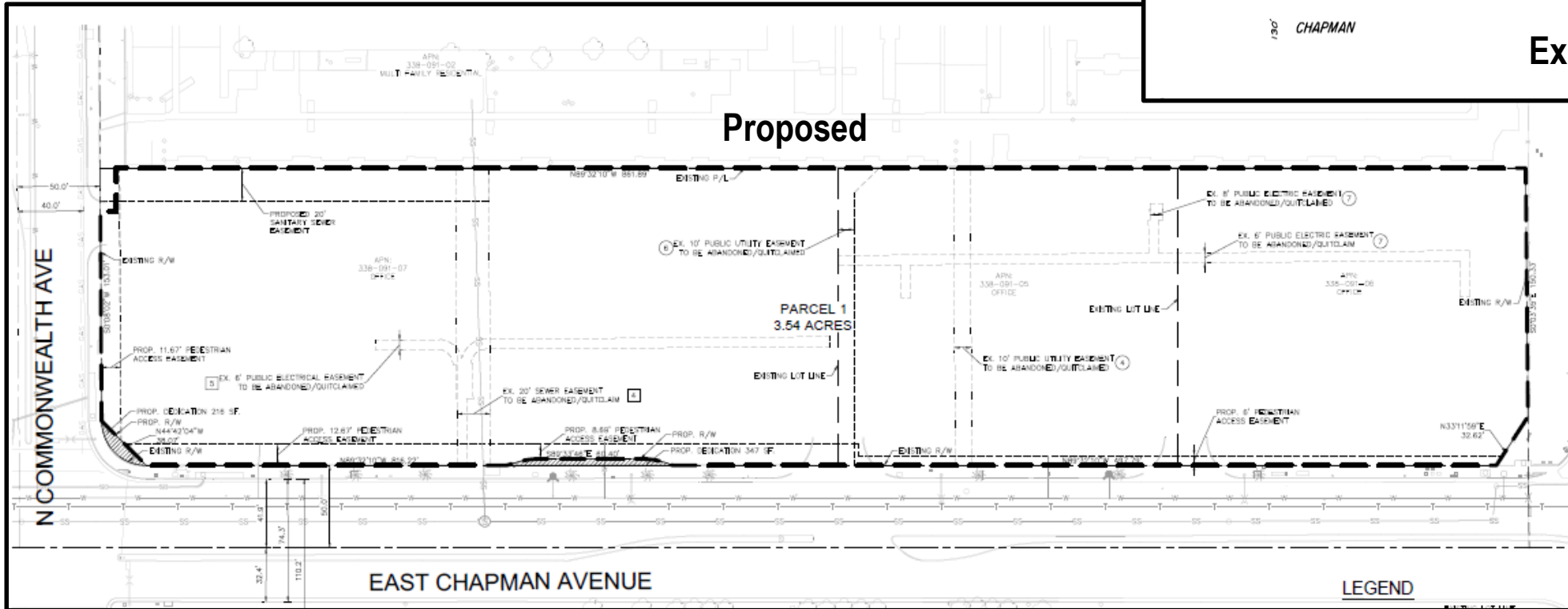
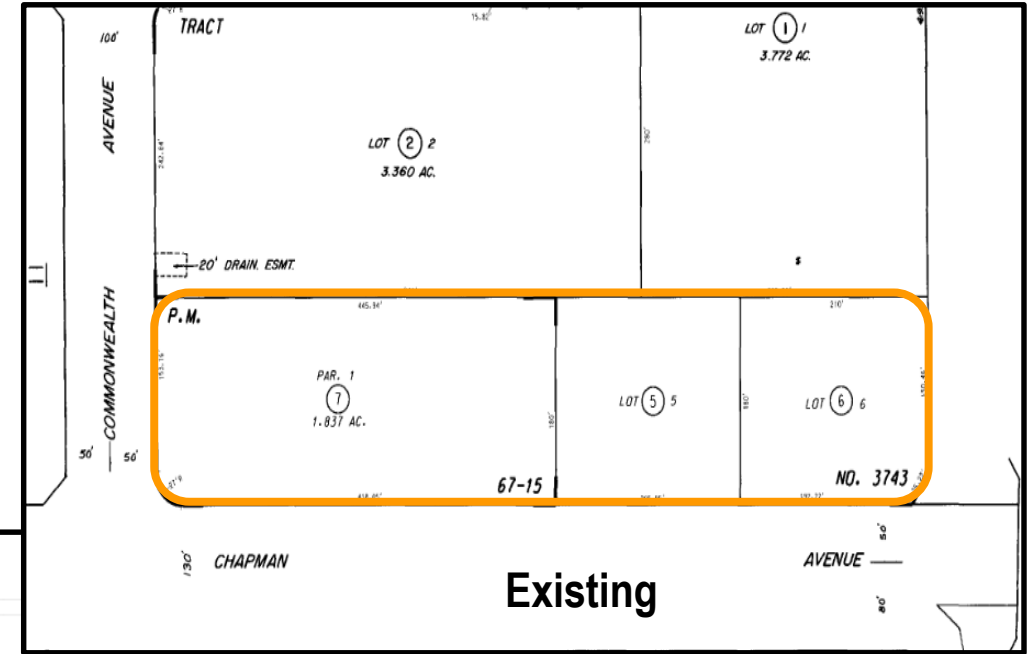


Major Site Plan – Alternative Project

Development Standard	R-5	Proposed	Consistent
Floor Area Ratio	N/A	2.85	Utilizes Specific Plan standard
Density (dwelling units/acre)	Unlimited	Specific Plan – 120 du/ac Project – 106.2 du/ac	Yes
Open Space	Common – 50,631 sq. ft. Private – 25,259 sq. ft. Total = 75,890 sq. ft.	Specific Plan – 20% of site area minimum = 30,928 sq. ft. Project – Common – 58,876 sq. ft. Private – 13,150 sq. ft. Total = 72,026 sq. ft.	Utilizes Specific Plan standard
Parking	Blended multi-family rate per unit of 2.5 resident and guest; total 943 spaces Commercial 4 spaces per 1,000 sq. ft.	Specific Plan – Blended student-oriented housing rate of 1.4 resident and guest; Commercial 3 spaces per 1,000 sq. ft. Project – Blended student-oriented housing rate of 1.45 resident and guest; total 548 spaces (0.49 per bed); Commercial 3.056 spaces per 1,000 sq. ft.; total 38 spaces	Utilizes Specific Plan standard

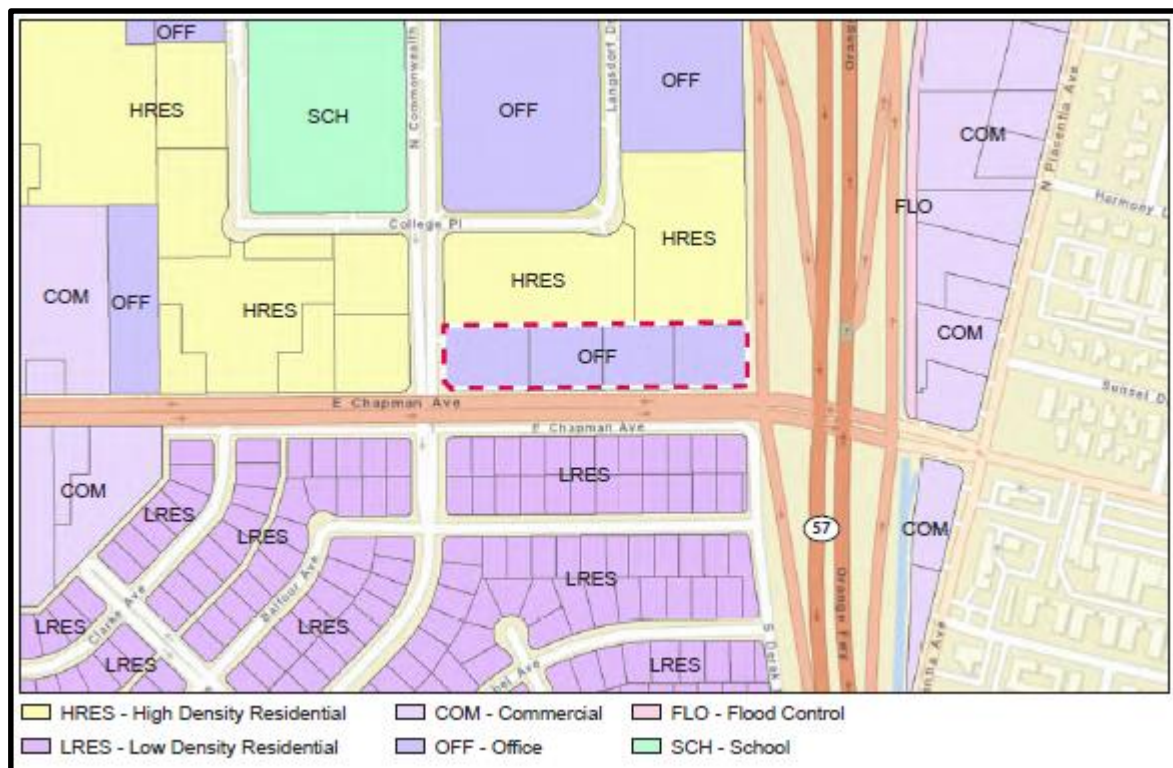


Subdivision





General Plan Revision



Office to High Density Residential

Purpose: To establish and protect opportunities for households that desire dense urban living within a compact, walkable neighborhood that is well served by transit, and to provide opportunities for neighborhood support uses and amenities

Potential Land Uses:

- Attached dwellings
- Limited neighborhood serving commercial uses
- Live-work units
- Compatible public, quasi-public, and special uses

Development Standard	Required	Proposed	Meets Requirement
Density	Over 28 du/ac	Up to 120 du/ac	Yes



Zoning Amendment



Office Professional (O-P) to Specific Plan District (SPD)

Purpose: For a site with unique characteristics including a unique mix of uses and specific community objectives

Permitted Land Uses:

- Consistent with all community development types



Specific Plan



HUB FULLERTON SPECIFIC PLAN

Accompanies SPD zoning

Purpose: Regulatory document to facilitate development of a student-oriented housing project with neighborhood serving ground floor commercial within the City's Education Focus Area

Zoning tool authorized to implement the general plan by Government Code 65450

- Development Plan and Regulations
- Urban Design
- Infrastructure / Public Services
- Implementation



Specific Plan



HUB FULLERTON SPECIFIC PLAN

Development Plan and Regulations

Permitted Uses:

- Student-oriented housing with supporting amenities including management office and parking
- Eating establishments, food & beverage stores, personal services, office space, local serving retail, trade school, tutoring center
- Uses with alcohol or entertainment subject to ARUP or CUP
- Licensed child care with CUP

Urban Design:

- Façade articulation with plane changes and clear first floor/commercial element
- High-quality, durable colors and materials compatible with overall architectural theme that convey a sense of permanence



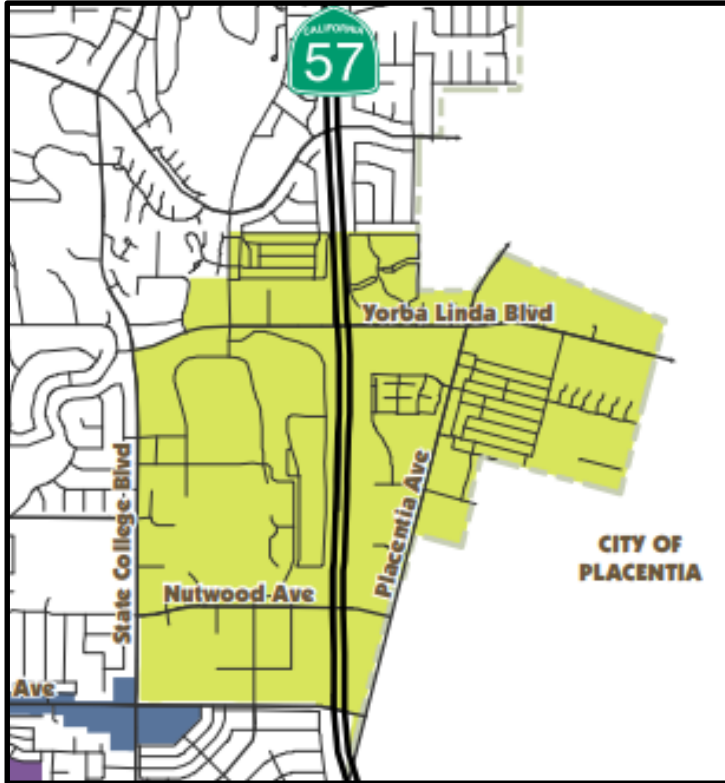
Education Focus Area

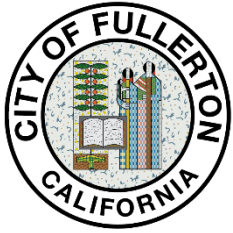
Focus Area J of The Fullerton Plan

Vision: Dynamic neighborhood in which the colleges and universities form the hub. Higher density multi-family housing, along with supporting retail and service facilities, will meet the demands of the increasing student population, staff and faculty. A student-oriented village developed through a strong town-gown partnership will include additional retail and entertainment areas that will serve new residents and surrounding neighborhoods.

Planning Objectives:

- Include additional retail and gathering spaces that serve the students, faculty and population at large.
- Integrate the colleges and universities with the surrounding area by adding student and faculty housing, improving connections for pedestrians and bicyclists, and exploring development opportunities.
- Promote a “college town” atmosphere which fosters a positive town-gown relationship recognizing the opportunities for collaboration.
- Enhance the multi-family neighborhoods around the colleges and universities.
- Maintain adequate and managed capacity for parking needs while increasing multi-modal transportation options.

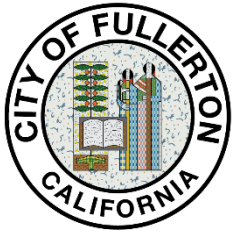




California Environmental Quality Act (CEQA) –

Environmental Checklist Factors:

- Aesthetics
- Agriculture & Forestry Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Energy
- Geology and Soils
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation
- Tribal Cultural Resources
- Utilities and Service Systems
- Wildfire



Initial Study / Mitigated Negative Declaration

- Hub Fullerton Project Initial Study/Mitigated Negative Declaration prepared for City as Lead Agency
- All factors “no impact” or “less than significant”, except Air Quality (construction) and Geology and Soils
- Air Quality (construction) “less than significant with mitigation incorporated”
 - Low VOC paints
 - Tier 4 off-road construction equipment
- Geology and Soils “less than significant with mitigation incorporated”
 - Compliance with Geotechnical Investigation

August 2021 | Initial Study

HUB FULLERTON PROJECT

City of Fullerton

Prepared for:

City of Fullerton
Contact: Heather Allen, Planning Manager
303 W. Commonwealth Avenue
Fullerton, California 92832
714.738.6884

Prepared by:

PlaceWorks
Contact: Nicole Vermilion, Principal
3 MacArthur Place, Suite 1100
Santa Ana, California 92707
714.966.9220
info@placeworks.com
www.placeworks.com





Initial Study / Mitigated Negative Declaration (Continued)

- 20-day public review
 - AQMD – Health risk analysis and reduction strategies to address mobile sources
 - OCTA – Additional definition and detailed ROW descriptions, ensuring sufficient ROW for future build-out of Chapman Ave
 - CalTrans – Bike parking, traffic operations, location of driveway versus SR-57 off ramp, encroachment permit
 - Lozeau Drury LLP (SAFER) – Unspecified

None of the comments received resulted in the need to recirculate the Draft Initial Study/Mitigated Negative Declaration or prepare an Environmental Impact Report (EIR)

Alternative Project does not result in new or substantially greater impacts / conclusions not affected

September 2021 | Response to Comments

HUB FULLERTON PROJECT for City of Fullerton

Prepared for:
City of Fullerton
Contact: Heather Allen, Planning Manager
303 W. Commonwealth Avenue
Fullerton, California 92832
714.738.6884

Prepared by:
PlaceWorks
Contact: Nicole Vermilion, Principal
3 MacArthur Place, Suite 1100
Santa Ana, California 92707
714.966.9220
info@placeworks.com
www.placeworks.com





Recommendation

Pursuant to Findings and Subject to Conditions of Approval:

- Adopt 2021-XX – Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program
- Adopt 2021-XX – Major Site Plan
 - Option 1 (Project) – 420 units (1,251 beds) and 338 residential spaces
 - Option 2 (Alternative Project) – 377 units (1,108 beds) and 548 residential spaces
- Adopt 2021-XX – Subdivision / TPM 2020-173
- Adopt 2021-XX – General Plan Revision



Recommendation

Pursuant to Findings and Subject to Conditions of Approval:

- Introduce Ordinance XXXX – Zoning Amendment
- Introduce Ordinance XXXX – Specific Plan
 - Option 1 (Project) – 0.77 per unit residential parking rate
 - Option 2 (Alternative Project) – 1.4 per unit residential parking rate



Key Findings

- Provides higher density multi-family housing in a wide mix of unit types addressing the need for housing for the increasing student population as well as faculty.
- Provides retail space at the Chapman/Commonwealth intersection which serves as a key gateway to the university area and mirrors the ground floor commercial spaces along the west side of the intersection in the existing student-oriented housing project, also zoned SPD.
- Is consistent with the Education Focus Area as well as with goals and policies supporting the Community Development and Design, Housing, Mobility, Bicycle, Growth Management, Noise, Economic Development, Revitalization, Public Safety, Public Health, Parks and Recreation, Water, Air Quality and Climate Change, and Integrated Waste Management Elements of The Fullerton Plan.

PRJ2020-000008

**2601, 2701, and 2751 E Chapman
Avenue
The Hub Fullerton**

November 2, 2021