- Create livable streets that cater to pedestrians and bicyclists. Preserve and enhance existing county bike path on Commonwealth Avenue.
- Be conveniently accessible by bus, streetcar, and local shuttle from Metrolink stations and other activity centers consistent with the goals outlined by the Southern California Association of Governments in the Regional Transportation Plan/Sustainable Communities Strategy.
- Reduce commuting and extend students' stay in Fullerton by creating opportunities for congregating, socializing, recreating, and living.
- Create a seamless learning, living, working, shopping, dining, and recreating environment for the whole Fullerton community.
- Create a high quality, year-round activities calendar that complements other programming in the City and strengthens the area's economic development potential.
- Create a destination identity that attracts the surrounding communities and the larger Orange County area.
- Create a meeting place for the students and faculty from all Fullerton institutions of higher learning.
- Maximize joint development between the universities and private partners for student parking, housing, or other facilities.
- Create a new landscape plaza by closing a segment of Nutwood Avenue between Folino and Titan Drive
 to vehicular traffic, to allow for safe crossing of pedestrians and bicyclists and provide a central location
 for community/campus events and everyday outdoor enjoyment.
- Implement the goals of The Fullerton Plan for Focus Area J, Education, to create a student-oriented village developed through a strong town-gown partnership that includes additional retail and entertainment areas that serve new residents and surrounding neighborhoods.
- Provide additional opportunities for residential growth on infill parcels consistent with the goals of the Housing Element.
- Provide an economically stable project that is financially feasible for private sector developers and that produces a net fiscal benefit for the City.

3.4 PROJECT CHARACTERISTICS

"Project," as defined by the CEQA Guidelines, means "the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, and that is any of the following: (1)...enactment and amendment of zoning

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ordinances, and the adoption and amendment of local General Plans or elements thereof pursuant to Government Code Sections 65100–65700." The CEQA Guidelines further explain that a project refers to the activity that is being approved and may be subject to several discretionary approvals by governmental agencies (Section 15378[c]).

3.4.1 Description of the Project

The proposed project involves the development of a specific plan on an 88.1-acre site in the City of Fullerton. The College Town Specific Plan was initiated by a partnership that includes the City of Fullerton, CSUF, and HIU. The partnership began with a vision to encourage a transformation of the Specific Plan area into a mixed-use urbanized village that is walkable and well served by transit. Both CSUF (Planning Area 3) and HIU (Planning Area 2) own key parcels within College Town. Specific plans act as a bridge between the Fullerton Plan and individual development proposals. Jurisdictions may adopt specific plans by resolution or ordinance. The College Town Specific Plan would be adopted as ordinance and serve as the zoning for the project site. It would establish the necessary plans, development standards, regulations, infrastructure requirements, design guidelines, and implementation programs on which subsequent, project-related development activities would be founded. It is intended that local public works projects, design review plans, detailed site plans, grading and building permits, or any other action requiring ministerial or discretionary approval applicable to the project site be consistent with the College Town Specific Plan. Additionally, CSUF and HIU have campus master plans that identify their student growth projections and necessary facilities in the future. Both institutions are or will soon be updating these master plans that directly relate to College Town.

The proposed project would be developed by a number of landowners over time, within the framework established by the College Town Specific Plan. The Specific Plan calls for a range of residential product types, neighborhood commercial, office, community facilities, and recreational land uses. Table 3-2, Land Use Categories, describes the different land use categories within the College Town Specific Plan. Figure 3-6, Regulating Plan, shows the location and distribution of the various land uses, and Figure 3-7, Conceptual Site Plan, shows an illustrative site plan of what the project area could look like at buildout. However, the site plan shown in Figure 3-7 is only conceptual and not intended as the exact and final site design and layout of the project area.

Table 3-2 Land Use Categories

Designation	Description
Mixed-Use and/or Multi-Family Residential (MU/MFR)	Provides primarily for multifamily residential development in a range of product types. Site may be developed as stand-alone residential or allow for mixed-use developments with commercial and/or office uses on the ground floor and residential units, hotel, or offices on upper floors.
Mixed-Use/Institutional (MU/I)	Provides for mixed-use developments with commercial, office, and/or institutional uses on the ground floor and either residential units, offices, or institutional uses on upper floors. Uses may be mixed in either a vertical or horizontal configuration.
Mixed-Use (MU)	Provides for mixed-use developments in either a vertical or horizontal configuration. In a vertical configuration, ground floor uses are intended to activate the street and may include commercial or office uses, with residential units, office, hotel, and support services on upper floors.
Commercial/Office (C/O)	Provides for commercial retail, services, and office uses in a standalone or mixed-use configuration.
Nutwood Plaza Overlay	The overlay provides for the conversion of a segment of Nutwood Avenue, from Titan Drive to Folino Drive, into a large public open space and amenity shared by CSUF, HIU, and the community. The open space is intended to be designed as a large multipurpose outdoor space integrated with the landscape at both CSUF and HIU. Nutwood Plaza would provide safe pedestrian and bicycle access between CollegeTown, the CSUF main campus, and HIU.
Public Street Right-of-Way (ROW)	Accommodates existing and planned roadways within the project area. Does not include private drives or alleys.

Land Use Plan

The area for the CollegeTown Specific Plan has been divided into seven planning areas, as described in the following pages and shown in Figure 3-6. Table 3-3, *Land Use Plan Statistical Summary*, provides the statistical summary for the proposed project.

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