

3. Project Description

3.1 PROJECT LOCATION

The Project Site is at 6501 through 6513 Serrano Avenue (APN 365-062-09), at the northeast corner of Serrano Avenue and Nohl Ranch Road, in the southeastern portion of the City. Regional access is provided by State Route 91 (SR-91), approximately two miles to the north, and SR-55, approximately four miles to the west. Figure 3-1, *Regional Location*, depicts the regional location of the Project Site and surrounding cities. The City of Anaheim is surrounded by the cities of Fullerton, Buena Park, Stanton, Orange, Yorba Linda, Placentia, Garden Grove, and Cypress and by unincorporated Orange County. Figure 3-2, *Local Vicinity*, shows local streets in the vicinity of the Project Site and nearby jurisdictions. As shown, the Project Site fronts Nohl Ranch Road to the west and Serrano Avenue to the south. Other nearby streets are Carnegie Avenue to the north, Calle Venado to the east, Pegasus Street to the south. As shown in Figure 3-2, the City of Orange boundaries are in close proximity to the Project Site, approximately 140 feet to the northwest across Nohl Ranch Road.

3.2 STATEMENT OF OBJECTIVES

The following objectives have been established for the Proposed Project and will aid decision makers in their review of the Project and associated environmental impacts:

1. Provide for additional market-rate and affordable housing opportunities consistent with the City's Housing Element and State housing goals.
2. Facilitate high-quality development that is compatible with the existing surrounding residential neighborhoods.
3. Reduce traffic volumes in the area and associated air quality, greenhouse gas, and noise impacts.
4. Protect the integrity of existing single-family neighborhoods.
5. Revitalize corridors offering a mix of land uses as an alternative to underutilized strip commercial development.

3.3 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 ordinances, and the adoption

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and amendment of local General Plans or elements thereof pursuant to Government Code Sections 65100–65700. (14 Cal. Code of Reg. § 15378[a])

3.3.1 Description of the Project

The Project Applicant proposes to demolish the existing Serrano Center, which consists of seven one-story buildings, totaling approximately 42,526 square feet of nonresidential space, to construct 58 multifamily units on 3.03 acres, with a development density of 19.14 dwelling units per acre (du/ac). The units would be constructed in eight buildings totaling 118,351 square feet, consisting of 35 two-bedroom units and 23 three-bedroom units in three-story townhomes, two-story townhomes, carriage townhomes, and stacked flats. The units would range in size from 1,171 to 2,018 square feet. Project amenities include two outdoor lounges, an outdoor dining room, an outdoor living room, and three artificial turf play areas. Figure 3-4, *Proposed Site Plan*, and Figure 3-5, *Proposed Landscape Plan*, show the layout of the proposed residential buildings and the location of various amenities. Figure 3-6, *Landscape Perspective Views*, illustrates simulated views of the proposed outdoor gathering areas. Of the 58 units proposed for the Proposed Project, 12 affordable housing units would be provided in order to be eligible for an Affordable Housing Density Bonus and associated incentives.

The proposed building elevations are shown in Figures 3-7 through 3-11. As shown in Figures 3-7 and 3-8, Building 1 and Building 2 that front Serrano Avenue would be three stories, with a maximum building height of 40 feet at the top of the roof, and the overall height of the building wall would be 31 feet and 6 inches. As shown in Figures 3-9 through 3-11, Buildings 3 and 4, 5, and 8 on the northern half of the Project Site would be two stories with a maximum height at 30 feet at the top of the roof. Buildings 6 and 7 would have similar elevations as Building 5; therefore, no separate elevation views have been provided.

Figure 3-12, *Proposed Building Section - Building 1*, shows section views of Building 1, which faces Serrano Road. Building perspectives from Serrano Road and Nohl Ranch Road are illustrated in Figures 3-13 and 3-14. As shown in Figure 3-13, *Perspective of Building 1 from Serrano Road*, units that front Serrano Avenue would be three stories high, and as shown in Figure 3-14, *Perspective of Building 8 from Nohl Ranch Road*, units on the northern half of the Project Site would be two stories high.

Access and Parking

The existing site is accessed via two driveways on Serrano Avenue and one on Nohl Ranch Road. The westerly driveway on Serrano Avenue would be eliminated, and vehicular access to the Project Site would be provided from two driveways: one driveway on Serrano Avenue and one on Nohl Ranch Road. The Serrano Avenue entry would be near the southeast corner of the Project Site, roughly in the same location as the existing driveway, providing full vehicular access. The access on Nohl Ranch Road would be approximately 125 feet from the intersection of Nohl Ranch Road/Serrano Avenue and provide right-in and right-out vehicular access. A main internal access drive would connect the Nohl Ranch Road and Serrano Avenue driveways, providing access to the units' garages.

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The Proposed Project would provide a total of 148 parking spaces, which would include 116 garage spaces and 32 uncovered surface parking spaces, including two ADA spaces. Each dwelling unit would contain two garage spaces. Seven of these units would have tandem parking (14 garage spaces).

Proposed City Approvals

Approval of the Proposed Project includes certification of Environmental Impact Report No. 351, including the adoption of Findings of Fact and Mitigation Monitoring Program No. 359; approval of a General Plan Amendment; a Zoning Reclassification; an Affordable Housing Density Bonus and associated Tier II Incentives; a Vesting Tentative Tract Map; a Conditional Use Permit; and a Specimen Tree Removal Permit. Together, the proposed approvals and their implementation constitute the “Project” for the purposes of CEQA. Below is a description of the proposed approvals.

- **General Plan Amendment (GPA) No. 2017-00515:** Amend the Project Site’s General Plan land use designation from Neighborhood Center Commercial to Low-Medium Density Residential (18 du/ac).
- **Zoning Reclassification (RCL) No. 2017-00309:** Reclassify the Project Site from the existing "C-G" General Commercial Zone to the “RM-3” Multiple-Family Residential Zone
- **Affordable Housing Density Bonus and associated Tier II Incentives (Miscellaneous (MIS) Permit No. 2017-00654):**
 - **Density Bonus:** Allow 19.14 du/ac in the RM-3 Zone, which permits 18 du/ac. The Proposed Project would be eligible for a 7 percent density bonus by providing 12 units (approximately 20 percent of the total units) that are affordable to moderate income households.
 - **Tier II Incentives:** Waive the minimum site size for a multifamily residential development in the Scenic Corridor Overlay Zone (5.00 acres required; 3.03 acres proposed), and waive the required minimum setback from an arterial highway (i.e., Nohl Ranch Road and Serrano Avenue) for a multifamily residential project in the Scenic Corridor Overlay Zone (50-foot minimum setback required; 4-foot landscape setback and 14-foot structural setback proposed).
- **Vesting Tentative Tract Map No. 18104:** Approve VTTM No. 18104 for condominium purposes to provide the right to further subdivide the site into condominium air space for individual ownership of the residential units and common ownership of the landscape, parking, and access drive areas.
- **Conditional Use Permit (CUP) No. 2017-05931:** Approve a CUP to allow single-family attached residential use in a RM-3 Zone as part of a Residential Planned Unit Development with modified standards. The approval will allow flexibility for the proposed development to modify the RM-3 Zone’s development standards for setbacks between buildings and landscape setbacks abutting a single-family residential zone, which include a modification of the required interior landscape setback to 2 feet where 10 feet would be required, and a reduction of building-to-building setbacks to 36.7 feet where 40 feet would be required (3-story Primary to Primary elevation) and 32 feet where 35 feet would be required (2-story Primary to 3-story Primary elevation). The Anaheim Municipal Code allows such modifications, subject to the approval

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of a CUP, if they are needed in order to achieve a good project design, privacy, livability, and compatibility with surrounding uses.

- **Specimen Tree Removal Permit No. 2018-00006:** Remove Pepper trees in the Scenic Corridor (SC) Overlay Zone.

Project Phasing

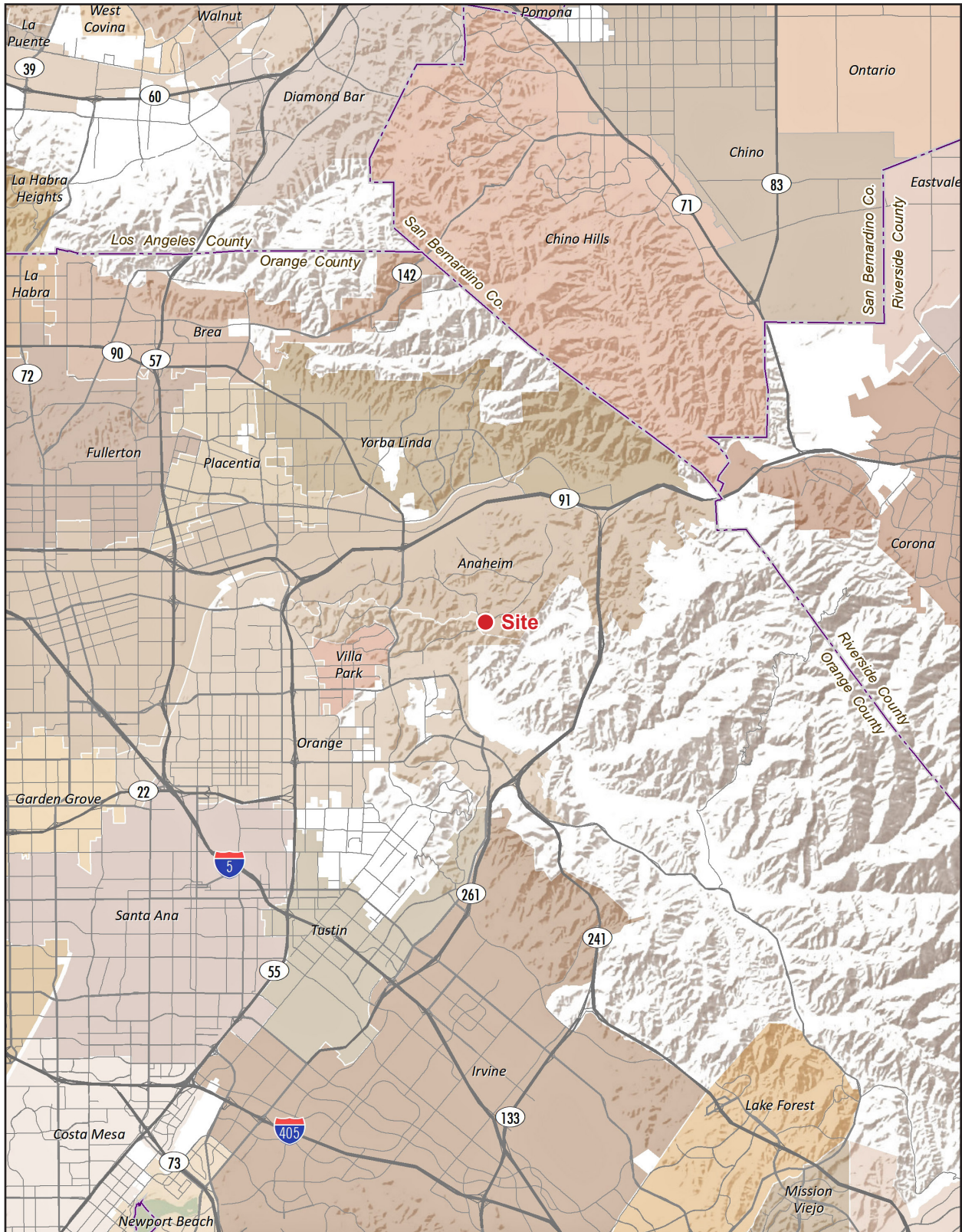
The Proposed Project will be implemented in one phase upon approval of necessary discretionary actions and permits. The construction is tentatively scheduled to start in 2020 and take approximately two years to complete.

3.4 INTENDED USES OF THE EIR

This Draft EIR is a project DEIR that examines the environmental impacts of the Proposed Project. This DEIR also addresses various actions by the City and others to adopt and implement the Proposed Project. It is the intent of this DEIR to evaluate the environmental impacts of the Proposed Project, thereby enabling the City of Anaheim, other responsible agencies, and interested parties to make informed decisions with respect to the requested entitlements. The anticipated approvals required for this Project are:

Lead Agency	Action
City of Anaheim City Council	<ul style="list-style-type: none"> • Approve the Proposed Project and related discretionary actions needed for project construction and operation. • Certify the EIR.
Responsible Agencies	Action
City of Anaheim Fire Department	<ul style="list-style-type: none"> • Approve the building and emergency access plans for compliance with the California Fire Code.
City of Anaheim Public Works Department and Public Utilities Department	<ul style="list-style-type: none"> • Approve any required roadway and street intersection improvements. • Approve any required offsite infrastructure upgrades such as sewer, water, stormwater lines, or any other improvements.
Regional Water Quality Control Board	<ul style="list-style-type: none"> • Issue a National Pollutant Discharge Elimination System Permit.
South Coast Air Quality Management District	<ul style="list-style-type: none"> • Issue necessary air quality permits to construct: • SCAQMD Rule 201 (Permit to Construct) and SCAQMD Rule 203 (Permit to Operate): A permit is required to construct and operate any stationary equipment that generates new emissions (e.g., boiler or emergency generator). • SCAQMD Rule 403 (Large Operation Notification Form): The applicant/applicant's construction contractor is required to file a Large Operation Notification Form with SCAQMD for grading activities and prepare and implement a dust control plan.
Orange County Flood Control District (OC Flood)	Provide necessary infrastructure improvements.
Orange County Water District	Provide necessary infrastructure improvements.

Figure 3-1 - Regional Location
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Note: Unincorporated county areas are shown in white.



Source: ESRI, 2018

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Figure 3-2 - Local Vicinity
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— Project Boundary

0 1,200
Scale (Feet)

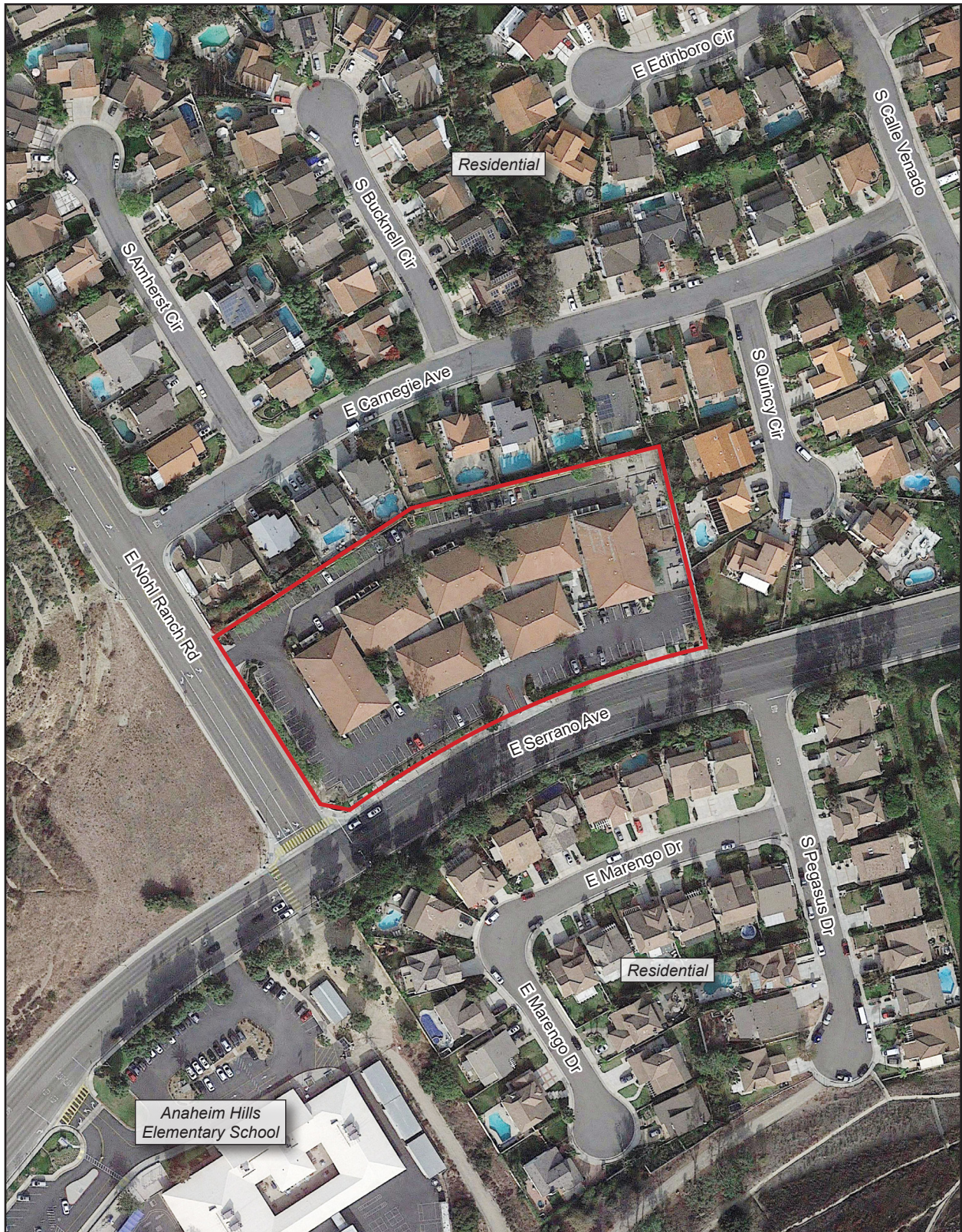


Source: ESRI, 2018

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Figure 3-3 - Aerial Photograph
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— Project Boundary

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Scale (Feet)

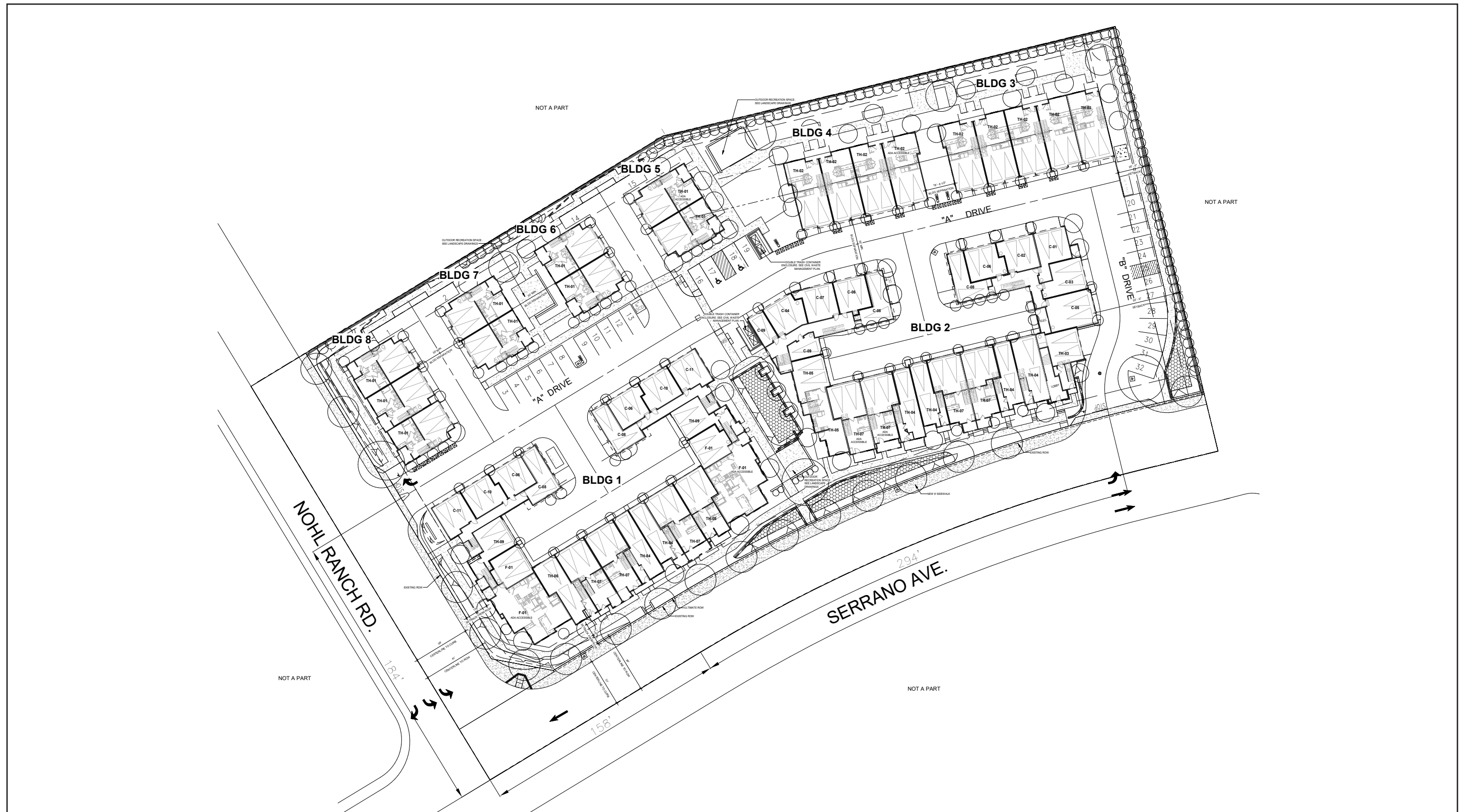


Source: Google Earth Pro, 2018

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Figure 3-4 - Proposed Site Plan
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Source: MVE & Partners, 2019



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Figure 3-5 - Proposed Landscape Plan
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- 1 Entry statement - decorative signage at low retaining wall
- 2 New wall along north and east property line
- 3 Tall landscape screen - minimum box size to be 24". Potential species include:
Ficus nitida (20' H X 30' S)
Prunus caroliniana (30' H X 25' S)
Podocarpus gracilior (20'H X 10'S)
Bambusa dol. 'Green Stripe' (20'H)
- 4 Outdoor lounges with specimen tree, deep seated furniture and enhanced paving
- 5 Outdoor dining room with shade canopy, privacy walls/screens, barbecue and serving counter
- 6 Artificial turf game lawn with seating and foosball table
- 7 Ceremonial entry portal/hedge
- 8 Accent trees in decorative metal planters
- 9 Artificial turf play area
- 10 Private patios
- 11 Outdoor living room with built-in banquette seating, fire table and festoon lighting
- 12 Vehicular concrete pavers
- 13 Pedestrian entry experience - Pedestrian crossing, entry point with low wall and hedge.
- 14 Street trees to be planted within private property outside of the ultimate ROW

- 15 Enlargement 'A', see L-2
- 16 Enlargement 'B', see L-3
- 17 Bio basin
- 18 New 8' wide sidewalk to be constructed along the frontage of the property on Serrano Ave.
- 19 New Irrigation Meter
- 20 Vehicular concrete paving with decorative finish
- 21 Trash enclosure



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Figure 3-6 - Landscape Perspective Views
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Figure 3-7a - Building Elevations - Building 1 North and South
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Building 1 - Elevation North

MATERIALS

- A. CONCRETE S-TILE
- B. RAISED PANEL GARAGE DOORS
- C1. STUCCO - COLOR OPTION 1
- C2. STUCCO - COLOR OPTION 2
- C3. STUCCO - COLOR OPTION 3
- D. WOOD ENHANCEMENTS
- E. METAL RAILINGS
- F. MANUFACTURED STONE VENEER
- G. DECORATIVE IRON ELEMENT
- H. RAISED PANEL ENTRY DOOR
- I. DECORATIVE TRIM
- J. PAINTED SHUTTERS



Building 1 - Elevation South



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Figure 3-7b - Building Elevations - Building 1 East and West
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Building 1 - Elevation East



Building 1 - Elevation West

MATERIALS

- A. CONCRETE S-TILE
- B. RAISED PANEL GARAGE DOORS
- C1. STUCCO - COLOR OPTION 1
- C2. STUCCO - COLOR OPTION 2
- C3. STUCCO - COLOR OPTION 3
- D. WOOD ENHANCEMENTS
- E. METAL RAILINGS
- F. MANUFACTURED STONE VENEER
- G. DECORATIVE IRON ELEMENT
- H. RAISED PANEL ENTRY DOOR
- I. DECORATIVE TRIM
- J. PAINTED SHUTTERS



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Figure 3-8a - Building Elevations - Building 2 North and South
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Building 2 - Elevation North

MATERIALS

- A. CONCRETE S-TILE
- B. RAISED PANEL GARAGE DOORS
- C1. STUCCO - COLOR OPTION 1
- C2. STUCCO - COLOR OPTION 2
- C3. STUCCO - COLOR OPTION 3
- D. WOOD ENHANCEMENTS
- E. METAL RAILINGS
- F. MANUFACTURED STONE VENEER
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- H. RAISED PANEL ENTRY DOOR
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Building 2 - Elevation South



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Figure 3-8b - Building Elevations - Building 2 East and West
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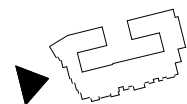
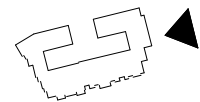
Building 2 - Elevation East



Building 2 - Elevation West

MATERIALS

- A. CONCRETE S-TILE
- B. RAISED PANEL GARAGE DOORS
- C1. STUCCO - COLOR OPTION 1
- C2. STUCCO - COLOR OPTION 2
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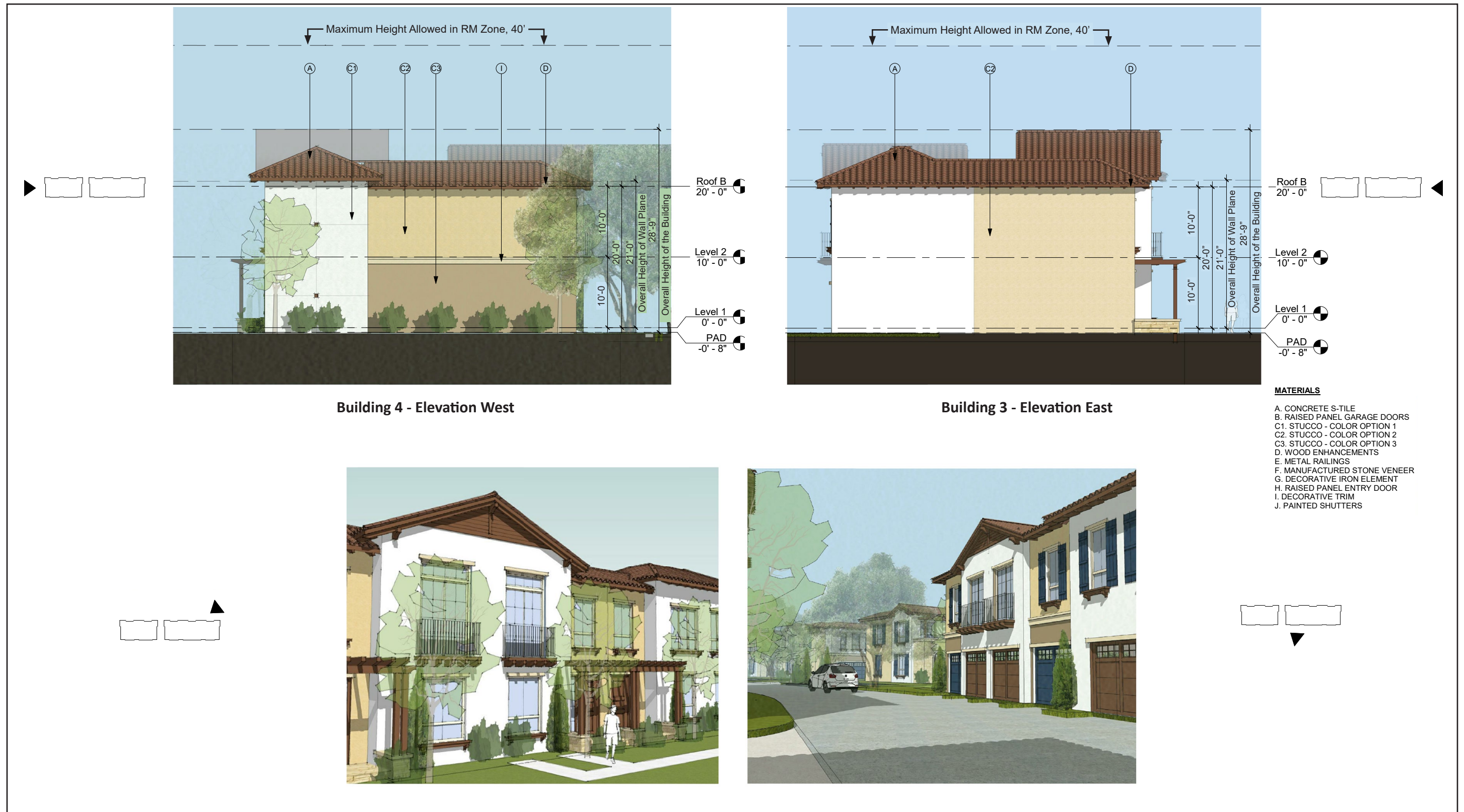
Figure 3-9a - Building Elevations - Buildings 3 and 4 North and South
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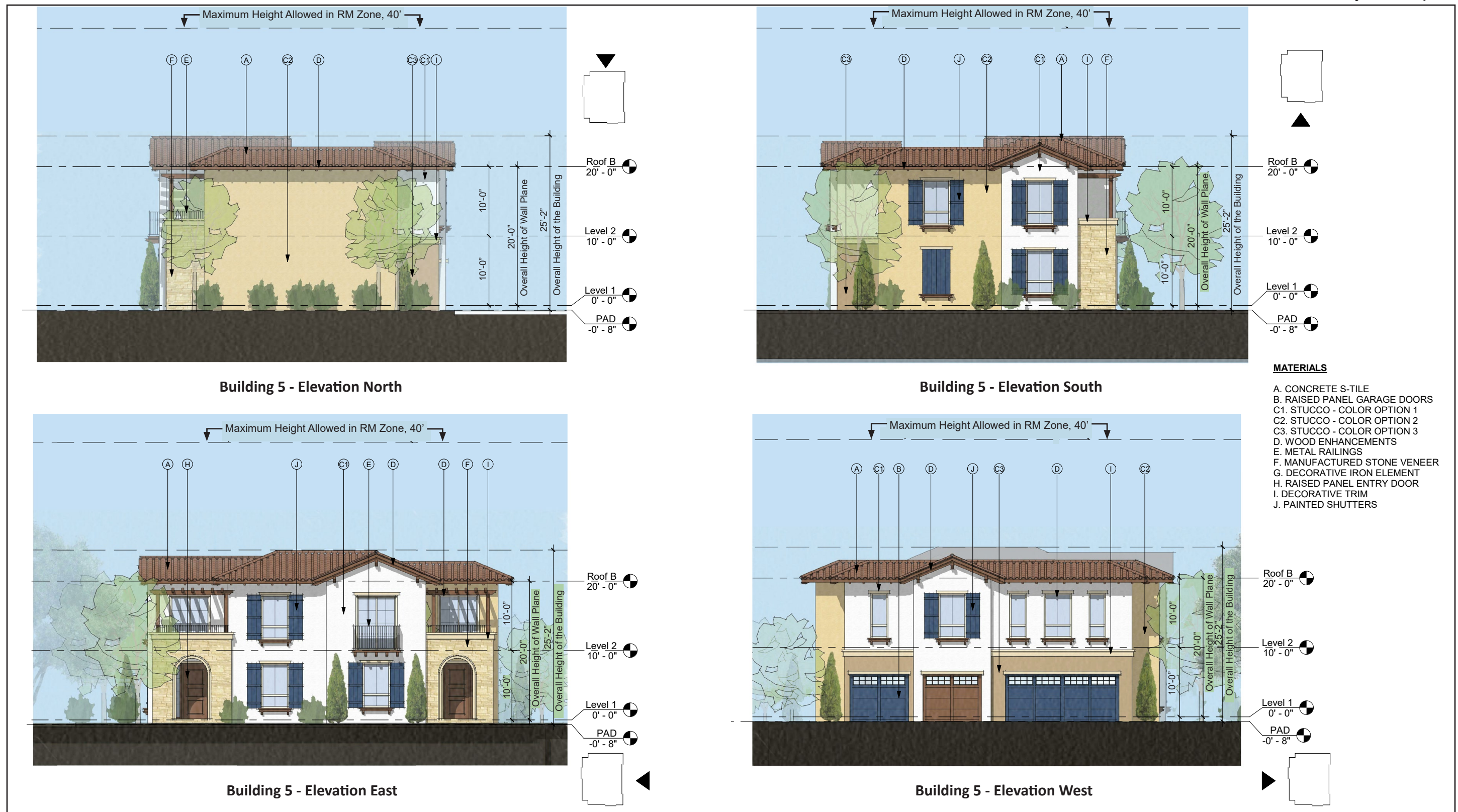
Figure 3-9b - Building Elevations - Buildings 3 and 4 East and West
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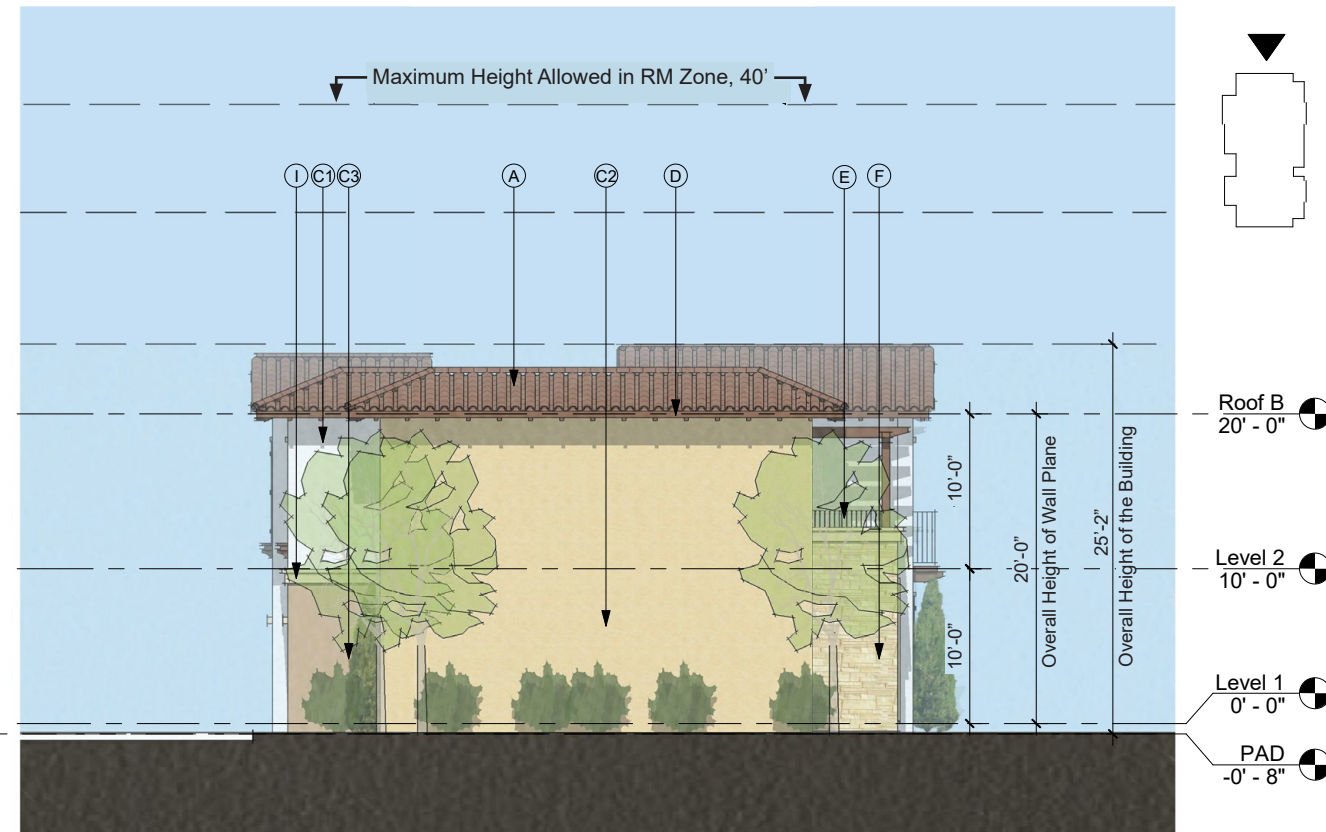
Figure 3-10 - Building Elevations - Buildings 5 North, South, East, and West
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Figure 3-11a - Building Elevation - Building 8 North and South
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Building 8 - Elevation North



Building 8 - Elevation South

MATERIALS

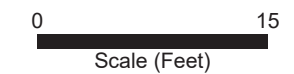
- A. CONCRETE S-TILE
- B. RAISED PANEL GARAGE DOORS
- C1. STUCCO - COLOR OPTION 1
- C2. STUCCO - COLOR OPTION 2
- C3. STUCCO - COLOR OPTION 3
- D. WOOD ENHANCEMENTS
- E. METAL RAILINGS
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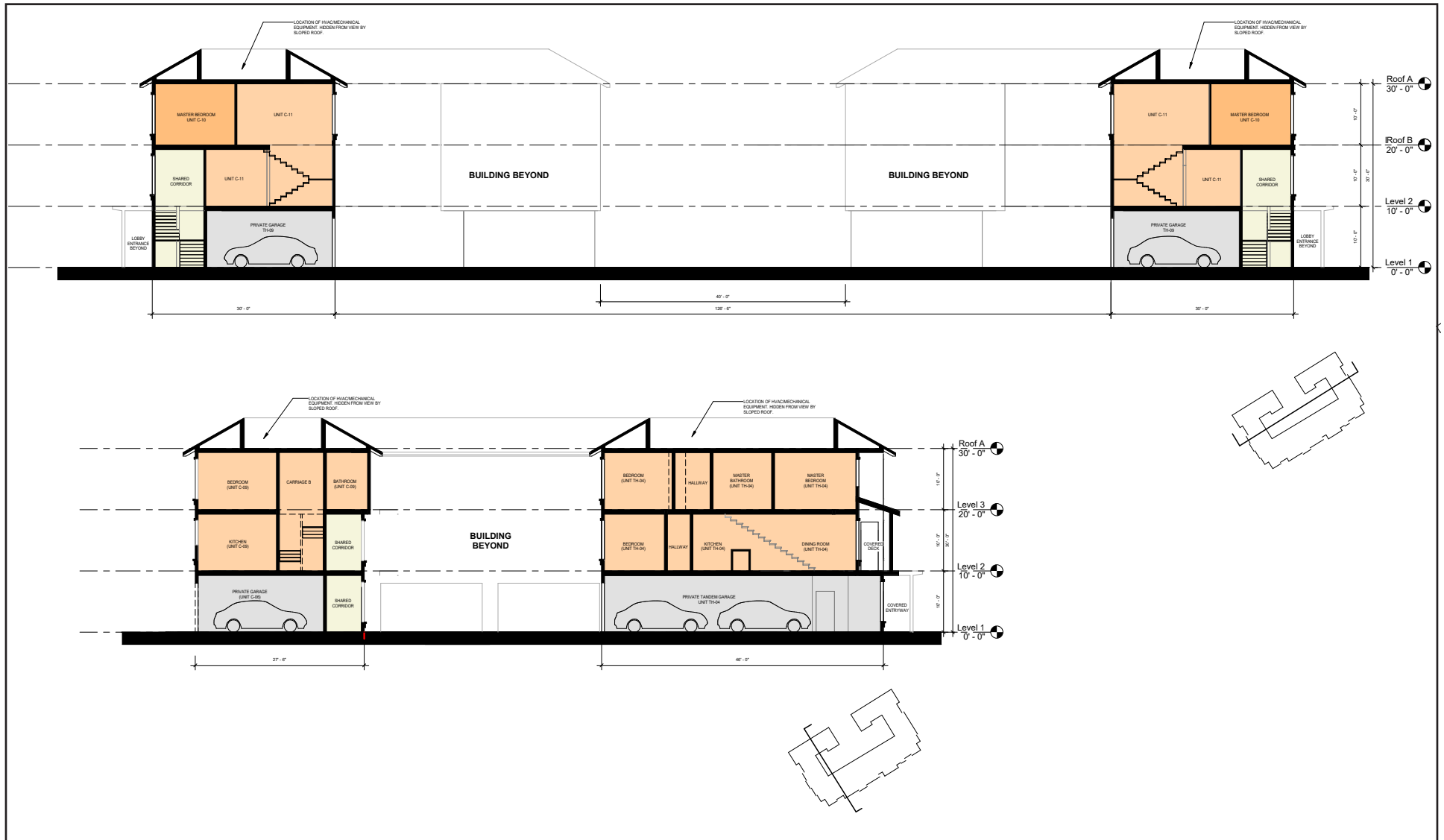
Figure 3-11b - Building Elevation - Building 8 East and West
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Figure 3-12 - Proposed Building Section - Building 1
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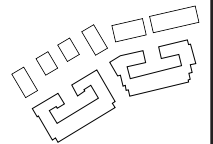
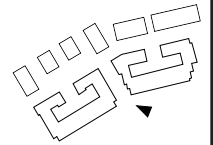


Source: MVE and Partners, 2018

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Figure 3-13 - Perspective of Building 1 from Serrano Avenue
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Figure 3-14 - Perspective of Building 8 from Nohl Ranch Road
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Source: MVE and Partners, 2018

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