

3.0 Project Description



3.0 PROJECT DESCRIPTION

3.1 PROJECT LOCATION AND SETTING

PROJECT LOCATION

The proposed Shoreline Gateway Project (project) is located in the City of Long Beach, California. The City of Long Beach is located on the south coast of Los Angeles County, which is approximately 22 miles south of downtown Los Angeles; refer to [Exhibit 3-1, *Regional Vicinity*](#). The location of the project site serves as an entrance to the East Village Arts District and the eastern edge of the downtown. The project is comprised of nine parcels (approximately 2.2 acres) generally located north of Ocean Boulevard, between Atlantic and Alamitos Avenues in the City of Long Beach; refer to [Exhibit 3-2, *Project Vicinity*](#).

PROJECT SETTING (EXISTING CONDITIONS)

The project site is currently developed with multiple-family residential, retail, restaurant, office and parking uses on several parcels; refer to [Exhibit 3-3, *Project Aerial Photograph*](#). The northwest corner of Ocean Boulevard and Alamitos Avenue is developed with a 9,629 square foot retail building (Video Choice). Uses west of Video Choice, between Lime Avenue and Broadway Court, include a 3-story 30-unit apartment building, a 2- to 3-story 33-unit apartment building and two surface parking lots. West of Broadway Court and east of the existing Artaban building (which is not part of the proposed project) is a 3,852 square foot single story restaurant (Long Beach Café) and surface parking. Uses north of Bronze Way, between Atlantic Avenue and Broadway Court, include a 7,500 square foot single story office building with surface parking located between Broadway Court and Lime Avenue. Overall, the project site is developed with 20,981 square feet of retail, restaurant and office uses and 63 residential units.

Surrounding land uses to the north include a hotel (Roadway Inn) and two- and three-story multi-family residential uses, Alamitos Avenue, retail (Shell gas station and mini-mart); multi-family residential uses to the east; Ocean Boulevard and multi-family residential uses (Villa Riviera, International Tower, Long Beach Towers) to the southeast/south; and multi-family residential uses (Artaban building), Atlantic Avenue, and retail and office (California National Bank building) uses to the west.

3.2 BACKGROUND AND HISTORY

The project area is within the central Long Beach Redevelopment Project Area. Originally adopted on September 21, 1993, the Central Long Beach Redevelopment Project Area encompasses approximately 2,618 acres generally located south of the I-405 freeway, east of the I-710 freeway and west of Redondo Boulevard.



● - Project Site



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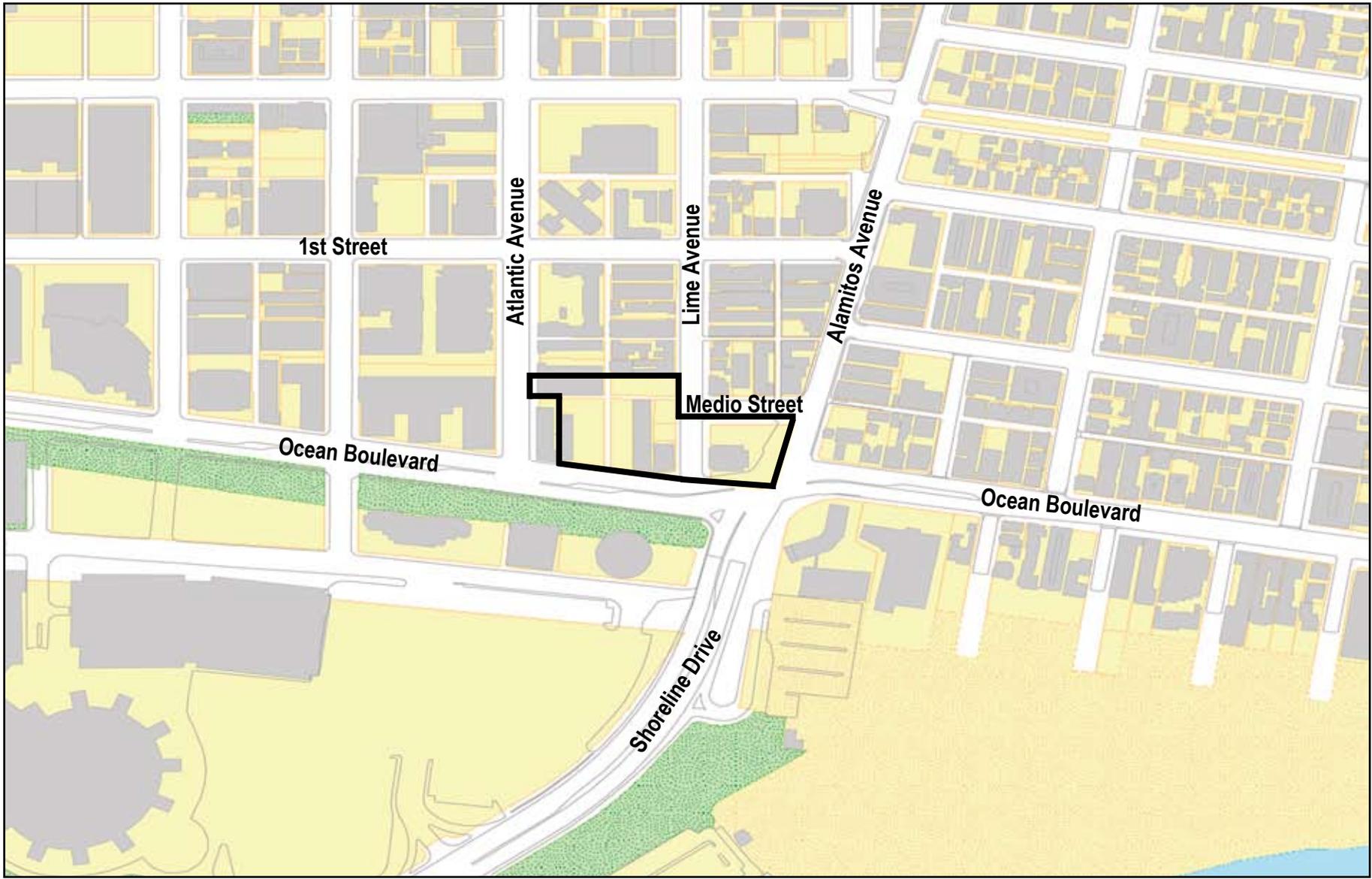


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SHORELINE GATEWAY PROJECT
ENVIRONMENTAL IMPACT REPORT

Regional Vicinity



Source: City of Long Beach.

— - Project Site



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Exhibit 3-2



Source: Anderson Pacific LLC.

— - Project Site



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The *East Village Arts District Guide for Development (Guide for Development)*, dated October 1996, identifies comprehensive strategies to create a viable arts district that functions as a distinct activity center and neighborhood in the City of Long Beach. The Guide for Development outlines strategies for physical, parking, urban design, parks and open space improvements, as well as marketing, ongoing coordination, financing, public safety and property maintenance strategies for the East Village Arts District. The *Guide for Development* calls for the intensification of the project site with a development that could serve as a “landmark” entry to the East Village from the east and Shoreline Drive.

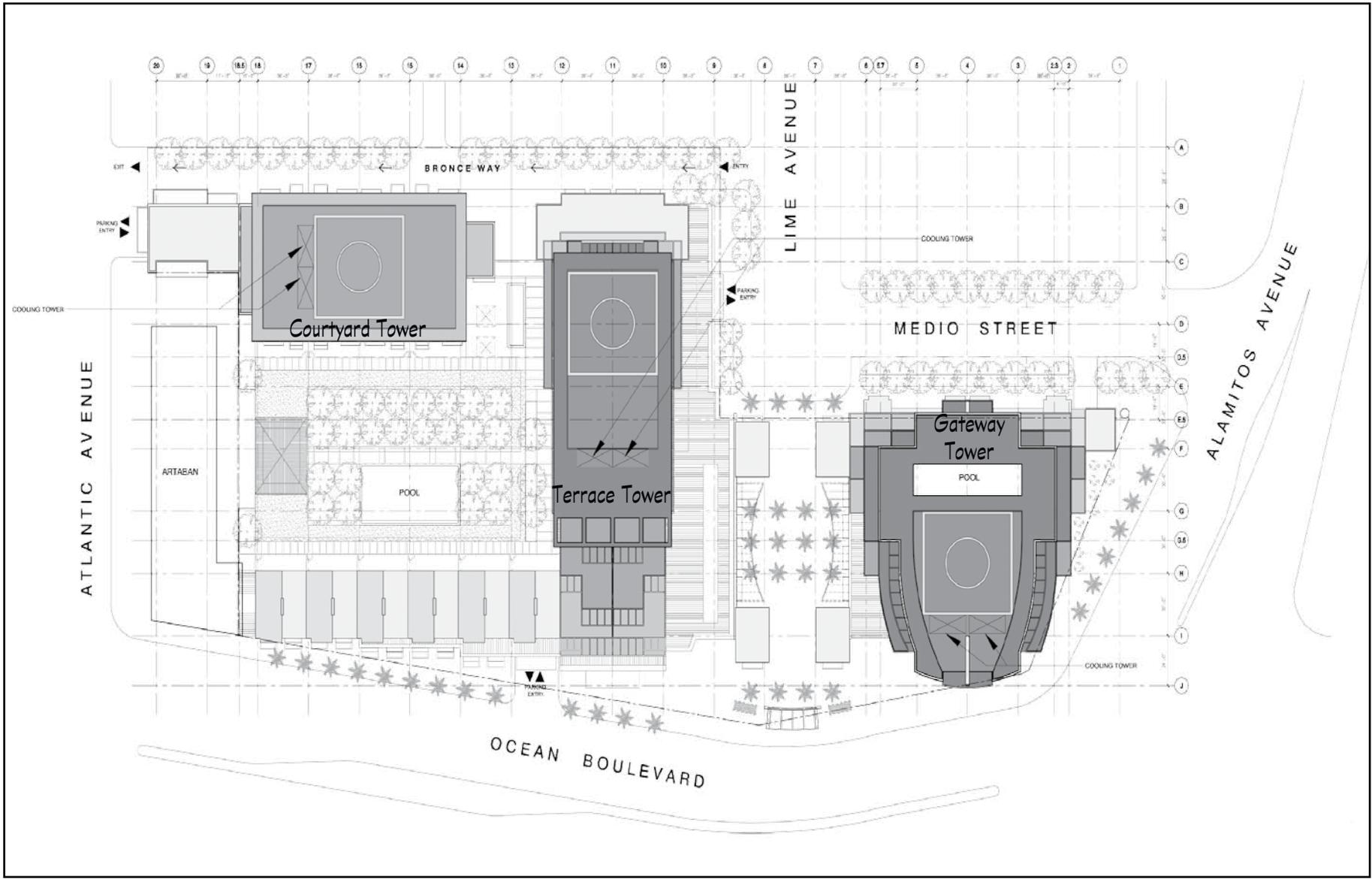
On February 4, 2005, the Long Beach Redevelopment Agency issued a Request for Proposal (RFP) to property and business owners of 40 Atlantic Avenue, 19-39 Lime Avenue and 615-777 East Ocean Boulevard. The RFP notified the owners of the Redevelopment Agency’s interest in redeveloping the identified properties to revitalize the area. The RFP was officially a Notification of Opportunity to Submit a Development Proposal. The Redevelopment Agency received two proposals. On May 23, 2005, Redevelopment Agency Staff requested approval and authorization from the Redevelopment Agency Board to enter into an exclusive negotiation agreement with Anderson Pacific, LLC, for the proposed project.

3.3 PROJECT CHARACTERISTICS

Currently, the project site includes 63 multiple-family residential units and approximately 20,980 square feet of retail, restaurant and office uses. As part of the proposed project, all existing residential, retail, restaurant and office uses would be removed.

The project proposes a mixed-use development involving a 22-story residential tower (Gateway Tower) at the northwest corner of Ocean Boulevard and Alamitos Avenue, a 15- to 19-story stepped slab building (Terrace Tower) west of the existing Lime Avenue and Ocean Boulevard intersection and a 10-story building (Courtyard Tower) northeast of the existing Artaban building; refer to Exhibit 3-4, *Proposed Project Roof Plan*. The proposed buildings would be situated over a two-story podium of residential, retail and live/work units, resulting in a maximum height of 24, 21 and 12 stories, respectively, from grade.

Development of the project would result in 358 residential units including live/work spaces, townhomes, one to three bedroom apartment units, penthouse units and associated amenities. The project proposes locating live/work units adjacent to Ocean Boulevard and townhouse units adjacent to the Bronze Way alley and Medio Street. The project proposes 13,561 square feet of retail/gallery space, which would front the proposed residential tower and stepped slab building on Ocean Boulevard; refer to Exhibit 3-5, *Proposed Ground Floor Plan*, and Exhibit 3-6, *Proposed Mezzanine Plan*.



Source: Altoon + Porter Architects, December 22, 2005.



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Exhibit 3-4

SHORELINE GATEWAY PROJECT
ENVIRONMENTAL IMPACT REPORT

Proposed Project Roof Plan



Source: Altoon + Porter Architects, December 22, 2005.



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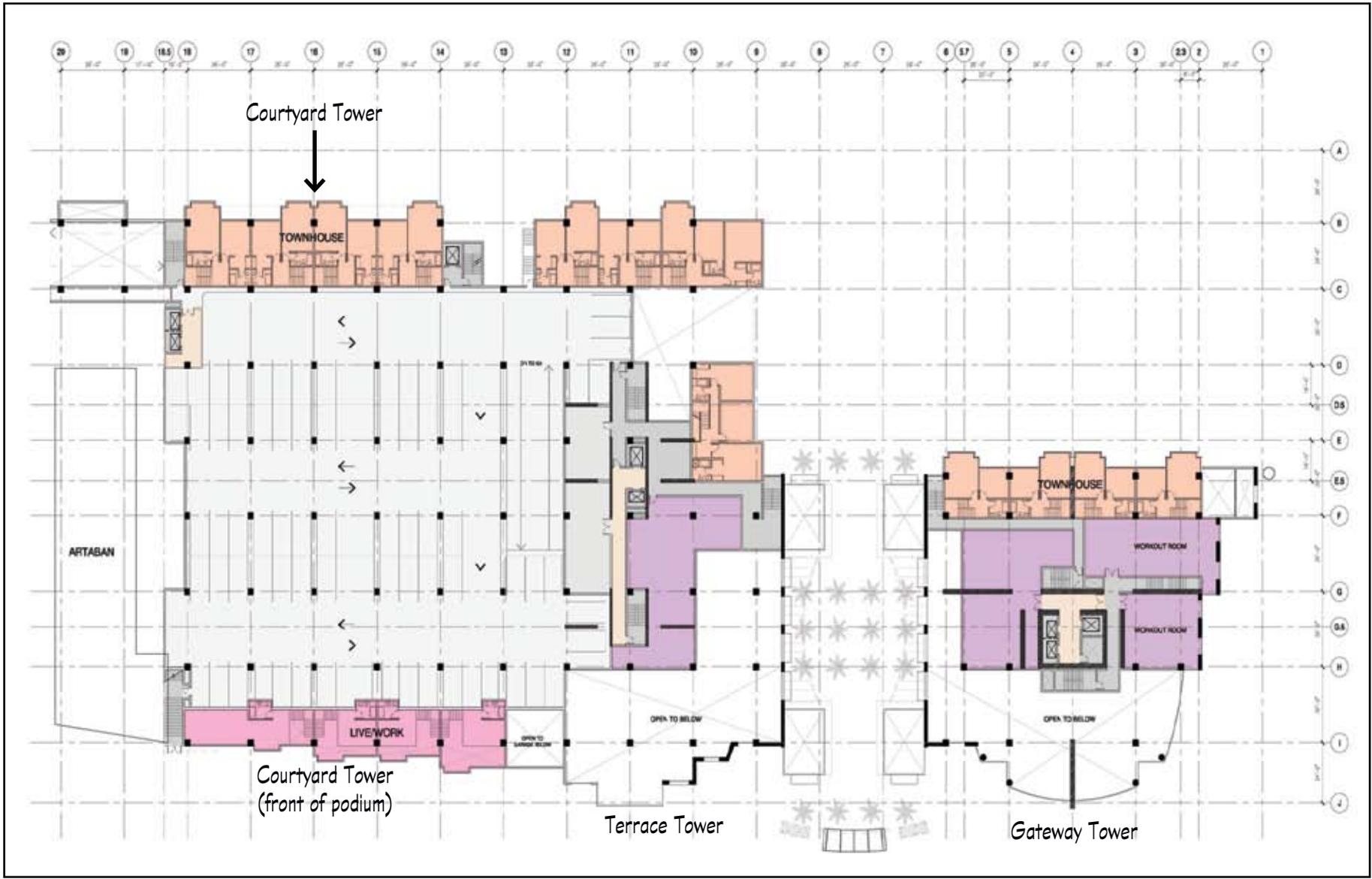
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Exhibit 3-5

SHORELINE GATEWAY PROJECT
ENVIRONMENTAL IMPACT REPORT

Proposed Ground Floor Plan



Source: Altoon + Porter Architects, December 22, 2005.



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BUILDING HEIGHTS AND MATERIALS

With the two-story podium, the height of the proposed 24-story tower would be approximately 284 feet (not including an optional beacon). The maximum height of the 21-story stepped slab building would be approximately 233 feet and the 12-story building would be approximately 124 feet; refer to Exhibit 3-7, *Proposed Project Sections and Building Heights*. The project proposes the use of terra cotta cladding, stone, translucent and clear glass materials of warm hues, compatible with development in the surrounding area.

SITE ACCESS AND RELOCATION OF ROADWAYS

Vehicular access to the proposed project would occur from Ocean Boulevard, Atlantic Avenue and at the western terminus of Medio Street. The proposal would involve relocating Bronze Way alley from its current location, northward to the edge of the project site, which would serve as a one-way street providing direct access to the proposed townhouse units. Additionally, Lime Avenue, between Medio Street and Ocean Boulevard, would be vacated to allow for an elliptical-shaped paseo between the proposed residential tower and stepped slab building on Ocean Boulevard.

PARKING

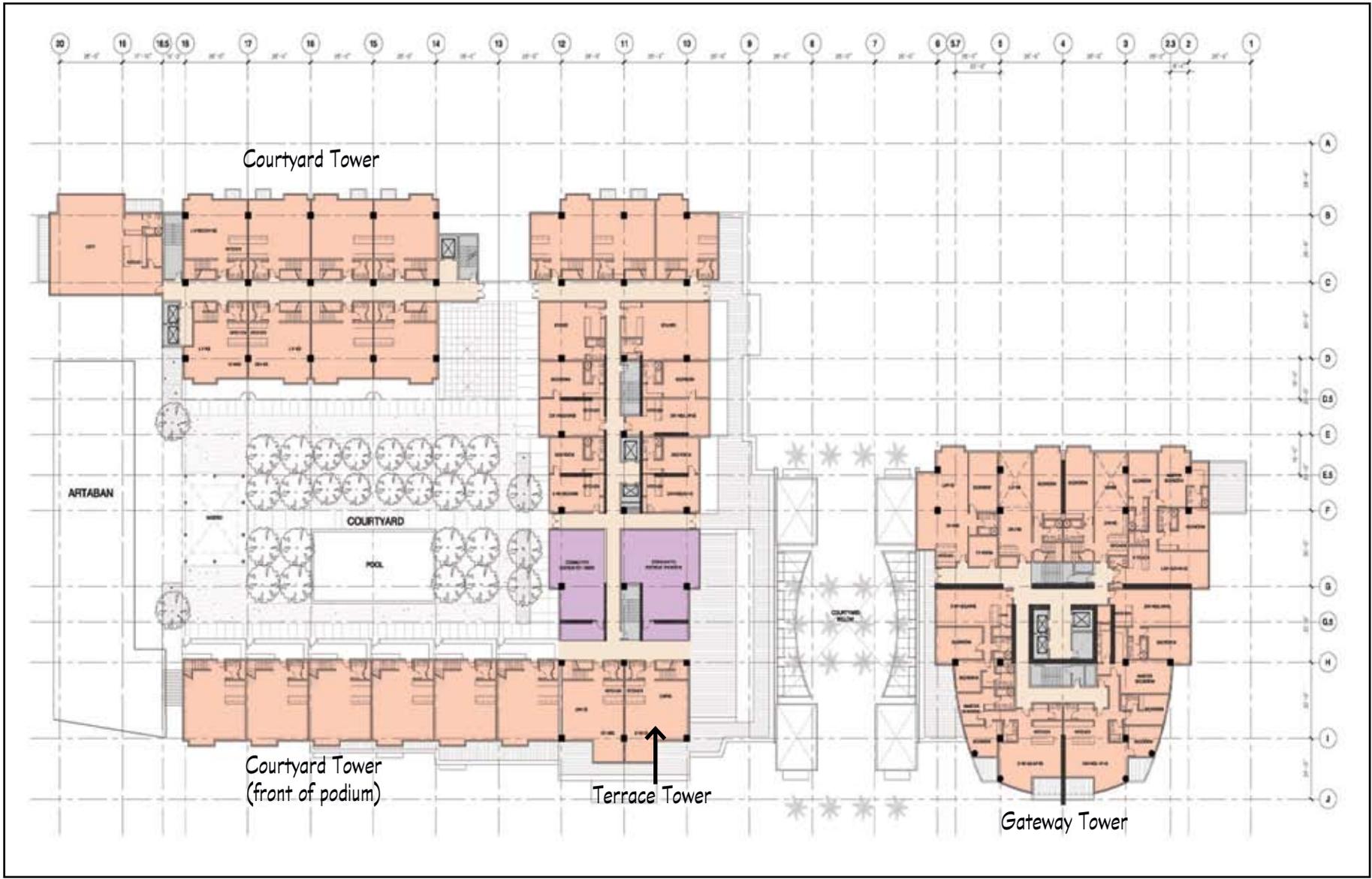
Parking for approximately 820 vehicles would be provided in three subterranean parking levels and in a concealed parking structure located at-grade and one level above-grade. The parking structure would be concealed from the public by the proposed live/work and townhouse units and the proposed retail uses. Additionally, a residential garden would be located directly above the structure, surrounded by the existing Artaban building on the west and proposed residential uses on the north, east and south; refer to Exhibit 3-8, *Proposed Level 1 Plan*.

LANDSCAPING

The project proposes landscaping within the residential garden, public paseo and along the project frontages; refer to Exhibit 3-9, *Landscape Concept Plan*. The planting concept plan proposes the use of palms and shade trees within the public paseo and leisure spaces and flowering trees along Bronze Way, Medio Street and Lime Avenue. Under plantings, shrubs and bushes would be used within community spaces; refer to Exhibit 3-10, *Planting Concept Plan*.

3.4 PROJECT GOALS AND OBJECTIVES

The Shoreline Gateway Project is proposed by Anderson Pacific, LLC, and seeks to achieve project specific goals as well as contribute to achieving the goals and objectives established by the Redevelopment Agency and associated redevelopment planning documents, including the *Strategy for Development Greater Downtown Long Beach*, the *Downtown Long Beach Strategic Action Plan*, and the *East Village Arts District Guide for Development*.



Source: Altoon + Porter Architects, December 22, 2005.



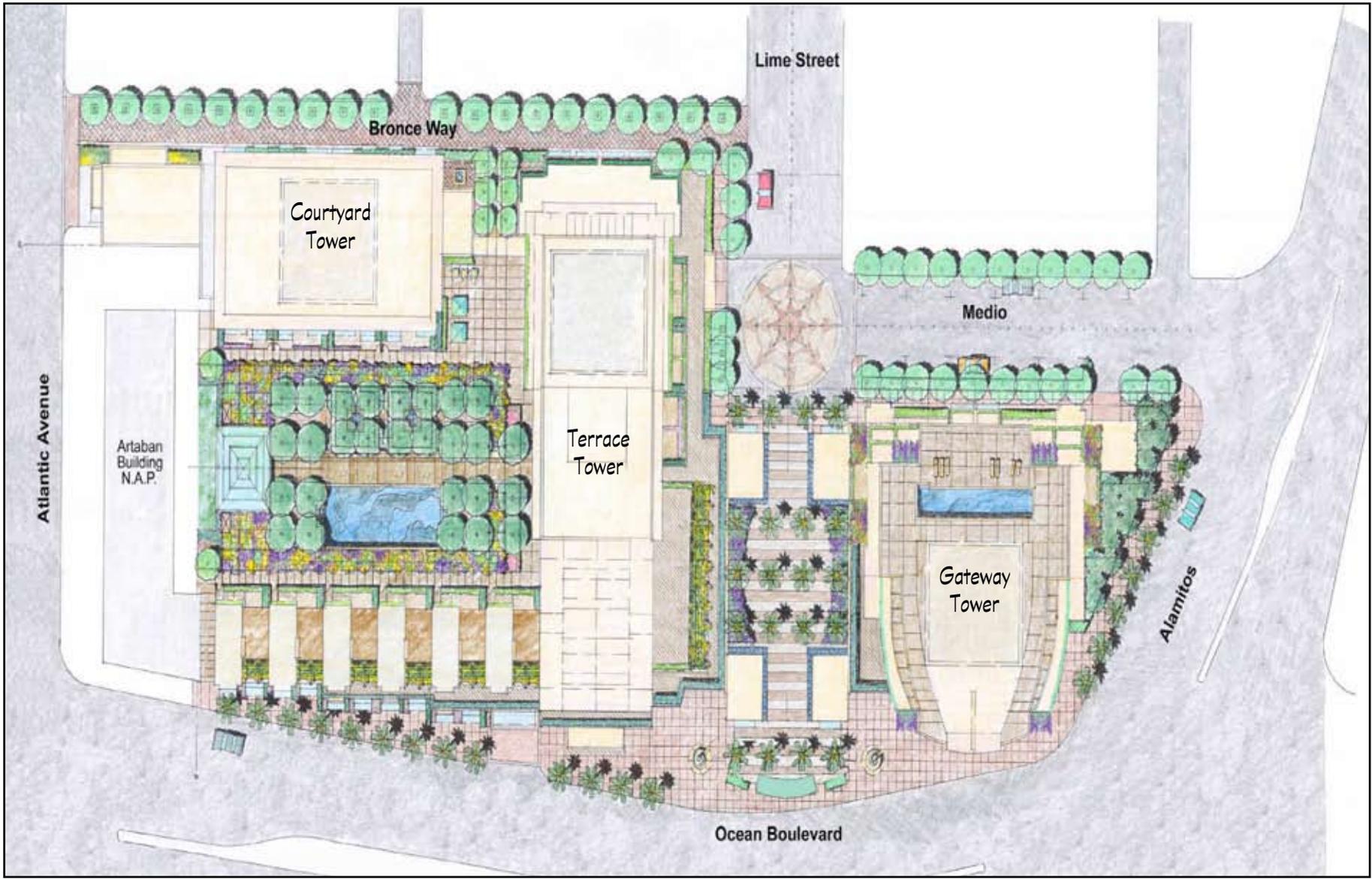
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Exhibit 3-8



Source: Altoon + Porter Architects, December 22, 2005.



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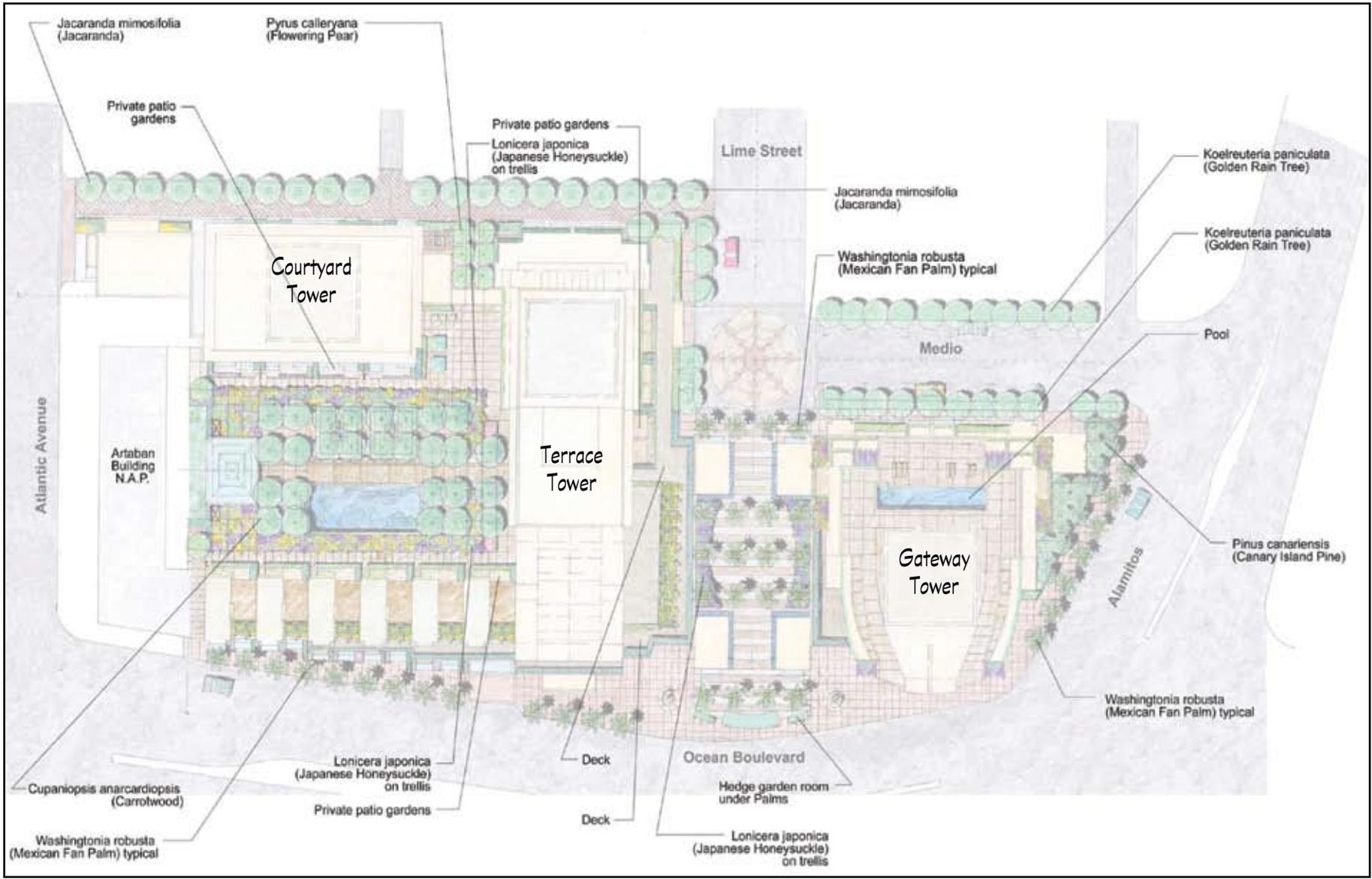


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Exhibit 3-9

SHORELINE GATEWAY PROJECT
 ENVIRONMENTAL IMPACT REPORT
Landscape Concept Plan



Source: Altoon + Porter Architects, December 22, 2005.



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Exhibit 3-10

SHORELINE GATEWAY PROJECT
 ENVIRONMENTAL IMPACT REPORT
Planting Concept Plan



The following goals and objectives have been identified for the project:

- Provide an iconic gateway tower to the East Village Arts District and downtown.
- Provide a friendly and walkable downtown area for pedestrians with landscaped open space, pedestrian friendly lanes, retail frontage and an interior plaza.
- Provide a forecourt plaza and formal civic space for outdoor dining and gathering opportunities in the downtown area.
- Integrate with neighboring residential uses by providing residential transition heights as a transitional edge between the tower structure and neighboring residential community.
- Provide a diversity of residential unit types for downtown living, including live/work spaces, townhomes, apartment units and penthouse units.
- Respect neighbor's views by providing a landscaped courtyard adjacent to the existing historic Artaban Building and view corridors between towers.
- Provide semi-private living spaces and community facilities for potential downtown residents.
- Provide high density residential within the downtown area to accomplish, among other things, a reduction in traffic and air quality impacts caused by commuters.

3.5 PHASING

It is anticipated that the Shoreline Gateway project would be completed in one phase with an estimated demolition time of two months, shoring/excavation time of four months and an estimated construction time of approximately 24 to 28 months.

3.6 AGREEMENTS, PERMITS AND APPROVALS

The City of Long Beach Redevelopment Agency is the Lead Agency for the project and has discretionary authority over the project proposal which includes the following:

- Environmental Review. A certified Environmental Impact Report (EIR) required by CEQA, as described in Section 1.0, Introduction and Purpose.
- Design Review. The Redevelopment Agency will lead the design review process for the proposed project. Pursuant to the Redevelopment Agency's Design Review Guidelines, the Agency may participate in the Site Plan Review process if a project is subject to an Agency agreement or if it is a large project located in a Critical Redevelopment Area. This project would be



subject to an Owner Participation Agreement (OPA) with the Redevelopment Agency. The OPA would specify the scope and type of proposed development, the design of the project, the nature and extent of any Agency assistance, including financial assistance, and any covenants imposed on the continued use of the project site.

The Redevelopment Agency's Design Review process focuses on aesthetic appearance of a project's exterior design. This is done through a five stage design review process, from first concepts to final construction. The five stages are as follows:

- Stage I: Conceptual Review. Architectural design review by Agency staff of a project's conceptual design.
- Stage II: Preliminary Review. Architectural design review by Agency staff of completed schematic design materials.
- Stage III: Final Review. Architectural design review by Agency staff and approval by the Redevelopment Agency Board of the final design.
- Stage IV: Design Check. Conducted by Agency staff and the Planning and Building Department staff to verify compliance with approved design, submittal of complete construction documents for approval and issuance of building permits.
- Stage V: Construction Check. Verification of compliance with Design Check by Agency staff, including site inspections, prior to issuance of the Certificate of Final Completion and Occupancy.

After completion of the Stage II Preliminary Review by Agency staff, the project applicant would file for Site Plan Review with the Planning and Building Department. For large developments such as the proposed project, the Site Plan Review Committee would assess the Site Plan Review application and prepare its recommendations to the Planning Commission. After the Redevelopment Agency Board conducts the Stage III review, a public hearing would be scheduled for the Planning Commission to consider approval of the Site Plan Review application. While the Redevelopment Agency Board would certify the Shoreline Gateway Environmental Impact Report, the Planning Commission would be charged with the authority to approve the Site Plan Review application and requested entitlements such as Standards Variances for relief from the applicable development standards of the Downtown Planned Development District (PD-30). The Planning Commission may make recommendations to the Redevelopment Agency regarding the aesthetic design of the project.

- Owner Participation Agreement (OPA). The Redevelopment Agency would enter into an OPA with the project developer. The OPA would specify the scope and type of the development, the design of the project, the nature and extent of any Agency assistance, covenants imposed on the continued use of the property, and any financial provisions.



The Planning Commission has the following discretionary authority over the project:

- Site Plan Review. The Planning Commission has Site Plan Review approval authority of project design at a duly noticed public hearing after completion of the Redevelopment Agency architectural design review. The Planning Commission has the authority to recommend design revisions and return the project design back to the Redevelopment Agency with its recommendations.

In accordance with Zoning Code Section 21.25.503, the Site Plan Review Committee shall consider all applications for Site Plan Review approval. For larger developments such as the proposed project, the Site Plan Review Committee typically refers the project to the Planning Commission for Site Plan Review approval using the procedures established for Planning Commission public hearings.

- Subdivision Map. A subdivision map for condominium purposes must be approved by the Planning Commission.
- Standards Variances. Any project deviation from applicable development standards would require Planning Commission approval. Development standards could include setbacks, parking and landscaping. The project, as proposed, would require approval of a Standards Variance for on-site parking (refer to Section 5.3, Traffic and Circulation).

The Department of Planning and Building has the authority to take the following non-discretionary, ministerial actions for this project:

- Demolition, Grading and Building Permits. Demolition, grading and building permits for demolition, grading and building within the project site would be subject to the review and approval by the City.