

7.0 Alternatives to the Proposed Project



7.0 ALTERNATIVES TO THE PROPOSED PROJECT

In accordance with *CEQA Guidelines* Section 15126.6, the following section describes a range of reasonable alternatives to the proposed project, which could feasibly attain most of the basic objectives of the proposed project but would avoid or substantially lessen any of the significant effects of the proposed project. The evaluation considers the comparative merits of each alternative. The analysis focuses on alternatives capable of avoiding significant environmental effects or reducing them to less than significant levels, even if these alternatives would impede, to some degree, the attainment of the proposed project objectives.

Potential environmental impacts associated with three separate alternatives are compared to impacts from the proposed project. The alternatives include:

- No Project/No Development Alternative;
- Reduced Project Alternative; and
- Hotel/Office Alternative.

Throughout the following analysis, impacts of alternatives are analyzed for each of the issue areas examined in Section 5.0 of this EIR. In this manner, each alternative can be compared to the proposed project on an issue-by-issue basis. Each alternative's impacts are compared to the proposed project. Table 7-6, *Comparison of Alternatives*, provides an overview of the alternatives analyzed and a comparison of each alternative's impact in relation to the proposed project. The section concludes with a review of Alternatives considered but rejected for further analysis.

Only those impacts found significant and unavoidable are relevant in making the final determination of whether an alternative is environmentally superior or inferior to the proposed project. The proposed project would result in significant and unavoidable impacts in the following environmental issue areas:

- Aesthetics/Light and Glare
 - Shade and Shadow Impacts
- Traffic and Circulation
 - Forecast Year 2015 with Project Impacts
 - Los Angeles County CMP Facilities Impacts
 - Cumulative Impacts
- Air Quality
 - Short-term Construction Impacts (NOx emissions)
- Noise
 - Short-term Construction Noise Impacts
 - Long-Term Mobile Noise Impacts



- Cultural Resources
 - Historic Structure (40 Atlantic Avenue)

In Section 7.4 of the alternatives analysis is the identification of the “environmentally superior” alternative, as required by CEQA.

7.1 “NO PROJECT/NO DEVELOPMENT” ALTERNATIVE

DESCRIPTION OF ALTERNATIVE

The No Project/No Development Alternative assumes that the proposed project would not be implemented and the project site would remain in its current condition. With this Alternative, the proposed 24-, 21- and 12-story structures with 358 residential units and 13,561 square feet of retail/gallery space would not be developed. Bronze Way alley would not be relocated and Lime Avenue, between Medio Street and Ocean Boulevard, would not be vacated. The existing residential, retail, restaurant and office uses would remain on-site.

IMPACT COMPARISON TO THE PROPOSED PROJECT

Land Use and Relevant Planning

The No Project/No Development Alternative does not involve a development proposal that would affect land use plans or policies of the City or other local and regional agencies. This alternative would not create any land use compatibility conflicts, as new development would not occur. However, the No Project/No Development Alternative would be inconsistent with several *General Plan* and *Redevelopment Plan* policy provisions, which establish long-range development goals for the project site. Specifically, policy documents have identified the project site for development with higher intensity uses, such as high-density residential, employment or visitor serving uses in proximity to existing employment, transit and other retail opportunities. The No Project/No Development Alternative would be considered environmentally inferior to the proposed project in this regard.

Aesthetics/Light and Glare

The No Project/No Development Alternative would maintain the current views of and across the project site from off-site vantage points. The No Project/No Development Alternative would not obstruct current existing views of and across the project site with new development. However, proposed aesthetic improvements, such as undergrounding of utilities and landscaping would not occur with this Alternative. Under the No Project/No Development Alternative no new light sources and no new shade and shadow impacts would be created. The No Project/No Development Alternative would be considered environmentally superior to the proposed project, since there would be no new light and glare or new shade and shadow impacts.

Traffic and Circulation

Existing morning and evening peak hour operating conditions were evaluated for the proposed project. The results of the analysis indicate that five of the study intersections are operating at an unacceptable Level of Service (LOS). These



conditions would continue with the No Project/No Development Alternative. When compared to the proposed project, an increase in average daily traffic (ADT) would not occur with this Alternative, as no development would occur within the project site. In comparison to the proposed project, this Alternative would not result in significant impacts to study intersections or CMP facilities. The No Project/No Development Alternative would be considered environmentally superior to the proposed project in this regard.

Air Quality

Grading and construction activities associated with the proposed project would not occur with this Alternative. Emissions associated with construction equipment, which have been concluded to exceed SCAQMD construction thresholds for NO_x would not occur. Similar to the proposed project, the No Project/No Development Alternative would be consistent with the regional air quality plan, as it would not increase the intensity of land uses at the project site beyond that anticipated in the City's *General Plan*, and would not result in significant cumulative air quality impacts. The No Project/No Development Alternative would be considered environmentally superior to the proposed project since no significant construction or additional operational air emissions would occur.

Noise

Under the No Project/No Development Alternative, no additional land uses would be developed within the project site. Nearby sensitive receptors would not be subjected to noise associated with construction activities or additional vehicular activity. New stationary and mobile noise sources would not occur and ambient noise levels would not increase. Thus, the No Project/No Development Alternative would be considered environmentally superior to the proposed project in this regard.

Hazards and Hazardous Materials

A Phase I site assessment was conducted to verify existing conditions of hazardous materials within the project area. The assessment identified the presence of a UST on- and off-site and the potential of groundwater impacts from properties within the surrounding area. Under the No Project/No Development Alternative, undocumented USTs would remain and would not be remediated, as would occur with the proposed project. Further, the potential for contaminated groundwater and soil impacts from properties within the project area would continue to exist. Similar to the project, documented USTs and/or subsurface petroleum releases would be required to be remediated in compliance with City, State and Federal regulatory requirements. The potential to create a significant hazard to the public or the environment through the disposal of hazardous materials (i.e., asbestos and lead paint) would not occur with this Alternative since hazardous materials, which may occur within the project site, would not be disturbed by demolition/construction activities. However, with implementation of mitigation measures, potential hazards would be reduced to a less than significant level. Due to the potential presence of undocumented USTs and contaminated groundwater, which would not be remediated, the No Project/No Development Alternative would be considered environmentally inferior to the proposed project in this regard.



Cultural Resources

Under the No Project/No Development Alternative, demolition of a potentially historic structure would not occur and construction activities would not occur adjacent to designated historic structures. Impacts associated with the potential disturbance or destruction of undocumented archaeological and/or paleontological resources would not occur. Thus, the No Project/No Development Alternative would be considered environmentally superior to the proposed project in this regard.

Public Services and Utilities

An increased demand for public services and utilities would not occur with the No Project/No Development Alternative, as no additional land uses would be developed within the project site. However, with implementation of mitigation measures, increased demand on public services and utilities would be reduced to a less than significant level. Due to the increased demand for public services and utilities generated by the proposed project, the No Project/No Development Alternative would be considered environmentally superior to the proposed project.

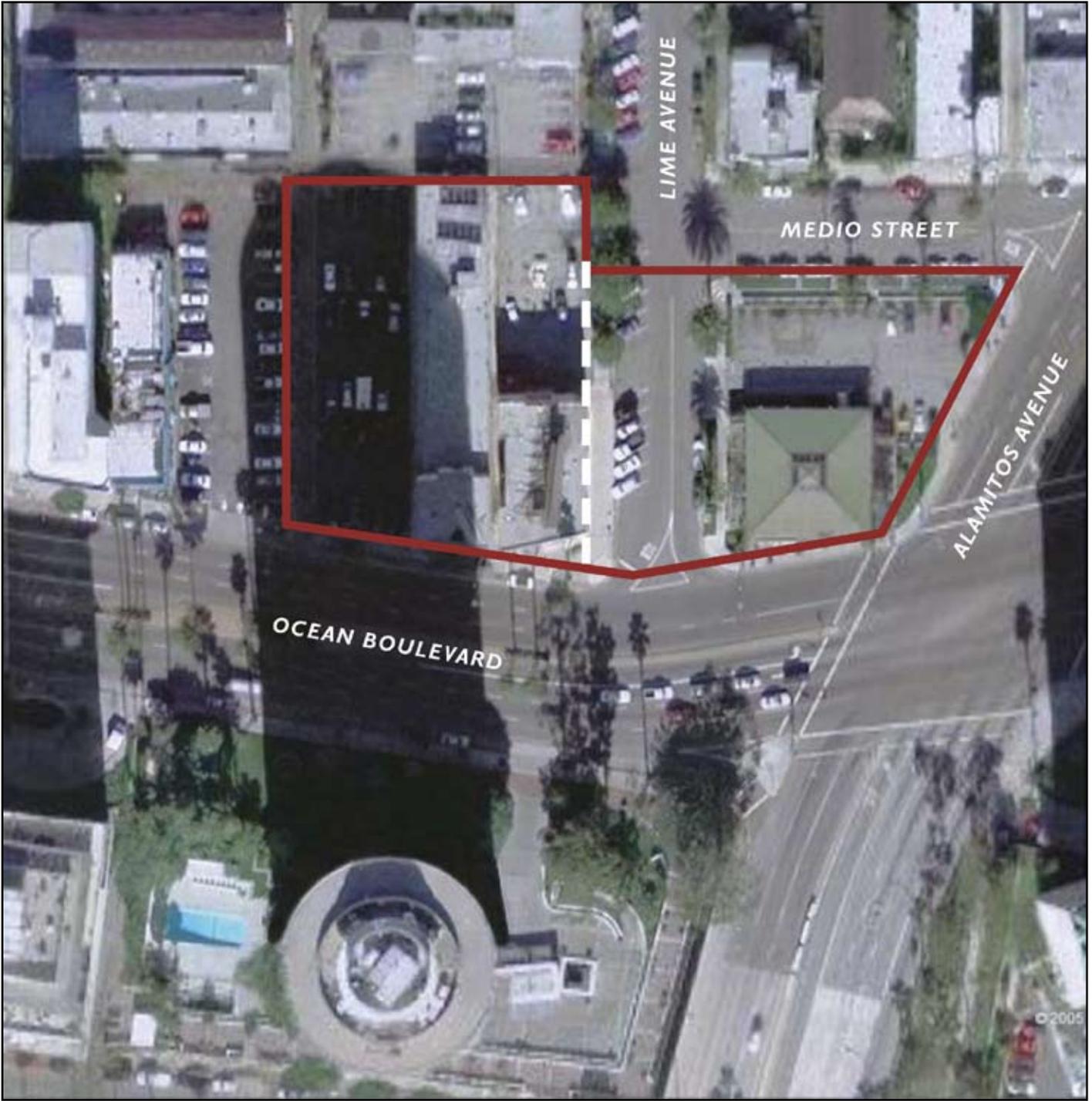
ABILITY TO MEET PROJECT OBJECTIVES

The No Project/No Development Alternative would not be consistent with the objectives of the proposed project, which include providing an iconic gateway tower to the East Village Arts District and downtown, providing a forecourt plaza and formal civic space for outdoor dining and gathering opportunities and providing a diversity of residential unit types including live/work spaces, townhomes, apartment units and penthouse units. Under this Alternative, the proposed residential and retail/gallery uses would not be developed. Therefore, none of the project objectives identified in Section 3.4, *Project Goals and Objectives*, would be met under the No Project/No Development Alternative. Additionally, the No Project/No Development Alternative would be inconsistent with Redevelopment Plan policies identified for the project site and surrounding area.

7.2 “REDUCED PROJECT” ALTERNATIVE

DESCRIPTION OF ALTERNATIVE

The Reduced Project Alternative involves a mixed-use development on five parcels (approximately 1.53 acres) generally bounded by Bronze Way Alley and Medio Street on the north, Alamos Avenue on the east, Ocean Boulevard on the south and Broadway Court on the west; refer to Exhibit 7-1, *Reduced Project Aerial Map*. Currently the site is developed with 63 multiple-family residential units and approximately 9,629 square feet of retail uses (Video Choice). Implementation of the Reduced Project Alternative would result in the removal of these uses. The Reduced Project Alternative would not involve the parcels currently developed with the Long Beach Café and the 40 Atlantic Avenue office building. Therefore, these uses would remain on-site.



Source: Studio One Eleven at Perkowitz + Ruth Architects, February 2006.



Not to Scale



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SHORELINE GATEWAY PROJECT
ENVIRONMENTAL IMPACT REPORT

Reduced Project Alternative Aerial Map

Exhibit 7-1



The Reduced Project Alternative would involve a mixed-use development consisting of a 19-story residential tower at the northwest corner of Ocean Boulevard and Alamitos Avenue and a 14-story residential tower on Ocean Boulevard south of Bronce Way Alley, between the existing Long Beach Café and Lime Avenue. The buildings would be situated over a 3- and 6-story podium, respectively, of residential, retail, gallery and live/work units, resulting in a maximum height of 22- and 20-stories, respectively, from grade. The maximum heights of the buildings would be 250 and 220 feet, respectively.

Development of this Alternative would result in 305 residential units including live/work spaces, townhomes, one to three bedroom apartment units, and penthouse units and associated amenities. This Alternative involves live/work spaces adjacent to Bronce Way Alley, Lime Avenue and Medio Street. Approximately 12,000 square feet of retail/gallery space would front the residential towers adjacent to Ocean Boulevard, with residential units located above.

Vehicular access to the site would occur from Bronce Way alley and Medio Street. Implementation of this Alternative would result in the vacation of Broadway Court. Additionally, Lime Avenue, between Medio Street and Ocean Boulevard, would be vacated to allow for a landscaped courtyard between the proposed residential towers.

Parking for approximately 723 vehicles would be provided in three subterranean parking levels and in a concealed parking structure located at-grade and three levels above-grade. The parking structure would be concealed from the public by the residential, live/work and retail/gallery uses.

Table 7-1, *Comparison of Proposed Project and Reduced Project Alternative*, provides a comparison of the proposed project and Reduced Project Alternative.

**Table 7-1
Comparison of Proposed Project and Reduced Project Alternative**

Development Characteristics	Proposed Project	Reduced Project
Acreage	2.2 acres	1.53 acres
Number of Buildings and Heights	3 Towers 24 stories/284 feet 21 stories/133 feet 12 stories/124 feet	2 Towers 22 stories/250 feet 20 stories/220 feet
Residential (dwelling units)	358	305
Retail/Gallery (square feet)	13,561	12,000
Parking Spaces	820	723

IMPACT COMPARISON TO THE PROPOSED PROJECT

Land Use and Relevant Planning

The Reduced Project Alternative would develop a similar mix of land uses as compared to the proposed project, but would be at a reduced density for the



residential uses and retail/gallery space. This Alternative would be consistent with applicable goals and policies of the *General Plan* and Redevelopment Plans, similar to the proposed project. In terms of land use and planning impacts, the Reduced Project Alternative would be considered neither environmentally inferior nor superior to the proposed project.

Aesthetics/Light and Glare

The Reduced Project Alternative would result in development on fewer parcels, which would allow for greater retention of views within the area of the project site. Specifically, views of and across the parcels north of Bronze Way and the existing Long Beach Café site would remain unchanged, as development would not occur within these parcels. The Reduced Project Alternative would result in two high-rise buildings at slightly reduced heights than the proposed project. Similar to the proposed project, street level views southward toward Ocean Boulevard, from uses located north of the project site, which currently include views of prominent residential buildings (i.e., Villa Riviera, International Tower and Long Beach Towers) and the skyline would be obstructed with this Alternative. Additionally, with the Reduced Project Alternative, views from Ocean Boulevard, Alamitos Avenue and Shoreline Drive would be similar to the proposed project, as with the development of a gateway tower at the corner of Ocean Boulevard and Alamitos Avenue.

The Reduced Project Alternative would introduce new sources of light and glare to the project area, but to a lesser degree than the proposed project. As with the proposed project, potential light and glare impacts would be minimized through the City's discretionary review process, approval of development proposals and compliance with the City's Zoning Regulations.

Shade and shadow impacts would be slightly reduced with the Reduced Project Alternative. Similar to the proposed project, the Reduced Project Alternative would create shadows on Lime Avenue, Medio Street and Alamitos Avenue during the afternoon (3:00 p.m.) on June 21. However, shadows would not be cast on the apartment building at the northeast corner of the Medio Street/Lime Avenue intersection. As with the proposed project, morning shadows would be present primarily to the northwest of the project site on December 21. During noon, the sun shines above from a southerly direction, casting shadows in a northerly fashion. Impacts to uses to the north would be reduced with the Reduced Project Alternative, as development would not occur west of Broadway Court. In the early afternoon (i.e., 3:00 p.m.) the entire area northwest of the Ocean Boulevard/Alamitos Boulevard intersection would be cast over by shadows. During this period, the Reduced Project Alternative would impact the apartment buildings north of Medio Street, similar to the proposed project. Shadows generated during March 21 and September 21 would be similar and tend to extend to the northwest. Similar to the proposed project, shadows would extend to the apartments north of Medio Street and Malta Way. Although shadow impacts would be reduced with this Alternative, due to the scale and orientation of the buildings, the Reduced Project Alternative would result in significant and unavoidable shade and shadow impacts, similar to the proposed project.



The short-term impacts associated with construction activities would be slightly reduced under this Alternative, as it would result in less intensity of construction activities and associated equipment, and possibly a reduced construction schedule. Architectural design, landscaping, and other visual relief features of the project would still be provided, as required by City standards. The Reduced Project Alternative would not be considered environmentally superior or inferior to the proposed project in this regard.

Traffic and Circulation

The proposed project is projected to generate approximately 3,080 ADT. Table 7-2, Reduced Project Alternative Trip Generation, summarizes the projected trip generation for the Reduced Project Alternative. As indicated in Table 7-2, this Alternative is projected to generate a total of approximately 2,716 ADT, or approximately 12 percent fewer trips when compared to the proposed project ADT of 3,080.

**Table 7-2
Reduced Project Alternative Trip Generation**

Land Use	Size	Units	ITE Code	Trips Generated						
				AM Peak Hour Rates			PM Peak Hour Rates			Daily 24-Hour
				Total	In	Out	Total	In	Out	
Residential	305	DU	230	126	21	105	150	101	50	1,656
Non Auto Trips Reduction ¹				-6	-1	-5	-8	-5	-3	-83
Residential Subtotal				120	20	100	142	96	47	1,573
Retail	12,000	SF	820	44	27	17	154	74	80	1,712
Non Auto Trips Reduction ¹				-2	-1	-1	-8	-4	-4	-86
Retail Subtotal				42	26	16	146	70	76	1,626
Existing Residential to be Removed	63	DU		-20	-6	-14	-14	-11	-3	-152
Existing Retail to be Removed	9,629	SF		-9	-5	-4	-25	-14	-11	-331
Existing to be Removed Subtotal				-29	-11	-28	-39	-25	-14	-483
ALTERNATIVE TOTAL				133	35	98	249	141	109	2,716

DU = dwelling unit; SF = square feet; ITE 230 = condominiums/townhouse; ITE 820 = shopping center.

Note:
¹ Non-Auto Trip Reduction is equivalent to five percent.
 Existing trips based on field survey of the existing parking areas.
 Source: Institute of Transportation Engineers, Trip Generation, 7th Edition.

Some of the significant transportation impacts generated by the proposed project would be reduced with this Alternative. Specifically, the significant impact at the Alamitos/7th Street intersection that would occur with the proposed project would not occur with the Reduced Project Alternative. However, similar to the proposed project, the Reduced Project Alternative would result in a significant unavoidable impact at the intersection of Alamitos/Shoreline Drive and Ocean Boulevard. Other intersections would experience increased delay or capacity loss with implementation of this Alternative because access drives on Atlantic Avenue and Ocean Boulevard



would not occur, when compared with the proposed project. As a result, greater amounts of traffic would use the Lime Avenue corridor, especially the Lime/Broadway and Lime/1st intersections, to access and depart the site. This would not result in a significant impact. Mitigation measures would still be required to reduce impacts to the extent feasible, but with this Alternative a significant unavoidable impact would continue to occur at the intersection of Alamitos/Shoreline Drive and Ocean Boulevard (which is also a CMP facility). Although a significant impact would occur, the Reduced Project Alternative would be considered environmentally superior to the proposed project in this regard, as traffic and circulation impacts would be reduced (i.e., a significant impact would not occur at the Alamitos/7th Street intersection).

Air Quality

The amount of site preparation associated with the Reduced Project Alternative would be less than the proposed project, as development would occur on fewer parcels requiring less site grading and excavation. The total square footage of development under this Alternative would be less than the proposed project and, therefore, emissions from building activities would be slightly less on a daily basis. Impacts during maximum conditions, which are used for measuring significance, would be similar to those of the proposed project. Although, this Alternative would comply with the mandatory requirements of SCAQMD Rule 403 for fugitive dust emissions which includes, but is not limited to, using best available control measures to minimize fugitive dust emissions from various fugitive dust sources such as disturbed surfaces, as with the project, regional and local construction emissions would be significant.

Air pollutant emissions associated with occupancy and operation of the Reduced Project Alternative would be generated by both consumption of electricity and natural gas and by the operation of on-road vehicles. Miscellaneous area sources were also considered in the operations analysis, including consumer/commercial solvent usage, landscaping equipment, architectural and automotive coatings and emergency generators. This Alternative would result in a total of 2,716 ADT or a reduction of 364 trips as compared to the proposed project. As shown in Table 7-3, Operational Emissions for the Reduced Project Alternative, net operation emissions for this Alternative would result in 137.15 lbs/day of CO, 14.78 lbs/day of NO_x, 25.17 lbs/day of PM₁₀, 33.68 lbs/day of ROG, and 0.16 lbs/day of SO_x. It should also be noted that the reduction in traffic associated with this Alternative would contribute to a proportional decrease in localized emissions of CO. Operational emissions due to this Alternative would be less than those projected for the proposed project for all pollutants. Similar to the proposed project, long term emissions would be less than significant. Although significant and unavoidable air quality impacts are concluded under this Alternative, the Reduced Project Alternative would be considered environmentally superior to the proposed project, due to the reduced construction activities and vehicle trips.



**Table 7-3
Operational Emissions for the Reduced Project Alternative**

Emission Source	Emissions (pounds/day) ¹				
	ROG	NO _x	CO	PM ₁₀	SO _x
Existing Emissions					
Area Source Emissions	4.57	0.69	0.38	0.00	0.38
Mobile Source Emissions	1.90	3.05	21.82	4.31	0.02
Total Emissions	6.47	3.74	22.20	4.32	0.02
Reduced Project Alternative Emissions					
Area Source Emissions	20.43	2.43	2.64	0.01	0.00
Mobile Source Emissions	13.25	12.3	134.51	25.16	0.16
Total Emissions	33.68	14.78	137.15	25.17	0.16
Net Increase over Existing Emissions	27.21	11.04	114.95	20.85	0.14
SCAQMD Thresholds	55	55	550	150	150
Thresholds Exceeded?	No	No	No	No	No
ROG = reactive organic gases; NO _x = nitrogen oxides; CO = carbon monoxide; SO _x = sulfur oxides; PM ₁₀ = particulate matter; up to 10 microns.					
1. Refer to the worksheets in Appendix 15.4, Air Quality Data , for detailed assumptions.					

Noise

Similar to the proposed project, due to the proximity of adjacent sensitive receptors to the project site, significant noise impacts would be similar as a result of construction activities.

Implementation of this Alternative would also result in slightly increased noise levels from on-site operations when compared to the existing uses. Noise levels would increase as a result of additional vehicular traffic, additional on-site parking facilities, and the introduction of new uses. Although this Alternative would result in less traffic than the proposed project, noise levels would be similar, as this Alternative results in only 364 fewer daily trips than the proposed project. It should be noted that traffic volumes would need to decrease threefold to result in a readily perceivable (5.0 dBA) decrease in noise. Noise impacts from other operational sources (e.g., mechanical equipment) would be similar to the project and, as with the project, would be less than significant. Noise impacts would be considered neither environmentally superior nor inferior to the proposed project in this regard.

Hazards and Hazardous Materials

Under the Reduced Project Alternative, any undocumented USTs or groundwater contamination and soils impacts potentially associated with the parcels where development of the project would not occur would remain and would not be remediated, as would occur with the proposed project. The potential to create a significant hazard to the public or the environment through the disposal of hazardous materials (i.e. asbestos and lead paint) would be reduced with this Alternative since demolition/construction activities would be reduced when compared to the proposed project. Due to the potential presence of undocumented USTs and contaminated



groundwater, the Reduced Project Alternative would be considered environmentally inferior to the proposed project in this regard.

Cultural Resources

Under the Reduced Project Alternative, demolition of the 40 Atlantic Avenue office building, which has been identified as a historic resource and identified for removal under the Project Description, would not occur. Similar to the proposed project, the potential disturbance or destruction of undocumented archaeological and/or paleontological resources could occur; however, with recommended mitigation measures, impacts would be reduced to a less than significant level. Because the 40 Atlantic Avenue office building would not be demolished, the Reduced Development Alternative would be considered environmentally superior to the proposed project in this regard.

Public Services and Utilities

This Alternative, with 53 fewer residential units and the reduction of approximately 1,560 fewer square feet of retail/gallery uses, would result in a slight reduction in affects to fire and police protection services, schools, libraries and parks and recreational facilities. The net increase of 242 residential units under this Alternative would create a demand for three elementary school, one junior high and one high school seats compared to four elementary, two junior high and two high school seats under the proposed project. This Alternative would create the need for 4.82 acres of additional recreational open space, compared to 5.88 acres associated with the proposed project. Water demand associated with this Alternative would be approximately 78.6 acre-feet per year (AFY), which is 13.54 AFY (15 percent) less than the water demand associated with the proposed project. Wastewater generation associated with this Alternative would be approximately 67,365 gallons per day (gpd), which is 11,601 gpd (15 percent) less than wastewater generation associated with the proposed project. Electricity and gas consumption would be approximately 15 percent less with this Alternative when compared to the proposed project. Solid waste generated under this Alternative would be approximately 1,772 pounds per day, which is 284 pounds per day (14 percent) less than solid waste generation associated with the proposed project. Development of this Alternative would result in similar stormwater and water quality impacts as the proposed project since the amount of impervious surfaces and types of uses would be similar with this Alternative.

As is the case with the proposed project, impacts related to fire and police protection services, school facilities, water supply, wastewater and solid waste generation and stormwater/water quality would be less than significant with implementation of applicable mitigation measures and payment of requisite fees, as appropriate. Impacts related to electricity, natural gas and library facilities would be slightly reduced when compared to the proposed project, and would be less than significant. Although the demand for parks and recreational facilities would be incrementally reduced with the development of fewer residential units, payment of park impact fees would be required under this Alternative and, as with the proposed project, impacts to park and recreation facilities would be less than significant. Since impacts would be slightly reduced, the Reduced Project Alternative would be considered



environmentally superior to the proposed project relative to public services and utilities.

ABILITY TO MEET PROJECT OBJECTIVES

The Reduced Project Alternative would only partially implement the goals and objectives of the proposed project. Under this Alternative, a diversity of residential unit types and retail/gallery uses would be developed within an iconic gateway into the East Village Arts District and downtown. However, development of this Alternative would provide fewer residential units when compared to the proposed project. As such, the Reduced Project Alternative would not accommodate projected growth within Long Beach to the extent of the proposed project. The Reduced Project Alternative would provide landscaped open space, retail frontage and an interior plaza. Similar to the proposed project, low-scaled residential units would provide a transitional edge between the towers and neighboring residential community. Because this Alternative would not involve development adjacent to the existing Artaban building, a landscaped courtyard would not be provided, as with the proposed project. Therefore, while all but one of the project objectives identified Section 3.4, *Project Goals and Objectives*, would be met under the Reduced Project Alternative, none of these goals would be met to the same degree as with the proposed project.

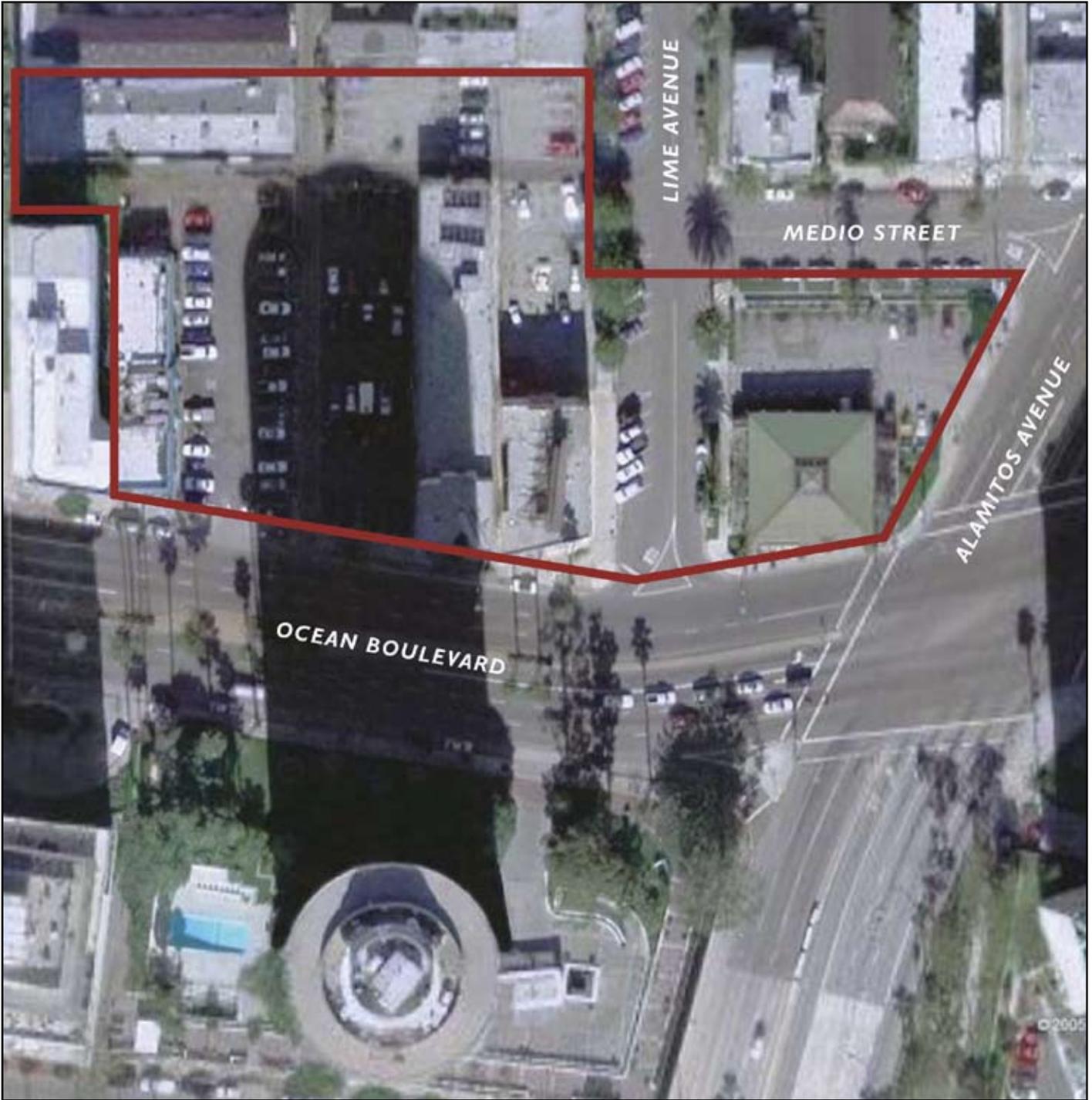
7.3 "HOTEL/OFFICE" ALTERNATIVE

DESCRIPTION OF ALTERNATIVE

The Hotel/Office Alternative proposes development of the 2.2-acre site with hotel and office uses within two towers; refer to Exhibit 7-2, *Hotel/Office Alternative Aerial Map*. An 18-story hotel tower would be situated at the northwest corner of Ocean Boulevard and Alamitos Avenue. An 11-story office tower would be situated north of Ocean Boulevard, west of Lime Avenue, east of the Artaban building and south of Bronze Way alley. The proposed hotel tower would be situated over a three-story podium and the proposed office tower would be situated over a four-story podium, resulting in a maximum height of 21- and 15-stories, respectively, from grade. The maximum heights of the buildings would be 245 and 200 feet, respectively.

Development of this Alternative would result in a 300-room hotel with 20,000 square feet of banquet facilities and a 200,000 square foot office tower. Approximately 10,000 square feet of retail uses would be situated adjacent to the office tower and within the hotel building.

Vehicle access to the site would occur from Atlantic Avenue, Ocean Boulevard and at the western terminus of Medio Street. This Alternative would involve relocating the existing Bronze Way alley, northward to the edge of the project site. Additionally, Lime Avenue, between Medio Street and Ocean Boulevard, would be vacated to allow for a landscaped courtyard between the proposed hotel and office towers.



Source: Studio One Eleven at Perkowitz + Ruth Architects, February 2006.



Not to Scale



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SHORELINE GATEWAY PROJECT
ENVIRONMENTAL IMPACT REPORT

Hotel/Office Alternative Aerial Map

Exhibit 7-2



Parking for 960 vehicles would be provided in three subterranean parking levels beneath the entire site area and in a concealed parking structure located within the podium of the office building at grade and three levels above-grade.

IMPACT COMPARISON TO THE PROPOSED PROJECT

Land Use and Relevant Planning

The Hotel/Office Alternative would develop the project site with hotel and office uses in two towers at a slightly reduced height when compared to the proposed project. Hotel and office uses would be consistent with the LUD No. 7 Mixed-Use District, which encourages combinations of land uses including offices and visitor-serving facilities. The Hotel/Office Alternative would be consistent with applicable goals and policies of the *General Plan* and Redevelopment planning documents, similar to the proposed project. In terms of land use and planning impacts, the Hotel/Office Alternative would be considered neither environmentally inferior nor superior to the proposed project.

Aesthetics/Light and Glare

The Hotel/Office Alternative would involve two towers on the same parcels as the proposed project. When compared to the project, the heights of the towers would be reduced; however the mass and location of the office tower would affect existing views of and across the site from uses north and west of the site. In contrast to the project, the office tower would be directly adjacent to the Artaban building and Ocean Boulevard, obstructing views to the east and south. Similar to the proposed project, street level views southward toward Ocean Boulevard, from uses located north of the project site, which currently include views of prominent residential buildings (i.e., Villa Riviera, International Tower and Long Beach Towers) and the skyline would be altered with this Alternative. Additionally, with the Hotel/Office Alternative, views from Ocean Boulevard, Alamitos Avenue and Shoreline Drive would be similar to the proposed project, as development of a 21-story hotel tower would occur at the corner of Ocean Boulevard and Alamitos Avenue.

The Hotel/Office Alternative would introduce new sources of light and glare to the project area, but to a lesser degree than the proposed project. As with the proposed project, potential light and glare impacts would be minimized through the City's discretionary review process, approval of development proposals and compliance with the City's Zoning Regulations.

Although the heights of the buildings would be reduced with the Hotel/Office Alternative, shade and shadow impacts would be similar to the proposed project. Similar to the proposed project, the Hotel/Office Alternative would create shadows on Lime Avenue, Medio Street and Alamitos Avenue during the afternoon (3:00 p.m.) on June 21. However, shadows would not be cast on the apartment building at the northeast corner of the Medio Street/Lime Avenue intersection. As with the proposed project, morning shadows would be present primarily to the northeast of the project site on December 21. During noon, the sun shines above from a southerly direction, casting shadows in a northerly fashion. Impacts to uses to the north would be similar to the proposed project. In the afternoon (i.e., 3:00 p.m.) the



entire area northeast of the Ocean Boulevard/Alamitos Boulevard intersection would be cast over by shadows. During this period, the Hotel/Office Alternative would impact the apartment buildings north of Medio Street, similar to the proposed project. Shadows generated during March 21 and September 21 would be similar and tend to extend to the northwest. Similar to the proposed project, shadows would extend to the apartments north of Medio Street and Malta Way. Due to the scale and orientation of the buildings, the Hotel/Office Alternative would result in significant and unavoidable shade and shadow impacts, similar to the proposed project.

The short-term impacts associated with construction activities would be slightly reduced under this Alternative, as it would result in less intensity of construction activities and associated equipment, and possibly a reduced construction schedule. Architectural design, landscaping, and other visual relief features of the project would still be provided, as required by City standards.

Thus, the Hotel/Office Alternative would not be considered environmentally superior or inferior to the proposed project in this regard.

Traffic and Circulation

The proposed project is projected to generate approximately 3,080 additional trips. *Table 7-4, Hotel/Office Alternative Trip Generation*, summarizes the projected trip generation for the Hotel/Office Alternative. As indicated in *Table 7-4*, this Alternative is projected to generate a total of approximately 3,874 ADT, or approximately 26 percent more trips when compared to the proposed project.

**Table 7-4
Hotel/Office Alternative Trip Generation**

Land Use	Size	Units	ITE Code	Trips Generated						
				AM Peak Hour Rates			PM Peak Hour Rates			Daily 24-Hour
				Total	In	Out	Total	In	Out	
Office	200,000	SF	710	327	288	39	303	52	251	2,275
Non Auto Trips Reduction ¹				-16	-14	-2	-15	-3	-13	-114
Office Subtotal				311	274	37	288	49	238	2,161
Hotel	300	Rooms	310	160	98	62	177	94	83	2,312
Non Auto Trips Reduction ¹				-8	-5	-3	-9	-5	-4	-116
Hotel Subtotal				152	93	59	168	89	79	2,196
Existing Residential to be Removed	63	DU		-20	-6	-14	-14	-11	-3	-152
Existing Retail to be Removed	20,981	SF		-13	-8	-5	-29	-17	-12	-331
Existing to be Removed Subtotal				-33	-14	-19	-43	-28	-15	-483
ALTERNATIVE TOTAL				430	353	77	413	110	302	3,874

DU = dwelling unit; SF = square feet; ITE 230 = condominiums/townhouse; ITE 820 = shopping center.

Note:
¹ Non-Auto Trip Reduction is equivalent to five percent.
 Existing trips based on field survey of the existing parking areas.
 Source: Institute of Transportation Engineers, Trip Generation, 7th Edition.



The significant transportation impacts generated by the proposed project would be increased with this Alternative, as five intersections would be significantly impacted, compared to two intersections with the proposed project:

- Alamitos Avenue and 7th Street (AM and PM peak hours);
- Alamitos Avenue and 3rd Street (AM peak hour only);
- Alamitos Avenue and Broadway (AM and PM peak hours);
- Alamitos Avenue/Shoreline Drive and Ocean Boulevard (AM and PM peak hours); and
- Orange Avenue and Ocean Boulevard (AM and PM peak hours).

Although mitigation measures could be implemented to reduce the significant project impact at the Orange Avenue and Ocean Boulevard intersection, the remaining four intersections would remain significant and unavoidable, as no capacity improvements (i.e., lane additions or significant modifications) would be feasible within the existing right-of-way. The Hotel/Office Alternative would be considered environmental inferior to the proposed project in this regard.

Air Quality

The amount of site preparation associated with the Hotel/Office Alternative would be similar to the proposed project and would require a similar amount of site grading and excavation. Although this Alternative would comply with the mandatory requirements of SCAQMD Rule 403 for fugitive dust emissions which includes, but is not limited to, using best available control measures to minimize fugitive dust emissions from various fugitive dust sources such as disturbed surfaces, as with the project, regional and local construction emissions would be significant.

Air pollutant emissions associated with occupancy and operation of the Hotel/Office Alternative would be generated by both consumption of electricity and natural gas and by the operation of on-road vehicles. Miscellaneous area sources were also considered in the operations analysis, including consumer/commercial solvent usage, landscaping equipment and emergency generators. This Alternative would result in a total of 3,874 average daily trips (ADT), or approximately 26 percent more trips when compared to the proposed project. As shown in Table 7-5, *Operational Emissions for the Hotel/Office Alternative*, net operation emissions for this Alternative would result in 202.16 lbs/day of CO, 23.38 lbs/day of NO_x, 37.36 lbs/day of PM₁₀, 24.81 lbs/day of ROG, and 0.24 lbs/day of SO_x. It should also be noted that the increase in traffic associated with this Alternative would contribute to a proportional increase in localized emissions of CO. Operational emissions with this Alternative would be greater than those projected for the proposed project for all pollutants, with the exception of ROG. Similar to the proposed project, long term emissions would be less than significant. Overall, the Hotel/Office Alternative would be considered environmentally inferior to the proposed project due to increased construction activities and greater operational emissions.



**Table 7-5
Operational Emissions for the Hotel/Office Alternative**

Emission Source	Emissions (pounds/day) ¹				
	ROG	NO _x	CO	PM ₁₀	SO _x
Existing Emissions					
Area Source Emissions	4.57	0.69	0.38	0.00	0.38
Mobile Source Emissions	1.90	3.05	21.82	4.31	0.02
Total Emissions	6.47	3.74	22.20	4.32	0.02
Hotel/Office Alternative Emissions					
Area Source Emissions	5.53	5.19	5.91	0.01	0.00
Mobile Source Emissions	19.28	18.19	196.25	37.34	0.24
Total Emissions	24.81	23.38	202.16	37.36	0.24
Net Increase over Existing Emissions	18.34	19.64	179.96	33.04	0.22
SCAQMD Thresholds	55	55	550	150	150
Thresholds Exceeded?	No	No	No	No	No
ROG = reactive organic gases; NO _x = nitrogen oxides; CO = carbon monoxide; SO _x = sulfur oxides; PM ₁₀ = particulate matter, up to 10 microns.					
1. Refer to the worksheets in Appendix 15.4, Air Quality Data , for detailed assumptions.					

Noise

Similar to the proposed project, due to the proximity of adjacent sensitive receptors to the project site, significant noise impacts would be similar as a result of construction activities with this Alternative.

Implementation of this Alternative would result in slightly increased noise levels from on-site operations when compared to the existing uses. Noise levels would increase as a result of additional vehicular traffic, additional on-site parking facilities and the introduction of new uses. Although this Alternative would result in increased traffic when compared to the proposed project, noise levels would be similar, as this Alternative would result in 794 more daily trips than the proposed project. It should be noted that traffic volumes would need to increase threefold to result in a readily perceivable (5.0 dBA) increase in noise. Noise impacts from other operational sources (e.g., mechanical equipment) would likely be similar to the project and, as with the project, would be less than significant. In terms of noise impacts, the Hotel/Office Alternative would be considered neither environmentally inferior nor superior to the proposed project.

Hazards and Hazardous Materials

Under the Hotel/Office Alternative, any undocumented USTs or groundwater contamination and soils impacts would be identified and remediated, as would occur with the proposed project. The potential to create a significant hazard to the public or the environment through the disposal of hazardous materials (i.e. asbestos and lead paint) would be the same with this Alternative since demolition/construction activities would occur on the same parcels as the proposed project. The Hotel/Office



Alternative would be considered neither environmentally inferior nor superior to the proposed project in this regard.

Cultural Resources

Similar to the proposed project, demolition of the 40 Atlantic Avenue office building would occur under the Hotel/Office Alternative. The potential disturbance or destruction of undocumented archaeological and/or paleontological resources would also occur. Thus, the Hotel/Office Alternative would be considered neither environmentally inferior nor superior to the proposed project in this regard.

Public Services and Utilities

This Alternative would result in the development of hotel and office uses. Although residential uses would not be developed, it is anticipated that fire and police protection services would be similar when compared to the proposed project due to the location, intensity and type of development. Increased demand to school and library facilities would not occur with this Alternative, as residential units would not be developed. When compared to the proposed project, increased demand on parks and recreational facilities would be reduced, as guest amenities would be provided within the hotel and residential units would not be developed. Water demand associated with this Alternative would be approximately 54.1 acre-feet per year (AFY), which is 38.08 AFY (41 percent) less than the water demand associated with the proposed project. Wastewater generation associated with this Alternative would be approximately 55,000 gallons per day (gpd), which is 23,966 gpd (30 percent) less than wastewater generation associated with the proposed project. Electricity and gas consumption would be approximately 12 percent less with this Alternative when compared to the proposed project. Solid waste generated under this Alternative would be approximately 2,900 pounds per day, which is 844 pounds per day (41 percent) greater than solid waste generation associated with the proposed project. Development of this Alternative would result in similar stormwater and water quality impacts as the proposed project since the amount of impervious surfaces and types of uses would be similar with this Alternative.

As is the case with the proposed project, impacts related to fire and police protection services, water supply, wastewater and solid waste generation and stormwater/water quality would be less than significant with implementation of applicable mitigation measures and payment of requisite fees, as appropriate. Impacts related to school and library facilities, electricity and natural gas would be reduced when compared to the proposed project, and would be less than significant. The demand for parks and recreational facilities would be less than significant with this Alternative, as development of residential units would not occur. Thus, because impacts would be reduced, the Hotel/Office Alternative would be considered environmentally superior to the proposed project relative to public services and utilities.

ABILITY TO MEET PROJECT OBJECTIVES

The Hotel/Office Alternative would not implement all of the objectives of the proposed project. The Alternative would provide an iconic gateway tower to the East Village Arts District and downtown and a public paseo between the two towers.



However, the Hotel/Office Alternative would not provide residential uses to the area or a low-scaled transitional edge between the towers and neighboring residential community, when compared to the proposed project. As such, the Hotel/Office Alternative would not accommodate projected growth within Long Beach to the extent of the proposed project. Additionally, views of the neighboring Artaban building would not be protected and a landscaped courtyard would not be provided. The Hotel/Ocean Alternative would not meet the objectives identified in Section 3.4, Project Goals and Objectives.

7.4 “ENVIRONMENTALLY SUPERIOR” ALTERNATIVE

The determination of an environmentally superior alternative is based on the consideration of how the alternative fulfills the project objectives and how the alternative either reduces significant, unavoidable impacts or substantially reduces the impacts to the surrounding environment. In consideration of these factors, the No Project/No Development Alternative (Existing Conditions) would be the Environmentally Superior Alternative to the proposed project.

CEQA Guidelines Section 15126.6 indicates that, if the “No Project” Alternative is the “Environmentally Superior” Alternative, then the EIR shall also identify an environmentally superior alternative among the other alternatives. Among the other Alternatives assessed in this EIR, the Reduced Project Alternative would result in reduced development and reduced environmental impacts. The Reduced Alternative would result in retaining the 40 Atlantic Avenue office building on-site and would result in a less than significant impact for cultural resources. Although impacts for Aesthetics/Light and Glare, Traffic and Circulation, Air Quality and Noise would also be significant and unavoidable, the impacts would incrementally be reduced based upon the reduction in development characteristics (i.e., acreage, number of buildings and heights, residential dwelling units, retail/gallery square footage and parking spaces). Impacts to cultural resources when compared to the proposed project, the Reduced Project Alternative would be environmentally superior and would fulfill the majority of the project objectives.

**Table 7-6
Comparison of Alternatives**

Sections	No Project/No Development	Reduced Project	Hotel/Office
Land Use and Relevant Planning	▲	=	=
Aesthetics/Light and Glare	▼	=	=
Traffic and Circulation	▼	▼	▲
Air Quality	▼	▼	▲
Noise	▼	=	=
Hazards and Hazardous Materials	▲	▲	=
Cultural Resources	▼	▼	=
Public Services and Utilities	▼	▼	▼
▲ Indicates an impact that is greater than the proposed projects (environmentally inferior). ▼ Indicates an impact that is less than the proposed projects (environmentally superior). = Indicates an impact that is equal to the proposed projects (neither environmentally superior or inferior).			



7.5 ALTERNATIVES CONSIDERED BUT REJECTED FOR FURTHER ANALYSIS

An Alternative to the proposed project which was considered but rejected, involved development of the project on an alternative site within the downtown. It was concluded that no other sites were available within the downtown that would accommodate the proposed project. In part, the Shoreline Gateway Project is proposed to assist with the Long Beach Redevelopment Agency's ongoing effort to achieve the goals and objectives established by the *Downtown Long Beach Strategic Action Plan*, *Strategy for Development Greater Downtown Long Beach* and the *East Village Arts District Guide for Development*, which seek to intensify development along Ocean Boulevard, including the project site. The strategic plans identify the project site as a gateway to downtown and the East Village Arts District, providing opportunities to establish uses in proximity to existing employment, transit and other retail opportunities, which would encourage activity in the downtown area into the evenings. The project proposes to intensify development of the site with high-rise residential and retail/gallery uses, providing a gateway tower to the East Village Arts District and downtown. Proposed gallery space would extend art related uses within the East Village Arts District to Ocean Boulevard. Development of an alternative site outside of downtown is not currently under consideration as the sites would not meet the goals and objectives of the Redevelopment Agency, and therefore, would not meet the goals and objectives of the project.