



5.1 LAND USE AND RELEVANT PLANNING

The purpose of this section is to identify the existing land use conditions, analyze the compatibility of the proposed project with existing uses, evaluate consistency with relevant planning policies and to recommend mitigation measures which would avoid or lessen the significance of potential impacts. This section identifies on-site and surrounding land use conditions and land use policy requirements set forth by the City. Information in this section is based upon the *City of Long Beach General Plan*, *Central Redevelopment Plan* and *Long Beach Municipal Code* (Zoning Ordinance) and the *Southern California Association of Governments (SCAG) Regional Comprehensive Plan and Guide Policies*.

5.1.1 ENVIRONMENTAL SETTING

The project site is comprised of nine parcels (approximately 2.2 acres) generally located north of Ocean Boulevard, between Atlantic Avenue and Alamitos Avenue. The project site is located at the eastern boundary of downtown Long Beach, within the Central Redevelopment Project Area. The site is currently developed with residential, office, restaurant, retail and parking uses. More specifically, the northwest corner of Ocean Boulevard and Alamitos Avenue is developed with a single-story retail building (Video Choice) and surface parking. West of Video Choice, between Lime Avenue and Broadway Court, is a three-story apartment building, a 2- to 3-story 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 single-story restaurant (Long Beach Café) and surface parking. North of Bronze Way, between Atlantic Avenue and Broadway Court, is a single-story office building with surface parking between Broadway Court and Lime Avenue. The project site is currently comprised of 20,981 square feet of retail, restaurant and office uses and 63 residential dwelling units.

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

RELEVANT PLANNING DOCUMENTS

Development in the City is subject to the policies and development guidelines contained within several planning policy documents. A project is considered to have a significant impact on land use and relevant planning, due to inconsistency with planning documents, only if the project is determined to be inconsistent with the *Long Beach General Plan* or *Long Beach Zoning Code*. Relevant planning policy documents related to land uses for the project are described below.

City of Long Beach General Plan

The City of Long Beach prepared its first *General Plan* in 1958. The 1958 *General Plan* served the City for two decades, and in 1978 a new *General Plan* was



prepared. Since that time, individual elements of the *General Plan* have been revised and updated based on the changing character of the City. Overall, the *General Plan* provides a general, comprehensive and long-range guide for community decision-making. The *City of Long Beach General Plan* establishes goals addressing a variety of issues affecting future development of the City. State law requires each *General Plan* to contain seven mandatory elements: Land Use, Circulation, Housing, Conservation, Open Space, Noise and Safety. The following elements comprise the *City of Long Beach General Plan*.

LAND USE ELEMENT

While the *General Plan* elements carry equal weight, the Land Use Element is often perceived as the single-most representative element of the *General Plan*. “The Land Use Element is specifically directed toward prescribing the proper long-range use and development of land in the City.” The Land Use Element is comprised of several components that are interrelated and internally consistent, forming a base for future planning decisions:

- *Forecasts Component*. This component presents forecasts for population, housing, persons per dwelling units, employment and retail demand.
- *Urban Design Component*. This component analyzes how the City is structured and the context in which one sees and understand the many parts of the City.
- *Neighborhood Component*. This component contains all the assessments of and recommendations for the City’s residential neighborhoods.
- *Activity Center Component*. This component identifies the centers of human activities within the City including business, employment, recreation, arts and cultural events.
- *Traffic Corridors Component*. This component identifies the network of major streets that connect the neighborhoods and activity centers together and provide regional access to and from the City and local access within it.

As part of the last update, an extensive citizen planning effort took place to outline long-range goals and policies for development of the City of Long Beach through the Year 2025. The broad ranging goals guiding the Land Use Element of the *General Plan* include:

- Managed Growth;
- Economic Development;
- Downtown Revitalization;
- New Housing Construction;
- Affordable Housing;
- Neighborhood Emphasis;
- Facilities Maintenance; and
- Functional Transportation.



Each broad ranging goal is further clarified to establish objectives, as detailed in the Land Use Element.

The Land Use Element identifies the future land use pattern and establishes standards for future development within the City. Land uses within the City are categorized by districts, consisting of four main categories: residential land uses; commercial land uses; industrial land uses; and others (open space, institutional uses and port/airport). There are 13 types of Land Use Districts (LUDs) within the City. The LUD that applies to the project site is described below:

- LUD No. 7 Mixed Use District. LUD No. 7 allows for a careful blending of different types of land uses to save time and energy in transportation and communications, simplify and shorten transactions of goods and services, vitalize a site and give it more importance in the urban structure of the City. Centers included in LUD No. 7 are regulated by an area-wide planned development plan and ordinance. Land use controls and design and development standards for these areas shall be contained in the planned development plan/ordinance for each area.

The LUD No. 7 district is intended for use in large, vital activity centers, not in strips along major arterials. Possible combinations of land uses intended by this district are employment centers, such as retail, offices, medical facilities; higher density residences; visitor-serving facilities; personal and professional services; or recreational facilities.

Residential densities in districts where residential uses are permitted will vary by the particular characteristics and needs of the district. Specific densities are named in the planned development ordinance for each district. These densities shall be compatible with residential densities outside the district boundaries, if the two residential areas are adjacent to each other.

TRANSPORTATION

The Transportation Element defines the City's overall transportation system. This Element identifies and establishes standards for the design and operation of the City's existing and future roadway system, public transit and bicycle routes. Additionally, the City's Transportation Element discusses existing air transportation and the Port of Long Beach. The Transportation Element identifies goals and objectives to provide guidance and specific action to ensure the continued safe and efficient movement of people and goods within and through the City.

HOUSING

The Housing Element is a State-mandated General Plan element that "includes a comprehensive assessment of current and projected housing trends for all economic segments of the community. It embodies policy for providing adequate housing for all economic segments of the community, and includes a five-year action program." (Government Code 65302, et. seq.)



OPEN SPACE AND RECREATION

The Open Space and Recreation Element provides guidance for the development of park and recreation facilities and programs and for the preservation, management and use of open space lands within the City. This Element addresses current and future needs with recommendations for facility and program improvements.

CONSERVATION

The Conservation Element focuses on the preservation and conservation of natural resources within the City. This element focuses on natural resources consisting of water, soils, vegetation, wildlife and mineral resources, in addition to scenic, historic and cultural resources.

PUBLIC SAFETY

The Public Safety Element identifies potential safety hazards and establishes policies to protect life and property from natural and man-made hazards. This Element is designed to identify areas where private and public decisions regarding land use need to be sensitive to hazardous conditions caused by geologic conditions, seismic activity, flood and inundation, fire and/or hazardous materials. It establishes a decision-making framework for City leaders to evaluate land use issues for their safety impact. The Public Safety Element provides recommendations for hazard mitigation and ensures that adequate emergency response can be provided when needed.

SEISMIC SAFETY

The Seismic Safety Element provides a comprehensive analysis of seismic factors to reduce loss of life, injuries, damage to property and social and economic impacts resulting from earthquakes. The Element serves as a guide for future development to encourage development that is responsive to seismic safety considerations.

NOISE

The purpose of the Noise Element is to identify ambient noise levels and establish policies and programs designed to minimize the effects of noise on people living and working in Long Beach. Goals and policies related to the control of noise levels and the maintenance of appropriate noise levels are included to limit the noise generated from future projects as well as to abate existing noise problems. The Noise Element also serves as a guideline for compliance with the State's noise standards.

SCENIC ROUTES

The Scenic Routes Element is an optional element that identifies goals and policies to protect and enhance aesthetic resources within the City. The Scenic Routes Element serves as a comprehensive plan for the development and protection of a system of scenic routes and corridors and identifies scenic assets of historical, cultural, recreational, industrial and aesthetic importance. This Element depicts



scenic routes, which may have merit for inclusion in a designated system and establishes criteria and design standards to protect the scenic corridors.

AIR QUALITY

The Air Quality Element is an optional element and consists of an inventory of existing air quality conditions and current rules and regulatory agencies involved in air quality. This Element identifies a series of policies, programs and strategies that encourage fewer vehicle trips, increase opportunities for alternative transportation modes and fuels, and land use patterns that can be efficiently served by a diversified transportation system.

CITY OF LONG BEACH ZONING CODE

The Zoning Regulations (Title 21) of the *City of Long Beach Municipal Code (Municipal Code)* provides the legislative framework to enhance and implement the goals, policies, plans, principles and standards of the *General Plan*. The purpose of the Zoning Regulations is to promote and preserve the public health, safety, comfort, convenience, prosperity and general welfare of the people of Long Beach. Specifically, the Zoning Regulations intend to achieve the following objectives:

- To promote achievement of the proposals of the *City General Plan*;
- To advance the City's position as a regional center of commerce, industry, tourism, recreation and culture;
- To protect residential, commercial, industrial, public and institutional areas from the intrusion of incompatible land uses;
- To provide for desirable, appropriately located living areas in a variety of dwelling types and at a wide range of population densities, with adequate provisions for sunlight, fresh air and usable open space;
- To assure preservation of adequate space for commercial, industrial and other activities necessary for a healthy economy;
- To promote safe, expeditious and efficient movement of people and goods, with a maximum of choice in modes of travel and with adequate provisions for parking, loading and the transfer of modes of travel;
- To achieve excellence of design in all future developments and to preserve the natural beauty of the City's environmental setting;
- To promote the growth and productivity of the City's economy;
- To stabilize expectations regarding future development, thereby providing a basis for rational decisions;



- To provide opportunities for establishments to be located for efficient operation in a mutually beneficial relationship to each other and to shared services;
- To secure equity among individuals in the use of their property;
- To distribute population growth in the City in such a way as to maximize the quality of life enjoyed by all persons who have an interest in Long Beach;
- To guide and encourage the renewal of areas experiencing blight, deterioration and obsolescence, while protecting and preserving the City's cultural heritage; and
- To locate and control land uses so that no noise, vibration, electrical disturbance, smoke, gaseous or particulate matter, odor, glare, heat, radioactivity, biological material, dust, nor hazard is generated, created or emitted from any use so as to be a substantial risk to public health, safety and welfare or to be of such an extent, intensity or duration as to be a nuisance to or adversely affect adjacent properties or uses.

Long Beach is divided into zoning districts, as illustrated on the City of Long Beach Zoning Map (Zoning Map). According to the Zoning Map, the project site is located within the boundaries of the Downtown Planned Development District (PD-30).

According to Chapter 21.37 of the City's Zoning Regulations, the PD districts allow "flexible development plans to be prepared for areas of the City which may benefit from the formal recognition of unique or special land use and the definition of special design policies and standards not otherwise possible under conventional zoning district regulations. Purposes of the Planned Development district include permitting a compatible mix of land uses, allowing for planned commercial areas and business parks, and encouraging a variety of housing styles and densities." The intent of the Downtown Planned Development District is to implement several goals and objectives, which include building downtown into a multi-purpose activity center of regional significance, connecting the various "districts" of downtown into a cohesive and functional whole, support efforts aimed at preserving significant historic and cultural places and buildings, providing quality design and materials, supporting population growth anticipated for the downtown and creating safe, attractive and comfortable downtown streetscapes emphasizing a pedestrian focus and quality physical environment.

PD-30 is divided into eight districts: Park, Institutional and Government, Downtown Core, Promenade, Downtown Mixed Use, East Village Mixed Use, West End Residential and East Village Residential. The project site is located within the Downtown Core District.

Park District. This district is comprised of Cesar E. Chavez Park. Development in the park is limited to park/community related structures such as recreation and community buildings. Development should be consistent with the open character of the park.



Institutional and Government District. This district contains major government buildings along with several churches and schools. Development in the districts will vary based on the location of the site within the downtown area.

Downtown Core District. This district is considered the center of downtown and encourages a mix of uses including office, retail, entertainment and high density residential. High-rise and mid-rise developments are permitted in this district.

Promenade District. This district is intended to provide opportunities for a range of entertainment and visitor serving commercial uses. The Promenade shall be preserved as an essential pedestrian link between downtown's commercial districts and the Pike at Queensway Bay development.

Downtown Mixed Use District. This district applies to those areas surrounding the Downtown Core area and major street corridors outside the central core.

East Village Mixed Use District. This district is intended to provide opportunities for continued growth of the East Village Arts District through reuse of existing buildings and new development. The district will contain a mix of moderate-density residential uses, active ground floor storefronts, live/work spaces and art-related uses.

West End Residential District. This district applies to the residential area west of the Downtown Core. This district is intended to provide moderate to high-density housing opportunities for persons working in the downtown area.

East Village Residential District. New development in this district is limited to low to moderate densities.

PD-30 provides development standards for each district including, setbacks, building heights, lot size, required screening, signs, landscaping and parking requirements.

CITY OF LONG BEACH REDEVELOPMENT PLANNING DOCUMENTS

The project site is part of the Central Long Beach Redevelopment Project. Originally adopted on September 21, 1993, the Central Long Beach Redevelopment Project Area encompasses 2,618 acres of land generally located south of the I-405 freeway, north of downtown, east of the I-710 freeway and west of Redondo Boulevard. The primary objective of the Central Redevelopment Plan is to re-direct and concentrate commercial uses in significant centers and along major arterial corridors, while accommodating residential needs and preserving and rehabilitating existing neighborhoods.

As discussed in Section 3.2, *Background and History*, several strategic planning documents address development activities within downtown and central Long Beach.

The East Village Arts Guide for Development

The East Village Arts Guide for Development (Guide for Development), October 1996, identifies comprehensive strategies for the creation of a viable arts district that serves as a distinct activity center and neighborhood in the City of Long Beach. The



Guide for Development calls for intensification of the Ocean Boulevard frontage between Atlantic and Alamitos Avenues. The *Guide for Development* recommends the area be redeveloped and intensified, completing the high-density frontage to Alamitos Avenue. Such development could serve as a “landmark” entry to the East Village from the east and Shoreline Drive. The potential closure of Medio Street is also referenced as an option. The *Guide for Development* acknowledges that a variety of uses could be located on the site, but suggests development of a major hotel with supporting restaurants and retail shops.

Strategy for Development Greater Downtown Long Beach

The *Strategy for Development Greater Downtown Long Beach (Strategy for Development)*, May 2000, defines a vision for the area, establishes priorities for development and aims to create coherent urban design guidelines for the greater downtown area. The *Strategy for Development* separates the greater downtown area into focused strategy areas. The proposed project site is located within Area 1. The *Strategy for Development* identifies Area 1 as the blocks fronting on Ocean Boulevard. The *Strategy for Development* generally identifies the types of land uses to be developed on specific sites within the area. Although the *Strategy for Development* does not specifically identify land uses for the project site, it states that Area 1 should continue as the City’s premier location for corporate headquarter and other large-scale office projects, visitor and convention-oriented hotels, major civic offices and facilities and high-density residential projects.

Downtown Long Beach Strategic Action Plan

The Downtown Long Beach Strategic Action Plan (Strategic Action Plan), July 2000, outlines assets and challenges for the downtown, current planning projects and activities, the Downtown Development Concept, an Action Plan and recommended steps towards implementation.

Objectives and actions applicable to the proposed project site, as identified in the *Strategic Action Plan*, include:

- Develop strong linkages to improve connections and access between neighborhoods in downtown;
- Recruit and retain a diversity of retail uses that together create an active and distinct downtown while providing for a range of users’ needs, including those of residents, businesses and tourists;
- Create downtown as an attractive place to live, providing for a range of housing types/costs for residents with a wide range of income levels;
- Provide for adequate and convenient parking for all uses and activities in the downtown;
- Establish and maintain downtown as a special and distinct “urban experience”; and



- Create downtown as a place for entertainment and cultural activities, promoting it as an “international destination” and extending uses into evening and weekend hours.

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) REGIONAL PLANS AND POLICIES

In addition to locally adopted plans, ordinances, and regulations, a number of regional plans also influence land use planning in the City of Long Beach. Regional planning agencies such as SCAG recognize that planning issues extend beyond the boundaries of individual cities. Efforts to address regional planning issues such as affordable housing, transportation and air pollution have resulted in the adoption of regional plans that affect the City of Long Beach and the County of Los Angeles.

SCAG has evolved as the largest council of governments in the United States, functioning as the Metropolitan Planning Organization (MPO) for six counties: Los Angeles, Orange, San Bernardino, Riverside, Ventura and Imperial, and including 184 cities. The region encompasses a population exceeding 15 million persons in an area of more than 38,000 square miles.

The Federal government mandates SCAG, as the designated MPO, to research and develop plans for transportation, growth management, hazardous waste management and air quality. These mandates led SCAG to prepare comprehensive regional plans to address these concerns. SCAG’s responsibility as the region’s clearinghouse includes implementation of CEQA. Legislation requires the review of local plans, projects and programs for consistency with regional plans. SCAG has determined through the Notice of Preparation (NOP) process that the proposed project is not regionally significant in accordance with *CEQA Guidelines* 15206.¹ However, the project is located in a Compass 2% Strategy area, where development patterns are encouraged to integrate multiple uses and create viable opportunities for alternative modes of transportation. According to SCAG it appears that the project would achieve many of the goals of the 2% Strategy, as it proposes mixed-use infill in one of the region’s significant employment and activity centers.²

SOUTH COAST AIR QUALITY MANAGEMENT PLAN

The South Coast Air Quality Management District (SCAQMD) has prepared multiple AQMPs to accomplish the five-percent annual reduction goal, established by a coordinated effort between the Environmental Protection Agency (EPA) and California Air Resources Board (CARB). The most recent AQMP was published in 2003. The 2003 AQMP was prepared and adopted by the SCAQMD in August 1, 2003. The 2003 AQMP updates the attainment demonstration for the Federal standards for ozone and particulate matter (PM₁₀); replaces the 1997 attainment demonstration for the Federal carbon monoxide (CO) standard and provides a basis for a maintenance plan for CO for the future; and updates the maintenance plan for

¹ Brian Wallace (Associate Regional Planner), Intergovernmental Review, Southern California Association of Governments, January 9, 2006. Refer to Appendix 15.2, Notice of Preparation Responses.

² *Ibid.*



the Federal nitrogen dioxide (NO₂) standard that the South Coast Air Basin has met since 1992.

This revision to the AQMP also addresses several State and Federal planning requirements and incorporates significant new scientific data, primarily in the form of updated emissions inventories, ambient measurements, new meteorological episodes and new air quality modeling tools. The 2003 AQMP is consistent with and builds upon the approaches taken in the 1997 AQMP and the 1999 Amendments to the Ozone State Implementation Plan (SIP) for the South Coast Air Basin for the attainment of the Federal ozone air quality standard. However, this revision points to the urgent need for additional emission reductions (beyond those incorporated in the 1997/99 Plan) from all sources, specifically those under the jurisdiction of the CARB and the United States EPA, which account for approximately 80 percent of the ozone precursor emissions in the South Coast Air Basin; refer to [Section 5.4, *Air Quality*](#).

FEDERAL PLANS AND POLICIES

Clean Air Act

The Federal Clean Air Act was enacted to protect and enhance air quality and promote the health and welfare of the public. The EPA has established ambient air quality standards for certain criteria pollutants that are generally implemented by State and local agencies; refer to [Section 5.4, *Air Quality*](#).

Clean Water Act (Section 404)

Section 404(b) of the Federal Clean Water Act was established to preserve water quality, and discourages the alteration or destruction of wetlands. This act requires that the U.S. Army Corps of Engineers (USACE) evaluate the impacts of discharge of dredged or fill materials into any water of the United States. The USACE wetlands policy requires the implementation of mitigation measures for any impacts on designated wetland areas; refer to [Section 10.0, *Effects Found Not To Be Significant*](#).

National Pollutant Discharge Elimination System (NPDES) Permit Program

The National Pollutant Discharge Elimination System Permit Program (NPDES program) requires industrial and municipal dischargers of water pollutants to obtain permits from the appropriate Regional Water Quality Control Board. Point-source dischargers of pollutants into surface waters are required to obtain an NPDES permit. Other dischargers, such as those affecting groundwater or from nonpoint sources are required to file a Report of Waste Discharge. For specified situations, some permits may be waived and some discharge activities may be handled through enrollment in an existing general permit. The existing NPDES (Phase I) stormwater program requires municipalities serving greater than 100,000 persons to obtain a NPDES stormwater permit for construction projects greater than five acres in size. Proposed NPDES stormwater regulations (Phase II) expand this existing national program to smaller municipalities with populations of 10,000 persons or more and to construction sites that disturb greater than one acre; refer to [Section 5.8, *Public Services and Utilities*](#).



5.1.2 SIGNIFICANCE THRESHOLD CRITERIA

Appendix G of the *CEQA Guidelines* contains the Initial Study Environmental Checklist form, which includes questions relating to land use and relevant planning. The criteria presented in the Initial Study Environmental Checklist have been utilized as thresholds of significance in this section. Accordingly, a project may create a significant environmental impact relative to land use if it would:

- Physically divide an established community; refer to Section 10.0, *Effects Found Not To Be Significant*;
- Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to, the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect; and/or
- Conflict with any applicable habitat conservation plan or natural community conservation plans; refer to Section 10.0, *Effects Found Not To Be Significant*.

For the purposes of this impact analysis, a significant impact would occur if implementation of the proposed project would result in inconsistencies or conflicts with the adopted goals and policies of the *City of Long Beach General Plan*, applicable rules and regulations of the *Municipal Code* and/or goals and policies of the Central Redevelopment Plan. Based on these standards, the effects of the proposed project have been categorized as either a “less than significant impact” or a “potentially significant impact.” Mitigation measures are recommended for potentially significant impacts. If a potentially significant impact cannot be reduced to a less than significant level through the application of mitigation, it is categorized as a significant and unavoidable impact.

5.1.3 IMPACTS AND MITIGATION MEASURES

CONSISTENCY WITH CITY OF LONG BEACH GENERAL PLAN

- THE PROPOSED PROJECT WOULD BE CONSISTENT WITH THE APPLICABLE GOALS AND POLICIES OF THE CITY OF LONG BEACH GENERAL PLAN.

Level of Significance Prior to Mitigation: Less Than Significant Impact.

Impact Analysis: The *City of Long Beach General Plan* is the primary policy-planning document that guides land uses in the City. Proposed development projects must be consistent with the *General Plan* in order to be approved, and therefore must serve to directly implement the goals, policies and objectives of the *General Plan*. The project site is located within Land Use District (LUD) No. 7 Mixed Use. LUD No. 7 allows for a combination of land uses including employment centers, such as retail, offices, medical facilities; higher density residences; visitor-serving facilities; personal and professional services; or recreational facilities. The project, as proposed, would be consistent with the land use plan contained in the



General Plan, and would not result in a modification to the existing land use designation.

Uses surrounding the project site are located within LUD No. 7. However, uses south of Ocean Boulevard and East of Alamitos Avenue are located within LUD No. 6. LUD No. 6 is identified as a High-Rise Residential District, allowing for high-rise residential uses to complement the broad policy of using the amenities and environmental assets of Long Beach toward maintaining and expanding the City as a regionally significant urban center. Because the proposed project would be consistent with the land use plan, it would be considered compatible with surrounding uses; refer to Section 5.2, *Aesthetics*, Section 5.4, *Air Quality* and Section 5.5, *Noise*, for additional analysis regarding the proposed project's compatibility with surrounding uses.

The *General Plan* contains numerous goals and policies to guide development and uses planned within the City. Refer to Table 5.1-1, *General Plan Element Policy Consistency*, for a detailed analysis of the proposed project's consistency with the goals and policies of the *General Plan*. For the purposes of this consistency analysis, only those goals and policies that are applicable to the proposed project are included in the matrix.

**Table 5.1-1
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
Land Use Element	
Goals - Managed Growth: Long Beach accepts the population and economic growth anticipated and intends to guide that growth to have an overall beneficial impact upon the City's quality of life.	<u>Consistent.</u> As indicated in Section 6.0, <u><i>Long-Term Implications of the proposed Project</i></u> , the potential population, housing and jobs growth associated with the project would be consistent with SCAG's updated projected population and housing forecasts.
Downtown Revitalization: Long Beach will build its downtown into a multi-purpose activity center of regional significance, emphasizing a quality physical environment, a pedestrian focus, and a wide variety of activities and architectural styles.	<u>Consistent.</u> The project proposes the development of residential and retail/gallery uses within the downtown at a greater intensity than currently exists on the site. Additionally, the project proposes a public paseo and landscaped frontages for civic and pedestrian activity. Development of the proposed project would place residential and retail/gallery uses in proximity to existing transit services and would extend the urbanized character of the downtown to Alamitos Avenue. Development of the site would be subject to the City's discretionary review process including review of development plans to ensure a quality physical environment and architectural styles.
Adequate Water Supply: Long Beach will continue to take the actions that are necessary to preserve an adequate supply of water for domestic, commercial and industrial purposes.	<u>Consistent.</u> As indicated in <u>Section 5.8, <i>Public Services and Utilities</i></u> , adequate water supply would be available to serve the proposed project.



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
<p>Functional Transportation: Long Beach will maintain or improve the current ability to move people and goods to and from development centers while preserving and protecting residential neighborhoods.</p>	<p><u>Consistent.</u> The project proposes to place residential and retail/gallery uses in close proximity to existing transit services, providing convenient opportunities for residents and patrons to utilize mass transit. As indicated in <u>Section 5.3, Traffic and Circulation</u>, project-related traffic impacts would be less than significant with incorporation of recommended transportation system mitigation measures, with the exception of impacts to two intersections, where proposed mitigation is currently infeasible due to physical constraints or other limitations making expansion of the roadway cross section impractical. The proposed project, therefore, would mitigate traffic system impacts to maintain traffic flow to the maximum extent feasible. Refer to <u>Section 5.3, Traffic and Circulation</u>, for a discussion of impacts and mitigation measures related to traffic and transportation facilities.</p>
<p>Arts and Culture Support: Long Beach recognizes art and culture to be necessary ingredients of a quality living environment, and will create and support the mechanisms through which private individuals and organizations can expand cultural opportunities for all residents.</p>	<p><u>Consistent.</u> The project is located within the East Village Arts District and proposes a two-story gallery space within the Gateway tower located at the corner of Ocean Boulevard and Alamitos Avenue for art related uses.</p>
<p>Downtown Policies: Long Beach will build its downtown into a multi-purpose activity center of regional significance, with physical and functional integrity – offering a wide variety of activities which result in an overall environment that is attractive and exciting during both the daylight and evening hours.</p>	<p><u>Consistent.</u> Refer to Land Use Element Goals - Downtown Revitalization response, above.</p>
<p>Long Beach will support efforts aimed at preserving its significant historic and cultural places and buildings, and especially supports the development of cultural and artistic offerings in downtown.</p>	<p><u>Consistent.</u> As indicated in <u>Section 5.7, Cultural Resources</u>, development of the project may cause the destruction, relocation, and/or alteration of potentially historic buildings. Impacts would be less than significant with incorporation of recommended mitigation measures. Additionally, the project proposes to situate the structure nearest to the existing Artaban building at the northernmost property boundary in order to preserve the character and views of the historic Artaban. As previously stated, the project proposes a two-story gallery space within the Gateway Tower located at the corner of Ocean Boulevard and Alamitos Avenue for art related uses.</p>
<p>Quality design and materials are of paramount importance in the downtown. Although the City encourages a wide variety of architectural styles, design quality must be demonstrated. Architectural continuity within the downtown shall be achieved through consistency in the quality of design, workmanship and materials utilized. New buildings must respect and complement existing historic and significant structures.</p>	<p><u>Consistent.</u> Development of the project would be subject to the City's discretionary review process including review of development plans to ensure quality design and architectural styles. Because the project is located within a redevelopment plan area, as part of the site plan review process, the project would be subject to architectural design review by the City of Long Beach Redevelopment Agency Board in accordance with the guidelines established by the Redevelopment Agency Board. Following approval of design development materials for the proposed project by the Redevelopment Agency Board, including a preliminary site plan, preliminary</p>



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
	<p>floor plans, and preliminary elevations, site plan review would be conducted by the site plan review committee or the Planning Commission. The review is limited to a determination of compliance with the applicable development standards for the project (including, but not limited to, unit density, setbacks, building height, usable open space, screening of equipment, floor area ratio, landscaping, lot coverage, signage, and off street parking); coordination of requirements from other city departments; and other requirements as applicable.</p>
<p>Long Beach accepts the population growth anticipated in the downtown and supports the development of more park/recreation open space, new quality residential units, added commercial/retail goods and services and additional space for educational facilities required to support a growing downtown population.</p>	<p><u>Consistent.</u> The project proposes a variety of residential uses (i.e., live/work spaces, townhomes, one to three bedroom apartments and penthouse units) and retail/gallery uses within the downtown area. The project would also provide a variety of park/recreation open space uses in the form of open paseos, roof top gardens and other open spaces. The project would be required to pay park impact fees, which would be used for the development of parkland in the City (refer to <u>Section 5.8, Public Services and Utilities</u>).</p>
<p>Long Beach will create safe, attractive and comfortable downtown streetscapes emphasizing a pedestrian focus and a quality physical environment. Long Beach will clearly define vehicular and pedestrian roles for each downtown street. Well-defined routes will create a clear linkage pattern between the various activity centers of the downtown proper and the downtown shoreline. In addition the City will implement specific traffic, transit, signage, street tree, landscaping and parking measures for the downtown.</p>	<p><u>Consistent.</u> The project proposes residential and retail/gallery uses within the downtown. Development of the site as proposed, would place residential and retail/gallery space in proximity to existing transit services and existing activity centers, such as Shoreline Drive, the Pike, Convention Center, the Promenade and the Civic Center area, allowing for convenient pedestrian access to existing and proposed uses. The project proposes landscaping and pedestrian paths throughout the site, including transforming the relocated Bronze Way alley into a pedestrian path connecting proposed walk-up townhouse units to existing residential uses to the north. The proposed public paseo area would provide pedestrian access from uses to the north to Ocean Boulevard. Development of the site would be subject to the City's discretionary review process including review of development plans to ensure the project adheres to the City's Zoning Regulations, including the provision of landscaping and parking.</p>
<p>Transportation Element</p>	
<p>To improve overall traffic carrying capacity and travel safety, and to reduce traffic conflicts as much as possible</p>	<p><u>Consistent.</u> As indicated in <u>Section 5.3, Traffic and Circulation</u>, implementation of recommended mitigation measures would improve safety and traffic operations within the project area. Project-related traffic impacts would be less than significant with incorporation of recommended transportation system mitigation measures, with the exception of impacts to two intersections, where proposed mitigation is currently infeasible due to physical constraints or other limitations making expansion of the roadway cross section impractical. The proposed project, therefore, would mitigate traffic system impacts to maintain traffic flow to the</p>



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
	maximum extent feasible. Refer to <u>Section 5.3, <i>Traffic and Circulation</i></u> , for a discussion of impacts and mitigation measures related to traffic and transportation facilities.
To permit sufficient employment and residential densities along transit routes to encourage transit ridership.	<u>Consistent</u> . Implementation of the proposed project would result in the placement of residential (i.e., live/work spaces, townhomes, one to three bedroom apartments, and penthouse units) and retail uses at a greater intensity than currently exists in proximity to existing transit services. Additionally, the project would be required to construct a bus shelter and the existing transit stop on Ocean Boulevard.
To increase the amount and quality of moderate and higher density housing along selected corridors.	<u>Consistent</u> . Refer to response, above.
To improve the appearance of the corridors in general, recognizing that these streets provide most travelers through our City with their initial, and perhaps lasting, impression of Long Beach.	<u>Consistent</u> . Development of the proposed project would result in a prominent structure at the corner of Alamitos and Ocean Boulevard, which serves as the eastern entrance to downtown Long Beach. The structure would be setback from Alamitos Avenue and extensive landscaping would be provided along the project's frontage. As stated, any development would be subject to the City's discretionary review process including review of development plans to ensure individual development proposals adhere to the City's Zoning Code, including unit density, setbacks, building height, usable open space, screening of equipment, floor area ratio, landscaping, lot coverage, signage and off street parking.
The City of Long Beach is to maintain or improve our current ability to move people and goods to and from activity centers while reinforcing the quality of life in our neighborhoods.	<u>Consistent</u> . As indicated in <u>Section 5.3, <i>Traffic and Circulation</i></u> , implementation of recommended mitigation measures would improve safety and traffic operations within the project area. Project-related traffic impacts would be less than significant with incorporation of recommended transportation system mitigation measures, with the exception of impacts to two intersections, where proposed mitigation is currently infeasible due to physical constraints or other limitations making expansion of the roadway cross section impractical. The proposed project, therefore, would mitigate traffic system impacts to maintain traffic flow to the maximum extent feasible. Refer to <u>Section 5.3, <i>Traffic and Circulation</i></u> , for a discussion of impacts and mitigation measures related to traffic and transportation facilities.
Housing Element	
Policy 1.4 Promote, where appropriate, the revitalization and/or rehabilitation of residential structures which are substandard or have fallen into disrepair.	<u>Consistent</u> . Project implementation would involve the removal of two multiple-family residential structures, resulting in the development of residential uses (i.e., live/work spaces, townhomes, one to three bedroom apartments, and penthouse units) at a greater intensity than currently exists on the site. Development of the project site, as proposed, would extend the existing urbanized character of the downtown to the eastern boundary (Alamitos Avenue).



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
Policy 1.6 Continue to preserve and maintain the City's historical and architecturally significant buildings and neighborhoods by establishing and maintaining historical landmarks and districts.	<u>Consistent</u> . As indicated in <u>Section 5.7, Cultural Resources</u> , development of the project may cause the destruction, relocation, and/or alteration of potentially historic buildings, or if certain buildings are preserved, may alter the existing setting, context or atmosphere of these buildings. Implementation of recommended mitigation measures would reduce impacts to a less than significant level. Refer to <u>Section 5.7, Cultural Resources</u> , for a discussion of impacts and mitigation measures related to historic and cultural resources. Additionally, the project proposes to situate the structure, nearest to the existing Artaban building, at the northernmost property boundary in order to preserve the character and views of the historic Artaban building.
Policy 2.1 Provide adequate sites, zoned at the appropriate densities, to facilitate the housing production and affordability goals set forth in the 1998-2005 Regional Housing Needs Assessment.	<u>Consistent</u> . Implementation of the proposed project would result in 358 residential units including live/work spaces, townhomes, one to three bedroom apartments and penthouse units, consistent with the zoning density. It is anticipated that the proposed housing would be comprised of for-sale units, with the exception of the live/work units, which would remain as rental space. Although the proposed housing would most likely not meet the "affordable housing" criteria, the project would contribute to the City's production goals and would serve existing demand for housing within downtown Long Beach.
Policy 2.2 Encourage a balance of rental and homeownership opportunities, including high-quality apartments, townhomes, condominiums and single-family homes.	<u>Consistent</u> . As stated, project implementation would result in 358 residential units, including live/work spaces, townhomes, one to three bedroom apartments, and penthouse units. It is anticipated that the proposed housing would be comprised of for-sale units, with the exception of the live/work units, which would remain as rental space.
Policy 2.5 Encourage new residential development along transit corridors, in the downtown, and close to employment, transportation, and activity centers; and encourage infill and mixed-use developments in designated districts.	<u>Consistent</u> . The project site is currently comprised of residential, retail, restaurant, office and parking uses. Implementation of the proposed project would result in a mixed-use high-rise residential/retail development, consistent with the LUD No. 7 designation. Development of the project would place residential and retail/gallery uses in proximity to existing employment, transportation and activity centers within downtown Long Beach.
Open Space and Recreation	
Maintain open space buffers adequate to keep property and lives safe from natural and man-made disasters within the City including: unstable soil areas, known active fault zones, low-lying flood prone lands, airport flight plans and areas of physical and noise contamination.	<u>Consistent</u> . The project would be subject to the City's discretionary review process including review of development plans to ensure individual development proposals are consistent with the requirements of the City's Zoning Regulations. As indicated in <u>Section 10.0, Effects Found Not to be Significant</u> , the project site has not been identified as a geologic unit that is unstable, and based upon available references, would not become unstable as a result of project implementation. However, the project would be subject to site-specific geotechnical analysis and would be designed in



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
	compliance with applicable building codes. The project site is not located with flood prone lands or airport flight plans. As indicated in <u>Section 5.5, Noise</u> , the project would result in less than significant noise impacts with the exception of short-term construction impacts, which would remain significant with the implementation of mitigation measures. The proposed project, therefore, would mitigate short-term construction noise impacts to the maximum extent feasible. Refer to <u>Section 5.5, Noise</u> , for a discussion of impacts and mitigation measures related to noise.
Policy 4.10 Require all new developments to provide usable open space tailored to the recreational demands they would otherwise place on public resources.	<u>Consistent.</u> As indicated in <u>Section 5.8, Public Services and Utilities</u> , the project includes on-site recreational amenities including a public paseo and passive open space. The project would be required to pay park impact fees, as established by the City, to compensate for the impacts of the proposed project on park and recreational facilities, in order to maintain adequate recreation standards. The inclusion of on-site recreational amenities and payment of the park impact fees would reduce project impacts to below the significance threshold established for recreation and therefore project impacts would be less than significant.
Conservation	
Water Resource Management Goals: 1. To assure adequate quantity and quality of water to meet the present and future domestic, agricultural and industrial needs of the City	<u>Consistent.</u> As indicated in <u>Section 5.8, Public Services and Utilities</u> , adequate water supply would be available to serve the proposed project.
Soils Management Goals: 3. To minimize those activities which will have a critical or detrimental effect on geologically unstable areas and soils subject to erosion.	<u>Consistent.</u> As indicated in <u>Section 10.0, Effects Found Not to be Significant</u> , the project site has not been identified as a geologic unit that is unstable, and based upon available references, would not become unstable as a result of project implementation. However, the project would be subject to site-specific geotechnical analysis and would be designed in compliance with applicable building codes. Additionally, implementation of erosion control measures as stated in Chapter 18.95 of the <i>Municipal Code</i> and adherence to all requirements set forth in the National Pollutant Discharge Elimination System (NPDES) permit for construction activities would reduce potential impacts.
Goals For Other Resources: 1. To identify and preserve sites of outstanding scenic, historic, and cultural significance or recreational potential.	<u>Consistent.</u> As indicated in <u>Section 5.2, Aesthetics</u> , the project site is not designated as a scenic vista or within a State scenic highway. As indicated in <u>Section 5.7, Cultural Resources</u> , development of the project may cause the destruction, relocation, and/or alteration of potentially historic buildings. With implementation of recommended mitigation measures impacts would be reduced to a less than significant level. Refer to <u>Section 5.7, Cultural Resources</u> , for a discussion of impacts and mitigation measures related to historic and cultural resources.



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
2. To encourage citizen participation in the identification and preservation of historic and cultural sites.	<u>Consistent.</u> As indicated in <u>Section 5.7, Cultural Resources</u> , several groups and individuals active in the Long Beach preservation community were contacted to obtain their input regarding the potential historical significance of the buildings in the project area. These groups and individuals included the Historical Society of Long Beach, Long Beach Heritage, and former Long Beach Preservation Officer, Ruthann Lehrer.
Public Safety	
Development Goals: 3. Provide an urban environment, which is as safe from all types of hazards as possible.	<u>Consistent.</u> The project is located within an urbanized area of Long Beach. All development would be subject to site-specific geotechnical analysis and would be designed in compliance with applicable building codes. As indicated in <u>Section 5.6, Hazards and Hazardous Materials</u> , implementation of recommended mitigation measures would reduce potential impacts from hazardous materials associated with historic and existing uses to a less than significant level. Additionally, the proposed project would not create a significant hazard to the public or the environment from the routine transport, use, or disposal of hazardous materials. As indicated in <u>Section 5.8, Public Services and Utilities</u> , the project would be required to provide emergency access to the site. Consistent with applicable building and fire codes, the proposed structures would be required to design adequate access by fire and emergency service vehicles and equipment. Additionally, the LBPD would review site-specific development plans and provide recommendations for public safety and crime prevention for the project. Also refer to <u>Section 10.0, Effects Found Not to be Significant</u> .
5. Use physical planning as a means of achieving greater degrees of protection from safety hazards.	<u>Consistent.</u> Refer to response to Development Goal 3, above.
7. Assure continued safe accessibility to all urban land uses throughout the City.	<u>Consistent.</u> As indicated in <u>Section 5.8, Public Services and Utilities</u> , the proposed project would be required to provide emergency access to the site. Consistent with applicable building and fire codes, the proposed structures would be required to design adequate access by fire and emergency service vehicles and equipment. The project proposes relocating the exiting Bronze Way alley northward to the edge of the project site, which would serve as a one-way street. Additionally, Lime Avenue between Medio Street and Ocean Boulevard would be vacated. The project applicant would be required to obtain approval of the vacation from the City Council. Additionally, the City of Long Beach, LBPD and LBFD would review any plans for the relocation, vacation and improvements of streets within the area to ensure the proposed project would not interfere with emergency access or emergency response to the project site, resulting in a less than significant impact.



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
9. Encourage development that would augment efforts of other safety-related Departments of the City (i.e., design for adequate access for firefighting equipment and police surveillance).	<u>Consistent</u> . Refer to response to Public Safety Development Goal 7, above.
10. Strive to encourage urbanization patterns, which preserve and/or create greater safety for residents and visitors.	<u>Consistent</u> . Refer to response to Public Safety Development Goal 7, above.
11. Critically evaluate proposed public or private actions, which may pose safety hazards to residents or visitors.	<u>Consistent</u> . Refer to response to Public Safety Development Goal 3, above.
Protection Goals: 2. Protect existing land uses from the intrusion of safety hazards.	<u>Consistent</u> . Refer to response to Public Safety Development Goals 3 and 7, above.
3. Reduce public exposure to safety hazards.	<u>Consistent</u> . Refer to response to Public Safety Development Goals 3 and 7, above.
10. Provide the maximum feasible level of public safety protection services.	<u>Consistent</u> . Refer to response to Public Safety Development Goals 3 and 7, above.
Noise	
The City desires to attain a healthier and quieter environment for all its citizens while maintaining a reasonable level of economic progress and development.	<u>Consistent</u> . As indicated in <u>Section 5.5, Noise</u> , the project would result in a less than significant impact in regards to long-term stationary and mobile noise sources. Short-term construction noise impacts would be significant even with implementation of applicable mitigation measures. However, such measures would reduce construction noise to the maximum extent feasible. Refer to <u>Section 5.5, Noise</u> , for a discussion of impacts and mitigation measures related to noise.
To protect and preserve both the property rights of owners and the right to quietness of the citizenry at large.	<u>Consistent</u> . The proposed project would not result in significant noise to on- or off-site sensitive receptors during project operation. Short-term construction noise impacts would be significant even with implementation of applicable mitigation measures. However, such measures would reduce construction noise to the maximum extent feasible. Refer to <u>Section 5.5, Noise</u> , for a discussion of impacts and mitigation measures related to noise.
To make the City a quieter, more pleasant place in which to live.	<u>Consistent</u> . Refer to Noise response, above.
To diminish the transportation roar that impacts on the population.	<u>Consistent</u> . Impacts to residents in the project vicinity from traffic-related noise would be less than significant with implementation of applicable mitigation measures. Refer to <u>Section 5.5, Noise</u> , for a discussion of impacts and mitigation measures related to noise.
To respond to demands for a reasonably quiet environment which is compatible with both existing ambient noise levels and continuing building and industrial development.	<u>Consistent</u> . As indicated in <u>Section 5.5, Noise</u> , the project would result in a less than significant impact in regards to long-term stationary and mobile noise sources. Short-term construction noise impacts would be significant even with implementation of applicable mitigation measures. However, such measures would reduce construction noise to the maximum extent feasible. Refer to <u>Section 5.5, Noise</u> , for a discussion of impacts and mitigation measures related to noise.



**Table 5.1-1 [continued]
General Plan Element Policy Consistency**

City of Long Beach General Plan Implementing Goals and Policies	Shoreline Gateway Project Consistency Statement
The City desires to reduce both noise exposure to the population and noise level outputs generated by the population.	<u>Consistent</u> . As indicated in <u>Section 5.5, Noise</u> , the proposed project would not result in significant noise to on- or off-site sensitive receptors during project operation.
Attainment of the lowest possible level of harmful effects of noise on the people by the implementation of information, monitoring and advisory programs.	<u>Consistent</u> . As indicated in <u>Section 5.5, Noise</u> , implementation of applicable mitigation measures would reduce noise impacts to the maximum extent feasible.
Seismic Safety	
Development Goals: 1. Utilize seismic safety considerations as a means of encouraging and enhancing desired land use patterns.	<u>Consistent</u> . As indicated in <u>Section 10.0, Effects Found Not to be Significant</u> , the project site has not been identified as a geologic unit that is unstable, and based upon available references, would not become unstable as a result of project implementation. All development would be subject to site-specific geotechnical analysis and would be designed in compliance with applicable building codes.
2. Provide an urban environment which is as safe as possible from seismic risk.	<u>Consistent</u> . Refer to response to Seismic Safety, Development Goal 1, above.
3. Use physical planning as a means of achieving greater degrees of protection from seismic safety hazards (Public Safety Development Goal 5)	<u>Consistent</u> . Refer to response to Public Safety Development Goal 5, above.
5. Strive to encourage urbanization patterns, which preserve and/or create greater safety for residents and visitors (Public Safety Development Goal 10).	<u>Consistent</u> . Refer to the response to Public Safety Development Goal 10, above.
Protection Goals: 5. Provide the maximum feasible level of public safety protection services (Public Safety Protection Goal 10).	<u>Consistent</u> . Refer to response to Public Safety Development Goal 10, above.
Air Quality	
Goal 2.0: A diverse and efficient ground transportation system that minimizes air pollutant emissions.	<u>Consistent</u> . As indicated in <u>Section 5.4, Air Quality</u> , with implementation of applicable mitigation measures, the proposed project would result in less than significant operational air quality impacts.
Goal 5.0: A pattern of land uses that can be efficiently served by a diversified transportation system and that directly and indirectly minimize air pollutants.	<u>Consistent</u> . As indicated in <u>Section 5.4, Air Quality</u> , with implementation of applicable mitigation measures, the proposed project would result in less than significant operational air quality impacts. Development of the project would place residential and retail/gallery uses in proximity to existing transit facilities within the downtown.
Goal 6.0: Minimize particulate emissions from the construction and operation of roads and buildings, from mobile sources, and from the transportation, handling and storage of materials.	<u>Consistent</u> . As indicated in <u>Section 5.4, Air Quality</u> , the proposed project would result in less than significant operational air quality impacts. Construction impacts (for NOx emissions) would be significant even with implementation of applicable mitigation measures. However, such measures would reduce construction air quality impacts to the maximum extent feasible. Refer to <u>Section 5.4, Air Quality</u> , for a discussion of impacts and mitigation measures related to air quality.
Goal 7.0: Reduce emissions through reduced energy consumption.	<u>Consistent</u> . Development of the project would result in the placement of residential and retail/gallery uses in proximity to transit facilities and activity areas within the downtown. The project would provide opportunities for traffic reduction through encouragement of alternative transportation.



Mitigation Measures: No mitigation measures are required.

Level of Significance After Mitigation: Not applicable.

CITY OF LONG BEACH ZONING REGULATIONS

● THE PROPOSED PROJECT MAY CONFLICT WITH THE STANDARDS AND REQUIREMENTS OF THE CITY OF LONG BEACH ZONING REGULATIONS.

Level of Significance Prior to Mitigation: Potentially Significant Impact.

Impact Analysis: The project area is zoned Downtown Planned Development District (PD-30). The PD-30 area is divided into eight districts. The project is located within the Downtown Core District. The Downtown Core District is intended for a mix of uses, including office, retail, entertainment and high-density residential uses. Uses permitted within the Downtown Core, include, but are not limited to, the following:

Downtown Core District

- Alcoholic beverage sales – on premise sales;
- Live or Movie Theater (w/100 seats or less);
- Restaurant with Entertainment;
- Basic Retail Sales except as specified by PD-30 Ordinance;
- Basic Personal Services as specified by PD-30 Ordinance;
- Professional Services as specified by PD-30 Ordinance;
- Single-family or Multi-family Residential; and
- Restaurants and Ready-to-Eat Foods without drive-thru lanes.

Additionally, land uses within the Downtown Core District that are subject to an Administrative Use Permit include the following:

- Surface Parking Lot – principal use (limited to interim uses);
- Parking Structure – principal use; and
- Industrial Arts Trade School or Rehabilitation Workshop.

Development of the project site, as proposed, would be consistent with permitted, conditionally permitted or administratively permitted uses as identified for PD-30 mixed use districts. Development of the site would be required to comply with all applicable development standards of PD-30 and the City of Long Beach Zoning Regulations (Title 21 of the *Municipal Code*).

Property development standards including setbacks, building heights and residential densities vary in PD-30 dependent upon the location of the site. The following development standards would be applicable to the project site:

- Maximum Building Height: Unlimited
- Frontage Setbacks:
 - 10 feet (along Alamitos Avenue, Medio Street and Atlantic Avenue)
 - 0 feet required subject to design standards (along Ocean Boulevard)



- Interior Setbacks:
 - Commercial and Mixed-Use Districts:
 - Setbacks from an alley: 10 feet from alley centerline
 - Setbacks from an interior property line: 0 feet from commercial buildings, 5 feet from residential buildings
 - Minimum Lot Size: 10,000 square feet for any new subdivision of existing parcels.
 - Residential Densities: No maximum for buildings over 150 feet in height.

The project proposes three structures of 284, 233 and 124 feet in height, which would comply with the applicable height standard of PD-30 Downtown Core District (no maximum height for buildings over 150 feet). Setbacks would range from 16 feet from the narrowest point to 26 feet at the widest point on Alamitos Avenue, 13 feet from the narrowest point to 47 feet at the widest point on Ocean Boulevard, 10 feet from Medio Street and 11 feet 6 inches from Lime Avenue, consistent with the frontage setback requirements. Setbacks from the existing Artaban building would be 12 feet on the east and 30 feet on the north.

As discussed in Section 5.3, *Traffic and Circulation*, development of the project would be required to comply with all applicable rules and regulations related to parking capacity, including the parking requirements contained in Chapter 21.41, Off-Street Parking and Loading Regulations, of the City's Zoning Regulations. Development of the project, as proposed, would not meet the parking requirements established by the City's Zoning Regulations.

The project applicant would be required to complete a shared parking analysis to determine if the amount of parking proposed is sufficient to accommodate project parking demand. If the shared parking analysis determines that the parking proposed for the project would be sufficient to meet anticipated demand, a Standards Variance approval recommendation would be justified in accordance with the City's Zoning Regulations. However, if the shared parking analysis determines that parking would be insufficient, resulting in a significant impact, the project would be required to meet the applicable parking requirements. Completion of the shared parking analysis and appropriate compliance with the findings of this analysis would reduce impacts to a less than significant level; refer to Section 5.3, *Traffic and Circulation*. Additionally, the project would be required to comply with the Zoning Regulations regarding required screening, signs and landscaping requirements.

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.

The Redevelopment Agency would 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.

Compliance with all applicable site development regulations and requirements would ensure that development of the proposed project would not conflict with the land use plans, policies and regulations of the *Long Beach Municipal Code*, resulting in a less than significant impact.

Mitigation Measures: Refer to Mitigation Measure TR-7. No additional mitigation measures are recommended.



Level of Significance After Mitigation: Less than significant impact.

CITY OF LONG BEACH REDEVELOPMENT PLANNING DOCUMENTS

- **THE PROPOSED PROJECT WOULD NOT CONFLICT WITH THE GOALS AND POLICIES OF THE CENTRAL LONG BEACH REDEVELOPMENT PLAN.**

Level of Significance Prior to Mitigation: Less Than Significant Impact.

Impact Analysis: As stated, the proposed project is located within the Central Long Beach Redevelopment Project Area. To realize the overall goals of the Central Redevelopment Plan, the City has adopted several strategic plans for the area. The strategic plans establish specific goals, policies and action items to ensure future development within the area is consistent with the Redevelopment Plan. The proposed project's consistency with these goals and policies are discussed below. For purposes of this analysis, only those goals and policies applicable to the proposed project are included.

The East Village Arts Guide for Development (Guide for Development). The *Guide for Development* calls for intensification of the Ocean Boulevard frontage between Atlantic and Alamitos Avenues. Implementation of the proposed project would be consistent with the *Guide for Development*, as the project would involve the intensification of Ocean Boulevard with high-rise residential and retail/gallery uses. The project proposes a Gateway Tower, which would serve as a "landmark" entry into downtown Long Beach. Although the *Guide for Development* suggests the area be developed with a major hotel and supporting restaurants and retail shops, it acknowledges that a variety of uses could be located on the site and that development of the area should be consistent with the needs of the City.

Strategy for Development Greater Downtown Long Beach (Strategy for Development). The *Strategy for Development* identifies Area 1 as the blocks fronting onto Ocean Boulevard. Although the *Strategy for Development* does not specifically identify land uses for the project site, it states that Area 1 should continue as the City's premier location for corporate headquarters and other large-scale office projects, visitor and convention-oriented hotels, major civic offices and facilities and high-density residential projects. Project implementation would involve the development of high-density residential uses on Ocean Boulevard, consistent with the *Strategy for Development*.

Downtown Long Beach Strategic Action Plan (Strategic Action Plan). The *Strategic Action Plan* identifies objectives and actions for the development of downtown Long Beach. The *Strategic Action Plan* does not recommend specific development of the project site. However, the project would contribute towards several objectives and actions identified in the *Strategic Action Plan*. The proposed project would be consistent with the *Strategic Action Plan*. Project implementation would place residential and retail/gallery uses in proximity to existing employment, transit and other retail opportunities, encouraging activity in the downtown area into the evenings. Proposed residential uses would range in type and size, including live/work spaces, townhomes, one to three bedroom apartment units and penthouse units. Proposed gallery space would extend art-related uses within the East Village



Arts District to Ocean Boulevard. The closure of Medio Street, as proposed, would provide a pedestrian linkage between uses situated north of the project site and Ocean Boulevard. The proposal would involve relocating the existing Bronze Way alley, northward to the edge of the project site, which would serve as a one-way street providing direct access to the proposed townhouse units. The alley would be paved and landscaped, providing pedestrian access between the project site and downtown uses. Additionally, proposed public space, including the landscaped elliptical paseo and forecourt would provide gathering opportunities, extending activity within downtown.

Impact Conclusion

Development of the proposed project would be consistent with the goals and policies of the Redevelopment Plan and relevant strategic planning documents. Project implementation would contribute to long-range development goals identified by the City and Redevelopment Agency. In addition to specific land uses and development strategies, the redevelopment documents provide design guidelines and recommendations for development within the downtown. The project would be required to comply with relevant *General Plan* and *Redevelopment Plan* policies, including the guidelines established by the *Guide for Development, Strategy for Development, and Strategic Action Plan*, reducing potential impacts to a less than significant level.

Mitigation Measures: No mitigation measures are required.

Level of Significance After Mitigation: Not applicable.

5.1.4 CUMULATIVE IMPACTS

- **DEVELOPMENT ASSOCIATED WITH THE PROPOSED PROJECT AND OTHER RELATED CUMULATIVE PROJECTS WOULD NOT RESULT IN CUMULATIVELY CONSIDERABLE LAND USE AND PLANNING IMPACTS.**

Level of Significance Prior to Mitigation: Less Than Significant Impact.

Impact Analysis: Development of the proposed project would not result in cumulative significant land use impacts as other projects are implemented in the area. Any project proposed within the City must undergo a project review process as appropriate to the size and nature of the project, in order to preclude potential land use compatibility issues and planning policy conflicts. Each project would be analyzed independent of other land uses, as well as within the context of existing and planned developments to ensure that the goals, objectives and policies of the *General Plan* and all other applicable policies and development guidelines are consistently upheld.

Mitigation Measures: No mitigation measures are required.

Level of Significance After Mitigation: Not applicable.



5.1.5 SIGNIFICANT UNAVOIDABLE IMPACTS

The proposed project would not conflict with the goals and policies of the *City of Long Beach General Plan*, Long Beach Redevelopment planning documents and relevant standards of the City's Zoning Regulations. The project would be required to comply with all parking requirements of the Zoning Regulations unless the shared parking analysis concludes the proposed parking supply would adequately accommodate project demand and a Standards Variance for relief from the parking requirement is approved by the City. As such, impacts related to the proposed project's consistency with applicable plans, policies and regulations would be less than significant. No significant unavoidable impacts would occur.