

7.0 Alternatives to the Proposed Project



7.0 ALTERNATIVES TO THE PROPOSED PROJECT

In accordance with *CEQA Guidelines* Section 15126.6, Section 7.0 of the September 2006 FEIR identified a range of reasonable alternatives to the project, which could feasibly attain most of the basic objectives of the project but would avoid or substantially lessen any of the significant effects of the project. The evaluation considered the comparative merits of each alternative. The analysis focused 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 project objectives. No additional alternatives are considered for the SEIR.

The alternatives analyzed in the September 2006 FEIR include:

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

7.1 NO PROJECT/NO DEVELOPMENT 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.

7.2 REDUCED PROJECT 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, Alamitos Avenue on the east, Ocean Boulevard on the south and Broadway Court on the west. Currently the site is developed with 63 multiple-family residential units and a surface parking lot (former 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.

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 Bronze 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 Bronze 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 Bronze 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.

7.3 HOTEL/OFFICE ALTERNATIVE

The Hotel/Office Alternative proposes development of the 2.2-acre site with hotel and office uses within two towers. 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.

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.



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. The September 2006 FEIR determined that the No Project/No Development Alternative (Existing Conditions) would be the Environmentally Superior Alternative to the 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 the September 2006 FEIR, it was determined that the Reduced Project Alternative would result in reduced development and reduced environmental impacts, and would fulfill the majority of the project objectives. Therefore, the September 2006 FEIR determined that the Reduced Project Alternative would be environmentally superior. Thus, the Reduced Project Alternative would be the environmentally superior alternative for the revised project.

7.5 ALTERNATIVES CONSIDERED BUT REJECTED FOR FURTHER ANALYSIS

An Alternative to the September 2006 project, which was considered but rejected, involved development of the September 2006 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.