
Letter P-3: Comment Letter from Legal Aid Foundation of Los Angeles, National Resources Defense Council (NRDC), and Housing Long Beach, April 4, 2011

Introduction (pages 1-3): The comment recites many legal requirements of CEQA for an EIR and the role of the EIR as an informational tool for decision-makers.

Response to Introduction: The Introduction on pages 1-3 of the commenter's letter do not include comments on the Draft PEIR and require no response.

Comment P-3.1 (pages 4 -7): The commenter states that the Draft PEIR does not accurately describe the proposed project. The commenter contends that the Draft PEIR does not accurately describe the proposed project. The commenter contends that the Draft PEIR, "never considers whether the lead agency's assessment of potentially significant environmental impacts changed with the expanded project area and instead only reviews those impacts originally identified in the Initial Study." The commenter identifies an imprecise reference on Page 3-1 of the Draft PEIR to the northern boundary of the project.

Response to Comment P-3.1: As noted in the comment, the project description in the Initial Study (released from July 1, 2009 to August 14, 2009 for public review, and provided with comments received as Appendix A to the Draft PEIR) included development potential under the plan within a 631-acre project area in the existing PD District 30 as follows:

- Approximately 9,200 new residential units
- 1.5 million square feet of new office, civic, cultural and similar uses
- 480,000 square feet of new retail, and
- 3,200 new hotel rooms.

These estimates of the amount of development is likely to occur pursuant to the Downtown Plan were based on the cumulative potential yield of readily available and underdeveloped sites located within the then 631-acre Downtown Plan project area, assuming maximum development as defined by the development standards and guidelines of the Downtown Plan at that point in time. The Initial Study defined the boundaries of the Downtown Plan as primarily ending at 10th Street on the North and Alamitos Avenue on the East, encompassing approximately 631 acres. A draft of the Downtown Plan depicting the 631-acre project area was released to the public in Fall 2009.

During subsequent community meetings relating to the initial draft plan, a number of members of the public expressed concern that the development potential of the Plan was too high, and suggested a number of additional possible scenarios, including changes to the development limits, and proposing different ratios of development (e.g., additional retail or fewer residential units). Prior to the issuance of the Initial Study, the Redevelopment Agency hired a real estate economist at Strategic Economics, to prepare an absorption study of Downtown. This report was completed in April 2009. The results of this study indicate a much lower demand for retail in the foreseeable future, among other recommendations.

Given the community concerns about the development potential and that the economic analysis revealed that less development was likely to occur within Downtown, the estimates of future development potential for build-out of square footage and residential units was reduced. The DEIR describes this change on Page 2-1, and analyzed development potential under the Downtown Plan as follows:

- Approximately 5,000 new residential units (a 45.7 percent decrease of the originally proposed 9200 units)
- 1.5 million square feet of new office, civic, cultural and similar uses (no change)
- 480,000 square feet of new retail (including 96,000 square feet of restaurant, no change in total), and
- 800 new hotel rooms (a 75 percent reduction of the originally proposed 3200 hotel rooms)

Also, as stated on page 2-1 of the DEIR, changes were also made to the project boundary between the release of the NOP and the release of the Draft PEIR. The boundary presented and analyzed in the DEIR encompassed approximately 725 acres, including a portion of PD-29, Subarea 5, which encompasses the expanded project area north of 10th Street to Anaheim Street. These changes were in response to public comments about 1) where Downtown begins both physically and in the public's perception, and 2) what area the proposed design requirements and guidelines should apply to in order to ensure future development projects were compatible.

Therefore, although the project boundary was enlarged by 94 acres between the release of the NOP and the release of the Draft PEIR, the ultimate development potential for the total project area (631 acres plus the expanded boundary of 94 acres) was reduced by approximately 45 percent for residential units and 75 percent for hotel rooms.

Moreover, modification of a project description during the NOP process in response to public comments is not only appropriate, but is also expected. As the court stated in *Count of Inyo v. City of Los Angeles* (1977) 71 Cal.App.3d 185, 199:

"The CEQA reporting process is not designed to freeze the ultimate proposal in the precise mold of the initial project; indeed, new and unforeseen insights may emerge during investigation, evoking revision of the original proposal."

The comment states that the Draft PEIR "only reviews those impacts originally identified in the Initial Study." This is incorrect. The Draft PEIR's analysis is based upon the project area being 725 acres, and it examines the impacts of the development potential described in the Draft PEIR rather than the potential described in the NOP.

The Draft PEIR's analysis is based upon the project area being 725 acres and examines the impacts of the development potential described in the Draft PEIR, rather than the potential described in the NOP. In addition, because the foundation of the analysis in the Draft PEIR is based on the number of residential units and amount of square footage of various uses, and because the Draft PEIR used the ultimate Plan build-out numbers throughout the analysis in the EIR (i.e., 5,000 residential uses, etc.), the Draft PEIR analysis is considered adequate and fulfills the requirements of CEQA. The Draft PEIR Project Description also describes likely

development areas (see page 2-10) and notes that individual development projects within the project area will be subject to their own environmental review under CEQA (see page 2-11). The environmental review for individual projects will tier off of this Program EIR. The level of environmental review required for individual development projects will depend on the project type, size, and location, and whether the project may have significant environmental impacts beyond those identified in this Program EIR.

The air quality analysis in Section 4.2 of the Draft PEIR addresses the potential environmental impact of the full build-out potential of the Downtown Plan on the South Coast Air Basin. The Greenhouse Gas Emissions analysis in Section 4.5 of the Draft PEIR states, "The proper context for addressing this issue in an EIR is as a discussion of cumulative impacts..." The cumulative analysis includes the full build-out of the proposed Downtown Plan of 5,000 units, 1.5 million sf office, civic, cultural type uses, 800 hotel rooms, and 480,000 sf retail (which includes 96,000 sf restaurants). Other examples include Section 4.8, Land Use and Planning, page 4.8-1, which clearly addresses the 725-acre expanded study area and both PD-29, Subarea 5, and PD-30.

With respect to the northern boundary reference on Page 3-1, note that the text states that the north boundary '*generally*' follows portions of 7th and 10th street. The word generally means "for the most part". The northern boundary of the project area is not a straight line. It juts southerly in one segment down to 5th Street to avoid the Wilmore City/Drake Park Historical District. It juts northward in another segment to Anaheim Street to encompass the area added to project area after the issuance of the NOP. Approximately 65% of the northern boundary does run along either 7th Street or 10th Street. Thus "for the most part", the northern boundary does follow those two streets. Approximately 25% of the northern boundary runs along Anaheim Street, and approximately 10% runs along 5th Street. In order to be more precise the boundary reference in the text on Page 3-1 has been expanded in the Final EIR to include Anaheim Street and 5th Street as defining the northern boundary in addition to 7th and 10th Streets. This description is consistent with the depiction of the project area on Figures 2-1 through 2-6 and elsewhere throughout the various chapters the EIR. Please refer to the Addenda Errata for this specific project description clarification.

The comment also criticizes the omission of a reference to PD-29 under the "Regulatory Setting section (p. 4.10-1) of Chapter 4.10, Population and Housing. The paragraph at issue is describing the "primary documents" affecting population and housing in the project area. The text in the DEIR goes on to state: "Existing zoning regulations, in particular the PD-30 District regulations, implement the General Plan. Additional information on planning and zoning in the Plan Project area is provided in Section 4.8, Land Use and Planning, of this PEIR." Readers wishing to get information on other non-primary zoning documents simply need to turn to the referenced chapter, where the restrictions of PD-30 and PD-29, Subarea 5, are discussed in detail on page 4.8-1. As shown in Figure 4.8-1, the vast majority of the project area falls within PD-30. Given that only a small portion of the Project area falls within PD-29, Subarea 5, it is not surprising that it is not expressly mentioned as a "primary" regulation that affects the population and housing in the project area. (Italics and bold added).

In order to provide more detail in this chapter and even though the information appears in Chapter 4.8, the Addenda Errata to the DEIR includes a reference to PD-29, Subarea 5, on page 4.10-1, and on page 4.10-3, in the discussion of Impact Pop-1.

Comment P-3.2: The commenter notes that the historic survey upon which the historic resource analysis is based depicts the original project area boundaries.

Response to Comment P-3.2: The historic survey (see Appendix D of the Draft PEIR) was commissioned in May 2009, many months prior to the release of the Draft PEIR, and was prepared on only a portion of the 631-acre original project area, and specifically did not re-survey existing landmarks or historic districts. Historic surveys conducted in Downtown Long Beach that were used to compile the list of historic properties are listed in Response to P-1.2. Together, these surveys provide a comprehensive initial review of historic structures in Downtown, including the approximately 94 acres added to the project area after the release of the NOP. In response to this and other comments, the list of historically significant properties contained in Draft PEIR Table 4.3-3 has been augmented to include additional properties (see the Addenda Errata for the updated table).

Comment P-3.3: The commenter notes that the traffic impact analysis upon which the Draft PEIR analysis is based depicts the original project area boundaries.

Response to Comment P-3.3: The traffic study (see Appendix F) project description references the original project area, as noted in the comment. However, the analysis is based upon the level of development anticipated within the full project area. The study includes intersections well beyond even the expanded project boundary, including all signalized intersections along Anaheim Street along and beyond the northern Plan boundary, and along Orange Avenue, well east of the Plan boundary (see Draft PEIR, p. 4.12-19). The reference on page 4.12-1 in Section 4.12-1, Setting, to the "rough" northerly boundary being 10th Street has been made more precise in the Final PEIR to reflect that the northerly boundary consists of four different streets, namely 7th Street, 5th Street, 10th Street and Anaheim Street. The project boundary on Figure 4.12-2 is also corrected in the Final EIR.

In summary, the project description in the Draft PEIR references the change from that provided in the Initial Study and NOP, and is consistent for the impact areas mentioned. Because the analysis included the expanded area, or was based on an area beyond the project boundary for other reasons (e.g., for air quality, the larger air basin was also assessed and for traffic, development that sends trips into intersections beyond the project boundary that have the potential for adverse impacts were assessed), no additional analyses of these impacts are necessary.

The minor errors in boundary notations or figures are corrected in the Addenda Errata to the Draft PEIR. It should also be noted that CEQA does not require perfection in an EIR. Section 15003(i) of CEQA states,

“CEQA does not require technical perfection in an EIR, but rather adequacy, completeness, and a good-faith effort at full disclosure. A court does not pass upon the correctness of an EIR's environmental conclusions, but only determines if the EIR is sufficient as an informational document. (*Kings County Farm Bureau v. City of Hanford* (1990) 221 Cal.App.3d 692)”

Comment P-3.4: The commenter notes that the air quality analysis refers to a different project area boundary than is discussed elsewhere in the Draft PEIR.

Response to Comment P-3.4: As noted in the comment, Appendix C is an Air Quality Analysis. It is a detailed technical study that was prepared by AECOM, a firm that specializes in air quality analysis. It was prepared in April of 2010, eight months prior to the release of the Draft PEIR. While the diagrams in Appendix C do depict the former project boundary, the analysis is not dependent on the number of acres identified as being within the project boundary, but rather upon the physical changes that the project is predicted to cause, namely, the amount of new development that will be constructed and operated as a result of the project. Importantly, the analysis is based upon a level of development that exactly matches the project description in the Draft PEIR.

Because of the regional nature of air quality analysis (see page 4.2-1), the study is based on the 6,600-square mile regional air basin, and accurately references the project area on Page 4.2-13. Localized air quality impacts, from construction equipment, excavation dust and other similar impacts are anticipated as future development projects are built, but cannot be pinpointed within the Downtown Plan project area at the program level. The mitigation measures for air quality impacts will be applicable to these future development projects.

The fact that the Air Quality Analysis provided in Appendix C prepared many months before the Draft PEIR was circulated contained the original NOP stage diagram of the project area and a reference to a lower total number of acres does not affect the analysis or alter the Draft PEIR conclusions. Also, please see the Response to Comment P-3.1 for further discussion of this issue.

The purpose and intended uses of the EIR are described on Subsection 1.3.3 of the Draft PEIR, beginning on page 1-2. The project area boundaries are depicted on figures 1-1 and 1-2 (pages 1-5 and 1-6 of the Draft PEIR).

Comment P-3.5: In footnote 5 on page 7 of the comment letter, the commenter states that there is an inconsistent reporting of the size of the residential population the Plan will accommodate.

Response to Comment P-3.5: Estimates of population of new residents is a factor of the multiplier of 2.9 residents per dwelling unit (per SCAG's Local Profiles Report 2011), applied to the 5,000 residential units included in the project description. This results in a total of 14,500 persons.

It is noted that Section 4.10, Population and Housing, p. 4.10-3, of the Draft PEIR explicitly shows the multiplier of 2.9 residents per dwelling unit and 5,000 units, but shows this totals 13,500 persons instead of the correct total of 14,500 persons. This typographical error was repeated in the Public Services section of the Draft on pages 4.11-7 and 4.11-8, which also state 13,500 persons instead of 14,500 persons. Section 4.5, Greenhouse Gas Emissions, contains another typographical error using 14,750 residents on pages 4.5-22 and in Table 4.5-2 on page 4.5-30. However, the 14,500 resident number was used in the other sections of the Draft PEIR and the aforementioned typographical errors do not affect the analysis or conclusions in any substantive way and have been corrected in the Addenda Errata.

Given the range of housing types, and various occupancy factors that could be associated with lofts versus 3-bedroom condominiums, for example, that could be built in Downtown over the

next 25 or more years, the most conservative factor was used for any particular environmental impact analysis, and the source is cited where applicable. These are best estimates that are available. As stated in Topical Response #1, population and housing, among other factors, will be monitored as future development projects are built and become occupied within Downtown.

Comment P-3.6: This comment relates to the Draft PEIR description of the existing physical conditions. The commenter claims that instead of examining the conditions in 2009 when the NOP was issued, dates ranging from 2006 to 2010 were used.

Response to Comment P-3.6: Please refer to Response to Comment P-3.1 regarding the project area and the addition of the area north of 10th Street. The Draft PEIR properly describes conditions at the time the Draft PEIR was prepared, and makes reference to any changes that occurred since the issuance of the NOP in July 2009. The examples provided by the commenter fail to show that the relevant information was missing. Moreover, no major new development projects or significant changes in the physical environment occurred during the period between when the Initial Study was issued and when the Draft PEIR was prepared.

The commenter relies on a reference to "LBDP 2006" to suggest that the information in the Draft PEIR regarding the number of sworn police officers in the City as a whole and in the project area is somehow flawed.

In response to this comment, the LBDP was again contacted for updated information. Based on input from the LBDP (Braden Phillips, Administration Bureau Chief), the second paragraph under "Police Protection Services" on page 4.11-2 of Draft PEIR Section 4.11, Public Services, has been revised to read as follows:

The LBDP currently maintains 100 ~~40~~ sworn officers ~~in~~ assigned to the South Patrol Division in which the Plan area is located and approximately 852 ~~930~~ sworn officers in the entire City (LBDP 2011 ~~06~~). Based on a total population of 492,682 persons for Long Beach (California Department of Finance 2009), there are approximately 1.73 ~~89~~ officers per 1,000 individuals. The LBDP does not use a formula for determining whether staffing levels are adequate to serve the current population. Rather, staffing needs are based on calls for service, identification of area-specific requirements, community input, and other means (LBDP 2011 ~~06~~). The Patrol Bureau is the department's largest bureau, encompassing over 40 percent of the organization's budget and more than 50 percent of its personnel. The target response time to priority one (emergency) calls is 5 minutes, and the average response time for the LBDP is 4.2 minutes (LBDP 2011 ~~06~~).

In addition, the first sentence under Impact PS-3 in Draft PEIR Section 4.11 has been amended to read as follows:

The current department ratio of the number of officers to population is approximately 1.73 ~~1.90~~ officers per 1,000 citizens (LBDP 2011 ~~06~~).

These changes do not alter the Draft PEIR findings or conclusions.

Comment P-3.7: The commenter suggests the baseline for the noise analysis is flawed because the ambient measurements were taken in March of 2010 rather than in 2009.

Response to Comment P-3.7: The comment incorrectly cites page 4.9-5, but actually quotes text from page 4.9-4, which states:

"Existing noise levels measurements were conducted on March 4, 2010, and March 5, 2010."

Obviously, it is not physically possible to set up noise monitors to measure *past* ambient noise levels. The monitoring equipment measures the levels that exist concurrent with the operation of the equipment. The CEQA Guidelines provisions relating to the environmental setting and baseline are not so rigid that they ignore the reality that it takes time to complete the necessary studies, such as noise and traffic studies. The City must act in a reasonable manner, and it is reasonable to have collected ambient noise data in March of 2010 for a project where the NOP was issued in late June 2009. Moreover, there is no reason to conclude that the ambient noise levels in June 2009 were any different than they were nine months later in March 2011, particularly in light of the fact that economic activity and population growth have stagnated over the past few years due to economic conditions.

Comment P-3.8: The commenter states that the Draft PEIR fails to include either in the main text or as an appendix the land use plans that the Downtown Plan is replacing.

Response to Comment P-3.8: On page 4.8-1, in the "Regulatory Setting" section of the Land Use and Planning chapter, PD-29 and PD-30 are described, and the regulations are discussed throughout that chapter. The Downtown Plan itself is provided as an Appendix B of the Draft PEIR. The specific concerns about the Draft PEIR analysis and mitigation are addressed below.

Comment P-3.9: This comment relates to the air quality and greenhouse gas analyses. The comment specifically relates back to the commenter's prior comment about the addition of the geographic area north of 10th Street which occurred after the issuance of the NOP and before the release of the Draft PEIR, and concludes that it caused an under estimation of impacts. The commenter also suggests that the Draft PEIR does not include all feasible mitigation.

Response to Comment P-3.9: The level of development projected from the implementation of the Downtown Plan is based upon the implementation of the Plan in the full 725-acre scenario. The air quality analysis in Section 4.2 of the Draft PEIR addresses the potential environmental impact of the full build-out potential of the Downtown Plan on the South Coast Air Basin. Because of the regional nature of air quality analysis (see page 4.2-1), the study is based on the 6,600-square mile regional air basin, and accurately references the project area on Page 4.2-13.

The greenhouse gas emissions analysis in Section 4.5 of the Draft PEIR states, "The proper context for addressing this issue in an EIR is as a discussion of cumulative impacts..." The cumulative analysis considers full buildout of the proposed Downtown Plan of 5,000 units, 1.5 million sf of office, civic, cultural type uses, 800 hotel rooms, and 480 sf of retail (which includes 96,000 sf of restaurant space). Because the analyses are based on the Project Description in Section 2.0, they do not underestimate the air quality or the greenhouse gas impacts of the proposed project. To the contrary, by analyzing the entire development envelope envisioned

throughout the entire the Downtown Plan, the analysis includes all of the future projects together, thus providing a more comprehensive analysis of long-term air quality impacts.

Section 4.5 of the Draft PEIR includes a range of mitigation measures to reduce the Downtown Plan's incremental contribution to global climate change impacts. In addition, the Plan itself involves infill development and intensification of use within an already urbanized area. This approach to development, as opposed to low density sprawl in "greenfield" areas, is widely recognized as reducing per capita greenhouse gas emissions as it generally reduces motor vehicle use, vehicle miles traveled, and associated emissions. The project's impact has been identified as unavoidably significant because of its sheer size, but the approach to accommodating population growth and economic development facilitated by the Downtown Plan would generally have positive effects with respect to greenhouse gas emissions.

Comment P-3.10 [p.10, paragraph 2(i)]: The commenter suggests that because the Plan will be implemented over such a long time period, mitigation needs to allow for technology advancements. The commenter recommends that measures AQ-1(a) and GHG-1(b) be amended to specify that the project must comply with SCAQMD's mitigation recommendations in SCAQMD's CEQA Handbook or its Mitigation Measures and Control Efficiencies recommendations located at the following url:
http://www.aqmd.gov/ceqa/handbook/mitigation/MM_intro.html.

Response to Comment P-3.10: Note that the Air Quality section already includes many SCAQMD standard mitigation measures. In addition, in response to the letter of comment received by the SCAQMD (Letter L-5), additional standard measures related to air quality construction impacts recommended by the SCAQMD have been included (see the Addenda Errata). In addition, the City concurs with the commenter and has therefore included the commenter's recommended language in Mitigation Measure AQ-1(a) and GHG-1(b).

Comment 3.11 [p. 10, paragraph 2(ii)]: The commenter suggests that the City should include mitigation measures that would encourage development of housing in the portions of the project area with the lowest cancer risks and that the Draft PEIR should include recommendations related to buffers between certain uses.

Response to Comment 3.11: The concern raised in the comment is that as new development occurs, more residents would be brought into portions of the Downtown with higher cancer risk levels, and those residents will be subject to higher levels of air pollutants than those in other areas of the project area. While the exact location of new development within the Downtown Plan project area is not known at this time, it is most likely that new development would occur in the core area of Downtown. This area is further away from pollution sources, such as the Port. Please refer to Topical Response #1 for a table and map of likely development sites. In addition, new construction would be more energy efficient and more likely to be equipped with central air conditioning systems that include filtration systems that will filter toxic air contaminants (TACs) to some degree, that are not available in older residential dwellings built before air conditioning was more common.

As discussed on pages 4.2-3 and 4.2-4 of the Draft PEIR, The SCAQMD in their MATES-II and MATES-III (current draft) reports and the ARB in their *Diesel Particulate Matter Exposure*

Assessment Study for the Ports of Los Angeles and Long Beach estimated that elevated levels of cancer risks due to operational emissions from the POLB and POLA occur within and in proximity to the two Ports (SCAQMD 2000 and 2008; ARB 2006). MATES-II estimated that cancer risk from TACs in the SCAB range from 1,120 to 1,740 in a million, with an average of 1,400 in a million (SCAQMD 2000). Based on data from the Long Beach air monitoring station, ambient risks for the Long Beach area are approximately 1,120 in a million. The draft MATES III study concludes that the population-weighted risk in the Basin dropped by 17 percent from 2000 levels. However, diesel particulates continue to dominate the risk from air toxics, accounting for 84 percent of the carcinogenic risk.

The MATES-III Draft Report estimates the cancer risk from toxic air contaminants (TACs) at 1,000 to 2,000 in a million in the San Pedro and Wilmington areas. In particular, according to the MATES III interactive online map (<http://www2.aqmd.gov/webappl/matesiii/>), the map quadrants that constitute the Downtown Plan project area have a risk of 2,358 additional cancer cases per 1 million individuals for the area south of 9th Street and west of Long Beach Boulevard, 2,904 additional cancer cases per 1 million individuals for the area east of Long Beach Boulevard, 1,815 additional cancer cases per 1 million individuals in the area north of 9th Street west of Long Beach Boulevard to the northern project boundary, and 1,749 additional cancer cases per 1 million individuals for those portions of the Downtown Plan project area north of 9th Street and east of Long Beach Boulevard.

Regarding non-cancer effects, the ARB identifies that elevated levels of air pollution that can occur within the Ports region are associated with adverse health effects, including asthma, bronchitis, reduced lung function, and increased mortality and morbidity (ARB, 2006). Based on this information, the existing and future baseline airborne cancer and non-cancer conditions within the Project region are cumulatively significant, as identified in the Draft PEIR.

The Ports of Long Beach and Los Angeles have completed the San Pedro Bay Standards, which establish standards and provide data regarding health risks. This information quantifies the cumulative health effects from existing and proposed emission sources within the San Pedro Bay Ports. These data are described in the Baywide Health Risk Assessment (HRA) that was conducted as part of the process. The Baywide HRA evaluates emission scenarios for years 2014 and 2023 that include implementation of applicable Port's Clean Air Action Plan (CAAP) measures to many of the Ports' projects. In place of a quantitative cumulative HRA, the following qualitatively describes cumulative health impacts that would occur from the effects of the Ports in combination with the proposed Downtown Plan and cumulative projects.

Emissions of TACs from construction and operation of the mitigated Project would reduce cancer risks to all receptor types within the Project region compared to the Baseline. Emissions of TACs from construction and operation of the Port complex CAAP and standard mitigation imposed on future development projects within the Downtown Plan would reduce non-cancer health effects to all receptor types within the Project area compared to the CEQA Baseline. As a result, air quality experienced by future residents within the project area is expected to improve over time throughout the planning horizon of the Downtown Plan, produce less than cumulatively considerable exposure to non-cancer effects under CEQA. However, since Port projects would increase chronic non-cancer effects in the Downtown Plan project area in the near term, it would produce a cumulatively considerable and unavoidable contribution of

airborne non-cancer effects to occupational receptors under CEQA, as noted in the Draft PEIR. These increased non-cancer effects could include asthma, bronchitis, reduced lung function, and increased mortality and morbidity.

Money from the Schools and Related Sites Grant Program and Healthcare and Seniors' Facility Grant Program is used to help address the cumulative impacts of Port projects. Specifically, this money is to be used for mitigation projects and prevention programs for people sensitive to air pollutants, as well as certain noise mitigation projects. Funding established by the approval of the Middle Harbor Project, Desmond Bridge replacement project and other recent Port projects, would enable the expeditious implementation of many cumulative impact mitigation projects and health-related prevention programs in the areas most directly affected by port area sources. These measures are designed to supplement source-reduction measures in the near term when cumulative impact are predicted to be highest.

There is uncertainty regarding the methodology and outcome of the MATES III study. One source of uncertainty is that currently there is no technique to directly measure diesel particulates, the major contributor to risk in this study, so indirect estimates based on components of diesel exhaust must be used. The method chosen to estimate diesel particulate is the Chemical Mass Balance (CMB) source apportionment model. This method is a weighted multiple linear regression model based on mass balance of each chemical species applied to apportion contributions to ambient particulates using measured source profiles. The CMB method accounts for major source categories and geographic differences in source contributions. It is generally considered to be the most appropriate method to estimate the ambient levels of diesel particulate matter.

The estimates of health risks are based on the state of current knowledge, and the process has undergone extensive scientific and public review. However, there is uncertainty associated with the processes of risk assessment. This uncertainty stems from the lack of data in many areas necessitating the use of assumptions. The assumptions are consistent with current scientific knowledge, but are often designed to be conservative and on the side of health protection in order to avoid underestimation of public health risks.

As noted in the OEHHA risk assessment guidelines, sources of uncertainty, which may either overestimate or underestimate risk, include: (1) extrapolation of toxicity data in animals to humans, (2) uncertainty in the estimation of emissions, (3) uncertainty in the air dispersion models, and (4) uncertainty in the exposure estimates. Uncertainty may be defined as what is not known and may be reduced with further scientific studies. Extrapolating from high-dose short-term laboratory studies to low-dose long-term exposures in the environment adds to this uncertainty. In addition to uncertainty, there is a natural range or variability in the human population in such properties as height, weight, and susceptibility to chemical toxicants.

Thus, the risk estimates should not be interpreted as actual rates of disease in the exposed population, but rather as estimates of potential risk, based on current knowledge and a number of assumptions. However, a consistent approach to risk assessment is useful to compare different sources and different substances to prioritize public health concerns.

Compared to previous studies of air toxics in the Basin, this study found a decreasing risk for air toxics exposure, with the estimated Basin-wide population-weighted risk down by 8% from the analysis done for the MATES II time period. The ambient air toxics data from the ten fixed monitoring locations also demonstrated a reduction in air toxic levels and risks.

The on-going improvements in Port operations to control emissions will affect an area much larger than the Downtown Plan project area, and will be closely monitored by the public and local governmental entities during the planning horizon of the Downtown Plan.

More information about the MATES III Study can be found on the SCAQMD website (<http://www.aqmd.gov/prdas/matesIII/matesIII.html>).

Comment P-3.12 (p. 11, paragraph 2(iii)). The commenter suggests adoption of LEED-ND for development in the Downtown Plan project area.

Response to Comment P-3.12: LEED-ND is one of the newest classifications in the sustainable development accreditation system and is being evaluated by the City's Office of Sustainability and other City departments. If the LEED-ND standard is adopted by the City, it would be citywide, or for a certain subset of neighborhoods citywide, not just for Downtown. In the past, LEED certification or equivalent has been the standard the City has adopted, seeking sustainable and efficient construction without requiring all of the reporting requirements involved with LEED certification.

As stated on page 4.5-8 of Section 4.5, Greenhouse Gas Emissions, of the Draft PEIR, the City Council adopted the Long Beach Sustainable City Action Plan on February 2, 2010, which includes measurable goals and actions intended to be challenging, yet realistic. The initiatives and goals are listed on pages 4.5-8 through 4.5-11 of the Draft PEIR. Those on page 4.5-8 include specific LEED goals, such as, at least 5 million sf of privately developed LEED certified (or equivalent) green buildings by 2020, and 100% of major City facilities are LEED certified or equivalent by 2020). In addition, Mitigation GHG-2(b) includes a measure that requires applicants to indicate the extent to which replacement of CCR Title 24 with the California Green Building Standards Code or other similar requirements will result in new buildings being more energy efficient, prior to receiving discretionary approval (see p. 4.5-25, second bullet).

Comment P-3.13, (p. 11-12, paragraph 2(iv)): The commenter contends that the Draft PEIR unlawfully defers mitigation for Greenhouse Gas Emissions, needs to explain why all of the measures included in certain documents were not included in the Draft PEIR, and specifically is concerned about the exclusion from the Draft PEIR of Objective LU-2 from CAPCOA 2009.

Response Comment P-3.13, (p. 11-12, paragraph 2(iv)): Greenhouse gas (GHG) emissions/global climate change, as noted in the comment, is an evolving field of environmental analysis. The City is an active participant in climate registries and SB 375 discussions at the subregional level through the Gateway Cities Council of Governments (COG). At present there are no statewide or region-wide standards by which the individual projects can be evaluated. When those standards are implemented, future development projects that are proposed after the standards become effective will be subject to those requirements,

even if the project is within the development envelope of the Downtown Plan and does not require any supplemental CEQA analysis.

As the commenter notes, given the long duration of the Plan the City must include mitigation that allows for technology advancements. That was the intent behind Mitigation GHG 2(b). The comment quotes only a small portion of that measure. The comment leaves out important components of the measure which in large part address the points made in the comment. Please refer to the entirety of the mitigation measure, which is provided on pages 4.5-23 through 4.5-27 of the Draft PEIR.

Draft PEIR Section 4.5, Greenhouse Gas Emissions, includes a range of mitigation measures that would reduce GHG emissions related to both temporary construction activity and long-term operation of project area developments. The proposed measures encompass various recommendations of the Attorney General, Climate Action Team, and Office of Planning and Research. For example, construction measures include use of fuel efficient construction equipment, use of alternative fuels, recycling of construction debris, and use of EPA-certified SmartWay trucks. Operational measures include improvements in energy and water efficiency, solid waste reduction measures, and measures to reduce emissions associated with transportation and motor vehicle use.

The only specific measure that the commenter states concern about is Objective LU-2 from CAPCOA's 2009 publication. As an initial matter, it is important to note that the CAPCOA 2009 publication recommends policies for city and county general plans. Moreover, CAPCOA noted that it was not intending to dictate how local agencies address GHG emissions. Specifically the publication states:

"This paper is intended as a resource, not a guidance document. It is not intended, and should not be interpreted to dictate the manner in which a city or county chooses to address greenhouse gas emissions in the context of its General Plan."

With regard to Objective LU-2, the Downtown Plan is specifically intended to promote infill, mixed-use, and higher density development by providing a vision for the enhancement and redevelopment of Downtown Long Beach. By promoting redevelopment and intensification of Downtown Long Beach, the Downtown Plan is expected to reduce development pressure in "greenfield" areas and to provide for a mix of uses in close proximity to one another that facilitate walking, bicycling, transit use, and reduce vehicle miles traveled. Thus, the Downtown Plan is consistent with CAPCOA Objective LU-2. By providing for a variety of housing types within the Downtown area, the Downtown Plan also promotes mixing of affordable and market rate units, consistent with CAPCOA Objective LU-2.1.8.

Comment P-3.14 [p. 12, paragraph 2.v]. The commenter suggests the Draft PEIR should adopt the measures outlined in the DRA Study, including adopting inclusionary mixed-income housing, housing fees for all non-residential development, and local hiring requirements on future developments, to help, in part, mitigate significant impacts related to air quality and greenhouse gases.

Response to Comment P-3.14: The community benefits study attached to the comment letter calculates there are land residual costs that could pay for these suggested measures. That

analysis is addressed in Topical Response #2. However, neither the study nor the comment establishes a nexus between those provisions and improvements to air quality or reductions in GHG emissions. For example, it is not clear how affordable housing or commercial linkage fees provisions would improve air quality at the local or regional level. Without establishing the effectiveness of suggested policy measures, it is not appropriate to include them as mitigation measures. Based upon the City's assessment of the suggested measures, the measures do not appear to be effective methods for reducing emissions of pollutants or GHGs. These proposals relate to the social and economic aspects of future projects as opposed to the physical environment, and are beyond the scope of CEQA. (CEQA Guidelines § 15084(3), 15131) In addition, mitigation measures must relate to the environmental impacts created by the project that they are imposed upon and must pass the constitutional nexus requirement. The fees and requirements suggested do not appear to satisfy those requirements. CEQA does not expand an agency's ability to impose conditions on projects (Pub. Res. Code § 21004). Thus, for example, CEQA does not authorize imposition of fees that do not meet the requirements of Government Code § 66000 et seq., or that constitute a special tax (Government Code § 54990).

Comment P-3.15, [p. 13, paragraphs b and i]. The commenter suggests that the Downtown Plan should prohibit development of housing or sensitive uses within 1,500 feet from the Port of Long Beach. The comment also mentions concerns related to proximity to the I-710 Freeway or other pollution sources vis a vis the CARB standards.

Response to Comment P-3.15: In CARB's Air Quality and Land Use Handbook, A Community Health Perspective, (2005) page 4, CARB makes the following recommendation with regard to ports and freeways:

"Avoid siting new sensitive land uses within 500 feet of a freeway, urban roads with 100,000 vehicles/day, or rural roads with 50,000 vehicles/day.

Avoid siting of new sensitive land uses immediately downwind of ports in the most heavily impacted zones. Consult local air districts or the ARB on the status of pending analyses of health risks." (Emph. add.)

As CARB stated in the Handbook, these recommendations are very general and are not designed to supplant a local agencies discretion regarding land use or to replace site specific information or studies. Specifically, CARB states:

"[B]ecause this guidance is not regulatory or binding on local agencies, we took a more qualitative approach to developing distance based recommendations. ... These recommendations are only guidelines and are not designed to substitute for more specific information if it exists. These recommendations are advisory, ... Land use agencies have to balance other considerations, including housing and transportation needs, economic development priorities, and other quality of life issues."

The Draft PEIR and the Air Quality Analysis contained in Appendix C carefully studied these and other CARB recommendations. (see Draft PEIR p. 4.2-21 to 4.2-24, and Appendix C, Section 6.3.2).

Creating the buffer zone recommended in the comment would unduly limit available development sites within the Downtown. Reducing the supply of sites would increase demand for those sites, making them more expensive, and increasing the development costs, making housing less likely to be built in general, and requiring additional subsidies to create affordable housing. Because Port activities are primarily mobile, determining where to establish any such prohibition boundary could be from any number of pollution sources, from the dock facilities, to rail lines to heavily traveled truck routes. Moreover, the comment fails to establish the basis for the suggested 1,500 foot separation.

Comment P-3.16 [p. 13, b.ii.]: The commenter states that Long Beach Unified School District (LBUSD) uses a school siting criterion to keep new schools at least 500 feet from freeways or other major sources of pollution and requires special consideration of potential impacts within 1,500 feet of such transportation facilities.

Response to Comment P-3.16: The Downtown Plan project area is wholly within the LBUSD. LBUSD provided comments in Letter L-3, and notes they are currently in the process of siting a new school within the project area vicinity. The proposed Downtown Plan would not affect the District's school siting criteria. In addition, the Downtown Plan is not proposing any new freeways or other such transportation facilities within 1,500 feet of schools.

Comment P-3.17 [p. 13-17, paragraphs iii - viii]: The commenter cites recent studies related to the adverse effects of air pollutants and fine particulates along freeways on health. The comment notes studies showing increased instances of asthma in children and other diseases in children and adults in close proximity to major roadways and states planning should seek to use a 1,500 foot buffer from highways, ports, or other major industrial sources.

Response to Comment P-3.17: Long Beach is served by several heavily traveled freeways that traverse the City, including the I-710 Long Beach Freeway, I-405 San Diego Freeway, SR-91 Artesia Freeway, and I-605 San Gabriel River Freeway, and other major travel corridors, such as Pacific Coast Highway (Route 1), 7th Street, which is the continuation of the SR-22 Garden Grove Freeway, and the Terminal Island Freeway. There are numerous existing residential units within 500 feet of these freeways and establishment of the suggested 1,500-foot buffer would affect a substantial portion of the project area. Establishing a prohibition of new residential development within a specified distance of such freeways would have substantial impacts on the area's economy. That type of policy decision will be considered by City decision-makers as they review the Draft Downtown Plan, but may be more appropriately addressed at a citywide level. Also, please see the response to Comment P-3.11, which discusses efforts to reduce emissions associated with the Port.

The information in this comment summarizes various studies and is not a comment on the Draft PEIR. The information will be provided to the decision-makers for their consideration when making a decision on the proposed plan.

Comment P-3.18 [p. 17-18, paragraph B.1.a]: The commenter states the Draft PEIR inaccurately describes the City's Historic Preservation Process, and that Appendix D does not include the entire 725-acre project area.

Response to Comment P-3.18: Please refer to the response to comments for Letter P-1, Long Beach Heritage, which responds to concerns about historic resources in the Downtown Plan project area. In addition, the commenter cites Appendix D, the Jones and Stokes Survey, and states that the survey shows that the Draft PEIR does not consider the entire 725-acre project area. While the comment is correct that the Jones & Stokes survey does not specifically cover the entire area, the list of potentially historic properties within the project area contained in Table 4.3-3 has been augmented in coordination with Long Beach Heritage and based on other surveys conducted in and around the project area. Please see the Addenda Errata for the updates to Table 4.3-3. The table will continue to be augmented over the life of the Plan as new information becomes available.

The comment states that the Draft PEIR does not accurately describe the City's Historic Preservation Process because of the sentence, "While the City cannot impose historic designation on privately held property, the intent of the Plan is to encourage voluntary designation of these structures, with adaptive reuse of them as a secondary option." This statement is actually correct, as the Long Beach Municipal Code does not allow the City to designate a property as a local historic landmark without the owner's consent. However, if a building is more than 45 years old, was designed by a noted designer or architect, or was the site of a noteworthy historical event, that site could be considered historically significant, and any demolition or modification of the structure would have to be completed in accordance with the City's cultural heritage policies and procedures, including CEQA review [CEQA Guidelines, Section 15064.5 and LBMC Title 2, Chapter 2.63.

The policies from the Historic Preservation Element (HPE) listed on pages 19-21 of Comment Letter P-3 are applicable citywide. The Downtown Plan complies with the policies of the HPE, and in fact, the Draft PEIR provides additional information in the form of an updated property survey and inclusion by reference of previous surveys done in the area. It also includes policies encouraging preservation and adaptive reuse for structures identified in those surveys as the first options. These go beyond the policies of the HPE and provide additional protection of identified resources. It also provides the ability to move forward with development projects on properties that have older structures that are not considered historic. This approach provides both more protection for the historic structures and clarity for developable sites within the Downtown Plan project area. Also, please note that the Downtown Plan is not a Specific Plan, as asserted by the commenter.

The Downtown Plan does not include any provisions to eliminate the Cultural Heritage Commission, City Planning Commission or City Council review of historically significant properties in the project area.

In addition, the Downtown Plan is considered consistent with the Historic Preservation Element of the General Plan, and the City Council will be required to make findings of consistency between the General Plan and all of its Elements, and the proposed Downtown Plan if they adopt the proposed Downtown Plan. The policies of the HPE (e.g., Policy 2.1 to "discourage the demolition and inappropriate alteration of historic buildings" and Policy 2.2, which states, "The City shall encourage and allow for adaptive reuse...", are consistent with one of the Downtown Plan's "Guiding Principles which states, "We value our buildings of historic merit and seek to

preserve or restore them through adaptive reuse.” Also, please refer to Section 7, Historic Preservation, of the proposed Downtown Plan, which addresses historic resources.

Comment P-3.19 [pp. 18-19, 1.b.]: The commenter asserts that the Draft PEIR does not consider impacts of development on adjacent historic districts, namely the Drake Park/Willmore City and the Brenner Place Historic Districts, which are both adjacent to the Downtown Plan project area.

Response to Comment P-3.19: The historic districts mentioned by the commenter were specifically excluded from the project area because of their historic sensitivity. Because these districts are outside of the project area and are not adjacent to likely development areas, they would not be affected by implementation of the proposed project.

Comment P-3.20 [p. 19-22]: The commenter states the Draft PEIR encourages adaptive reuse of at least two of the 6L properties, but doesn’t provide any discussion regarding the other 181 properties and how they will be treated. The commenter also states there is no explanation in the Draft PEIR why certain properties were recommended for local designation and others were not, and that the Draft PEIR fails to identify feasible mitigation to minimize significant adverse impacts. The commenter recommends wording for a new mitigation measure that requires a CEQA process for a substantial adverse change of a designated landmark.

Response to Comment P-3.20: In preparing the original list in Table 4.3-3 for the Draft PEIR, the City established a protocol that single-family homes would not be included as they are not likely to be redeveloped. In addition, properties that have been too highly modified, including some of those rated 6L or 5S3 in the Jones and Stokes survey, were not included. Properties already in existing historic districts were similarly not included as the provisions of the historic district provide protection to these properties.

There still is a provision to warrant special consideration for properties rated as 6L. These properties are not likely eligible for local listing or designation, but do contribute to the architectural character of Downtown. Special consideration includes encouraging adaptive reuse of all or a portion of the building, particularly the street-facing façade, the reuse of materials from the building in other historic properties, documentation and other procedures consistent with or similar to the U.S. Secretary of Interior’s standards for historic properties.

The mitigation measure proposed in the comment is not necessary because, as noted on page 2-11 of the Draft PEIR project description, any individual development project will be subject to separate environmental review under CEQA. If a project were found to have a significant environmental impact not specifically identified in this Program EIR (including but not limited to a historic resource impact), a separate mitigated negative declaration or EIR would need to be prepared to address and, if feasible, mitigate the impact. Thus, the suggested measure will be implemented as part of the City’s normal environmental review process for all projects within the Downtown Plan project area.

Comment P-3.21, p. 24 (c): The commenter states an opinion that the Draft PEIR fails to thoroughly analyze consistency of the proposed Downtown plan with the Land Use Element of the General Plan.

Response to Comment P-3.21: The General Plan amendment recommendation that will accompany the Downtown Plan will make all area within the DTP project boundary "LUD #7, Mixed Uses." See <http://www.lbds.info/civica/filebank/blobdload.asp?BlobID=2436> for General Plan land use designation maps (Areas 9 and 10).

The vast majority of the project area, especially those areas zoned PD-29 and PD-30 already are designated LUD #7. This action would make the entire project area LUD #7. The result is that the General Plan and Downtown Plan would be consistent until the new General Plan Land Use Element is adopted in 2012. The General Plan would note the existence of the DTP, if/as adopted.

The action as recommended by the PC and approved by the CCL would be to amend the General Plan land use designations to LUD #7 in conjunction with, and prior to, adoption of the Downtown Plan.

The proposed project, the Downtown Plan, is a land use plan that alters the existing land use policy framework for the area to achieve the stated objectives contained within the Project Description in Section 2.0 of the Draft PEIR. The Downtown Plan provides the new policy direction for long-range land use planning within the Downtown Plan project area. Upon adoption, the Downtown Plan will replace the zoning code land use standards/policies for PD-30, and PD-29 - Subarea 5, which have been the primary land use documents for Downtown since their adoption in 2000, as amended.

In addition, the City's General Plan is in the process of being updated and will be more consistent in terms of land use, mobility, urban design, and historic preservation than the existing General Plan. Prior to its adoption, the Downtown Plan would need to be found to be consistent with the General Plan. Both the proposed Downtown Plan and General Plan Update will be internally consistent and brought forward to the decision-makers concurrently. If this does not occur, a General Plan Amendment of the existing General Plan would need to be adopted to be consistent with some policies in the Downtown Plan.

LUD 7 (Mixed Use District) is the existing land use designation in the General Plan that requires subsequent planning documents to define the mix of appropriate land uses. The definition states that these areas "are now, or shall be, regulated by an area-wide planned development and ordinance. Land use controls and design and development standards for these areas shall be contained in the planning development plan/ ordinance for each area." (Land Use Element, Adopted March 1, 1990, as amended, Page 65). PD-30 and PD-29, Subarea 5 currently serve as those documents. If adopted, the Downtown Plan would replace PD-30 and PD-29, Subarea 5 as the area-wide plan for Downtown, providing the land use plan as well as the design standards required in the current General Plan.

The East Village, West End, and Willmore City neighborhood policies mentioned by the commenter relate to the need for parks/open space and day care centers. Per Table 3-1 of the Downtown Plan, both parks and daycare centers are allowed uses within the project area. In addition, the Downtown Plan includes specific standards for public open space that private developments must meet. Consequently, the Plan would facilitate the development of parks, open space, and daycare facilities, and would not conflict with the cited policies.

Comment P-3.22 [p. 27, D.1]: The commenter states the Draft PEIR contains inconsistent data regarding the size of the project's residential population

Response to Comment P-3.22: Please refer to Response to Comment P-3.5.

Comment P-3.23 [p. 28-31]: The commenter states the Draft PEIR does not adequately analyze the project's impacts on population and housing and on the existing residents of the project area, who predominantly have low incomes. The commenter further states low income residents are at further risk of displacement. Furthermore, the commenter states the project area has increased by 94 acres since the Downtown Market Study was drafted and therefore, the number of low income residents is likely even greater than that cited in the study. The commenter also states that the analysis on overcrowding is not fully analyzed and data is not provided regarding the number of residents or housing units that will be impacted by the project, nor regarding the race and ethnicity of residents likely to be displaced. The commenter states that mitigation measures must be included to mitigate the significant impacts on population and housing. Regarding overcrowding, the commenter states that with overcrowding in Central, North and West Long Beach, the displacement would necessitate the construction of well over 8,200 units around and outside the project area, if the displaced residents remain within the City. This is based on their estimate of 24,000 displaced people.

Response to Comment P-3.23: Issues related to displacement are addressed in Topical Response # 1. Although the Downtown Market Study was prepared prior to expansion of the project area, it does not change the analysis or conclusions provided in the Draft PEIR with respect to population, housing, and displacement of residents. The population and housing analysis in the Draft PEIR is largely based upon SCAG projections, and, as stated in the Regulatory Setting on p. 4.10-1 of the Draft PEIR, the Land Use and Housing elements of the General Plan. These projections are not limited to the Downtown Plan project area.

Comment P-3.24 (p. 31 (c)): The commenter states the Draft PEIR provides inaccurate descriptions of existing city housing policies and programs, in particular, the coastal zone replacement housing policy and the City's local relocation assistance program, since the City's limited Relocation Assistance Programs do not offset the proposed project's significant impacts on displacement.

Response to Comment P-3.24: The Downtown Plan project area boundary was specifically created to not be within the Coastal Zone. Ocean Boulevard is the inland coastal boundary in Long Beach. This policy was established during the Visioning phase for the Downtown to ensure that the adopted Plan could be implemented immediately, without waiting for a subsequent approval from the Coastal Commission that would follow the City's adoption of the Plan. ; Therefore, the coastal zone replacement housing policy is not applicable to the Downtown Plan. With respect to relocation policies that do affect the Plan, projects that involve redevelopment monies are required to provide relocation assistance as are projects that remove affordable housing units. Topical Response #1 provides detailed information about affordable housing units removed and produced. The EIR is not required to recite all of the municipal code provisions verbatim regarding relocation. In addition to the policies listed in the Draft EIR for Relocation Assistance (LBMC 21.60) and Tenant Relocation (LBMC 21.65), the Long Beach Municipal Code provides policies on Incentives for Affordable Housing (LBMC 21.63). Please

also refer to Topical Response #1 for information about likely development sites within the Downtown which are readily developable in their current condition without removing substantial numbers of existing dwelling units, if any, as surface parking lots or low-density commercial development projects.

Comment P-3.25 (p. 32 (d)): The commenter states the Draft PEIR fails to analyze the project's impact on the City's housing-jobs balance, as it does not state the type of 5,200 jobs that will be created (temporary or permanent) and doesn't address the impacts new workers will have on the City's limited affordable housing stock, or whether such housing is available to low wage service sector employees. The commenter also states that there is no analysis regarding whether the housing created by the project is suitable for the jobs that will be created.

Response to Comment P-3.25: The 5,200 jobs that would be created would be permanent 'operation' jobs, as shown in Table 4.5-2. As stated in the Draft PEIR (p. 2-5) future development projects would require individual development application processes for approval and these development projects are expected to occur over the next several decades. P. 2-5 also states that the exact type and size of development cannot be assured through the adoption of the Plan, as the level of activity will be determined largely by private investment in Downtown and the state of the local economy. Therefore, an analysis regarding impacts as they relate to the jobs/housing balance would require speculation, which is not in conformance with CEQA.

Comment P-3.26 (p. 34(e)): The Commenter states the Draft PEIR fails to analyze the plan's impact on the City's Housing Element and contends these plans are in direct conflict with one another. They note that 15 of the 17 sites identified in the Housing Element for production of the 5,440 affordable units the City must produce by 2014 in accordance with SCAG are located in PD-30 and PD-29.

Response to Comment P-3.26: Please refer to the responses to Comments P-3.25 and 3.27. The proposed Downtown Plan does not conflict with the City's Housing Element. In fact, the Downtown Plan would help implement the Housing Element as the project area includes some of the housing opportunity sites identified in the Housing Element. In actuality, 11 of the 17 sites are within the Downtown Plan project area, four are north of Anaheim Street, and two are west of the Los Angeles River. The City Council will be required to make consistency findings between the proposed Downtown Plan and the General Plan and its elements prior to approving the Downtown Plan.

Comment P-3.27, p. 35: The commenter notes that the Draft PEIR does not include mitigation to offset the significant adverse population displacement and housing impacts of the project. These mitigations should include affordable housing requirements and local hiring. A report by David Rosen & Assoc. titled, "Long Beach Downtown Plan Community Benefits Analysis" dated March 31, 2011 is attached and incorporated by reference. Based on that study, the commenter recommends a list of several mitigation measures which they contend would offset the project's significant and unmitigated impacts on population and housing.

Response to Comment P-3.27: The mitigations recommended by the commenter are addressed below:

1. Mixed Income Housing Requirement for Construction of New Rental and Condominium Projects in the DTP, consisting of set aside percentages for affordable households: The Downtown Plan does not establish an inclusionary housing provision. It was made clear during the visioning phase by the participating community representatives that the purpose of the Downtown Plan was to encourage new development. It was determined that, if inclusionary housing requirements were to be established, they would be on a citywide basis. This would not put the Downtown at a cost disadvantage over developing in other areas of the City. It was also expressed by the community members that Downtown provided more than its proportion of affordable housing compared to other neighborhoods of Long Beach and the greater region. For these reasons, an inclusionary housing provision was not incorporated into the Downtown Plan.

For reference, during the last 10 years, the amount of affordable housing produced, 1,056 dwelling units, has significantly exceeded the amount of affordable units demolished or removed, 230 dwelling units. 119 of these units were from the three blocks that comprise the West Gateway sites. These three blocks are the site of the Lyon 321 rental development project that is now occupied, and the Superior Courthouse project, which is under construction. This represents 51.7% of the affordable units lost during the last decade.

Lastly, Topical Response #1 discusses displacement of existing Downtown residents and the loss of affordable housing in greater detail. Please refer to this discussion."

2. Linkage Fees on New Development in the DTP of \$ 10.00 per sf for the development of Very Low Income rental units: Please refer to Topical Response #2.
3. Right of First Refusal for Displaced Residents: Please refer to Topical Response #1.
4. Term of Affordability: Please refer to Topical Response #1.
5. Local Hiring for DTP Construction and Permanent Jobs: Please refer to Topical Response #2.

Comment P-3.28: [bottom of page 46 to top of page 47, up to impacts]: This comment relates to the impacts on public services from development under the Downtown Plan.

Response to Comment P-3.28: This comment is a general summary of the more detailed comments set forth below. The responses are set forth below in the detailed responses to the individual comments.

Comment P-3.29[p. 47-48 1(a) and p. 49-50 2(a)]: This comment criticizes the information provided in the "Setting" section on page 4.11-2, wherein it states that LBFD employs 505 firefighters, with 133 suppression fire fighters on duty at all times. A ratio of 1.03 fire fighters per 1000 persons was identified. The commenter states the data regarding four stations and about 27 firefighters was from 2006 and must be updated with current information. The commenter takes issue with these figures based upon an article on the Press Telegram from October 2010, relating to the 2010-2011 City Budget. The commenter also contends the Draft PEIR does not appropriately discuss impacts to fire services, and defers mitigation until the Fire Prevention Bureau reviews every new development proposal and suggests measures in design.

Response to Comment P-3.29: The comment misstates the information from the article. For example, the comment states that 26 Fire Department positions were being eliminated. The article references 21 positions being eliminated, 5 fewer than the comment stated. The comment also states the City imposed rolling brownout of the fire stations. The referenced article states that such brownouts were still under discussion.

The figure referenced for the number of suppression fire fighters on duty at all times (133) was the correct number for 2009. In response to this comment, the LBFD was contacted again (David Honey, Manager of Administration, LBFD, October 2011). The discussion on page 4.11-2 under "Fire Protection Services" has been updated as shown below to reflect current conditions.

The Long Beach Fire Department (LBFD) provides fire protection service throughout the City. It maintains ~~23~~ 24 fire stations in addition to its headquarters near Long Beach Airport and its beach operations facilities. The fire stations in or near the Project area are Station 1, located at 237 Magnolia Avenue; Station 2, located at 1645 East 3rd Street; ~~and~~ Station 3, located at 1222 Daisy Avenue; and Station 10, located at 1417 Peterson Avenue. Station 1 maintains a staff of ~~11~~ 14 fire fighters, Station 2 maintains a staff of six fire fighters, and Station 3 maintains a staff of ~~four~~ three fire fighters, and Station 10 maintains a staff of six firefighters. The LBFD employs a total of ~~364~~ 505 fire fighters, with ~~118~~ 133 suppression fire fighters on duty at all times.

Based on a total population of 492,682 persons for Long Beach (California Department of Finance 2009), there are approximately ~~0.74~~ 1.03 firefighters per 1,000 residents. Structural fire suppression in the Project area would receive response from four stations and approximately 27 firefighters (LBFD 2011 ~~06~~). The standard established by the National Fire Protection Association (NFPA) for response to emergency calls is 4 minutes for the first engine and 8 minutes for all other units. The LBFD currently meets these standards (LBFD 2011 ~~06~~).

The above changes do not alter the Draft PEIR conclusions. The Long Beach Fire Department was consulted during the preparation of the Draft PEIR, and identified no concerns regarding their ability to provide services within the Downtown project area now or in the future from adoption of the plan. The Fire Department will continue to review individual development projects proposed within the Downtown for specific fire suppression requirements, and will continue to monitor the ability of the stations that serve Downtown to provide adequate fire service as these new development projects are occupied. Since the anticipated impacts would not occur until the projects are proposed and built, there would be no funding for mitigation in advance of the impacts on services.

Comment P-3.30 [p. 48, b.]: The commenter contends the Draft PEIR failed to analyze potential impacts from the inclusion of recreation space in development projects, and fails to mitigate this impact or the impact from increased demand and conclude impacts would be significant and unavoidable.

Response to Comment P-3.30: The Draft PEIR provides analysis of this issue, specifically noting the demand for 108 acres of additional parklands (Page 4.11-7, Impact PS-4) to serve the future

residents and works in Downtown. Adopting a requirement now that mandates the inclusion of recreation space in individual development projects would require undue speculation, since no specific development projects are being proposed at this time. The parkland in lieu fee would not generate funding to completely alleviate this impact. Without a source of funding or other mechanism to guarantee the provision of parklands to serve Downtown, this impact remains significant and unavoidable.

Comment P-3.31 [p. 48 (c) and p. 50 (b)]: The commenter states the EIR needs to include a discussion of the standards for library service, library hours of operation, capacity of the Main library, and how many and which other city libraries serve the project area, in order to provide the baseline from which the project area development can be measured. The commenter also states the Draft PEIR does not appropriately discuss impacts to libraries, and thus feasible mitigation cannot be assessed.

Response to Comment P-3.31: The Main Library is the primary facility serving Downtown. The City of Long Beach has not adopted any standard of library space per population to measure the impacts. Various branch libraries also serve Downtown. These include the Mark Twain and Alamitos branch libraries, which are not within or adjacent to the Downtown project area, so they do not provide supplemental service to the greater Downtown area.

Comment P-3.32 [p. 50, (F)]: This comment relates to the traffic analysis and is a summary of the issues raised in the subsequent pages of the letter.

Response to Comment P-3.32: The City's responses to these points are set forth below in the detailed responses.

Comment P-3.33 [p. 51, (1(a))]: The commenter submits a letter from Tom Brohard and Associates, a Traffic Engineer, as Appendix A to their letter, and incorporates Mr. Brohard's letter by reference. Pages 51 through 56 of the commenter's letter discusses some particularly salient points raised and discussed in Mr. Brohard's letter, which is labeled herein as Comment Letter P-3[A]. These issues relate to the following contentions:

- a. The Traffic Study does not include the entire project area;
- b. The Draft PEIR Fails to Evaluate Potentially Significant Transit Impacts;
- c. The Draft PEIR Fails to Analyze Significant Impacts to the I-710 Freeway;
- d. The Draft PEIR Fails to Mitigate Significant and Unavoidable Traffic Impacts;
- e. Mitigation measures in the Draft PEIR and Iteris Traffic Study are inconsistent;
- f. The Draft PEIR fails to consider all feasible mitigation measures; and
- g. Brohard provided recommendations which should be considered.

Response to Comment P-3.33: Please refer to responses to Letter P-3(A) for responses to all of these and other traffic related issues.

Comment P-3.34, p. 56-58(ii-iii): The commenter addresses the AQMD Guidelines and notes that improving the jobs/housing balance in Downtown would reduce vehicle miles traveled (VMT). It also urges the City to adopt the mitigation measures recommend in the DRA Study related to Mixed Income Housing, Commercial Linkage Fees and Local Hiring Requirements.

Response to Comment P-3.34: This comment is noted. Please also refer to Response to Comment P-3.27 and Topical Response #2. Reduction of VMT is at the heart of State legislation such as SB375, which addresses climate change. The Downtown Plan responds to this concept by calling for creating a vibrant urban neighborhood that provides a wider array of services, retailers, business and employment opportunities, and a range housing types. This would in turn, allow more people who live and/or work in Downtown to make more of their short daily trips without an automobile. In addition, the Downtown Plan contains policies to encourage visitors to “park once” and experience more of Downtown through walking and short transit trips. These goals are woven throughout the Downtown Plan. Thus, the Downtown Plan serves to fulfill the type of development sought in the AQMD plan to reduce VMT.

Comment P-3.35, p. 58-60 (G.1.a): The Commenter states the discussion of water availability in the Draft PEIR fails to discuss or analyze the impact of 20 x 2020 on the proposed Project and project area. In addition, the commenter states the Draft PEIR erroneously relies on the Long Beach Water Department’s 2007 data regarding projected desalinated seawater at nearly 6% (5,000 AFY) of the City’s potable water in 2010. The commenter contends this is in error, since now this will not be a reliable source of water until 2015.

Response to Comment P-3.35: The Draft PEIR includes a Water Availability Supply Assessment (WAA) in Appendix G. This assessment was prepared by the Water Department and approved by the Board of Water Commissioners on August 12, 2010. The WAA was prepared expressly for the Downtown Plan, based on the development potential outlined in the Draft PEIR project description. The 20x2020 legislation and other State water conservation laws and policies are inherently considered in the Water Department’s evaluations.

Based on information provided by Matt Lyons, Director, Planning & Water Conservation, Long Beach Water Department, on May 3, 2011, the 20% reduction is on a per-person basis, or “per capita” bases and only applies to potable water (not recycled water). The 20% reduction is from a baseline water use, which is about 133 gallons per capita per day (GPCD); consequently, a 20% reduction would require the City’s water use to decline to about 107 GPCD.

Long Beach did not wait until the passage of SBx7-7 to start conserving potable water. The City has had active, effective water conservation and recycled water programs for close to 20 years. Consequently, the City is already very close to the 2020 target of 107 GPCD; it is currently at about 110 GPCD. It could be the case that the City’s per capita use will increase slightly over the next year or two with the water shortage coming to an end and a potential end to the recession. Factoring in the impact of both those influences on water use, the City is confident of meeting the 2020 target based on how far we have already come and our continued commitment to conservation and recycled water.

The major strategies LBWD is likely to deploy include: continuing our efforts to reduce the amount of potable water used for landscape irrigation through encouraging the conversion of turf to drought-tolerant landscapes and more water-efficient irrigation systems; leveraging the billing system the City will be implementing over the next years for conservation purposes; and, increased of the use of recycled water.

Comment P-3.36 (p. 60-61 (b)): The commenter states the Draft PEIR fails to identify feasible mitigation measures for solid waste impacts, and that these should be incorporated into the Draft PEIR. The commenter recommends the following measures: Recycling Program for commercial properties and residential projects over 10 units, since these are currently not covered by the City's current recycling program; Education Materials; and, a Yard Waste Program. The commenter asserts that the current Mitigation Measure 3(c) is not enforceable since it states "consistent with the City's refuse disposal program" and the City's program does not include commercial or residential over 10 units.

Response to Comment P-3.36: Solid waste disposal capacity is discussed thoroughly in the Draft PEIR in Section 4.13. Any additions or changes to recycling programs would be handled on a citywide basis, not specifically for Downtown or any other neighborhood. Multiple family developments of 10 units or more are not specifically required to include separate recycling facilities, though separate facilities are commonly required as part of conditional use permits. In accordance with Measure 3(c), materials from recycling bins shall be collected consistent with the City's program. This simply means that materials in any recycling bins that are added in accordance with this measure will be collected in accordance with standard City requirements.

Comment P-3.37, p. 61-63(H): The commenter states that the Draft PEIR presents an inaccurate picture of the alternatives. Specific issues are as follows:

1. The commenter states the Draft PEIR alternatives analysis only looks at whether certain alternatives will reduce the proposed Project's average daily trips (ADT), citing p. 6-3, which states "Significant and unavoidable impacts associated with the proposed Project are primarily caused by the estimated increased of 91,439 ADT from build-out of the proposed Project. This increase in traffic results in impacts to air quality, greenhouse gas emissions, and noise. The alternatives analysis, therefore, includes alternatives that would reduce the Project's total ADT."
2. The commenter contends the conclusion regarding the No Project Alternative is in error because it states it is not expected to substantially differ from the proposed Project with respect to ADT or other impacts related to permitted intensity even though the intent of the Plan is to provide additional housing, opportunities within a very vibrant mixed-use environment, and 'more and expanded urban choices, etc. The commenter states that the Downtown Plan would allow significantly more development than the current PD-30 zoning.

Response to Comment P-3.37: With respect to item 1 above, note that just because the Draft PEIR text cited states, in part, that, "Significant and unavoidable impacts associated with the proposed Project are **primarily** (emphasis added) caused by the estimated increased of 91,439 ADT from build-out of the proposed Project..." does not mean that the Draft PEIR only looked at alternatives that lessened ADT exclusively. The Draft PEIR analysis was in conformance with the requirements of CEQA in that it looked at feasible alternatives to reduce as many significant impacts as possible, while meeting most of the project objectives. Note the word, "primarily" in the sentence above. In addition, the rationale for alternative selection is clearly discussed in Section 6.2 on page 6-3 of the Draft PEIR. This section states the project would not have significant impacts related to several issue areas and that, "The alternatives analysis, therefore, **includes** (emphasis added) alternatives that would reduce the Project's total ADT."

With respect to item #2 above, note that just because the intent of the Downtown Plan is to provide additional housing and 'more and expanded urban choices' does not translate to providing increased density or intensity of use that generates significant environmental impacts. More or expanded urban choices relates to increasing diversity and mixes of types of uses. The Draft PEIR very clearly states the Project Objectives and Guiding Principles on pages 6-1 and 6-2 and very clearly states on page 6-4 that the intent of proposed Plan is not to allow increased residential density or intensity of permitted commercial uses. P. 6-4 also states that high densities are currently allowed by the existing districts.

P-3.A (BROHARD LETTER)

Comment P-3.A.1: The commenter describes his qualifications and the project.

Response to Comment P-3.1A.1: This comment is noted. No response is necessary.

Comment P-3.A.2: The commenter notes that the project area boundary shown in the traffic study is different than the final project area boundary.

Response to Comment P-3.A.2: The traffic study considered intersections along Anaheim Street and Orange Avenue, outside of the project boundary. The distribution of trips assumed development in a network of Traffic Impact Zones (TAZs). See Figure 2 in Appendix E for a map of the study intersections and TAZs. No additional intersections need to be analyzed for the Downtown Plan. The trip generation calculations and the traffic distribution is based on the most likely location of new projects within the Downtown project area, which are within core of Downtown, south of 7th Street. Other than facade work or rehabilitation of buildings within their existing footprint, no development is anticipated within the 30-acre area above 10th Street. Therefore, no redistribution of trips on streets such as Anaheim Street is necessary. A further explanation of this point is set forth above in response to Comment P-3.

Comment P-3.A.3: The commenter suggests that transit impacts have not been properly evaluated.

Response to Comment P-3.A.3: This comment relates to the assumption that the trip generation rate will be reduced by 26% because trips will be diverted to transit. Long Beach Transit has been an active partner in the development of the Downtown Plan. Long Beach Transit's comments on the Draft PEIR related to route changes that were implemented on February 14, 2011. Long Beach Transit operations staff had no concerns about the impact of future development on its ability to provide services. The considerations discussed on Page 32 of the Downtown Plan related to transit will guide new development projects. Existing practice is for City staff reviewing development projects to consult with Long Beach Transit operations in all projects where transit stops or bus shelters are located or proposed to ensure that sufficient access is maintained or provided. As necessary, Long Beach Transit can adjust its routes to meet changing demand levels. If transit demand increases substantially to the point that it can no longer be met, it is anticipated that additional funds would be available to augment service as necessary. However, it is not anticipated that increased demand for transit would create the need to expand bus facilities or otherwise create significant physical environmental effects.

Downtown Long Beach is better served by transit than most neighborhoods in Southern California, with the Transit Mall, which is just concluding a major renovation, and the five Blueline stations that serve Downtown. Because of the location of the Transit Mall, a high number of buses come into the Downtown from all directions. For all intents and purposes, this makes the Downtown a transit-oriented development area. Transit Demand Management (TDM) policies for Downtown primarily consist of informational programs to encourage residents, employees, regular and tourist visitors to Downtown to use transit or bikes as often as possible since the transit service and amenities already exist. Amenities such as bus benches and other site-specific improvements will be considered as part of each development project

proposed along a transit route. The Draft PEIR discusses all of these components of the transit network. The Downtown Plan recognizes the importance of transit in creating the urban village atmosphere expressed by the Vision for Downtown.

Comment P-3.A.4: The commenter notes that the mitigation measures in the traffic study and Draft PEIR text are inconsistent.

Response to Comment P-3.A.4: As a Program EIR, the intent of the Downtown Plan environmental document is to provide a framework of all possible mitigation measures that could be implemented through the implantation of the plan (Comment 2.a.). None of these measures are required because of the adoption of the plan, but, instead, will be implemented as future development projects are proposed and built. The traffic signal improvements will have to be completed as part of traffic control system as some of the signal equipment in Downtown is not sufficiently modern to accommodate or take advantage of the latest systems information. The upgrades will have to be completed together. This was evidenced during the installation of the cycletrack demonstration project on 3rd Street and Broadway within Downtown. The signals had to be upgraded to add the additional turning movement cycles before the separated bike lanes could be safety operated.

The traffic calming and pedestrian amenities (Comment 2.b.) are not meant to enhance capacity of the signalized intersections, and in fact, could decrease automobile throughput in heavy pedestrian traffic areas. These pedestrian amenities are intended to enhance the walkability of Downtown, encouraging the “park once” approach sought in a vibrant urban environment for Downtown.

The removal of parking along Alamitos (Comment 2.c.) would be evaluated as part of any larger reconfiguration or street rebuilding project for the corridor. Street parking is desired to enhance retail and other economic viability of adjacent land uses, but can also be a hindrance to vehicle throughput. The City’s engineering staff continually evaluates opportunities to maximize parking opportunities while restricting on-street parking during peak periods. The narrow curb-to-curb width along Alamitos Avenue, particularly on the portions within the Downtown Plan project area boundary, make such trade-offs necessary.

The mitigation recommendations in subsections 7.2.2 and 7.2.5 of the traffic study have been included in the Final PEIR through the Addenda Errata as requested in the comments (Comments 2.d-f). These measures would not be implemented as a result of the adoption of the Downtown Plan, but instead would be implemented as future development projects, grants, trip fees, capital improvement projects, or other funding mechanisms become available to make the capital improvements. The mitigation concepts identified in subsections 7.2.3 and 7.2.4 have not been added because they involve ideas that the City is currently working on, but that have not been sufficiently defined to serve as EIR mitigation measures. Thus, although the City intends to implement improvements at Martin Luther King Avenue/Alamitos Avenue/6th Street/7th Street and to enhance access to and from the 710 Freeway, feasible mitigation is not available for these locations at this time.

Comment P-3.A.5: The commenter suggests that mitigation of impacts to the 710 Freeway are improperly deferred.

Response to Comment P-3.A.5: The comment quotes a portion of the Traffic Study out of context so as to delete the portion of the Study that explains the statement. The comment also failed to provide a page citation so that the reader could understand the context of the language quoted. The following is the full explanation, which appears on pages 52-53 of the Traffic Study, with the portion of the explanation that was quoted in the letter shown in bold:

As shown in **Table 11**, the trips associated with the Downtown Community Plan development contributes more than minimum threshold of 150 peak-period trips at the nearest Freeway CMP mainline location. However, per Chapter 5 – Land Use Analysis Program in the *2004 Congestion Management Program for Los Angeles*, the CMP guidelines are geared toward the analysis of projects where specific land use types and project design details are known. When the project is less specific and the proposed land uses and project design details are not well defined, the level of detail can be adjusted accordingly. Therefore, due to the conceptual character of the Downtown Community Plan, measures to mitigate impacts associated with the Downtown Community Plan at the CMP locations are not fully investigated and evaluated. It is recommended that **detailed mitigation measures be evaluated as and when specific tangible project information is available**. Because this is an area wide plan, no further traffic analysis is required at this time. Such analysis would be when actual projects come forward for approval.

The 2004 CMP itself states that it applies to “development projects.” (2004 CMP, p. 51.) The Downtown Plan is a planning project rather than a development project.

At page 53, the 2004 CMP further limits the scope of analysis for planning projects:

The CMP TIA guidelines are geared toward the analysis of projects where specific land use types and project design details are known. When the project is less specific and the proposed land uses and project design details are not well defined (such as in a zone map amendment or a general plan amendment), the level of detail in the TIA may be adjusted accordingly.

The Draft PEIR states that the CMP intersections mentioned, Alamitos Avenue and 7th Street, and Alamitos Avenue/Shoreline Drive at Ocean Boulevard, will be significantly impacted by cumulative future traffic development. The Draft PEIR analysis provides specific mitigation for these intersections as Impact Traf-2 on Page 4-12.14 through 4.12-15. In particular, ATCS signal improvements are proposed for both intersections to improve operations with the existing lane configurations.

Comment P-3.A.6: The commenter states an opinion that proposed traffic mitigation measures are defective.

Response to Comment P-3.A.6: All feasible or possible traffic improvement mitigation measures have been evaluated in the Program EIR. Any additional measures that could be implemented will be evaluated when project-specific traffic analysis are conducted for future development projects. The intent of the mitigation program at the Program EIR level is to provide a comprehensive and cohesive framework for the conception and implementation of future mitigation measures.

It is worth noting that the Transportation Element of the General Plan calls for a new grade separated crossing at Ocean Boulevard and Alamitos Avenue. This improvement has not been implemented because the high cost of construction and significant secondary environmental impacts, particularly to the Villa Riviera, one of the most significant historic landmarks in Long Beach, even though the proposed improvement would reduce traffic congestion during peak periods.

To fully mitigate impacts, additional travel lanes in critical directions are evaluated in the Draft Program EIR. However, these improvements are not feasible for numerous reasons. The additional lanes would require right-of-way acquisition that cannot be guaranteed, and would cause significant impacts to historic structures, loss of homes and businesses, and other secondary impacts. The comment suggests that intersection widening should be undertaken in Downtown. Given the existing street configuration and location of buildings at the back of sidewalk in most of Downtown, it would not be possible to widen streets or intersections without significant disruption. Therefore, the mitigation measures are determined to be infeasible in the EIR analysis, with the conclusion that the impacts will remain significant without these roadway suggested widenings. Mitigation measures for these two CMP intersections were considered, but rejected due to significant impacts and infeasibility associated with their implementation, in conformance with CEQA, and as noted in the Program EIR.

The future impacts of the Downtown Plan on the I-710 Freeway cannot be determined at the present time because of proposed freeway improvements that are being designed. The resulting changes to the network were evaluated in an EIR/EIS prepared by CalTrans District 7 (see http://www.metro.net/projects/i710_corridor/ for more information) for the entire freeway corridor, including the segment adjacent to and serving Downtown Long Beach. Possible reconfiguration of the ramps, changes to which streets will provide access from the freeway to Downtown, and other significant network changes are possible during the construction project. These changes are likely to occur prior to 2023 when the freeway project is currently scheduled to be completed. For instance, currently, southbound I-710 traffic cannot access Ocean Boulevard, which is a major street capable of carrying large traffic volumes. Given the large additional capacity of the freeway in its future configuration, the 998 AM and 1,131 peak hour trips from Downtown noted in the comment could be accommodated on the adjacent freeway. Specific impacts from projects proposed in Downtown will be evaluated for impacts on the I-710, and for changes in existing conditions through an Initial Study prepared for each future development project. This will ensure that cumulative development or permanent changes to the network and freeway ramping system are not being overburdened and traffic will continue to flow at acceptable levels.

Mitigating impacts to the segment of Alamitos Avenue corridor mentioned in Traf-1(a) (2) by removing parking to allow through lanes could be implemented at any time. The parking restriction could be only during peak periods or permanent. The City's Traffic Engineer makes those determinations on an on-going regular basis, in consideration of the need for on-street parking, and traffic flow for all modes of travel and types of vehicles, and enhance safety. The City was awarded a grant to improve the configuration of the intersection of 6th and 7th streets at Alamitos Avenue to facilitate traffic flow and create potential open space because this

location is one of the most accident-prone intersections in Long Beach. The resulting change to the roadway network is intended to improve safety without significantly affecting traffic flow.

Feasible mitigation has been included in the Downtown Plan. The comment suggests that mitigation measures are being deferred. This is, in fact, the nature of the adoption of plan such as the Downtown Plan, which will be implemented over several decades and for which the exact location and nature of future development is not known, as opposed to a development project that will be completed within a year or two. This provides a comprehensive and cohesive approach to development that provides a stronger context for future development projects and for the development of appropriate mitigation measures. Project-specific mitigation measures will be identified for individual development projects at such time as they are proposed.

Comment P-3.A.7: The commenter states that not all feasible mitigation has been considered.

Response to Comment P-3.A.7: Every effort has been made to maintain the highest and most efficient traffic flow in Downtown Long Beach. Public Works Traffic Engineering staff continually evaluates the signal timing citywide. This “optimization” process looks at land configurations and signal timing. Recent reviews determined the signal network in Downtown was nearly optimized and needed very few additional adjustments. A protected left turn from eastbound Ocean Avenue onto northbound Pine Avenue was installed a few years ago to facilitate a critical movement.

These types of efforts are on-going and will continue into the future. Suggestions in the comments for turn prohibitions during peak periods, protected left turn lanes, and other similar measures are being constantly evaluated and implemented, largely funded by the trip fee, grants and other funding sources. Because the exact location of and access points for future development projects are not known at this time, it would be impossible to predict which turning movements will become the critical movements requiring additional pockets or lanes, or other improvements.

The types of improvements suggested by the commenter will be evaluated for each future development project proposed within the Downtown, and as traffic patterns evolve in the coming decades. As stated above, the intent of the Downtown Plan is to create a walkable, vibrant urban environment in Downtown. This means that trade-offs between traffic capacity and pedestrian amenities, without sacrificing the historic character of Downtown, will be sought. Therefore, additional acquisition of right of way for widening roadways and intersections are likely to occur only in very select circumstances within the Downtown Plan project area in the future.

It is worth noting that creating a vibrant urban waterfront for Long Beach, which is the intent of the Downtown Plan, dictates that the sense of place and quality of the urban experience take precedence over maintaining a highly efficient traffic flow, and that sacrificing the historic structures and existing neighborhoods within Downtown to widen roadways is not an acceptable compromise, or in keeping with the vision for the area.

Comment P-3.A.8: The commenter reiterates concerns raised in previous responses and suggests that the Draft PEIR should be revised and recirculated.

Response to Comment P-3.A.8: The commenter's specific concerns are addressed in the responses to comments P-3.A.2 through P-3.A.7. Additional analysis of traffic impacts and potential mitigation measures will occur with the project-specific analysis that will occur for future development projects. The opinion regarding the Draft PEIR is noted; however, because none of the conditions described in Section 15088.5 of the CEQA Guidelines are present, recirculation of the Draft PEIR is not warranted.

P-3.B (DRA STUDY)

Comment P-3(B): Exhibit B to Letter P-3 is the Long Beach Downtown Plan Community Benefits Analysis prepared by David Paul Rosen & Associates, March 31, 2011. The comment is a study “to quantify the value of the benefits provided to landowners under the proposed Plan, including increases in permitted building height/density, reduced parking requirements, faster permit processing and cost savings resulting from the reduced need for individual projects to prepare individual EIRs. The study will assist City policy makers in reaching informed decisions on adoption and implementation of the Plan to the benefits of all residents within the Plan area and within the City of Long Beach” (DRA Study, Page 2).

Response to Comment P-3(B): The comment is an analysis of the economic conditions for future development projects in Downtown Long Beach. The assumptions and analysis provided in the document result in conclusions that there is significant return on investment to be expected from building projects within the Downtown Plan project area, and that this residual land value, or excess profit, could be used to pay for particular community benefits that were suggested by Legal Aide, for whom the study was prepared using grant funding from the California Endowment.

It is not necessary to challenge or respond to the individual or collective assumptions in the study beyond the information provided in the Topical Responses and in response to comment P-3.27.

The report provides additional information for consideration as City decision-makers consider adoption of the Downtown Plan. It is worth noting that this study is a snapshot in time, as development costs, land values and construction costs in particular, fluctuate to a greater degree than the economy as a whole, and reflect the expected costs and assumed revenues at the time the study was conducted. Land values within the Downtown Plan project area vary widely depending on location and proximity to other amenities. This is the very nature of real estate investments, even though adoption of the Downtown Plan would zone all property within the project area the same. It is also worth noting that development standards in the Downtown Plan call for higher levels of design and use of quality, lasting exterior materials, both of which will increased development costs, in exchange for reduced parking requirements and streamlined entitle and environmental review processing that are intended to reduce development costs.

All of these factors are taken into account when a prospective applicant considers building a project. If applicants could expect the returns on investment as outlined in the study, the evidence would be that more projects would have been proposed, entitled and built in the Downtown. In fact, a number of projects in the last 5-7 years in Downtown have not been built due to changes in the economy, including, but not limited to, difficulty in obtaining or sustaining construction financing.

The David Rosen study provides additional information for decision-makers about the economic considerations of adopting and implementing the Downtown Plan. This information should be considered as part of the public record and utilized in making decisions about the

Downtown Plan, including in the larger context beyond the requirements of California Environmental Quality Act (CEQA).

No further response is required.



T: 562.436.4259 • F: 562.437.7850 • 100 West Broadway, Suite 120 • Long Beach, CA 90802

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APR 04 2011

April 4, 2011

PLANNING BUREAU

To whom it may concern,

Thank you for taking the time to receive and review the comments included herein relative to the Downtown Plan Program Environmental Impact Report (PEIR). The Downtown Long Beach Associates (DLBA) has been a proud partner to the City of Long Beach in helping to develop the Downtown Plan, and is hopeful that the PEIR can realize its potential to serve as an incentive that helps to attract quality investments to the Downtown by abbreviating the predevelopment process where possible.

The community stands at a tremendous crossroads of both opportunity and cause for concern. In one direction, the Downtown Plan will raise the expectations of new developments in the Downtown, and will provide the community with a high level of certainty relative to the size, placement, use, scale, and design for the next wave of investment. It will help to encourage a more orderly built environment that rewards sustainable development, enhances existing character, and ties land use intensity with mobility infrastructure. These are all noteworthy improvements from the existing zoning, PD-30, and bode well for the inclusive, well-planned community envisioned in the Downtown Plan.

In the other direction, however, there exists the harsh economic reality presented by the diminishing capacity by public agencies to participate financially in redevelopment activities. Decades of participation by the Long Beach Redevelopment Agency helped the Downtown get to where it is today, but the community will likely be reliant on the private market alone to facilitate the investments of tomorrow. This reality elevates the importance of the regulatory environment to serve as a factor that can attract investment, rather than stymie it. To do so, the community should seek to be competitive on a regional and relative basis, as investors will undoubtedly seek to minimize exposure within uncertain regulatory environments and direct investment to communities where the approval process is fair, clear, and predictable.

The anticipated response to changes within the current redevelopment paradigm raises the importance of de facto regulatory documents such as the PEIR. While required by CEQA, the PEIR seeks to minimize environmental impacts of a forecasted development envelop and provides responsive measures designed to mitigate environmental impacts. Ideally, those mitigation measures do not significantly add to

P-4.1

development costs in such a way that it tips a project from being feasible to infeasible. While protecting the community from harmful impacts that a new development may create is important, ensuring that the community continues to be ripe for investment, without the benefit of public subsidy to narrow feasibility gaps, is paramount. Without new investment, the Downtown envisioned by the Plan will never be realized.

The comments that appear below in Table 1: Mitigation Measures Comments are intended to highlight those mitigation measures where the relative costs would likely exceed the benefits, or where the language creates a perception of unpredictability.

Table 1: Mitigation Measures Comments

| ID | Page Number | Statement | Comments |
|----------|-------------|--|---|
| AQ-2 | 1-7 | AQ-2 Mitigation to reduce mobile source emissions due to implementation of the Plan addresses reducing the number of motor vehicle trips and reducing the emissions of individual vehicles under the control of the project applicant(s). The following measures shall be implemented by project applicant(s) unless it can be demonstrated to the City that the measures would not be feasible. | Further definition of feasibility desired. Can lead to perception of unpredictability in regulatory environment. At a minimum, modify "shall" to "may." |
| AQ-2 | 1-7 | The proposed structures shall be designed to meet current Title 24 + 20 percent energy efficiency standards and shall include photovoltaic cells on the rooftops to achieve an additional 25 percent reduction in electricity use on an average sunny day. | Avoid citing specific examples of potential energy-saving technologies that read as requirements, as PEIR should allow developers to achieve Title 24 thresholds in the way that best suits individual projects. At a minimum, modify "shall" to "may." |
| AQ-4(b) | 1-12 | The heating, ventilation, and air conditioning (HVAC) systems shall be used to maintain all residential units under positive pressure at all times. | This would seemingly prohibit operable windows, balconies, etc., and seem inappropriate for a beachfront city in a Mediterranean climate. Propose removing positive pressure requirement but maintaining ventilation / filtration equipment. |
| AQ-5 | 1-12 | AQ-5 The following additional guidelines, which are recommended in ARB's Land Use Handbook: A Community Health Perspective (ARB 2005) shall be implemented. The guidelines are considered to be advisory and not regulatory: | This paragraph contradicts itself and it should be consistent in discussing guidelines, not mandates. At a minimum, modify "shall" to "may." |
| GHG-1(b) | 1-16 | Reduce electricity use in the construction office by using compact fluorescent bulbs, powering off computers every day, and replacing heating and cooling units with more efficient ones. | An example of operational regulations that would seem to create a more onerous oversight responsibility than could be captured from the supposed benefits. Examples such as this should be clearly delineated as possible solutions to a larger goal of greenhouse gas reductions, rather than a mandatory operational requirement. |
| GHG-1(b) | 1-17 | Produce concrete onsite if determined to be less emissive than transporting ready mix. | Insert the phrase "Where feasible" before this statement. |

| ID | Page Number | Statement | Comments |
|-----------------|-------------|--|--|
| Public Services | 1-24 | Developers would be required to pay park and recreation facilities in-lieu fees. However, it is not feasible for all of this open space to be provided in the Downtown Plan Project area. | Instead of the in-lieu fees going towards parks and open spaces located outside of Downtown, contribute to improvements within existing Downtown area open spaces such as Chavez Park, Victory Park, Santa Cruz Park, and Lincoln Park. |
| AQ-6 | 1-29 | Facilities that have the potential to emit objectionable odors shall be located as far away as feasible from existing and proposed sensitive receptors. | Determine a more objective tool for categorizing objectionable odors, or manage through zoning. Objectionable odors can be highly subjective, and the development of this requirement is likely related to industrial, farming, or wastewater treatment activities (all of which are inappropriate in a Downtown setting). |
| AQ-6 | 1-29 | Before the approval of building permits, odor-control devices shall be identified to mitigate the exposure of receptors to objectionable odors... | Odor creation is a function of use, which can vary over the life of the building. For greater clarity, reference an objective listing of known objectionable odor producing uses. |
| CR-2(a) | 1-30 | A qualified project archeologist or archeological monitor approved by the City in advance of any ground disturbing activities shall be present during excavation into native sediments... | Archeological artifacts are of public and academic interest. As such, the City should play an active role in deciphering which development sites contain native soils, and at which depths. Consider inserting the phrase "[excavation]s where the City has determined would involve penetration" between the words "excavation" and "into". |
| CR-3(a) | 1-31 | A qualified project paleontologist approved by the City in advance of any ground disturbing activities shall be present during excavation into native sediments... | Paleontological artifacts are of public and academic interest. As such, the City should play an active role in deciphering which development sites contain native soils, and at which depths. Consider inserting the phrase "[excavation]s where the City has determined would involve penetration" between the words "excavation" and "into". |
| Haz-3(b) | 1-35 | If contaminants are detected, the results of the soil sampling shall be forwarded to the local regulatory agency... | Insert the word "appropriate" between "the" and "local". |
| Haz-3(d) | 1-36 | or if the contaminants exceed health risk standards such as Preliminary Remediation Goals, 1 in 1 million cancer risk, or a health risk above 1 | Consider referencing a health authority instead of defining the risk standards, as they are likely to change over time. |
| Noise-1(a) | 1-40 | If a noise complaint(s) is registered, the liaison, or project representative, shall retain a City-approved consultant to conduct noise measurements... | As written, mitigation measure is disproportionate to the impact. Consider changing language to read "If noise complaints persist..." rather than "if a noise complaint is registered..." |
| Noise-1(b) | 1-40 | The City will require the following measures, where applicable based on noise level of source, proximity of receptors, and presence of intervening structures, to be incorporated into contract specifications for construction projects within 150 feet of existing residential uses... | May be beneficial to analyze existing development opportunities to determine how many are located within 150 feet of an existing residential use. |

| ID | Page Number | Statement | Comments |
|------------|-------------|---|--|
| Noise-1(b) | 1-40 | Temporary noise barriers shall be constructed around construction sites adjacent to, or within 150 feet of operational business, residences, or other noise-sensitive land uses. Temporary noise barriers shall be constructed of material... | Expectation requires additional considerations relative to building heights. Modify "shall to may"; consider adding a height maximum for these required fences. If a development were 8 stories tall, would they have to build an 80-foot fence? |

Thank you for providing the DLBA with this opportunity to contribute comments on the PEIR. To summarize, the DLBA is wholly invested in helping the Downtown community achieve the vision articulated in the Downtown Plan. To achieve that vision, we feel that positioning our regulatory environment to be as clear and competitive as possible is one of the key ingredients in the recipe for success. Private investment flows where the barriers are low and the rewards are high. To ensure that investment continues to flow into Downtown, it is critical that that our regulatory environment responds to the marketplace and that trendy ideas do not replace common sense.

Sincerely,



Kraig Kojian

President & CEO

Letter P-4: Comment Letter from Downtown Long Beach Associates, April 4, 2011

Comment P-4.1: The commenter supports adoption of the Downtown Plan and provides a table comprised of several different mitigation measures contained in the Draft PEIR (relating to Air Quality, Greenhouse Gas Emissions, Cultural Resources, Hazardous Materials and Noise) where they contend the relative costs of implementing such mitigations would likely exceed the benefits, or where the language of the mitigation measure creates a perception of unpredictability.

Response to Comment P-4.2:

AQ-2: Commenter recommends revising the word “shall” to “may” in the mitigation measure. The word ‘shall’ reflects that the mitigation measure is mandatory. The word “may” implies discretion on the part of the applicant regarding whether they choose to implement the measure. The purpose of the measure is lessen or avoid significant impacts, and providing discretion on part of the applicant to implement the measure would not provide the certainty that the measure would be implemented such that it mitigates the impact. Therefore, no change to the mitigation measure is warranted.

AQ-4(b): Commenter states developers should be allowed to achieve the thresholds in a way that best suits individual properties and to avoid citing specific technologies. The wording of measure AQ-4(b) has been revised to state, “...and shall include such features as photovoltaic cells on the rooftops to achieve an additional 25 percent reduction...” This minor clarification would allow appropriate flexibility in attaining the stated performance objective of the mitigation measure.

AQ-5, GHG: These are standard mitigation measures required of all projects and consistent with City and AQMD standardized language. Therefore, no change to the mitigation measures is warranted.

AQ-6: Objectionable odors do not only relate to agricultural and industrial uses. They can also relate to certain commercial uses, such as nail salons, fast food restaurants, etc. that are located on ground floors of mixed-use buildings, where residential uses are directly above. Therefore, no change to the mitigation measure is warranted.

Public Services: Payment of the in-lieu park and recreation facility impact fee is a current requirement of individual project approvals. The City can utilize those fees for improvements of existing parks or for development of new parks. Therefore, no change to the mitigation measure is warranted.

CR-2(a) and CR-3(a): The commenter states the City should decipher which sites contain native soils and at what depths, and recommends mitigation measure language changes. As stated in the Draft PEIR, it is not possible to survey much of downtown due to the lack of natural ground surface existing today. In addition, because this is a Program EIR, it is not feasible, nor is it required, to have every parcel surveyed for archaeological and paleontological resources at this time. This is more appropriate when individual projects are proposed, and would depend on

the features of each project. For example, a project proposing an underground parking garage would require a more in-depth level analysis than one without extensive subterranean grading. For already developed parcels within urban areas such as downtown Long Beach, pre-grading surveys would not yield any meaningful results since the ground is largely covered by buildings and pavement. Consequently, monitoring of excavation activities is the most prudent course of action for identifying potential cultural resources. The type of soil present can be determined prior to excavation activity to determine whether or not native soils (non-fill material) are present.

Haz-3(b): Measure reads in part, "If contaminants are detected, the results of the soil sampling shall be forwarded to the local regulatory agency..." Requests inserting the word, 'appropriate' before the word 'local agency'. This minor revision has been made and is reflected in the Addenda Errata.

Haz-3(d): The commenter states to consider referencing a health authority instead of defining the risk standards, as they are likely to change over time. The entirety of the measure uses the risk standards as an example and requires the applicant to forward sampling results to the appropriate agency for their determination, so this scenario would be covered. Therefore, no change to the mitigation measures is warranted.

Noise -1(a): States "... if a noise complaint(s) is registered, the liaison, or project representative, shall retain a City-approved consultant to conduct noise measurements..." The commenter requests changing to read, "If noise complaints persist", since the measure is disproportional to impact. The measure has been revised to state that if two or more complaints are registered, then noise measurements are required. Refer to the Addenda Errata for the mitigation measure language.

Noise-1(b), first bullet: The commenter requests modifying 'shall' to 'may' and adding a height maximum for these required construction noise barrier fences, since if a development is 80 feet tall, the commenter is concerned someone may require an 80-foot-high construction noise barrier fence. The determination of the appropriate height of a noise barrier fence is dependent upon many factors which vary by project, including not only distance and type of adjacent uses, but type of material being used for the construction noise barrier. These specifics are generally determined by the Development Services Department and building inspector in the field. The mitigation measure already states that the City will require the measure, 'where applicable based on noise level of source, proximity of receptors, and presence of intervening structures.'" In addition, the second bullet of the measure makes provisions if a noise barrier is not considered feasible. Therefore, no change to the mitigation measures is warranted.



DOWNTOWN RESIDENTIAL COUNCIL
LONG BEACH, CALIFORNIA

RECEIVED
APR 04 2011
PLANNING BUREAU

April 3, 2011

Planning Commission
c/o Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802

Dear Commissioners:

The Downtown Residential Council (DRC) would like to express its enthusiastic support of the Downtown Plan (DP) and Program Environment Impact Report (PEIR) on public record during the PEIR comment period ending April 4, 2011.

P-5.1

The DRC is comprised of six Downtown Long Beach Neighborhood Associations: East Village Association (EVA), North Pine Neighborhood Alliance (NPNA), Ocean Residents Community Association (ORCA), Promenade Area Residents Association (PARA), West End Community Association (WECA), and Willmore City Heritage Association (WCHA). In total, these six associations represent several hundred active DRC members and several thousand Downtown Long Beach residents.

We are in support of the Downtown Plan because it helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our Citywide elected leaders care about Long Beach as a whole, and share our passion and optimism for Downtown's potential.

Additionally, the DP encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved but also celebrated.

Once the Downtown Plan is adopted, the DRC recommends that the DP be formally coordinated with the Capital Improvement Program (CIP) to further ensure its implementation.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, dine, shop, raise our kids, retire, work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown.

We thank the planning staffing for developing a plan that lays the framework and takes us one step closer to realizing our dreams for our neighborhoods. We look forward to the Planning Commission's adoption and City Council's approval of the Downtown Plan and PEIR to continue to move Downtown forward.

Sincerely,

Downtown Residential Council Board of Directors

Michael Vanderbeek, President

Eric Carr, Vice President

Eric Gray, Secretary

Loara Cadavona, Treasurer

Kerry Gerdt, Past-President

Michael Mosselli, EVA President

Evan Patrick Kelly, EVA

Pedro Costa, NPNA President

Mike Dunfee, ORCA President

Peter Johnson, PARA President

Joel Garnica, PARA

Shirley Buchanan, WECA

Patty Lund, WCHA

Phyllis Cusick-McDaniels, WCHA

cc: Mayor Bob Foster, City Manager Pat West, City Council, City Clerk Larry Herrera, DRC Board

Letter P-5: Comment Letter from Downtown Residential Council (DRC), April 3, 2011

Comment P-5.1: The commenter states general support of the Downtown Plan and its adoption, and recommends that the Downtown Plan be coordinated with the Capital Improvement Program to further ensure its implementation.

Response to Comment P-5.1: Please refer to Topical Response # 5.

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PLANNING BUREAU



April 1, 2011

Planning Commission
c/o Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802

Dear Commissioners:

The Promenade Area Residents Association would like to express its support of the Downtown Plan (DP) and Program Environment Impact Report (PEIR) on public record during the PEIR comment period ending April 4, 2011.

The Promenade Area Residents Association represents residents within the following boundaries of Downtown Long Beach: First Street to Third Street and Pacific Avenue to Long Beach Boulevard.

We are in support of the Downtown Plan because it helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our Citywide elected leaders care about Long Beach as a whole, and share our passion and optimism for Downtown's potential.

Additionally, the DP encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved but celebrated.

Planning for the development of the Promenade started in 1999 with the adoption of PD-30. This document gave planners and the RDA a guide line for the development we see today in the PARA area. Developers wanting to invest in the Downtown moved forward in part because this document defined reasonable parameters that made it possible to determine project ROI's.

The resultant mixed-use developments and significant RDA improvements created the environment from which our new neighborhood was born. Our community is the result of visionary planning, public and private sector cooperation and a collective spirit to revitalize Downtown Long Beach. The proposed Downtown Plan builds on PD-30 and is necessary to continue this progress.

Once the Downtown Plan is adopted, the Promenade Area Residents Association recommends that the DP be formally coordinated with the Capital Improvement Program (CIP) to further ensure its implementation.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, dine, shop, raise our kids, retire, work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown.

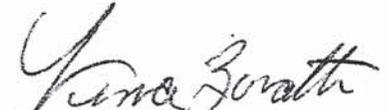
P-6.1

We thank the planning staffing for developing a plan that lays the framework and takes us many steps closer to realizing our dreams for our neighborhood. We look forward to the Planning Commission's adoption and City Council's approval of the Downtown Plan and PEIR to continue to move Downtown forward.

Sincerely,


Peter Johnson, President

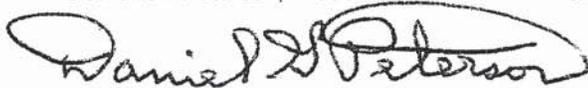

Joen Garnica, Vice President


Vince Zoratti, Secretary

Daniel G. Peterson, Treasurer


David Cannon, Representative


Eric Carr, Past - President



cc: Mayor Bob Foster
City Council
City Manager Pat West
City Clerk Larry Herrera

Letter P-6: Comment Letter from Promenade Area Residential Council (PARA), April 1, 2011

Comment P-6.1: Commenter states general support of the Downtown Plan and its adoption and recommends that capital improvements be coordinated with the projects developed within the Plan project area.

Response to Comment P-6.1: Please refer to Topical Response # 5.



April 3, 2011

Planning Commission
 c/o Steve Gerhardt, AICP
 Long Beach Development Services
 333 W. Ocean Blvd., 5th Floor
 Long Beach, CA 90802

Dear Commissioners:

The North Pine Neighborhood Alliance (NPNA) would like to express its support of the Downtown Plan (DP) and Program Environment Impact Report (PEIR) on public record during the PEIR comment period ending April 4, 2011.

The NPNA represents residents within the following boundaries of Downtown Long Beach: 3rd Street to Anaheim Boulevard and Pacific Avenue to Long Beach Boulevard.

We are in support of the Downtown Plan because it helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our Citywide elected leaders care about Long Beach as a whole, and share our passion and optimism for Downtown's potential.

Additionally, the DP encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved but also celebrated.

The North Pine Neighborhood Association believes fostering an environment for new development will help better connect our neighborhoods and attract more residents and businesses to our Downtown. All of these factors are needed to ensure a vibrant Downtown.

Once the Downtown Plan is adopted, the NPNA recommends that the DP be formally coordinated with the Capital Improvement Program (CIP) to further ensure its implementation.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, dine, shop, raise our kids, retire, work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown.

We thank the planning staffing for developing a plan that lays the framework and takes us one step closer to realizing our dreams for our neighborhoods. We look forward to the Planning Commission's adoption and City Council's approval of the Downtown Plan and PEIR to continue to move Downtown forward.

Sincerely,

North Pine Neighborhood Alliance

 A handwritten signature in black ink, appearing to read "Pedro Costa".

Pedro Costa, President

 A handwritten signature in black ink, appearing to read "Kerry Gerot".

Kerry Gerot, Vice President,
 Community Projects

 A handwritten signature in black ink, appearing to read "Loara Cadavona".

Loara Cadavona, Vice President,
 Communications

cc: Mayor Bob Foster
 City Manager Pat West
 City Council
 City Clerk Larry Herrera
 Downtown Residential Council

Letter P-7: Comment Letter from North Pine Neighborhood Alliance (NPNA), April 3, 2011

Comment P-7.1: The commenter states general support of the Downtown Plan and its adoption and recommends that capital improvements be coordinated with the projects developed within the Plan project area.

Response to Comment P-7.1: Please refer to Topical Response # 5.



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April 1, 2011

Planning Commission
c/o Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802

Dear Commissioners:

The East Village Association would like to express its support of the Downtown Plan (DP) and Program Environment Impact Report (PEIR) on public record during the PEIR comment period ending April 4, 2011.

The East Village Association represents residents within the following boundaries of Downtown Long Beach: South by the Ocean Ave, to the north by 10th Street to the west by Long Beach Blvd and to the east by Alamitos Avenue.

We are in support of the Downtown Plan because it helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our Citywide elected leaders care about Long Beach as a whole, and share our passion and optimism for Downtown's potential.

Additionally, the DP encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved but celebrated.

Once the Downtown Plan is adopted, the East Village Association recommends that the DP be formally coordinated with the Capital Improvement Program (CIP) to further ensure its implementation.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, dine, shop, raise our kids, retire, work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown.

We thank the planning staffing for developing a plan that lays the framework and takes us one step closer to realizing our dreams for our neighborhoods. We look forward to the Planning Commission's adoption and City Council's approval of the Downtown Plan and PEIR to continue to move Downtown forward.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Gerhardt', written over a horizontal line.

East Village Association
President

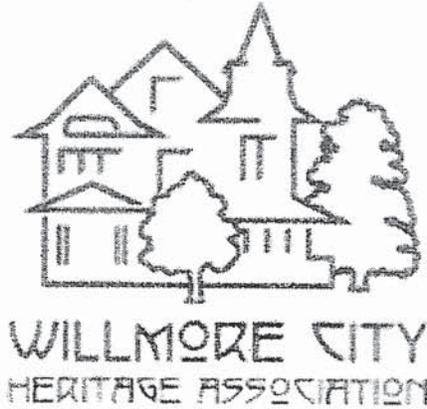
cc: Mayor Bob Foster
City Council
City Manager Pat West
City Clerk Larry Herrera

P-8.1

Letter P-8: Comment Letter from East Village Association (EVA), April 1, 2011

Comment P-8.1: The commenter states general support of the Downtown Plan and its adoption and recommends that capital improvements be coordinated with the projects developed within the Plan project area.

Response to Comment P-8.1: Please refer to Topical Response # 5.



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April 1, 2011

Planning Commission
c/o Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90801

Dear Commissioners:

The Willmore City Heritage Association would like to express its support of the Downtown Plan (DP) and Program Environment Impact Report (PEIR) on public record during the PEIR comment period ending April 4, 2011.

The Willmore City Heritage Association represents residents in the Willmore City/Drake Park Historical District within the following boundaries of Downtown Long Beach: 3rd Street to Anaheim Boulevard and Pacific Avenue to the 710 Freeway.

We are in support of the Downtown Plan because it helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our Citywide elected leaders care about Long Beach as a whole, and share our passion and optimism for Downtown's potential.

Additionally, the DP encourages responsible development that stays true to the vision of the community by protecting our neighborhoods and ensuring that their character and historic integrity are not only preserved but celebrated.

Once the Downtown Plan is adopted, the Willmore City Heritage Association recommends that the DP be formally coordinated with the Capital Improvement Program (CIP) to further ensure its implementation.

Downtown Long Beach is our home, and we wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community in which to walk, dine, shop, raise our kids, retire, work, and enjoy our lives. We believe the Downtown Plan helps fulfill this wish by providing opportunities for new investment that respects the existing character of Downtown.

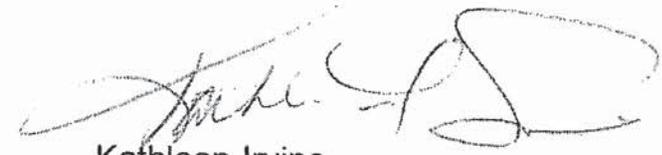
We thank the planning staffing for developing a plan that lays the framework and takes us one step closer to realizing our dreams for our neighborhoods. We look forward to the Planning Commission's adoption and City Council's approval of the Downtown Plan and PEIR to continue to move Downtown forward.

Sincerely,

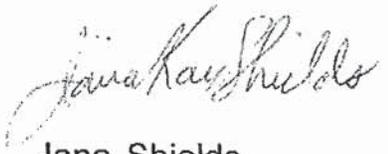
Willmore City Heritage Association
Board of Directors



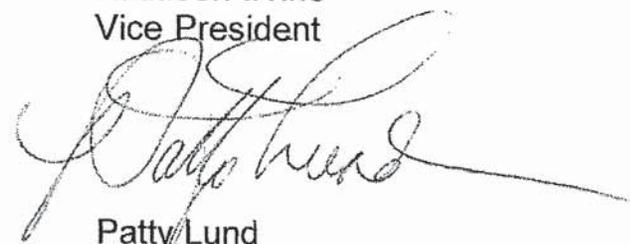
Amy Peters
President



Kathleen Irvine
Vice President



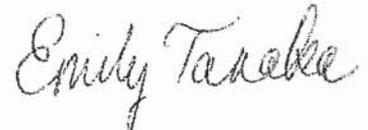
Jana Shields
Treasurer



Patty Lund
Secretary



Jim Danno
Community Outreach



Emily Tanaka
Web Communications



Michelle Muniz
Board Member

cc: Mayor Bob Foster
City Council
City Manager Pat West
City Clerk Larry Herrera

Letter P-9: Comment Letter from Willmore City Heritage Association (WCHA), April 1, 2011

Comment P-9.1: The commenter states general support of the Downtown Plan and its adoption and recommends that capital improvements be coordinated with the projects developed within the Plan project area.

Response to Comment P-9.1: Please refer to Topical Response # 5.

Park Bixby Tower, Inc.

March 28, 2011

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MAR 29 2011
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Via Electronic and U.S. Mail

Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Boulevard, 5th Floor
Long Beach, CA 90802
dtcommunityplan@longbeach.gov

Re: *Comments on the Draft Program Environmental Impact Report for
the Long Beach Downtown Community Plan*

Dear Mr. Gerhardt:

Thank you for the opportunity to comment on the referenced Draft EIR for the Long Beach Downtown Community Plan. On behalf of the board of directors and staff of Park Bixby Tower, Inc. (owner of Park Pacific Tower at 714 Pacific Avenue, Long Beach), I want to provide the following comments.

- 1) Without surveying the income levels of and rent paid by households currently residing in the proposed Community Plan Area (the Project), there is no way to quantify the impacts of the Plan, or the affordable housing demand resulting from potential demolition. The EIR states that the removal of existing housing compounds the City's affordable housing shortage, but fails to quantify the order of magnitude of the City's cost of addressing these needs. **Suggested Mitigation:** Conduct a rent and income survey of current residents within the Project area to quantify affordable housing demand.

The adequacy of existing policies promoting affordable housing production, preservation, and relocation is questionable. In lieu fees (that developers pay instead of providing one for one unit replacement) in coastal areas are insufficient, ranging from \$20,000 to \$40,000 per unit. The city's average annual investment for FYE 2010 was \$49,000 per unit; meanwhile other jurisdictions in LA County averaged \$91,000 per unit. Local funds invested in affordable housing development may reach higher levels still with redevelopment funds at risk of being eliminated, and Federal funds curtailed by a proposed 15 percent. Furthermore, inclusionary requirements that mandate a 20 percent set-aside currently apply only to the Central redevelopment project

Offices: 714 Pacific Avenue, Long Beach, California 90813
8618 Treasure Avenue, Stockton, California 95212

P-10.1

Mr. Gerhardt
March 28, 2011
Page 2

area, and exclude the Downtown project area. **Suggested Mitigation:** Impose a 20 percent set aside for affordable housing throughout the Project; increase resources for affordable housing by setting in-lieu fees consistent with Los Angeles County average, payable to the City redevelopment agency, or its successor entity.

- 2) Overall, production of affordable housing in Long Beach not only benefits low-income residents but also the attendant construction spending generates significant multiplier effects in the local economy. The City of Long Beach's investments in affordable housing production and rental subsidies in FYE 2010 are anticipated to generate more than 1300 jobs and \$238 million in economic output. Attached is a report on the potential economic effects of affordable housing investment in the City for your consideration.

P-10.2

Respectfully submitted,



Russell Wylie
Chief Executive Officer
Park Bixby Tower, Inc.

Enclosure



The Economic Impacts of Affordable Housing in Long Beach

Yasmin Tong Consulting and Economic Roundtable
March 28, 2011

Executive Summary

The purpose of this study is to determine the potential economic effects and public benefits of affordable housing investments for which low- and moderate -income households are eligible in Long Beach, California.

The annual economic effects of affordable housing development in Long Beach are significant, from initial direct expenditures on construction of units to the associated public assistance benefits received by households who occupy the units and who spend their added earnings in the local economy. The City of Long Beach made financing commitments of \$37.7 million to affordable housing development and homeownership in FYE 2010. This investment was leveraged by more than three hundred percent with Federal, State, and private financing sources. As this spending reverberates through the local economy, indirect and induced effects reach an even broader number of beneficiaries. The sum total of these economic impacts are \$195.5 million in direct impacts, \$58.9 million of indirect impacts and \$74.4 million of induced impacts in the local economy.

In addition to these economic benefits, investments in affordable housing production supported the development or preservation of 352 rental units affordable to households at or below 80 percent of area median income (AMI, \$53,400 for a family of four) and 48 for-sale townhomes affordable for households at or below 110 percent of AMI (\$69,300 for a family of four).

Since the inception of the economic downturn, residential development in Long Beach has fallen off 450 percent. Without public sector dollars invested in affordable housing development generating the direct, indirect, and induced economic impacts in Long Beach, the potential economic impacts would be significantly less overall.

Overview of Long Beach Housing Assistance Programs

The City of Long Beach has two departments that oversee housing assistance to households at a range of income levels. During FYE 2009, the Long Beach Housing Authority Bureau administered Section 8 assistance to more than 6100 households with incomes at or below 30 percent of Los Angeles County's Area Median Income (AMI). Section 8 pays directly to landlords the difference between market rent, as determined by the local housing authority, and about 30 percent of a household's income. As a result, there are more applicants for Section 8 assistance than there are vouchers available, such that the Housing Authority is no longer accepting applications.

The City of Long Beach established the Long Beach Housing Development Company, a nonprofit corporation with a board of directors appointed by City Council, (LBHDC) in 1989 to produce affordable housing through rehabilitation, new construction and first-time homebuyer programs. LBHDC offers low cost loans for first time homebuyers and low-income home owners, and for the production and rehabilitation of rental housing with long-term rent and income restrictions. LBHDC's financing commitments leverage additional funding from Federal, State and private capital sources. In exchange for LBHDC's low cost financing, affordable housing development is required to have restricted rent and income levels.

Methodology and Assumptions

Our methodology is based upon an input-output model of the Los Angeles County economy, carried out using the Impact Analysis for Planning (IMPLAN) software and regional accounts data for 2009.¹ This input-output model enables predictions of the local impacts of changes in one sector of the economy, such as the construction industry, when new affordable housing units are built. The increased demand for goods and services in one sector, generates demand for goods and services from 'upstream' suppliers. There is also demand for more work hours from construction employees, which generates further economic ripple effects when those employees' households spend their wages. The input-output model for the Los Angeles economy estimates all of these effects, measured in jobs supported per year and in dollars of value added, labor income and total output generated per year. These measures of economic impact each are broken out into three interdependent categories of multiplier effects: direct, indirect, and induced effects. The direct effect is the known change in the local economy being studied, usually in one economic sector (for example, the construction industry). The indirect effects are the inter-industry transactions needed to satisfy the direct effect; all of the 'upstream' goods and services supplied to the industry in question. For example, the upstream suppliers of construction include architectural and engineering services, truck transportation services, bookkeeping and payroll services, legal services, and ready-mix concrete manufacturing. Lastly, the induced effects are derived from local household spending on goods and services using wages earned by employees working to satisfy the direct (construction) and indirect (suppliers to construction) effects.

To establish the input values for the IMPLAN model, we reviewed FYE 2009 appropriations to the City's Housing Authority Bureau and FYE 2010 LBHDC staff reports to

¹ Minnesota IMPLAN Group, Inc., IMPLAN System 2009 data and 2011 software, 502 2nd Street, Suite 301, Hudson, WI 54016

determine the dollar value of financial commitments issued for each program activity: rental assistance in the case of the Housing Authority and new construction and rehabilitation of rental and for-sale housing, as well as second mortgage assistance for first time homebuyers from LBHDC. In addition, the staff reports provided information about the income targeting, the number of the units to be assisted by the LBHDC commitment, and the land costs.

The LBHDC's financial commitments to affordable housing development are leveraged with Federal, State, and private funding sources. This leveraged amount was adjusted twice to establish the basis of the input value for our analysis. The first adjustment excluded land cost because it does not generate an economic impact in terms of employment or additional value in the economy. The second adjustment assumed the value of affordable housing construction is 70 percent of the leveraged value net of land cost. The remaining 30 percent of development costs or "soft costs", which typically include financing costs, architecture and engineering, taxes, insurance, and other consultants, among other items, is excluded from the analysis due to inconsistencies in the availability of data.

The IMPLAN assumes that all economic impacts are incurred within a 12 month timeframe; however, it should be noted that the economic impacts of the City's affordable housing financing commitments may not yet be fully realized even though the City has obligated funds for FYE 2010. This is due to the requirement that all financing commitments and entitlements approvals must be secured before construction can begin. Depending on the status of each development assisted by LBHDC in FYE 2010, the funding may not be expended, and the resulting economic impacts may not occur, until a later date.

Introduction

Affordable housing development channels significant amounts of public and private resources into the City of Long Beach each year. Benefits to the local economy extend beyond families finding relief from the high cost of housing. The added economic multiplier effects associated with low-income families, and their housing units, include the expense of construction of affordable housing, household spending by recipients of mortgage assistance programs, rental revenue to landlords, and healthy food subsidies spent in local grocery stores. These and other expenditures related to affordable housing development ripple through the local economy, supporting added demand for goods and services, as well as added employment and more tax revenue for local and state government.

Economic Impacts of Payments to Landlords

The City of Long Beach Housing Authority Bureau reports more than 6100 renter households in the City receive U.S. Department of Housing and Urban Development (HUD) Housing Choice Vouchers. This program, also known as Section 8, dispenses vouchers to low-income families to help them afford market-rate housing so that they will pay no more than 30 percent of their income on rent. The local Housing Authority administers these Federal funds and makes rent payments directly to landlords that will rent apartments to income-eligible families. This brings in additional funds to the Long Beach economy. Table 1 shows the maximum income eligibility levels for receiving Section 8 assistance in the City of Long Beach.

Table 1
City of Long Beach Section 8 Income Eligibility
30% of Los Angeles County Area Median Income

| Household Size | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Maximum Annual Income | \$17,400 | \$19,900 | \$22,400 | \$24,850 | \$26,850 | \$28,850 | \$30,850 | \$32,850 |

Source: US Department of Housing and Urban Development

The Long Beach Housing Authority Bureau's payments to landlords amounted to \$65.7 million in 2009. The economic impacts associated with this income transfer from the Federal government supported 314.27 person-years of employment directly in the real estate sector, along with 104.86 indirect person-years of employment in this sector's supplier industries (such as building repair contractors and accounting services) and 72.39 induced person-years of employment supported by the household spending of employees in real estate and its upstream supplier industries for a total of 491.5 person-years of employment (Table 2). The \$65.7 million of vouchers reimbursed to local landlords also generated \$18.1 million in indirect, 'upstream' activity, plus \$10.6 million in induced activity.

Table 2
Local Economic Impacts of Payments to Landlords:
HUD Housing Choice Vouchers (Section 8) Utilized in Long Beach

| \$65,743,450.00 | AY 2011 Annual Economic Impacts | | | | State / Local Tax |
|------------------------|--|------------------------|------------------------|------------------------|--------------------------|
| | Employment | Labor Income | Value Added | Total Output | |
| Direct Effect | 314.27 | \$6,412,488.11 | \$48,224,608.61 | \$65,743,449.27 | |
| Indirect Effect | 104.86 | \$5,242,239.01 | \$11,255,745.78 | \$18,079,018.14 | |
| Induced Effect | 72.39 | \$3,635,734.14 | \$6,520,523.57 | \$10,638,398.45 | |
| Total Effect | 491.52 | \$15,290,461.25 | \$66,000,877.95 | \$94,460,865.86 | \$10,328,594.00 |

Source: Financial analysis by Yasmin Tong, Economic Roundtable analysis, IMPLAN 2009 data for Los Angeles County. This model scenario uses IMPLAN sector 360, "Real Estate Establishments," which includes lessors of real estate, offices of real estate agents & brokers, and other activities related to real estate.

Economic Impacts of Building and Rehabilitating Affordable Housing

In FYE 2010, LBHDC committed more than \$37 million in low cost financing to affordable rental developments and low-income home owners. This investment leverages another \$125 million from other financing sources for total development activity in the rental and for-sale categories, of which \$77.2 million is attributable to the construction sector, discounting the cost of land purchases.

In FYE 2010, the City allocated \$11.1 million to home ownership programs, including \$580,000 for rehabilitation loans to low-income homeowners. The rehabilitation loan program for low-income homeowners targets households at or below 100 % of AMI and assisted 6 households. In addition, a \$7.7 million construction loan was committed to a townhome development targeting households at or below 110% of AMI.

| | |
|---|------------------------|
| Rental, Multi-Family Housing Units, New..... | \$65,649,500.00 |
| For Sale Single-Family Housing, New | \$10,950,100.00 |
| For Sale Single-Family Housing, Rehabilitated | \$579,565.00 |
| TOTAL CONSTRUCTION INVESTMENTS..... | \$77,179,165.00 |

Table 3
Local Economic Impacts of the Construction of New Residential
Permanent Site Single- and Multi-Family Structures

| \$77,179,165.00 | Economic Impacts, in 2011 dollars | | | | State / Local Taxes |
|------------------------|-----------------------------------|----------------------|----------------------|-----------------------|-----------------------|
| | Employment | Labor Income | Value Added | Total Output | |
| Direct Effect | 366.62 | 24,277,765.19 | 31,805,575.55 | 77,119,162.90 | |
| Indirect Effect | 212.83 | 11,714,748.47 | 18,246,462.51 | 31,327,893.25 | |
| Induced Effect | 223.43 | 11,223,306.60 | 20,127,876.66 | 32,840,632.42 | |
| Total Effect | 804.47 | 47,265,575.32 | 70,259,459.55 | 141,394,102.29 | \$6,145,606.00 |

Source: Financial analysis by Yasmin Tong, Economic Roundtable analysis, Minnesota IMPLAN Group, Inc., IMPLAN System 2009 data and software, 502 2nd Street, Suite 301, Hudson, WI 54016, www.implan.com. This model scenario uses IMPAN sector 37, "Construction of new residential permanent site single- and multi-family structures."

Economic Impacts of Income Transfers to Home Buyers

In FYE 2010, the City appropriated \$2.35 million to second mortgage assistance households with income ranging from 110% to 80% of AMI for a condominium development that offers units at market and costs affordable to low- and moderate-income buyers. To achieve affordable homeownership for households at or below 110% of AMI, the City provides a second mortgage with deferred interest payments that funds the difference between the mortgage affordable to the income-eligible homebuyer and the market price of the unit. If the homeowner sells their unit during the City's loan term, the City receives a pro rata share of appreciation. This form of public assistance better enables the new homeowners to afford their mortgage payments, further spreading out their mortgage obligations over time.

In FYE 2010, the total value of the second mortgage assistance allocated to income-eligible home buyers in Long Beach was \$2,350,000. The economic impacts of this income transfer to households produces induced effects. These induced effects are the added household spending that results in greater demand for consumer goods and services, including money spent at gas stations, doctors' offices and grocery stores. The \$2.4 million of economic activity supported 17.03 person-years of employment (Table 4).

Table 4
Local Economic Impacts of Income Transfers to Home Owners:
Household Spending Drawn from Second Mortgage Assistance

| | Total Induced Household Impacts | | | | State / Local Tax |
|-----------------------|---------------------------------|---------------------|-----------------------|-----------------------|---------------------|
| | Employment | Labor Income | Total Value Added | Total Output | |
| \$2,350,000.00 | | | | | |
| Direct Effect | | | | | |
| Indirect Effect | | | | | |
| Induced Effect | 17.03 | \$865,942.60 | \$1,557,180.51 | \$2,544,242.37 | |
| Total Effect | 17.03 | \$865,942.60 | \$1,557,180.51 | \$2,544,242.37 | \$185,961.04 |

Source: Financial analysis by Yasmin Tong, Economic Roundtable analysis, IMPLAN 2009 data for Los Angeles County. The \$2.3 million of second mortgage assistance was equally split between IMPLAN's household spending sectors for incomes of \$50,000-\$75,000 per year and \$75,000-\$100,000 per year, since these combined income ranges matched the eligibility criteria for this new home owner assistance program.

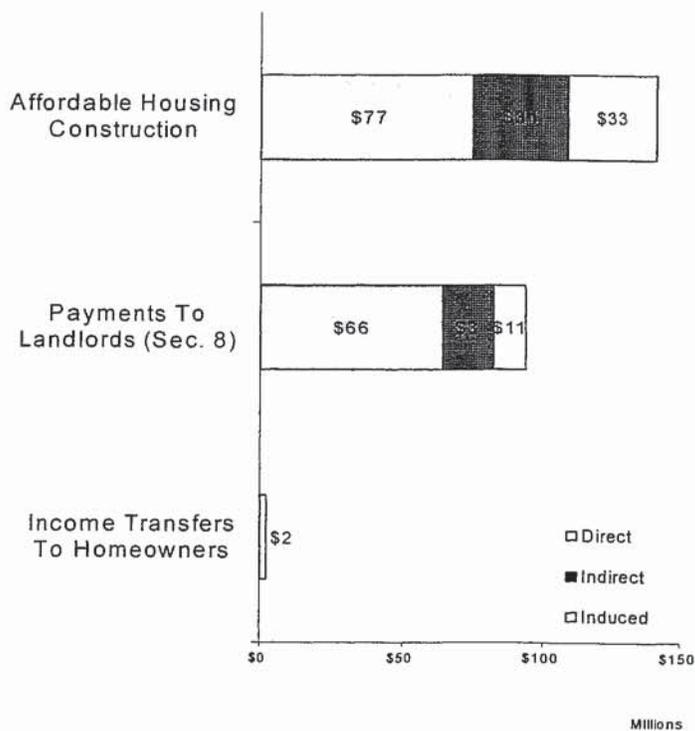
Summary Findings on Economic Impacts of Affordable Housing and Other Public Benefits

The annual economic impacts of affordable housing development in Long Beach are significant, from initial direct expenditures on construction of units to the associated public assistance benefits received by households who occupy the units, spending their added earnings in the local economy. As this spending reverberates through the local economy, indirect and induced effects reach an even broader number of beneficiaries (Figure 1). The sum total of these economic impacts are reflected in Table 5: more than 1300 person-years of employment, \$238 million in total economic output, and \$16.4 million in state and local taxes.

The Value of Public Investment

The consequences of the economic downturn have been dire for market rate residential and commercial development. Figure 2 illustrates the number of residential building permits approved in Long Beach from 2006 to 2010. Approvals fell off more than 450

Figure 1
Direct, Indirect and Induced Impacts of Affordable Housing in Long Beach, CA



Source: Long Beach Housing Development Company, Long Beach Community Development Department, Economic Roundtable analysis, IMPLAN 2009 data for Los Angeles County.

percent from 2008 to 2009, and are only now starting to show slow but steady signs of improvement. Furthermore, it is unclear whether actual construction starts mirror these permit trends since these records are indications only of approved building permits, and not construction initiated.

Table 5
Cumulative Economic Impacts of Housing Benefits

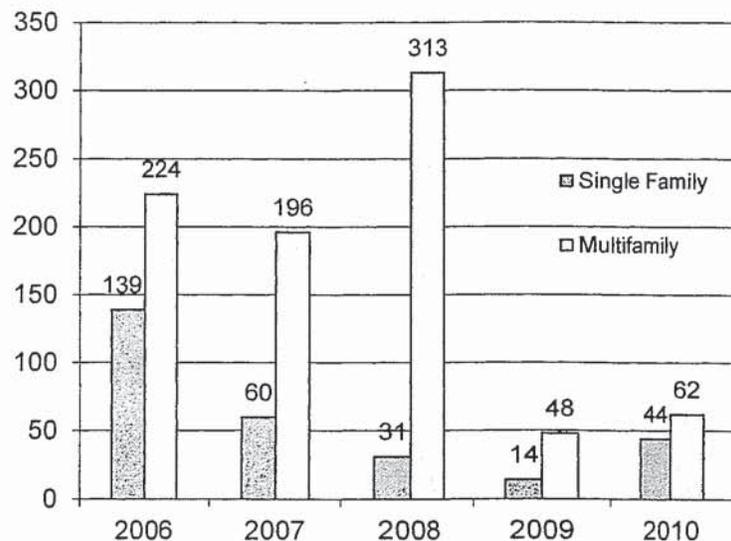
| \$79,529,165.00 | Cumulative Economic Impacts of Housing Investments in Long Beach | | | | State / Local Tax |
|---------------------|--|----------------------|-----------------------|-----------------------|------------------------|
| | Employment | Labor Income | Value Added | Total Output | |
| Direct Effect | 680.89 | \$ 30,690,253 | \$ 80,030,184 | \$ 142,862,612 | |
| Indirect Effect | 317.69 | \$ 16,956,987 | \$ 29,502,208 | \$ 49,406,911 | |
| Induced Effect | 312.85 | \$ 15,724,983 | \$ 28,205,581 | \$ 46,023,273 | |
| Total Effect | 1311.43 | \$ 63,372,224 | \$ 137,737,973 | \$ 238,292,797 | \$16,474,200.00 |

Source: Financial analysis by Yasmin Tong, Economic Roundtable analysis, Minnesota IMPLAN Group, Inc., IMPLAN System 2009 data and software, 502 2nd Street, Suite 301, Hudson, WI 54016, www.implan.com. This model scenario uses IMPAN sector 37, "Construction of new residential permanent site single- and multi-family structures." Long Beach Housing Development Company, Long Beach Community Development Department.

A combination of factors explain this slow recovery. First, a scan of Southern California construction lenders confirms that credit terms have tightened in the aftermath of the economic downturn with debt service coverage requirements increasing by 5 to 10 basis points and loan to value decreasing by 5 percent across all classes of real estate. With no signs of credit easing, and mixed signs of economic recovery in terms of job growth, among other indicators, developers are waiting for the economy to stabilize before taking on recourse obligations for planned projects in the pipeline.

Meanwhile, public sector dollars in Long Beach have enabled the City to maintain an active pipeline of affordable housing projects and to restructure proposed developments to withstand the market downturn. One of the FYE 2010 projects approved by LBHDC was originally planned as market rate apartments with a 20 percent set aside of affordable units; but due to value depreciation, the project was restructured as a 100 percent affordable development, and construction will start in 2011. Without financial assistance received from LBHDC and State bond funds, this project would have

Figure 2
Residential Building Permits Approved 2006-2010
City of Long Beach, CA



Source: Construction Industry Research Board

remained in limbo. Similarly, a planned 48 unit for-sale townhome development in Long Beach targeting moderate-income homebuyers was unable to secure construction financing and would have stalled in the predevelopment phase without LBHDC's construction financing commitment of more than \$7 million. These examples indicate that public sector dollars played a critical role in supporting development activity, which in turn, generates jobs and spending that support the regional economy.

However, Federal and state funding sources are at risk, if not already subject to significant reductions. HUD's budget may be reduced by \$6.4 billion or over 15% in FY2011 and the Governor of California has threatened to eliminate redevelopment agencies, which play a critical role in affordable housing financing due to their mandate to fund 20 percent of their annual tax increment on affordable housing. Meanwhile, the State has paused all general obligation bond issuances, which eliminates \$1 billion in State funding for affordable housing production and preservation that was anticipated to be made available in 2011. As a result, the outlook for maintaining the current level of affordable housing production in Long Beach, as well as the rest of the State, is uncertain. To maintain a steady pipeline of affordable housing development in the City will most likely have to expand its capital resources.

Conclusion

Affordable rental housing development in Long Beach leverages more than four dollars for every dollar the City invests and creates significant multiplier effects from construction spending that reverberate throughout the local economy. Despite the economic downturn, LBHDC's financing commitments to affordable housing, in addition to commitments from State and Federal agencies, have helped to pay for construction expenditures, and to stabilize the City's affordable housing pipeline. Maintaining a steady pipeline of affordable housing development, with the attendant economic multiplier effects, will likely necessitate increased investment from the City.

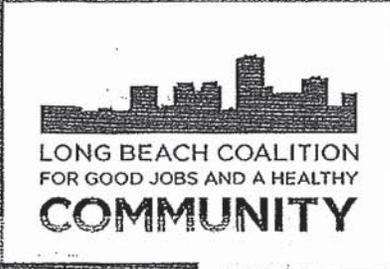
Letter P-10: Comment Letter from Park Bixby Tower, March 28, 2011

Comment P-10.1: The commenter expresses concern over displacement of affordable housing. The commenter states that impacts of the Plan on affordable housing demand resulting from potential demolition cannot be quantified without surveying the income levels of and rent paid by households currently residing in the project area. The commenter further recommends that the City impose a 20% set aside for affordable housing throughout the project area and increase resources for affordable housing by setting in-lieu fees consistent with the L.A. County average.

Response to Comment P-10.1: Please refer to Topical Response #1, which provides a comprehensive response on issues related to displacement and loss of affordable housing.

Comment P-10.2: The commenter provides a report titled, "The Economic Impacts of Affordable Housing in Long Beach", dated March 28, 2011, for the City's consideration, and notes that production of affordable housing in Long Beach benefits low-income residents in addition to the construction spending effects on the local economy.

Response to Comment P-10.2: This comment is noted and the referenced report will be provided to the decision-makers for their consideration when they consider their decision on the EIR and the proposed Downtown Plan.



Steering Committee

*Gary Hytrek, Professor of
Sociology, Cal State Long Beach*

*Jessica Quintana, Executive
Director and President, Centro
CHA*

*Annette Quintero, Long Beach
Immigrant Rights Coalition*

*Dennis Rockway, Legal Services
Attorney*

*America Aceves, Organizer,
Housing Long Beach*

*Mike Day, President, Teachers
Association of Long Beach*

Eric Tandoc, Chair AnakBayan

*Jeannine Pearce, Senior
Organizer, LAANE*

*Derek Smith, Political Director,
UNITE HERE Local 11*

The Long Beach Coalition for Good Jobs and a Healthy Community includes residents, workers, students and academics as well as labor, faith and community-based organizations.

We believe that workers' rights are human rights and that people should have a say in the political decisions that affect their lives.

Our mission is to address the growing inequality and poverty in Long Beach by promoting living wages, responsible development, affordable housing and healthy communities.

The Coalition engages in grassroots leadership development, political advocacy, civic participation, and public education to make a more livable Long Beach for everyone.

To: The City of Long Beach
Attn: Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802
Fax: (562) 570-6068
E-mail: dtcommunityplan@longbeach.gov

P-11

From: Long Beach Coalition for Good Jobs and a Healthy Community;
UNITE-HERE Local 11 and Los Angeles Alliance for a New Economy
(LAANE)

Date: April 1, 2011

Re: Response to the Long Beach Downtown Plan Draft Environmental
Impact Report

Dear Mr. Gerhardt:

The Long Beach Coalition for Good Jobs and a Healthy Community ("the Coalition") is composed of workers, students and academics as well as labor, faith and community-based organizations whose mission is to address the growing inequality and poverty in Long Beach by promoting living wages, responsible development, affordable housing and healthy communities. The Coalition writes on behalf of itself, as well as UNITE HERE Local 11 and the Los Angeles Alliance for a New Economy (LAANE). After careful analysis of the Long Beach Downtown Plan Draft Program Environmental Impact Report (DEIR), we have identified significant issues of the project that should be addressed in the Final EIR (FEIR) and prior to approval.

The purpose of the project is to adopt the Long Beach Downtown Plan ("DTP") to replace existing land use, zoning and planned development districts as the land use and design document for all future development in the proposed DTP Project area. The DTP will increase density in the Downtown area and allow up to 5,000 new residential market rate units, 1.5 million square feet of new office and civic development, 384,000 square feet of new retail development, 96,000 square feet of new restaurants and 800 new hotel rooms over the next 25 years. Adoption of the plan will expedite development and eliminate opportunities for regulatory oversight.

One of the guiding principles of the project centers on job growth:

Support new industries to continue to diversify the economy and promote job growth while strengthening the existing backbone of convention, tourism, and port business. The Downtown Plan encourages a range of uses to support a diverse economy and a wealth of jobs and housing in Downtown, while continuing to support a diverse economy and a wealth of jobs and housing in Downtown, while continuing to support the hub of convention, tourist, and port activity for which Long Beach is known.

The DEIR makes no mention regarding the total number of construction and permanent jobs that will be created by the DTP. Moreover, there is no discussion regarding whether the housing that will be built in the DTP is appropriate for the jobs that will be created. The DEIR already indicates a significant and unavoidable increase in traffic, specifically significant impacts at 16 key intersections. Even with the implementation of mitigation efforts, the impact would remain significant and unavoidable. However, the report still underestimates the size of the impact by not considering further traffic and congestion from the fact that many residents will be displaced and many employees will not be able to afford to reside near their place of employment. In fact, the Plan could lead to the displacement of over 24,000 residents. As such, the DEIR contains insufficient analysis of the issue of traffic and severely underestimates the impact, without providing necessary mitigations in the area of jobs and housing.

P-11.1

Long Beach residents also already suffer from low air quality due to proximity to several major freeways and busy thoroughfares, as well as the Ports. There is a concern that with increased development, our air quality will continue to deteriorate, especially during the construction period and from an increase in emissions from cars that are idling during peak traffic hours. The DEIR states that impacts from motor vehicle CO emissions will be less than significant, but by not considering the increased traffic from the displacement of residents and from employees unable to afford to live near their place of employment, the report underestimates the impact. Will the final Program EIR take into account the impact on adjacent communities that will also be affected by increased traffic? According to

P-11.2

research, children and the elderly that live adjacent to freeways or high volume of traffic are more susceptible to asthmas and other respiratory problem, and asthma rates in Long Beach are already critically high. Will the final Program EIR study the cumulative impact of new pollution with existing pollutants on residents?

P-11.2
cont'd

The DEIR also states that the impact on air quality from construction would be significant and unavoidable but that the analysis is conservative, given that it assumes 10% of development envisioned under the DTP per year, rather than 4%, given that the DTP covers a 25 year time period. However, there are no formal limitations on the amount of development per given year, so there are no restrictions preventing a year with more than 10% of the envisioned development, making the impact even greater. Will the final Program EIR study the impact of more than 10% development per year?

The DTP will moreover result in a significant and unavoidable impact on the housing supply and require the displacement of many residents, a number of whom are low-income and are already affected by the economic recession, either through unemployment or underemployment. Many of these residents have already lost their housing, and the DEIR contains insufficient analysis of the impact of displacement and fails to identify feasible mitigation measures. Additionally, there is likely to be a significant imbalance between jobs created by the DTP and housing available within the DTP area and the DEIR completely fails to analyze and mitigate impacts related to jobs-housing balance.

P-11.3

Furthermore, there will be a significant and unavoidable impact on park and recreation facilities. As the DEIR states, "Long Beach is currently deficient in parkland by 820 acres. With new development anticipated by the Downtown Plan, the deficiency would increase with each new project." For low-income residents, public park and recreation facilities are essential. Many working families cannot afford entrance fees to private facilities. Multiples studies have shown the effect of green spaces on the health and well-being of youth, and the report does not take into account the public health costs of decreased green spaces. More analysis needs to be done in order to accurately gage the impact of deficient park and recreation space.

P-11.4

We are dissatisfied with the lack of community benefits, given that the DTP is designed to expedite developments by reducing environmental reporting requirements, which will streamline approvals and cut up to a year or more off the process. The ability of community and environmental stakeholders to provide input is severely limited, while developers receive a large subsidy at the expense of CEQA protections for stakeholders. One of the primary purposes of CEQA is to inform decision makers and the public about the potential, significant environmental effects of a project. (14 Cal. Code Regs. ("CEQA Guidelines") § 15002(a)(1).) The EIR has been described as "an environmental 'alarm bell' whose purpose it is to alert the public and its responsible officials to environmental

P-11.5

changes before they have reached ecological points of no return." (*Berkeley Keep Jets Over the Bay v. Bd. Of Port Commissioners*. (2001) 91 Cal. App. 4th 1344, 1354; *County of Inyo v. Yorty* (1973) 32 Cal. App. 3d 795, 810.) The DTP removes these safeguards that CEQA was intended to provide and fails to offer proper mitigation.

Affordable housing and local hiring mitigation measures would help offset the proposed Project's significant and unmitigated environmental impacts. We recommend that the City adopt the following mitigation measures:

1. Mixed Income Affordable Housing

For new apartment developments in the DTP, the City shall require developers to set aside 10% of the units (on-site) for Very Low Income households (up to 50% of area median income). As an alternative, developers may pay an in lieu fee to the City of \$20.00 per square foot of building area for the construction of off-site Very Low Income rental units.

For new condominium developments in the DTP, the City shall require developers to set aside 15% of the units (on-site) as Moderate Income households (up to 120% of area median income). As an alternative, developers may pay an in lieu fee to the City of \$10.00 per square foot of building area for the construction of off-site Very Low Income rental units or off-site Moderate Income condominiums.

2. Commercial Linkage Fee Mitigation

To offset the impacts on the housing supply of new commercial development, for the development of new office space, retail space, restaurants and hotels in the DTP, developers shall pay the City a commercial linkage fee of \$10.00 per square foot for the construction of Very Low Income rental units.

3. Right of First Refusal

Extremely Low Income, Very Low Income and Low Income households who are displaced from the DTP area as a result of new development shall have priority preference for affordable units built within the DTP area and built outside the DTP area with fees collected from DTP development.

4. Term of Affordability

Affordable units constructed through DTP affordable housing requirements, DTP in lieu fees or DTP linkage fees shall remain affordable for the life of the project.

P-11.5
cont'd

5. Local Hiring for DTP Construction Jobs¹

The City should adopt the following Local Hiring Requirement for DTP construction jobs (temporary jobs):

The City of Long Beach recognizes that Project Labor Agreements are important to advancing the City's proprietary and policy interests, including the ability to ensure on-time, on-budget completion of projects, target construction job opportunities to Long Beach residents and low-income communities, prompt generation of tax flow and other income to the City, and boost the local economy by generating local construction jobs and job training. As such, all new developments within the Downtown Community Plan Area that are undertaken by the City with a contract value of \$500,000 or more, receive City Investment of more than \$1,000,000, or are located on public land and developed under lease from the City, will operate under Project Labor Agreements that contain targeted hiring provisions ensuring that at least 30% of all construction work hours are performed by Long Beach residents residing in High Unemployment Areas and at least 10% of all construction work hours are performed by Disadvantaged Long Beach residents. Disadvantaged residents are defined as those whose household income falls below 50% of the area median area income. Such Project Labor Agreements should also set goals to provide at least 15% of entries into apprenticeship programs and 30% of total apprentice work hours on a project are performed by Disadvantaged Long Beach residents. Finally, such Project Labor Agreements should ensure that contractors request in writing and unions refer targeted workers prior to referral of any other individuals into journeyman or apprentice positions on the project in question.

The City of Long Beach recognizes that construction projects can create opportunities for small, local businesses and therefore promote the economic development of our community. As such, all new developments within the Downtown Community Plan Area that are undertaken by the City, receive City Investment, or are located on public land, will ensure that at least 10% of all construction work, as measured by the dollar value of contracts related

¹ The City of Long Beach must recognize the importance of economic growth that strengthens our industries, retains and creates good jobs and housing for all residents, increases average income and stimulates economic investment in our communities. Strong economic growth creates the tax base that allows Long Beach to support the public facilities, services and quality of life that residents require. To this end, it is important that Long Beach will support and prioritize the creation of quality jobs.

to the project in question, be contracted with a Section 3 or city certified local Small Business Enterprise (LSBE).

For purposes of the provisions set forth above, "City Investment" means financial assistance provided by the City to a developer that is expressly articulated or identified in writing by the City and establishes a proprietary interest in the development project in question, and shall include, but not be limited to: grants (requiring repayment where terms not met); rent subsidies or reductions; below-market loans; loan forgiveness; City-approved bond financing (excluding conduit bond financing); a sale or lease of City-assembled land for less than its fair market value; contingent obligations taken on by the City such as any guaranty or pledge of City funds.

For the purposes of the provisions set forth above, "High Unemployment Areas" means Long Beach zip codes containing census tracts in which the unemployment rate exceeds 150% of the L.A. County average.

6. Local Hiring for DTP Permanent Jobs

The City should adopt the following Local Hiring Requirement for DTP permanent jobs (i.e., commercial, retail and service sector jobs):

The City of Long Beach recognizes that Local Hiring Requirements for permanent jobs (i.e., non-construction jobs such as retail, food service and clerical jobs) in the Downtown Community Plan Area are important to advancing the City's propriety interests and the interests of its residents. As such, all Covered Employers within the Downtown Community Plan Area that receive City Assistance will operate under Local Hiring Agreements with the City that contain targeted hiring provisions ensuring that at least 30% of all Covered Work Hours are performed by Long Beach residents and at least 10% of all Covered Work Hours are performed by Disadvantaged Long Beach residents.² Disadvantaged residents are defined as those whose household income falls below 50% of the area median income.

For the purposes of the provisions set forth above, "Covered Employers" is defined as all employers within the Downtown Community Plan Area who are Beneficiaries or who have entered into a lease or contract with a Beneficiary for the performance of work within the Downtown Community Plan Area. "Beneficiary" is defined as an entity located or locating within the Downtown Community Plan Area and receiving financial assistance from the

² Hours worked by out-of-state residents are not included in this calculation.

City or entering into a contract with the City for the performance of work within the Downtown Community Plan Area.

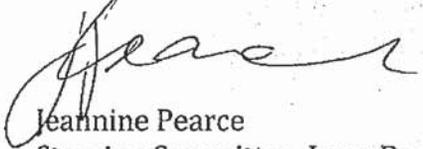
For the purposes of the provisions set forth above, "Financial Assistance" is defined as any loan, grant, subsidy or similar participation in the cost of development of a project within the Downtown Community Plan Area provided by the City, irrespective of source, valued at \$50,000 or more.

For the purposes of the provisions set forth above, "Covered Work Hours" are defined as hours worked by individuals in positions performed predominantly on-site within the Downtown Community Plan Area other than executive, managerial or licensed professional positions.

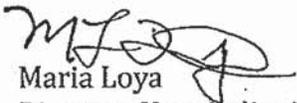
The City will utilize a Master Local Hiring Agreement that will be utilized for all Covered Employers, to allow for proper monitoring and enforcement of the local hiring provisions set forth above.

Adoption of these mitigation measures would offset many of the proposed Project's significant and unmitigated environmental impacts. It would also create balanced and accountable development in downtown Long Beach and the surrounding areas.

Sincerely,



Jeannine Pearce
Steering Committee, Long Beach Coalition for Good Jobs and Healthy Community



Maria Loya
Director, Hospitality Project
Los Angeles Alliance for a New Economy



Derek Smith
Political Director
UNITE HERE Local 11

Letter P-11: Comment Letter from Long Beach Coalition for Good Jobs and a Healthy Community, April 1, 2011

Comment P-11.1: The commenter states the Draft PEIR does not state the number of construction and permanent jobs that will be created by the Downtown Plan or discuss whether housing built is appropriate for the jobs created. The commenter also states the Draft PEIR underestimates the traffic impact since residents will be displaced and employees won't be able to afford to reside near employment. The commenter further states the Plan could lead to the displacement of over 24,000 residents.

Response to Comment P-11.1: The Draft PEIR estimates that approximately 5,200 jobs would be created (See Draft PEIR, Page 4.5-22 and Table 4.5-2, Page 4.5-30). Please refer to Topical Response # 1 for a discussion of displacement issues.

Comment P-11.2: The commenter notes that significant air quality impacts are anticipated and asks if the Final PEIR will address the air quality impact on adjacent communities affected by increased traffic and cumulative impact of new pollution with existing pollutants on residents. It also notes that conservative estimates of 10% of the total development per year are used, and asks whether there are any development limits contained within the plan.

Response to Comment P-11.2: The Draft PEIR addresses the South Coast Air Basin, which includes air quality impacts on adjacent areas affected by increased traffic. The Downtown Plan is not a Master Development Plan that dictates where and how much development there will be and does not group development into phases. Rather, the Downtown Plan provides guidance for future development, but does not control the exact location or timing of that development with the Downtown Plan project area. Development most likely will occur in waves based on economic cycles. The 10% estimate is a worst-case assumption in that assuming 10% of the total development envelope envisioned in the Downtown Plan is under construction is a substantial amount of development to occur simultaneously, and would have to include at least several major development projects to reach that level of development.

Comment P-11.3: This comment relates to displacement of existing residents.

Response to Comment P-11.3: Please refer to Topical Response #1 regarding displacement issues.

Comment P-11.4: The commenter notes the significant impacts on parks that are addressed in the Draft PEIR and states that more analysis needs should be done to gauge the impact of deficient park space.

Response to Comment P-11.4: As stated in the Draft PEIR on Page 4.11-3, the City has adopted a high target of open space per population. Achieving this goal in the largely built-out Downtown Plan project area will be difficult as the population continues to increase. Therefore, the Draft PEIR concludes that impacts on parklands from the proposed project would be significant and unavoidable (see Impact PS-4 on Page 4.11-7 of the Draft PEIR).

Comment P-11.5: The commenter states dissatisfaction with the lack of community benefits and states that the Draft PEIR fails to offer proper mitigation. Commenter further recommends that the City adopt a list of mitigation measures that include: set aside percentages for affordable housing for new developments or payment of in-lieu fees; commercial linkage mitigation fees for housing; right of first refusal; terms of affordability; and, local hiring requirements for jobs. Commenter contends adoption of these mitigation measures would offset many of the project's significant environmental impacts.

Response to Comment P-11.5: Please refer to Topical Response #2.

Beach city council for tonight's meeting. I regret not being able to attend myself due to prior commitments.

My comments to the city council are as follows:

You, the city council, represent ALL the citizens in Long Beach. You don't just represent big business, owners of new high cost dwellings, new hotel owners, new restaurant owners, owners of new retail developments (the only people presently represented in the downtown community plan). How can a city as large as Long Beach, CA even think of going forward with a downtown community plan that doesn't even concern themselves with the WHOLE community? You, the city council, have not addressed how the downtown community plan displaces 32,000 residents, 25,000 of which are low-income, and the problem that there are no requirements to provide jobs for the residents of Long Beach on this project. Remember, you need to take care of the WHOLE community, not just big business. Remember who the voters are.

FYI, I am a property owner of apartments located in the Bixby Knolls area. I care what happens to the city, but more importantly, I care what happens to ALL of its' residents.

Respectfully,

Irene Alvarez
Alray Trust Apartments
1090-1104 E. San Antonio Drive,
Long Beach CA 90807
(310) 901-7138

P-12.1

Letter P-12: Comment Letter from Irene Alvarez (Alray Trust Apartments), Received April 7, 2011

Comment P-12.1: The commenter states concern about displacement of affordable housing.

Response to Comment P-12.1: Please refer to Topical Response #1 for a discussion of displacement issues.

03-23-11

Planning Bureau Long Beach Development Services
333 W. Ocean Blvd., 5th floor
Long Beach, Calif. 90802

MAR 28 2011
RECEIVED
MAR 30 2011
PLANNING BUREAU

To Planning Bureau Long Beach Development Services:

I, Carol Blackmon have lived in downtown Long Beach since 1990 do not agree with the plan to demolish the current resident's homes for a vague idea of "development improvement" & no guarantee that the new development will be effective to improve quality of businesses & living areas. If any type of development improvement is to be done it has to be first of all for the actual current residents who live in Long Beach. Currently the area that the private industry wants to demolish consists of the living space of the average individuals who live in Long Beach. A large portion of these average individuals are seniors, families of low-moderate income, ones who live in apartments, home & condominium owners & represent many races & cultures such as many Hispanic backgrounds, Caucasian, African Americans, Asian & the list goes on.

Also I did not notice in this plan how the several thousands of people will be financially compensated or provided quality housing if displaced & it should be obvious in this time of budget crisis there are limited homes available that people would be able to afford if displaced. I find it hard to believe the one or ones who wants to demolish the area will be willing or capable of financing their project & adequately compensating several thousands of residents that would be affected.

I am requesting that this plan to remove the thousands of residents not be allowed due to 2 reasons. One reason is as a home owner I live in the designated area that the business wants to tear down. I am an active participant in downtown buying at the local stores. Reason #2 for requesting that this plan to remove the thousands of residents not be allowed is that due to the type of work I do (making home visits into homes of people who live in Long Beach of many races & economic brackets) I see that these people I visit are struggling due to the economic crisis & would not have enough money to move pay higher rent & these people are also the ones that keep the businesses alive in downtown Long Beach since they shop at their local stores. Also it does not make sense to do such damage to an area when there are recent new condominiums & stores being built & still being built.

Sincerely,

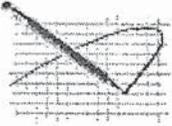

Carol Blackmon
520 E. 7th St.
Long Beach, Calif. 90813

P-13.1

Letter P-13: Comment Letter from Carol Blackmon, March 23, 2011

Comment P-13.1: The commenter states concern about displacement of affordable housing and community benefits (compensation for impacts) to affected residents.

Response to Comment P-13.1: Please refer to Topical Response #1 regarding displacement of residents and Topical Response #2 regarding community benefit issues.



DTCommunityPlan@longbeach.gov

04/04/2011 01:20 PM

To
cc
bcc
Subject

> To

>

> dtcommunityplan@longbeach.gov

>

>

>

>

> Subject

>

> Downtown Plan

>

> I have just finish reading through the Downtown Plan and found out
> that some of the more important issues affecting Downtown are not
> even mentioned or studied. The main reasons why people do not come
> to the Downtown Long Beach are mainly parking issues and a not to
> safe environment. All the local residents complaining about parking
> problems even when they own a garage because it is hard to have
> visitor because of the lack of parking spaces or the high price of
> parking meters. I will love to be able to have more friends over and
> to spend our time patronizing local restaurants, bars etc. but most
> of the time we end up going to different locations such as Belmont
> Shore where there is more available free of charge parking. Also
> the large number of drifters and homeless walking around Downtown is
> a turn off. It just take a visit to the central library and City
> Hall to run into all sort of people drinking alcohol , smoking
> cigarettes and all kind of illegal drugs at the park right across
> from City Hall. People need to feel safe before they are comfortable
> visiting in our beautiful downtown.

> So please before you start to plan new buildings consider the lack
> of parking and how that situation is affecting all the residents
> that already live in Downtown. Improve Downtown by building some
> parking structures that can be rented by residents monthly at
> reasonable fees and that will leave more parking for people who
> wants to come to play and enjoy or beautiful downtown. Also report
> the need to enforce laws related to consume of alcohol, drugs or
> just causing a nuisance in public places. One more thing we need
> some children playground areas in some of our nice parks around
> downtown such as Marina Green, Aquarium way, Eastwillage Art,
> Rainbow Harbor etc.

> Thanks

> Miriam Casuso

> 310 9732455 miriamcasuso@yahoo.com

P-14.1

Letter P-14: Comment Letter from Miriam Casuso, April 4, 2011

Comment P-14.1: Comment states concern that the perception of crime and lack of parking will keep people from coming to Downtown.

Response to Comment P-14.1: The intent of the Downtown Plan and other efforts to revitalize and enliven the project area include addressing actual and perceptual concerns regarding the availability of convenient parking, and safety of the area. This comment does not raise an issue regarding the Draft PEIR analysis or conclusions.

Christine L. Jocoy, Ph.D.
420 Redondo Ave, Unit 305
Long Beach, CA 90814
cjocoy@gmail.com

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APR 04 2011
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Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802
E-mail: dtcommunityplan@longbeach.gov

Re: Written comments relating to the Downtown Plan Draft Environmental Impact Report

Dear Mr. Gerhardt:

I am concerned about the impacts of new tourism-based development and subsequent gentrification on the current low-income residents of the first and second districts, who also make up a substantial portion of the people of color in this city (see attached graphic of 2010 Census data). We need a plan to make sure that these current residents of Long Beach are not displaced and left out of the housing and job creation that the plan is set to foster.

The *Downtown Plan Environmental Impact Report* states in Section 4.10 that there are "significant and unavoidable" impacts on population and housing including the great potential for short- and long-term displacement of residents and that this is likely given historical trends which have created an imbalance between population and housing growth. The only mitigation proposed is relocation assistance, which fails to address broader housing shortages in the City as a whole and fails to allow the City's current residents to stay in their downtown neighborhoods. If the vision for Downtown is to benefit all residents, including the existing ones, I would like to see more protections through community benefits agreements and developer incentives for low- and very low-income housing included in the plan to mitigate the potential disproportionate impact on low-income and people of color. I do not believe that these citizens' homes and neighborhoods should be sacrificed for increased revenue for the City and developers through increasing property values and rents.

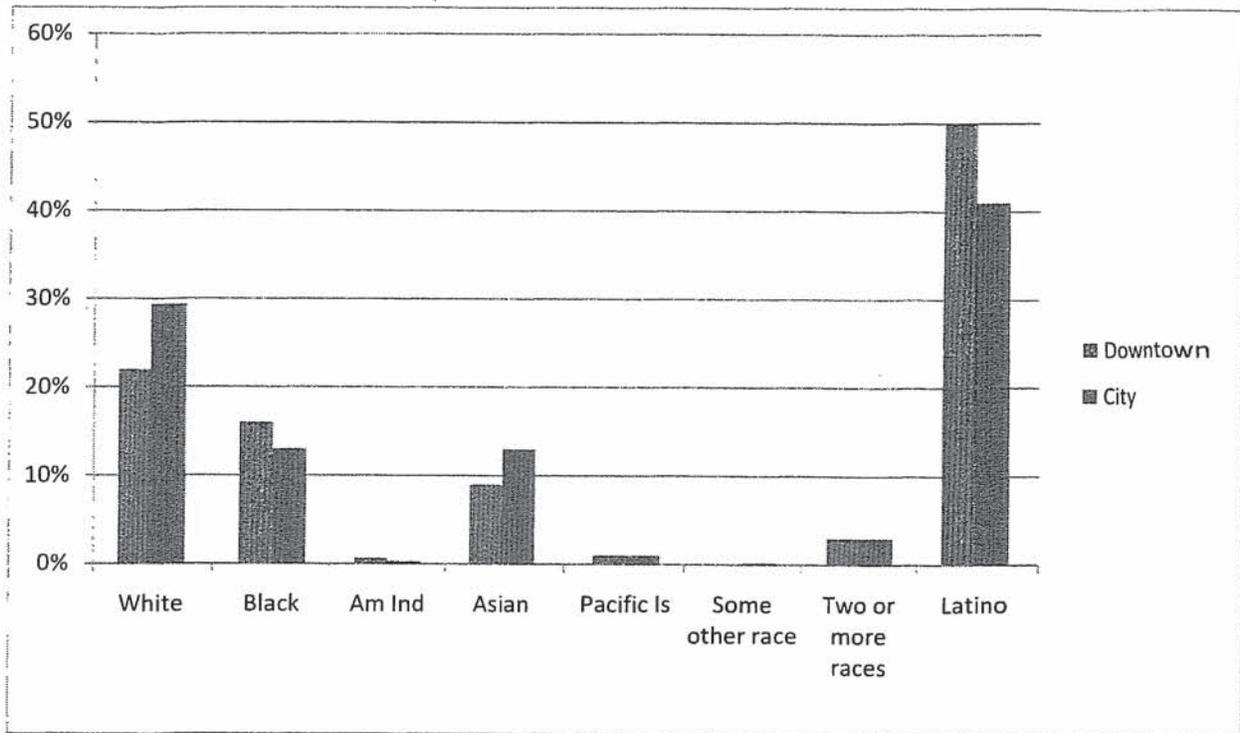
Thank you.

Sincerely,

Christine L. Jocoy, Ph.D.
Associate Professor
Department of Geography
California State University, Long Beach

Resident of the 2nd District

P-15.1



Comparison of residents by race/ethnicity in downtown area census tracts compared to city of Long Beach as a whole (source: 2010 Census).

Letter P-15: Comment Letter from Christine Jacoy (CSULB Geography Professor), April 4, 2011

Comment P-15.1: Comment expresses concern over displacement of affordable housing for low-income residents if Downtown gentrifies because of the Plan, and notes ethnicity differences between Downtown and City as a whole.

Response to Comment P-15.1: Please refer to Topical Response # 1 for a discussion of displacement issues.

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MAR 01 2011
PLANNING BUREAU

February 28th, 2011

Robert "Bob" Ladd, ASLA

Registered Landscape Architect #5326
Modern Life Landscape Architecture
555 Maine Avenue, #212
Long Beach, CA 90802-1166
562-513-3208, Email: mla@kcbx.net

City of Long Beach Development Services
333 West Ocean Blvd., 5th Floor
Long Beach, CA 90802
Email: dtcommunityplan@longbeach.gov
Telephone: 562-570-6194

Attention: Mr. Steve Gerhardt, AICP
Regarding: Long Beach Downtown Specific Plan Preliminary Environmental
Impact Report (PEIR)

Mr. Gerhardt,

As a landscape architect, I have a deep and abiding interest in the way our land is used. I consider development of healthy, safe and dense urban environments a way to preserve agricultural and open space, a national resource. Upon reviewing the Long Beach Downtown Specific Plan preliminary environmental impact report (PEIR), I respectfully submit the following comments:

- First, I would like to say your consultants have done a remarkably thorough job in this PEIR. My comments are intended to improve it, and trust that my comments will be taken in that spirit.
- On page 1-12, of Table ES-1, of the PEIR, regarding Cultural Resources, I would add another incentive to preserve buildings of historical or architectural significance: An historic district can be modified or brought into existence, to receive certain buildings moved from inside the PEIR area. For developers preserving historic or architecturally significant structures:
 - Some parking requirements could be reduced or waived for developments with these structures preserved or moved onto them.
 - Developments qualify for listing within tourist or historic brochures and tours.
 - The City could expedite the permit process.
 - Provide tax incentives.
 - Design assistance could be provided to the developers.

P-16.1

- You may know of additional incentives to make preservation more attractive to developers. These could also be included in section 4.3, on Cultural Resources.
- Also on page 1-21, of Table ES-1, of the PEIR, under the heading of "Greenhouse Gas Emissions", regarding Water Conservation and Efficiency, in the first bulleted mitigation measure, I would like to see the word "native" replaced with the word "non-invasive," so the phrase reads "...use water-efficient landscapes with non-invasive, drought-resistant species..." As it reads now, plant species available for use might be restricted to those that are both native and drought-resistant. While the use of only native species is commendable for place making, non-native, non-invasive plant species do fine in an urban setting. If this stands, many current street trees providing a sense of place, could not be replaced, because they are non-native. Perhaps the PEIR could reference a reputable list of approved plants, with guidelines for the approval and use of plants not on the list.
- In that same section of Table ES-1, regarding "Water Conservation and Efficiency," I am happy to see the inclusion of measures to mitigate storm water runoff in the last bullet point on page 1-21. I think the PEIR could go further to encourage the use of permeable surfaces:
 - One example that comes to mind is the roof garden. They filter and slow storm water runoff, as well as lower the heat island effect, and provide insulating qualities for the building below. They can be aesthetically pleasing and increase the amount of useable space.
 - Another example of permeable surfaces in urban settings can be found in the City of Portland, OR, in their Sustainable Stormwater Management Program. In some cases, they divert storm water runoff into landscape planters, rain gardens and swales, for absorption into the soil. The storm water runoff is not just from private property, into onsite planters, but from city streets into water gardens within the street right-of-way.
- Some of these same mitigation measures could be implemented in the section on Hydrology and Water Quality, starting on page 1-36 of Table ES-1, to improve water quality and hydrology.
- On page 2-13, of Section 2 of the PEIR, Project Description, a residential development is erroneously identified as Edison Elementary School. Edison ES is one block north, between Sixth and Seventh Streets.
- Starting on page 1-24, in Table ES-1 of the PEIR, dealing with Transportation and Traffic:
 - The third mitigation measure in Traf-1(a) mentions safety and traffic flow enhancements in the streets surrounding the Pacific Island Ethnic Art Museum. It seems to me that a counter-clockwise roundabout of

P-16.2

P-16.3

P-16.4

sorts could be created with the museum at its center. This would involve turning both Martin Luther King Avenue and Alamitos Avenue into one way streets between Sixth and Seventh Streets. This comment also applies to pages 4.12-12 and 4.12-14 of the PEIR.

- Third Street was left out of the list of thoroughfares on page 1-25, as well as pg. 4.12-13. Does this mean it already has the Adaptive Traffic Control System (ATCS), that it will not receive it or that it was unintentionally left out?
- Figure 2-6, regarding the Downtown Mobility Network, on page 2-19, seems out of date.
 - The Passport bus routes have changed. Are the routes shown portraying an ideal route configuration under an optimal economic climate?
 - Sixth Street is not shown as a Key Mobility Street. This appears to be an error.
 - Existing bike routes on Sixth and Seventh Streets, west of Chestnut Avenue are not shown.
 - The "Civic Center Bike Route," mentioned in Section 4.12-6 of the PEIR is not shown.
 - Bike routes now being constructed on Broadway and Third Street are not shown. I suggest that these new routes be shown and furthermore, that the PEIR state an intention to connect them to the bike trail alongside the LA River, contributing to a coherent network of bicycle routes throughout the downtown area.
 - Bike routes in the Alamitos Beach district are shown as discrete elements, not connected to the downtown. I suggest connecting them to other bike routes in the PEIR.
- Many of the comments and suggestions above will be useful in subsequent sections, such as comments on Section 2.7.5, on page 2-9, of the PEIR, regarding the Downtown Mobility Network, may be useful for mitigation of impacts in Section 4.12, Transportation and Traffic.
 - For example, the bike routes shown on Figure 2-6, include two major bike routes: Pacific Avenue, and along the LA River. Both routes ought to resemble spines with branching arteries, more than they do now. The LA River route in particular seems to act as more of a bypass route, than one meant to feed into an arterial system of bike routes. The LA River route seems more suited to going around downtown, rather than accessing it.
 - This would be a good place to show existing or planned bike lockers in relation to the entire multi-modal transportation system. Bike lockers at transportation nodes, or intersections of bike trails with public transit would facilitate the use of both modes of transportation. A subscription system can be formed, so that only registrants can use the bike lockers.

- Extending the free portion of the Passport Bus on Ocean Blvd. eastward, past Alamitos Ave., to Cherry Ave., would make the beach experience accessible to downtown residents—improving our quality of life—as well as alleviate the need for Alamitos Beach residents to own cars in order to drive to downtown destinations.

- I appreciate that all forms of transportation are shown on Figure 2-6. Some of my comments below can also apply to Section 4.12, Traffic and Transportation. In general, good design is about giving people transportation *options*, rather than imposing a single form on commuters. Reducing the number of, or facilitating the transfer between transportation modes makes it easy to decide which mode to take. Good design removes the fear that a commuter / system user will get lost, be closed in or that their path will peter out, leaving them stranded in unfamiliar surroundings, with few options for movement. Inspiring confidence to explore involves providing a simple cognitive map. An example of which, is the bike route following the LA River. Most residents know where the LA River is located. Finding the bike route next to the LA River is a simple task, but it is complicated by limited access from bridges or by having to cross automobile traffic. Traveling by bicycle is also sometimes hampered by an inability to recognize a bike path, bike paths strewn with litter, bike paths crowded with potential hazards and limited legibility. To this end, may I suggest:
 - An Adopt-A-Bike-Route Program?
 - Attention to maintaining bike route signage and striping at transportation nodes? Way finding is an extremely important part of safety and it helps establish a hierarchy of spaces; delineating primary public spaces from secondary public spaces on private land.
 - Regarding Section 4.12, Transportation and Traffic, separation of transportation modes is ideal—think New York's Central Park—but making them compatible is the next best thing. That is why I appreciate the PEIR's encouraging the installation of street furnishings and trees to make pedestrians feel safer, when walking near curb lanes. Street furnishings can make pedestrians feel protected while standing at street corners and mid-block crosswalks, waiting for lights to change.
 - I would go further to get bicycles off sidewalks, by establishing a fairly regular grid of class II bike routes in the downtown, as they are the most legible for bicyclists seeking a safe, fast route, away from most pedestrians.

- Section 2.75, on the Downtown Mobility Network, mentions the Metro Blue Line only. I understand that additional light rail routes must be well along the way toward construction, before getting mentioned in this PEIR. They must also be reasonably expected to come into being during the lifetime of the proposed Downtown Specific Plan, before spending time on them here; however, I want to point out a deficiency in the overall connection of downtown Long Beach with the rest of Southern California. The Blue Line is a

P-16.5 cont'd

P-16.6

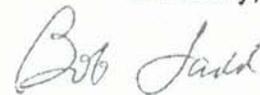
P-16.7

north-south connection, but we lack an east-west connection. The current rise in the price of a gallon of gasoline toward \$4.00 per gallon indicates a scarcity of the resource, and potential for a shift in both transportation and development patterns.

- The impact of leaving out an east-west light rail system as a transportation option would be individually limited, but cumulatively considerable.
- The Metro transportation authority is currently exploring an extension of the Green Line, past Los Angeles International Airport, roughly paralleling Interstate 405. One of its studies involves extending the Green Line all the way to Downtown Long Beach, entering from the west side of the LA River, around Ocean Blvd. or Third St.
- Long Beach needs a light rail connection with Orange County, in order to be accessible from destinations further south, via the high speed rail, if it ever becomes a reality.
- I would like to see provisions made in the PEIR for at least *encouraging* east-west light rail in the future of downtown Long Beach. My fear is that when the time comes, and light-rail becomes economically feasible, it will be denied, because residents living in proximity to the tracks will say they were unaware of any such plans, and its impact would be too great. It seems that if implemented as written, the Downtown Specific Plan may pave over the option of light-rail transit to a future downtown.

Once again, I very much appreciate your efforts to improve the quality of life in Downtown Long Beach. I thank you for your kind consideration of these comments. My hope is that they contribute to this PEIR being more than a checklist for developers and planners to follow, helping it to be the vision for future development I believe your work intends it to be. I trust that you share my hope, and will include those suggestions that are helpful, in the final Environmental Impact Report.

Sincerely,



Bob Ladd, ASLA

Letter P-16: Comment Letter from Robert Ladd, ASLA, February 28, 2011

Comment P-16.1: The commenter provides specific comments regarding cultural resources and provides additional incentives for adaptive reuse of such structures. The comment lists specific incentives that could encourage adaptive reuse of historic buildings, including reduced or flexible parking requirements, tourism information regarding historic structures to encourage visitation, permit expediting, and other similar incentives.

Response to Comment P-16.1:

The commenter's recommendations are not needed to address a significant impact identified in the Draft PEIR. Nevertheless, they will be forwarded to City decision-makers for their consideration and possible incorporation into the Downtown Plan.

Comment P-16.2: The commenter provides specific comments regarding water conservation, and recommends replacing the word, "native" drought-resistant plants with the phrase "non-invasive" drought-resistant plants. The comment also suggests that the use of permeable pavement be incorporated.

Response to Comment P-16.2: The requested revision to this mitigation measure is not recommended since native plants typically have a lower water need, as well as less need for pesticides and fertilizers, than non-native plants. The mitigation measure as written currently excludes shade trees from the native plant requirement. Regarding the recommends for permeable pavement, note that this type of requirement is best suited as a citywide requirement, rather than within any particular district. In addition, most areas of the city do not recharge aquifers (see Pages 4.13-1 through 4.13-3 for more information on the water supply) due to impermeable clay layers below the surface. Therefore, permeable pavement would be used primarily as a means to reduce run off. The City's low impact development ordinance provides mechanisms to reduce peak and off-peak flows, including provisions for permeable pavement.

Comment P-16.3: The commenter provides the corrected location for Edison Elementary School.

Response to Comment P-16.3: This has been corrected in the Final PEIR in the Addenda Errata.

Comment P-16.4: The commenter provides specific comments regarding traffic patterns and makes suggestions for improvements.

Response to Comment P-16.4: The Alamitos Avenue and 7th Street area is the subject of a grant received following the release of the Draft PEIR. The grant is to improve public safety, as this is one of the City's more dangerous intersections in terms of the frequency and severity of accidents. The potential improvements are being evaluated at present and will be installed when the engineering details are provided. Included within this plan is the creation of additional parklands on the current street segment of Martin Luther King, Jr. Boulevard between 6th and 7th streets, adjacent to the Pacific Island Ethnic Art Museum.

Any new or expanded ATSAC systems will include 3rd Street, as determined by the City Traffic Engineer.

Comment P-16.5: The commenter provides specific comments regarding transit and bike routes and provides a list of certain routes missing on Figure 2-6 in the Draft PEIR.

Response to Comment P-16.5: Figure 2-6 on page 2-19 of the Draft PEIR has been updated to show 6th Street as a key mobility street. Other suggestions for updated information have also been incorporated, including depicting bike routes as part of a larger network. The location of bike parking facilities, including racks, lockers, and corrals is not shown on this exhibit, but are listed as the types of improvements that will be provided in the Downtown Plan, as required in the City's municipal code (see Section 21.45.400, I.2 of the code for specific requirements). The Bike station continues to serve Downtown from its temporary location on Broadway, and the new facility on the Transit Mall will be completed later in 2011. This is a state of the art bicycle parking facility for daily and subscription users. It is important to note, the 3rd and Broadway separated bike lanes recently installed between Golden Avenue and Alamitos Avenue were installed as part of a pilot project, and are not considered permanent.

Passport buses are currently free for all riders in the Downtown area. Establishing a "fare-free" transit zone for all types of transit serving the Downtown has been discussed during the development of the Downtown Plan, and is worthy of further consideration in conjunction with other provisions of a comprehensive transit system. This information will be provided to the decision-makers when they consider the Downtown Plan for adoption. This is not a comment on the Draft PEIR analysis or conclusions.

Comment P-16.6: The commenter provides specific recommendations regarding bicycle programs.

Response to Comment P-16.6: Consideration for additional bicycle and pedestrian programs such as those discussed by the commenter will continue to be evaluated as city transportation plans are developed. This is not a comment on the Draft PEIR analysis or conclusions.

Comment P.16-7: The commenter states that Metro is currently considering extension of the Greenline into Long Beach in the future, and provides various information related to The Metro Transportation Authority exploring various line extensions, etc. The commenter states they would like to see provisions in the Draft PEIR for encouraging east-west light rail in the future of downtown Long Beach.

Response to Comment P-16.7: The route for the Greenline extension is still being evaluated, and would mostly connect to the Blueline either in Downtown or at the Willow Street station. This extension has no funding as present, so is in the most preliminary stages. In addition, the City prepared a feasibility study to re-establish a street car system in Long Beach. Routes that were evaluated included streets within the Downtown Plan area. No specific funding or routes have been selected at present. This is part of a larger transportation planning effort and not within the scope of the Downtown Plan or the Draft PEIR, which is to address the potential environmental impacts of the Downtown Plan.



HouStories

Maureen C. Neeley, M.L.I.S.

247 Termino Ave. ☞ Long Beach, CA 90803 ☞ (562)438-4687

HouStories@att.net

P-17

April 1, 2011

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APR 04 2011
PLANNING BUREAU

Steve Gerhardt, AICP
Long Beach Development Services
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802

Subject: **Private Citizen Response to Downtown Plan
Program Environmental Impact Report / December 2010**

Parking

As our city reviews the Downtown Community Plan, I would request that the current parking policies be reconsidered. In particular, parking meters in the downtown area are active until 9 pm every night. It seems counterproductive for a city of our size to have such a policy in place.

P-17.1

Based on my own travels to urban areas, an active downtown is enhanced by the availability of street parking for free (after 5 p.m. or 6 p.m.). Having to worry about a time limitation (feeding the meter) while having dinner seems like an unnecessary barrier and at cross purposes in encouraging a robust night life for our restaurants and clubs. Parking structures are well and good, but if the past is any indication, our citizens don't like parking too far from their destination and they are confused by the location of our structures. Street parking is very helpful to getting people downtown.

Entertainment and Shopping Ratio

Also, I would also encourage the ratio of the retail versus entertainment square footage be increased in favor of retail. Again, a successful mix of strolling, purchasing, dining and entertainment can only increase the types of people who will venture downtown. Focusing too much on entertainment may discourage a large number of visitors who don't necessarily want to go clubbing, but would like to dine and shop during the early evening, much like those who frequent

P-17.2

- Second Street in Long Beach;
- The Pearl District in Portland;
- Union Street in San Francisco;
- Portions of the Loop and near Loop blocks in Chicago.

Downtown Long Beach can attract people who have purchasing power and a desire to experience interesting places, as long as they don't feel they will be overrun by a club crowd. Certainly those visitors who are at conventions and waiting for their cruise to

depart would appreciate staying close by and enjoying some of our city's unique architecture, shops and restaurants.

Capitalize on Long Beach's Diversity

Finally, in the search for a Downtown Identity, I would propose that we capitalize on our "International City" moniker. We have an abundance of older, historic storefronts that could showcase small boutiques, family-run cafes, and services which speak to our amazing ethnic diversity. In addition to courting major chains, which I realize can be anchors for a downtown, we might look closer to home at those smaller boutique chains and family run establishments, encouraging them to bring their talents and unique wares to our downtown. Having an International Bazaar or International Cuisine Bazaar would give visitors a reason to check us out, as opposed to having the same shops and chain restaurants one can find in a mall.

P-17.3

Additional thought on Public Transportation

Corvallis, Oregon recently instituted a property tax on every parcel. It seems to amount to less than \$5/ month. For that, its residents get to ride public transportation for free. All the time, any time. Couple fare-less travel and increases bus frequency, and we could solve a lot of our transportation issues. I'm just sayin'....

P-17.4

Additional thought on the Pike Area

I realize the Shoreline is outside the study area of the Downtown plan, but as we look at the entire district, perhaps bringing the retail, dining, and entertainment back to downtown would allow us to use the beautiful waterfront offered by the Pike's proximity to the ocean. Let's re-think the Pike as an excellent outdoor amphitheater area with opportunities to showcase aquatic sports and any al fresco entertainment. The aquarium could even use these freed-up outdoor sections to enhance its exhibits and educational offerings.

P-17.5

I think the Downtown Community Plan has done a good job in recognizing the unique attributes of our city's center. Capitalizing on our architecture, history and traditional urban fabric sets us apart from our surrounding cookie cutter beach communities.

Thank you for considering these comments,

Maureen Neeley
Belmont Heights resident

Letter P-17: Comment Letter from Maureen Neeley, April 1, 2011

Comment P-17.1: The commenter requests parking policies in the Plan itself be reconsidered, particularly in regards to parking meters in the early evening.

Response to Comment P-17.1: Parking meter policy is established by City Council and implemented by Public Works, and for Downtown, in conjunction with the Downtown Long Beach Associates, as managers of the business district. This is not a comment on the Draft PEIR analysis or conclusions.

Comment P-17.2: The commenter requests that the ratio of retail versus entertainment square footage be increased in favor of retail, since too much entertainment may discourage some persons from venturing downtown.

Response to Comment P-17.2: This is a key concern for Downtown in keeping with the stated desire of creating a vibrant, lively urban waterfront metropolis. While the Downtown Plan cannot dictate what particular uses occupy now or in the future, it is clear that an overabundance of any particular type of use, be it entertainment, bars and restaurants, retail shops, or residential uses, will not create the synergy of an urban neighborhood. Monitoring of development patterns within the Downtown over time is incorporated into the mitigation and monitoring program and will be conducted on an on-going basis.

Comment P-17.3: The commenter provides specific comments about capitalizing on the “International City” moniker and cultural diversity.

Response to Comment P-17.3: This comment relates to establishing a unique identity for Downtown, and creating places where our diversity can be showcased. Uses such as the Art Exchange, and the mentioned International Bazaar could be fashioned in Downtown by private entrepreneurs, with or without assistance from the City or Redevelopment Agency. Public markets such as Pike’s Place in Seattle, Granville Island in Vancouver, BC, and the Ferry Building on the Embarcadero in San Francisco offer examples that could be built in Downtown Long Beach. The Downtown Plan allows and encourages these types of uses.

Comment P-17.4: The commenter recommends a property tax for public transportation.

Response to Comment P-17.4: Suggestions regarding establishing a “fare-free zone” in Downtown have been made and will be considered for future consideration by the decision-makers; however, this issue is beyond the scope of the Downtown Plan and Draft PEIR. Note that these types of programs, coupled with adjustments to parking standards, will encourage arrival in Downtown without a personal automobile, which is a desired goal of the Plan (see Guiding Principle #3 on Page 9 of the Plan).

Comment P-17.5: Comment provides specific comments regarding Downtown’s relationship to the Pine Avenue, which is outside of the project area.

Response to Comment P-17.5: The southern boundary of the project area is Ocean Boulevard. Issues such as the unique branding and potential competition of uses between the project area and the area to the south will be considered during the future preparation of adjacent area plans.



ginnyq1@aol.com

04/01/2011 01:48 PM

To dtcommunityplan@longbeach.gov
cc
Subject Opposition to latest DT Plan

I am totally opposed to any down town redevelopment plan that eliminates existing single family housing. Some of these homes contain as many as 15 or 20 people who had no place to go but to a relative who took them in during their economic crisis or chronic unemployment. The very poor are loyal to their extended families. They are living in places that are the least expensive to the City. There would be no low-income housing that could provide comparable services for less money.

P-18.1

As a former L.A. County Children's Services Social Worker (S/E County-Lkwd office) for 10 years, I had to make unannounced home calls to investigate alleged child abuse and/or neglect. I am very familiar with many of the small homes which would be targeted for removal in the downtown area. Many of the mortgages had been paid off by the struggling eldest generation living in the home, and the homes would be full of the sons, daughters, grandchildren of the eldest. Some of these people were unemployed, some were among the working poor who need to live as close as possible to their work site, and some lived close to the many schools that teach their children. Poor people do not trust existing shelters, sometimes with good reasons.

In fairness and justice, the City of Long Beach does not need new middle-income apartments, and businesses which compete with those already in existence as much as it needs to serve all the residents who are already here. Everyone knows the people who profit from new developments are the developers.

Sincerely,

Virginia Quinn, 562-598-7175, 1360 Pelham Rd., 69-I, Seal Beach, CA 90740.

PS: I am also opposed to the redevelopment at PCH and 2nd St. as it would have a huge negative traffic impact on the already congested streets and highways, and negatively impact the businesses in the Marina Pacifica, which have been struggling to survive for decades. Again, who profits? The developers who get in and then get out.

P-18.2

Letter P-18: Comment Letter from Virginia Quinn, April 1, 2011

Comment P-18.1: The commenter expresses concern over displacement of single family housing in Downtown.

Response to Comment P-18.1: The majority of single-family homes within the Downtown project area are situated within the neighborhood overlay districts (refer to Figure 3-1 on Page 39 of the Plan for the location of these areas). This designation limits the uses that are allowed on these properties to protect stable existing residential areas. Also, please refer to Topical Response #1 for a discussion of additional displacement issues.

Comment P-18.2: The Commenter states their opposition to the redevelopment at PCH and 2nd Street due to increased traffic and economic concerns.

Response to Comment P-18.2: This area is well outside of the Downtown Plan area. No response is required.

April 4, 2011
 RE: Downtown Plan and Draft PEIR – Comments

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 APR 04 2011
 PLANNING BUREAU

Mr. Steve Gerhardt, AICP
 Senior Planner, Advance Planning
 Long Beach Development Services
Steve.Gerhardt@longbeach.gov

Dear Mr. Gerhardt:

I am pleased for the opportunity to submit the following comments on the Downtown Plan and PEIR as follow. The text of my comments can be found both in the body of this letter and in the attached document DP PEIR_Comments_4-4-2011. The document is 7 pages, including 5 pages of text plus Attachments 1 & 2.

Gary Shelton
 240 Chestnut Avenue #908
 Long Beach, CA 90802
 562-221-3672
mrgshelton@yahoo.com

Introduction

It being appropriate to submit comments on both the Downtown Plan and on the Draft PEIR as a single entity, as reported publicly by Steve Gerhardt, Senior Planner, Long Beach Development Services, the following is respectfully submitted in response to several of the points in those documents.

In sum, the comments on the Downtown Plan point to its shortcomings in design elements, boundaries described, inadequate parking structures, zoning and even the overall scope of the plan. Comments on the Draft PEIR point to portions which are inadequate or deficient and/or do not adhere to CEQA Guidelines and are therefore in need of revision prior to release of the Final PEIR.

Notice Of Preparation Deficient – Insufficient solicitation of scoping comments

The NOP was not distributed to all affected Responsible Agencies and Trustee Agencies as required under Section 15168 of the California Environmental Quality Act (CEQA) Guidelines. “Responsible Agencies” include those with any discretionary approval power over a project (Section 15381). The City of Long Beach as Lead Agency failed to solicit comment by several of its own administrative and quasi-judicial agencies including the Long Beach Redevelopment Agency (RDA), the Long Beach Housing Development Company (LBHDC), Downtown Long Beach Associates (DLBA),

P-19.1

Convention and Visitors Bureau of Long Beach (CVB) and the Long Beach Housing Services Bureau.

P-19.1
cont'd

As Lead Agency the City possesses a level of discretionary approval power over the Downtown Plan and ought not to presume its various agencies will not have any interest in the Scoping process for the Plan or Draft PEIR. The mere existence of a NOP does not constitute Notice by the City to other members of the civic family. The Downtown Plan could reasonably be expected to have significant impacts to population and housing (as is the case as seen in the Draft PEIR). The City will point to its three "Community Meetings" mentioned in the NOP as its attempt to solicit public input. I personally attended the one on July 22, 2009, understood its purpose was to solicit comment on the Draft Downtown Community Plan in preparation and in Scoping of the Draft PEIR. I offered my comments both verbally and in writing, specifically with the suggestion that the Draft DTCP must make comprehensive reference to housing as to the need to include provisions for Downtown residents' needs for Affordable housing in all income ranges, including Moderate-, Low-, Very Low- and Extremely Low-Income categories. This cannot be simply brushed aside by city staff as inappropriate, but must be considered at this important stage of planning, in the Draft PEIR. Other participants at that same meeting submitted verbal and written comments as to the need to address this issue. No consideration of this input is included in the Plan, and the Draft EIR skirts the issue (see below for deficiencies in the Population and Housing section).

Again, the Long Beach RDA, LBHDC, DLBA, CVB and Housing Services Bureau could each be expected to have an interest in the NOP and Scoping process; however, none of them submitted any comments (see Draft PEIR, Attachment A). The list of potential Responsible Agencies could go on, but the lack any comments to the Plan or to the Draft PEIR by these Agencies listed above shows a severe (and likely intentional on the part of the City) deficiency in the NOP stage of the Draft PEIR. What it indicates is the City as Lead Agency, for the purpose of reducing or eliminating comments from Responsible Agencies which could be expected to insist the Scope include a comprehensive treatment of the Plan's potential negative impacts on Population and Housing and to fully examine possible mitigation measures, as well as the inclusion of the nearby and closely-associated Shoreline area in the Plan and Draft PEIR. All indications are that the Lead Agency has an overriding interest in selective distribution of the NOP. This demonstrates the city's intent is to limit the Scope of the Draft PEIR and an attempt by the City to use the Plan and Draft PEIR to create social engineering of the worst order.

In summary on this point, the Lead Agency engaged in selective distribution of the NOP, eliminated the opportunity for comment by Responsible Agencies with discretionary approval power over matters of Population and Housing which the Draft PEIR would affect, thereby improperly limiting such input, obfuscating significant issues and potential mitigation measures, and, ultimately, harming the residents of Long Beach whose housing choices will be severely impacted by the Plan. This entails a prejudicial and intentional act of omission on the part of the Lead Agency to unlawfully hamper the public's ability to constructively and effectively comment on the Draft PEIR and does not comply with Section 15168 of the CEQA Guidelines. Therefore, the NOP process itself was not conducted properly and is insufficient for its own purposes and for those of the

public and the Responsible Agencies. At its outset, the Draft PEIR process is deficient and must be corrected to include proper notification to all parties as required under Section 15169 of CEQA Guidelines. This deficiency renders all that follows—to wit the Draft PEIR—deficient in its scope and in need of revision prior to release of the Final PEIR, beginning *de novo* with a new Notice of Preparation (NOP).

P-19.1
cont'd

§ 4.10 Population and Housing—Deficient and Misleading Documentation

P-19.2

The Draft PEIR purports to include data on current and projected housing needs so the public and other decision makers have the tools necessary for good decision making, including whether the Draft PEIR itself has internal logic and can be utilized as a reliable planning document. As a part of this data, the Draft PEIR and the Downtown Plan each refer to the Long Beach Regional Housing Need Allocation (RHNA), both in text and table format. However, the data provided has been altered by staff for unknown purposes. One example of this discrepancy occurs in the Staff Report delivered to the City Council at its Study Session on the Downtown Community Plan/Draft PEIR on November 9, 2010 (see attachment A). When compared to the same chart, adopted May 19, 2009 by the City Council as a part of the 2008-2014 Amendment to the Housing Element of the city’s General Plan (this is the “reference” RHNA table and has never been adjusted by the City Council for any purpose; see Attachment 2); the totals have been artificially increased by the addition of “red-tagged” and other housing units which “would not receive [RHNA] credit.”

Although the purpose of such a misstatement is unclear, the result is that decision makers and the public cannot rely on the data as provided because it will wrongly deflate the severe housing needs of Moderate-, Low- and Very Low-Income residents while at the same time it dramatically over-states the “Attainment Percentage” figure.

Additionally, Table 4.10-2 of the Draft PEIR (pg.4.10-5) purports to also be a functional report of local RHNA numbers. Draft PEIR staff has reported to both the City Council (November 9, 2010) and the Planning Commission (March 17, 2011) that the proper way to understand RHNA is that the needs will be satisfied city-wide. This is disingenuous at best, because it is within this Downtown Plan where the bulk of new housing is scheduled to be created (5,000 units over 25 years, not adjusted for units lost to demolition). So, to divorce the downtown area from its responsibility in housing development is not sound planning advice. This point needs to be added to and included in the Final PEIR.

Within the context of § 4.10 Population and Housing, the narrative flows from decade to decade, citing statistics from the 1960s, 1990s and projections to 2020 and 2035, all in an apparent effort to confuse the public and obfuscate the reality of the lack of housing, in particular housing affordable to those in the Moderate-, Low-, Very Low- and Extremely Low-Income ranges. As written, this section of the Draft PEIR improperly compares out-dated population information to inaccurate population projections. Citations related to single-family dwellings are non-sequitur to the Downtown Plan in so much as there is no accommodation for single-family residences in the Plan. The conclusion to be drawn is

that the Draft PEIR authors intend to mislead the public relative to any effect the Plan might have been expected to have on alleviating the suffering of people in Long Beach who are living in poverty.

P-19.2

This is because §4.10 Population and Housing improperly supplies data on area housing needs which cannot be verified, using that data to intentionally mislead decision makers and the public into believing Long Beach housing needs are less severe than they truly are and that its housing production is more robust than it truly is.

The population projections over the lifetime of the Plan are outdated (notwithstanding SCAG's recommendation to use its figures) and cannot be relied on (see US Census preliminary results for Long Beach indicating greatly different actualities). The Setting, as described in §4.10.1 draws an inaccurate picture of both current housing conditions and future housing needs and cannot be relied on. Each of the above points needs to be included in revisions to the Draft PEIR prior to release of Final PEIR.

Deficiencies in the Draft PEIR (and as reflected in the Downtown Plan)

P-19.3

Aesthetics—Deficient and in need of revision

Planning Commissioner Becky Blair, at the Planning Commission's March 17, 2011 Downtown Plan Study Session, held the height transitions as allowed in the Plan to be "too abrupt" and suggested they be made to be more "stepped" from low-rise to high-rise buildings. This relates to the Draft PEIR Environmental Check List Section I Aesthetics (c) and (d). The plan should offer mitigation or design guidelines to alleviate abrupt and aesthetically undesirable transition in building height. Therefore, this section of the Plan and its related points in the Draft PEIR are deficient and in need of revision prior to release of the Final PEIR.

Open Space (Mobility Element) of Plan is deficient, Draft PEIR – deficient discussion on impacts to Land Use and Planning, Public Services, Recreation and Transportation/ Traffic

P-19.4

Planning Commissioner Phil Saumur, at the Planning Commission's March 17, 2011 Downtown Plan Study Session, held that there is insufficient discussion the the Plan on the issues of mobility, specifically that of the disabled and also of users of public transportation, potentially aversely affecting the quality of life of downtown residents. This corresponds to deficiencies in Sections X Land Use and Planning, XIV Public Services, XV Recreation and XVI Transportation/Traffic. These sections are deficient in their discussion of effects causing averse conditions to travelers and to the disabled and need to be revised to include such discussion prior to release of the Final PEIR.

Commissioner Saumur also held the Plan's conclusions related to the quantified need for parking structures to be erroneous. Although staff maintains these to be "market driven," neither the Plan nor the Draft PEIR offer any data to support such a position. The Plan and the Draft EIR are deficient in this regard and in need of revision prior to release of the Final PEIR.

P-19.4
cont'd

Sections on Land Use and Planning, Noise and Population and Housing incomplete.

P-19.5

Planning Commissioner Melani Smith, at the Planning Commission's March 17, 2011 Downtown Plan Study Session, held that the Draft EIR is deficient in its treatment of "changing and shifting intensities" of population density and height allowances and questions whether the impacts are truly the same as under PD-30. This demonstrates an inadequate discussion in the Draft PEIR at the sections on Land Use and Planning, Noise and Population and Housing. The Draft PEIR should expand its discussion to adequately address these "changing and shifting intensities" and evaluate their impacts and potential need for mitigation. As noted above, the Draft PEIR as it is obfuscates and confuses this discussion, rendering it unreliable. These sections of the Draft PEIR are deficient in this regard and in need of revision prior to release of the Final PEIR

Section on Population and Housing deficient; NOP deficient

P-19.6

Planning Commission Chair pro tem Doniat Van Horik, at the Planning Commission's March 17, 2011 Downtown Plan Study Session, held that the public comment offered at the three Community Meetings on the Plan (July 16, July 20 and July 22, 2009) is not sufficiently included as appropriate in the Plan or in the Draft PEIR. Commissioner Van Horik also disagreed with staff as to whether it is appropriate to include the Shoreline area in the Downtown Plan, with staff saying it is not. Van Horik also held that the issue of jobs as related to the Plan's effects on the economy and on property values is appropriate for discussion in both the Plan and the Draft PEIR. These points both go to the issue of the deficiency of the Notice of Preparation (NOP) process, as outlined above. Because of these viewpoints, the Plan is deficient and should be revised, and the Draft PEIR is also deficient in the sections dealing with Population and Housing and in need of revision prior to release of the Final PEIR. Likewise, Van Horik's comments underscore the deficiencies in the Notice of Preparation (NOP) and it is in need of beginning *de novo*.

Please see Attachments 1 and 2 as referenced

Attachment 1

| 2000-2005 REGIONAL HOUSING NEED ALLOCATION (RHNA) | | | | | |
|--|---------------------------------|------------------------------|--------------------------|------------------------------|-----------------------|
| TOTAL NEW AND REHABBED UNITS | | | | | |
| Income Level | Total 2000-2005 RHNA Allocation | 2000-2005 New Units Produced | 2000-2005 Units Rehabbed | Total Units (New & Rehabbed) | Attainment Percentage |
| Very Low | 411 | 119 | 729 | 848 | 206% |
| Low | 251 | 43 | 696 | 739 | 294% |
| Moderate | 296 | 60 | 40 | 100 | 34% |
| Above Moderate | 506 | 4235 | 0 | 4235 | 837% |
| TOTAL | 1464 | 4457 | 1465 | 5922 | 405% |

(Note: Reporting period for this RHNA cycle was January 1, 1998 to December 31, 2005. Chart includes all rehabbed units, including red-tagged units as well as those that the City would not receive credit for towards RHNA attainment.)

Source: Nov. 9, 2010 City Council Special Meeting – Study Session, DTCP-PEIR; Staff P/P Presentation, page 16

Attachment 2

Chart 50: Progress Toward 2000-2005 RHNA

| Income Level | Total RHNA Allocation | 1998-2005 New Construction | 1998-2005 Units Rehabbed | Total Units (New and Rehabbed) | Attainment Percentage |
|----------------|-----------------------|----------------------------|--------------------------|--------------------------------|-----------------------|
| Very Low | 411 | 119 | 103 | 222 | 54% |
| Low | 251 | 43 | 63 | 106 | 42% |
| Moderate | 296 | 60 | 0 | 60 | 20% |
| Above Moderate | 506 | 3,881 | 0 | 3,881 | 767% |
| Total | 1,464 | 4,103 | 166 | 4,269 | 292% |

Source: 2008-2014 Housing Element (adopted by City Council May 19, 2009) pg V-8

Letter P-19: Comment Letter from Gary Shelton, April 4, 2011

Comment P-19.1: The commenter contends the NOP was not distributed to all affected Responsible and Trustee Agencies as required by CEQA, including City agencies, such as Long Beach RDA, HDC, etc. The commenter also states that their input could have resulted in a comprehensive treatment of the Plans potential adverse effects related to Population and Housing.

Response to Comment P-19.1: Several of the agencies listed are, in fact, part of the Department of Development Services that drafted the Plan and Draft PEIR, and are fully aware of and active participants in the creation of the Downtown Plan. The Downtown Long Beach Associates, the Convention and Visitors Bureau and their representatives have been participants in the process since the original visioning committee that was the precursor to the Plan. DLBA provided comments on the Draft PEIR (see Letter P-4 above). All of these entities and many others were well aware of the project and the timing of the process. The City distributed the NOP to all potential Responsible Agencies and Trustee Agencies, as defined by CEQA, in addition to community interest groups. The City complied with all public notification requirements of CEQA.

Comment P-19.2: The commenter contends that Section 4.10, Population and Housing, of the Draft PEIR is inadequate, that the Regional Housing Needs Assessment numbers are incorrect and unreliable, and that the conclusion is misleading to the public. The commenter also states population projections are outdated, notwithstanding SCAG's recommendations to use its figures, and cannot be relied on. The commenter also contends the RNHA data has been altered by staff and notes discrepancies between the numbers in the Draft PEIR and those adopted May 2009 by the City Council.

Response to Comment P-19.2: Table 4.10-2 provides the Long Beach RNHA Allocation for the 2008-2014 planning period as shown in the 2009 Housing Element. SCAG projections were from the 2008 Regional Transportation Plan Adopted Growth Forecast, which provided the best available population data at the date of publication of the Draft PEIR. Impact Pop-1 of the Draft PEIR concludes that impacts of population growth in downtown would be significant and unavoidable. In addition, Impact Pop-2 of the Draft PEIR concludes that implementation of the proposed Downtown Plan would have significant and unavoidable impacts related to housing supply. Therefore, the Draft PEIR discloses the significant impacts of the project on population and housing for consideration of the decision-makers when they make a decision on the project.

Comment P-19.3: The commenter reiterates comments made by the Planning Commission that relate to aesthetic impacts of abrupt height changes.

Response to Comment P-19.3: The Downtown Plan includes four distinct height districts (see Figure 3-2 on page 47 of the Plan). Whether a new structure is on the boundary of one of these height districts, or has existing buildings of various heights located adjacent to the project, all projects built in the project area are required to comply with the Design Standards in Section 4 of the Plan. These standards include massing, setback and street wall standards, as well as building-type specific requirements that require consideration of not only the height but the

existing style and architectural character of their immediate surroundings. Because nearly all projects in Downtown will be infill projects adjacent to existing structures, the above-stated measures in the Plan are provided specifically to address concerns about abrupt height differences between adjacent buildings.

Comment P-19.4: The commenter refers to comments made by the Planning Commission regarding mobility access for disabled and transit users, and parking in Downtown.

Response to Comment P-19.4: A key aspect of the Downtown Plan is strengthening the strong “park once” pedestrian environment. This effort has been on-going in Downtown and will continue under the Downtown Plan. The recent completion of the Transit Mall improvement project, pedestrian improvements in the East Village along 1st and 4th streets, and plans for improving Pine Avenue to better accommodate pedestrians are a few notable examples.

Parking is readily available in Downtown now. The Downtown Plan reduces parking minimums to encourage new development and take advantage of the “park once” approach by reducing the overall number of spaces over time. In order to ensure that this approach is not limiting activity, the utilization of parking spaces will be monitored on a regular basis. Also, please refer to Topical Response #4 for additional information regarding parking.

Comment P-19.5: Comments reiterate comments made by the Planning Commission that relate to land use impacts induced by “changing and shifting intensities”, and state the EIR should expand its discussion to adequately address these “changing and shifting intensities” and evaluate their impacts and potential need for mitigation. The commenter contends the Draft PEIR is deficient in this regard.

Response to Comment P-19.5: As noted above in the response to Comment P-19.3, the Downtown Plan includes four distinct height districts (see Figure 3-2 on page 47 of the Plan). Downtown has been developed over more than one hundred years under a variety of economic and land use plan conditions. This has resulted in a wide range of intensities in the urban fabric. To respond to this wide range of intensities, and because nearly all projects in Downtown will be infill projects adjacent to existing structures, the design guidelines include strong policies about respecting the style and intensity of adjacent buildings. The Plan also includes minimum street wall heights for key corridors within the project area (see Page 64 of the Plan) to regulate and unify development intensity in those areas. However, uniformity of intensity is not expected in the plan given large number of existing structures, including historical buildings that are expected to remain in place.

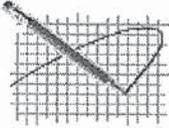
Section 4.09, Noise, of the Draft PEIR discusses potential noise impacts from potentially incompatible uses. Specifically, Impacts Noise-5 and Noise-6 and their associated mitigation measures address noise as it relates to land use compatibility.

Comment P-19.6: The commenter reiterates comments made by the Planning Commission that relate to community input, the project not including the Shoreline/ Pike area, and the economic impacts of the plan.

Response to Comment P-19.6: The community input process for the Downtown Plan was extensive, and included numerous community meetings and presentations prior to the release of the Notice of Preparation. The fact that the Downtown Residential Council and all six of its member organizations, as well as the Downtown Long Beach Associates representing the business community all commented on the Plan is evidence of the public outreach effort.

As was noted in Response to Comment P-17.1 above, the Shoreline area has always been considered an important part of the Greater Downtown area, but was not included in the Downtown Plan because that area was more recently redeveloped and is in the Coastal Zone, which requires California Coastal Commission approval. A plan for that area will be prepared in the future that will be coordinated with and built upon the Downtown Plan.

Economic impacts of the Downtown Plan, including displacement of existing residents and provision of Community Benefits are discussed in Topical Responses #1 and #2 above.



K Sri <studious_k@yahoo.com>

04/04/2011 04:00 PM

To "dtcommunityplan@longbeach.gov"
<dtcommunityplan@longbeach.gov>
cc
Subject: Downtown Plan

Hi Steve,

The Downtown Plan sounds great as it gives investors, new and existing business owners the opportunity to re-build or re-create our beautiful city into something much greater than it currently is. I support the Plan as long as it details all needs fairly to the community. After witnessing the discussions from the Planning Commission meeting on March 17th, I took sides with the Long Beach Housing as well. I'm a Long Beach resident for 6 years and 3 years in Downtown, North Pine area. I do believe strongly that there should be "community benefits" to help us, if new construction should come our way. It would be devastating to leave our homes that we worked so hard to keep and/or make improvements to it.

The Plan will be resourceful as it pertains strict guidelines and standards to building codes. Perhaps more clarification on the specifics about building height standards and requirements to those existing buildings. It would be nice if the building materials could be eco-friendly to our environment and be cost efficient.

It would be great to see more improvement on Pine Ave where empty buildings, such as the Press Telegram, the Vault, and mall plaza (used to be), could be re-built into many different stores, art galleries, or a Downtown museum that the Downtown Community can contribute; shop local, admire the historical preservation, and overall that "urban environment to work, live and play". Empty spaces in The Pike could also be used for more tourist attractions. I love the idea of the Streetscape of Pine Ave. This will help smooth sidewalks, curbs, and streets to ease our disabled community, cyclists, and pedestrians. Perhaps add community gardens and drought tolerant landscaping could help beautify our city...to be more inviting for tourists.

As far as the draft EIR is concern, it does need to be more specific and more clarification in relationship to the Downtown Plan, of which I understand takes time to revise and compromise with the Planning Commission.

Above all, our Downtown Community is improving slowly, but surely. It's good to see new developments because the city will be able to create more jobs, especially when they are completed. There should be more information about when and where to apply for these new jobs. I look forward to the new changes and helping our community grow in all directions!

Thank you for your time and many thanks for improving our Downtown City.

Sincerely,

Katherine Sripipatana

But now I have come to believe that the whole world is an enigma, a harmless enigma that is made terrible by our own mad attempt to interpret it as though it had an underlying truth - Umberto Eco

P-20.1

Letter P-20: Comment Letter from Katherine Sripiatana, April 4, 2011

Comment P-20.1: The commenter expresses support for the Downtown Plan and future development projects, and requests that community benefits be included. The commenter also requests more clarification regarding building height standards. The commenter states the Draft PEIR needs to be more specific in its relationship to the Downtown Plan, but does not provide any additional specific information.

Response to Comment P-20.1: These comments primarily relate to the Plan itself and not the adequacy of the Draft PEIR. Please refer to Topical Response #2 regarding community benefits. The Downtown Plan was prepared as an update of the PD-30 and PD-29, Subarea 5 zoning documents, adding design guidelines and standards. The Plan was developed subsequent to a process to establish a Vision for Downtown. Both of these efforts included community input. The California Environmental Quality Act (CEQA) is the State law under which the Draft PEIR was prepared. Under CEQA, every action that will have a physical impact on the environment has to be analyzed. The EIR document must be prepared prior to making a decision on the proposed project to provide information about the environmental consequences of the proposed action. The EIR for the Downtown Plan serves two purposes. The first is to serve as the environmental review document for the Plan itself. Secondly, it provides environmental analysis for subsequent individual development projects that conform to the Downtown Plan, subject to preliminary review that no additional impacts are anticipated. If additional impacts beyond those already addressed in the Draft PEIR are anticipated for subsequent individual development projects, additional review under CEQA would be required.

P-21



Joe_Stearns@ahm.acura.com

04/04/2011 04:35 PM

To dtcommunityplan@longbeach.gov
cc
Subject Plan for Downtown Long Beach

Dear Mr. Gerhardt,

I recently purchased a condo at 707 W. 4th St. in downtown Long Beach, and I'm very excited about the plan to improve the downtown area. I attended the Planning Meeting on March 17, and had the opportunity to hear from residents for and against the plan. I fully support the plan and look forward to the future development of downtown Long Beach.

Sincerely,
Joe Stearns

P-21.1

Letter P-21: Comment Letter from Joe Stearns, April 4, 2011

Comment P-21.1: The commenter states support for the Downtown Plan and future development projects.

Response to Comment P-21.1: This comment is noted.



Catherine_Tuck@toyota.com

04/04/2011 04:17 PM

To dtcommunityplan@longbeach.gov
cc
Subject Downtown Long Beach Plan

Dear Mr. Gerhardt,

I am in full support of the current Downtown Plan (Sch No. 2009071006).

My husband and I purchased a loft one year ago and we have been enjoying the getting to know the city of Long Beach. Of course, we are concerned about the direction of the city and the investment we made in our home.

We feel that this plan will help attract more businesses as well as new homeowners to support existing and future businesses.

These improvements will also lead to improved safety and security for all of us.

Please know that you have our full support as you move forward to revitalize downtown Long Beach.

Best regards,

Catherine Tuck

The Walker Building
115 W. 4th Street #214
Long Beach, CA 90802

P-22.1

This e-mail and any attachment is Toyota Confidential Information and may not be forwarded or disclosed without the prior written consent of Toyota, except as permitted by agreement.

Letter P-22: Comment Letter from Catherine Tuck, April 4, 2011

Comment P-22.1: The commenter states support for the Downtown Plan.

Response to Comment P-22.1: This comment is noted.



George_Tuck@ahm.honda.com

04/04/2011 03:57 PM

To dtcommunityplan@longbeach.gov
cc
Subject Downtown Plan

Dear Mr. Gerhardt,

I am in full support of the current Downtown Plan (Sch No. 2009071006). My wife and I have been living downtown for a little over a year. We both work in the Torrance area and find living downtown very convenient and fun. We have invested in the area and would like to see others do the same. This plan sets a framework for this investment to continue and guidelines to ensure a united design concept. We are happy to see the recent improvements in the area and new business that have are will shortly move to Pine Ave. and The Promenade. It is imperative that we continue to improve the entire downtown area to ensure the safety of the residence and financial security of those who have decided to move here.

P-23.1

Please know that you have our full support as you move forward to revitalize this great area.

Best Regards,

George C. Tuck
The Walker Building
115 W. 4th Street #214
Long Beach, CA 90802

Letter P-23: Comment Letter from George Tuck, April 4, 2011

Comment P-23.1: The commenter states support for the Downtown Plan.

Response to Comment P-23.1: The comment is noted.

RECEIVED

APR 05 2011

PLANNING BUREAU

March 31, 2011

Steve Gerhardt, AICP

Long Beach Development Services, 333 W. Ocean Boulevard, 5th Floor

City Council, Planning Commission, Dave Roseman City Traffic Engineer,
 Alamitos Beach, Bluff Park, Bluff Heights, Craftsman Village, Naples, Belmont Shore, Belmont Heights, Alamitos Heights, University Park Estates
 Neighborhood Associations

Dear Mr. Gerhardt, Councilmembers, Planning Commissioners, and neighborhood groups,

Please find below my comments to the Draft EIR for the Downtown Plan (Program Environmental Impact report Sch No. 2009071006.) As you may be aware my primary concern is the impact of increased downtown traffic on residential neighborhoods east of downtown.

In addition to the Downtown DEIR I have reviewed the Transportation Plan, Local Coastal Program, SEADIP, recent downtown EIRs, the 1989 Pike Master Plan, the 2000 Park at Harbour View Traffic and Parking Analysis, the 2009 Downtown Long Beach Market Study and other documents.

1. Traffic Analysis

The Downtown Plan Environmental Impact Report (PEIR) and all recent area approved project EIRs are deficient because the traffic analysis stops at Alamitos Avenue ignoring all intersection level of service (LOS), safety or quality of life impacts due to the increased east-west flow of a total projected 130,433 vehicles per day into or out of downtown. This makes no sense (other than a RDA fiscal boundary) as the building density west of Alamitos Avenue is projected in this plan to grow substantially.

The PEIR and all recent downtown traffic analyses shows sizable downtown traffic increases onto the residential streets of Ocean, Broadway and Fourth with no consideration of the impact of this increased traffic flow on Alamitos Beach, Bluff Park and other neighborhoods east of Alamitos Avenue.

Refer to Table 4.12-3 of the LB Downtown Plan PEIR : New daily vehicle trips from un-built but approved projects is projected to be an additional 38,994 per day. New daily vehicle trips from future downtown rezoning in PEIR is projected to be an additional 91,439 per day Dave Wielenga. Total increase in traffic east of Alamitos from cumulative projects + Downtown Plan is 130,433 trips per day. Appendix F of the PEIR states that traffic will increase by 10.5% on Ocean (13,695 vehicles per day), 4% on Broadway (5,217 vehicles per day), 3% on 4th street (3,913 vehicles per day) and 6% on 7th street (9,782 vehicles per day).

Suggestion: *Revise the Downtown Plan EIR traffic analysis east on Ocean, Broadway, Seventh and Fourth to at least Cherry Blvd. and as far east as volume impacts can be foreseen. The city should identify streets east of Alamitos which could benefit from additional traffic calming and require that funds be available from downtown development traffic mitigation fees. The city should require development moratoriums when traffic reaches a maximum volume on Ocean/Broadway/4th/7th east of Alamitos Avenue.*

P-24.1

2. The proposed Downtown Plan does not comply with the City's Local Coastal Program

The City's current Local Coastal Program (LCP) and element of the General Plan, page 23 approved by the City Planning Commission, Council and Coastal Commission (with extensive community input) states that "**A primary objective is the prevention of traffic intrusion into residential neighborhoods while improving access to the downtown area and the coastline.**" Page 24 of the LCP states "**Ocean Boulevard should be used primarily as a scenic route and to serve only as access to the beach and convention area (downtown). It should not be seen as an east-west corridor and efforts to prohibit this should be undertaken. There should be no heavy commuter traffic on Ocean Boulevard. Every effort must be made to prevent commuter traffic from intruding on residential neighborhoods as well, e.g., First, Second or Broadway.**" Why has the city chosen to ignore the Local Coastal Program (LCP) and use residential streets for crosstown downtown traffic overflow without even bothering to notify the homeowners or amend the LCP?

The LCP also asks that traffic control lights be timed to slow down vehicle speed to improve safety rather than to increase flow, Reference Page 24 "The use of signals and stop signs must be utilized prohibiting high speeds and the likelihood of unimpeded progress." Timing on these streets appears to have been adjusted to increase flow rather than slow traffic. There have been a number of pedestrian deaths on Ocean.

Suggestion: Can the city time lights on Ocean/Broadway, 4th so that average traveling speed would not exceed 25 mph though-out the entire length of these streets? It would be best if the city is proactive rather than let worsened crosstown cut-through traffic patterns develop first.

3. The City's Traffic Analysis is inaccurate/Realistic Traffic Volume Predictions

Despite an increase of approximately 7,000 new residents downtown and the addition of thousands of square feet of new commercial use the actual traffic levels (1998 to 2009) on Ocean, Broadway, and Fourth has grown at a rate less than 1% a year. (Refer to 2010 Interis Downtown Plan EIR Traffic Analysis, 2002 Kaku Park at Harbour View Traffic Analysis, and 1989 Pike Master Plan Traffic Analysis) The city's recent 2002-2009 EIR traffic analysis prediction of much more traffic on these east-west roads never materialized. This is most likely due to the demolition of numerous housing and businesses which are now vacant lots and the failure to develop projected retail business traffic at CityPlace, The Pike, Pine Avenue and within other mixed use projects. As you are aware retail increases traffic per square foot many magnitudes more than the addition housing or office buildings. The lack of recent sizable traffic increases on Ocean, Broadway, 4th and 4th today does not mean that predicted traffic will never materialize, once the economy improves and retail spaces are utilized.

Suggestion: When LOS levels exceed F the city's traffic analysis begin to be meaningless. The city should account for the number of vacant and approved but not built retail structures currently downtown and try to forecast traffic when the area is completely built out.

I read and was very impressed by the city's Downtown Long Beach Market Study Report (2007). Rather than use only square foot and standard traffic engineering factoring, the city should use economic numbers based on other factors such as ocean/river boundaries, demographics, tourism to predict consumer demand and vehicle traffic.

The EIR traffic analysis trip distribution routes and traffic impacts could be better predicted if the city honestly assessed the need for new retail/restaurants/offices/hotels based on segmented consumer demand. The city should every 5 years re-access the trip distribution adjustments stated in section 4.12-10 of the Downtown Plan PEIR. These adjustments include trip by-pass rates of 50% for retail, transit service trip reduction factor of 26%, and a 10% bicycle trip work trip reduction factor. While the Downtown EIR uses no regional (crosstown) cumulative traffic growth factor in their calculations, feeder streets off of downtown such as 7th, Atlantic, Long Beach Blvd will be impacted both by increased downtown and regional growth. The city ignores the obvious negative impact of all downtown traffic outside of the downtown development zone.

P-24.3
cont'd

4. Six years ago when I first started to look at traffic patterns in Long Beach both Yahoo Maps and Mapquest directed out of town traffic off of the freeway onto 7th to downtown. At that time I spoke to Dave Roseman about the problem and it appears now that mapping services have rerouted a significant amount of event/business/truck traffic off of 7th street onto the 405 and 710 freeways. However, in the future the 405/710 freeways will become more gridlocked. Reader' Note: Travelling to downtown from the east off of the 405/605/22 using 7th Street or Ocean is 5 miles shorter than using the 405 and 710 freeway to reach downtown.

P-24.4

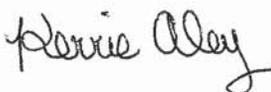
Suggestion: The current 1991 Transportation Plan mentions the addition of traffic direction signs to popular destinations within the city but it does not appear that effort was entirely implemented. The city should install new signage and require that all event promotional directions be written to direct visitor, event or business district to direct traffic away from residential streets.

5. The State requires that land use plans be updated in conjunction with transportation planning. Other than the Bicycle Plan there has been no real opportunity for the public to review or provide input on the new 2030 Mobility Plan.

P-24.5

Suggestion: Schedule and announce public input meetings on the 2030 Mobility Plan prior to approval of the Downtown Master Plan. The city should review the Local Coastal Program carefully. Is it the city's intention to revise the LCP prior to approval of this PEIR and the Downtown Plan?

Regards,



Kerrie Aley
PO Box 14354
Long Beach, CA 90853
(562)212-0461

Letter P-24: Comment Letter from Kerrie Aley, March 31, 2011

Comment P-24.1: The commenter suggests that the EIR traffic analysis should consider locations east of Alamitos Avenue, and states and opinion that the City should identify areas east of Alamitos Avenue that would benefit from traffic calming and require development moratoriums when traffic reaches a maximum volume on Ocean, Broadway, 4th and 7th east of Alamitos Avenue.

Response to Comment P-24.1: As the commenter acknowledges, the Draft PEIR traffic analysis considers traffic increases along major east-west corridors through and adjacent to the project area. As shown on Figure 4.12-2 and on figures throughout the traffic study in Draft PEIR Appendix F, the traffic analysis considers five intersections along Orange Avenue, east of Alamitos Avenue. As significant project impacts were not identified at any of those locations, extending the study area farther east is not warranted since traffic volumes associated with project area development would be expected to drop off further as one moves east (farther from the project area). Because significant impacts related to Downtown Plan implementation have not been identified at locations east of Alamitos Avenue and are not projected to occur based upon the analysis set forth in Appendix F, there is no reason to expand the analysis. . These types of programs could be instituted along these corridors through a City-initiated study or other program, but are not required as a result of the Downtown Plan.

Comment P-24.2: The commenter suggests that the Downtown Plan is inconsistent with the City's LCP because it would use residential streets for crosstown downtown traffic flow. The commenter also suggests timing traffic signals on Ocean, Broadway, and 4th so that traffic speeds would be reduced.

Response to Comment P-24.2: Contrary to what the commenter suggests, the Downtown Plan is not designed to use residential streets for crosstown traffic flow. It is true that some motorists will continue to use east-west streets within and adjacent to downtown and that traffic levels are generally anticipated to increase as additional development occurs within the project area. As the Draft PEIR traffic analysis acknowledges, traffic impacts associated with project area growth would be unavoidably significant based on City criteria. However, as noted in the response to Comment P-24.1, no significant impacts have been identified along east-west corridors east of the project area. Mitigation Measure Traff-1(c) on page 4.12-13 of the Draft PEIR includes signal modifications on project area roadways to enhance traffic flow and improve pedestrian safety. Measure Traff-1(d) on page 4.12-14 requires various traffic calming and pedestrian amenities designed to improve pedestrian safety and comfort.

Comment P-24.3: The commenter suggests that the Draft PEIR traffic analysis needs to account for vacant and approved, but not built retail developments and forecast traffic when the area is completely built out. The commenter also suggests that the traffic analysis should consider regional traffic growth.

Response to Comment P-24.3: As an initial matter, CEQA requires the traffic impacts to be assessed based upon a comparison to the existing conditions rather than based upon one-time traffic projections which did not come to fruition. As set forth on page 4.12-3 of the Draft PEIR

and in the corresponding section of the Traffic Impact Analysis, Appendix F, the baseline condition was assessed by collecting traffic counts at various location. The traffic analysis considers anticipated growth within the Downtown area as well as the cumulative projects listed in Table 3-1, which identifies probable developments that would occur before buildout of the Downtown Plan. The cumulative projects list includes residential, office, retail, restaurant, and hotel land uses. As such, the analysis uses the approach suggested by the commenter.

With respect to regional traffic growth, as explained on page 4.12-8 of the Draft PEIR, in the case of the Downtown Plan, there is no need to apply an ambient growth factor. Use of an additional ambient background growth factor would have resulted in an unrealistically high growth forecast for the following reasons:

- The Plan itself accounts for all potential development and growth within the Downtown Plan Project area, including residential, office, commercial, hotel, and other growth.
- Due to the unique geographic location of Downtown, very little or no through-traffic growth is anticipated within the Downtown Plan Project area. While some traffic today passes through Downtown as through traffic (such as traffic from the port complex bridges or I-710 to the East Long Beach area), very little growth in such traffic is projected to occur in the future. Also, there is no through-traffic growth to the south because of the ocean, and to the west the growth is primarily port-oriented. Growth in port traffic would primarily consist of heavy trucks that would use I-710 and I-110 and would not travel within Downtown. Pending rail improvements and the Clean Port initiatives seek to reduce the truck trips overall by conveying more cargo by rail in the future.

Comment P-24.4: The commenter suggests that the City should install new signage and require that all event promotional directions be written to director motorists away from residential streets.

Response to Comment P-24.4: This comment appears to be directed at the Downtown Plan rather than the Draft PEIR as it does not pertain to any identified significant traffic impact. Although growth facilitated by the Downtown Plan would generally increase traffic, the Plan does not specifically direct traffic onto residential streets within or adjacent to the project area. In fact, a key circulation strategy of the Plan is to maintain traffic flow on major roadways in order to reduce the incentives for motorists to cut through on residential streets. Section 6 of the Downtown Plan includes specific standards for signs within the project area, including signs related to wayfinding for all modes of travel. The suggestion regarding directing motorists away from residential streets will be forwarded to City decision-makers for their consideration as they review the draft Plan. Any motorist wayfinding signage would be installed by the City's traffic engineering staff in accordance with established protocols and standards.

Comment P-24.5: The commenter suggests that the City should have public meetings on the General Plan Update Mobility Plan prior to adoption of the Downtown Plan and asks if the City intends to revise the Local Coastal Plan (LCP) prior to approval of the Downtown Plan.

Response to Comment P-24.5: The suggestion regarding the timing of meetings is noted, but does not pertain to the Draft PEIR. Contrary to what the commenter suggests, the Downtown

Plan is not inconsistent with the LCP and no revision to the LCP is being sought. Community meetings to present the citywide Mobility plan are currently underway and will continue until the Mobility Plan is adopted in 2012.