



**Rendering showing how close rail cars will be to Superior's back door if the 12th St. option is approved**



**superior**  
electrical advertising

1700 West Anaheim Street  
Long Beach, California  
90813-1195  
Phone: 562.495.3808  
Facsimile: 562.435.1867

www.superiorsigns.com

Project:  
**Superior Train Project**

Address:  
**1700 West Anaheim St.  
Long Beach, CA**

Account Manager:  
**Stan Janocha**

Designer: Time Allocated:  
**Matt H. 1.50**

Scale: **AS NOTED**

Design No.:

Date: **1.22.18**

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Revisions:



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**Approximately 42-44 Rows of Train Tracks**



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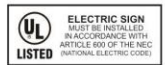
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1 **Responses to Superior Electrical Advertising**

2 **Response to Comment SEA-1:** The Port of Long Beach thanks you for your review of the  
3 Draft EIR, the information concerning your business, your employees, and your long-term  
4 tenure in the harbor area.

5 The comment contends that the adverse effects of the proposed Project are so substantial as  
6 to cause Superior Electrical to relocate. The proposed Project is intended to upgrade existing  
7 rail operations on Pier B, improving the efficiency of its operations and decreasing dwell times  
8 while minimizing adverse effects. Superior Electrical's facilities are currently located  
9 approximately 500 feet from the existing Pier B Rail Yard. If the proposed Project is approved  
10 and built, Superior Electrical's facilities still would be separated from the Pier B Rail Yard  
11 operations by a portion of 12<sup>th</sup> Street, a limited parking area, the new Pier B Rail Yard's  
12 perimeter road, a new perimeter fence, and the Pier B Rail Yard access road. It is estimated  
13 that the separation between the business and the yard operations would be approximately  
14 125 feet.

15 The proposed Project would not cause the Superior Electrical facility to close or relocate. It  
16 would not be necessary to acquire the property at 1700 W. Anaheim Street for any of the  
17 alternatives. Superior Electrical's access to 12<sup>th</sup> Street along its southern property boundary  
18 would continue to be available. Superior Electrical's access gate to Jackson Avenue, leading  
19 to Anaheim Street, would not be affected. No changes to Superior Electrical's perimeter along  
20 Santa Fe Avenue would be required.

21 It is important to remember that this portion of the Port is zoned as a General Industrial (IG)  
22 district. According to the City's zoning code, this district is "where a wide range of industries  
23 that may not be desirable in other districts may locate. The emphasis is on traditionally heavy  
24 industrial and manufacturing uses." The uses permitted within this district can reasonably  
25 expect to generate, and be subject to, higher noise and vibration levels than properties  
26 elsewhere in the City.

27 Thus, the Pier B Rail Yard is an existing use in an appropriately zoned area. From a land use  
28 standpoint, it is important to note that the proposed Project is consistent with the PMP and  
29 with the COLA General Plan's Wilmington-Harbor City Community Plan goals and objectives.  
30 Moreover, the nature of the proposed Project is such that it cannot be moved to a different  
31 location.

32 The Draft EIR has analyzed the potential environmental impacts of the proposed Project and  
33 generally determined these to be non-significant; only air quality and global climate change  
34 impacts were determined to be significantly adverse.

35 To the extent specific issues are raised in the commenter's later comments, those issues will  
36 be addressed later.

37 **Response to Comment SEA-2:** The comment claims that the Draft EIR fails to adequately  
38 analyze the impacts of the proposed Project on surrounding properties. The four areas of  
39 environmental concern identified in the comment (i.e., noise, vibration, air quality, and  
40 transportation/circulation) have all been thoroughly evaluated in the Draft EIR. Of these four  
41 areas of environmental concern, **only air quality impacts have been determined to be**  
42 **significant.** Neither the analysis presented in the Draft EIR nor the information provided by  
43 Superior Electrical have demonstrated how increased levels of air pollutants would render it  
44 unable to operate at its current location.



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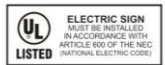
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1 **Response to Comment SEA-13:** The commenter contends that the proposed Project  
 2 introduces a land use that is incompatible with existing land use. The proposed Project is  
 3 intended to upgrade existing rail operations on Pier B, improving the efficiency of its operations  
 4 and decreasing dwell times while minimizing adverse environmental effects. Thus, the  
 5 proposed Project is an existing use in an appropriately zoned area. The Project is consistent  
 6 with the Port Master Plan and with the COLA General Plan's Wilmington-Harbor City  
 7 Community Plan goals and objectives. The nature of the Project is such that it cannot be  
 8 moved to a more appropriate location (see Draft EIR Section 1.9.1). The EIR has presented  
 9 the potential environmental impacts of the Project, and, after considerable analysis,  
 10 determined these to be less than significant; the only **exception being air quality impacts which**  
 11 **were determined to be significantly adverse.**

12 None of the impacts evaluated in the Draft EIR were determined to be of sufficient significance  
 13 that they would be inconsistent with similar effects currently being experienced by adjacent  
 14 properties and businesses. The entire area surrounding the Project area is classified as the  
 15 IG (General Industrial) district by the COLB (Municipal Code; Section 21.33.020). This zoning  
 16 designation applies to all properties in the area bounded by the Harbor District to the south,  
 17 Pacific Coast Highway to the north, the COLA to the west, and the vicinity of the Los Angeles  
 18 River to the east. Within the IG district, "a wide range of industries may locate, such industries  
 19 that may not be desirable in other districts. The emphasis is on traditionally heavy industrial  
 20 and manufacturing uses. The IG district is intended to promote an industrial sanctuary where  
 21 land is preserved for industry and manufacturing and where existing industries are protected  
 22 from non-industrial users that may object to the operating characteristics of industry." It is,  
 23 therefore, presumed that by locating a business within the IG district, such business is  
 24 cognizant and accepting of the similar uses, operations, conditions and circumstances  
 25 associated with general industrial operations, those being potentially adjacent, nearby, or  
 26 otherwise occurring within the district.

27 The Port understands that the Superior Electrical Advertising is a manufacturing business that  
 28 operates within industrial land use and General Industrial (IG) zoning. Please see response  
 29 to Comment SEA-1 for physical features that would be constructed between Superior  
 30 Electrical's 12<sup>th</sup> Street perimeter and the Pier B Rail Yard as part of the proposed Project or  
 31 alternatives. Surrounding businesses are also industrial in nature. Based on the  
 32 environmental analyses for the proposed Project, these industrial land uses would not  
 33 experience significant negative impacts associated with land use compatibility.

34 **Response to Comment SEA-14:** The comment claims that the proposed Project would cut  
 35 off access to Superior Electrical's primary entrance on 12<sup>th</sup> Street. This is not the case;  
 36 accessibility to 12<sup>th</sup> Street would be maintained from the Superior Electrical property's  
 37 driveway onto 12<sup>th</sup> Street. On-street parallel parking would be provided along the perimeter  
 38 road. A rail yard fence would separate the perimeter road from an interior rail yard access  
 39 road.

40 **Response to Comment SEA-15:** The comment claims that the land use impact analysis in  
 41 the Draft EIR only addresses properties within the footprint of the proposed Project. This is  
 42 not the case, as explained in response to Comment SEA-11 and other prior comments. The  
 43 Draft EIR identifies the specific properties within its footprint that would be displaced by the  
 44 proposed Project if it were approved and implemented. However, the environmental analysis  
 45 in the Draft EIR studies the impacts of the proposed Project and its alternatives on the entire



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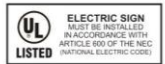
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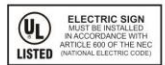
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