



OVERTURN 320 Alamitos

FOLLOW THE RULES

TO

PROTECT OUR
NEIGHBORHOOD

Who we are:

▶ **Long Term Neighborhood Stakeholders**

- ▶ **Homeowners** - We invested here at the beginning of Redevelopment
- ▶ **Residents** - We chose a friendly neighborhood close to the Downtown core, but with an easier pace
- ▶ **Supporters of Compatible Development** - We support projects that respect our neighborhood

The Downtown Plan

THE IMPORTANCE OF GOOD DESIGN

Well-designed buildings are the “building blocks” of great streets and neighborhoods. Downtown Long Beach is composed of buildings that reflect a variety of periods from

Downtown Long Beach should be composed of buildings that represent the highest quality of design and construction in Southern California and the West. Quality while subjective

Standards, as indicated by the word “shall,” **identify requirements.**

Guidelines, as indicated by the word “should,” describe recommendations for high-quality architecture and urban design.

Guidelines should be addressed within all development projects—alternatives will be permitted only if the intent of the design guideline is met.

short on design and execution.

Good design usually results from projects that were conceived in their total, and respond sensitively to their immediate context, while artfully solving the programmatic needs of the owner and building users. The “big design idea” should then be evident at the finer levels of execution —like the selection of materials, windows, doors, details and landscaping palette, where all elements combine to realize a larger architectural composition.

Included in this section are both standards and guidelines.

Standards, as indicated by the word “shall,” **identify requirements.**

Guidelines, as indicated by the word “should,” describe recommendations for high-quality architecture and urban design.

Guidelines should be addressed within all development projects—alternatives will be permitted only if the intent of the design guideline is met.

The Downtown Plan

Standards = Requirements

OVERALL STANDARDS FOR NEW BUILDINGS

1. *New buildings shall respect HISTORIC structures and try to integrate them into new projects.*
2. *New buildings shall respect the SCALE of adjacent structures and respond to their elements in an appropriate manner.*
3. *New buildings should be BOLD AND INNOVATIVE and promote a forward-looking identity for Downtown Long Beach.*

The Downtown Plan

2. The massing and design of mid-rise buildings should be sensitive to adjacent scales and carefully address the transition to lower height structures that may exist or be anticipated on the same block.

they should exhibit many of these core sensibilities:

1. Mid-rise buildings tend to read more solid than transparent due to structural requirements, cost factors, and the need for privacy in certain zones of the building. The massing and elevations should strike a balance between solid and transparent treatment. The material and detailing choices shall support the overall style being proposed.
2. The massing and design of mid-rise buildings should be sensitive to adjacent scales and carefully address the transition to lower height structures that may exist or be anticipated on the same block.



Example of mid-rise mixed-use project that is relatively transparent and interprets the classic building base, middle, and top in a modern way.



320 Alamos

FAILS to Meet Standards

Standard #2 *New buildings shall respect the **SCALE** of adjacent structures and respond to their elements in an appropriate manner.*

- ▶ **7 stories is out of scale** & in appropriate for this neighborhood
- ▶ **Most buildings** are only **1 and 2 stories** tall in our neighborhood – **nothing close to 7 stories**

320 Alamos

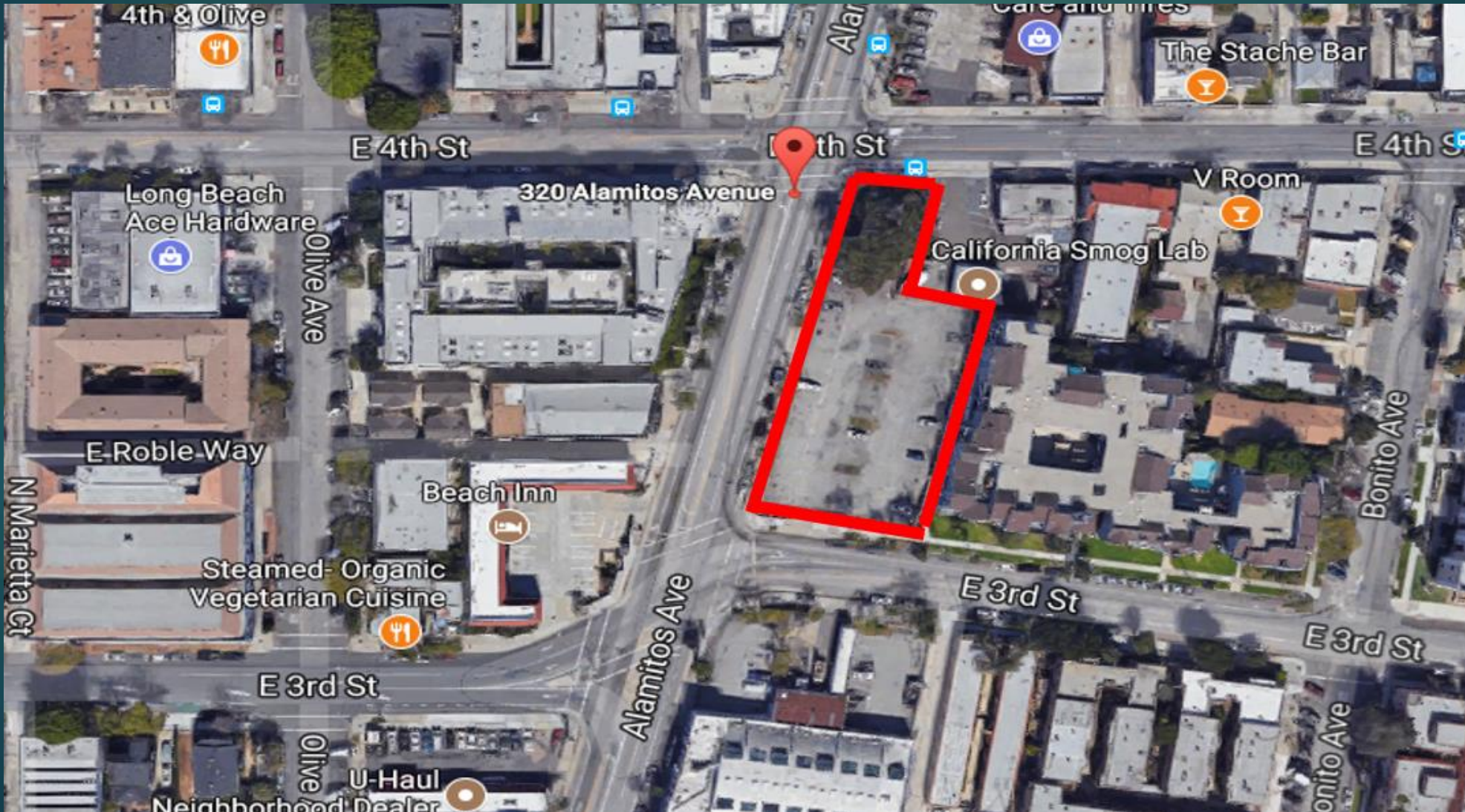
FAILS to Meet Guidelines

Architectural Guideline:

The **massing and design** of mid-rise buildings should be sensitive to adjacent scales and **carefully address the transition to lower height structures** that may exist or be anticipated on the same block

- ▶ **Significantly taller - Insensitive** to the scale of adjacent buildings
- ▶ **Jarring & Abrupt transition** to lower height buildings

Our Neighborhood – Project Context



Adjacent Structures

Northbound View of Alamitos at 3rd St.



320 Alamositos Renderings

MISLEADING, FALSE CONTEXT



Adjacent Structures

Southbound View of Alamitos at 3rd St.



Adjacent Structures

Eastbound View of 3rd St. at Alamitos



Adjacent Structures

Westbound View of 3rd St. at Alamitos at 3rd St.



320 Alamosos Renderings

MISLEADING FALSE CONTEXT



Adjacent Structures

Southbound View of Alamitos at 4th St.



320 Alamositos Renderings

MISLEADING DISTORTED SCALE





Adjacent Structures

Northbound View of Alamitos at 4th St.



Adjacent Structures

Eastbound View of Alamitos at 4th St.



Adjacent Structures

Westbound View of 4th St. at Alamitos



320 Alamos

FAILS to Meet Standards

Standard #3 New buildings should be **BOLD AND INNOVATIVE** and promote a forward-looking identity for Downtown Long Beach.

- ▶ Design is **Not Bold, Not Innovative** - many similar projects in Long Beach
- ▶ **Everybody's doing it** – including Studio One Eleven
- ▶ **Cookie cutter** approach

Overtake 320 Alamos

*More of the **SAME***

- By Studio One Eleven – 3rd & Pacific



Overturn 320 Alamitos

More of the **SAME**

- By Studio One Eleven - 4th & Linden

Downtown Long Beach.



Overtun 320 Alamos

*More of the **SAME***

- By Studio One Eleven – 1235 Long Beach Blvd.



Overturn 320 Alamitos

*More of the **SAME***

► By Studio One Eleven -245 W. Broadway



studiooneeleven
Studio One Eleven

Follow

studiooneeleven Check out our latest blog post on ParcBroadway in #LongBeach at studio-111blog.com!



armand385, conejo.window.tinting, extracondensed, 72jessie598, chadmellon, guineverexthegreen, the_beeeeesknees, _makecashtoday, rispolickeatamai and portersouthusa like this

AUGUST 6, 2014

Log in to like or comment.

Overturn 320 Alamos

*More of the **SAME***

- ▶ Glendale Arts Colony – Studio One Eleven



Overtake 320 Alamos

*More of the **SAME***

- ▶ 320 Alamos - The Long Beach Version of the Glendale Project



Findings, CEQA & Resolution Inconsistencies

► Exhibit C – Site Plan Review Findings

C. **THE DESIGN WILL NOT REMOVE SIGNIFICANT MATURE TREES OR STREET TREES, UNLESS NO ALTERNATIVE IS POSSIBLE;**

The 0.59-acre project site is comprised of two abutting parcels. The larger, southern parcel is improved with a surface parking lot containing approximately 50 parking stalls. The northern parcel is improved with a 14 × 48' (672-square-foot) billboard. There are no trees on the parking lot parcel. **The billboard parcel contains two mature eucalyptus trees** and one palm tree of indeterminate age. Within the parkways adjacent to the site there exists eight palm trees along Alamitos Avenue and three palm trees along East 3rd Street. There are no parkway trees along the site's East 4th Street frontage. All on-site and parkway trees are to be removed as part of Project activities. None have been identified as significant or slated for preservation.

The largest neighborhood Trees on 4th Street are Significant to us!



- * Neighborhood Markers
- * Provide Character
- * Soften the Corner
- * Identify Home



Flawed CEQA Analysis

Mitigation Measure AES-3 – Shadow Impacts - Prior to the issuance of building permits for any structure exceeding 75 feet in height or any structure that is adjacent to a light sensitive use and exceeds 45 feet in height, the applicant shall submit a shading study that includes calculations of the extent of shadowing arches for winter and equinox conditions. If feasible, projects shall be designed to avoid shading of light sensitive uses

Flawed CEQA Analysis

- ▶ **Resolution pg. 5 states** project is **75.5 feet** in height – triggering a shade study
- ▶ **CEQA analysis says** project is **74.5** feet in height
- ▶ **Which is wrong?** The Resolution or the CEQA document?

- The Project will consist of a single building that stands 75.5 feet in height, below the 80-foot height maximum allowed under the Downtown Plan;

Flawed CEQA Analysis

The proposed multi-family residential project has a building height of 74.5 feet, thus it is under the 75-foot threshold for a shadow impact study. Though the project is over 45 feet in height, the mitigation measure is unclear as to what constitutes a "light sensitive" use. This mitigation measure was revised in the Final PEIR to include the 45-foot threshold in response to concerns with the light sensitivity of school uses expressed by the Long Beach Unified School District during the Downtown Plan PEIR's public comment period. It can thus be inferred that the "light sensitive" uses refer to school uses. The Project site is located approximately ¼-mile from both Franklin Middle School and St. Anthony High School.

- ▶ Shadow Impact Study required regardless
- ▶ Staff Admits "unclear" what a Light Sensitive Use is
- ▶ Residential Uses are "Light Sensitive Uses"
- ▶ Images in project plans don't meet requirements



7 stories would Shade our building
7 a.m. , October 4th 2017

Residential Units at 834 E. 4th Street are Light Sensitive Uses

- ▶ Building designed to Maximize Natural Light

- ▶ Large Windows
- ▶ Extensive Glazing
- ▶ Skylights
- ▶ Clerestory Windows
- ▶ Minimize Electricity Usage



Residential Units at 834 E. 4th Street are Light Sensitive Uses





7 stories would Shade our building
7 a.m. , October 4th 2017

Flawed CEQA Analysis

	Downtown Plan PEIR Determination	Potentially Significant Impact Not Identified in Downtown Plan PEIR	No Impact/ No Change to Downtown Plan PEIR
Impact Area: Land Use / Planning			
– Would the Project:			
a) Physically divide an established community?	Less Than Significant	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	Potentially Significant	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Development within the Downtown Plan area is subject to consistency with the Land Use Element of the Long Beach General Plan and the PD-30 ordinance. The proposed multi-family residential project is consistent with the goals and provisions of these documents, and would continue the diverse mix of highly urban land uses in the downtown area. Further study of this issue is not warranted.

NO IMPACT NOT IDENTIFIED IN PREVIOUS EIR

Flawed CEQA Analysis

- ▶ Conclusion of No Impact is WRONG
- ▶ 320 Alamos ***FAILS*** to meet Downtown Plan Standards 2 & 3

2. New buildings shall respect the ***SCALE*** of adjacent structures and respond to their elements in an appropriate manner.
3. New buildings should be ***BOLD AND INNOVATIVE*** and promote a forward-looking identity for Downtown Long Beach.

Flawed CEQA Analysis

- ▶ Conclusion of No Impact is **WRONG**
- ▶ 320 Alamos **FAILS** to meet Downtown Plan Architectural Guideline #2
- ▶ Planning Commission Finding that CEQA is Adequate is **WRONG**

2. The massing and design of mid-rise buildings should be sensitive to adjacent scales and carefully address the transition to lower height structures that may exist or be anticipated on the same block.

OVERTURN

320 Alamitos

- ▶ **FAILS** to meet Downtown Plan Standards
- ▶ **FAILS** to meet Downtown Plan Guidelines
- ▶ CEQA Analysis is Flawed



OVERTURN 320 Alamitos

FOLLOW THE RULES
TO
PROTECT OUR
NEIGHBORHOOD