

5. ALTERNATIVES

A. INTRODUCTION

Under CEQA, and as indicated in California Public Resources Code Section 21002.1(a), the identification and analysis of alternatives to a project is a fundamental aspect of the environmental review process intended to consider ways to mitigate or avoid the significant environmental effects of a project.

Guidance regarding the consideration and discussion of project alternatives is provided in State *CEQA Guidelines* Section 15126.6(a) as follows:

An EIR shall describe a range of reasonable alternatives to the project, or to the location of the project, which would feasibly attain most of the basic objectives of the project but would avoid or substantially lessen any of the significant effects of the project, and evaluate the comparative merits of the alternatives. An EIR need not consider every conceivable alternative to a project. Rather it must consider a reasonable range of potentially feasible alternatives that will foster informed decision making and public participation. An EIR is not required to consider alternatives which are infeasible.

The State *CEQA Guidelines* emphasize that the selection of project alternatives be based primarily on the ability to reduce significant impacts relative to the proposed project, “even if these alternatives would impede to some degree the attainment of the project objectives, or would be more costly.”¹ The State *CEQA Guidelines* further direct that the range of alternatives be guided by a “rule of reason,” such that only those alternatives necessary to permit a reasoned choice are analyzed.²

In selecting project alternatives for analysis, potential alternatives should be feasible. The State *CEQA Guidelines* Section 15126.6(f)(1) explains that:

Among the factors that may be taken into account when addressing the feasibility of alternatives are site suitability, economic viability, availability of infrastructure, general plan consistency, other plans or regulatory limitations, jurisdictional boundaries (projects with a regionally significant impact should consider the regional context), and whether the proponent can reasonably acquire, control or otherwise have access to the alternative site.

The State *CEQA Guidelines* require the analysis of a “no project” alternative and, depending on the circumstances, evaluation of alternative location(s) for the project, if feasible. Based on the alternatives analysis, an environmentally superior alternative is to be designated. In general, the environmentally superior alternative is the alternative with the least adverse impacts on the environment. If the

¹ *CEQA Guidelines* Section 15126.6(b).

² *Ibid.*, Section 15126.6(f).

environmentally superior alternative is the “no project” alternative, the EIR shall also identify another environmentally superior alternative among the other alternatives.³

B. OBJECTIVES OF THE PROPOSED PROJECT

Section 15124(b) of the CEQA Guidelines states that a project description shall contain “a statement of the objectives sought by the proposed project.” In addition, Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” As set forth by the CEQA Guidelines, the Project’s specific objectives are as follows:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices and contributing to Hollywood’s housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Capitalize on the site’s location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation and reduce vehicle trips and infrastructure costs.
- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.
- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants and entertainment uses.
- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.
- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.
- Provide an attractive retail face along street frontages.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.
- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.

³ *Ibid.*, Section 15126.6(e)(2).

- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.
- Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.

C. SUMMARY OF THE ALTERNATIVES

The No Project Alternative for this analysis is referred to as the No Project/No Build Alternative. Under the No Project/No Build Alternative, the Project would not be developed and the use of Project Site would continue as under current conditions.

Seven additional alternatives were selected for detailed analysis, with the goal of identifying ways to reduce or avoid significant historical resources impacts, significant construction noise and vibration impacts, and significant construction-related traffic impacts; and less than significant impacts for issues of public concern associated with aesthetics, air quality, traffic and operational noise.

Based on these potentially significant environmental impacts, the objectives established for the Project (set forth above), and to otherwise help inform the decision-making process and address concerns expressed by interested parties during the circulation period for the Notice of Preparation for this Draft EIR, the following alternatives are evaluated:

1. No Project/No Build Alternative
2. Existing Zoning Alternative
3. Reduced Height Alternative
4. Reduced Density Alternative
5. Bank Preservation Alternative
6. Reduced Height and Bank Preservation Alternative
7. On-Menu Alternative
8. Residential and Hotel Alternative

D. ALTERNATIVES CONSIDERED AND REJECTED: OFF-SITE LOCATION ALTERNATIVE

The State *CEQA Guidelines* Section 15126.6(c) recommends that an EIR identify alternatives that were considered for analysis but rejected as infeasible and briefly explain the reasons for their rejection. According to the State *CEQA Guidelines*, the following factors may be used to eliminate alternatives from detailed consideration: the alternative's failure to meet most of the basic Project objectives, the alternative's infeasibility, or the alternative's inability to avoid significant environmental impacts. As explained in more detail below, an off-site location alternative was rejected because it was deemed infeasible and would not avoid significant environmental impacts.

CEQA Guidelines section 15126.6(f)(2) describes the requirement, in some circumstances, for analysis of alternative locations. Only alternative locations that would avoid or substantially lessen any of the significant effects of the Project need be considered. Among the factors that may be taken into account when addressing the feasibility of alternatives are site suitability, economic viability, availability of infrastructure, general plan consistency, other plans or regulatory limitations, jurisdictional boundaries, and whether the applicant can reasonably acquire, control, or otherwise have access to the alternative site. The City considered whether any feasible alternative locations exist. Development under the Off-Site Location Alternative would be similar to the Project but at a different location than the Project Site. This Alternative would include development of a mixed-use commercial and residential development with a comparable mix of land uses, amenities, open space, and design features, to the extent another property would allow for a similar design. However, the Project was designed to take advantage of the specific conditions at the Project Site, including its unique location at the western edge of the City of Los Angeles portion of the Sunset Strip, its existing subterranean space which reduces the need for excavation for parking levels, its location adjacent to a City-owned traffic island that would be converted to a usable public open space amenity, and direct accessibility to streets and sidewalks on three sides of the property. Very few, if any available properties with similar characteristics exist in the Project area, a circumstance which presents a significant challenge to locating a suitable alternative site to construct the proposed uses. Moreover, development of the Project at an alternative location (if one were available and controlled by the Project applicant) would likely result in environmental impacts similar to those identified for the Project in this Draft EIR, including significant and unavoidable impacts associated with traffic, construction noise and vibration impacts, and construction-related traffic impacts. Additionally, the Project applicant owns the entirety of the Project Site, and, as such, the costs associated with purchasing another comparable property in the Hollywood area, if such a property could be located, would be financially prohibitive. As such, the Off-Site Location Alternative would be considered infeasible and in accordance with Section 15126.6(f) of the *CEQA Guidelines* this Alternative was eliminated from further evaluation.

E. ANALYSIS FORMAT

In accordance with State *CEQA Guidelines* Section 15126.6(d), each alternative is evaluated in sufficient detail to determine whether the overall environmental impacts would be less than, similar to, or greater than the corresponding impacts of the project. Furthermore, each alternative is evaluated to determine whether the Project objectives, identified above and in Chapter 2, Project Description, of this Draft EIR would be substantially attained by the alternative.⁴ The evaluation of each of the alternatives follows the process described below:

- A description of the alternative.
- The environmental impacts of the alternative before and after implementation of reasonable mitigation measures for each environmental issue area analyzed in the EIR are described. Where applicable, the evaluation is divided between temporary impacts that would occur during the Project's construction phase, and impacts that would occur during the Project's operational phase.
- Environmental impacts of the alternative and the Project are compared for each environmental issue area, and are summarized in **Table 5.I-1, Comparison of Impacts Associated with the Alternatives and Impacts of the Project**, at the end of this Chapter. Where the impact of the alternative would be

⁴ *Ibid.*, Section 15126.6(c).

clearly less adverse than the impact of the Project, the comparative impact is said to be “less.” Where the alternative’s net impact would clearly be more adverse than the Project, the comparative impact is said to be “greater.” Where the impacts of the alternative and Project would be roughly equivalent, the comparative impact is said to be “similar.” The evaluation also documents whether, compared to the Project, a significant impact could be entirely avoided, could be reduced to a less than significant level, or, if unavoidable, could be mitigated to a less than significant level.

- The comparative analysis of the impacts is followed by a general discussion of the extent to which the underlying purpose and Project objectives are attained by the alternative. A comparative summary of each Alternative’s ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

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5.0 ALTERNATIVES

A. ALTERNATIVE 1: NO PROJECT/NO BUILD ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Under Alternative 1, the No Project/No Build Alternative, the Project Site would not be improved or changed from its current condition. Existing uses, including 80,000 square feet of retail, bank, restaurants, offices, and art storage, would continue to operate as under existing conditions. Parking would remain at 222 spaces. The reconfiguration of the adjacent City-owned traffic island at the southwest corner of Sunset and Crescent Heights Boulevards to provide a 9,134-square-foot public space (i.e., the Corner Plaza) would not occur. The No Project/No Build Alternative is summarized below in **Table 5.A-1, Alternative 1 - No Project/No Build Summary**.

Table 5.A-1

Alternative 1 – No Project/No Build Alternative Summary

Retail	14,647 sf
Art Storage Facility	27,625 sf
Walk-in Bank	20,172 sf
Restaurants	11,646 sf
Dental Office	2,360 sf
Martial Arts	3,550 sf
Parking	222 spaces
TOTAL ALTERNATIVE 1 FLOOR AREA	80,000 sf
FAR	0.72

sf = square feet FAR = floor-area ratio

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014

B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Because no construction would occur under the No Project/No Build Alternative, this Alternative would have no impact on visual quality resulting from construction activities. Therefore, the No Project/No Build Alternative would have less impact on visual quality associated with construction than under the Project.

(2) Operation

Under the No Project/No Build Alternative, the Project Site would not be improved or changed from its current condition. Existing uses, including 80,000 square feet of retail, bank, restaurants, offices, and art

storage, would continue to operate as under existing conditions. Parking would remain at 222 spaces. The No Project/No Build Alternative would not provide the Project's aesthetic benefits, including high quality building design, removal of competing signage and surface parking visible from Sunset Boulevard, installation of new street trees, and landscaped pedestrian plazas, including the conversion of the City-owned traffic island to provide a 9,134 square-foot public space. The Project was determined to result in a less than significant visual quality impact without the need to incorporate mitigation measures. The No Project/No Build Alternative would have no impact on visual quality given there would be no change in existing site conditions. However, the No Project/No Build Alternative would not provide Project-related improvements such as modern architecture and landscaping on the Project Site, and therefore impacts in this regard are considered greater than under the Project.

b. Views

The Project Site is visible from Sunset Boulevard, Havenhurst Drive, and Crescent Heights Boulevard in the vicinity of the Project Site and, as such, any development has the potential to result in changes in the view field. Under the No Project/No Build Alternative, no new buildings would be constructed on the property. Because no changes in the existing development would occur, the No Project/No Build Alternative would not change existing views across the Project Site. Therefore, it would not obstruct focal or panoramic views across the Project Site and thus would have a less than significant impact on views. Development associated with the Project would change panoramic views across the Project Site, but would not obstruct public views of valued resources. Accordingly, although the No Project/No Build Alternative would have no effect on panoramic views and, as such, would have less impact on views than the Project, the Project itself will not have significant impacts on views.

c. Light and Glare

Under the No Project/No Build Alternative, the existing illuminated signage and exterior parking lot lighting would remain as under existing conditions. Although the Project would introduce new sources of light associated with retail and high-rise residential uses, it would remove surface parking lot lights and existing illuminated signage, such as the McDonald's sign, which is visible from Crescent Heights Boulevard and the surrounding area. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. Because no changes would occur compared to existing conditions, the No Project/No Build Alternative would have no impact on light and glare. However, the No Project/No Build Alternative would not reduce exterior parking lot lights and the site's existing illuminated signage. Therefore, light and glare impacts under the No Project/No Build Alternative would be greater than under the Project because it would not reduce illuminated signage or eliminate the existing surface parking area and associated lighting.

d. Shade/Shadow

Under the No Project/No Build Alternative, no new buildings would be constructed and no new off-site shading would occur. The Project's high-rise structures would cause off-site shading that does not currently occur. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. Pacific Standard Time (PST), or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (PDT) and, therefore, would be less than significant without the need to incorporate mitigation measures. Although shade/shadow impacts under the No Project/No

Build Alternative would be less than under the Project, the unmitigated shade/shadow impacts of the Project would not be significant in the first instance.

2. Air Quality

a. Air Quality Management Plan Consistency

The No Project/No Build Alternative would not involve any changes to the existing uses and activities at the Project Site. As such, this Alternative would have no effect on the attainment of air quality standards relative to existing conditions. As this Alternative does not involve any new construction or operation of land uses that would generate additional air pollutant emissions, this Alternative would not result in any conflicts with the applicable Air Quality Management Plan. Therefore, impacts related to Air Quality Management Plan consistency under this Alternative would be less than under the Project, as no impact would occur.

b. Construction

Project-generated construction emissions would be less than significant after the implementation of mitigation measures. However, under the No Project/No Build Alternative, there would be no construction or increase in emissions and therefore no impact to mitigate. As such, construction air quality impacts under the No Project/No Build Alternative would be less than the Project.

c. Operation

Operational emissions under this Alternative would occur as a result of continued operation of the existing land uses on the site. As shown in **Table 4.B-6, Estimated Maximum Unmitigated Regional Operational Emissions**, in Section 4.B, *Air Quality*, of this Draft EIR, the existing site would result in fewer emissions of volatile organic compounds (“VOCs”) than the Project. This difference is due in part to the increased use of consumer products by the Project’s on-site residents and commercial land uses. However, although the existing site would contain less building floor area than the Project, the existing site would result in similar emissions of sulfur dioxide (“SO₂”) and fine particulate matter (“PM_{2.5}”) and greater emissions of nitrogen oxides (“NO_x”), carbon monoxide (“CO”), and respirable particulate matter (“PM₁₀”) than the Project. This is due in part to greater estimated vehicle miles traveled (“VMT”) and associated mobile source emissions as compared to the Project. The greater VMT from the existing site as compared to the Project is directly related to the fast food drive-through restaurant and other restaurant, retail, and commercial land uses that would continue to operate. In comparison, the mixed-use and infill nature of the Project, which includes residential and commercial uses but does not include a fast food drive-through restaurant, results in an overall reduced VMT despite the increase in total building square footage as compared to this Alternative. Since the No Project/No Build Alternative would have greater VMT and greater emissions of NO_x, CO, and PM₁₀ compared to the Project, operational air quality impacts would be generally greater than the Project.

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the No Project/No Build Alternative, the Project Site would not be physically altered from its present condition. No changes to the existing structures or uses would occur, and no grading or excavation activities would be required. Therefore, there would be no potential for an adverse effect on archaeological or paleontological resources, such as buried archaeological artifacts, Native American human remains or other

resources, and fossil-bearing geologic formations. As such, archaeological and paleontological resources impacts under the No Project/No Build Alternative would be less than under the Project.

3.2 Historical Resources

The No Project/No Build Alternative would not involve demolition or removal of existing structures as would occur under the Project. As such, no direct or indirect impacts to listed historical resources, or resources potentially eligible for listing as historical resources, would occur. The existing on-site Bank building would remain in its current condition and would not be physically altered. Therefore, no impacts to historical resources would result from the No Project/No Build Alternative, and the significant unavoidable impact under the Project would not occur. Accordingly, impacts to historical resources would be less than under the Project.

4. Geology and Soils

The No Project/No Build Alternative would not involve any excavation or construction and would avoid any potential construction-related or operational impacts related to slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project given compliance with California Building Code standards. Furthermore, the No Project/No Build Alternative would not increase the number of people at the Project Site that could potentially be exposed to seismic hazards associated with the Hollywood Fault or other active or potentially faults in the region. Therefore, this Alternative would avoid the Project's geological impacts, including potential seismic impacts, which under the Project would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. Impacts associated with erosion and sedimentation and landform alteration also would not occur under this Alternative. Because this Alternative would not involve any construction or higher occupancy of the site than under existing conditions, and would avoid impacts related to seismic or other geologic hazards, geology and soils impacts would be less than under the Project.

5. Greenhouse Gas Emissions

Under the No Project/No Build Alternative, no construction activities would take place and therefore no construction-related greenhouse gas (GHG) emissions would occur. Operational GHG emissions under this Alternative would occur as a result of continued operation of the existing land uses on the site. As part of the Project's anticipated U.S. Green Building Council ("USGBC") Leadership in Energy and Environmental Design® ("LEED®") certification, the Project would offset its electricity-related GHG emissions by obtaining green power, renewable energy credits ("RECs"), and/or carbon offsets in accordance with the requirements of the LEED® Energy and Atmosphere Credit 7.⁵ When accounting for the Project's electricity-related GHG emissions offsets, the existing site would result in greater GHG emissions compared to the Project, as shown in **Table 4.E-5, Estimated Unmitigated Annual Greenhouse Gas Emissions**, in Section 4.E, *Greenhouse Gas Emissions*, of this Draft EIR.

As discussed previously under Air Quality, the existing site results in greater VMT and associated mobile source emissions as compared to the Project. The greater VMT from the existing site as compared to the Project is directly related to the fast food drive-through restaurant and other restaurant, retail, and

⁵ Version 4 of the LEED® Building Design and Construction credits.

commercial land uses that would continue to operate. In comparison, the mixed-use and infill nature of the Project, which includes residential and commercial uses but does not include a fast food drive-through restaurant, would result in an overall reduced VMT despite the increase in total building square footage. However, although the Project would meet more stringent building energy efficiency standards as compared to the existing site, the existing site results in fewer energy-related GHG emissions as compared to the Project given the smaller building floor area. Given these circumstances, the existing site would only result in fewer GHG emissions than the Project if the Project would not offset its electricity-related GHG emissions by obtaining green power, RECs, and/or carbon offsets. However, as discussed further below, the Project would offset its electricity-related GHG emissions through such measures, and thus would have fewer GHG emissions than under this Alternative.

As discussed in Section 4.E, *Greenhouse Gas Emissions*, the Project has committed to voluntarily meet the requirements of the *Jobs and Economic Improvement Through Environmental Leadership Act* (Public Resources Code Section 21178 et seq.), also referred to as Assembly Bill (“AB”) 900, by obtaining green power, RECs, and/or carbon offsets for a period of approximately eight years to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year. By 2025, GHG emissions from the Project would be expected to decline to a level below the existing baseline condition GHG emissions without the need to obtain electricity offsets. In 2025, the Project is expected to result in GHG emissions of 7,247 MTCO_{2e}, which is below the existing baseline condition GHG emissions of 7,372 MTCO_{2e}. The decline in emissions is expected to result from a combination of energy efficiency regulatory mandates including, but not limited to, the 33 percent Renewables Portfolio Standard (“RPS”) for utility providers and the promulgated 2017-2025 motor vehicle emissions standards. Project GHG emissions for future years beyond 2025 would decline even more as older vehicles are replaced with newer vehicles that meet more stringent emissions standards.

Similarly, under this Alternative, future year GHG emissions would decline due to a combination of energy efficiency regulatory mandates including, but not limited to, the 33 percent RPS for utility providers and the promulgated 2017-2025 motor vehicle emissions standards. As noted above, the existing site would only result in fewer GHG emissions than the Project if the Project would not offset its electricity-related GHG emissions by obtaining green power, RECs, and/or carbon offsets. Therefore, this Alternative would result in greater GHG emissions as compared to the Project during the approximately eight-year period that the Project would obtain electricity offsets and fewer GHG emissions after.

6. Land Use

Under the No Project/No Build Alternative, there would be no land use changes to the Project Site and the adjacent City-owned traffic island at the southwest corner of Sunset and Crescent Heights Boulevards would not be reconfigured to provide a 9,134-square-foot public space. As such, there would be no requirement for approvals of a vested tentative tract map, a variance to allow a fitness studio in the C4 zone, affordable housing incentives or other entitlements, or approvals and permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards. Because no changes would occur on the Project Site, the No Project/No Build Alternative would not conflict with any City and regional plans and policies related to development. No changes with respect to existing land use patterns would occur. However, unlike the Project, this Alternative would not further regional and local policies to provide affordable housing, enhance pedestrian activity, or provide publicly accessible gathering spaces. The Project was determined to result in a less than significant land use impact without the need to

incorporate mitigation measures. Under the No Project/No Build Alternative, no impacts related to land use would occur. However, this Alternative would not provide the Project's land use benefits with respect to adopted land use plans and fulfillment of relevant policies.

7. Noise

No development would occur within the Project Site under this Alternative. Consequently, it would not generate any new or increased sources of noise or vibration on the Project Site or within the surrounding vicinity due to Project construction or Project operations. The Project would result in temporary construction-related noise increases and long-term permanent noise increases associated with operation of proposed uses, though construction-related noise impacts would be reduced to less than significant with implementation of applicable mitigation measures and operational impacts would be less than significant without the need for mitigation. The No Project Alternative would not result in an increase in traffic and would not introduce new noise sources and current noise levels on the property would remain the same as under existing conditions. As such, the significant unavoidable noise and vibration impacts associated with the Project during construction would not occur. Noise impacts under the No Project Alternative would be less than those of the Project, as no impacts would occur.

8. Population, Housing, Employment

The No Project/No Build Alternative would involve no new development and would generate no increase or change in population, employment opportunities, or housing. As is the case with the Project, the population, housing, and employment growth projections provided in SCAG's 2012 RTP would not be exceeded, and thus impacts regarding growth would be less than significant. The Project was determined to result in a less than significant impact on population, housing and employment without the need to incorporate mitigation measures. The No Project/No Building Alternative would have a less than significant impact on population, housing, and employment, and impacts would be less than under the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

a. Construction

The No Project/No Build Alternative would involve no construction activities that would generate demand for fire protection services. By comparison, construction activities associated with the Project would increase demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with Occupational Safety and Health Administration ("OSHA") and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. The Project's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. In addition, the Project's shoring and excavation phase could also result in a potentially

significant, short-term impact on intersection service levels during some of the midday (off-peak) hours that could further result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. However, the No Project/No Build Alternative would avoid any increase in demand for fire services, would not cause any traffic lane interruption or increase in construction-related traffic and, as such, would have no impact on fire protection services and emergency access. Fire services impacts related to construction would be less under this Alternative.

b. Operation

The No Project/No Build Alternative would not change existing conditions or increase demand on fire safety services. This Alternative would not cause any changes in the existing study area or adjacent street system that would affect fire or EMS emergency access. By comparison, the Project's increased demand for fire protection services related to its higher occupancy, and increase in traffic during certain time periods compared to existing conditions, would increase demand for fire protection services and potentially increase fire response times. However, the Project would provide hydrants capable of delivering 9,000 gallons per minute (gpm) to meet the LAFD's fire flow requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The Project would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would also implement Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential service level impact at the intersection of Fountain Avenue/Havenhurst Drive. This would reduce the Project's potential effect on emergency vehicle response times in the area. However, the No Project/No Build Alternative would involve no new development and would cause no potential increase in intersection congestion that could increase demand for fire services or affect emergency access in the area. Because the No Project/No Build Alternative would avoid any increase in demand or traffic, it would have no impact on response times and emergency access. Operational fire protection and emergency medical services impacts would be less than under the Project.

9.2 Police Protection Services

a. Construction

The No Project/No Build Alternative would involve no construction activities that would generate demand for police protection services. By comparison, construction activities associated with the Project would increase demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, Project design features would include security measures such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing demand on police protection services. The Project's construction activities may also involve temporary lane closures for utility construction and

development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. In addition, the Project's shoring and excavation phase could also result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours that could further result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of security measures and the Construction Management Plan, the Project was determined to result in a less than significant impact on Police Protection services during construction. However, the No Project/No Build Alternative would avoid any increase in demand for police services, would not cause any traffic lane interruption or increase in construction-related traffic and, as such, would have no impact on police protection services and emergency access related to construction activities. Police services impacts related to construction would be less under this Alternative.

b. Operation

The No Project/No Build Alternative would not change existing conditions or generate an increase in residential population that would increase demand on police protection services. By comparison, the Project would generate approximately 505 new residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Project could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents in the Hollywood Community Police Station service area would alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. Additionally, the Project would provide extensive security features, including provision of 24-hour video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate Crime Prevention through Environmental Design (CPTED) techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. However, the No Project/No Build Alternative would involve no new development or increase in residential population and would not increase demand on police services. Impacts on police services under the No Project/No Build Alternative would be less than under the Project.

9.3 Parks and Recreation

The No Project/No Build Alternative would not involve any new development or population increase and, thus, would not generate a demand for parks and recreational facilities. Therefore, demand under this Alternative would be consistent with existing conditions. No new public open space or recreational facilities would be provided under this Alternative. The Project, however, would result in an increase in residential population and create a demand for the use of parks and recreational facilities in the Project area. The

Project includes recreational facilities and public open space, including 1.28 acres of roof decks and Central Plaza plus a 9,134-square-foot Corner Plaza that would serve Project residents and provide public open space amenities for visitors, commercial patrons, and the surrounding community. However, as discussed in Section 4.I.3, *Parks and Recreation*, of this Draft EIR, the Project would provide approximately 82,759 square feet (1.9 acres) of public and private open space and private recreation amenities, which can be counted toward the Public Recreation Plan's (PRP's) open space standards, along with the 0.21 acre Corner Plaza. However, the Project would not provide any on-site parkland per the City's short- and long-range standards of two and four acres per 1,000 residents, respectively. Therefore, the Project's impact on parks and recreational facilities would be considered potentially significant. This impact would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The No Project/No Build Alternative would have no impact on parks and recreational facilities and, thus, would avoid the Project's potential impact. Therefore, the No Project/No Build Alternative would have less impact on parks and recreational services than under the Project.

9.4 Libraries

The No Project/No Build Alternative would involve no new development and would generate no increase in demand on libraries. Therefore, demand under this Alternative would be consistent with the existing conditions. The Project would generate a demand for library services that, as described in Section 4.I.4, *Libraries*, of this Draft EIR, would constitute approximately 2.6 percent of the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The Project would also provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. The increase in residential population under the Project is considered nominal and less than significant. It was therefore concluded that the Project would have a less than significant impact on library services. However, the No Project/No Build Alternative would have no impact on library services and, thus, would avoid the Project's less than significant impact. Therefore, the No Project/No Build Alternative would have less impact on library services than under the Project.

10. Transportation and Circulation

a. Construction

The No Project/No Build Alternative would involve no new development or construction activity that would result in construction hauling, deliveries, and other construction-related traffic. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are generally not anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently operates or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future ("without Project" conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of

the midday (off-peak) hours. The 26 directional pce⁶ trips per hour anticipated during the off-peak hours of construction during the Project's shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Although construction-related traffic impacts would be temporary in nature and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT, impacts could remain significant and unavoidable, during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. Because the No Project/No Build Alternative would have no construction traffic impact, it would avoid the Project's potentially significant and unavoidable, although temporary, construction traffic impact. Therefore, the No Project/No Build Alternative would have less construction-related impacts on traffic and circulation than under the Project.

b. Operation

(1) Intersection Impacts

The No Project/No Build Alternative would not generate any new traffic. The Project Site is currently estimated to produce a total of approximately 5,296 daily trips, including 313 trips during the A.M. peak hour and 349 trips during the P.M. peak hour. Intersection service levels under the No Project/No Build Alternative would be represented by the "Without Project" conditions described in Section 4.J, *Transportation and Circulation*, Tables 4.J-4a and 4.J-4b, of this Draft EIR. As shown in Table 4.J-4a, Critical Movement Analysis (CMA) conditions in 2013 and 2018 at the intersection of Hollywood Boulevard/Laurel Canyon Boulevard would be the same or incrementally better during the A.M. and P.M. peak hours and conditions at the intersections of Hollywood Boulevard/Fairfax Avenue, Sunset Boulevard/Crescent Heights Boulevard, and Sunset Boulevard/Fairfax Avenue would be incrementally worse during the A.M. peak hour and incrementally better during the P.M. peak hour under "Without Project" compared to "With Project" conditions. The Highway Capacity Manual (HCM) Summary in Table 4.J-4b shows that the same pattern of incrementally worse conditions in the A.M. peak hour and incrementally better conditions during the P.M. peak hour would occur at the following intersections under 2013 and 2018 "Without Project" compared to "With Project" conditions:

- Sunset Boulevard/La Cienega Boulevard
- Fountain Avenue/Hayvenhurst Drive (unsignalized)
- Fountain Avenue/Crescent Heights Boulevard
- Santa Monica Boulevard/Crescent Heights Boulevard (Year 2013 only)

The following intersections would have incrementally better service levels or no change under 2013 and 2018 "Without Project" compared to "With Project" conditions during the A.M. and P.M. peak hours:

- Sunset Boulevard/Sweetzer Avenue
- Fountain Avenue/ La Cienega Boulevard

⁶ "Pce" is passenger car equivalency equates to three passenger vehicles per haul truck. This is applied to the evaluation of haul truck impacts because of greater length, larger turning radii, and acceleration and deceleration characteristics.

- Fountain Avenue/Sweetzer Avenue
- Fountain Avenue/Fairfax Avenue
- Santa Monica Boulevard/La Cienega Boulevard
- Santa Monica Boulevard/Sweetzer Avenue
- Santa Monica Boulevard/Fairfax Avenue

Changes in service levels are the result of ambient growth in the area and, even under conditions in which traffic service levels would be greater under “Without Project” conditions, the No Project/No Build would not be considered to have an impact because it would not contribute any new traffic to the surrounding street network. By comparison, the Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J, Table 4.J-4b, daily trips would result in a potentially significant impact at the intersection of Fountain Avenue/Havenhurst Drive during the P.M. peak hour under 2013 conditions. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the installation of a traffic signal. However, the No Project/No Build Alternative would avoid this impact. Therefore, because the No Project/No Build Alternative would avoid the Project’s impact at the Fountain Avenue/Havenhurst Drive intersection, this Alternative would have less impact on intersection traffic than under the Project.

(2) Impacts on Neighborhood Streets

The No Project/No Build Alternative would not contribute traffic to local neighborhood streets. Project-generated trips on neighborhood streets are illustrated in in Section 4.J, Table 4.J-5 *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013) and Future (2018) Average Daily Traffic Volumes*. As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than significant. However, because the No Project/No Build Alternative would not generate any new traffic on neighborhood streets, it would have a less than significant impact. However, because traffic conditions on neighborhood streets would improve under the Project compared to the No Project/No Build Alternative, impacts on neighborhood streets would be considered greater under this Alternative.

(3) Public Transit Impacts

The No Project/No Build Alternative would not result in any changes to transit ridership in the area (refer to Section 4.J, *Transportation and Circulation*, of this Draft EIR for a detailed discussion of existing public transit facilities and services in the Project area). It is estimated that approximately 265 of the existing Project Site uses’ daily trips occur via public transit, including 16 trips (nine inbound, six outbound) during the A.M. peak hour, and 17 trips (eight inbound, nine outbound) during the P.M. peak hour, which equates to an estimated public transit ridership of approximately 318 persons per day for the existing uses, including 19 persons (11 inbound, eight outbound) during the A.M. peak hour, and 21 persons (10 inbound, 11 outbound) during the P.M. peak hour. By contrast, the Project would result in a net increase in site-related transit ridership of approximately 157 persons per day, including a net increase of two persons (decrease of four inbound, increase of six outbound) during the A.M. peak hour, and an increase of 21 persons (increase of 15 inbound,

increase of six outbound) during the P.M. peak hour. The potential Project-related increase in ridership on any single bus is expected to be nominal (an average of two or fewer new riders per bus during the peak commute periods), and therefore, the Project would result in a less than significant transit-related impact to the existing bus service and no mitigation measures would be necessary. However, as the No Project/No Build Alternative would not result in any additional demands on public transit, no impact would occur in this regard and impacts would be less than under the Project.

11. Utilities

11.1 Water Supply

The No Project/No Build Alternative would involve no new development and would generate no increase or change in water demand. Therefore, water demand under this Alternative would be consistent with existing conditions at the Project Site. The Project would increase existing demand by approximately 48,185 gallons of water per day, or approximately 54 acre-feet per year (AFY). The Project's water demand is summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR. As discussed in Section 4.K.1, the City's water infrastructure and water supply is sufficient to meet the Project's demands without mitigation, and the Project would have a less than significant impact on the provision of water services. However, the No Project Alternative would avoid any increase in demand and would, therefore, have no impact on water supply services. Water supply impacts would be less under this Alternative than under the Project.

11.2 Wastewater

The No Project/No Build Alternative would involve no new development and would generate no increase or change in wastewater generation. Therefore, wastewater generation under this Alternative would be consistent with existing conditions at the Project Site. The Project would result in a net increase of approximately 40,154 gallons of wastewater per day. The Project's estimated wastewater is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.046 percent of HTP's total remaining capacity of 88 mgd. Because this increase would represent a small amount of HTP's treatment capacity, and future wastewater treatment capacity set forth by the IRP, adequate wastewater treatment capacity would be available to serve the Project without the need to implement mitigation measures. The Project's impact on wastewater services would be less than significant. However, the No Project/No Build Alternative would avoid any increase in wastewater generation and would, therefore, have no impact on wastewater treatment systems. Impacts on wastewater treatment services would be less under this Alternative than under the Project.

11.3 Solid Waste

The No Project/No Build Alternative would involve no new development and would generate no increase or change in solid waste generation. Therefore, solid waste generation under this Alternative would be consistent with existing conditions at the Project Site. The Project would result in a net increase of approximately 3.24 tons per day or 1,183.94 tons per year. The Project's estimated solid waste generation is summarized in Table 4.K.3-1, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project's annual solid waste generation, not accounting for diversion, would be approximately 0.014 percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.001-percent of the remaining 129.2-million-ton capacity in the County's Class III

landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3, Project-generated waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures. However, the No Project/No Build Alternative would avoid any increase in solid waste generation and would, therefore, have no impact on the County's solid waste disposal capacity. Impacts on solid waste services would be less under this Alternative than under the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the No Project/No Build Alternative would retain existing uses, including 80,000 square feet of retail, bank, restaurants, offices, and art storage, as under existing conditions. Parking would remain at 222 spaces. This Alternative would only partially meet one of the Project objectives listed above under Subsection B, Objectives of the Proposed Project, as it would continue to provide convenient neighborhood-serving uses within walking distance of the surrounding neighborhoods, but not to the extent the Project would. Furthermore, because no new development would occur, the No Project/No Build Alternative would not meet any of the Project's other 17 objectives. The No Project/No Build Alternative additionally would not provide certain environmental benefits that the Project offers, such as the provision of additional housing and employment opportunities, commercial activity, and public open space in the Project area.

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5.0 ALTERNATIVES

B. ALTERNATIVE 2: EXISTING ZONING ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Under Alternative 2, the Existing Zoning Alternative, all existing buildings would be demolished and the Project Site would be developed with 111,339 square feet of new commercial uses to be located in three new buildings. This represents a net increase of 31,339 square feet of commercial retail uses compared to the existing 80,000 square feet of retail, office, restaurant, and bank uses. Total development would consist of 111,339 square feet of floor area, which would be the same amount of commercial development as under the Project, but with a maximum FAR of 1:1 and maximum building heights of 45 feet (as measured from the lowest elevation on the Project Site at the southwest corner of the property). No residential uses would be developed under this Alternative and the adjacent City-owned traffic island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection would not be improved to provide a public plaza. Vehicular site access would be provided via at-grade driveways on Sunset Boulevard, Crescent Heights Boulevard, and Havenhurst Drive, and on-site parking would be provided via a surface parking lot and new structured parking levels, with rooftop parking. The Existing Zoning Alternative is summarized below in **Table 5.B-1, Alternative 2 – Existing Zoning Alternative Summary**, and illustrated in **Figure 5.B-1, Alternative 2 Site Plan**.

Table 5.B-1

Alternative 2 – Existing Zoning Alternative Summary

Retail	45,986 sf
Art Storage Facility	27,625 sf
Walk-in Bank	20,172 sf
Restaurants	11,646 sf
Dental Office	2,360 sf
Martial Arts	3,550 sf
Parking	347 spaces
TOTAL ALTERNATIVE 2 FLOOR AREA	111,339 sf
FAR	1.00

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014

B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the Existing Zoning Alternative, construction activities for the new commercial buildings would be visible from Crescent Heights Boulevard and Sunset Boulevard, and from residential streets in the Hollywood Hills. However, construction activities would be temporarily disruptive and would occur over a substantially shorter time-frame than the estimated 26 months required for completion of the Project. The impact of the Project's construction activities on visual quality would be reduced to a less than significant level through the implementation of Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. However, because the scale and duration of construction would be substantially less under the Existing Zoning Alternative, this Alternative would have a less than significant impact on visual quality after mitigation during construction, and impacts would be less than under the Project.

(2) Operation

Under the Existing Zoning Alternative, new buildings would be added to the site and existing retail, office, restaurant, and bank uses would be demolished as under the Project. The Existing Zoning Alternative would not provide the Project's physical improvements, including landscaped pedestrian plazas and the conversion of the adjacent traffic City-owned traffic island to provide a 9,134 square-foot public space. However, the new buildings and other improvements under the Existing Zoning Alternative would improve the visual quality of the site relative to existing conditions, under which views are predominantly of the existing surface parking lot as viewed from Sunset Boulevard and Crescent Heights Boulevard. Because newly designed structures and landscaping would be anticipated, this Alternative would have some aesthetic benefit, but would intensify the density on the Project Site relative to existing conditions and would not provide the large open spaces as would occur under the Project. The Project was determined to result in a less than significant visual quality impact without the need to incorporate mitigation measures. The Existing Zoning Alternative would have a less than significant impact; therefore, its impact would be considered similar to the Project.

b. Views

The Project Site is visible from Sunset Boulevard, Havenhurst Drive, and Crescent Heights Boulevard in the vicinity of the site and, as such, any development has the potential to result in changes in the view field. A conceptual rendering of development under Alternative 2 is provided below in **Figure 5.B-2, *Alternative 2 Conceptual Rendering***. Under the Existing Zoning Alternative, several new approximately 45-foot-high buildings would be constructed on the Project Site. The new buildings would not obstruct views of the Los Angeles Basin across the Project Site as viewed from Sunset Boulevard or from areas in the hills to the north of Sunset Boulevard. The new structures would also not notably change views across the Project Site from adjacent Havenhurst Drive and Crescent Heights Boulevard. Therefore, the Existing Zoning Alternative would not obstruct focal or panoramic views across the Project Site and would have a less than significant



Alternative 2 Site Plan

8150 Sunset Boulevard Mixed-Use Project
 Source: Hart Howerton, 2014.

FIGURE
5.B-1



Alternative 2 Simulation

8150 Sunset Boulevard Mixed-Use Project
Source: Hart Howerton, 2014.

FIGURE

5.B-2

impact on views. Development associated with the Project would change panoramic views across the Project Site, but would not obstruct views of valued resources. Therefore, the Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. However, because the Project would change panoramic views to a greater extent than the Existing Zoning Alternative, this Alternative would have less impact on views than that associated with the Project.

c. Light and Glare

Under the Existing Zoning Alternative, illuminated signage associated with existing commercial uses would be removed, but new construction would introduce new sources of light and glare to the Project Site. The Project would introduce new sources of light associated with retail and high-rise residential uses, while under the Existing Zoning Alternative, only illuminated commercial signage and ground-level outdoor lighting would be introduced as part of new construction. Such illuminated commercial signage under the Existing Zoning Alternative is anticipated to be similar to that proposed for commercial uses under the Project. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The Existing Zoning Alternative would create new light sources and signage but, as with the Project, would have a less than significant impact on light and glare given the lack of residential development and associated potential for additional light and glare effects. Therefore, impacts regarding light and glare under the Existing Zoning Alternative would be less than under the Project and less than significant.

d. Shade/Shadow

Under the Existing Zoning Alternative, approximately 45-foot-high buildings would be constructed on the Project Site. Given the anticipated building height limit of 45 feet, minimal new off-site shading would occur, as shown below in **Figure 5.B-3, *Alternative 2 Winter Solstice Shadows***. It should be noted that Figure 5.B-3 represents a very conservative estimate of shading effects under this Alternative, as it assumes a 45-foot building height across the entire Project Site. As such, actual shade effects under this Alternative would be less than that illustrated in Figure 5.B-3, since the majority of actual structural heights would be below 45 feet. The Project's high-rise structures would cause off-site shading that does not currently occur under existing conditions. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST (winter), or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT (summer). The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. Although shade/shadow impacts under the Project would be less than significant, the Existing Zoning Alternative offers a reduced amount of new off-site shading.

2. Air Quality

a. Air Quality Management Plan Consistency

Under this criterion, the SCAQMD recommends that lead agencies demonstrate that a project would not directly obstruct implementation of an applicable air quality plan and that a project be consistent with the assumptions (typically land-use related, such as resultant employment or residential units) upon which the air quality plan are based. Similar to the Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction

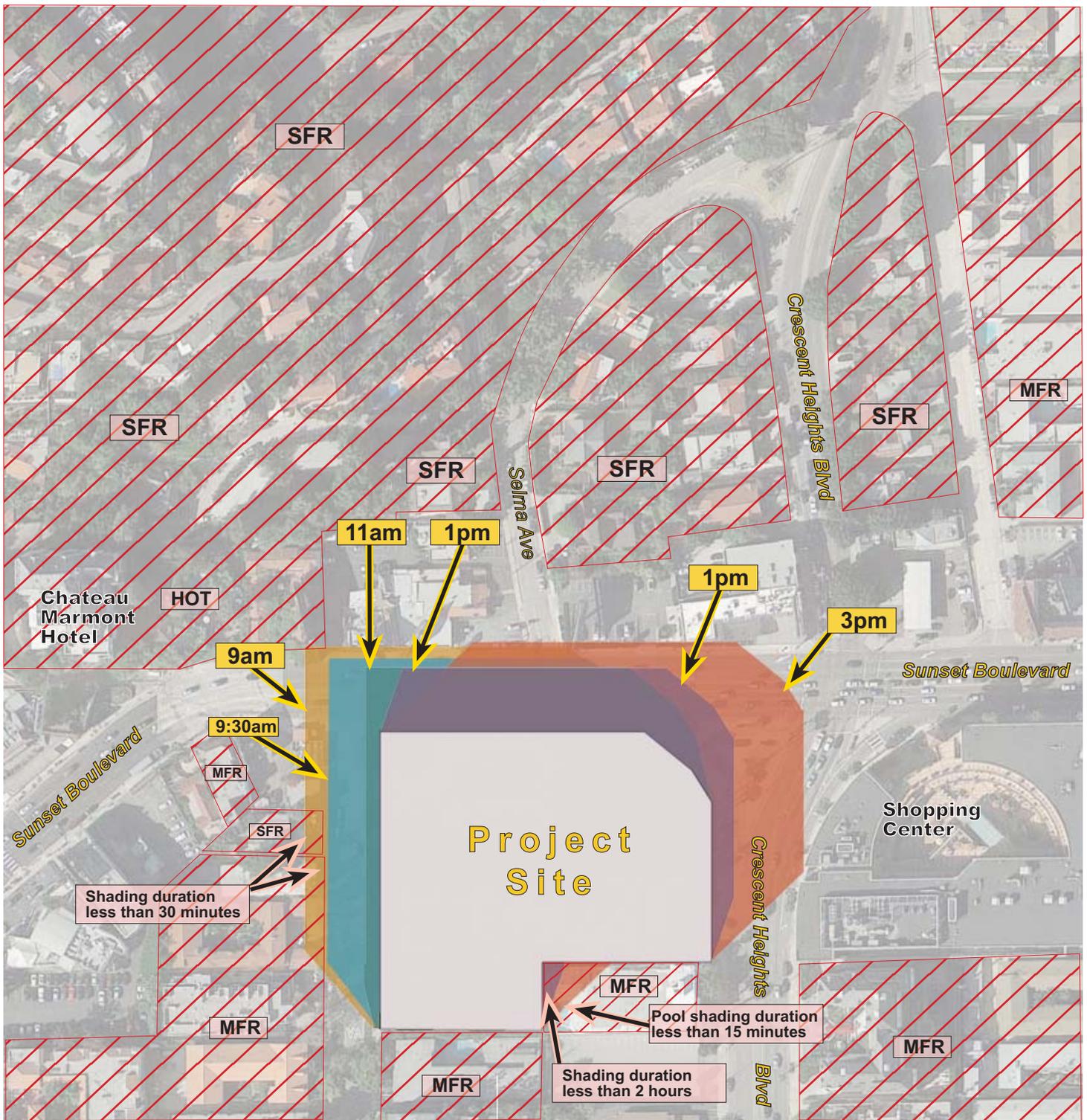
jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards.

The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project, construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Employment growth under this Alternative would be well within the growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

The Existing Zoning Alternative would generate emissions during construction activities associated with the new commercial uses. This Alternative would also require grading and excavation for below-grade parking, but to a lesser extent than the Project given that fewer parking spaces are planned and a portion of parking would be located on a central surface lot. The Existing Zoning Alternative would have less floor area than the Project, which would result in fewer days of construction activity. However, the Existing Zoning Alternative would use the same construction equipment mix to grade and excavate for the parking structure and to construct the proposed building and building additions. Given the smaller floor area and reduced parking needs, there would be fewer days of grading and excavation and building construction activities. Nonetheless, given that the construction equipment mix would be same under this Alternative as compared to the Project, the maximum daily construction emissions for the Existing Zoning Alternative would be equivalent to the maximum daily construction emissions of the Project. As per guidelines established by the South Coast Air Quality Management District (SCAQMD), the numerical indicators of significance for construction emissions are evaluated based on maximum daily emissions. Thus, the maximum daily construction-related air quality impacts of the Existing Zoning Alternative would be equal to the Project, which would be considered potentially significant prior to mitigation. Construction of the Existing Zoning Alternative would implement the same construction-related air quality Mitigation Measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality Mitigation Measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less than significant



-  Sensitive Receptors
-  SFR Single Family Residential
-  MFR Multi-Family Residential
-  HOT Hotel

NOTE:

CEQA Thresholds Guide Standard:

A significant impact would occur if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 AM and 3:00 PM Pacific Standard Time (between early November and mid-March), or for more than four hours between the hours of 9:00 AM and 5:00 PM Pacific Daylight Time (between mid-March and early November).¹

¹ As of 2007, as the result of the Energy Policy Act of 2005, most of the United States and Canada observe Daylight Saving Time between the second Sunday in March and the first Sunday in November. Previously, between 1987 and 2006, the start and end dates for Daylight Saving Time were the first Sunday in April and the last Sunday in October.

Alternative 2 Winter Solstice Shadows
December 21 (Pacific Standard Time)

8150 Sunset Boulevard Mixed-Use Project
Source: KTU+A, May 2014.

FIGURE

5.B-3

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impact with regard to construction emissions. However, given the shorter duration of construction activities under this Alternative, impacts would be less than under the Project.

c. Operation

The Existing Zoning Alternative would generate emissions as a result of operational activity. The development intensity of the Existing Zoning Alternative would be less than the Project. However, although the existing site would contain less building floor area than the Project due to the elimination of the residential land uses, the Existing Zoning Alternative would contain a comparable amount of restaurant, retail, and commercial land uses. The mix of land uses under the Existing Zoning Alternative would result in fewer emissions of VOCs than the Project. This is due in part to the increased use of consumer products from the Project's on-site residents. However, the Existing Zoning Alternative would result in greater emissions of NO_x, CO, PM₁₀, and PM_{2.5} than the Project and similar emissions of SO₂ compared to the Project. The greater emissions are due in part to the estimated greater VMT and associated mobile source emissions under the Existing Zoning Alternative as compared to the Project. The greater VMT from this Alternative as compared to the Project is directly related to the fast food drive-through restaurant and other restaurant, retail, and commercial land uses that would operate. In comparison, the mixed-use and infill nature of the Project, which include residential and commercial uses but does not include a fast food drive-through restaurant, results in an overall reduced VMT despite the increase in total building square footage as compared to this Alternative. Operational emissions under this Alternative are shown in **Table 5-B-2, Alternative 2 – Existing Zoning Alternative Estimated Maximum Unmitigated Operational Emissions**. Since the Existing Zoning Alternative would result in greater VMT and greater emissions of NO_x, CO, PM₁₀, and PM_{2.5}, as compared to the Project, this Alternative would result in operational air quality impacts that would be generally greater than the Project. However, operational emissions under this Alternative would still be less than significant.

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the Existing Zoning Alternative, grading and excavation would be necessary to provide site circulation improvements, support structural improvements, and to construct additional subterranean parking in the northeast quadrant of the Project Site. Such excavation would be substantially less, however, than that required for the Project. The Project would result in less than significant impacts to archaeological and paleontological resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. Although these mitigation measures would still be required to reduce impacts to less than significant under the Existing Zoning Alternative, given the overall reduction in excavation impacts would be less than under the Project.

3.2 Historical Resources

As under the Project, all existing buildings would be removed from the Project Site under the Existing Zoning Alternative. Similar to the Project, the Existing Zoning Alternative would result in a significant and unavoidable direct impact to historical resources, even with the implementation of Mitigation Measures HIST-1 through HIST-4, because the Bank building would be removed and demolished. Similar to the Project, indirect impacts to historical resources surrounding the Project Site would be less than significant under the Existing Zoning Alternative and would not negatively impact the character or setting of nearby historical resources.

Table 5.B-2

Alternative 2 – Existing Zoning Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a

Source	VOC	NO _x	CO	SO ₂	PM ₁₀	PM _{2.5}
Area (Coating, Consumer Products, Landscaping)	4.07	0.00	0.02	0.00	0.00	0.00
Energy (Natural Gas)	0.09	0.82	0.69	0.00	0.06	0.06
Stationary (Charbroiling)	0.09	-	-	-	0.85	0.85
Motor Vehicles (On-Site Drive-Through Idling)	0.12	1.83	0.16	0.00	0.01	0.01
Motor Vehicles (Traveling)	24.88	53.77	223.88	0.50	33.40	9.39
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	(4.38)	(10.10)	(46.07)	0.06	4.91	1.63
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(59.38)	(65.10)	(596)	(150)	(145)	(53.37)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 2 Compared to Project	Less	Greater	Greater	Greater	Greater	Greater

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

4. Geology and Soils

The Existing Zoning Alternative would consist of the demolition and removal of existing buildings and construction of 111,339 square feet of new commercial uses, as well as an expanded below-grade structured parking level, which would involve less construction-related disturbance than under the Project. This Alternative would reduce potential construction-related impacts related to slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative would also reduce the future occupancy of the Site compared to the Project and, thus, would reduce the number of people at the site that could be potentially exposed to seismic hazards associated with the Hollywood Fault or other active or potentially active faults in the region. Therefore, this Alternative would reduce the Project's potential seismic impact, which under the Project would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. Because the Existing Zoning Alternative would reduce the scale of construction and would have less occupancy than the Project, it would have less impact related to seismic hazards, slope stability, expansive soils, sedimentation, and erosion compared to the Project, and similar impacts with regard to landform alteration. Impacts related to soils and geology would be less than significant.

5. Greenhouse Gas Emissions

The Existing Zoning Alternative would generate GHG emissions during construction and operation. The Existing Zoning Alternative result in the construction of 111,339 square feet of retail, office, restaurant, and

bank uses (i.e., the same mix of uses as under existing conditions). This Alternative would also require grading and excavation for below-grade parking, but to a lesser extent than the Project given that fewer parking spaces are planned and that a portion of the parking will be located on a new surface parking lot. The Existing Zoning Alternative would have a smaller floor area than the Project, which would result in fewer days of construction activity. This Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. However, the total construction GHG emissions for the Existing Zone Alternative would be less than the construction GHG emissions of the Project given that fewer days of construction would occur.

The Existing Zoning Alternative would generate GHG emissions as a result of operational activity. The development intensity of the Existing Zoning Alternative would be less than the Project. However, although the existing site would contain less building floor area than the Project due to the elimination of the residential land uses, the Existing Zoning Alternative would contain a comparable amount of restaurant, retail, and commercial land uses. The mix of land uses under the Existing Zoning Alternative would result in greater emissions of GHGs compared to the Project. The greater emissions are due in part to the estimated greater VMT and associated mobile source emissions under the Existing Zoning Alternative as compared to the Project. The greater VMT from this Alternative as compared to the Project is directly related to the fast food drive-through restaurant and other restaurant, retail, and commercial land uses that would operate. In comparison, the mixed-use and infill nature of the Project, which include residential and commercial uses but does not include a fast food drive-through restaurant, results in an overall reduced VMT despite the increase in total building square footage as compared to this Alternative. This Alternative would result in less energy demand, water demand, and waste generation as the Project given the smaller building footprint area and elimination of on-site residents. Nonetheless, the operational GHG emissions associated with the Existing Zoning Alternative would be greater than the Project's GHG emissions. Operational GHG emissions under this Alternative are shown in **Table 5.B-3, Alternative 2 – Reduced Height Alternative Estimated Maximum Unmitigated Annual Operational Emissions**. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year.

6. Land Use

As with the Project, the Existing Zoning Alternative would require a CUP for on- and off-premises sale of alcoholic beverages, but would not require a variance to allow a fitness studio in the C4 zone. Site Plan Review would not be required since the incremental increase in floor area of 31,339 square feet would be below the 50,000 square foot threshold that triggers Site Plan Review. As discussed below, the Existing Zoning Alternative would be consistent with applicable City and regional plans and policies, as would be the case under the Project.

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the Existing Zoning Alternative would be consistent with several of the objectives of the Land Use, Housing, Urban Form and Neighborhood Design, and Transportation Chapters of the General Plan Framework Element. Specifically, the Existing Zoning Alternative would provide a diversity of uses and

Table 5.B-3

Alternative 2 – Existing Zoning Alternative
Estimated Unmitigated Annual Greenhouse Gas Emissions ^a

Source	Alternative 2 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	35	133
Mobile Sources	6,858	5,414
Area (Landscaping Equipment)	0.0	4
Electricity	863	3,022
Electricity (Green Power/RECs)	(863)	(3,022)
Natural Gas	163	446
Water	27	118
Waste	82	418
Subtotal (with Green Power/RECs)	7,165	6,534
Net Total (with Green Power/RECs)	(207)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix E

Source: PCR Services Corporation, 2014

reinforce an existing community center by providing an array of retail choices and a streetscape with direct sidewalk access that would be inviting to nearby residents and pedestrians along Sunset Boulevard. The Existing Zoning Alternative would not accommodate residential growth and provide a mix of apartment sizes and affordability levels, including restricted very low income units. Additionally, this Alternative would not be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. Consistency with the General Plan Framework Element for those policies applicable to the Existing Zoning Alternative would be similar to the detailed discussion related to the Project provided in Section 4.F, *Land Use*, of this Draft EIR, and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*, but as stated above this Alternative would not support the policies related to provision of housing and open space that would be supported with the Project.

(2) Do Real Planning

As with the Project, the Existing Zoning Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The Existing Zoning Alternative would be consistent with objectives related to uses and density and site design/walkability/parking location, but would not achieve the objectives related to improvement of housing stock and green design. Consistency with *Do Real Planning* objectives that are applicable to the Existing Zoning Alternative would be similar to the detailed

discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR. However, this Alternative would not achieve the *Do Real Planning* objectives to the extent the Project would.

(3) Walkability Checklist

As with the Project, the Existing Zoning Alternative would be consistent with City's *Walkability Checklist* in that it would extend the pedestrian environment to the retail businesses within the Project Site, and include numerous design features to enhance the neighborhood character and the pedestrian environment. These features specifically include landscaping and new street trees along the sidewalks, pavement treatment, strong entrance, ground floor retail with glass frontages along Sunset Boulevard, off-street parking and driveways, and reduced signage and lighting. Consistency with the Walkability Checklist for those policies applicable to the Existing Zoning Alternative would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the Existing Zoning Alternative would be consistent with the applicable policies of the Hollywood Community Plan. Specifically, the Existing Zoning Alternative would (1) provide new commercial development within the Hollywood community, which would increase employment opportunities and retail services for the growing population; (2) provide new commercial uses on the Project Site that would help meet the growing market demands for retail services; (3) preserve and enhance the residential character of the surrounding community by limiting development to the Project Site; (4) provide additional commercial space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands; (6) implement a number of traffic system improvements in the Project area to at least partially accommodate Project-related traffic increases, and locate new commercial uses in proximity to transit stops and within two miles of a Metro Red Line station would encourage additional public transit ridership by Project patrons and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the Existing Zoning Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*. However, despite the lack of on-site residential uses and open space under the Existing Zoning Alternative, this Alternative would not conflict with the applicable policies of the Hollywood Community Plan, and therefore impacts would be similar to those under the Project.

(5) Citywide Design Guidelines

The Existing Zoning Alternative would be generally consistent with the Commercial Citywide Design Guidelines for Pedestrian-Oriented/Commercial & Mixed-Use projects ("Design Guidelines"). Specifically, this Alternative would be consistent with policies related to neighborhood context and employment of high quality architecture to define the character of commercial areas, but would not achieve policies related to inclusion of open space for public gatherings, although rooftop terrace areas would be provided as under the Project but to a lesser extent. This Alternative would also provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the

street front and limiting building heights to a maximum of 45 feet. The Existing Zoning Alternative would provide an active street front with direct access from the sidewalk from all three adjoining streets, but would not incorporate a Central Plaza, which would otherwise provide greater street-to-street pedestrian linkages. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the Existing Zoning Alternative with the applicable provisions of the Design Guidelines would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*. Although this Alternative would not achieve many of the design principles to the extent the Project would, it would not result in conflicts with the Design Guidelines, and, as such, impacts related to consistency with would be similar to those under the Project.

(6) City of Los Angeles Municipal Code

The Existing Zoning Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for a range of commercial uses. The Existing Zoning Alternative would be consistent with the building height and setback regulations for commercial uses. The proposed FAR (1.00) would be consistent with the maximum FAR allowable under the C4 zoning designation. The Existing Zoning Alternative would also be consistent with the parking requirements of the LAMC. Consistency of the Existing Zoning Alternative with applicable LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*. As discussed above, site plan review would not be required for this Alternative. In addition, because the residential component would not be constructed, this Alternative would not require approval of a vested tentative tract map or affordable housing incentives, and would not require permits or approvals for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards. Despite the reduction in necessary approvals required under this Alternative, and given compliance with LAMC regulations, impacts related to consistency with the LAMC would be similar to those of the Project.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the Existing Zoning Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in existing and emerging centers and along major transportation corridors; creating walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the Existing Zoning Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The Existing Zoning Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. Consistency of the Existing Zoning Alternative with applicable SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 – 2035 Regional Transportation Plan and Compass Blueprint*. However, it should be noted that this Alternative

would not meet the SCAG goals of creating significant areas of mixed-use development and meeting LEED standards to reduce energy demand, pollution, and waste. As such, although this Alternative would not fulfill SCAG goals and policies to the same extent as the Project, impacts would be similar to those under the Project.

(8) Conclusion Regarding Consistency with Adopted Plans

Given the reduction in the scale and type of development between the Existing Zoning Alternative and the Project, and the substantial consistency of both to applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 - 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan, the Existing Zoning Alternative would result in a less than significant impact relative to adopted plans and policies. However, despite the need for fewer approvals, this Alternative would not fulfill many of the goals, policies, and objectives in adopted land use plans to the extent the Project would.

b. Land Use Compatibility

The Existing Zoning Alternative would replace existing commercial uses with a mix of commercial retail, restaurant, and service uses that would represent a more intense use of the Project Site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the Existing Zoning Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the Existing Zoning Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. The Existing Zoning Alternative would support the area's established pattern of pedestrian activity between residential neighborhoods and Sunset Boulevard by providing a range of new and existing retail services within walking distance and enhancing pedestrian pathways through the Project Site. The Alternative's uses, such as retail and restaurants, would be consistent with the highly active Sunset Boulevard environment. The reduction in overall building height from 16 stories to three stories would be more consistent than the Project with existing high rise elements along Sunset Boulevard, which are generally ten to 15 stories at the highest. As with the Project, the Existing Zoning Alternative would not disrupt, divide, or isolate the adjacent community. The Project was determined to have a less than significant impact relative to land use compatibility without the incorporation of mitigation measures. The Existing Zoning Alternative would, respectively, have a less than significant impact. However, because the maximum height of on-site structures would be substantially reduced and more consistent in height with existing nearby development along Sunset Boulevard, this Alternative would have less impact with respect to land use compatibility.

7. Noise

a. Construction

Under Existing Zoning Alternative, the Project Site would be redeveloped with approximately 111,339 square feet of new commercial retail floor area, which would replace the existing 80,000 square feet of

commercial development. The overall redevelopment of the site would require less in the way of construction given the reduction in height and square footage relative to the Project. The overall timeframe for construction would be less given the overall reduction in development that would occur under this Alternative.

However, the site preparation (i.e., demolition and grading/excavation) activities would be similar to the Project as a parking structure would be constructed along the southwestern portion of the Project Site. Similar to the Project, construction-related noise levels would impact the nearest noise sensitive uses (receptor R3, R4, and R5) with noise levels up to 106 dBA during the demolition phase. Therefore, construction-period noise impacts would still be significant and equivalent to those associated with the Project, but with a shorter duration. Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, similar to the Project.

During periods of heavy construction activity, both the Project and the Existing Zoning Alternative would result in similar, periodic construction related ground vibration impacts. Ground vibration would be below the 1.0 inches per second Peak Particle Velocity ("PPV") significance threshold for the nearest residential buildings. Therefore, similar to the Project, the Existing Zoning Alternative would result in construction-related ground vibration impacts would be less than significant. With respect to human perception, the ground vibration level due to construction activities would exceed the Project's significance threshold for human annoyance at the nearest residential uses (Location R4). Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction would remain significant and unavoidable, similar to the Project.

b. Operation

Under the Existing Zoning Alternative, the net Project-generated traffic would be reduced from 6,373 daily trips to 5,966 daily trips (an approximate 6-percent reduction). While the 6-percent reduction in traffic generation would represent an approximate 0.3-dBA decrease in noise contribution when compared to the Project, the traffic related noise levels at the off-site roadways would yield a negligible change as traffic volumes would be dispersed to various roadways. Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open spaces area and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the parking area activity. The long-term operations under the Existing Zoning Alternative would result in a less than significant vibration impact, similar to the Project.

8. Population, Housing, Employment

The Existing Zoning Alternative would consist of the net addition of 31,339 square feet of retail uses. This additional development would provide employment opportunities for approximately 94 new employees

(0.00271 x 31,339) in addition to 217 existing employees at the site. The projected employment growth would represent approximately 1.2 percent of the 2012 SCAG RTP projections for the Hollywood Community Plan area's 2013-2035 planning horizon and 0.06 percent of the City of Los Angeles 2013-2035 planning horizon. As is the case with the Project, the population, housing, and employment growth projections provided in SCAG's 2012 RTP would not be exceeded, and thus impacts regarding growth would be less than significant. The Project was determined to result in a less than significant impact on population, housing and employment without the need to incorporate mitigation measures. The Existing Zoning Alternative would have a less than significant impact on population, housing, and employment, similar to the Project; however, it would not provide the Project's population, housing, and employment benefits.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The Existing Zoning Alternative would involve the construction of new commercial buildings that would generate incrementally more demand for fire protection and emergency medical services than under existing conditions. As with the Project, construction activities would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, the scale and duration of construction would be substantially less than under the Project. In addition, the Project's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. The Project's construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. The Project's shoring and excavation phase would also result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours that could further result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. The existing Zoning Alternative would generate substantially less construction traffic and would not require lane closures that could affect emergency access to the extent that the Project would. It would also implement OSHA fire safety standards as with the Project. Due to the reduced scale, duration, and generation of construction traffic under the Existing Zoning Alternative, this Alternative would have less impact on fire protection services during the construction phase than under the Project.

(2) Operation

The Existing Zoning Alternative would increase activity and would generate more demand for fire protection and emergency medical services at the Project Site relative to existing conditions. The Existing Zoning Alternative would comply with LAFD requirements regarding fire flow and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. Due to the non-residential aspect of the Existing Zoning Alternative and reduced scale of development compared to the Project, this Alternative is expected to generate less demand for fire protection and emergency medical

services than under the Project. However, this Alternative would produce a greater increase in traffic than under the Project and therefore, create a greater potential for congestion that could adversely impact emergency vehicle response times. As with the Project, the Existing Zoning Alternative would implement a measure similar to Mitigation Measure TR-1 to provide a traffic signal and reduce the potential service level impact at the intersection of Fountain Avenue and Havenhurst Drive. However, the Existing Zoning Alternative would generate a potentially significant impact related to service levels at the intersection of Sunset Boulevard and Crescent Heights Boulevard under 2013 conditions that would not occur under the Project. This has the potential to increase emergency vehicle response times compared to the Project. As with the Project, the Existing Zoning Alternative would implement fire safety measures and meet LAFD fire flow requirements, and thus would not have a significant impact on fire protection services. However, because the Existing Zoning Alternative would potentially cause greater effects on emergency response times, this Alternative would have an incrementally greater operational impact on fire protection and emergency medical services than under the Project.

9.2 Police Protection Services

(1) Construction

The Existing Zoning Alternative would involve the construction of new commercial buildings that would generate incrementally more demand for police protection services than under existing conditions. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, implementation of the temporary construction site security measures, including fencing and lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. In addition, the scale and duration of construction would be substantially less than under the Project. Furthermore, the Project's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. The Project's construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. The Project's shoring and excavation phase would also result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours that could further result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of measures to secure the construction site and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection services during construction. The Existing Zoning Alternative would generate substantially less construction traffic and but would still require lane closures that could affect emergency access to the extent the Project would. It would also implement security measures as with the Project. Due to the reduced scale, duration, and generation of construction traffic under the Existing Zoning Alternative, this Alternative would have less impact on police protection services during the construction phase than under the Project.

(2) Operation

The Existing Zoning Alternative would not involve residential occupancy, and, as such, it would not increase demand on police services related to residential population and would have a less than significant impact on police services. By comparison, the Project would generate approximately 505 new residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Project could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,946 residents in the Hollywood Community Police Station service area would alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. Additionally, the Project would provide extensive security features, including provision of 24-hour video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. However, because the Existing Zoning Alternative would have a minimal impact on police services (based on the LAPD's population-to-officer ratio), it would have less impact on police services compared to the Project.

9.3 Parks and Recreation

The Existing Zoning Alternative would not contain residential uses and would not cause any increase in residential population. Thus, this Alternative would not increase demand on parks and recreational facilities compared to existing conditions. In addition, no new public open space or recreational facilities would be provided under this Alternative. The Project, however, which would contain residential uses, would result in a population increase that would create additional demand for parks and recreational services. The Project includes recreational facilities and public open space, including 1.28 acres of roof decks and Central Plaza, plus a 9,134-square-foot Corner Plaza that would serve Project residents and provide public open space amenities for visitors, commercial patrons, and the surrounding community. As discussed in Section 4.I.3, *Parks and Recreation*, of this Draft EIR, the Project would provide approximately 82,759 square feet (1.9 acres) of public and private open space and private recreational amenities, which can be counted toward the PRP's open space standards, along with the 0.21 acre Corner Plaza. However, the Project would not provide any on-site parkland per the City's short- and long-range standards of two and four acres per 1,000 residents, respectively. Therefore, the Project's impact on parks and recreational facilities would be considered potentially significant. This impact would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The Existing Zoning Alternative would have no impact on parks and recreational facilities since no residential uses would be included and, thus, would avoid the Project's potential impact. Therefore, the Existing Zoning Alternative would have less impact on parks and recreational services than under the Project.

9.4 Libraries

The Existing Zoning Alternative would not increase residential population and, thus, would generate no increase in demand on library facilities. Therefore, demand under this Alternative would be consistent with the existing conditions. The Project would generate a demand for library services that, as described in Section 4.I.4, *Libraries*, of this Draft EIR, would constitute approximately 2.6 percent of the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The Project would also provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. The increase in residential population under the Project is considered nominal and less than significant. It was, thus, concluded that the Project would have a less than significant impact on library services. However, the Existing Zoning Alternative would have no impact on library services since no residential uses would be included and, thus, would avoid the Project's impact. Therefore, the Existing Zoning Alternative would have less impact on library services than under the Project.

10. Transportation and Circulation

a. Construction

The Existing Zoning Alternative would reduce the scale and duration of construction activity compared to the Project and would not require the extent and duration of temporary lane closures associated with utility construction and development of the traffic island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are not generally not anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently operates or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future ("without Project" conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project's shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Although construction-related traffic impacts would be temporary in nature and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT, impacts could remain significant and unavoidable, during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. Because the Existing Zoning Alternative would have substantially reduced construction traffic during the shoring and excavation phase, it would avoid some of the Project's potentially significant and unavoidable, although temporary, construction traffic impact. Therefore, the Existing Zoning Alternative would have less construction-related impact on traffic and circulation than under the Project.

b. Operation

(1) Intersection Impacts

The Existing Zoning Alternative would increase existing commercial floor area at the Project Site by approximately 31,339 square feet. As discussed in the Alternative Project Preliminary Trip Generation Calculations table for the Existing Zoning Alternative (Alternative 2), contained in Appendix H-3 of this Draft EIR, *Project Alternatives Traffic Analyses*,⁷ of this Draft EIR, this additional floor area plus the existing 80,000 square feet of commercial floor area would result in a total of approximately 5,966 trips per day, including 328 A.M. peak hour trips and 407 P.M. peak hour trips. Compared to existing Project Site conditions, which generate approximately 5,296 daily trips, including 313 trips during the A.M. peak hour and 349 trips during the P.M. peak hour, The Existing Zoning Alternative would produce an increase of 670 trips per day, including 15 A.M. peak hour trips and 58 P.M. peak hour trips. The Critical Movement Analysis (“CMA”) summary for intersections within the City of Los Angeles for the Existing Zoning Alternative is presented in **Table 5.B-4, Critical Movement Analysis Summary – Existing Zoning Alternative, Existing (2013) and Future (2018) With and Without Alternative Project Conditions (City of Los Angeles Intersections)**, and the HCM summary for intersections within the City of West Hollywood is shown in **Table 5.B-5, Highway Capacity Manual Summary – Existing Zoning Alternative, Existing (2013) and Future (2018) With and Without Alternative Project Conditions (City of West Hollywood Intersections)**, below. As shown in these tables, the Existing Zoning Alternative would exceed threshold levels under 2013 conditions at the intersection of Sunset Boulevard and Crescent Heights Boulevard and under 2013 and 2018 conditions at the intersection of Fountain Avenue and Havenhurst Drive.

As shown in **Table 5.B-6, Critical Movement Analysis Summary – Existing Zoning Alternative Existing (2013) Without and With Mitigation (TDM Only) Conditions (City of Los Angeles Intersections)**, the impact at the intersection of Sunset Boulevard/Crescent Heights Boulevard would be reduced to a less than significant level through the implementation of a Transportation Demand Management (TDM) program in compliance with the City of Los Angeles Transportation Demand Management Ordinance (Section 98.0411 of the LAMC). **Table 5.B-7, Highway Capacity Manual Summary – Existing Zoning Alternative Existing (2013) With and Without Mitigation (New Traffic Signal) Alternative Project Conditions**, the impact at the intersection of Fountain Avenue/ Havenhurst Drive would be reduced to a less than significant level with the installation of a traffic signal.

The Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J of this Draft EIR, the Project-generated vehicular delays at the unsignalized intersection of Fountain Avenue and Havenhurst Drive could be expected to increase during the P.M. peak hour under 2013 and 2018 conditions and, as such, result in a significant impact at this intersection. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the installation of a traffic signal. The Existing Zoning Alternative would implement the same mitigation measure. However, because the Existing Zoning Alternative would also significantly impact this intersection under 2103 and 2018 conditions, it would not avoid the Project’s potential impact. In addition, the Existing Zoning Alternative would result in a significant impact at the intersection of Sunset Boulevard and Crescent Heights Boulevard

⁷ *Hirsh/Green Transportation Consulting, 2014.*

Table 5.B-4

**Critical Movement Analysis Summary - Existing Zoning Alternative
Existing (2013) and Future (2018) With and Without Alternative 2 Project Conditions
(City of Los Angeles Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 2 Project			Without Project		With DEIR Alt. 2 Project		
			CMA	LOS	CMA	LOS	Impact	CMA	LOS	CMA	LOS	Impact
1	Hollywood Blvd.	AM	0.517	A	0.517	A	0.000	0.61	B	0.61	B	0.001
	and Laurel Cyn. Blvd.	PM	0.554	A	0.556	A	0.002	3 0.69	B	4 0.69	B	0.002
2	Hollywood Blvd.	AM	0.896	D	0.897	D	0.001	9 0.96	E	0	E	0.001
	and Fairfax Ave.	PM	0.755	C	0.756	C	0.001	7 0.81	D	9 0.81	D	0.002
5	Sunset Blvd.	AM	0.936	F ^a	0.939	F ^a	0.003	7 1.14	F ^a	9 1.14	F ^a	0.002
	and Crescent Hgts. Blvd.	PM	0.756	F ^a	0.766	F ^a	0.010 *	8 0.98	F ^a	7 0.99	F ^a	0.009
6	Sunset Blvd.	AM	0.746	F ^a	0.747	F ^a	0.001	9 0.85	F ^a	9 0.85	F ^a	0.000
	and Fairfax Ave.	PM	0.953	F ^a	0.954	F ^a	0.001	7 1.04	F ^a	8 1.04	F ^a	0.001

^a Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

* Significant impact per LADOT Traffic Study Policies and Procedures, June 2013 (if applicable).

Source: Hirsch/Green Transportation Consulting, Inc., 2014

under 2013 conditions that would not occur with the implementation of the Project. Therefore, impacts on intersections under the Existing Zoning Alternative would be greater than under the Project.

(2) Impacts on Neighborhood Streets

As with the Project, the Existing Zoning Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. Trips generated by the Existing Zoning Alternative are illustrated in **Table 5.B-8, Local/Residential Street Traffic Impact Analysis – Existing Zoning Alternative – Existing (2013) and Future (2018) Average Daily Traffic Volumes**. As shown in Table 5.B-8, the Existing Zoning Alternative would result in an increase of 67 trips per day on Havenhurst Drive north of Fountain Avenue; an increase of 167 trips per day on Fountain Avenue west of Havenhurst Drive; an increase of 168 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 68 trips per day on Fountain Avenue east of Havenhurst Drive. This level of street segment traffic would be less than significant.

Table 5.B-5

**Highway Capacity Manual Summary - Existing Zoning Alternative
Existing (2013) and Future (2018) With and Without Alternative 2 Project Conditions
(City of West Hollywood Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 2 Project			Without Project		With DEIR Alt. 2 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
3	Sunset Blvd. and La Cienega Blvd.	AM	15.5	F ^b	15.5	F ^b	0.0	17.7	F ^b	17.7	F ^b	0.0
		PM	21.6	F ^b	21.8	F ^b	0.2	34.2	F ^b	15.2	F ^b	-19.0
4	Sunset Blvd. and Sweetzer Ave.	AM	2.2	F ^b	2.2	F ^b	0.0	2.3	F ^b	2.3	F ^b	0.0
		PM	3.9	F ^b	3.9	F ^b	0.0	4.0	F ^b	4.0	F ^b	0.0
7	Fountain Ave. and La Cienega Blvd.	AM	39.7	D	39.8	D	0.1	49.4	D	49.5	D	0.1
		PM	88.7	F	89.1	F	0.4	101.3	F	101.7	F	0.4
8	Fountain Ave. and Sweetzer Ave.	AM	7.0	A	7.0	A	0.0	7.4	A	7.4	A	0.0
		PM	9.2	A	9.2	A	0.0	9.8	A	9.8	A	0.0
9	Fountain Ave. and Havenhurst Dr. ^d	AM	134.0	F	135.3	F	1.3	213.8	F	215.8	F	2.0
		PM	212.6	F	220.6	F	8.0*	362.2	F	375.4	F	13.2*
10	Fountain Ave. and Crescent Hgts. Blvd.	AM	25.2	C	25.3	C	0.1	29.3	C	29.5	C	0.2
		PM	24.3	C	24.5	C	0.2	27.6	C	27.6	C	0.0
11	Fountain Ave. and Fairfax Ave.	AM	18.4	B	18.4	B	0.0	20.3	C	20.3	C	0.0
		PM	19.3	B	19.3	B	0.0	25.4	C	25.5	C	0.1
12	Santa Monica Blvd and La Cienega Blvd.	AM	28.7	E ^c	28.7	E ^c	0.0	35.5	F ^b	35.5	F ^b	0.0
		PM	54.4	E ^c	54.6	E ^c	0.2	85.3	F ^b	85.7	F ^b	0.4
13	Santa Monica Blvd and Sweetzer Ave.	AM	11.2	E ^c	11.3	E ^c	0.1	11.1	F ^b	11.2	F ^b	0.1
		PM	10.3	E ^c	10.3	E ^c	0.0	10.6	F ^b	10.6	F ^b	0.0
14	Santa Monica Blvd and Crescent Hgts. Blvd.	AM	23.1	E ^c	23.1	E ^c	0.0	27.0	F ^b	27.0	F ^b	0.0
		PM	22.3	E ^c	22.4	E ^c	0.1	30.7	F ^b	31.4	F ^b	0.7
15	Santa Monica Blvd and Fairfax Ave.	AM	24.6	E ^c	24.6	E ^c	0.0	29.1	F ^b	29.2	F ^b	0.1
		PM	25.7	E ^c	25.7	E ^c	0.0	31.7	F ^b	31.8	F ^b	0.1

^a "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology, except as noted.

^b Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

^c Intersection "existing" and "future" level of service manually adjusted to LOS E based on observations of existing conditions.

^d Unsignalized (Two-way STOP-sign controlled) intersection. "Delay" and LOS reflect conditions for most constrained move.

* Significant impact per City of West Hollywood criteria.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

Project-generated trips on neighborhood streets are illustrated in in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013) and Future (2018) Average Daily Traffic Counts*. As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights

Table 5.B-6

**Critical Movement Analysis Summary - Existing Zoning Alternative
Existing (2013) and Future (2018) Without and With Mitigation (TDM Only) Conditions
(City of Los Angeles Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 2 Project			Without Project		With DEIR Alt. 2 Project		
			CMA	LOS	CMA	LOS	Impact	CMA	LOS	CMA	LOS	Impact
5	Sunset Blvd.	AM	0.936	F ^a	0.936	F ^a	0.000	1.14	F ^a	1.14	F ^a	0.000
							7		7			
	and Crescent Hgts. Blvd.	PM	0.756	F ^a	0.763	F ^a	0.007	0.98	F ^a	0.99	F ^a	0.007
							8		5			

^a Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

Table 5.B-7

**Highway Capacity Manual Summary - Existing Zoning Alternative
Existing (2013) and Future (2018) With and Without Mitigation (New Traffic Signal) Alternative 2 Project Conditions
(City of West Hollywood Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 2 Project			Without Project		With DEIR Alt. 2 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
7	Fountain Ave.	AM	134.0	F	4.7	A	-129.3	213.8	F	4.8	A	-209.0
	and Havenhurst Dr.	PM	212.6	F	3.4	A	-209.2	362.2	F	3.7	A	-358.5

* "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than significant. Although both the Project and the Existing Zoning Alternative would be less than significant, impacts on neighborhood streets would be incrementally greater under the Existing Zoning Alternative.

(3) Public Transit Impacts

The Existing Zoning Alternative would result in a total of approximately 358 person trips per day on the area public transit facilities (bus lines), including approximately 20 person trips (12 inbound, 8 outbound) during the AM peak hour, and 25 person trips (12 inbound, 13 outbound) during the PM peak hour, as shown below in **Table 5.B-9, Public Transit Ridership – Existing Zoning Alternative**. However, these values are approximately 117 daily person trips fewer than for the Project, including 1 fewer person trips during the

Table 5.B-8

**Local/Residential Street
Traffic Impact Analysis Summary - Existing Zoning Alternative
Existing (2013) and Future (2018) Average Daily Traffic Volumes**

Street Segment	Existing (2013)				Future (2018)		
	Without Project	Alt. 2 Project Traffic ^a	With Alt. 2 Project	Alt. 2 Project Impact	Without Project	With Alt. 2 Project	Alt. 2 Project Impact
Havenhurst Dr.							
North of Fountain Ave.	1,822	67	1,889	3.7%	1,915	1,982	3.5%
Fountain Ave.							
West of Havenhurst Dr.	33,562	167	33,729	0.5%	35,274	35,441	0.5%
Between Havenhurst Dr. And Crescent Hgts Blvd.	34,975	168	35,143	0.5%	36,759	36,927	0.5%
East of Crescent Hgts. Blvd.	34,975	68	35,043	0.2%	36,759	36,827	0.2%

^a Total net Alt. Project trips; includes removal of existing site trips. Same for both "Existing" and "Future" conditions.

Source: Hirsch/Green Transportation Consulting, Inc., 2014:

AM peak hour and 17 fewer person trips during the PM peak hour compared to the Project. After adjusting for the existing public transit ridership associated with the existing site uses (which are assumed to already utilize the area bus service), Alternative 2 is expected to result in a net increase of approximately 40 daily person trips on the public transit facilities, including a net increase of 1 new rider (inbound) during the AM peak hour, and 4 new riders (2 inbound, 2 outbound) during the PM peak hour. However, as noted in the discussion of the potential transit impacts of the Project, the Project Site is currently served by a total of nearly 270 buses per day, including about 20 buses during each of the peak hours. Therefore, the potential increases in ridership on any single bus under Alternative 2 are expected to be nominal (average of 1 or fewer new riders per bus during the peak commute periods), and no significant transit-related impacts are anticipated. Further, Alternative 2 would exhibit a reduction in net new public transit ridership as compared with the Project throughout the day, with the exception of the "inbound" direction during the AM peak hour, when development under Alternative 2 could result in an increase of 5 net riders compared to the Project (although as noted earlier, the total new Alternative 2 ridership during this time would be only 1 net new inbound rider). As such, public transit impacts would be less than significant and reduced compared to the Project.

11. Utilities

11.1 Water Supply

The Existing Zoning Alternative would result in the net addition of 31,339 square feet of commercial retail uses on the Project Site. This additional development would increase existing water demand by approximately 3,008 gallons per day (gpd) or 3.42 acre feet per year (AFY). As summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR, the Project would increase existing water demand by approximately 48,185 gallons of water per day, or approximately

Table 5.B-9

Public Transit Ridership - Existing Zoning Alternative

Project Alternative	Person Trips (Assumed 1.20 AVO)						
	Daily	AM Peak Hour			PM Peak Hour		
		I/B	O/B	Total	I/B	O/B	Total
<i>Alternative 2 (Existing Zoning Alternative)</i>							
Proposed Residential (10%)	n/a	----- n/a -----			----- n/a -----		
Proposed Commercial (5%)	358	12	8	20	12	13	25
Proposed Alternative 2 Project Total	358	12	8	20	12	13	25
<i>Less Existing Uses</i>							
Existing Commercial (5%)	318	11	8	19	10	11	21
Net Total Alternative 2 Project Person Trips	40	1	0	1	2	2	4
Change vs. Proposed Project Person Trips	(117)	5	(6)	(1)	(13)	(4)	(17)

Source: Hirsch/Green Transportation Consultants, 2014

54 AFY. Compared to the Project, the Existing Zoning Alternative would reduce the Project's demand by 45,177 gpd or 50.58 AFY. As discussed in Section 4.K.1, the City's water infrastructure and water supply is sufficient to meet the Project's demands without mitigation, and the Project would have a less than significant impact on water supply services. However, the Existing Zoning Alternative would substantially reduce water demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on water services that would be less than under the Project.

11.2 Wastewater

The Existing Zoning Alternative would result in the net addition of 31,339 square feet of commercial retail uses on the Project Site. This additional development would generate approximately 2,507 additional gallons of wastewater per day (80 gpd/1,000 sf x 31,339 sf) compared to existing conditions. The Project would generate approximately 40,154 gpd of wastewater (excluding existing uses). The Project's estimated wastewater generation is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.046 percent of HTP's total remaining treatment capacity of 88 mgd. The Existing Zoning Alternative would reduce the Project's wastewater generation by approximately 37,647 gpd. As discussed in Section 4.K.2 of this Draft EIR, the Project would not exceed the City's existing wastewater treatment capacity or future wastewater treatment capacity set forth by the IRP, and adequate wastewater treatment capacity would be available to serve the Project without the need to implement mitigation measures. The impact of the Project on wastewater services would be less than significant. However, the Existing Zoning Alternative would substantially reduce wastewater generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on wastewater services that would be less than under the Project.

11.3 Solid Waste

The Existing Zoning Alternative would result in the net addition of 31,339 square feet of commercial retail uses on the Project Site. This additional development would generate approximately 63 new employees.⁸ Based on the factor of 3,714 lbs/employee/year, as applied in Section 4.K.3, *Solid Waste*, of this EIR, the Existing Zoning Alternative would generate approximately 116.99 tons of solid waste per year ($3,714 \times 63 = 233,982 \div 2,000 = 116.99$) and approximately 0.32 tons per day. The Project would generate approximately 3.24 tons of solid waste per day and 1,183.94 tons per year. The Existing Zoning Alternative would, therefore, reduce the Project's solid waste generation by approximately 2.92 tons per day and 1,066.95 tons per year. Project's estimated solid waste generation is summarized in Table 4.K.3-1, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project's annual solid waste generation, not accounting for diversion, would be approximately 0.014 percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.001-percent of the remaining 129.2-million-ton capacity in the County's Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures. However, the Existing Zoning Alternative would substantially reduce solid waste generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on solid waste services that would be less than under the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the Existing Zoning Alternative would result in the construction demolition and removal of all existing buildings on the Project Site and construction of 111,339 square feet of commercial uses, which would represent an additional 31,339 square feet of new commercial retail development relative to existing conditions. This Alternative would not provide for the Central Plaza or the Corner Plaza at Sunset Boulevard/Crescent Heights Boulevard. Although this Alternative would provide new commercial development, it would not meet Project objectives associated with housing. The following summarizes those Project objectives that this Alternative would (1) not meet, (2) only partially meet, and (3) fully meet.

The Existing Zoning Alternative would not meet the following Project objectives:

- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.
- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.

⁸ The number of retail employees is based on factors used in Table 4.K.3-2 in Section 4.K.3 of this Draft EIR.

- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.
- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.

The Existing Zoning Alternative would partially meet the following Project objectives:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.
- Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.
- Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.

The Existing Zoning Alternative would fully meet the following Project objectives:

- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.
- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Provide an attractive retail face along street frontages.

A comparative summary of each Alternative's ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

5.0 ALTERNATIVES

C. ALTERNATIVE 3: REDUCED HEIGHT ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Alternative 3, the Reduced Height Alternative, would include the same development intensity as the Project with a maximum FAR of 3:1, but with a 25 percent reduction in the maximum height of the Project. As with the Project, this Alternative would entail the development of 249 residential units, including 28 affordable housing units, and 111,339 square feet of commercial uses over a central podium structure. The Reduced Height Alternative would have the same development intensity and floor area as the Project, but a lower overall building height, represented by a four-story reduction at the taller tower component of the South Building and a one-story increase at the lower component of the South Building. Building heights would range from two stories for the North Building along Sunset Boulevard, ten stories at the eastern portion of the South Building, compared to nine stories under the Project, and twelve stories, compared to 16 stories under the Project, at the western portion of the South Building.⁹ All uses, including residential, retail, restaurant, supermarket, health club, and walk-in bank, would have the same floor area as the Project. All other Project-related improvements, facilities, and amenities, including landscaped plazas, street trees, and the conversion of the City-owned traffic island to provide a 9,134-square-foot public space, would be similar to those of the Project. Under this Alternative, all existing buildings would be removed from the Project Site. The Reduced Height Alternative is summarized below in **Table 5.C-1, Alternative 3 – Reduced Height Alternative Summary**, and illustrated in **Figure 5.C-1, Alternative 3 Site Plan**.

B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the Reduced Height Alternative, construction activities would be visible from Crescent Heights Boulevard, Havenhurst Drive, Sunset Boulevard, and from residential streets in the Hollywood Hills. The Reduced Height Alternative involves the same floor area as the Project and would be expected to occur over the same 26-month time frame. Project impacts would be reduced to a less than significant level through the implementation of Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. This Alternative would incorporate equivalent mitigation measures. Because the duration and scale of development would be the same under the Reduced Height Alternative, construction impacts on visual quality would be the same as under the Project. With the incorporation of mitigation, as under the Project, the Reduced Height Alternative would have a less than significant impact on visual quality during construction that would be similar to that of the Project.

⁹ Due to the sloping nature of the Project Site, the 12-story portion of the South Building would appear to be 16 stories in height at the southwest area of the Project Site along Havenhurst Drive.

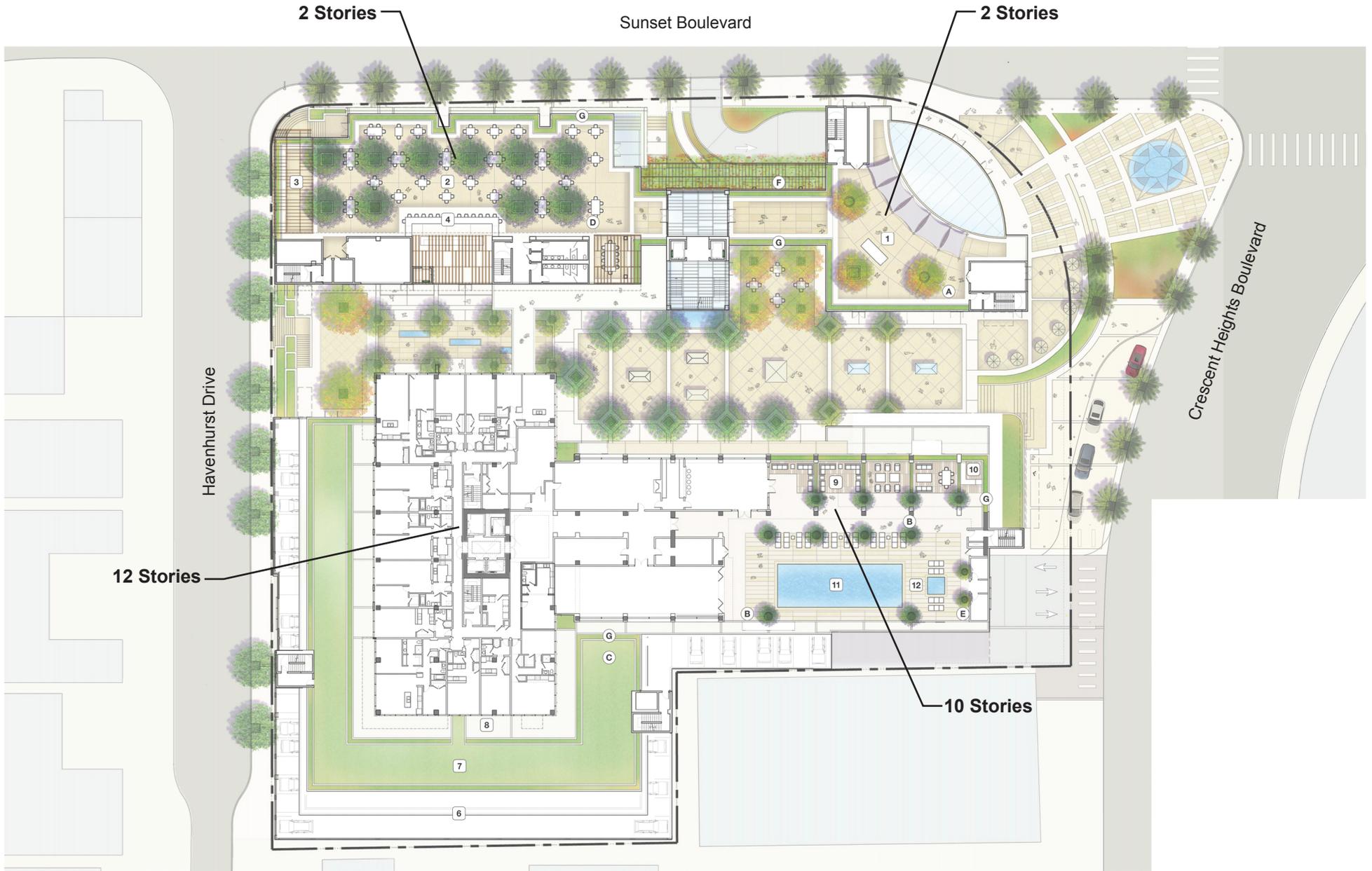
Table 5.C-1

Alternative 3 – Reduced Height Alternative Summary

Residential Units

	Market Rate	Affordable	Total
Studio	64	9	73
One Bedroom	115	15	130
Two Bedroom	34	4	38
Three Bedroom	8	--	8
	221	28	249 units
Residential Unit Floor Area			191,324 sf
Residential Common Area (Roof Decks)			18,600 sf
Residential Amenities:			
Lobby			1,500 sf
Resident Recreation Room			1,152sf
Fitness			1,815 sf
Business Center			536 sf
Library			1,140 sf
Changing Rooms			738 sf
Subtotal Amenities			6,881 sf
Circulation/Common Areas			24,359 sf
Total Residential Floor Area			222,564 sf
Retail			51,150 sf
Restaurant			22,189 sf
Supermarket			24,811 sf
Health Club/Fitness			8,095 sf
Walk-in Bank			5,094 sf
Total Commercial Floor Area			111,339 sf
TOTAL ALTERNATIVE 3 FLOOR AREA			333,903 sf
Parking			849 spaces
FAR			2.99

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014



Alternative 3 Site Plan

8150 Sunset Boulevard Mixed-Use Project
 Source: Hart Howerton, 2014.

FIGURE
5.C-1

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(2) Operation

The Reduced Height Alternative would have the same floor area as the Project and would have a maximum height of 12 stories for the western tower component of the South Building and 10 stories for the eastern portion of the South Building. Given that the Reduced Height Alternative would have the same the floor area as the Project, but a lower maximum building height (four-story reduction in overall height) but with an additional level on the eastern portion of the South Building, the bulk of other components would be comparable to the Project. The North Building would remain as under the Project. The footprint of the South Building tower would be increased in a north-south dimension and setbacks of the 12-story component from Havenhurst Drive and the south boundary would be reduced. Because the Reduced Height Alternative's 10-story and 12-story South Building components would be closer in height than the Project's 9-story and 16-story South Building components and setbacks from Havenhurst Drive and the south boundary would be reduced, the overall stepped profile and articulation of the development would be reduced. The Project's stepped profile and articulation are generally considered beneficial but, due to the slight reduction of these features in the Reduced Height Alternative, the Reduced Height Alternative would have a similar impact with respect to massing. As with the Project, visual quality impacts with respect to massing and setbacks would be considered less than significant.

As with the Project, the Reduced Height Alternative would feature a modern architectural design. The façade of the corner retail building facing the Sunset Boulevard/Crescent Heights Boulevard intersection would be a semicircular glass curtain wall (atrium) that would emulate the existing curvature of the sidewalk and emulate the curved street edge of the landscaped open space. The commercial/retail component would be largely glass-fronted along the sidewalks on Sunset Boulevard and Havenhurst Drive to facilitate light passage and to allow visibility into these levels from the street and sidewalk. The building wall along Havenhurst Drive would feature stone cladding along the pedestrian level. The commercial/retail component facing Crescent Heights Boulevard would be largely glass; however, the building base and stair tower of the east building front would be stone cladding, while the remainder would be stucco and wood. Visual quality impacts with regard to architectural style would be less than significant.

The Reduced Height Alternative would also provide aesthetic benefits similar to the Project, including an approximately 34,050-square-foot Central Plaza, and conversion of the City-owned traffic island to provide a 9,134 square-foot public space. The Central Plaza would also incorporate amenities such as ornamental trees, arbor, glazed staircase, and colonnades. Street edges along Crescent Height Boulevard, Sunset Boulevard, and Havenhurst Drive would be landscaped with trees and sod and planting beds would be located along street frontages and entrance areas. The Reduced Height Alternative would also provide landscaping features, or features that contribute to landscaping, such as a green wall and vine-covered stone cladding along the exposed podium structure on Havenhurst Drive and landscaping treatment of the exposed podium structure on the south edge of the property where adequate space exists to allow for landscape maintenance. The Project was determined to have a less than significant impact with respect to visual quality. The Reduced Height Alternative would have similar features to the Project, as discussed above, and although it would not create the same level of articulation and stepped profile (contrast in building heights) achieved by the Project, this Alternative would have a less than significant visual quality impact, and impacts would be similar to those under the Project.

b. Views

Visual simulations of Alternative 3 from various vantage points surrounding the Project Site are provided below in **Figures 5.C-2 through 5.C-5, *Alternative 3 Visual Simulations***. The Project Site is visible from Sunset

Boulevard, Havenhurst Drive, and Crescent Heights Boulevard in the vicinity of the site. The Reduced Height Alternative would reduce the height of the South Building western component from 16 stories to 12 stories and increase the height of the eastern component of the South Building from 9 stories to 10 stories. The footprint of the South Building would be slightly increased compared to the Project. The proposed buildings would reduce the view field and the full extent panoramic views across the Project Site compared to existing conditions. However, it is not expected that the buildings would block views of valued resources and, therefore, view impacts would be less than significant. Development associated with the Project would also change panoramic views across the Project Site, but would not obstruct views of valued resources. The Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. However, because the Reduced Height Alternative would reduce the Project's western tower component, it would result in a reduced overall building profile and the amount of obstructed view field above the Project Site. Therefore, it would slightly reduce the Project's less than significant view impact and have less impact on views compared to the Project.

c. Light and Glare

The Reduced Height Alternative's exterior lighting program would be similar to the Project's and would consist of tenant and building identification signs, security lighting, signage along the Sunset Boulevard frontage. No illuminated signs would be located on the west façade of the North Building or the south facades of the North and South Buildings. As with the Project, the Reduced Height Alternative would not involve any off-site signs or billboards. Lighting would primarily consist of a mix of standard incandescent light fixtures, as well as various types of efficient/low energy fixtures. Lighting would be designed and strategically placed to minimize glare and light spill onto adjacent properties. As with the Project, the Reduced Height Alternative would incorporate low-reflectivity window glass and architectural materials that would reduce the potential of glare from reflected sunlight at any glare-sensitive locations. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The Reduced Height Alternative would also have a less than significant impact on light and glare that would be similar to that of the Project.

d. Shade/Shadow

The Reduced Height Alternative would reduce height of the South Building western component from 16 to 12 stories and increase the height of the South Building eastern component from 9 to 10 stories. Shade impacts of this Alternative under worst-case winter solstice conditions are illustrated below in **Figure 5.C-6, Alternative 3 Winter Solstice Shadows**. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. Similarly, as shown in Figure 5.C-6, shade/shadow impacts under this Alternative would also not exceed the thresholds noted above. Although shade/shadow impacts under the Project would be less than significant, off-site shading would be incrementally reduced under the Reduced Height Alternative due to the reduction in the Alternative's tallest component. Therefore, shade/shadow impacts under the Reduced Height Alternative, which would also be less than significant, would be less than under the Project.



Existing View



Proposed View



Existing View



Proposed View



Existing View



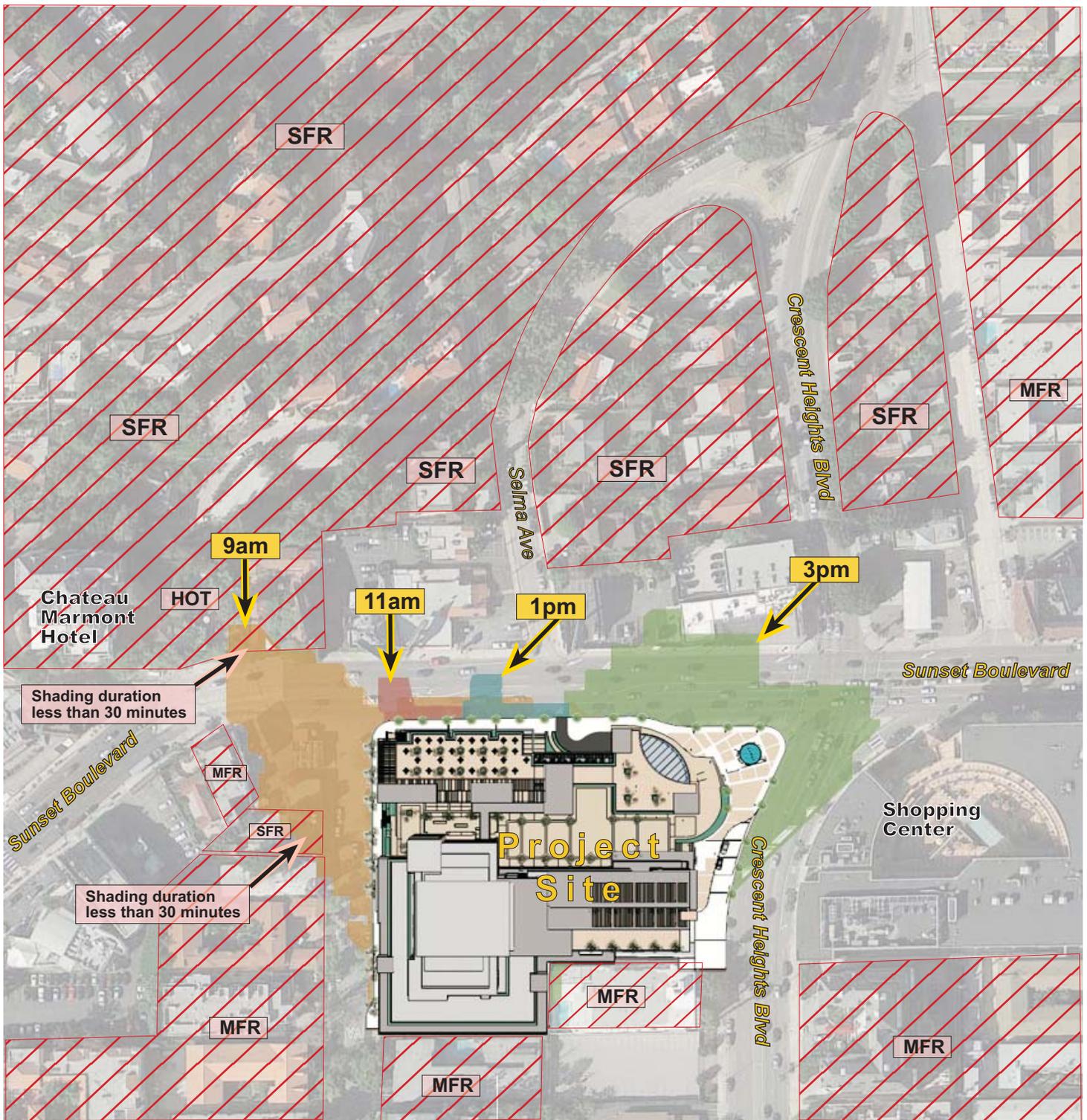
Proposed View



Existing View



Proposed View



-  Sensitive Receptors
-  SFR Single Family Residential
-  MFR Multi-Family Residential
-  HOT Hotel

NOTE:

CEQA Thresholds Guide Standard:

A significant impact would occur if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 AM and 3:00 PM Pacific Standard Time (between early November and mid-March), or for more than four hours between the hours of 9:00 AM and 5:00 PM Pacific Daylight Time (between mid-March and early November).¹

¹ As of 2007, as the result of the Energy Policy Act of 2005, most of the United States and Canada observe Daylight Saving Time between the second Sunday in March and the first Sunday in November. Previously, between 1987 and 2006, the start and end dates for Daylight Saving Time were the first Sunday in April and the last Sunday in October.

Alternative 3 Winter Solstice Shadows
December 21 (Pacific Standard Time)

8150 Sunset Boulevard Mixed-Use Project
Source: KTU+A, May 2014.

FIGURE

5.C-6

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2. Air Quality

a. Air Quality Management Plan Consistency

Similar to the proposed Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards. The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project, construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Population growth under this Alternative would be well within the growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

The Reduced Height Alternative would generate emissions during construction activities. The Reduced Height Alternative would have the same floor area as the Project but a lower overall maximum height. This change in height would require a similar construction equipment mix utilized for a similar construction time period as the Project. Consequently, the maximum daily emissions for the Reduced Height Alternative would be equivalent to the emissions of the Project. Thus, the construction-related air quality impacts of the Reduced Height Alternative would be equal to the Project, which would be considered potentially significant prior to mitigation. Construction of the Reduced Height Alternative would implement the same construction-related air quality Mitigation Measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality Mitigation Measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less than significant impact with regard to construction emissions.

c. Operation

The Reduced Height Alternative would generate emissions as a result of operational activity. The development intensity of the Reduced Height Alternative would be the same as the Project with each land use occupying the same floor area as the Project. This Alternative would result in similar trip generation

rates and VMT and similar rates of energy demand as the Project. As a result, the operational emissions associated with the Reduced Height Alternative would be equivalent to the Project's emissions. Operational emissions under this Alternative are shown in **Table 5.C-2, Alternative 3 – Reduced Height Alternative Estimated Maximum Unmitigated Operational Emissions**. The operational-related air quality impacts of the Reduced Height Alternative would be equal to the Project. Similar to the Project, operational emissions under this Alternative would be less than significant.

Table 5.C-2

**Alternative 3 – Reduced Height Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a**

Source	VOC	NO _x	CO	SO ₂	PM ₁₀	PM _{2.5}
Area (Coating, Consumer Products, Landscaping)	17.06	0.24	20.80	0.00	0.11	0.11
Energy (Natural Gas)	0.25	2.21	1.69	0.01	0.17	0.17
Stationary (Charbroiling)	0.09	–	–	–	0.85	0.85
Motor Vehicles	19.37	42.94	177.31	0.40	26.92	7.57
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(51.86)	(76.13)	(621)	(150)	(151)	(54.98)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 3 Compared to Project	Equal	Equal	Equal	Equal	Equal	Equal

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the Reduced Height Alternative, as under the Project, grading and excavation would be necessary to provide subterranean parking levels and construct the podium structure. Such excavation would be comparable to that required for the Project, given the same overall floor area and associated parking requirements. The Project would result in less than significant impacts to archaeological and paleontological resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. These mitigation measures would still be required to reduce impacts to less than significant under the Reduced Height Alternative, and impacts would be similar the Project.

3.2 Historical Resources

As under the Project, all existing buildings would be removed from the Project Site under the Reduced Height Alternative. Similar to the Project, the Reduced Height Alternative would result in a significant and unavoidable direct impact to historical resources, even with the implementation of Mitigation Measures HIST-1 through HIST-4, because the Bank building would be removed and demolished. Similar to the Project, indirect impacts to historical resources surrounding the Project Site would be less than significant under the Reduced Height Alternative and would not negatively impact the character or setting of nearby

historical resources, and since building heights would be less, indirect impacts would be less than under the Project.

4. Geology and Soils

The Reduced Height Alternative would consist of the same scale of development and occupancy as the Project. This Alternative would involve the same construction-related disturbance, such as excavation scale and depth, as under the Project. This Alternative would have the same potential construction impacts related to slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative would also have the same future occupancy as the Project and, thus, would expose the same number of people at the site to seismic hazards associated with the Hollywood Fault and other active and potentially active faults in the region. Therefore, this Alternative would have the same potential seismic impact as under the Project. As with the Project, this potential impact would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. Because this Alternative would involve the same scale of construction and occupancy as the Project, it would have an equivalent level of geologic impact related to seismic hazards, slope stability, expansive soils, sedimentation, erosion, and landform alteration. This Alternative would also incorporate an equivalent mitigation measure. With the incorporation of mitigation, as under the Project, the Reduced Height Alternative would have a less than significant impact on soils and geology that would be similar to that of the Project.

5. Greenhouse Gas Emissions

The Reduced Height Alternative would generate GHG emissions during construction and operation. The Reduced Height Alternative would have the same floor area as the Project but a lower overall maximum height. This change in height would require a similar construction equipment mix utilized for a similar construction time period as the Project. Consequently, the construction GHG emissions for the Reduced Height Alternative would be equivalent to the construction GHG emissions of the Project.

The Reduced Height Alternative would generate GHG emissions as a result of operational activity. The development intensity of the Reduced Height Alternative would be the same as the Project with each land use occupying the same floor area as the Project. This Alternative would result in similar trip generation rates and VMT and similar rates of energy demand, water demand, and waste generation as the Project. As a result, the operational GHG emissions associated with the Reduced Height Alternative would be equivalent to the Project's GHG emissions. Operational GHG emissions under this Alternative are shown in **Table 5.C-3, Alternative 3 – Reduced Height Alternative Estimated Maximum Unmitigated Annual Operational Emissions**. The construction- and operational-related GHG impacts of the Reduced Height Alternative would be equal to the Project. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year.

Table 5.C-3

Alternative 3 – Reduced Height Alternative
Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions^a

Source	Alternative 3 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	133	133
Mobile Sources	5,414	5,414
Area (Landscaping Equipment)	4	4
Electricity	3,022	3,022
Electricity (Green Power/RECs)	(3,022)	(3,022)
Natural Gas	446	446
Water	118	118
Waste	418	418
Subtotal (with Green Power/RECs)	6,534	6,534
Net Total (with Green Power/RECs)	(838)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix E.

Source: PCR Services Corporation, 2014

6. Land Use

As with the Project, the Reduced Height Alternative would require the approval of a vesting tract map, site plan review, affordable housing incentives and other entitlements, approvals or permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards, a variance to allow a fitness studio in the C4 zone and a CUP for on- and off-premises sale of alcoholic beverages. As discussed below, the Reduced Height Alternative would be consistent with existing applicable City and regional plans and policies, as would be the case under the Project.

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the Reduced Height Alternative would be consistent with objectives of the Land Use, Housing, Urban Form and Neighborhood Design, Open Space and Conservation, and Transportation Chapters of the General Plan Framework Element. Specifically, the Reduced Height Alternative would provide a diversity of uses; accommodate residential growth and provide a mix of apartment sizes and affordability levels, including restricted very low income units; reinforce an existing community center by providing an array of retail choices, streetscape, a landscaped public plaza, and landscaped Central Plaza with direct sidewalk access that would be inviting to nearby residents and pedestrians along Sunset Boulevard. The

Reduced Height Alternative would be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. Consistency with the General Plan Framework Element would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*.

(2) Do Real Planning

As with the Project, the Reduced Height Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The Reduced Height Alternative would be consistent with objectives related to uses and density, site design/walkability/parking location, improvement of housing stock, and green design. Consistency with *Do Real Planning* objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR.

(3) Walkability Checklist

As with the Project, the Reduced Height Alternative would be consistent with City's *Walkability Checklist* in that would link pedestrians to a landscaped plaza, extend the pedestrian environment to the retail businesses and residential access points within the Project Site, and include numerous design features to enhance the neighborhood character and pedestrian environment. These features specifically include the development of the Corner Plaza near the Project's entrance, landscaping and new street trees along the sidewalks, pavement treatment, strong entrance, ground floor retail with glass frontages along Sunset Boulevard, wider sidewalks than under existing conditions, off-street parking and driveways, reduced signage and lighting; and ease of pedestrian movement through the reconfiguration of one of the two traffic islands in the Sunset Boulevard/Crescent Heights Boulevard intersection into a landscaped public open space. Consistency with the Walkability Checklist would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the Reduced Height Alternative would be consistent with the applicable policies of the Hollywood Community Plan. Specifically, the Reduced Height Alternative would (1) provide new commercial and residential development within the Hollywood community, which would increase employment opportunities, retail services, and additional housing for the growing population; (2) provide new commercial and residential uses on the Project Site that would help meet the growing market demands for housing and retail services; (3) provide additional housing opportunities, including low income housing, on a property that currently lacks residential uses, and would also preserve and enhance the residential character of the surrounding community by limiting development to the Project Site and providing residential uses on a commercially zoned property; (4) provide additional commercial space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands, and would also provide extensive public and private open space on the Project Site to meet the needs of both on-site residents and the public at-large; (6) implement a number of traffic system improvements in the Project area to accommodate Project-related traffic increases, relocate an existing transit stop along Sunset Boulevard in order to maintain public transit service at the Project Site, and locate new residential and commercial uses in proximity to transit stops and within two miles of a Metro Red Line station would

encourage additional public transit ridership by Project residents, patrons, and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the Reduced Height Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*.

(5) Citywide Design Guidelines

The Reduced Height Alternative would be consistent with policies related to neighborhood context and employment of high quality architecture to define the character of commercial areas, and would also achieve relevant policies related to inclusion of open space for public gatherings. This Alternative would provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the street front and locating the taller structural elements to the rear of the Project Site. The Reduced Height Alternative would provide an active street front with direct access from the sidewalk from all three adjoining streets, and would also incorporate a Central Plaza, which would provide a continuous street-to-street pedestrian linkage across the site. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the Reduced Height Alternative with the applicable provisions of the Design Guidelines would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*. Because this Alternative would achieve nearly all of the design principles to the extent the Project would, it would not result in conflicts with the Design Guidelines, and, as such, impacts related to consistency with the Design Guidelines would be similar to those under the Project.

(6) City of Los Angeles Municipal Code

The Reduced Height Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for a range of commercial uses, as well as multi-family residential development consistent with the R4 zone. The Reduced Height Alternative would be consistent with setback regulations for commercial and residential uses. The Alternative's 28 (11 percent) very low income rental units would qualify for a 35% Density Bonus, which in turn allows the Applicant to request an Affordable Housing Incentive to allow an increase of FAR to 3.0:1 pursuant to LAMC Section 12.22-A.25. The proposed FAR (2.99) would be consistent with the maximum FAR requested pursuant to the Affordable Housing Incentive. The Reduced Height Alternative would also be consistent with common open space and landscaped open space requirements of the LAMC. Consistency of the Reduced Height Alternative with LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the Reduced Height Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in existing and emerging centers and along major transportation corridors; creating significant areas of mixed-use development and walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the Reduced Height Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The Reduced Height Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. In accordance with SCAG policies, the Reduced Height Alternative Project would meet LEED standards to reduce energy demand, pollution, and waste. Consistency of the Reduced Height Alternative with SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 – 2035 Regional Transportation Plan and Compass Blueprint*.

(8) Conclusion Regarding Consistency with Adopted Plans

Due to the similarity in the scale and type of development between the Reduced Height Alternative and the Project and the substantial consistency of both to applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 – 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan, the Reduced Height Alternative would result in a less than significant impact relative to adopted plans and policies. The level of impact would be similar to that of the Project.

b. Land Use Compatibility

The Reduced Height Alternative would replace existing commercial uses with a mix of commercial and residential uses that would represent a more intense use of the Project Site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the Reduced Height Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the Reduced Height Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. The Reduced Height Alternative would support the area's established pattern of pedestrian activity between residential neighborhoods and Sunset Boulevard by providing a grocery store and range of retail services within walking distance and enhancing pedestrian pathways through the Project Site, including opening access to the site from Havenhurst Drive. The Alternative's uses, such as retail and restaurants, would be consistent with the highly active Sunset Boulevard environment and the higher-density residential development would enhance night-time activity and pedestrian presence. The reduction in overall building height from 16 stories to 12 stories would be

more consistent than the Project with existing high rise elements along Sunset Boulevard, which are generally ten to 15 stories at the highest. As with the Project, the aspect of height as experienced from the street would be reduced by the deep setbacks of the taller components. As with the Project, the Reduced Height Alternative would not disrupt, divide, or isolate the adjacent community. The Project was determined to have a less than significant impact relative to land use compatibility without the incorporation of mitigation measures. The Reduced Height Alternative would, respectively, have a less than significant impact. However, because the maximum height of the South Building would be reduced and more consistent in height with existing high-rise elements along Sunset Boulevard, this Alternative would have less impact with respect to land use compatibility.

7. Noise

a. Construction

Overall, the Reduced Height Alternative would include the same development (in terms of square footage) compared to the Project. As such, construction activities would be similar intensive compared to the Project. Similar to the Project, construction-related noise levels would impact the nearest noise sensitive uses (receptor R3, R4, and R5) with noise levels up to 106 dBA during the demolition phase. Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, similar to the Project.

During periods of heavy construction activity, both the Project and the Reduced Height Alternative would result in similar, periodic construction related ground vibration impacts. Ground vibration would be below the 1.0 inches per second PPV significance threshold for the nearest residential buildings. Therefore, similar to the Project, the Reduced Height Alternative would result in construction related ground vibration impacts that would be less than significant. With respect to human perception, the ground vibration level due to construction activities would exceed the project's significance threshold for human annoyance at the nearest residential uses, R4. Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction would remain significant and unavoidable, similar to the Project.

b. Operation

Both the Project and the Reduced Height Alternative would have similar development programs and would result in the same land uses and building floor area. Therefore, trip generation for this Alternative would be similar to the Project. Under the Project, the project-generated traffic results in a maximum increase over existing and future traffic noise levels of 0.8 dBA, well below the allowable increase of 5 dBA. Since this Alternative would result in the development of the same land uses and building floor area, this Alternative would result in the same future traffic noise levels that would also be below the allowable increase.

Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open spaces area and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce

vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the parking area activity. The long-term operations under the Reduced Height Alternative would result in a less than significant vibration impact, similar to the Project.

8. Population, Housing, Employment

The Reduced Height Alternative would have the same number of residential units (249) and commercial floor area (111,339 square feet) as the Project and, therefore, generate the same estimated population growth of approximately 505 new residents and estimated jobs growth of 94 new employees. The projected population growth would represent approximately 2.5 percent of the Hollywood Community Plan area's 2013-2035 planning horizon provided in the 2012 SCAG RTP and 0.1 percent of the City of Los Angeles 2013-2035 planning horizon. The projected employment growth would represent approximately 1.3 percent of the Hollywood Community Plan area's 2013-2035 planning horizon and 0.1 percent of the City of Los Angeles 2013-2035 planning horizon. The Project was determined to result in a less than significant land use impact without the need to incorporate mitigation measures. The Reduced Height Alternative would be consistent with City and regional growth projections and, as with the Project, would be less than significant. Population, employment, and housing impacts would be similar to those of the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The Reduced Height Alternative would involve the same scale of construction that would occur under the Project. As with the Project, construction would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with OSHA and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. As with the Project, the Reduced Height's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Reduced Height Alternative's four-month shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. This could further result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. Because the scale of development would be the same under the Reduced Height Alternative and the Project, the Reduced Height Alternative would also have a less than significant impact on fire services during construction. The impact on fire protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

As with the Project, the Reduced Height Alternative would increase occupancy of the site and would generate a greater demand for fire protection services than under existing conditions. As with the Project, the Reduced Height Alternative would provide hydrants capable of delivering 9,000 gpm to meet the LAFD's fire flow requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The Reduced Height Alternative would provide one emergency and fire control elevator in each bank of elevators, an emergency smoke control system, a standby and emergency power system, and a dependable alarm system. The building design would include stair shaft doors for fire department use and pressurized stair shafts. To comply with Fire Code requirements, smoke detectors would also be maintained in all residential units and public areas. Additionally, in compliance with Fire Code Division 33 (Section 57.33.17), stairways would be numbered on each floor, and fire safety signage on all floors would be placed in required locations. In case of fire emergencies, access to the roof would also be available. As with the Project, the Reduced Height Alternative would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would implement Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential service level impact at the intersection of Fountain Avenue and Havenhurst Drive and the Reduced Height Alternative would implement similar mitigation. This would reduce the Alternative's potential effect on emergency vehicle response times in the area. With the implementation of fire safety features and adequate fire flow, the Project was determined to have a less than significant impact on fire protection services during the operational phase. Because the Reduced Height Alternative would provide the same fire flow and safety features, it would also be considered to have a less than significant impact. The impact on fire protection services under this Alternative during operation would be similar to those of the Project.

9.2 Police Protection Services

(1) Construction

The Reduced Height Alternative would involve the same scale of construction that would occur under the Project. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, the Project design features would include security features such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. As with the Project, the Reduced Height's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Reduced Height Alternative's four-month shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. This could further result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J,

Transportation and Circulation, of this Draft EIR. With the implementation of construction site security measures and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection services during construction. Because the scale of development would be the same under the Reduced Height Alternative and the Project, the Reduced Height Alternative would also have a less than significant impact on police protection services during construction. The impact on police protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

As with the Project, the Reduced Height Alternative would generate approximately 505 new residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Project could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents in the Hollywood Community Police Station service area would alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. Additionally, as with the Project, the Reduced Height Alternative would provide extensive security features, including provision of 24-hours video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. The Reduced Height Alternative would incorporate similar mitigation measures. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. Because the Reduced Height Alternative would result in the same population increase and provide similar security measures as under the Project, it would also be considered to have a less than significant impact on police services. The impact on police protection services under this Alternative during operation would be similar to those of the Project.

9.3 Parks and Recreation

The Reduced Height Alternative would have the same 249 residential units with approximately 505 new residents that would occur under the Project.¹⁰ This residential population would require 2.11¹¹ acres of parkland to meet the PRP's long-range standard of four acres of parkland per 1,000 persons and 1.06¹² acres of parkland to meet the PRP's more attainable short- and intermediate-range standard of two acres per

¹⁰ As discussed in Section 4.1-3, *Parks and Recreation*, of this Draft EIR, although the most recent data provided by SCAG indicates an average household size of 2.03 persons per household within the Hollywood Community Plan area, a factor of 2.12 persons per household was utilized by the Los Angeles Department of Recreation and Parks (LADRP) in the estimation of population growth and associated impacts to parks and recreational facilities. As such, parks and recreation impacts for all Project Alternatives assumes a household size of 2.12 persons.

¹¹ $528 \text{ residents} \div 1,000 \text{ persons} = 0.528 \times 4 \text{ acres} = 2.11 \text{ acres of parkland.}$

¹² $528 \text{ residents} \div 1,000 \text{ persons} = 0.528 \times 2 \text{ acres} = 1.06 \text{ acres of parkland.}$

1,000 persons.¹³ As with the Project, the Reduced Height Alternative would provide approximately 82,759 square feet (1.90 acres) of public and private open space and private recreational amenities. Public areas include the 34,050-square-foot Central Plaza and 0.5-acre of roof decks that would serve the on-site residents, patrons, and the community. These areas can be counted toward the PRP's open space standards. In addition, the Reduced Height Alternative would include the 0.21-acre Corner Plaza. As discussed in Section 4.I.3, *Parks and Recreation*, of this Draft EIR, the Project would not provide any on-site parkland per the City's short- and long-range standards of two and four acres per 1,000 residents, respectively. Therefore, the Project's impact on parks and recreational facilities would be considered potentially significant. This impact would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The Reduced Height Alternative would incorporate a similar mitigation measure, and as with the Project the impact on parks and recreational facilities would be reduced to a less than significant level. Impacts of the Reduced Height Alternative would be similar to those of the Project.

9.4 Libraries

As under the Project, the Reduced Height Alternative would provide 249 residential units and generate approximately 505 new residents. As with the Project, this population increase would result in an incremental increase in demand for library services. As described in Section 4.I.4, *Libraries*, of this Draft EIR, the Project would constitute approximately 2.6 percent of 19,343 residents, the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. As with the Project, the Reduced Height Alternative would also provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs. The construction or development of new library facilities would not be necessary. In addition, as with the Project, the Reduced Height Alternative would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. The nominal increase in residential population under the Project is considered nominal and less than significant. Because the Reduced Height Alternative would include an on-site library, have the same residential population as the Project, and represent the same nominal percentage (2.6 percent) of the LAPL population increase threshold, and generate revenue to the City's general fund for the provision of public services such as library facilities as under the Project, it would also have a less than significant impact on library services. Impacts of the Reduced Height Alternative on library services would be similar to those of the Project.

10. Transportation and Circulation

a. Construction

The Reduced Height Alternative would require the same scale of construction as under the Project, including demolition, construction of subterranean and above-grade parking and approximately 333,903 square feet of building floor area. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are not generally not anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights

¹³ Michael A. Shull, Assistant General Manager, Los Angeles Department of Recreation and Parks, written correspondence dated September 27 2013.

Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. The total number of shoring and excavation trips is expected to be approximately 426 pce trips per day, including about 25 trips during the A.M. peak hour (inbound construction worker trips), about 52 pce haul truck trips per hour (26 inbound and 26 outbound), along with a nominal number of mid-day worker trips between 9:00 A.M. and 4:00 P.M., and approximately 25 trips during the P.M. peak hour (outbound construction worker trips). Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently exhibits or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future ("without Project" conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project's shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Construction-related traffic impacts would be temporary in nature, and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT. However, impacts could remain significant and unavoidable during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. Because the Reduced Height Alternative would have a similar construction traffic impact that would be similar to that of the Project, it would not avoid or reduce the Project's potentially significant and unavoidable, although temporary, construction traffic impact. Construction impacts under this Alternative would be similar to those under the Project.

b. Operation

(1) Intersection Impacts

The Reduced Height Alternative would generate the same traffic as under the Project, which is described in Section 4.J of this Draft EIR. The Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J, the Project would not exceed service level thresholds at any of the City of West Hollywood intersections evaluated in Table 4.J-4b, *Highway Capacity Manual Summary – City of West Hollywood Intersections*. However, as described in Table 4.J-4a, *Critical Movement Analysis Summary City of Los Angeles Intersections Only*, the Project would exceed the CMA service level threshold at the City of Los Angeles unsignalized intersection of Fountain Avenue/Havenhurst Drive under 2013 and 2018 conditions. This would result in a potentially significant impact during the P.M. peak hour. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the installation of a traffic signal. The Reduced Height Alternative would implement the same mitigation measure and this potential impact would be reduced to a less than significant level. However, because generated traffic would be the same under the Reduced Height Alternative, this Alternative would not reduce or avoid the Project's potentially significant impact. Therefore, impacts on intersections under the Reduced Height Alternative would be the same as under the Project.

(2) Impacts on Neighborhood Streets

As with the Project, the Reduced Height Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. Project-generated trips on neighborhood streets are illustrated in Trips generated by the Existing Zoning Alternative are illustrated in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013 and*

Future (2018) Average Daily Traffic Volumes. As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than significant. Because the Reduced Height Alternative would generate the same number of trips as the Project, it is expected that it would also result in a less than significant impact on the four segments of Fountain Avenue and Havenhurst Drive. Impacts on neighborhood streets would be the same under the Reduced Height Alternative as under the Project.

(3) Public Transit Impacts

After accounting for the existing transit ridership at the Project Site, the Project would result in a net increase in site-related transit ridership of approximately 157 persons per day, including a net increase of two persons (decrease of four inbound, increase of six outbound) during the A.M. peak hour, and an increase of 21 persons (increase of 15 inbound, increase of six outbound) during the P.M. peak hour. Given that the type and intensity of development under this Alternative would be identical to that under the Project, public transit ridership would also be the same as under the Project. While it is acknowledged that bus utilization in the Project vicinity can be heavy during the peak weekday commute periods, this nominal level of new rider demand would likely be divided among the three bus lines (Metro Lines 2/302, and Metro Line 218) providing direct service to the Project Site. These three lines alone provide a combined total of about 20 buses per hour, and a combined total of nearly 270 buses per day, serving the Project Site during both the weekday A.M. and P.M. peak commute periods. The potential increase in ridership on any single bus under the Reduced Height Alternative is expected to be nominal (an average of two or fewer new riders per bus during the peak commute periods). Therefore, as is the case with the Project, this Alternative would result in a less than significant transit-related impact to existing bus service.

11. Utilities

11.1 Water Supply

The Reduced Height Alternative would have the same number of residential units and retail floor area as the Project. Therefore, as is the case with the Project, the Reduced Height Alternative would increase existing water demand by approximately 48,185 gpd, or approximately 54 AFY. The Project's water demand is summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and water conservation on the Project Site would be maximized through project characteristics, such as the use of water efficient fixtures and appliances. The Reduced Height Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.1 of this Draft EIR, water infrastructure and water supply is sufficient to meet the demands of the Project without the need to implement mitigation measures, and Project's impact on the provision of water services would be less than significant. Because the Reduced Height Alternative would have the same degree of development and water demand as the Project, this Alternative would result in a less than significant impact on water supply services similar to that of the Project.

11.2 Wastewater

The Reduced Height Alternative would have the same number of residential units and retail floor area as the Project. Therefore, as is the case with the Project, the Reduced Height Alternative would result in the same net wastewater generation of 40,154 gpd as the Project. The Project's estimated wastewater is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.046 percent of HTP's total remaining capacity of 88 mgd. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and wastewater reduction would be maximized through the use of high efficiency shower heads and toilets. The Reduced Height Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.2, of this Draft EIR, the Project would not exceed the City's existing wastewater treatment capacity or future wastewater treatment capacity set forth by the IRP, and adequate wastewater treatment capacity would be available to serve the Project without the need to implement mitigation measures. The impact of the Project on wastewater services would be less than significant. Because the Reduced Height Alternative would have the same degree of development and wastewater generation as the Project, this Alternative would result in a less than significant impact on treatment services similar to that of the Project.

11.3 Solid Waste

The Reduced Height Alternative would have the same number of residential units and retail floor area as the Project and would generate the same number of employees. Therefore, as is the case with the Project, the Reduced Height Alternative would result in the same net solid waste generation of 3.24 tons per day and 1,183.94 tons per year as the Project. The Project's estimated solid waste generation is summarized in Table 4.K.3-1, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project's annual solid waste generation, not accounting for diversion, would be approximately 0.014 percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.001-percent of the remaining 129.2-million-ton capacity in the County's Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. The Reduced Height Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.3, *Solid Waste*, of this Draft EIR, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations would be less than significant. Because the Reduced Height Alternative would have the same degree of development and solid waste generation as the Project, this Alternative would result in a less than significant impact on solid waste services similar to that of the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the Reduced Height Alternative would provide the same floor area and residential units as the Project, but with a reduction in height. All uses, including residential, retail, restaurant, supermarket, health club, and walk-in bank, would be the same as under the Project. All amenities, such as landscaping and the provision of the Central Plaza and Corner Plaza at Sunset Boulevard/Crescent Heights Boulevard would be similar to under the Project. Because the Reduced Height Alternative would offer the same residential and commercial land uses and high-quality development as anticipated under the Project, it would meet all of the Project objectives. A comparative summary of each Alternative's ability to meet the

Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

5.0 ALTERNATIVES

D. ALTERNATIVE 4: REDUCED DENSITY ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Alternative 4, the Reduced Density Alternative, would reduce overall development intensity by 25 percent relative to the Project. This would allow for 187 residential units, including 21 affordable housing units, compared to 249 units including 28 affordable units under the Project, and 83,500 square feet of commercial uses, compared to 111,339 square feet under the Project, for a maximum FAR of 2.25:1. The grocery store floor area would be 18,605 square feet, compared to 24,811 square feet under the Project. Total residential floor area would be 167,585 square feet, compared to 222,564 square feet under the Project. Total floor area would be 251,377 square feet, compared to 333,903 square feet under the Project. Building heights would remain the same as the Project, ranging from two stories at the North Building to 16 stories at the South Building. The reduced floor area would result in similar building footprints but an overall reduction in massing by removing two floors from the lower portion of the South Building for a height of seven floors, while maintaining taller 16-story South Building tower and the two-story North Building as under the Project.¹⁴ All other Project-related improvements, facilities, and amenities, including landscaped plazas, street trees, and the conversion of the adjacent City-owned traffic island to provide a 9,134 square-foot public space, would be similar to those of the Project. Under this Alternative, all existing buildings would be removed from the Project Site. The Reduced Density Alternative is summarized below in **Table 5.D-1, Alternative 4 – Reduced Density Alternative Summary**, and illustrated in **Figure 5.D-1, Alternative 4 Site Plan**.

B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the Reduced Density Alternative, construction activities would be visible from Crescent Heights Boulevard, Havenhurst Drive, Sunset Boulevard, and from residential streets in the Hollywood Hills. The Reduced Density Alternative would reduce the overall scale of construction and would potentially reduce the Project's 26-month construction time frame by 25 percent. As with the Project, the impact of construction activities on visual quality would be reduced to a less than significant level through the Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. The Reduced Density Alternative would incorporate equivalent mitigation measures and would have a less than significant impact on visual resources during construction. However, because the scale of development would be incrementally reduced, this Alternative would have less impact on visual quality during construction than under the Project.

¹⁴ Due to the sloping nature of the Project Site, the 16-story portion of the South Building would appear to be 20 stories in height at the southwest area of the Project Site along Havenhurst Drive.

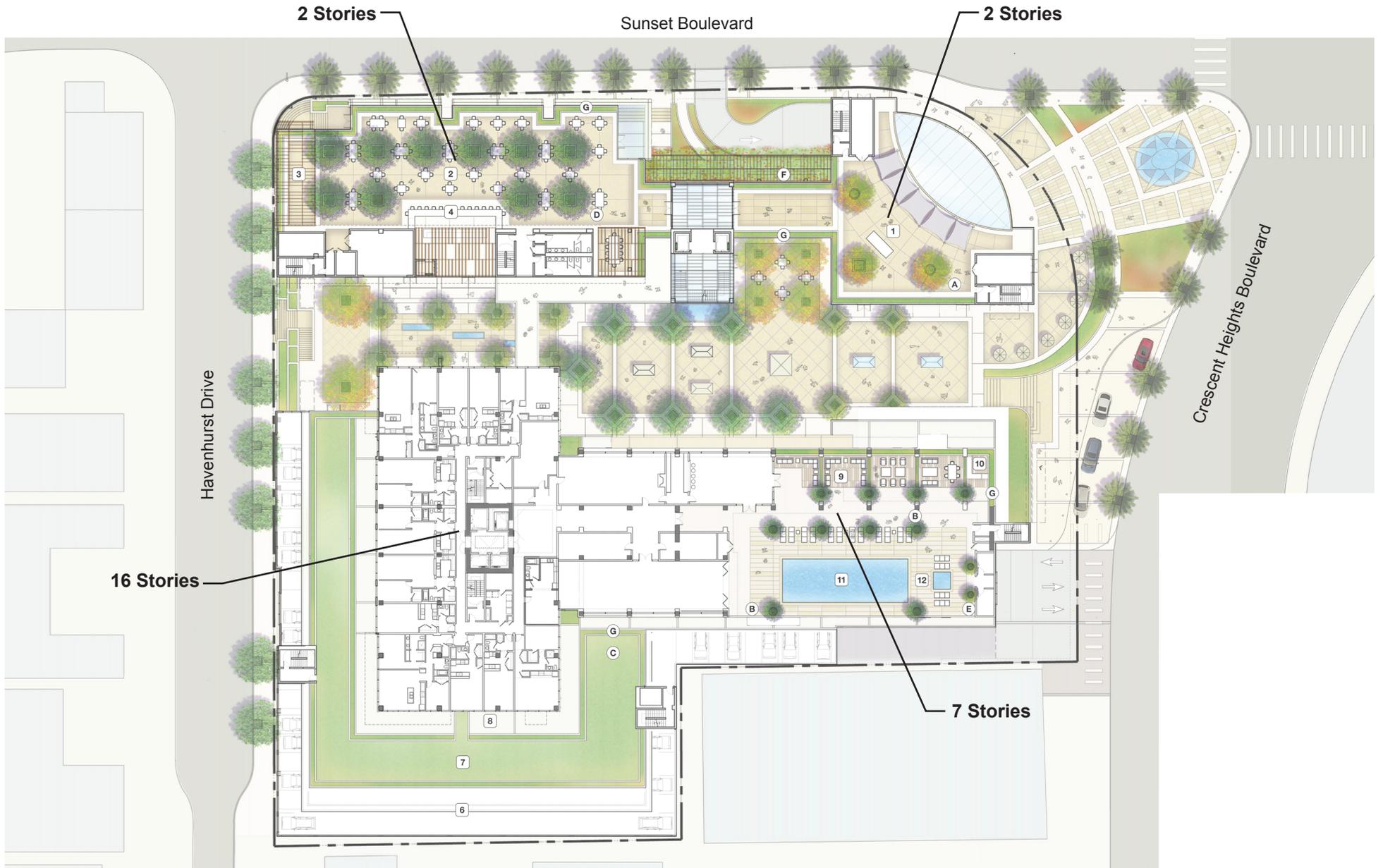
Table 5.D-1

Alternative 4 – Reduced Density Alternative Summary

Residential Units

	Market Rate	Affordable	Total
Studio	48	7	55
One Bedroom	86	11	97
Two Bedroom	26	3	29
Three Bedroom	6	--	6
	166	21	187 units
Residential Unit Floor Area			145,406 sf
Residential Common Area (Roof Decks)			18,600 sf
Residential Amenities:			
Lobby			1,500sf
Resident Recreation Room			1,152sf
Fitness			1,815 sf
Business Center			536 sf
Library			1,140 sf
Changing Rooms			738 sf
Subtotal Amenities			6,881 sf
Circulation/Common Areas			15,590 sf
Total Residential Floor Area			167,585 sf
Retail			38,365 sf
Restaurant			16,640 sf
Supermarket			18,605 sf
Health Club/Fitness			6,070 sf
Walk-in Bank			3,820 sf
Total Commercial Floor Area			83,500 sf
TOTAL ALTERNATIVE 4 FLOOR AREA			251,377 sf
Parking			637 spaces
FAR			2.25

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014



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(2) Operation

The Reduced Density Alternative would have 25 percent less overall floor area than the Project and, as with the Project, would have a maximum height of 16 stories. The Reduced Density Alternative would have the same overall building height and building footprints as Project, but with less floor area, and the height of the eastern component of the South Building would be reduced. This Alternative would provide the same setbacks from adjacent streets and the south boundary as under the Project, but with a greater contrast in building heights between the two components of the South Building. This would enhance the overall stepped profile and articulation (contrast between taller and shorter components) of the development. Because the Reduced Density Alternative would enhance the stepped profile and articulation of the building as compared to the Project, it would have less impact than the Project with respect to massing. However, as with the Project, visual quality impacts with respect to massing and setbacks would be considered less than significant.

As with the Project, the Reduced Density Alternative would feature a modern architectural design. The façade of the corner retail building facing the Sunset/Crescent Heights intersection would be a semicircular glass curtain wall (atrium) that would emulate the existing curvature of the sidewalk and emulate the curved street edge of the landscaped open space. The commercial/retail component would be largely glass-fronted along the sidewalk on Sunset Boulevard to facilitate light passage and to allow visibility into these levels from the street and sidewalk. The building wall along Havenhurst Drive would feature stone cladding along the pedestrian level. The commercial/retail component facing Crescent Heights Boulevard would be largely glass; however, the building base and stair tower of the east building front would be stone cladding, while the remainder would be stucco and wood. Visual quality impacts with regard to architectural style would be less than significant.

The Reduced Density Alternative would also provide aesthetic benefits similar to the Project, including an approximately 34,050-square-foot Central Plaza and the conversion of the adjacent City-owned traffic island to provide a 9,134 square-foot public space. The Central Plaza would also incorporate amenities such as ornamental trees, arbor, glazed staircase, and colonnades. Street edges along Crescent Height Boulevard, Sunset Boulevard, and Havenhurst Drive would be landscaped with trees and sod and planting beds would be located along street frontages and entrance areas. The Reduced Density Alternative would also provide landscaping features, or features that contribute to landscaping, such as a green wall and vine-covered stone cladding along the exposed podium structure on Havenhurst Drive and landscaping treatment of the exposed podium structure on the south edge of the property where adequate space exists to allow for landscape maintenance. The Project was determined to have a less than significant impact on visual quality without the need to incorporate mitigation measures. As with the Project, the Reduced Density Alternative would have a less than significant impact on visual quality. However, the Reduced Density Alternative would enhance the stepped profile and articulation achieved by the Project and provide a greater aesthetic benefit. Therefore, this Alternative would have less impact on visual quality than under the Project.

b. Views

Visual simulations of Alternative 4 from various vantage points surrounding the Project Site are provided below in **Figures 5.D-2 through 5.D-5, *Alternative 4 Visual Simulations***. The Project Site is visible from Sunset Boulevard, Havenhurst Drive and Crescent Heights Boulevard in the vicinity of the site. The Reduced Density Alternative would reduce the horizontal dimension of the North and South Buildings by approximately 25 percent compared to the Project. The proposed buildings would reduce the view field and the full extent panoramic views across the Project Site compared to existing conditions. However,

compared to the Project, this Alternative would reduce the extent of blockage due to the North and South Buildings' reduced horizontal dimensions, which would allow for a smaller building profile across the site. The buildings would not block views of valued resources and, therefore, view impacts would be less than significant. Development associated with the Project would also reduce the full extent of panoramic views across the Project Site, but would not obstruct views of valued resources. Therefore, the Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. However, the Reduced Density Alternative would result in a reduced building profile and slightly greater unobstructed view field across the Project Site. Because the Project would change panoramic views to a greater extent than the Reduced Density Alternative, this Alternative would have less impact on views than that associated with the Project.

c. Light and Glare

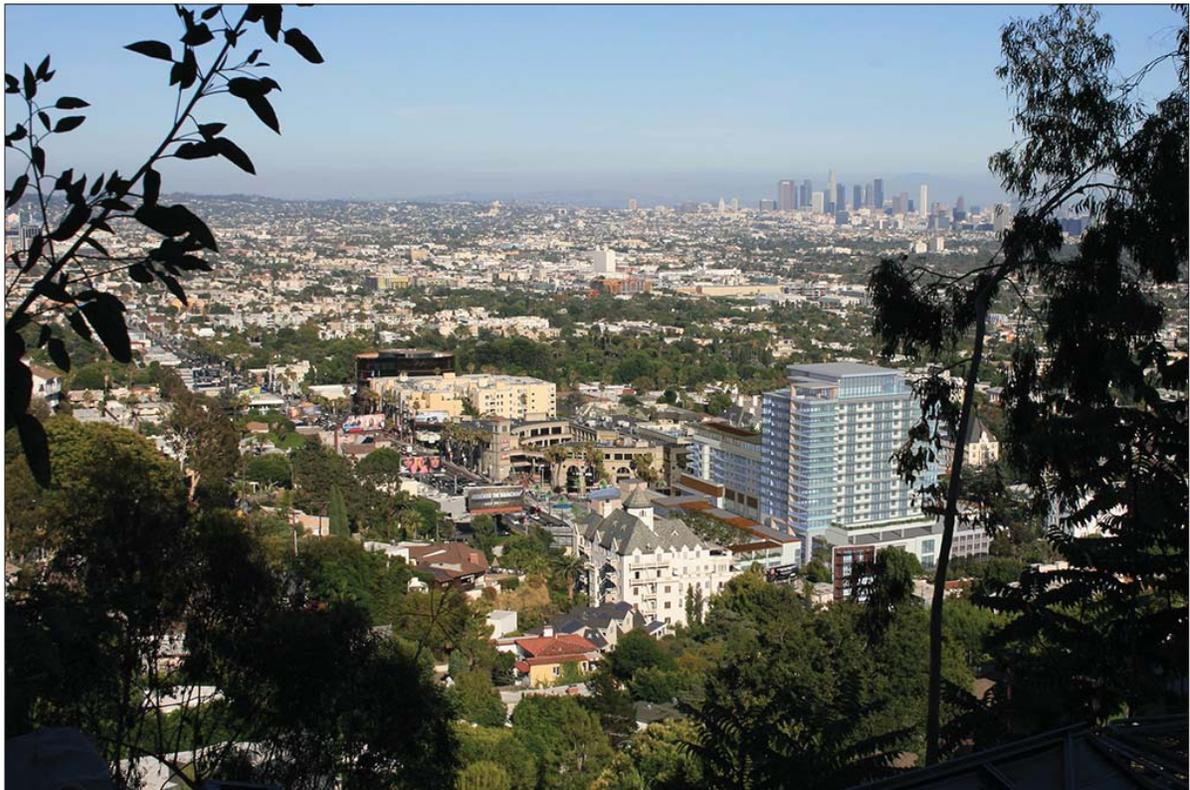
The Reduced Density Alternative's exterior lighting program would be similar to the Project's and would consist of tenant and building identification signs, security lighting, signage along the Sunset Boulevard frontage. No illuminated signs are anticipated on the west façade of the North Building or the south facades of the North and South Buildings. As with the Project, the Reduced Density Alternative would not involve any off-site signs or billboards. Lighting would primarily consist of a mix of standard incandescent light fixtures, as well as various types of efficient/low energy fixtures. Lighting would be designed and strategically placed to minimize glare and light spill onto adjacent properties. As with the Project, the Reduced Density Alternative would incorporate low-reflectivity window glass and architectural materials that would reduce the potential of glare from reflected sunlight at any glare-sensitive locations. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The Reduced Height Alternative would also have a less than significant impact on light and glare that would be similar to that of the Project.

d. Shade/Shadow

The Reduced Density Alternative would allow for a narrower profile of the North and South Buildings. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. Although shade/shadow impacts under the Project would be less than significant, off-site shading would be incrementally reduced under the Reduced Density Alternative due to the reduced height of the lower tower component of the South Building. Therefore, shade/shadow impacts under the Reduced Density Alternative, which would also be less than significant, would be less than under the Project.



Existing View



Proposed View



Existing View



Proposed View



Existing View



Proposed View



Existing View



Proposed View

2. Air Quality

a. Air Quality Management Plan Consistency

Similar to the proposed Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards. The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project, construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Population growth under this Alternative would be well within the growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

The Reduced Density Alternative would generate emissions during construction activities. The Reduced Density Alternative would have a smaller floor area than the Project, which would result in fewer days of construction activity. However, the Reduced Height Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. Given the smaller floor area and reduced parking needs, there would be fewer days of grading and excavation and building construction activities. Nonetheless, given that the construction equipment mix would be same under this Alternative as compared to the Project, the maximum daily construction emissions for the Reduced Density Alternative would be equivalent to the maximum daily construction emissions of the Project. As per guidelines established by the SCAQMD, the numerical indicators of significance for construction emissions are evaluated based on maximum daily emissions. Thus, the maximum daily construction-related air quality impacts of the Reduced Density Alternative would be equal to the Project, which would be considered potentially significant prior to mitigation. Construction of the Reduced Density Alternative would implement the same construction-related air quality Mitigation Measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality Mitigation Measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less

than significant impact with regard to construction emissions. However, given the shorter duration of construction activities under this Alternative, impacts would be less than under the Project.

c. Operation

The Reduced Density Alternative would generate emissions as a result of operational activity. The development intensity of the Reduced Density Alternative would be less than the Project with reduced floor area for the residential, retail, restaurant, and commercial uses. This Alternative would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. The Reduced Density Alternative would have reduced energy demand as compared to the Project given the smaller building floor area. As a result, the operational emissions associated with the Reduced Density Alternative would be less than the Project's emissions. Operational emissions under this Alternative are shown in **Table 5.D-2, Alternative 4 – Reduced Density Alternative Estimated Maximum Unmitigated Operational Emissions**. The operational-related air quality impacts of the Reduced Height Alternative would be less than the Project. Similar to the Project, operational emissions under this Alternative would be less than significant.

Table 5.D-2

**Alternative 4 – Reduced Density Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a**

Source	VOC	NO_x	CO	SO₂	PM₁₀	PM_{2.5}
Area (Coating, Consumer Products, Landscaping)	12.93	0.18	15.62	0.00	0.08	0.08
Energy (Natural Gas)	0.19	1.67	1.28	0.01	0.13	0.13
Stationary (Charbroiling)	0.09	–	–	–	0.85	0.85
Motor Vehicles	14.58	32.34	133.52	0.30	20.28	5.70
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	(5.84)	(32.32)	(120)	(0.12)	(8.06)	(1.91)
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(60.84)	(87.32)	(670)	(150)	(158)	(56.91)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 4 Compared to Project	Less	Less	Less	Less	Less	Less

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the Reduced Density Alternative, as under the Project, grading and excavation would be necessary to provide subterranean parking levels and construct the podium structure. Such excavation would be comparable to that required for the Project, given the same overall floor area and associated parking requirements. The Project would result in less than significant impacts to archaeological and paleontological resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. These mitigation measures would still be required to reduce impacts to less than significant under the Reduced Height Alternative, and impacts would be similar the Project.

3.2 Historical Resources

As under the Project, all existing buildings would be removed from the Project Site under the Reduced Density Alternative. Similar to the Project, the Reduced Density Alternative would result in a significant and unavoidable direct impact to historical resources, even with the implementation of Mitigation Measures HIST-1 through HIST-4, because the Bank building would be removed and demolished. Similar to the Project, indirect impacts to historical resources surrounding the Project Site would be less than significant under the Reduced Density Alternative and would not negatively impact the character or setting of nearby historical resources, and since maximum building heights would be the same but the height of the lower component of the South Building would be less under this Alternative, indirect impacts would be slightly less than under the Project.

4. Geology and Soils

The Reduced Density Alternative would reduce the Project's overall development by approximately 25 percent and, thus, reduce overall excavation and future occupancy of the Project Site compared to the Project. Because the Reduced Density Alternative would involve less construction-related disturbance than under the Project, this Alternative would reduce any potential construction impacts related to slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative would also reduce the future occupancy of the Site compared to the Project and, thus, would reduce the number of people at the Project Site that could be potentially exposed to seismic hazards associated with the Hollywood Fault and other active and potentially active faults in the region. Therefore, this Alternative would reduce the Project's potential seismic impact, which under the Project would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. Because this Alternative would reduce the scale of construction and occupancy associated with the Project, it would reduce impacts related to seismic hazards, slope stability, expansive soils, sedimentation, and erosion compared to the Project, and would result in similar impacts related to landform alteration. This Alternative would also incorporate an equivalent mitigation measure. With the incorporation of mitigation, as under the Project, the Reduced Density Alternative would have a less than significant impact on soils and geology that would be less than that of the Project.

5. Greenhouse Gas Emissions

The Reduced Density Alternative would generate GHG emissions during construction and operation. The Reduced Density Alternative would have a smaller floor area than the Project. This Alternative would use

the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. The Reduced Density Alternative would require a similar construction equipment mix but would require fewer days of construction activity. Consequently, the total construction GHG emissions for the Reduced Density Alternative would be less than the construction GHG emissions of the Project.

The Reduced Density Alternative would generate GHG emissions as a result of operational activity. The development intensity of the Reduced Density Alternative would be less than the Project with reduced floor area for the residential, retail, restaurant, and commercial uses. This Alternative would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. The Reduced Density Alternative would have reduced energy demand, water demand, and waste generation as compared to the Project given the smaller building floor area and reduced on-site residents. As a result, the operational GHG emissions associated with the Reduced Density Alternative would be less than the Project's operational GHG emissions. The GHG emissions under this Alternative are shown in **Table 5.D-3, Alternative 4 – Reduced Density Alternative Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions**. The construction- and operational-related GHG impacts of the Reduced Density Alternative would be less than the Project. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year.

6. Land Use

As with the Project, the Reduced Density Alternative would require the approval of a vesting tract map, site plan review, affordable housing incentives and other entitlements, approvals or permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards, a variance to allow a fitness studio in the C4 zone, and a CUP for on- and off-premises sale of alcoholic beverages. As discussed below, the Reduced Density Alternative would be consistent with existing applicable City and regional plans and policies, as would be the case under the Project.

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the Reduced Density Alternative would be consistent with objectives of the Land Use, Housing, Urban Form and Neighborhood Design, Open Space and Conservation, and Transportation Chapters of the General Plan Framework Element. Specifically, the Reduced Density Alternative would provide a diversity of uses; accommodate residential growth and provide a mix of apartment sizes and affordability levels, including restricted very low income units; reinforce an existing community center by providing an array of retail choices, streetscape, a landscaped public plaza, and landscaped Central Plaza with direct sidewalk access that would be inviting to nearby residents and pedestrians along Sunset Boulevard. The Reduced Density Alternative would be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. Consistency with the General Plan Framework Element would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*.

Table 5.D-3

Alternative 4 – Reduced Density Alternative
Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions^a

Source	Alternative 4 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	101	133
Mobile Sources	4,079	5,414
Area (Landscaping Equipment)	3	4
Electricity	2,288	3,022
Electricity (Green Power/RECs)	(2,288)	(3,022)
Natural Gas	338	446
Water	117	118
Waste	313	418
Subtotal (with Green Power/RECs)	4,952	6,534
Net Total (with Green Power/RECs)	(2,420)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix E of this Draft EIR.

Source: PCR Services Corporation, 2014

(2) Do Real Planning

As with the Project, the Reduced Density Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The Reduced Density Alternative would be consistent with objectives related to uses and density, site design/walkability/parking location, improvement of housing stock, and green design. Consistency with *Do Real Planning* objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR.

(3) Walkability Checklist

As with the Project, the Reduced Density Alternative would be consistent with the City's *Walkability Checklist* in that it would link pedestrians to a landscaped plaza, extend the pedestrian environment to the retail businesses and residential access points within the Project Site, and include numerous design features to enhance the neighborhood character and pedestrian environment. These features specifically include the development of the Corner Plaza near the Project's entrance, landscaping and new street trees along the sidewalks, pavement treatment, strong entrance, ground floor retail with glass frontages along Sunset Boulevard, wider sidewalks than under existing conditions, off-street parking and driveways, reduced signage and lighting, and ease of pedestrian movement through the reconfiguration of one of the two traffic islands in the Sunset Boulevard/Crescent Heights Boulevard intersection into a landscaped public open space. Consistency with the Walkability Checklist would be similar to the detailed discussion related to the

Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the Reduced Density Alternative would be consistent with the applicable objectives of the Hollywood Community Plan. Specifically, the Reduced Height Alternative would (1) provide new commercial and residential development within the Hollywood community, which would increase employment opportunities, retail services, and additional housing for the growing population; (2) provide new commercial and residential uses on the Project Site that would help meet the growing market demands for housing and retail services; (3) provide additional housing opportunities, including low income housing, on a property that currently lacks residential uses, and would also preserve and enhance the residential character of the surrounding community by limiting development to the Project Site and providing residential uses on a commercially zoned property; (4) provide additional commercial space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands, and would also provide extensive public and private open space on the Project Site to meet the needs of both on-site residents and the public at-large; (6) implement a number of traffic system improvements in the Project area to accommodate Project-related traffic increases, relocate an existing transit stop along Sunset Boulevard in order to maintain public transit service at the Project Site, and locate new residential and commercial uses in proximity to transit stops and within two miles of a Metro Red Line station would encourage additional public transit ridership by Project residents, patrons, and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the Reduced Height Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*.

(5) Citywide Design Guidelines

The Reduced Density Alternative would be consistent with policies related to neighborhood context and employment of high quality architecture to define the character of commercial areas, and would also achieve relevant policies related to inclusion of open space for public gatherings. This Alternative would provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the street front and locating the taller structural elements to the rear of the Project Site. The Reduced Density Alternative would provide an active street front with direct access from the sidewalk from all three adjoining streets, and would also incorporate a Central Plaza, which would provide a continuous street-to-street pedestrian linkage across the site. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the Reduced Density Alternative with the applicable provisions of the Design Guidelines would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*. Because this Alternative would achieve all of

the design principles to the extent the Project would, it would not result in conflicts with the Design Guidelines, and, as such, impacts related to consistency with would be similar to those under the Project.

(6) City of Los Angeles Municipal Code

The Reduced Density Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for a range of commercial uses, as well as multi-family residential development consistent with the R4 zone. The Reduced Density Alternative would be consistent with setback regulations for commercial and residential uses. The Alternative's 21 very low income rental units would qualify for a 35% Density Bonus, which in turn allows the Applicant to request an Affordable Housing Incentive to allow an increase of FAR pursuant to LAMC Section 12.22-A.25. The proposed FAR (2.25) would be consistent with the maximum FAR requested pursuant to the Affordable Housing Incentive. The Reduced Density Alternative would also be consistent with common open space and landscaped open space requirements of the LAMC. Consistency of the Reduced Density Alternative with LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the Reduced Density Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in existing and emerging centers and along major transportation corridors; creating significant areas of mixed-use development and walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the Reduced Density Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The Reduced Density Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. In accordance with SCAG policies, the Reduced Density Alternative Project would meet LEED standards to reduce energy demand, pollution, and waste. Consistency of the Reduced Density Alternative with SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 – 2035 Regional Transportation Plan and Compass Blueprint*.

(8) Conclusion Regarding Consistency with Adopted Plans

Due to the similarity in the scale and type of development between the Reduced Density Alternative and the Project and the substantial consistency of both to applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 – 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan, the Reduced Density Alternative would result in a less than significant impact relative to adopted plans and policies. The level of impact would be similar to that of the Project.

b. Land Use Compatibility

The Reduced Density Alternative would replace existing commercial uses with a mix of commercial and residential uses that would represent a more intense use of the site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the Reduced Density Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the Reduced Density Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. The Reduced Density Alternative would support the area's established pattern of pedestrian activity between residential neighborhoods and Sunset Boulevard by providing a grocery store and range of retail services within walking distance and enhancing pedestrian pathways through the Project Site, including opening access to the site from Havenhurst Drive. The Alternative's uses, such as retail and restaurants, would be consistent with the highly active Sunset Boulevard environment and the higher-density residential development would enhance night-time activity and pedestrian presence. Building heights (7 and 16 stories) for the South Building under this Alternative would be generally consistent with existing high rise elements along Sunset Boulevard, which are ten to 15 stories at the highest. Although reduced floor area under this Alternative would achieve narrower high-rise components and deeper setbacks from the south property line and adjacent streets than under the Project, the aspect of height as experienced from the street would be reduced by both the Project and the Alternative by the deep setbacks of the taller components. As with the Project, the Reduced Density Alternative would not disrupt, divide, or isolate the adjacent community. The Project was determined to have a less than significant impact relative to land use compatibility without the incorporation of mitigation measures. The Reduced Density Alternative would, respectively, have a less than significant impact. However, because the Alternative's high-rise components would be more deeply set back from adjacent streets and, potentially, the south property line, this Alternative would have relatively less impact with respect to land use compatibility.

7. Noise

a. Construction

Overall, the Reduced Density Alternative would include less development (in terms of square footage) compared to the Project. As such, the total amount of construction activities would be less than the Project. However, the site preparation (i.e., demolition, grading and excavation) activities would be similar to the Project as all existing uses would be removed from the Project Site and building heights would remain the same as the Project. Site demolition would result in the maximum construction-related noise levels. Therefore, the maximum noise levels under this Alternative would be similar to those resulting from the Project (noise levels would impact the nearest noise sensitive uses (receptor R3, R4, and R5) with noise levels up to 106 dBA during the demolition phase). Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, as is the case with the Project, but the duration of construction noise would be shorter. As such, construction noise impacts would be less than under the Project.

During periods of heavy construction activity, both the Project and the Reduced Density Alternative would result in similar, periodic construction related ground vibration impacts. Ground vibration would be below the 1.0 inches per second PPV significance threshold for the nearest residential buildings. Therefore, similar to the Project, the Reduced Density Alternative would result in construction related ground vibration impacts would be less than significant. With respect to human perception, the ground vibration level due to construction activities would exceed the project's significance threshold for human annoyance at the nearest residential uses, R4. Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction would remain significant and unavoidable, similar to the Project.

b. Operation

Under the Reduced Density Alternative, the net project-generated traffic would be reduced from 6,373 daily trips to 4,777 daily trips (an approximate 25 percent reduction). While the 25 percent reduction in traffic generation would represent an approximate 1.3 dBA decrease in noise contribution when compared to the Project, the traffic-related noise levels at the off-site roadways would yield a negligible change as traffic volumes would be dispersed to various roadways. Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open spaces area and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the parking area activity. The long-term operations under the Reduced Density Alternative would result in a less than significant vibration impact, similar to the Project.

8. Population, Housing, Employment

The Reduced Density Alternative, which would provide 187 residential units and 83,500 square feet of commercial floor area, would reduce the Project's overall development by approximately 25 percent. This Alternative is estimated to generate approximately 380 new residents (2.03 residents x 187 units), and 9 new employment opportunities (0.00271 x 83,500 square feet = 226, less existing 217 = 9). The projected population growth would represent approximately 1.9 percent of the Hollywood Community Plan area's 2013-2035 planning horizon provided in the 2012 SCAG RTP and 0.08 percent of the City of Los Angeles 2013-2035 planning horizon. The Project was determined to result in a less than significant land use impact without the need to incorporate mitigation measures. The Reduced Density Alternative would be consistent with City and regional growth projections and, as with the Project, would be less than significant. Population, employment, and housing impacts would be similar to those of the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The scale of construction under the Reduced Density Alternative would be approximately 25 percent less than under the Project. As with the Project, construction would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with OSHA and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. As with the Project, the Reduced Density Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Reduced Density Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase would be incrementally less than under the Project. This phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. Because the scale of development would 25 percent less under the Reduced Density Alternative than under the Project, the Reduced Density Alternative would also have a less than significant impact on fire services during construction. However, due to the reduced scale of construction, the impact on fire protection services under this Alternative during construction would be less than those under the Project.

(2) Operation

As with the Project, the Reduced Density Alternative would increase occupancy of the site and would generate a greater demand for fire protection services than under existing conditions. As with the Project, the Reduced Density Alternative would provide hydrants capable of delivering 9,000 gpm to meet the LAFD's fire flow requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The Reduced Density Alternative would provide one emergency and fire control elevator in each bank of elevators, an emergency smoke control system, a standby and emergency power system, and a dependable alarm system. The building design would include stair shaft doors for fire department use and pressurized stair shafts. To comply with Fire Code requirements, smoke detectors would also be maintained in all residential units and public areas. Additionally, in compliance with Fire Code Division 33 (Section 57.33.17), stairways would be numbered on each floor, and fire safety signage on all floors would be placed in required locations. In case of fire emergencies, access to the roof would also be available. As with the Project, the Reduced Density Alternative would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would implement Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential

service level impact at the intersection of Fountain Avenue/Havenhurst Drive and the Reduced Density Alternative would implement similar mitigation. This would reduce the Alternative's potential effect on emergency vehicle response times in the area. With the implementation of fire safety features and adequate fire flow, the Project was determined to have a less than significant impact on fire protection services during the operational phase. Because the Reduced Density Alternative would provide similar fire flow and safety features, it would also be considered to have a less than significant impact. The impact on fire protection services under this Alternative during operation would be incrementally less than those under the Project.

9.2 Police Protection Services

(1) Construction

The scale of construction under the Reduced Density Alternative would be approximately 25 percent less than under the Project. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, the Project design features would include security features such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. As with the Project, the Reduced Density Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Reduced Density Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase would be incrementally less than under the Project. This phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of construction site security and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection services during construction. Because the scale of development would be 25 percent less under the Reduced Density Alternative than under the Project, the Reduced Density Alternative would also have a less than significant impact on police protection services during construction. However, due to the reduced scale of construction, the impact on police protection services under this Alternative during construction would be less than those under the Project.

(2) Operation

The Reduced Density Alternative would provide 187 residential units, which would generate approximately 380 new residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Reduced Density Alternative could potentially result in 27 additional crimes per year. This represents an increase of less than 0.30 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,798 residents in the Hollywood Community Police Station service area would alter the officer-to-

resident ratio from one officer per 365 residents to one officer per 366 residents. By comparison, the Project would generate approximately 505 new residents and could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents under the Project would also alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. As with the Project, the Reduced Density Alternative would provide extensive security features, including provision of 24-hours video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. The Reduced Density Alternative would provide similar security and mitigation measures and would also be considered to have a less than significant impact. Although this Alternative would result in incremental reduction in demand for police services, due to the minimal difference in the police-to-resident ratio between this Alternative and the Project, demand on police services would be similar to those of the Project.

9.3 Parks and Recreation

The Reduced Density Alternative, which would provide 187 residential units, would generate approximately 396 new residents.¹⁵ This population increase would require 1.58 acres of parkland to meet the PRP's long-range standard of four acres per 1,000 persons and 0.79 acres of parkland to meet the PRP's more attainable short- and intermediate-range standard of two acres per 1,000 persons. Assuming a 25 percent reduction in open space for private balconies and terraces (reduced from 0.11 acre to 0.083 acre), reduced recreation room floor area (1,152 square feet compared to 3,487 square feet under the Project), and the same square footage of common and public roof decks and Central Plaza area as under the Project, this Alternative would provide approximately 88,317 square feet (2.03 acres) of public and private open space and private recreational amenities, which could be counted toward the PRP's open space standards. Public areas include the Central Plaza, 0.5-acre of roof decks, and a 9,134-square-foot Corner Plaza that would serve the on-site residents, patrons, and the community. As with the Project, this Alternative would not provide on-site parkland per the City's short- and long-range standards of two and four acres per 1,000 residents, respectively, and, as such, the impact on parks and recreational facilities would be considered potentially significant. As discussed in Section 4.1.3, *Parks and Recreation*, of this Draft EIR, the impact of the Project on parks and recreational facilities would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The Reduced Density Alternative would incorporate a similar mitigation measure, and as with the Project, the impact on parks and recreational facilities would be

¹⁵ As discussed in Section 4.1-3, *Parks and Recreation*, of this Draft EIR, although the most recent data provided by SCAG indicates an average household size of 2.03 persons per household within the Hollywood Community Plan area, a factor of 2.12 persons per household was utilized by the Los Angeles Department of Recreation and Parks (LADRP) in the estimation of population growth and associated impacts to parks and recreational facilities. As such, parks and recreation impacts for all Project Alternatives assumes a household size of 2.12 persons.

reduced to a less than significant level. However, because demand for parkland would be incrementally less under this Alternative, the Reduced Density Alternative would have less impact on parks and recreational facilities than the Project.

9.4 Libraries

The Reduced Density Alternative, which would provide 187 residential units, would generate approximately 380 new residents. This population increase would result in an incremental increase in demand for library services as compared to existing conditions. As described in Section 4.I.4, *Libraries*, of this Draft EIR, the Project would constitute approximately 2.6 percent of 19,343 residents, the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The Reduced Density Alternative would generate approximately 2.0 percent of the 19,343-resident threshold. As with the Project, the Reduced Density Alternative would also provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. Because the Reduced Density Alternative would have an on-site library, incrementally less residential population than the Project that would represent 2.0 percent of the LAPL 19,343-resident threshold, and would generate revenue to the City's general fund for the provision of public services such as library facilities, this Alternative would also have a less than significant impact on library services. Because less demand on library services would occur under this Alternative, the impact of the Reduced Density Alternative on library services would be less than that of the Project.

10. Transportation and Circulation

a. Construction

The Reduced Density Alternative would reduce the scale and duration of construction activity compared to the Project given the reduction in overall development intensity on the Project Site. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are not generally anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently operates or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future ("without Project" conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project's shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Although construction-related traffic impacts would be temporary in nature and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT, impacts could remain significant and unavoidable, during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. Because the Reduced Density Alternative would have

incrementally reduced construction traffic, it would reduce the Project's potentially significant, although temporary, construction traffic impact, but impacts would remain significant and unavoidable. Therefore, the Reduced Density Alternative would have less construction-related impact on traffic and circulation than under the Project.

b. Operation

(1) Intersection Impacts

The Reduced Density Alternative would reduce the overall development intensity of the Project by 25 percent, although increasing use of the Project Site compared to existing conditions. As discussed in the Alternative Project Preliminary Trip Generation Calculations table for the Reduced Density Alternative, contained in Appendix H-3, *Project Alternatives Traffic Analyses*, of this Draft EIR, this Alternative would result in a net reduction in daily trips of 519, a net decrease in A.M. peak hour trips of 137, and a net increase in P.M. peak hour trips of 74 compared to existing conditions. The CMA summary for intersections within the City of Los Angeles for the Reduced Density Alternative is presented in **Table 5.D-4, Critical Movement Analysis Summary – Reduced Density Alternative, Existing (2013) and Future (2018) With and Without Alternative 4 Project Conditions (City of Los Angeles Intersections)**, and the HCM summary for intersections within the City of West Hollywood is shown in **Table 5.D-5, Highway Capacity Manual Summary – Reduced Density Alternative - Existing (2013) and Future (2018) With and Without Alternative 4 Project Conditions (City of West Hollywood Intersections)**, below. As shown Table 5.D-5, the Reduced Density Alternative would exceed threshold level under 2013 and 2018 conditions at the intersection of Fountain Avenue/Havenhurst Drive.

As shown in **Table 5.D-6, Highway Capacity Manual Summary – Reduced Density Alternative - Existing (2013) and Future (2018) With and Without (New Traffic Signal) Alternative 4 Project Conditions**, the impact at the intersection of Fountain Avenue/ Havenhurst Drive would be reduced to a less than significant level with the installation of a traffic signal.

By comparison, the Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J of this Draft EIR, the Project-generated vehicular delays at the unsignalized intersection of Fountain Avenue/Havenhurst Drive could be expected to increase during the P.M. peak hour under 2013 and 2018 conditions and, as such, would also result in a significant impact at this intersection. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the installation of a traffic signal. The Reduced Density Alternative would also impact this intersection under 2103 and 2018 conditions and, would, thus, not avoid the Project's potential impact. The Reduced Density Alternative would implement the same mitigation measure and, as such, the impact under the Reduced Density Alternative would also be reduced to a less than significant level. However, because the Reduced Density Alternative would have incrementally less traffic than under the Project, the impact on intersections would be less than under the Project.

(2) Impacts on Neighborhood Streets

As with the Project, the Reduced Density Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. **Table 5.D-7, Local/Residential**

Table 5.D-4

**Critical Movement Analysis Summary - Reduced Density Alternative
Existing (2013) and Future (2018) With and Without Alternative 4 Project Conditions
(City of Los Angeles Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 4 Project			Without Project		With DEIR Alt. 4 Project		
			CMA	LOS	CMA	LOS	Impact	CMA	LOS	CMA	LOS	Impact
1	Hollywood Blvd.	AM	0.517	A	0.515	A	-0.002	0.61	B	0.61	B	-0.001
	and Laurel Cyn. Blvd.	PM	0.554	A	0.554	A	0.000	3 0.69	B	2 0.69	B	0.000
2	Hollywood Blvd.	AM	0.896	D	0.892	D	-0.004	9 0.96	E	5 0.96	E	-0.004
	and Fairfax Ave.	PM	0.755	C	0.755	C	0.000	7 0.81	D	8 0.81	D	0.001
5	Sunset Blvd.	AM	0.936	F ^a	0.914	F ^a	-0.022	7 1.14	F ^a	5 1.12	F ^a	-0.022
	and Crescent Hgts. Blvd.	PM	0.756	F ^a	0.750	F ^a	-0.006	8 0.98	F ^a	1 0.98	F ^a	-0.007
6	Sunset Blvd.	AM	0.746	F ^a	0.741	F ^a	-0.005	9 0.85	F ^a	3 0.85	F ^a	-0.006
	and Fairfax Ave.	PM	0.953	F ^a	0.953	F ^a	0.000	7 1.04	F ^a	7 1.04	F ^a	0.000

^a Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

* Significant impact per LADOT Traffic Study Policies and Procedures, June 2013 (if applicable).

Source: Hirsch/Green Transportation Consulting, Inc., 2014

Street Traffic Impact Analysis – Reduced Density Alternative – Existing (2013 and Future (2018) Average Daily Traffic Volumes, illustrates the estimated trips on neighborhood streets under the Reduced Density Alternative. As shown in Table 5.D-7, the Reduced Density Alternative would reduce existing daily traffic on the segment of Havenhurst Drive north of Fountain Avenue by 58 trips per day; decrease trips on two segments of Fountain Avenue, west of Havenhurst Drive and between Havenhurst Drive and Crescent Heights Boulevard by 537 trips per day; and decrease trips on Fountain Avenue east of Crescent Heights Boulevard by 98 trips per day compared to existing conditions.

By comparison the Project would generate more trips on Havenhurst Drive north of Fountain Avenue than under the Reduced Density Alternative and would result in less decrease in trips on segments of Fountain Avenue. Project-generated trips on neighborhood streets are illustrated in in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013 and Future (2018) Average Daily Traffic Counts*. As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive.

Table 5.D-5

**Highway Capacity Manual Summary - Reduced Density Alternative
Existing (2013) and Future (2018) With and Without Alternative 4 Project Conditions
(City of West Hollywood Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 4 Project			Without Project		With DEIR Alt. 4 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
3	Sunset Blvd. and La Cienega Blvd.	AM	15.5	F ^b	15.1	F ^b	-0.4	17.7	F ^b	17.3	F ^b	-0.4
		PM	21.6	F ^b	21.5	F ^b	-0.1	34.2	F ^b	14.9	F ^b	-19.3
4	Sunset Blvd. and Sweetzer Ave.	AM	2.2	F ^b	2.1	F ^b	-0.1	2.3	F ^b	2.2	F ^b	-0.1
		PM	3.9	F ^b	4.0	F ^b	0.1	4.0	F ^b	4.0	F ^b	0.0
7	Fountain Ave. and La Cienega Blvd.	AM	39.7	D	39.9	D	0.2	49.4	D	49.5	D	0.1
		PM	88.7	F	89.7	F	1.0	101.3	F	102.0	F	0.7
8	Fountain Ave. and Sweetzer Ave.	AM	7.0	A	7.1	A	0.1	7.4	A	7.4	A	0.0
		PM	9.2	A	9.6	A	0.4	9.8	A	10.2	B	0.4
9	Fountain Ave. and Havenhurst Dr. ^d	AM	134.0	F	123.6	F	-10.4	213.8	F	190.1	F	-23.7
		PM	212.6	F	231.8	F	19.2*	362.2	F	394.7	F	32.5*
10	Fountain Ave. and Crescent Hgts. Blvd.	AM	25.2	C	25.0	C	-0.2	29.3	C	28.8	C	-0.5
		PM	24.3	C	24.4	C	0.1	27.6	C	27.7	C	0.1
11	Fountain Ave. and Fairfax Ave.	AM	18.4	B	18.4	B	0.0	20.3	C	20.3	C	0.0
		PM	19.3	B	19.3	B	0.0	25.4	C	25.3	C	-0.1
12	Santa Monica Blvd and La Cienega Blvd.	AM	28.7	E ^c	28.7	E ^c	0.0	35.5	F ^b	35.4	F ^b	-0.1
		PM	54.4	E ^c	55.3	E ^c	0.9	85.3	F ^b	86.7	F ^b	1.4
13	Santa Monica Blvd and Sweetzer Ave.	AM	11.2	E ^c	11.2	E ^c	0.0	11.1	F ^b	11.2	F ^b	0.1
		PM	10.3	E ^c	10.3	E ^c	0.0	10.6	F ^b	10.6	F ^b	0.0
14	Santa Monica Blvd and Crescent Hgts. Blvd.	AM	23.1	E ^c	22.9	E ^c	-0.2	27.0	F ^b	26.6	F ^b	-0.4
		PM	22.3	E ^c	22.4	E ^c	0.1	30.7	F ^b	31.1	F ^b	0.4
15	Santa Monica Blvd and Fairfax Ave.	AM	24.6	E ^c	24.5	E ^c	-0.1	29.1	F ^b	28.9	F ^b	-0.2
		PM	25.7	E ^c	25.7	E ^c	0.0	31.7	F ^b	31.9	F ^b	0.2

^a "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology, except as noted.

^b Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

^c Intersection "existing" and "future" level of service manually adjusted to LOS E based on observations of existing conditions.

^d Unsignalized (Two-way STOP-sign controlled) intersection. "Delay" and LOS reflect conditions for most constrained move.

* Significant impact per City of West Hollywood criteria.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than significant. Because the trips generated by the Reduced Density Alternative would not add any trips to street segments, it would also be considered to have a less than significant impact on neighborhood streets. However, because it would generate less traffic and result in greater trip reductions than under the Project, it would have less impact on neighborhood streets than under the Project.

Table 5.D-6

**Highway Capacity Manual Summary - Reduced Density Alternative
Existing (2013) and Future (2018) With and Without (New Traffic Signal) Alternative 4 Project Conditions**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 4 Project			Without Project		With DEIR Alt. 4 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
7	Fountain Ave. and Havenhurst Dr.	AM	134.0	F	4.7	A	-129.3	213.8	F	4.8	A	-209.0
		PM	212.6	F	3.5	A	-209.1	362.2	F	3.5	A	-358.7

* "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

Table 5.D-7

**Local/Residential Street Traffic Impact Analysis Summary - Reduced Density Alternative
Existing (2013) and Future (2018) Average Daily Traffic Volumes**

Street Segment	Existing (2013)				Future (2018)		
	Without Project	Alt. 4		Alt. 4 Project Impact	Without Project	Alt. 4	
		Project Traffic ^a	With Alt. 4 Project			Project	Project Impact
Havenhurst Dr.							
North of Fountain Ave.	1,822	-58	1,764	-3.2%	1,915	1,857	-3.0%
Fountain Ave.							
West of Havenhurst Dr.	33,562	-537	33,025	-1.6%	35,274	34,737	-1.5%
Between Havenhurst Dr. and Crescent Hgts Blvd.	34,975	-537	34,438	-1.5%	36,759	36,222	-1.5%
East of Crescent Hgts. Blvd.	34,975	-98	34,877	-0.3%	36,759	36,661	-0.3%

^a Total net Alt. Project trips; includes removal of existing site trips. Same for both "Existing" and "Future" conditions.

Source: Hirsch/Green Transportation Consulting, Inc., 2014:

(3) Public Transit Impacts

As shown below in **Table 5.D-8, Public Transit Ridership – Reduced Density Alternative**, the Reduced Density Alternative would result in a total of approximately 356 person trips per day on the area public transit facilities (bus lines), including approximately 17 person trips (7 inbound, 10 outbound) during the AM peak hour, and 32 person trips (19 inbound, 13 outbound) during the PM peak hour. However, these values are approximately 119 daily person trips fewer than for the Project, including 4 fewer person trips during the AM peak hour and 10 fewer person trips during the PM peak hour compared to the Project. After adjusting to account for the existing public transit ridership associated with the existing site uses (which would be

Table 5.D-8

Public Transit Ridership – Reduced Density Alternative

Project Alternative	Person Trips (Assumed 1.20 AVO)						
	Daily	AM Peak Hour			PM Peak Hour		
		I/B	O/B	Total	I/B	O/B	Total
<u>Alternative 4 (Reduced Density Alternative)</u>							
Proposed Residential (10%)	140	3	8	11	8	5	13
Proposed Commercial (5%)	216	4	2	6	11	8	19
Proposed Alternative 4 Project Total	356	7	10	17	19	13	32
<u>Less Existing Uses</u>							
Existing Commercial (5%)	318	11	8	19	10	11	21
Net Total Alternative 4 Project Person Trips	38	(4)	2	(2)	9	2	11
Change vs. Proposed Project Person Trips	(119)	0	(4)	(4)	(6)	(4)	(10)

Source: Hirsch/Green Transportation Consulting, 2014.

removed to construct Alternative 4 improvements), this Alternative is expected to result in a net increase of approximately 38 daily person trips on the public transit facilities, including a net reduction of 2 new riders (reduction of 4 inbound, increase of 2 outbound) during the AM peak hour, and 11 new riders (9 inbound, 2 outbound) during the PM peak hour. However, as noted in the discussion of the potential transit impacts of the Project, the Project Site is currently served by a total of nearly 270 buses per day, including about 20 buses during each of the peak hours. Therefore, the potential increases in ridership on any single bus under Alternative 2 are expected to be nominal (average of 1 or fewer new riders per bus during the peak commute periods), and no significant transit-related impacts are anticipated. Further, Alternative 4 would exhibit either the same level or a reduction in net new public transit ridership as compared with the Project at all times throughout the day. Therefore, public transit impacts would be reduced compared to the Project, and would be less than significant.

11. Utilities

11.1 Water Supply

The Reduced Density Alternative, which would provide 187 residential units and 83,500 square feet of commercial floor area, would reduce the Project's development intensity by approximately 25 percent. **Table 5.D-9, Estimated Water Use - Reduced Density Alternative**, below, summarizes the Reduced Density Alternative's water demand by use. As shown in Table 5.D-9, the Reduced Density Alternative would increase existing water demand by 33,320 gpd and 38 AFY. The Project, as summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR, would increase existing water demand by approximately 48,185 gallons of water per day, or approximately 54 AFY. The Reduced Density Alternative would reduce the Project's demand by approximately 14,865 gpd or 16 AFY. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and water

Table 5.D-9

Estimated Water Use - Reduced Density Alternative

Land Use	Quantity (units/sf)	Daily Water Demand (gpd) ^a	Annual Water Demand (AF) ^b
Proposed Uses			
Residential Studio	55	5,280	6.0
Residential One Bedroom	97	13,968	15.9
Residential Two Bedroom	29	5,568	6.3
Residential Three Bedroom	6	1,440	1.6
Retail	38,365	3,389	3.9
Supermarket	18,605	1,789	2.0
Restaurant	16,640	5,986	6.8
Health Club	6,070	584	0.7
Walk-in Bank	3,820	367	0.4
Parking	229,239	5,502	6.3
Total		43,873	49.9
Existing Uses			
Retail	14,647	1,406	1.6
Art Storage Facility	27,625	664	0.7
Walk-in Bank	20,172	1,937	2.2
Restaurants	11,646	4,193	4.7
Dental Office	2,360	708	0.8
Martial Arts	3,550	341	0.4
Parking	58,109	1,394	1.6
Total		10,643	11.9
Net Increase (Proposed Less Existing)		33,230	38

^a Water demand is based on generation factors used in Table 4.K.1-2, Water Supply, of this EIR.

^b An acre-foot equals approximately 325,851 gallons

Source: PCR Services Corporation, 2014

conservation on the Project Site would be maximized through the use of water efficient fixtures and appliances. The Reduced Density Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.1 of this Draft EIR, the City's water infrastructure and water supply is sufficient to meet the Project's water demand without the need to implement mitigation measures, and the impact of the Project on the provision of water services would be less than significant. The Reduced Density Alternative would incrementally reduce water demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on water services that would be less than that of the Project.

11.2 Wastewater

The Reduced Density Alternative, which would provide 187 residential units and 83,500 square feet of commercial floor area, would reduce the Project's overall development by approximately 25 percent. **Table 5.D-10, Wastewater Generated During Operation - Reduced Density Alternative**, summarizes the Alternative's estimated wastewater generation. As shown in Table 5.D-10, the net wastewater generation of the Reduced Density Alternative would be approximately 27,937 gpd. The Project's net wastewater generation would be approximately 40,154 gpd. The Reduced Density Alternative would reduce the Project's estimated wastewater demand by approximately 12,217 gpd.

Table 5.D-10

Wastewater Generated During Operation – Reduced Density Alternative

Land Use	Quantity (units/sf)	Generation Factor	Wastewater Generated (gpd)
Proposed Uses			
Residential Studio	55	80 gpd/unit	4,400
Residential One Bedroom	97	120 gpd/unit	11,640
Residential Two Bedroom	29	160 gpd/unit	4,640
Residential Three Bedroom	6	200 gpd/unit	1,200
Retail	38,365	80 gpd/1,000 sf	3,069
Supermarket	18,605	80 gpd/1,000 sf	1,488
Restaurant	16,640	300 gpd/1,000 sf	4,992
Health Club	6,070	80 gpd/1,000 sf	486
Walk-in Bank	3,820	80 gpd/1,000 sf	306
Parking	229,239	20 gpd/1,000 sf	4,585
Total			36,806
Existing Uses			
Retail	14,647	80 gpd/1,000 sf	1,172
Art Storage Facility	27,625	20 gpd/1,000 sf	553
Walk-in Bank	20,172	80 gpd/1,000 sf	1,614
Restaurants	11,646	300 gpd/1,000 sf	3,494
Dental Office	2,360	250 gpd/1,000 sf	590
Martial Arts	3,550	80 gpd/1,000 sf	284
Parking	58,109	20 gpd/1,000 sf	1,162
Total			8,869
Net Increase (Proposed less Existing)			27,937

Notes: units = dwelling units; sf = square feet; gpd = gallons per day

^a Generation factors obtained from City of Los Angeles CEQA Thresholds Guide, City of Los Angeles, 2006, Exhibit M.2-12, Sewage Generation Factors. The generation factors used are slightly greater than the factors used in the Sewer Capacity Availability Request (SCAR), processed on July 1, 2013. As the number of seats/stalls for the fast food/restaurant are unknown at this time, the restaurant: take-out factor was used, which has a much higher generation rate than other restaurant types and therefore this factor is considered conservative.

Source: PCR Services Corporation, 2014

The Project's wastewater generation is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.046 percent of HTP's total remaining capacity of 88 mgd. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and wastewater reduction would be maximized through the use of high efficiency shower heads and toilets. The Reduced Density Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.2, the Project would not exceed the City's existing wastewater treatment capacity or future wastewater treatment capacity set forth by the IRP, and adequate wastewater treatment capacity would be available to serve the Project without the need to implement mitigation measures. The Project would have a less than significant impact with respect to wastewater treatment. However, the Reduced Density Alternative would incrementally reduce treatment capacity demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on wastewater services that would be less than that of the Project.

11.3 Solid Waste

The Reduced Density Alternative, which would provide 187 residential units and 83,500 square feet of commercial floor area, would reduce the Project's overall floor area by approximately 25 percent. **Table 5.D-11, *Projected Solid Waste Generated During Operation - Reduced Density Alternative***, summarizes the Alternative's estimated solid waste generation. As shown in Table 5.D-11, the net solid waste generation of the Reduced Density Alternative would be approximately 2.12 tons per day and 772.70 tons per year. The Project would generate approximately 3.24 tons per day and 1,183.94 tons per year. The Reduced Density Alternative would, therefore, reduce the Project's solid waste generation by approximately 1.12 tons per day and 411.24 tons per year. Project's estimated solid waste generation is summarized in Table 4.K.3-1, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project's annual solid waste generation, not accounting for diversion, would be approximately 0.014-percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.001-percent of the remaining 129.2-million-ton capacity in the County's Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures. However, the Reduced Density Alternative would incrementally reduce solid waste generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on solid waste services that would be less than under the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the Reduced Density Alternative would reduce commercial floor area and residential units by 25 percent. All amenities, such as landscaping and the provision of a Central Plaza and public Corner Plaza at the Sunset Boulevard/Crescent Heights Boulevard would be the same as under the Project. All commercial uses associated with the Project, including retail, restaurant, supermarket, health club, and walk-in bank, would be provided but with less floor area (83,500 square feet compared to 111,339 square feet under the Project). As the Reduced Density Alternative would provide the same mix of uses as under the Project with high quality design, and would provide housing and affordable residential units, it would at least partially meet all of the Project objectives. However, because it would reduce housing density and affordable

Table 5.D-11

Projected Solid Waste Generated During Operation – Reduced Density Alternative

Land Uses	Quantity (units/sf)	Generation Factor ^a	Rate Units	No. of Employees ^b	Solid Waste Generated (tons/year) ^a	Solid Waste Generated (tons/day) ^d
Proposed						
Residential	187 units	12.23	lbs/unit/day	0	416.10	1.14
Commercial						
Supermarket	18,605	16,578	lbs/empl/yr	50	414.45	1.14
Restaurant	16,640	6,528	lbs/empl/yr	45	146.88	0.40
Retail (General)	48,255	3,714	lbs/empl/yr	131	243.27	0.67
Total					1,220.70	3.35
Existing						
Retail	68,354	3,714	lbs/empl/yr	185	343.55	0.94
Restaurants/Fast Food	11,646	6,528	lbs/empl/yr	32	104.45	0.29
Total					448.00	1.23
Net Increase (Proposed - Existing)					772.70	2.12

^a Generation factors for residential units are based on factors provided in the L.A. CEQA Threshold Guide. Generation factors for others uses are from the Targeted Statewide Waste Characterization Study: Waste Disposal and Diversion Findings for Selected Industry Groups, June 2006. Integrated Waste Management Board.

^b The number of employees is based on factors used in Table 4.K.3-1 in Section 4.K.3 of this Draft EIR.

Source: :PCR Services Corporation, 2014

units compared to the Project, it would not achieve many of the Project objectives to the same extent as the Project. The following summarizes those Project objectives that this Alternative would (1) only partially meet compared to the Project and (2) fully meet.

Compared to the Proposed Project, due to the reduction in housing and affordable housing, The Reduced Density Alternative would only partially meet the following Project objectives:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.
- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.

- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.

The Reduced Density Alternative would fully meet the following Project objectives:

- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.
- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.
- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.
- Provide an attractive retail face along street frontages.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.
- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.
- Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.

A comparative summary of each Alternative's ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

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5.0 ALTERNATIVES

E. ALTERNATIVE 5: BANK PRESERVATION ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Alternative 5, the Bank Preservation Alternative, would include the development of a mixed-use residential/commercial project on the Project Site at the same overall intensity as the Project, which has a maximum FAR of 3:1. However, this Alternative would increase residential units and decrease commercial floor area compared to the Project. The Bank Preservation Alternative would preserve the on-site Chase Bank building in its current location. Specifically, this Alternative would entail the removal of all existing buildings on the Project Site except the Bank building. Alternative 5 would comprise the development of 291 residential units including 32 affordable housing units, compared to 249 residential units with 28 affordable units under the Project, and 62,231 square feet of commercial uses, compared to 111,339 square feet under the Project. Total residential floor area would be 271,969 square feet, compared to 222,564 square feet under the Project. Grocery store floor area would be up to 15,000 square feet, compared to 24,811 square feet under the Project. Total development would consist of approximately 334,200 square feet, compared to a total of 333,903 square feet under the Project. Building heights under this Alternative would range from two stories at the Sunset Boulevard retail frontage to 16 stories at the South Building, and the massing of the buildings would vary from that of the Project.¹⁶ Specifically, the South Building would include two tower elements, one along Havenhurst Drive at 16 stories in height (or approximately 200 feet above grade) and the other along Crescent Heights Boulevard at eight stories in height (or approximately 110 feet above grade), while the central portion of the building would be a maximum of six stories in height (or approximately 75 feet above grade). The Sunset retail frontage would include the existing Bank building, a new retail structure west of the Bank Building at the corner of Havenhurst Drive and Sunset Boulevard, and a new “flagship” retail building east of the Bank building at the corner of Sunset Boulevard and Crescent Heights Boulevard. Given the preservation of the Bank building, no rooftop activity would occur at the northwest corner of the Project Site. In addition, a rooftop bar/lounge would not be developed at the top of the South Building. Preservation of the Bank building under this Alternative would increase the depth of excavation necessary to construct below-grade parking since the area under the Bank building would not be used for parking, as it would be under the Project. Although the Bank Preservation Alternative, as with the Project, would provide three subterranean parking levels, additional excavation would be required compared to the Project to provide parking. All other Project-related improvements, facilities, and amenities, such as landscaping and the conversion of the adjacent City-owned traffic island to provide a 9,134 square-foot public space would be similar to those of the Project. The Bank Preservation Alternative is summarized below in **Table 5.E-1, Alternative 5 – Bank Preservation Alternative Summary**, and illustrated in **Figure 5.E-1, Alternative 5 Site Plan**.

¹⁶ Due to the sloping nature of the Project Site, the 16-story portion of the South Building would appear to be 20 stories in height at the southwest area of the Project Site along Havenhurst Drive.

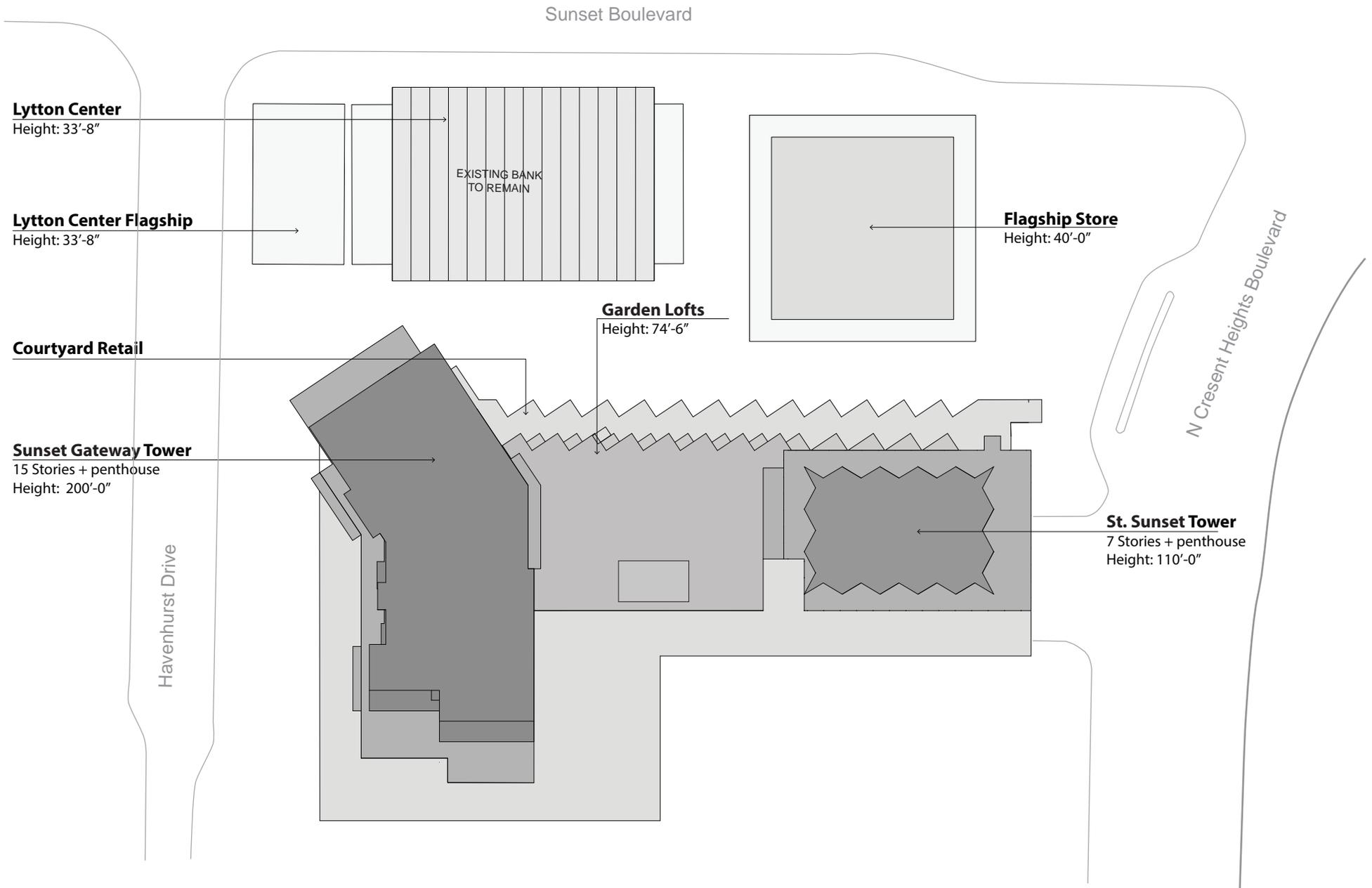
Table 5.E-1

Alternative 5 – Bank Preservation Alternative Summary

Residential Units

	Market Rate	Affordable	Total
Studio			
	73	9	82
One Bedroom			
	136	16	152
Two Bedroom			
	39	6	45
Three Bedroom			
	11	1	12
	262	32	291 units
Residential Unit Floor Area			231,731 sf
Residential Common Area (Roof Decks)			18,600 sf
Residential Amenities:			
Lobby			2,627 sf
Resident Recreation Room			1,500 sf
Fitness			2,500 sf
Business Center			757 sf
Library			1,500 sf
Changing Rooms			907 sf
Subtotal Amenities			9,791 sf
Circulation/Common Areas			30,447 sf
Total Residential Floor Area			271,969 sf
Retail			15,231 sf
Restaurant			19,000 sf
Supermarket			15,000 sf
Health Club/Fitness			8,000 sf
Walk-in Bank			5,000 sf
Total Commercial Floor Area			62,231 sf
TOTAL ALTERNATIVE 5 FLOOR AREA			334,200 sf
Parking			720 spaces
FAR			3.00
<i>Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014</i>			

Under the Bank Preservation Alternative, as noted above, the Bank building would be retained and rehabilitated for commercial use in conformance with the Secretary of the Interior's Rehabilitation Standards (Standards). Alterations necessary for commercial use would include replacement of the existing non-original ground floor windows and replacement of exterior ground floor walls on the south and east elevations with new compatible windows, to improve transparency and views through the building. In addition, the existing false clerestory windows would be replaced with new compatible windows to allow



Alternative 5 Site Plan

8150 Sunset Boulevard Mixed-Use Project
Source: Roschen Van Cleve Architects, 2014.

FIGURE

5.E-1

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natural light into the upper floor and provide views through the new clerestory windows of the folded-plate roof. The double-height interior atrium space would be closed by filling in the mezzanine level with a new floor. The new second floor would be designed to be reversible, and the existing mezzanine balcony and railings would be removed and stored, so that the atrium could be reinstated at a future date. The interior would be repurposed for the new commercial use which would require relocation of Roger Darricarrere's *dalle de verre* stained glass *Screen*, either within the Bank building, elsewhere within the Project, or to another appropriate site where it would be preserved. The floating concrete stair at the Bank building's northeast corner would be retained in place or rotated 180 degrees. The alterations and additions at the west end of the Bank building would be removed. The original Bouquet Canyon stone wall would be retained on the north façade along Sunset Boulevard, and *The Family*, by sculptor David Green would be retained and preserved in approximately its current location. The Sunset Boulevard frontage would be improved with compatible landscaping in keeping with the original Mid-Century Modern design intent. To ensure conformance with the Standards, a qualified preservation consultant would be retained by the applicant to provide input during design development, review the plans for the Bank Preservation Alternative for conformance with the Standards, and conduct construction monitoring to address preservation issues that could arise during construction.

B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the Bank Preservation Alternative, construction activities would be visible from Crescent Heights Boulevard, Havenhurst Drive, Sunset Boulevard, and from residential streets in the Hollywood Hills. The Bank Preservation Alternative, which would preserve the existing Bank building and result in a total of 334,200 square feet of development, would slightly increase the Project's total floor area of 333,903 square feet. In addition, a deeper excavation for subterranean parking would be required.

However, the increase in excavation would not notably increase the overall duration of construction activities compared to the Project, as it would be largely offset by the reduction in demolition and new construction associated with the existing Bank building. As such, construction activities under this Alternative would be comparable to the 26-month timeframe under the Project. Project impacts would be reduced to a less than significant level through the implementation of Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. This Alternative would incorporate equivalent mitigation measures. With the incorporation of mitigation, as under the Project, the Bank Preservation Alternative would have a less than significant impact on visual quality during construction, which would be similar to that of the Project.

(2) Operation

The Bank Preservation Alternative would result in similar building heights and setbacks as the Project, but would modify the massing of the South Building and retail buildings along the Sunset Boulevard frontage. Specifically, this Alternative would modify the South Building with two tower elements, one along

Havenhurst Drive at 16 stories in height and the other along Crescent Heights Boulevard at eight stories in height, while the central portion of the building would be a maximum of six stories in height. The Sunset Boulevard retail frontage would be modified by retaining the existing Bank building, constructing a two-story retail building immediately west of the Bank building at the corner of Sunset Boulevard and Havenhurst Drive, and constructing a separate “flagship” retail building east of the Bank building at the corner of Sunset Boulevard and Crescent Heights Boulevard. As with the Project, the Bank Preservation Alternative would provide a stepped profile and articulation (contrast between taller and shorter components) and visual quality impacts with respect to massing and setbacks would be considered less than significant.

As with the Project, the Bank Preservation Alternative would feature high quality architectural design, as well as preserve the existing Bank building. The façade of the corner “flagship” retail building facing the Sunset/Crescent Heights intersection would be a rectangular two-story structure that is contrasted by the curved features of the landscaped Corner Plaza public open space. To the west of the proposed Sunset Boulevard entrance driveway, the street front would be dominated by the existing Bank building, which features glazing to facilitate light passage and to allow visibility from the street and sidewalk. The commercial/retail component facing Crescent Heights Boulevard would be largely glass; however, the building base and stair tower of the east building front would be stone cladding, while the remainder would be stucco and wood. Visual quality impacts with regard to architectural style would be less than significant.

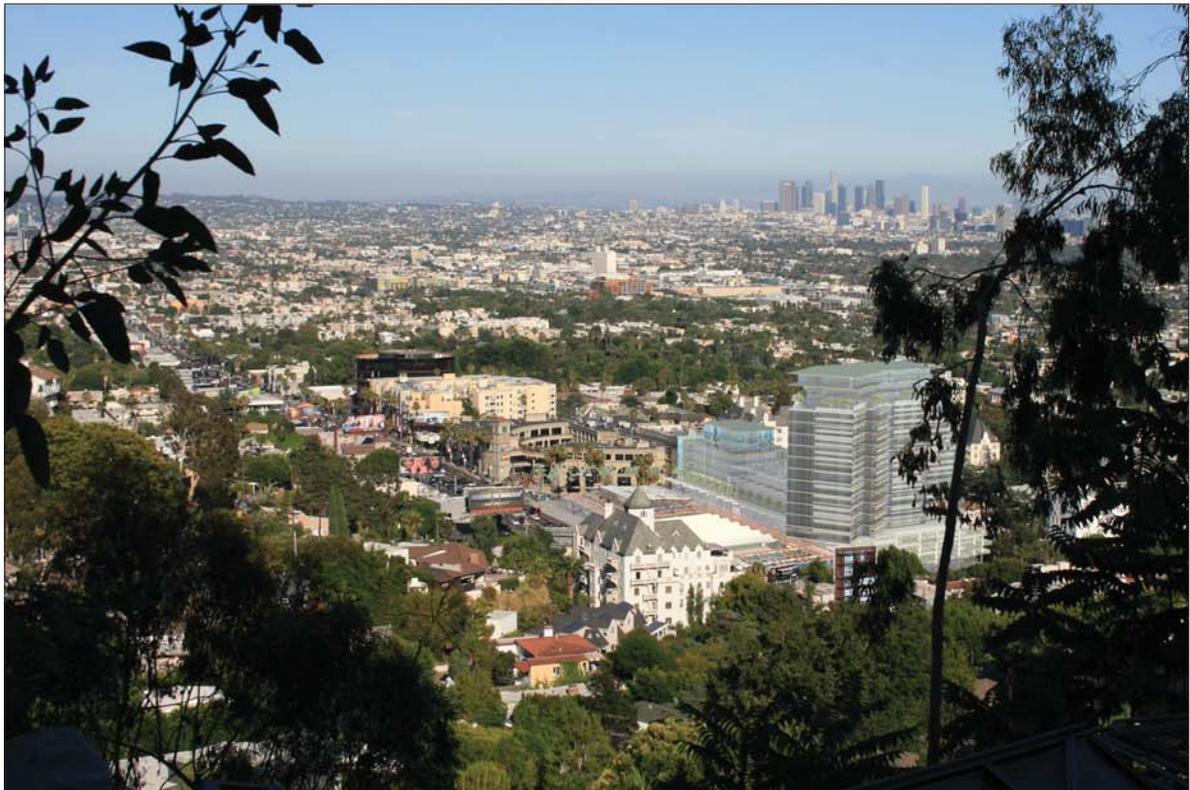
The Bank Preservation Alternative would also provide aesthetic benefits similar to the Project, including an approximately 34,050-square-foot Central Plaza and the conversion of the adjacent City-owned traffic island to provide a 9,134 square-foot public space. The Central Plaza would also incorporate amenities such as ornamental trees, arbor, glazed staircase, and colonnades. Street edges along Crescent Height Boulevard, Sunset Boulevard, and Havenhurst Drive would be landscaped with trees and sod and planting beds would be located along street frontages and entrance areas. The Bank Preservation Alternative would also provide landscaping features, or features that contribute to landscaping, such as a green wall and vine-covered stone cladding along the exposed podium structure on Havenhurst Drive and landscaping treatment of the exposed podium structure on the south edge of the property where adequate space exists to allow for landscape maintenance. The Project was determined to have a less than significant impact with respect to visual quality without the need to incorporate mitigation measures. Because the Bank Preservation Alternative and the Project would have similar features, although building massing under this Alternative would be modified, impacts under the Bank Preservation Alternative would be similar to the Project and less than significant.

b. Views

Visual simulations of Alternative 5 from various vantage points surrounding the Project Site are provided below in **Figures 5.E-2 through 5.E-5, *Alternative 5 Visual Simulations***. The Project Site is visible from Sunset Boulevard, Havenhurst Drive and Crescent Heights Boulevard in the vicinity of the site. The Bank Preservation Alternative would feature the same maximum building heights as the Project, but with greater variation in building massing, and would reduce the view field and the full extent panoramic views across the Project Site compared to existing conditions. Although development associated with the Project would reduce the full extent of panoramic views across the Project Site, it would not obstruct views of valued resources. Therefore, the Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. As with the Project, the proposed Bank Preservation Alternative



Existing View



Proposed View



Existing View



Proposed View



Existing View



Proposed View



Existing View



Proposed View

would not block views of valued resources and, therefore, view impacts would be less than significant. View impacts under this Alternative would be similar to view impacts under the Project.

c. Light and Glare

The Bank Preservation Alternative's exterior lighting program would be similar to the Project's and would consist of tenant and building identification signs, security lighting, signage along the Sunset Boulevard frontage. No illuminated signs are anticipated on the west façade of the North Building or the south facades of the North and South Buildings. As with the Project, the Bank Preservation Alternative would not involve any off-site signs or billboards. Lighting would primarily consist of a mix of standard incandescent light fixtures, as well as various types of efficient/low energy fixtures. Lighting would be designed and strategically placed to minimize glare and light spill onto adjacent properties. As with the Project, the Bank Preservation Alternative would incorporate low-reflectivity window glass and architectural materials that would reduce the potential of glare from reflected sunlight at any glare-sensitive locations. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The Bank Preservation Alternative would also have a less than significant impact on light and glare that would be similar to that of the Project.

d. Shade/Shadow

The Bank Preservation Alternative would result in similar building heights and setbacks as the Project, but would modify the massing of the South Building and retail buildings along the Sunset Boulevard frontage. The shadows cast by this Alternative under worst-case winter solstice conditions are illustrated below in **Figure 5.E-6, Alternative 5 Winter Solstice Shadows**. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. The Bank Preservation Alternative would have similar overall building heights but different building massing than the Project, which would result in increased shading durations at off-site shade-sensitive uses. Therefore, despite the similarity in maximum overall building heights compared to the Project, the Bank Preservation Alternative would result in greater, but still less than significant, shade/shadow impacts compared to the Project.

2. Air Quality

a. Air Quality Management Plan Consistency

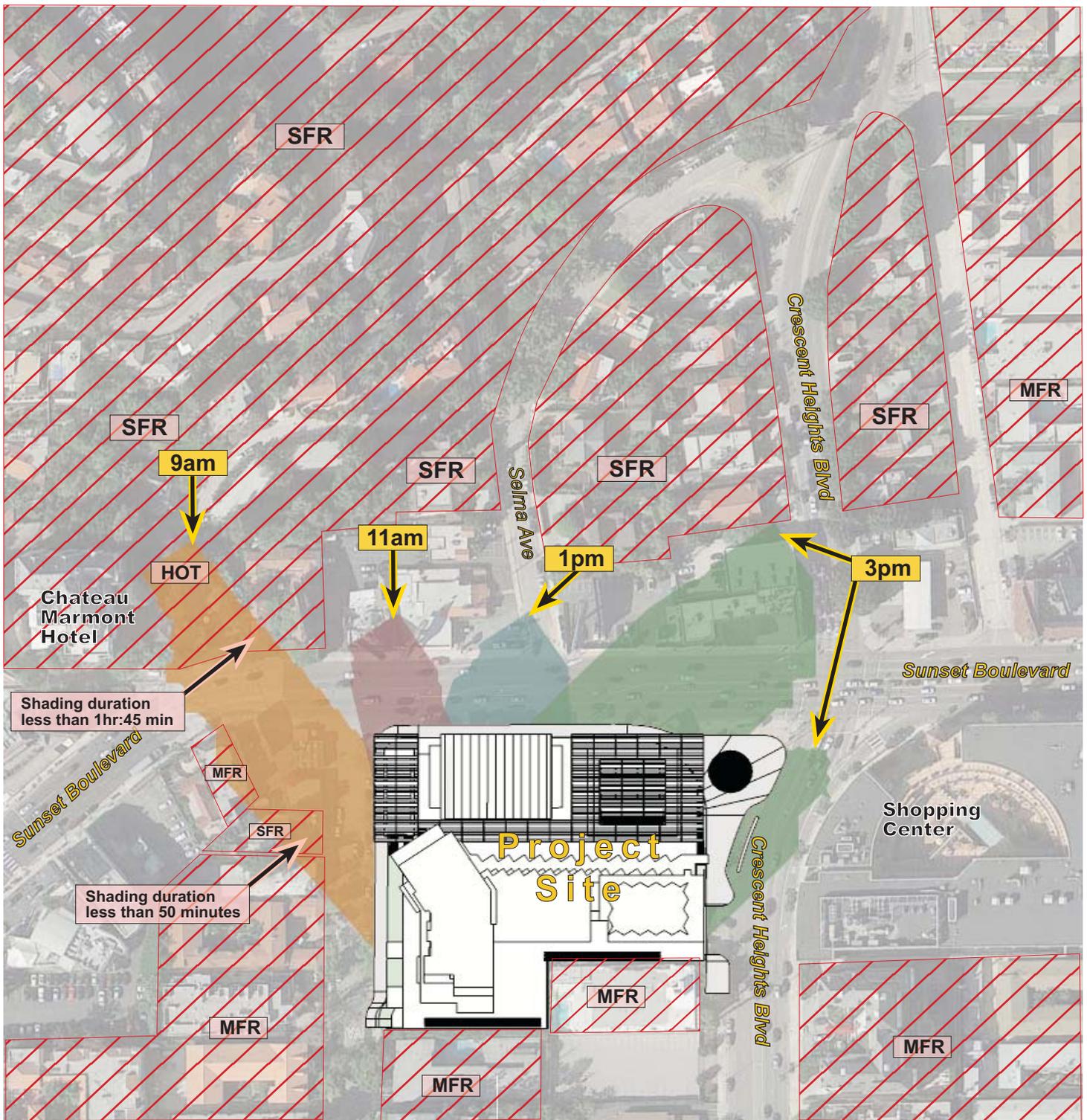
Similar to the proposed Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards. The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project,

construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Population growth under this Alternative would be well within the SCAG 2012 RTP's 2013-2035 growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

The Bank Preservation Alternative would generate emissions during construction activities. The Bank Preservation Alternative would have greater residential land uses than the Project but fewer retail, restaurant, and commercial land uses than the Project. The Bank Preservation Alternative would also have fewer parking spaces than the Project. In total, the Bank Preservation Alternative would have similar building floor area and a slightly smaller parking area as compared to the Project. The Bank Preservation Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. Despite the slightly smaller parking area due to the reduced number of spaces provided in the enclosed parking structure, there would be incrementally more days of grading and excavation activities. This is due to the additional excavation required to accommodate the necessary parking spaces since the area under the existing Bank building would not be used for parking. However, this Alternative would require fewer days of building construction activities given the preservation and reuse of the Bank building, which would largely offset the additional days of grading and excavation required under this Alternative. Nonetheless, given that the construction equipment mix would be same under this Alternative as compared to the Project, the maximum daily construction emissions for the Bank Preservation Alternative would be equivalent to the maximum daily construction emissions of the Project. As per guidelines established by the SCAQMD, the numerical indicators of significance for construction emissions are evaluated based on maximum daily emissions. Thus, the maximum daily construction-related air quality impacts of the Bank Preservation Alternative would be equal to the Project, which would be considered potentially significant prior to mitigation. Construction of the Bank Preservation Alternative would implement the same construction-related air quality Mitigation Measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality Mitigation Measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less than significant impact with regard to construction emissions. Construction-related impacts under this Alternative would be similar to those of the Project.



-  Sensitive Receptors
-  Single Family Residential
-  Multi-Family Residential
-  Hotel

NOTE:

CEQA Thresholds Guide Standard:

A significant impact would occur if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 AM and 3:00 PM Pacific Standard Time (between early November and mid-March), or for more than four hours between the hours of 9:00 AM and 5:00 PM Pacific Daylight Time (between mid-March and early November).¹

¹ As of 2007, as the result of the Energy Policy Act of 2005, most of the United States and Canada observe Daylight Saving Time between the second Sunday in March and the first Sunday in November. Previously, between 1987 and 2006, the start and end dates for Daylight Saving Time were the first Sunday in April and the last Sunday in October.

Alternative 5 Winter Solstice Shadows
December 21 (Pacific Standard Time)

8150 Sunset Boulevard Mixed-Use Project
Source: KTU+A, August 2014.

FIGURE

5.E-6

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c. Operation

The Bank Preservation Alternative would generate emissions as a result of operational activity. The development intensity of the Bank Preservation Alternative would result in similar building floor area and a slightly smaller parking area as compared to the Project. Under the Bank Preservation Alternative, the increase in residential floor area and reduction in retail, restaurant, and commercial floor area would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. This is due to residential land uses generating fewer trips compared to retail, restaurant, and commercial land uses on a per square foot basis. In addition, the Bank Preservation Alternative would have reduced energy demand as compared to the Project given that residential uses have generally lower energy demand compared to retail, restaurant, and commercial land uses on a per square foot basis. As a result, the operational emissions associated with the Bank Preservation Alternative would be less than the Project's emissions. Operational emissions under this Alternative are shown in **Table 5.E-2, Alternative 5 – Bank Preservation Alternative Estimated Maximum Unmitigated Operational Emissions**. The operational-related air quality impacts of the Bank Preservation Alternative would be less than the Project. Similar to the Project, operational emissions under this Alternative would be less than significant.

Table 5.E-2

**Alternative 5 – Bank Preservation Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a**

Source	VOC	NO _x	CO	SO ₂	PM ₁₀	PM _{2.5}
Area (Coating, Consumer Products, Landscaping)	16.66	0.28	24.29	0.00	0.13	0.13
Energy (Natural Gas)	0.23	2.05	1.53	0.01	0.16	0.16
Stationary (Charbroiling)	0.09	–	–	–	0.85	0.85
Motor Vehicles	15.33	35.95	145.80	0.34	22.99	6.46
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	(1.33)	(28.24)	(99.20)	(0.08)	(5.28)	(1.08)
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(56.33)	(83.24)	(649)	(150)	(155)	(56.08)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 5 Compared to Project	Less	Less	Less	Less	Less	Less

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the Bank Preservation Alternative, as with the Project, grading and excavation would be necessary to provide subterranean parking levels and construct the podium structure. Such excavation would be comparable to that required for the Project in terms of overall grading quantities, but would require deeper

excavations to provide adequate parking (within subterranean parking Level B3) and avoid existing below-grade improvements associated with the existing Bank building. Despite the deeper excavations, the Project would result in less than significant impacts to archaeological and paleontological resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. These mitigation measures would be required to reduce impacts to less than significant under the Bank Preservation Alternative, as under the Project, but impacts would be greater than the Project given the increased potential to encounter resources with deeper excavations.

3.2 Historical Resources

The Bank Preservation Alternative would retain and rehabilitate the existing Bank building in its current location, and would remove all other existing buildings on the Project Site. As such, no direct or indirect impacts to listed historical resources, or resources potentially eligible for listing as historical resources, would occur because the Bank building would be retained. Alterations necessary for commercial use would include replacement of the existing non-original ground floor windows and replacement of exterior ground floor walls on the south and east elevations with new compatible windows, to improve transparency and views through the building. In addition, the existing false clerestory windows would be replaced with new compatible windows to allow natural light into the upper floor and provide views through the new clerestory windows of the folded-plate roof. Neither of these changes would adversely affect the integrity or significance of the Bank building as a historical resource. Under the Bank Preservation Alternative these changes would conform to the Standards and improve the building's appearance in a manner that would be in keeping with architect Kurt Meyer's original design intent for the building. However, under the Bank Preservation Alternative the double-height interior atrium space would be closed by filling in the mezzanine level with a new floor. The interior integrity of the existing Bank building was previously compromised due to alterations for tenant improvements that removed the original interior design of the ground floor and altered the plan of the second floor. While introducing a new mezzanine level floor would further detract from the integrity of the interior, the potential impact would be less than significant because the new second floor would be designed to be reversible, in accordance with the Standards, and the existing mezzanine balcony and railings would be removed and stored, so that the atrium could be reinstated at a future date.

The interior would be repurposed for the new commercial use which would require relocation of Roger Darricarrere's *dalle de verre* stained glass *Screen*, either within the Bank building, elsewhere within the Project, or to another appropriate site where it would be preserved. As with the Project, Mitigation Measure HIST-2 would require preparation of a relocation plan for the art work by a qualified preservation conservator to ensure potential impacts would be minimized.

The floating concrete stair at the Bank building's northeast corner, which is a character-defining feature, would be retained in place or rotated 180 degrees to accommodate the new commercial use. In either case, the existing staircase would be repaired and refurbished in accordance with the Standards to preserve the integrity of this feature.

The non-contributing alterations and additions at the west end of the Bank building would be removed, which would further improve the integrity and significance of the historical resource. The original Bouquet Canyon stone wall would be retained on the north façade along Sunset Boulevard, and *The Family*, by sculptor David Green would be retained and preserved in approximately its current location. The Sunset

Boulevard frontage would be improved with compatible landscaping in keeping with the architect's original Mid-Century Modern design intent.

In summary, under the Bank Preservation Alternative, the existing on-site Bank building would be retained and rehabilitated for commercial use in accordance with the Standards, and the two art works would be preserved on-site or at another appropriate location. While the Project would result in a significant and unavoidable impact to historical resources due to demolition of the Bank building, even with implementation of Mitigation Measures HIST-1 through HIST-4, under the Bank Preservation Alternative there would be no significant impacts to the building as it would be retained and rehabilitated in accordance with the Standards. While there would be potential for impacts to art under the Bank Preservation Alternative, as with the Project, following implementation of Mitigation Measure HIST-2, this impact would be less than significant. Under the Bank Preservation Alternative, the changes to the Bank building required for its rehabilitation would be completed in conformance with the Standards, and the eligibility of the Bank building as a historical resource would be protected. To ensure conformance with the Standards under the Bank Preservation Alternative, a qualified preservation consultant would provide input during design development, review the plans for conformance with the Standards, and conduct construction monitoring. Accordingly, impacts to historical resources would be less than significant and reduced compared to the Project.

4. Geology and Soils

The Bank Preservation Alternative would provide more residential units (291 units) than under the Project and generate approximately 591 new residents. Commercial development would be reduced by 44 percent compared to the Project. Due to the reduction in commercial floor area, this Alternative would require fewer parking spaces than under the Project, but due to the configuration of the parking levels, this Alternative would require more excavation for subterranean parking. As such, this Alternative would have relatively greater construction-related impacts associated with slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative, which would have a future occupancy of 591 new residents and 167 employees (total of 758 occupants), which would be incrementally less than the projected occupancy under the Project (505 residents and 311 employees = 816 total occupants) and, as such, would expose fewer people at the site to seismic hazards associated with the Hollywood Fault and other active and potentially active faults in the region. Therefore, this Alternative would have reduced potential seismic impacts than under the Project. As with the Project, the potential seismic impact would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. Although this Alternative would reduce the overall scale of construction associated with the Project, it would require additional grading and excavation thus resulting in greater temporary construction-related impacts. However, this Alternative would reduce operational impacts related to seismic hazards, slope stability, expansive soils, sedimentation, and erosion compared to the Project based on the incremental reduction in on-site occupancy, and would result in similar impacts with regard to landform alteration. Overall, with the incorporation of mitigation, as under the Project, the Bank Preservation Alternative would have a less than significant impact on soils and geology that would be similar to that of the Project.

5. Greenhouse Gas Emissions

The Bank Preservation Alternative would generate GHG emissions during construction and operation. The Bank Preservation Alternative would have greater residential land uses than the Project but fewer retail,

restaurant, and commercial land uses than the Project. The Bank Preservation Alternative would also have fewer parking spaces than the Project, but would require deeper excavations to provide for the reconfigured parking levels. In total, the Bank Preservation Alternative would have a similar building floor area and a slightly smaller parking area as compared to the Project, but would require less building construction activities given the preservation and reuse of the Bank building. It is expected that the decrease in building construction would largely offset the increase in grading and excavation under this Alternative, and, as such, the overall duration of construction activities would be similar to that of the Project. Nonetheless, this Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. This Alternative would require a similar construction equipment mix and would require a similar overall intensity of construction activity. Consequently, the total construction GHG emissions for the Bank Preservation Alternative would be similar to the construction GHG emissions of the Project.

The Bank Preservation Alternative would generate GHG emissions as a result of operational activity. The development intensity of the Bank Preservation Alternative would result in a similar building floor area and a slightly smaller parking area as compared to the Project. Under the Bank Preservation Alternative, the increase in residential floor area and reduction in retail, restaurant, and commercial floor area would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. This is due to residential land uses generating fewer trips compared to retail, restaurant, and commercial land uses on a per square foot basis. In addition, the Bank Preservation Alternative would have reduced energy demand as compared to the Project given that residential uses have generally lower energy demand compared to retail, restaurant, and commercial land uses on a per square foot basis. This Alternative would also result in fewer waste-related GHG emissions but similar water-related GHG emissions. As a result, the operational GHG emissions associated with the Bank Preservation Alternative would be less than the Project's operational GHG emissions. The GHG emissions under this Alternative are shown in **Table 5.E-3, Alternative 5 – Bank Preservation Alternative Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions**. The construction-related and operational GHG impacts of the Bank Preservation Alternative would be less than the Project. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year.

6. Land Use

As with the Project, the Bank Preservation Alternative would require the approval of a vesting tract map, site plan review, affordable housing incentives and other entitlements, approvals or permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards, a variance to allow a fitness studio in the C4 zone, and a CUP for on- and off-premises sale of alcoholic beverages. The Bank Preservation Alternative would also require a density bonus in order to allow additional residential units above the 278 units permitted by the Project Site's zoning. As discussed below, the Bank Preservation Alternative would be consistent with existing applicable City and regional plans and policies, as would be the case under the Project.

Table 5.E-3

Alternative 5 – Bank Preservation Alternative
Estimated Unmitigated Annual Greenhouse Gas Emissions ^a

Source	Alternative 5 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	131	133
Mobile Sources	4,605	5,414
Area (Landscaping Equipment)	5	4
Electricity	2,602	3,022
Electricity (Green Power/RECs)	(2,602)	(3,022)
Natural Gas	415	446
Water	119	118
Waste	352	418
Subtotal (with Green Power/RECs)	5,627	6,534
Net Total (with Green Power/RECs)	(1,745)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix E.

Source: PCR Services Corporation, 2014

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the Bank Preservation Alternative would be consistent with objectives of the Land Use, Housing, Urban Form and Neighborhood Design, Open Space and Conservation, and Transportation Chapters of the General Plan Framework Element. Specifically, the Bank Preservation Alternative would provide a diversity of uses; accommodate residential growth and provide a mix of apartment sizes and affordability levels, including restricted very low income units; reinforce an existing community center by providing an array of retail choices, streetscape, a landscaped public plaza, and landscaped Central Plaza with direct sidewalk access that would be inviting to nearby residents and pedestrians along Sunset Boulevard. The Bank Preservation Alternative would be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. Consistency with the General Plan Framework Element would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*.

(2) Do Real Planning

As with the Project, the Bank Preservation Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The Bank Preservation Alternative would be consistent with objectives related to uses and density, site design/walkability/parking location, improvement of housing stock, and green design. Consistency with *Do Real Planning* objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR.

(3) Walkability Checklist

As with the Project, the Bank Preservation Alternative would be consistent with the City's *Walkability Checklist* in that it would link pedestrians to a landscaped plaza, extend the pedestrian environment to the retail businesses and residential access points within the Project Site, and include numerous design features to enhance the neighborhood character and pedestrian environment. These features specifically include the development of the Corner Plaza near the Project's entrance, landscaping and new street trees along the sidewalks, pavement treatment, strong entrance; ground floor retail with glass frontages along Sunset Boulevard, preservation of existing glazed street front along the existing Bank building, wider sidewalks than under existing conditions, off-street parking and driveways, reduced signage and lighting, and ease of pedestrian movement through the reconfiguration of one of the two traffic islands in the Sunset Boulevard/Crescent Heights Boulevard intersection into a landscaped public open space. Consistency with the Walkability Checklist would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the Bank Preservation Alternative would be consistent with the applicable policies of the Hollywood Community Plan. Specifically, the Bank Preservation Alternative would (1) provide new commercial and residential development within the Hollywood community, which would increase employment opportunities, retail services, and additional housing for the growing population; (2) provide new commercial and residential uses on the Project Site that would help meet the growing market demands for housing and retail services; (3) provide additional housing opportunities, including low income housing, on a property that currently lacks residential uses, and would also preserve and enhance the residential character of the surrounding community by limiting development to the Project Site and providing residential uses on a commercially zoned property; (4) provide additional commercial space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands, and would also provide extensive public and private open space on the Project Site to meet the needs of both on-site residents and the public at-large; (6) implement a number of traffic system improvements in the Project area to accommodate Project-related traffic increases, relocate an existing transit stop along Sunset Boulevard in order to maintain public transit service at the Project Site, and locate new residential and commercial uses in proximity to transit stops and within two miles of a Metro Red Line station which would encourage additional public transit ridership by Project residents, patrons, and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the Bank Preservation Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*.

(5) Citywide Design Guidelines

The Bank Preservation Alternative would be consistent with policies related to neighborhood context and employment of high quality architecture to define the character of commercial areas, and would also achieve relevant policies related to inclusion of open space for public gatherings. This Alternative would provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the street front and locating the taller structural elements to the rear of the Project Site. The Bank Preservation Alternative would provide an active street front with direct access from the sidewalk from all three adjoining streets, and would also incorporate a Central Plaza, which would provide a continuous street-to-street pedestrian linkage across the site. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the Bank Preservation Alternative with the applicable provisions of the Design Guidelines would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*. Because this Alternative would achieve nearly all of the design principles to the extent the Project would, it would not result in conflicts with the Design Guidelines, and, as such, impacts related to consistency with would be similar to those under the Project.

(6) City of Los Angeles Municipal Code

The Bank Preservation Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for a range of commercial uses, as well as multi-family residential development consistent with the R4 zone. The Bank Preservation Alternative would be consistent with setback regulations for commercial and residential uses. The Alternative's 32 very low income rental units would qualify for a 35% Density Bonus, which allows an increase in the number of units permitted on the Project Site from 278¹⁷ to 291, and in turn allows the Applicant to request an Affordable Housing Incentive to allow an increase of FAR pursuant to LAMC Section 12.22-A.25. Because the 249 units proposed under the Project are within the permitted unit density for the Project Site (278 units), the Project does not require approval of a density bonus to permit the number of units proposed. The proposed FAR (3.00) would be consistent with the maximum FAR requested pursuant to the Affordable Housing Incentive. The Bank Preservation Alternative would also be consistent with common open space and landscaped open space requirements of the LAMC. Consistency of the Bank Preservation Alternative with LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the Bank Preservation Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in

¹⁷ The Project Site permits a maximum of 278 units based on the permitted R4 residential density factor of 1 unit per 400 square feet of lot area.

existing and emerging centers and along major transportation corridors; creating significant areas of mixed-use development and walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the Bank Preservation Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The Bank Preservation Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. In accordance with SCAG policies, the Bank Preservation Alternative Project would meet LEED standards to reduce energy demand, pollution, and waste. Consistency of the Bank Preservation Alternative with SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 - 2035 Regional Transportation Plan and Compass Blueprint*.

(8) Conclusion Regarding Consistency with Adopted Plans

Due to the similarity in the overall scale and type of development between the Bank Preservation Alternative and the Project and the substantial consistency of both to applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 - 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan, the Bank Preservation Alternative would result in a less than significant impact relative to adopted plans and policies. The level of impact would be similar to that of the Project.

b. Land Use Compatibility

The Bank Preservation Alternative would replace existing commercial uses with a mix of commercial and residential uses that would represent a more intense use of the site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the Bank Preservation Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the Bank Preservation Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. The Bank Preservation Alternative would support the area's established pattern of pedestrian activity between residential neighborhoods and Sunset Boulevard by providing a grocery store and range of retail services within walking distance and enhancing pedestrian pathways through the Project Site, including opening access to the site from Havenhurst Drive, while preserving much of the existing pedestrian friendly street front along Sunset Boulevard. The Alternative's uses, such as retail and restaurants, would be consistent with the highly active Sunset Boulevard environment and the higher-density residential development would enhance night-time activity and pedestrian presence. Building heights (9 and 16 stories) under this Alternative would be generally consistent with existing high rise elements along Sunset Boulevard, which are ten to 15 stories at the highest. The aspect of height as experienced from the street would be reduced by the deep setbacks of the taller components. As with the Project, the Bank Preservation Alternative would not disrupt, divide, or isolate the adjacent community. The Project was determined to have a less than significant impact relative to

land use compatibility without the incorporation of mitigation measures. The Bank Preservation Alternative would, respectively, have a less than significant impact that would be similar to that of the Project.

7. Noise

a. Construction

Although the Bank Preservation Alternative would include less development (in terms of square footage) as compared to the Project, this Alternative would include additional excavation work to construct below-grade parking and commercial space in the northwest portion of the Project site. Therefore, the total duration of site preparation (i.e., excavation) activities would be greater than the Project. Nonetheless, site demolition would result in the maximum construction-related noise levels. Demolition activities under this Alternative would be of shorter duration than under the Project as the existing Bank building would not be demolished. Therefore, the maximum noise levels under this Alternative would be similar to those resulting from the Project (noise levels would impact the nearest noise sensitive uses (receptor R3, R4, and R5) with noise levels up to 106 dBA during the demolition phase), but the duration of such noise levels would be reduced relative to the Project. Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, but less than the Project given the reduced duration of demolition.

Similar to the Project, during periods of heavy construction activity, both the Project and the Bank Preservation Alternative would result in similar, periodic construction-related ground vibration impacts. Ground vibration would be below the 1.0 inches per second PPV significance threshold for the nearest residential buildings. Therefore, similar to the Project, the Bank Preservation Alternative would result in construction-related ground vibration impacts that would be less than significant with regard to potential damage to nearby structures. With respect to vibration impacts related to human perception, the ground vibration level due to construction activities would exceed the project's significance threshold for human annoyance at the nearest residential uses, R4. Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction with regard to human perception of vibration would remain significant and unavoidable, and would be similar to the Project.

b. Operation

Both the Project and the Bank Preservation Alternative would have similar development programs. Therefore, trip generation for this Alternative would be similar to the Project. Under the Project, the Project-generated traffic results in a maximum increase over existing and future traffic noise levels of 0.8 dBA, well below the allowable increase of 5 dBA. Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open space areas and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle

circulation within the parking area. The long-term operations under the Bank Preservation Alternative would result in a less than significant vibration impact, similar to the Project.

8. Population, Housing, Employment

The Bank Preservation Alternative would provide 291 residential units and 62,231 square feet of commercial floor area. This Alternative is estimated to generate approximately 591 new residents (2.03 residents x 291 units), and a net reduction in employment opportunities ($0.00271 \times 62,231$ square feet = 142, less existing 217 = -75) compared to existing conditions. The projected population growth would represent approximately 3.0 percent of the Hollywood Community Plan area's 2014-2035 planning horizon provided in the 2012 SCAG RTP and 0.13 percent of the City of Los Angeles 2014-2035 planning horizon. The Project was determined to result in a less than significant land use impact without the need to incorporate mitigation measures. Despite the decrease in employment opportunities, the Bank Preservation Alternative would also be considered consistent with City and regional growth projections and, as with the Project, would be less than significant. Population, housing, and employment impacts would be similar to those under the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The Bank Preservation Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with OSHA and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. As with the Project, the Bank Preservation Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Bank Preservation Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase may be incrementally less than under the Project. However, this phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. Because the scale of development would be similar under the Bank Preservation Alternative and the Project, the Bank Preservation Alternative would also have a less than significant impact on fire services during construction. The impact on fire protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

As with the Project, the Bank Preservation Alternative would increase occupancy of the site and would generate a greater demand for fire protection services than under existing conditions. As with the Project, the Bank Preservation Alternative would provide hydrants capable of delivering 9,000 gpm to meet the LAFD's fire flow requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The Bank Preservation Alternative would provide one emergency and fire control elevator in each bank of elevators, an emergency smoke control system, a standby and emergency power system, and a dependable alarm system. The building design would include stair shaft doors for fire department use and pressurized stair shafts. To comply with Fire Code requirements, smoke detectors would also be maintained in all residential units and public areas. Additionally, in compliance with Fire Code Division 33 (Section 57.33.17), stairways would be numbered on each floor, and fire safety signage on all floors would be placed in required locations. In case of fire emergencies, access to the roof would also be available. As with the Project, the Bank Preservation Alternative would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would implement Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential service level impact at the intersection of Fountain Avenue/Havenhurst Drive and the Bank Preservation Alternative would implement similar mitigation. This would reduce the Alternative's potential effect on emergency vehicle response times in the area. With the implementation of fire safety features and adequate fire flow, the Project was determined to have a less than significant impact on fire protection services during the operational phase. Because the Bank Preservation Alternative would provide similar fire flow and safety features, it would also be considered to have a less than significant impact. The impact on fire protection services under this Alternative during operation would be similar to those of the Project.

9.2 Police Protection Services

(1) Construction

The Bank Preservation Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, the Project design features would include security features such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. As with the Project, the Bank Preservation Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Bank Preservation Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase may be incrementally less than under the Project. However, this phase could result in travel time delays and increased response times for

emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of construction site security measures and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection services during construction. Because the scale of development would be similar under the Bank Preservation Alternative and the Project, the Bank Preservation Alternative would also have a less than significant impact on police services during construction. The impact on police protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

The Bank Preservation Alternative would provide 291 residential units, which would generate approximately 591 new residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Bank Preservation Alternative could potentially result in 41 additional crimes per year. This represents an increase of less than 0.46 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 129,009 residents in the Hollywood Community Police Station service area would alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366.5 residents. By comparison, the Project would generate approximately 505 new residents and could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents under the Project would also alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. As with the Project, the Bank Preservation Alternative would provide extensive security features, including provision of 24-hours video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. The Bank Preservation Alternative would provide similar security and mitigation measures and would also be considered to have a less than significant impact. Due to the minimal difference in the police-to-resident ratio between this Alternative and the Project, demand on police services would be similar to those of the Project.

9.3 Parks and Recreation

The Bank Preservation Alternative, which would provide 291 residential units, would generate approximately 617 new residents.¹⁸ This population increase would require approximately 2.47 acres of

¹⁸ As discussed in Section 4.I-3, *Parks and Recreation*, of this Draft EIR, although the most recent data provided by SCAG indicates an average household size of 2.03 persons per household within the Hollywood Community Plan area, a factor of 2.12 persons per household was utilized by the Los Angeles Department of Recreation and Parks (LADRP) in the estimation of population growth and associated impacts to parks and recreational facilities. As such, parks and recreation impacts for all Project Alternatives assumes a household size of 2.12 persons.

parkland to meet the PRP's long-range standard of four acres of parkland per 1,000 persons and 1.23 acres of parkland to meet the PRP's more attainable short- and intermediate-range standard of two acres per 1,000 persons. Due to the increase in residential units compared to the Project, the demand for parkland would be greater than the Project's PRP long-range standard requirement of 2.11 acres of parkland and short-term standard requirement of 1.06 acres of parkland. Assuming a 50 percent reduction in public roof deck area because no roof deck would be provided in the northwest sector of the development; a 17 percent increase in private balconies and terraces; and the same recreation room floor area, residential common roof deck area and Central Plaza area as under the Project, this Alternative would provide approximately 72,767 square feet (1.67 acre) of public and private open space and private recreation amenities, which could be counted toward the PRP's open space standards. As with the Project, this Alternative also includes a 9,134-square-foot Corner Plaza. However, because this Alternative would not provide on-site parkland per the City's short- and long-range standards of two and four acres per 1,000 residents, respectively, the impact on parks and recreational facilities would be considered potentially significant. As discussed in Section 4.I.3, *Parks and Recreation*, of this Draft EIR, the impact of the Project on parks and recreational facilities would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The Bank Preservation Alternative would incorporate a similar mitigation measure, and as with the Project the impact on parks and recreational facilities would be reduced to a less than significant level. However, because demand for parkland would be incrementally greater under this Alternative, the Bank Preservation Alternative would have greater impact on parks and recreational facilities than the Project.

Because this Alternative would not meet PRP standards, the impact on parks and recreational facilities would be considered potentially significant. As discussed in Section 4.I.3, *Parks and Recreation*, of this Draft EIR, the impact of the Project on parks and recreational facilities would be reduced to a less than significant level through Mitigation Measure PRK-1. The Bank Preservation Alternative would incorporate a similar mitigation measure, and as with the Project, the impact on parks and recreational facilities would be reduced to a less than significant level. However, because the gap between the required open space and provided open space could be incrementally greater than under the Project, the Bank Preservation Alternative would have an incrementally greater impact on parks and open space than would the Project.

9.4 Libraries

The Bank Preservation Alternative, which would provide 291 residential units, would generate approximately 591 new residents. This population increase would result in an incremental increase in demand for library services. As described in Section 4.I.4, *Libraries*, of this Draft EIR, the Project would constitute approximately 26 percent of 19,343 residents, the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The Bank Preservation Alternative would generate approximately 3.1 percent of the 19,343-resident threshold. As with the Project, the Bank Preservation Alternative would provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. Because the Bank Preservation Alternative would have an on-site library, represent a small percentage of the LAPL 19,343-resident threshold, and would generate revenue to the City's general fund for the provision of public services such as library facilities, this

Alternative would also have a less than significant impact on library services. However, because incrementally greater demand on library services would occur under this Alternative, the impact of the Bank Preservation Alternative on library services would be greater than that of the Project.

10. Transportation and Circulation

a. Construction

The Bank Preservation Alternative would require a similar scale of construction as under the Project, including demolition, construction of subterranean and above-grade parking and approximately 334,200 square feet of building area, compared to a total of 333,903 square feet under the Project. However, because this Alternative would increase the depth of excavation for subterranean parking, it would have an incrementally increased excavation and shoring phase compared to the Project. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are not generally anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. The total number of shoring and excavation trips is expected to be approximately 426 pce trips per day, including about 25 trips during the A.M. peak hour (inbound construction worker trips), about 52 pce haul truck trips per hour (26 inbound and 26 outbound), along with a nominal number of mid-day worker trips between 9:00 A.M. and 4:00 P.M., and approximately 25 trips during the P.M. peak hour (outbound construction worker trips). Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently exhibits or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future (“without Project” conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project’s shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Construction-related traffic impacts would be temporary in nature, and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT. However, impacts could remain significant and unavoidable during the midday (off-peak) hours only, for the duration of the shoring and excavation phase of Project construction. The Bank Preservation Alternative would potentially increase the duration of the Project’s shoring and excavation phase. However, the intensity of daily haul trips would be similar to the Project, as with the Project, this Alternative would result in potentially significant and unavoidable, although temporary, construction traffic impacts. Therefore, construction traffic impacts under this Alternative would be greater than those potentially occurring under the Project.

b. Operation

(1) Intersection Impacts

The Bank Preservation Alternative would have similar floor area to the Project, but would result in an increase in residential units and decrease in commercial space. As discussed in the Alternative Project Preliminary Trip Generation Calculations table for the Bank Preservation Alternative, contained in Appendix H-3, *Project Alternatives Traffic Analyses*, of this Draft EIR, this Alternative would result in a net reduction in daily trips of 219, a net decrease in A.M. peak hour trips of 98, and a net increase in P.M. peak hour trips of 104 compared to existing conditions. The CMA summary for intersections within the City of Los Angeles for

the Bank Preservation Alternative is presented in **Table 5.E-4, Critical Movement Analysis Summary – Bank Preservation Alternative, Existing (2013) and Future (2018) With and Without Alternative 5 Project Conditions (City of Los Angeles Intersections)**, and the HCM summary for intersections within the City of West Hollywood is shown in **Table 5.E-5, Highway Capacity Manual Summary – Bank Preservation Alternative - Existing (2013) and Future (2018) With and Without Alternative 5 Project Conditions (City of West Hollywood Intersections)**, below. As shown Table 5.E-5, the Bank Preservation Alternative would exceed threshold level under 2013 and 2018 conditions at the intersection of Fountain Avenue/Havenhurst Drive.

Table 5.E-4

**Critical Movement Analysis Summary - Bank Preservation Alternative
Existing (2013) and Future (2018) With and Without Alternative 5 Project Conditions
(City of Los Angeles Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 5 Project			Without Project		With DEIR Alt. 5 Project		
			CMA	LOS	CMA	LOS	Impact	CMA	LOS	CMA	LOS	Impact
1	Hollywood Blvd. and Laurel Cyn. Blvd.	AM	0.517	A	0.518	A	0.001	0.613	B	0.614	B	0.001
		PM	0.554	A	0.555	A	0.001	0.694	B	0.694	B	0.000
2	Hollywood Blvd. and Fairfax Ave.	AM	0.896	D	0.892	D	-0.004	0.969	E	0.965	E	-0.004
		PM	0.755	C	0.755	C	0.000	0.817	D	0.817	D	0.000
5	Sunset Blvd. and Crescent Hgts. Blvd.	AM	0.936	F ^a	0.913	F ^a	-0.023	1.147	F ^a	1.123	F ^a	-0.024
		PM	0.756	F ^a	0.747	F ^a	-0.009	0.988	F ^a	0.980	F ^a	-0.008
6	Sunset Blvd. and Fairfax Ave.	AM	0.746	F ^a	0.740	F ^a	-0.006	0.859	F ^a	0.853	F ^a	-0.006
		PM	0.953	F ^a	0.953	F ^a	0.000	1.047	F ^a	1.017	F ^a	-0.030

^a Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

* Significant impact per LADOT Traffic Study Policies and Procedures, June 2013 (if applicable).

Source: Hirsch/Green Transportation Consulting, Inc., 2014

As shown in **Table 5.E-6, Highway Capacity Manual Summary – Bank Preservation Alternative - Existing (2013) and Future (2018) With and Without (New Traffic Signal) Alternative Project Conditions**, the impact at the intersection of Fountain Avenue/Havenhurst Drive would be reduced to a less than significant level with the installation of a traffic signal.

By comparison, the Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J of this Draft EIR, Project-generated vehicular delays at the unsignalized intersection of Fountain Avenue/Havenhurst Drive could be expected to increase during the P.M. peak hour under 2013 and 2018 conditions and, as such, would also result in a significant impact at this intersection. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the installation of a traffic signal. The Bank Preservation Alternative would also impact this intersection under 2103 and 2018 conditions and, thus, would not avoid the Project's potential impact. However, the Bank Preservation Alternative would generate incrementally less traffic than under the Project

Table 5.E-5

**Highway Capacity Manual Summary - Bank Preservation Alternative
Existing (2013) and Future (2018) With and Without Alternative 5 Project Conditions
(City of West Hollywood Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 5 Project			Without Project		With DEIR Alt. 5 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
3	Sunset Blvd. and La Cienega Blvd.	AM	15.5	F ^b	15.1	F ^b	-0.4	17.7	F ^b	17.2	F ^b	-0.5
		PM	21.6	F ^b	21.5	F ^b	-0.1	34.2	F ^b	14.9	F ^b	-19.3
4	Sunset Blvd. and Sweetzer Ave.	AM	2.2	F ^b	2.1	F ^b	-0.1	2.3	F ^b	2.2	F ^b	-0.1
		PM	3.9	F ^b	3.9	F ^b	0.0	4.0	F ^b	4.0	F ^b	0.0
7	Fountain Ave. and La Cienega Blvd.	AM	39.7	D	40.2	D	0.5	49.4	D	50.1	D	0.7
		PM	88.7	F	90.5	F	1.8	101.3	F	102.7	F	1.4
8	Fountain Ave. and Sweetzer Ave.	AM	7.0	A	7.1	A	0.1	7.4	A	7.4	A	0.0
		PM	9.2	A	9.7	A	0.5	9.8	A	10.3	B	0.5
9	Fountain Ave. and Havenhurst Dr. ^d	AM	134.0	F	129.6	F	-4.4	213.8	F	206.8	F	-7.0
		PM	212.6	F	267.4	F	54.8*	362.2	F	453.3	F	91.1*
10	Fountain Ave. and Crescent Hgts. Blvd.	AM	25.2	C	25.2	C	0.0	29.3	C	29.2	C	-0.1
		PM	24.3	C	24.5	C	0.2	27.6	C	27.9	C	0.3
11	Fountain Ave. and Fairfax Ave.	AM	18.4	B	18.4	C	0.0	20.3	C	20.3	C	0.0
		PM	19.3	B	19.3	C	0.0	25.4	C	25.4	C	0.0
12	Santa Monica Blvd and La Cienega Blvd.	AM	28.7	E ^c	28.7	E ^c	0.0	35.5	F ^b	35.7	F ^b	0.2
		PM	54.4	E ^c	55.8	E ^c	1.4	85.3	F ^b	87.3	F ^b	2.0
13	Santa Monica Blvd and Sweetzer Ave.	AM	11.2	E ^c	11.4	E ^c	0.2	11.1	F ^b	11.3	F ^b	0.2
		PM	10.3	E ^c	10.4	E ^c	0.1	10.6	F ^b	10.7	F ^b	0.1
14	Santa Monica Blvd and Crescent Hgts. Blvd.	AM	23.1	E ^c	22.9	E ^c	-0.2	27.0	F ^b	26.8	F ^b	-0.2
		PM	22.3	E ^c	22.4	E ^c	0.1	30.7	F ^b	31.3	F ^b	0.6
15	Santa Monica Blvd and Fairfax Ave.	AM	24.6	E ^c	24.5	E ^c	-0.1	29.1	F ^b	28.9	F ^b	-0.2
		PM	25.7	E ^c	25.8	E ^c	0.1	31.7	F ^b	31.9	F ^b	0.2

^a "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology, except as noted.

^b Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

^c Intersection "existing" and "future" level of service manually adjusted to LOS E based on observations of existing conditions.

^d Unsignalized (Two-way STOP-sign controlled) intersection. "Delay" and LOS reflect conditions for most constrained move.

* Significant impact per City of West Hollywood criteria.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

and, therefore, impacts on intersections would be less under the Bank Preservation Alternative than under the Project.

Table 5.E-6

**Highway Capacity Manual Summary - Bank Preservation Alternative
Existing (2013) and Future (2018) With and Without (New Traffic Signal) Alternative 5 Project Conditions**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 5 Project			Without Project		With DEIR Alt. 5 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
7	Fountain Ave. and Havenhurst Dr.	AM	134.0	F	4.7	A	-129.3	213.8	F	4.8	A	-209.0
		PM	212.6	F	3.6	A	-209.0	362.2	F	4.0	A	-358.2

* "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

(2) Impacts on Neighborhood Streets

As with the Project, the Bank Preservation Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. **Table 5.E-7, Local/Residential Street Traffic Impact Analysis – Bank Preservation Alternative – Existing (2013) and Future (2018) Average Daily Traffic Volumes**, illustrates the estimated trips on neighborhood streets under the Bank Preservation Alternative. As shown in Table 5.E-7, the Bank Preservation Alternative would increase existing daily traffic on the segment of Havenhurst Drive north of Fountain Avenue by 94 trips per day; decrease traffic on Fountain Avenue, west of Havenhurst Drive by 399 trips per day; decrease traffic on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard, by 443 trips per day; and decrease traffic on Fountain Avenue east of Crescent Heights Boulevard by 101 trips per day compared to existing conditions. By comparison the Bank Preservation Alternative would generate more trips on Havenhurst Drive north of Fountain Avenue than under the Project; while the Project would result in less of a decrease in trips on segments of Fountain Avenue. Project-generated trips on neighborhood streets are illustrated in in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013) and Future (2018) Average Daily Traffic Counts*. As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than significant. Although the Bank Preservation Alternative would result in more trips on Havenhurst Drive than under the Project, it would generate an approximately 5.2 percent increase, and therefore, not exceed threshold standards for average daily trips (ADT) of 12 percent increase on roadways with less than 2,000 existing trips per day.¹⁹ As such, the Bank Preservation Alternative would have a less than significant impact on Havenhurst Drive. Also, the Bank Preservation Alternative would generate less overall traffic on neighborhood streets and result in greater trip reductions on Fountain Avenue than under

¹⁹ Havenhurst Drive carries approximately 1,822 vehicles per day. An increase of 92 trips equals an approximately 5.2 percent increase.

Table 5.E-7

**Local/Residential Street Traffic Impact Analysis Summary - Bank Preservation Alternative
Existing (2013) and Future (2018) Average Daily Traffic Volumes**

Street Segment	Existing (2013)				Future (2018)		
	Without Project	Alt. 5 Project Traffic ^a	With Alt. 5 Project	Alt. 5 Project Impact	Without Project	With Alt. 5 Project	Alt. 5 Project Impact
Havenhurst Dr.							
North of Fountain Ave.	1,822	94	1,916	5.2%	1,915	2,009	4.9%
Fountain Ave.							
West of Havenhurst Dr.	33,562	-399	33,163	-1.2%	35,274	34,875	-1.1%
Between Havenhurst Dr. and Crescent Hgts Blvd.	34,975	-443	34,532	-1.3%	36,759	36,316	-1.2%
East of Crescent Hgts. Blvd.	34,975	-101	34,874	-0.3%	36,759	36,658	-0.3%

^a Total net Alt. Project trips; includes removal of existing site trips. Same for both "Existing" and "Future" conditions.

Source: Hirsch/Green Transportation Consulting, Inc., 2014:

the Project. Therefore, the Bank Preservation Alternative would have less overall impact on neighborhood streets than under the Project.

(3) Public Transit Impacts

As shown below in **Table 5.E-8, Public Transit Ridership – Bank Preservation Alternative**, the Bank Preservation Alternative would result in a total of approximately 414 person trips per day on public transit facilities (bus lines), including approximately 22 person trips (7 inbound, 15 outbound) during the AM peak hour, and 37 person trips (23 inbound, 14 outbound) during the PM peak hour. However, these values are approximately 61 daily person trips fewer than for the Project, including 1 additional (outbound) person trip during the AM peak hour and 5 fewer person trips during the PM peak hour compared to the Project. After adjusting to account for existing public transit ridership associated with the existing site uses (most of which would be removed to construct Alternative 5 improvements), the Alternative 5 project is expected to result in a net increase of approximately 96 daily person trips on the public transit facilities, including a net increase of 3 new riders (reduction of 4 inbound, increase of 7 outbound) during the AM peak hour, and 16 new riders (13 inbound, 3 outbound) during the PM peak hour. However, as noted in the discussion of the potential transit impacts of the Project, the Project Site is currently served by a total of nearly 270 buses per day, including about 20 buses during each of the peak hours. Therefore, the potential increases in ridership on any single bus under Alternative 5 are expected to be nominal (average of 1 or fewer new riders per bus during the peak commute periods), and no significant transit-related impacts are anticipated. Further, this Alternative would exhibit a reduction in net new public transit ridership as compared with the Project throughout the day, with the exception of the “outbound” direction during the AM peak hour, when Alternative 5 development could result in an increase of 1 net rider compared to the Project. Overall, impacts to public transit would be reduced compared to the Project and would be less than significant.

Table 5.E-8

Public Transit Ridership - Bank Preservation Alternative

Project Alternative	Person Trips (Assumed 1.20 AVO)						
	Daily	AM Peak Hour			PM Peak Hour		
		I/B	O/B	Total	I/B	O/B	Total
<u>Alternative 5 (Bank Preservation Alternative)</u>							
Proposed Residential (10%)	220	4	13	17	13	7	20
Proposed Commercial (5%)	194	3	2	5	10	7	17
Proposed Alternative 5 Project Total	414	7	15	22	23	14	37
<u>Less Existing Uses</u>							
Existing Commercial (5%)	318	11	8	19	10	11	21
Net Total Alternative 5 Project Person Trips	96	(4)	7	3	13	3	16
Change vs. Proposed Project Person Trips	(61)	0	1	1	(2)	(3)	(5)

Source: Hirsch/Green Transportation Consultants, 2014

11. Utilities

11.1 Water Supply

The Bank Preservation Alternative would provide 291 residential units and 62,231 square feet of commercial floor area. **Table 5.E-9, Estimated Water Use - Bank Preservation Alternative**, summarizes the water demand of the Bank Preservation Alternative. As shown in Table 5.E-9, the Bank Preservation Alternative would increase existing water demand by approximately 54,329 gpd or 61.6 AFY. The Project, as summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR, would increase existing water demand by approximately 48,185 gallons of water per day, or approximately 54 AFY. Compared to the Project, the Bank Preservation Alternative would increase water demand by 6,144 gpd or 7.6 AFY, which is primarily related to the increase in residential uses on the Project Site under this Alternative compared to the Project. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and water conservation on the Project Site would be maximized through the use of water efficient fixtures and appliances.

The Bank Preservation Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.1 of this Draft EIR, water infrastructure and water supply is sufficient to meet the Project's demands without the need to implement mitigation measures, and the impact of the Project on the provision of water services would be less than significant. The Bank Preservation Alternative would incrementally increase water demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on water services that would be greater than that of the Project.

Table 5.E-9

Estimated Water Use - Bank Preservation Alternative^a

Land Use	Quantity (units/sf)	Daily Water Demand (gpd) ^b	Annual Water Demand (AF) ^c
Proposed Uses			
Residential Studio	82	7,872	8.9
Residential One Bedroom	152	21,888	24.9
Residential Two Bedroom	45	8,640	9.6
Residential Three Bedroom	12	10,080	11.3
Retail	15,231	1,462	1.7
Supermarket	15,000	1,440	1.6
Restaurant	19,000	6,840	7.8
Health Club	8,000	768	0.9
Walk-in Bank	5,000	480	0.6
Parking	229,239	5,502	6.2
Total		64,972	73.5
Existing Uses			
Retail	14,647	1,406	1.6
Art Storage Facility	27,625	664	0.7
Walk-in Bank	20,172	1,937	2.2
Restaurants	11,646	4,193	4.7
Dental Office	2,360	708	0.8
Martial Arts	3,550	341	0.4
Parking	58,109	1,394	1.6
Total		10,643	11.9
Net Increase (Proposed Less Existing)		54,329	61.6

^a This table also applies to the Reduced Height and Bank Preservation Alternative.

^b Water demand is based on generation factors used in Table 4.K.1-2, Water Supply, of this EIR.

^c An acre-foot equals approximately 325,851 gallons.

Source: PCR Services Corporation, 2014

11.2 Wastewater

The Bank Preservation Alternative would provide 291 residential units and 62,231 square feet of commercial floor area. **Table 5.E-10, Wastewater Generated During Operation - Bank Preservation Alternative**, summarizes the Alternative's estimated wastewater generation. As shown in Table 5.E-10, the net wastewater generation of the Bank Preservation Alternative would be approximately 45,274. The Project's net wastewater generation would be approximately 40,154 gpd. The Bank Preservation Alternative would increase the Project's estimated wastewater demand by approximately 5,120 gpd, which is primarily associated with the increase in residential uses under this Alternative. The Project's estimated wastewater is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR.

Table 5.E-10

Wastewater Generated During Operation - Bank Preservation Alternative^a

Land Use	Quantity (units/sf)	Generation Factor ^b	Wastewater Generated (gpd)
Proposed Uses			
Residential Studio	82	80 gpd/unit	6,560
Residential One Bedroom	152	120 gpd/unit	18,240
Residential Two Bedroom	45	160 gpd/unit	7,200
Residential Three Bedroom	12	200 gpd/unit	8,400
Retail	15,231	80 gpd/1,000 sf	1,218
Supermarket	15,000	80 gpd/1,000 sf	1,200
Restaurant	19,000	300 gpd/1,000 sf	5,700
Health Club	8,000	80 gpd/1,000 sf	640
Walk-in Bank	5,000	80 gpd/1,000 sf	400
Parking	229,239	20 gpd/1,000 sf	4,585
Total			54,143
Existing Uses			
Retail	14,647	80 gpd/1,000 sf	1,172
Art Storage Facility	27,625	20 gpd/1,000 sf	553
Walk-in Bank	20,172	80 gpd/1,000 sf	1,614
Restaurants	11,646	300 gpd/1,000 sf	3,494
Dental Office	2,360	250 gpd/1,000 sf	590
Martial Arts	3,550	80 gpd/1,000 sf	284
Parking	58,109	20 gpd/1,000 sf	1,162
Total			8,869
Net Increase (Proposed less Existing)			45,274

^a This table also applies to the Reduced Height and Bank Preservation Alternative.

Notes: units = dwelling units; sf = square feet; gpd = gallons per day

^b Generation factors obtained from City of Los Angeles CEQA Thresholds Guide, City of Los Angeles, 2006, Exhibit M.2-12, Sewage Generation Factors. The generation factors used are slightly greater than the factors used in the Sewer Capacity Availability Request (SCAR), processed on July 1, 2013. As the number of seats/stalls for the fast food/restaurant are unknown at this time, the restaurant: take-out factor was used, which has a much higher generation rate than other restaurant types and therefore this factor is considered conservative.

Source: PCR Services Corporation, 2014

The Project's wastewater generation would represent approximately 0.046 percent of HTP's total remaining capacity of 88 mgd. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and wastewater reduction would be maximized through the use of high efficiency shower heads and toilets. The Bank Preservation Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.2, of this Draft EIR, the Project would not exceed the City's existing wastewater treatment capacity or future wastewater treatment capacity set forth by the IRP, and adequate wastewater treatment capacity would be available to serve the Project without the need to implement mitigation measures. The Project would have a less than significant impact with respect to

wastewater treatment. However, the Bank Preservation Alternative would incrementally increase treatment capacity demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on wastewater services that would be greater than that of the Project.

11.3 Solid Waste

The Bank Preservation Alternative would provide 291 residential units and 62,231 square feet of commercial floor area. **Table 5.E-11, *Projected Solid Waste Generated During Operation – Bank Preservation Alternative***, summarizes the Alternative’s estimated solid waste generation. As shown in Table 5.E-11, the net solid waste generation of the Bank Preservation Alternative would be approximately 2.34 tons per day and 853.98 tons per year. The Project would generate approximately 3.24 tons per day and 1,183.94 tons per year. The Bank Preservation Alternative would, therefore, reduce the Project’s solid waste generation by approximately 0.90 tons per day and 329.96 tons per year. Project’s estimated solid waste generation is summarized in Table 4.K.3-1, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project’s annual solid waste generation, not accounting for diversion, would be approximately 0.01-percent of the County’s annual waste generation of 8.7 million tons per year and would account for less than 0.0007-percent of the remaining 129.2-million-ton capacity in the County’s Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures. However, the Bank Preservation Alternative would incrementally reduce solid waste generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on solid waste services that would be less than under the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the Bank Preservation Alternative would provide more residential units than the Project (291 compared to 249 under the Project), which includes 32 affordable units compared to the Project’s 28 affordable units. All commercial uses associated with the Project, including retail, restaurant, supermarket, health club, and walk-in bank, would be provided but with less floor area (62,231 square feet compared to 111,339 square feet under the Project). All amenities, such as landscaping and the provision of a Central Plaza and public Corner Plaza at Sunset Boulevard/Crescent Heights Boulevard would be the same as under the Project. Because the Bank Preservation Alternative would offer similar residential and commercial land uses and high-quality development and would also incrementally increase housing compared to the Project, it would at least partially meet all of the Project objectives. However, because this Alternative would not provide as much commercial square footage as the Project, it would not achieve the Project objectives related to commercial development to the extent the Project would. The following summarizes those Project objectives that this Alternative would (1) only partially meet compared to the Project and (2) fully meet.

The Bank Preservation Alternative would partially meet the following Project objectives:

- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.

Table 5.E-11

Projected Solid Waste Generated During Operation – Bank Preservation Alternative^a

Land Uses	Quantity (units/sf)	Generati on Factor ^b	Rate Units	No. of Employees ^c	Solid Waste Generated (tons/year)	Solid Waste Generated (tons/day)
Proposed						
Residential	291 units	12.23	lbs/unit/day	0	649.50	1.78
Commercial						
Supermarket	15,000	16,578	lbs/empl/yr	41	339.85	0.93
Restaurant	19,000	6,528	lbs/empl/yr	52	169.73	0.47
Retail (General)	28,231	3,714	lbs/empl/yr	77	142.99	0.39
Total					1,301.98	3.57
Existing						
Retail	68,354	3,714	lbs/empl/yr	185	343.55	0.94
Restaurants/Fast Food	11,646	6,528	lbs/empl/yr	32	104.45	0.29
Total					448.00	1.23
Net Increase (Proposed Less Existing)					853.98	2.34

^a This table also applies to the Reduced Height and Bank Preservation Alternative.

^b Generation factors for residential units are based on factors provided in the L.A. CEQA Threshold Guide. Generation factors for others uses are from the Targeted Statewide Waste Characterization Study: Waste Disposal and Diversion Findings for Selected Industry Groups, June 2006. Integrated Waste Management Board.

^c The number of employees is based on factors used in Table 4.K.3-1 in Section 4.K.3 of this Draft EIR.

Source: PCR Services Corporation, 2014

- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.
- Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.

The Bank Preservation Alternative would fully meet the following Project objectives:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.
- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.

- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.
- Provide an attractive retail face along street frontages.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.
- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.
- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.

A comparative summary of each Alternative's ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

5.0 ALTERNATIVES

F. ALTERNATIVE 6: REDUCED HEIGHT AND BANK PRESERVATION ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Alternative 6, the Reduced Height and Bank Preservation Alternative, would include the development of a mixed-use residential/commercial project on the Project Site at the same overall intensity as the Project (maximum FAR of 3:1), but would increase residential units and decrease commercial floor area. This Alternative would also preserve the on-site Chase Bank building in its current location. Specifically, this Alternative would entail the removal of all existing buildings on the Project Site except the Bank building. Total development would consist of 291 residential units, including 32 affordable housing units, and 62,231 square feet of commercial uses, including a reduced grocery store use of up to 15,000 square feet (compared to 24,811 square feet under the Project). Building heights under this Alternative would range from two stories at the Sunset Boulevard retail frontage to 16 stories at the South Building, and the massing of the buildings would vary from that of the Project.²⁰ Specifically, the South Building would include two tower elements, one along Havenhurst Drive at 14 stories in height (or approximately 178 feet above grade) and the other along Crescent Heights Boulevard at 12 stories in height (or approximately 155 feet above grade), while the central portion of the building would be a maximum of six stories in height (or approximately 75 feet above grade). The Sunset retail frontage would include the existing Bank building, a new retail structure west of the Bank Building at the corner of Havenhurst Drive and Sunset Boulevard, and a new “flagship” retail building east of the Bank building at the corner of Sunset Boulevard and Crescent Heights Boulevard. Due to the preservation of the Bank building, no rooftop activity would occur at the northwest corner of the Project Site. In addition, the rooftop bar/lounge would not be developed at the top of the South Building. Preservation of the Bank building under this Alternative would increase the depth of excavation necessary to construct below-grade parking since the area underneath the bank building would not be used for parking, as it is under the Project. Although Alternative 6, as with the Project, would provide three subterranean parking levels, additional excavation would be required compared to the Project to provide parking. All other Project-related improvements, facilities, and amenities such as landscaping and the conversion of the adjacent City-owned traffic island to provide a 9,134 square-foot public space would be similar to those of the Project. The Reduced Height and Bank Preservation Alternative is summarized below in **Table 5.F-1, Alternative 6 – Reduced Height and Bank Preservation Alternative Summary**, and illustrated in **Figure 5.F-1, Alternative 6 Site Plan**.

Under the Reduced Height and Bank Preservation Alternative, as noted above, the Bank building would be retained and rehabilitated for commercial use in conformance with the Secretary of the Interior’s Rehabilitation Standards (Standards). Alterations necessary for commercial use would include replacement

²⁰ Due to the sloping nature of the Project Site, the 16-story portion of the South Building would appear to be 20 stories in height at the southwest area of the Project Site along Havenhurst Drive.

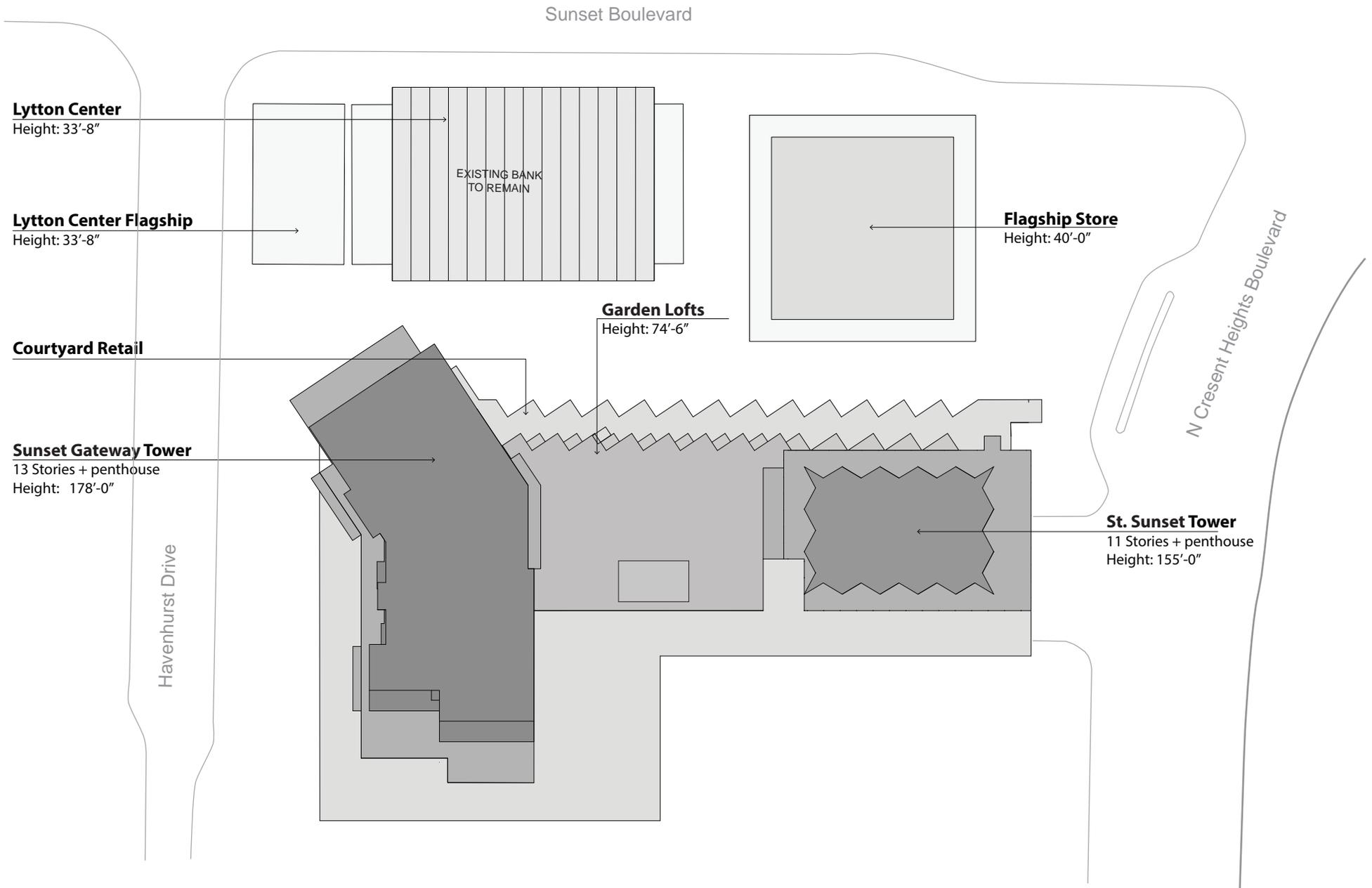
Table 5.F-1

Alternative 6 – Reduced Height and Bank Preservation Summary

Residential Units

	Market Rate	Affordable	Total
Studio	73	9	82
One Bedroom	136	16	152
Two Bedroom	39	6	45
Three Bedroom	11	1	12
	259	32	291 units
Residential Unit Floor Area			231,731 sf
Residential Common Area (Roof Decks)			18,600 sf
Residential Amenities:			
Lobby			2,627sf
Resident Recreation Room			1,500sf
Fitness			2,500sf
Business Center			757 sf
Library			1,500 sf
Changing Rooms			907sf
Subtotal Amenities			9,791 sf
Circulation/Common Areas			30,447 sf
Total Residential Floor Area			222,682 sf
Retail			15,231 sf
Restaurant			19,000 sf
Supermarket			15,000 sf
Health Club/Fitness			8,000 sf
Walk-in Bank			5,000 sf
Total Commercial Floor Area			62,231 sf
TOTAL ALTERNATIVE 6 FLOOR AREA			334,200 sf
Parking			720 spaces
FAR			3.00

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014



Alternative 6 Site Plan

8150 Sunset Boulevard Mixed-Use Project
Source: Roschen Van Cleve Architects, 2014.

FIGURE

5.F-1

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of the existing non-original ground floor windows and replacement of exterior ground floor walls on the south and east elevations with new compatible windows, to improve transparency and views through the building. In addition, the existing false clerestory windows would be replaced with new compatible windows to allow natural light into the upper floor and provide views through the new clerestory windows of the folded-plate roof. The double-height interior atrium space would be closed by filling in the mezzanine level with a new floor. The new second floor would be designed to be reversible, and the existing mezzanine balcony and railings would be removed and stored, so that the atrium could be reinstated at a future date. The interior would be repurposed for the new commercial use which would require relocation of Roger Darricarrere's *dalle de verre* stained glass *Screen*, either within the Bank building, elsewhere within the Project, or to another appropriate site where it would be preserved. The floating concrete stair at the Bank building's northeast corner would be retained in place or rotated 180 degrees. The alterations and additions at the west end of the Bank building would be removed. The original Bouquet Canyon stone wall would be retained on the north façade along Sunset Boulevard, and *The Family*, by sculptor David Green would be retained and preserved in approximately its current location. The Sunset Boulevard frontage would be improved with compatible landscaping in keeping with the original Mid-Century Modern design intent. To ensure conformance with the Standards, a qualified preservation consultant would be retained by the applicant to provide input during design development, review the plans for the Reduced Height and Bank Preservation Alternative for conformance with the Standards, and conduct construction monitoring to address preservation issues that could arise during construction.

B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the Reduced Height and Bank Preservation Alternative, construction activities would be visible from Crescent Heights Boulevard, Havenhurst Drive, Sunset Boulevard, and from residential streets in the Hollywood Hills. The Reduced Height and Bank Preservation Alternative, which would preserve the existing Bank building and result in a total of 334,200 square feet of development, would slightly increase the Project's total floor area of 333,903 square feet. In addition, a deeper excavation for subterranean parking would be required. However, the increase in excavation would not notably increase the overall duration of construction activities compared to the Project, as it would be largely offset by the reduction in demolition and new construction associated with the existing Bank building. As such, construction activities under this Alternative would be comparable to the 26-month timeframe under the Project. Project impacts would be reduced to a less than significant level through the implementation of Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. This Alternative would incorporate equivalent mitigation measures. With the incorporation of mitigation, as under the Project, the Reduced Height and Bank Preservation Alternative would have a less than significant impact on visual quality during construction, which would be similar to that of the Project.

(2) Operation

The Reduced Height and Bank Preservation Alternative would have nearly the same floor area as the Project and would have a maximum height of 14 stories for the western tower component of the South Building and 12 stories for the eastern tower component of the South Building. Given that the Reduced Height and Bank Preservation Alternative would have nearly the same the floor area as the Project, but a lower building height (two-story overall reduction) for the South Building western tower component, the bulk of other components would be increased compared to the Project, most notably the additional two levels for the eastern tower component of the South Building. The footprint of the South Building tower would be slightly increased in a north-south dimension and setbacks of the 14-story component from Havenhurst Drive and the south boundary would be incrementally reduced. Although the Reduced Height Alternative's 12-story and 14-story South Building components would be closer in height than the Project's 9-story and 16-story South Building components, and setbacks from Havenhurst Drive and the south boundary would be reduced, the overall stepped profile and articulation of the development would not be reduced, as the six-story portion of the South Building would provide a prominent visual contrast between the taller tower components. Although the Reduced Height Alternative would modify the stepped profile and articulation of the building as compared to the Project, the Reduced Height Alternative would have a similar impact with respect to massing. Accordingly, as with the Project, visual quality impacts with respect to massing and setbacks would be considered less than significant.

As with the Project, the Bank Preservation Alternative would feature high quality architectural design, as well as preserve the existing Bank building. The façade of the corner "flagship" retail building facing the Sunset Boulevard/Crescent Heights Boulevard intersection would be a rectangular two-story structure that is contrasted by the curved features of the landscaped Corner Plaza public open space. To the west of the proposed Sunset Boulevard entrance driveway, the street front would be dominated by the existing Bank building, which features glazing to facilitate light passage and to allow visibility from the street and sidewalk. The commercial/retail component facing Crescent Heights Boulevard would be largely glass; however, the building base and stair tower of the east building front would be stone cladding, while the remainder would be stucco and wood. Visual quality impacts with regard to architectural style would be less than significant.

The Reduced Height and Bank Preservation Alternative would also provide aesthetic benefits similar to the Project, including an approximately 24,770-square-foot Central Plaza and the conversion of the adjacent City-owned traffic island to provide the 9,134 square-foot public space. The Central Plaza would also incorporate amenities such as ornamental trees, arbor, glazed staircase, and colonnades. Street edges along Crescent Height Boulevard, Sunset Boulevard, and Havenhurst Drive would be landscaped with trees and sod and planting beds would be located along street frontages and entrance areas. The Reduced Height and Bank Preservation Alternative would also provide landscaping features, or features that contribute to landscaping, such as a green wall and vine-covered stone cladding along the exposed podium structure on Havenhurst Drive and landscaping treatment of the exposed podium structure on the south edge of the property where adequate space exists to allow for landscape maintenance. The Project was determined to have a less than significant impact with respect to visual quality without the need to incorporate mitigation measures. The Reduced Height and Bank Preservation Alternative would have similar features to the Project, as discussed above, although it would modify the articulation and stepped profile (contrast in building heights) achieved by the Project. However, this would be enhanced by the preservation of the Bank and the contribution of that building to the overall aesthetic quality of the site. The Bank's specific contributory features include the glazed north wall that provides a visual connection to the street front and unique roof design. Therefore, the

Reduced Height and Bank Preservation Alternative would have a less than significant impact on visual quality, which would be similar to that of the Project.

b. Views

Visual simulations of Alternative 6 from various vantage points surrounding the Project Site are provided below in **Figures 5.F-2 through 5.F-5**, *Alternative 6 Visual Simulations*. The Project Site is visible from Sunset Boulevard, Havenhurst Drive, and Crescent Heights Boulevard in the vicinity of the site. The Reduced Height and Bank Preservation Alternative would reduce the height of the South Building's western tower component from 16 stories to 14 stories and increase the height of the South Building's eastern tower component from 9 stories to 12 stories. The footprint of the South Building would be slightly increased compared to the Project. The proposed buildings would reduce the view field and the full extent panoramic views across the Project Site compared to existing conditions. However, it is not expected that the buildings would block views of valued resources and, therefore, view impacts would be less than significant. Development associated with the Project would also change panoramic views across the Project Site, but would not obstruct views of valued resources. Development associated with the Project would also reduce the full extent of panoramic views across the Project Site, but would not obstruct views of valued resources. Therefore, the Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. As with the Project, the Reduced Height and Bank Preservation Alternative would have a less than significant impact on views. However, because the Reduced Height and Bank Preservation Alternative would reduce the Project's taller component, it would result in a reduced building profile and the amount of obstructed view field above the Project Site. Therefore, this Alternative would have less impact on views compared to the Project.

c. Light and Glare

The Reduced Height Alternative's exterior lighting program would be similar to the Project's and would consist of tenant and building identification signs, security lighting, and signage along the Sunset Boulevard frontage. No illuminated signs are anticipated on the west façade of the North Building or the south facades of the North and South Buildings. As with the Project, the Reduced Height and Bank Preservation Alternative would not involve any off-site signs or billboards. Lighting would primarily consist of a mix of standard incandescent light fixtures, as well as various types of efficient/low energy fixtures. Lighting would be designed and strategically placed to minimize glare and light spill onto adjacent properties. As with the Project, the Reduced Height and Bank Preservation Alternative would incorporate low-reflectivity window glass and architectural materials that would reduce the potential of glare from reflected sunlight at any glare-sensitive locations. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The Reduced Height Alternative would also have a less than significant impact on light and glare that would be similar to that of the Project.

d. Shade/Shadow

The Reduced Height and Bank Preservation Alternative would reduce height of the western tower portion of the South Building from 16 to 14 stories and increase the height of the eastern tower portion of the South Building from 9 to 12 stories. The shadows cast by this Alternative under worst-case winter solstice conditions are illustrated below in **Figure 5.F-6**, *Alternative 6 Winter Solstice Shadows*. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four

hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. Although shade/shadow impacts under the Project would be less than significant, off-site shading would be incrementally reduced under the Reduced Height and Bank Preservation Alternative due to the reduction in the Alternative's tallest component. Therefore, shade/shadow impacts under the Reduced Height and Bank Preservation Alternative, which would also be less than significant, would be less than under the Project.

2. Air Quality

a. Air Quality Management Plan Consistency

Similar to the proposed Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards. The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project, construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Population growth under this Alternative would be well within the growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

The Reduced Height and Bank Preservation Alternative would generate emissions during construction activities. The Reduced Height and Bank Preservation Alternative would have greater residential land uses than the Project but fewer retail, restaurant, and commercial land uses than the Project. The Reduced Height and Bank Preservation Alternative would also have fewer parking spaces than the Project. In total, the Reduced Height and Bank Preservation Alternative would have similar building floor area and a slightly smaller parking area as compared to the Project. The Reduced Height and Bank Preservation Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. Despite the slightly smaller parking area due to



Existing View



Proposed View



Existing View



Proposed View



Existing View



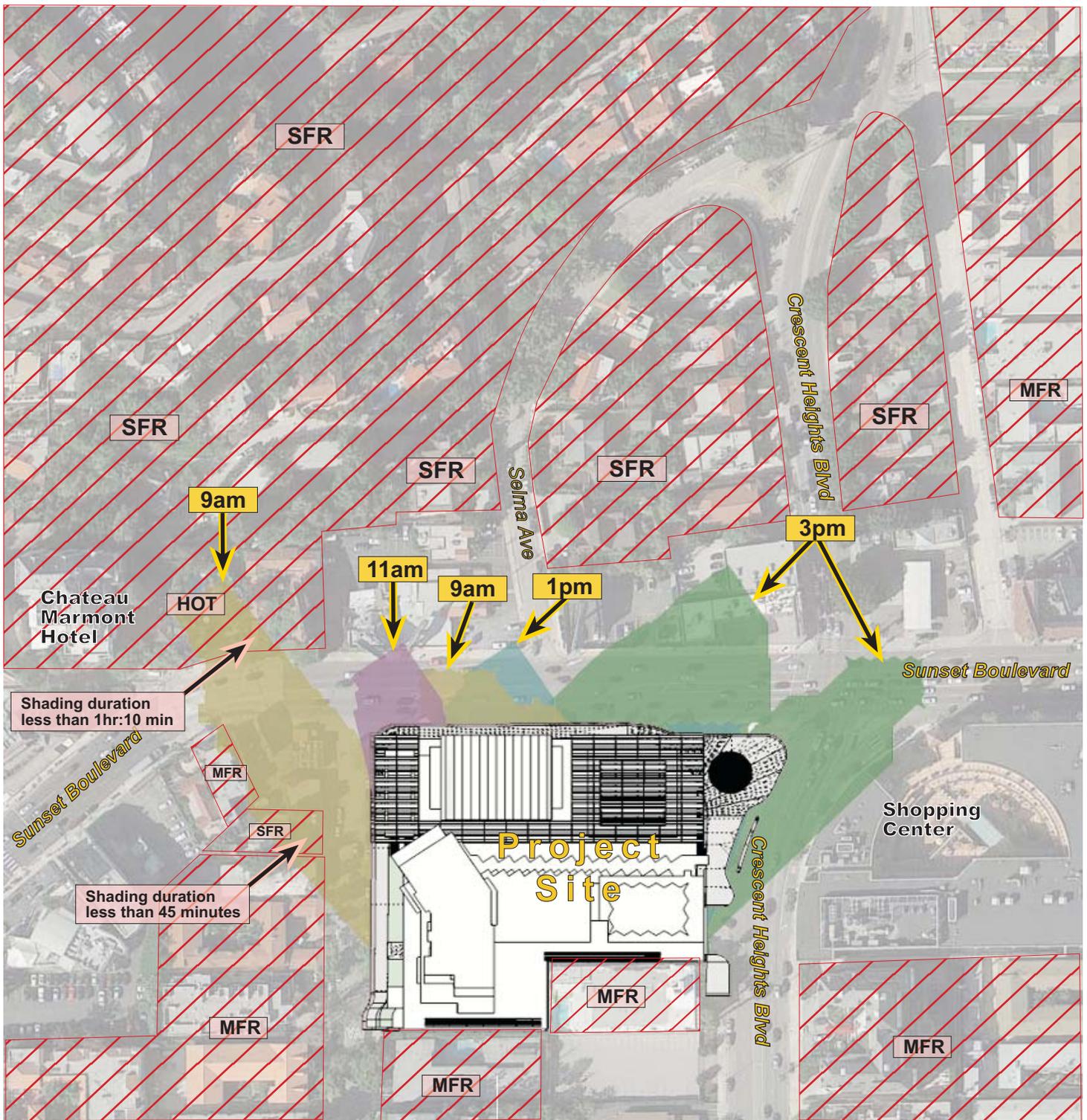
Proposed View



Existing View



Proposed View



-  Sensitive Receptors
-  SFR Single Family Residential
-  MFR Multi-Family Residential
-  HOT Hotel

NOTE:

CEQA Thresholds Guide Standard:

A significant impact would occur if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 AM and 3:00 PM Pacific Standard Time (between early November and mid-March), or for more than four hours between the hours of 9:00 AM and 5:00 PM Pacific Daylight Time (between mid-March and early November).¹

¹ As of 2007, as the result of the Energy Policy Act of 2005, most of the United States and Canada observe Daylight Saving Time between the second Sunday in March and the first Sunday in November. Previously, between 1987 and 2006, the start and end dates for Daylight Saving Time were the first Sunday in April and the last Sunday in October.

Alternative 6 Winter Solstice Shadows
December 21 (Pacific Standard Time)

8150 Sunset Boulevard Mixed-Use Project
Source: KTU+A, August 2014.

FIGURE

5.F-6

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the reduced number of spaces provided in the enclosed parking structure, there would be incrementally more days of grading and excavation activities. This is due to the additional excavation required to accommodate the necessary parking spaces since the area under the existing Bank building would not be used for parking. However, this Alternative would require fewer days of building construction activities given the preservation and reuse of the Bank building, which would largely offset the additional days of grading and excavation required under this Alternative. Nonetheless, given that the construction equipment mix would be the same under this Alternative as compared to the Project, the maximum daily construction emissions for the Reduced Height and Bank Preservation Alternative would be equivalent to the maximum daily construction emissions of the Project. As per guidelines established by the SCAQMD, the numerical indicators of significance for construction emissions are evaluated based on maximum daily emissions. Thus, the maximum daily construction-related air quality impacts of the Reduced Height and Bank Preservation Alternative would be equal to the Project, which would be considered potentially significant prior to mitigation. Construction of the Reduced Height and Bank Preservation Alternative would implement the same construction-related air quality Mitigation Measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality Mitigation Measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less than significant impact with regard to construction emissions. Construction-related impacts under this Alternative would be similar to those of the Project.

c. Operation

The Reduced Height and Bank Preservation Alternative would generate emissions as a result of operational activity. The development intensity of the Reduced Height and Bank Preservation Alternative would result in similar building floor area exclusive of the enclosed parking structure and a slightly smaller building floor area, inclusive of the enclosed parking structure as compared to the Project. Under the Reduced Height and Bank Preservation Alternative, the increase in residential floor area and reduction in retail, restaurant, and commercial floor area would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. This is due to residential land uses generating fewer trips compared to retail, restaurant, and commercial land uses on a per square foot basis. In addition, the Reduced Height and Bank Preservation Alternative would have reduced energy demand as compared to the Project given that residential uses have generally lower energy demand compared to retail, restaurant, and commercial land uses on a per square foot basis. As a result, the operational emissions associated with the Reduced Height and Bank Preservation Alternative would be less than the Project's emissions. Operational emissions under this Alternative are shown in **Table 5.F-2, Alternative 6 – Reduced Height and Bank Preservation Alternative Estimated Maximum Unmitigated Operational Emissions**. The operational-related air quality impacts of the Reduced Height and Bank Preservation Alternative would be less than the Project. Similar to the Project, operational emissions under this Alternative would be less than significant.

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the Reduced Height and Bank Preservation Alternative, as under the Project, grading and excavation would be necessary to provide subterranean parking levels and construct the podium structure. Such excavation would be comparable to that required for the Project in terms of overall grading quantities, but would require deeper excavations to provide adequate parking (within subterranean parking Level B3) and avoid existing below-grade improvements associated with the existing Bank building. Despite the deeper excavations, the Project would result in less than significant impacts to archaeological and paleontological

Table 5.F-2

Alternative 6 – Reduced Height and Bank Preservation Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a

Source	VOC	NO _x	CO	SO ₂	PM ₁₀	PM _{2.5}
Area (Coating, Consumer Products, Landscaping)	16.66	0.28	24.29	0.00	0.13	0.13
Energy (Natural Gas)	0.23	2.05	1.53	0.01	0.16	0.16
Stationary (Charbroiling)	0.09	–	–	–	0.85	0.85
Motor Vehicles	15.33	35.95	145.80	0.34	22.99	6.46
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	(1.33)	(28.24)	(99.20)	(0.08)	(5.28)	(1.08)
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(56.33)	(83.24)	(649)	(150)	(155)	(56.08)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 5 Compared to Project	Less	Less	Less	Less	Less	Less

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. These mitigation measures would be required to reduce impacts to less than significant under the Reduced Height and Bank Preservation Alternative, as under the Project, but impacts would be greater than the Project given the increased potential to encounter resources with deeper excavations.

3.2 Historical Resources

The Reduced Height and Bank Preservation Alternative would retain and rehabilitate the existing Bank building in its current location, and would remove all other existing buildings on the Project Site. As such, no direct or indirect impacts to listed historical resources, or resources potentially eligible for listing as historical resources, would occur because the Bank building would be retained. Alterations necessary for commercial use would include replacement of the existing non-original ground floor windows and replacement of exterior ground floor walls on the south and east elevations with new compatible windows, to improve transparency and views through the building. In addition, the existing false clerestory windows would be replaced with new compatible windows to allow natural light into the upper floor and provide views through the new clerestory windows of the folded-plate roof. Neither of these changes would adversely affect the integrity or significance of the Bank building as a historical resource. Under the Reduced Height and Bank Preservation Alternative these changes would conform to the Standards and improve the building's appearance in a manner that would be in keeping with architect Kurt Meyer's original design intent for the building. However, under the Reduced Height and Bank Preservation Alternative the double-height interior atrium space would be closed by filling in the mezzanine level with a new floor. The interior integrity of the existing Bank building was previously compromised due to alterations for tenant

improvements that removed the original interior design of the ground floor and altered the plan of the second floor. While introducing a new mezzanine level floor would further detract from the integrity of the interior, the potential impact would be less than significant because the new second floor would be designed to be reversible, in accordance with the Standards, and the existing mezzanine balcony and railings would be removed and stored, so that the atrium could be reinstated at a future date.

The interior would be repurposed for the new commercial use which would require relocation of Roger Darricarrere's *dalle de verre* stained glass *Screen*, either within the Bank building, elsewhere within the Project, or to another appropriate site where it would be preserved. Mitigation Measure HIST-2 would require preparation of a relocation plan by a qualified preservation conservator to ensure potential impacts would be minimized.

The floating concrete stair at the Bank building's northeast corner, which is a character-defining feature, would be retained in place or rotated 180 degrees to accommodate the new commercial use. In either case, the existing staircase would be repaired and refurbished in accordance with the Standards to preserve the integrity of this feature.

The non-contributing alterations and additions at the west end of the Bank building would be removed, which would further improve the integrity and significance of the historical resource. The original Bouquet Canyon stone wall would be retained on the north façade along Sunset Boulevard, and *The Family*, by sculptor David Green would be retained and preserved in approximately its current location. The Sunset Boulevard frontage would be improved with compatible landscaping in keeping with the architect's original Mid-Century Modern design intent.

In summary, under the Reduced Height and Bank Preservation Alternative, the existing on-site Bank building would be retained and rehabilitated for commercial use in accordance with the Standards, and the two art works would be preserved on-site or at another appropriate location. While the Project would result in a significant and unavoidable impact to historical resources even with implementation of Mitigation Measures HIST-1 through HIST-4, under the Reduced Height and Bank Preservation Alternative only Mitigation Measure HIST-2 would be required because impacts would be less than the Project. Under the Reduced Height and Bank Preservation Alternative the changes to the Bank building required for its rehabilitation would be completed in conformance with the Standards, and the eligibility of the Bank building as a historical resource would be protected. To ensure conformance with the Standards under the Reduced Height and Bank Preservation Alternative, a qualified preservation consultant would provide input during design development, review the plans for conformance with the Standards, and conduct construction monitoring. Therefore, the significant unavoidable impact under the Project would not occur. Accordingly, impacts to historical resources under this Alternative would be less than significant and reduced compared to the Project.

4. Geology and Soils

The Reduced Height and Bank Preservation Alternative would provide more residential units (291 units) than under the Project and generate approximately 591 new residents. Commercial development would be reduced by 44 percent compared to the Project. Due to the reduction in commercial floor area, this Alternative would require fewer parking spaces than under the Project but due to the configuration of the parking levels, this Alternative would require more excavation for subterranean parking. As such, this

Alternative would have relatively greater construction-related impacts associated with slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative, which would have a future occupancy of 591 new residents and 167 employees (total of 758 occupants), which would be incrementally less than the projected occupancy under the Project (505 residents and 311 employees = 816 total occupants) and, as such, would expose fewer people at the site to seismic hazards associated with the Hollywood Fault and other active and potentially active faults in the region. Therefore, this Alternative would have reduced potential seismic impacts than under the Project. As with the Project, the potential seismic impact would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. Although this Alternative would reduce the overall scale of construction associated with the Project, it would require additional grading and excavation thus resulting in greater temporary construction-related impacts. However, this Alternative would reduce operational impacts related to seismic hazards, slope stability, expansive soils, sedimentation, and erosion compared to the Project based on the incremental reduction in on-site occupancy, and would result in similar impacts with regard to landform alteration. Overall, with the incorporation of mitigation, as under the Project, the Reduced Height and Bank Preservation Alternative would have a less than significant impact on soils and geology that would be similar to that of the Project.

5. Greenhouse Gas Emissions

The Reduced Height and Bank Preservation Alternative would generate GHG emissions during construction and operation. The Reduced Height and Bank Preservation Alternative would have greater residential land uses than the Project but fewer retail, restaurant, and commercial land uses than the Project. The Reduced Height and Bank Preservation Alternative would also have fewer parking spaces than the Project. In total, the Reduced Height and Bank Preservation Alternative would have similar building floor area and a slightly smaller parking area as compared to the Project, but would require less building construction activities given the preservation and reuse of the Bank building. It is expected that the decrease in building construction would largely offset the increase in grading and excavation under this Alternative, and, as such, the overall duration of construction activities would be similar to that of the Project. Nonetheless, this Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. This Alternative would require a similar construction equipment mix and similar overall duration of construction activity. Consequently, the total construction GHG emissions for the Reduced Height and Bank Preservation Alternative would be similar to the construction GHG emissions of the Project.

The Reduced Height and Bank Preservation Alternative would generate GHG emissions as a result of operational activity. The development intensity of the Reduced Height and Bank Preservation Alternative would result in similar building floor area exclusive of the enclosed parking structure and a slightly smaller building floor area, inclusive of the enclosed parking structure as compared to the Project. Under the Reduced Height and Bank Preservation Alternative, the increase in residential floor area and reduction in retail, restaurant, and commercial floor area would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. This is due to residential land uses generating fewer trips compared to retail, restaurant, and commercial land uses on a per square foot basis. In addition, the Reduced Height and Bank Preservation Alternative would have reduced energy demand as compared to the Project given that residential uses have generally lower energy demand compared to retail, restaurant, and commercial land uses on a per square foot basis. This Alternative would also result in fewer waste-related GHG emissions but similar water-related GHG emissions. As a result, the operational GHG emissions

associated with the Reduced Height and Bank Preservation Alternative would be less than the Project's operational GHG emissions. The GHG emissions under this Alternative are shown in **Table 5.F-3, Alternative 6 – Reduced Height and Bank Preservation Alternative Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions**. The construction- and operational-related GHG impacts of the Reduced Height and Bank Preservation Alternative would be less than the Project. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO₂e per year.

Table 5.F-3

**Alternative 6 – Reduced Height and Bank Preservation Alternative
Estimated Unmitigated Annual Greenhouse Gas Emissions^a**

Source	Alternative 5 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	131	133
Mobile Sources	4,605	5,414
Area (Landscaping Equipment)	5	4
Electricity	2,602	3,022
Electricity (Green Power/RECs)	(2,602)	(3,022)
Natural Gas	415	446
Water	119	118
Waste	352	418
Subtotal (with Green Power/RECs)	5,627	6,534
Net Total (with Green Power/RECs)	(1,745)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix E.

Source: PCR Services Corporation, 2014

6. Land Use

As with the Project, the Reduced Height and Bank Preservation Alternative would require the approval of a vesting tract map, site plan review, affordable housing incentives and other entitlements, approvals or permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards, a variance to allow a fitness studio in the C4 zone, and a CUP for on- and off-premises sale of alcoholic beverages. The Reduced Height and Bank Preservation Alternative would also require a density bonus in order to allow additional residential units above the 278 units permitted by the Project Site's zoning. As discussed below, the Reduced Height and Bank Preservation Alternative would

be consistent with existing applicable City and regional plans and policies, as would be the case under the Project.

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the Reduced Height and Bank Preservation Alternative would be consistent with objectives of the Land Use, Housing, Urban Form and Neighborhood Design, Open Space and Conservation, and Transportation Chapters of the General Plan Framework Element. Specifically, the Reduced Height and Bank Preservation Alternative would provide a diversity of uses; accommodate residential growth and provide a mix of apartment sizes and affordability levels, including restricted very low income units; reinforce an existing community center by providing an array of retail choices, streetscape, a landscaped public plaza, and landscaped Central Plaza with direct sidewalk access that would be inviting to nearby residents and pedestrians along Sunset Boulevard. The Reduced Height and Bank Preservation Alternative would be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. Consistency with the General Plan Framework Element would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*.

(2) Do Real Planning

As with the Project, the Reduced Height and Bank Preservation Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The Reduced Height and Bank Preservation Alternative would be consistent with objectives related to uses and density, site design/walkability/parking location, improvement of housing stock, and green design. Consistency with *Do Real Planning* objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR.

(3) Walkability Checklist

As with the Project, the Reduced Height and Bank Preservation Alternative would be consistent with City's *Walkability Checklist* in that would link pedestrians to a landscaped plaza, extend the pedestrian environment to the retail businesses and residential access points within the Project Site, and include numerous design features to enhance the neighborhood character and pedestrian environment. These features specifically include the development of the Corner Plaza near the Project's entrance, landscaping and new street trees along the sidewalks, pavement treatment, strong entrance, ground floor retail with glass frontages along Sunset Boulevard, preservation of existing glazed street front along the existing Bank building, wider sidewalks than under existing conditions, off-street parking and driveways, and ease of pedestrian movement through the reconfiguration of one of the two traffic islands in the Sunset Boulevard/Crescent Heights Boulevard intersection into a landscaped public open space. Consistency with the Walkability Checklist would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the Reduced Height and Bank Preservation Alternative would be consistent with the applicable policies of the Hollywood Community Plan. Specifically, the Reduced Height and Bank Preservation Alternative would (1) provide new commercial and residential development within the Hollywood community, which would increase employment opportunities, retail services, and additional housing for the growing population; (2) provide new commercial and residential uses on the Project Site that would help meet the growing market demands for housing and retail services; (3) provide additional housing opportunities, including low income housing, on a property that currently lacks residential uses, and would also preserve and enhance the residential character of the surrounding community by limiting development to the Project Site and providing residential uses on a commercially zoned property; (4) provide additional commercial space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands, and would also provide extensive public and private open space on the Project Site to meet the needs of both on-site residents and the public at-large; (6) implement a number of traffic system improvements in the Project area to accommodate Project-related traffic increases, relocate an existing transit stop along Sunset Boulevard in order to maintain public transit service at the Project Site, and locate new residential and commercial uses in proximity to transit stops and within two miles of a Metro Red Line station would encourage additional public transit ridership by Project residents, patrons, and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the Reduced Height and Bank Preservation Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*.

(5) Citywide Design Guidelines

The Reduced Height and Bank Preservation Alternative would be consistent with policies related to neighborhood context and employment of high quality architecture to define the character of commercial areas, and would also achieve relevant policies related to inclusion of open space for public gatherings. This Alternative would provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the street front and locating the taller structural elements to the rear of the Project Site. The Reduced Height and Bank Preservation Alternative would provide an active street front with direct access from the sidewalk from all three adjoining streets, and would also incorporate a Central Plaza, which would provide a continuous street-to-street pedestrian linkage across the site. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the Reduced Height and Bank Preservation Alternative with the applicable provisions of the Design Guidelines would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*. Because this Alternative would achieve nearly all of the design principles to the extent the Project would, it would not result in conflicts with the Design Guidelines, and, as such, impacts related to consistency with would be similar to those under the Project.

(6) City of Los Angeles Municipal Code

The Reduced Height and Bank Preservation Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for a range of commercial uses, as well as multi-family residential development consistent with the R4 zone. The Reduced Height and Bank Preservation Alternative would be consistent with setback regulations for commercial and residential uses. The Alternative's 28 very low income rental units would qualify for a 35% Density Bonus, which allows an increase in the number of units permitted on the project Site from 278²¹ to 291, and in turn allows the Applicant to request an Affordable Housing Incentive to allow an increase of FAR pursuant to LAMC Section 12.22-A.25. Because the 249 units proposed under the Project are within the permitted unit density for the Project Site (278 units), the Project does not require approval of a density bonus to permit the number of units proposed. The proposed FAR (3.00) would be consistent with the maximum FAR requested pursuant to the Affordable Housing Incentive. The Reduced Height and Bank Preservation Alternative would also be consistent with common open space and landscaped open space requirements of the LAMC. Consistency of the Reduced Height and Bank Preservation Alternative with LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the Reduced Height and Bank Preservation Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in existing and emerging centers and along major transportation corridors; creating significant areas of mixed-use development and walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the Reduced Height and Bank Preservation Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The Reduced Height and Bank Preservation Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. In accordance with SCAG policies, the Reduced Height and Bank Preservation Alternative Project would meet LEED standards to reduce energy demand, pollution, and waste. Consistency of the Reduced Height and Bank Preservation Alternative with SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 – 2035 Regional Transportation Plan and Compass Blueprint*.

(8) Conclusion Regarding Consistency with Adopted Plans

Due to the similarity in the overall scale and type of development between the Reduced Height and Bank Preservation Alternative and the Project and the substantial consistency of both to applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 – 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan, the Reduced

²¹ The Project Site permits a maximum of 278 units based on the residential density factor of 1 unit per 400 square feet of lot area.

Height and Bank Preservation Alternative would result in a less than significant impact relative to adopted plans and policies. The level of impact would be similar to that of the Project.

b. Land Use Compatibility

The Reduced Height and Bank Preservation Alternative would replace existing commercial uses with a mix of commercial and residential uses that would represent a more intense use of the site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the Reduced Height and Bank Preservation Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the Reduced Height and Bank Preservation Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. The Reduced Height and Bank Preservation Alternative would support the area's established pattern of pedestrian activity between residential neighborhoods and Sunset Boulevard by providing a grocery store and range of retail services within walking distance and enhancing pedestrian pathways through the Project Site, including opening access to the site from Havenhurst Drive, while preserving much of the existing pedestrian friendly street front along Sunset Boulevard. The Alternative's uses, such as retail and restaurants, would be consistent with the highly active Sunset Boulevard environment and the higher-density residential development would enhance night-time activity and pedestrian presence. The reduction in building height from 16 stories to 14 stories would be more consistent than the Project with existing high rise elements along Sunset Boulevard, which are generally ten to 15 stories at the highest. As with the Project, the aspect of height as experienced from the street would be reduced by the deep setbacks of the taller components. As with the Project, the Reduced Height and Bank Preservation would not disrupt, divide, or isolate the adjacent community and would have a less than significant impact with respect to land use compatibility. The Project was determined to have a less than significant impact relative to land use compatibility without the incorporation of mitigation measures. The Reduced Height and Bank Preservation Alternative would, respectively, have a less than significant impact. However, because the height of the south building would be reduced and more consistent in height to existing high-rise elements along Sunset Boulevard, this Alternative would have less impact with respect to land use compatibility.

7. Noise

a. Construction

Although, the Reduced Height and Bank Preservation Alternative would include less development (in terms of square footage) compared to the Project, the total amount of construction activities would be similar to the Project due to additional excavation work to construct below-grade parking and commercial space in the northwest portion of the Project site. Site preparation (i.e., excavation) activities would be greater than the Project as the preservation of the Bank building under this Alternative would increase the depth of excavation necessary to construct below-grade parking and commercial space in the northwest portion of the Project Site. Site demolition would result in the maximum construction-related noise levels. Therefore, the maximum noise levels under this Alternative would be similar to those resulting from the Project (noise

levels would impact the nearest noise sensitive uses (receptor R3, R4, and R5) with noise levels up to 106 dBA during the demolition phase). Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, similar to the Project but the duration of construction noise would be shorter.

Similar to the Project, during periods of heavy construction activity, both the Project and the Reduced Height and Bank Preservation Alternative would result in similar, periodic construction related ground vibration impacts. Ground vibration would be below the 1.0 inches per second PPV significance threshold for the nearest residential buildings. Therefore, similar to the Project, the Reduced Height and Bank Preservation Alternative would result in construction related ground vibration impacts would be less than significant. With respect to human perception, the ground vibration level due to construction activities would exceed the project's significance threshold for human annoyance at the nearest residential uses, R4. Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction would remain significant and unavoidable, similar to the Project.

b. Operation

Both the Project and the Reduced Height and Bank Preservation Alternative would have similar development programs. Therefore, trip generation for this Alternative would be similar to the Project. Under the Project, the project generated traffic results in a maximum increase over existing and future traffic noise levels of 0.8 dBA, well below the allowable increase of 5 dBA. Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open spaces area and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the parking area activity. The long-term operations under the Reduced Height and Bank Preservation Alternative would result in a less than significant vibration impact, similar to the Project.

8. Population, Housing, Employment

The Reduced Height and Bank Preservation Alternative would provide 291 residential units and 62,231 square feet of commercial floor area. This Alternative is estimated to generate approximately 591 new residents (2.03 residents x 291 units), and a net reduction in employment opportunities ($0.00271 \times 62,231$ square feet = 142, less existing 217 = -75) compared to existing conditions. The projected population growth would represent approximately 3.0-percent of the Hollywood Community Plan area's 2013-2035 planning horizon provided in the 2012 SCAG RTP and 0.13-percent of the City of Los Angeles 2013-2035 planning horizon. The Project was determined to result in a less than significant land use impact without the need to incorporate mitigation measures. Despite the decrease in employment, the Reduced Height and Bank Preservation Alternative would also be considered consistent with City and regional growth projections and, as with the Project, would be less than significant. Overall, population, housing and, employment impacts would be similar to those under the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The Reduced Height and Bank Preservation Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with OSHA and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. As with the Project, the Reduced Height and Bank Preservation Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Reduced Height and Bank Preservation Alternative's excavation and shoring phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase may be incrementally less than under the Project. However, this phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. Because the scale of development would be similar under the Reduced Height and Bank Preservation Alternative and the Project, the Reduced Height and Bank Preservation Alternative would also have a less than significant impact on fire services during construction. The impact on fire protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

As with the Project, the Reduced Height and Bank Preservation Alternative would increase occupancy of the site and would generate a greater demand for fire protection services than under existing conditions. As with the Project, the Reduced Height and Bank Preservation Alternative would provide hydrants capable of delivering 9,000 gpm to meet the LAFD's fire flow requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The Reduced Height and Bank Preservation Alternative would provide one emergency and fire control elevator in each bank of elevators, an emergency smoke control system, a standby and emergency power system, and a dependable alarm system. The building design would include stair shaft doors for fire department use and pressurized stair shafts. To comply with Fire Code requirements, smoke detectors would also be maintained in all residential units and public areas. Additionally, in compliance with Fire Code Division 33 (Section 57.33.17), stairways would be numbered on each floor, and fire safety signage on all floors would be placed in required locations. In case of fire emergencies, access to the roof would also be available. As with the Project, the Reduced Height and Bank Preservation Alternative would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would implement

Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential service level impact at the intersection of Fountain Avenue and Havenhurst Drive and the Reduced Height and Bank Preservation Alternative would implement similar mitigation. This would reduce the Alternative's potential effect on emergency vehicle response times in the area. With the implementation of fire safety features and adequate fire flow, the Project was determined to have a less than significant impact on fire protection services during the operational phase. Because the Reduced Height and Bank Preservation Alternative would provide similar fire flow and safety features, it would also be considered to have a less than significant impact. The impact on fire protection services under this Alternative during operation would be similar to those of the Project.

9.2 Police Protection Services

(1) Construction

The Reduced Height and Bank Preservation Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, the Project design features would include security features such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. As with the Project, the Reduced Height and Bank Preservation Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Reduced Height and Bank Preservation Alternative's excavation and shoring phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase may be incrementally less than under the Project. However, this phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of construction site security measures and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection services during construction. Because the scale of development would be similar under the Reduced Height and Bank Preservation Alternative and the Project, the Reduced Height and Bank Preservation Alternative would also have a less than significant impact on police services during construction. The impact on police protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

The Reduced Height and Bank Preservation Alternative would provide 291 residential units, which would generate approximately 591 new residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Reduced Height and Bank Preservation Alternative could potentially result in 41 additional crimes per year. This

represents an increase of less than 0.46 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 129,009 residents in the Hollywood Community Police Station service area would alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366.5 residents. By comparison, the Project would generate approximately 505 new residents and could potentially result in 35 additional crimes per year. This represents an increase of less than 0.41 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents under the Project would also alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. As with the Project, the Reduced Height and Bank Preservation Alternative would provide extensive security features, including provision of 24-hours video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. The Reduced Height and Bank Preservation Alternative would provide similar security and mitigation measures and would also be considered to have a less than significant impact. Due to the minimal difference in the police-to-resident ratio between this Alternative and the Project, demand on police services would be similar to those of the Project.

9.3 Parks and Recreation

The Reduced Height and Bank Preservation Alternative, which would provide 291 residential units, would generate approximately 617 new residents.²² This population increase would require 2.47 acres of parkland to meet the PRP's long-range standard of four acres of parkland per 1,000 persons and 1.23 acres of parkland to meet the PRP's more attainable short- and intermediate-range standard of two acres per 1,000 persons. This would be greater than the Project's PRP long-range PRP standard requirement of 2.11 acres of parkland and short-term standard requirement of 1.06 acres of parkland. Assuming a 50 percent reduction in public roof deck area because no roof deck would be provided in the northwest sector of the development; a 17 percent increase in private balconies and terraces; the same recreation room floor area, common and public roof decks area as under the Project, and a 24,770-square-foot Central Plaza, this Alternative would provide approximately 63,487 square feet (1.48 acre) of public and private open space and private recreation amenities, which could be counted toward the PRP's open space standards and meet the PRP's long-range and short-range short- or long-range standards. In addition, as with the Project, this Alternative would provide a 9,134-square-foot Corner Plaza that would also serve the on-site residents, patrons, and the community. However, because this Alternative would not provide on-site parkland per the City's short- and long-range standards of two and four acres per 1,000 residents, respectively, the impact on parks and recreational facilities would be considered potentially significant. As discussed in Section 4.I.3, *Parks and*

²² As discussed in Section 4.I-3, *Parks and Recreation*, of this Draft EIR, although the most recent data provided by SCAG indicates an average household size of 2.03 persons per household within the Hollywood Community Plan area, a factor of 2.12 persons per household was utilized by the Los Angeles Department of Recreation and Parks (LADRP) in the estimation of population growth and associated impacts to parks and recreational facilities. As such, parks and recreation impacts for all Project Alternatives assumes a household size of 2.12 persons.

Recreation, of this Draft EIR, the impact of the Project on parks and recreational facilities would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The Reduced Height and Bank Preservation Alternative would incorporate a similar mitigation measure, and as with the Project the impact on parks and recreational facilities would be reduced to a less than significant level. However, because demand for parkland would be incrementally greater under this Alternative, the Reduced Height and Bank Preservation Alternative would have greater impact on parks and recreational facilities than the Project.

9.4 Libraries

The Reduced Height and Bank Preservation Alternative, which would provide 291 residential units, would generate approximately 591 new residents. This population increase would result in an incremental increase in demand for library services. As described in Section 4.I.4, *Libraries*, of this Draft EIR, the Project would constitute approximately 2.6 percent of 19,343 residents, the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The Bank Preservation Alternative would generate approximately 3.1 percent of the 19,343-resident threshold. As with the Project, the Reduced Height and Bank Preservation would provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. Because the Bank Preservation Alternative would have an on-site library, represent a small percentage of the LAPL 19,343-resident threshold, and would generate revenue to the City's general fund for the provision of public services such as library facilities, this Alternative would also have a less than significant impact on library services. However, because incrementally greater demand on library services would occur under this Alternative, the impact of the Reduced Height and Bank Preservation on library services would be greater than that of the Project.

10. Transportation and Circulation

a. Construction

The Reduced Height and Bank Preservation Alternative would require a similar scale of construction as under the Project, including demolition, construction of subterranean and above-grade parking and approximately 333,903 square feet of building floor area. However, because this Alternative would increase depth of excavation for subterranean parking, it would have an incrementally increased excavation and shoring phase compared to the Project. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are not generally anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. The total number of shoring and excavation trips is expected to be approximately 426 pce trips per day, including about 25 trips during the A.M. peak hour (inbound construction worker trips), about 52 pce haul truck trips per hour (26 inbound and 26 outbound), along with a nominal number of mid-day worker trips between 9:00 A.M. and 4:00 P.M., and approximately 25 trips during the P.M. peak hour (outbound construction worker trips). Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the

Hollywood Freeway) currently exhibits or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future (“without Project” conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project’s shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Although construction-related traffic impacts would be temporary in nature and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT, impacts could remain significant and unavoidable, during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. The Reduced Height and Bank Preservation Alternative would potentially increase the duration of the Project’s shoring and excavation phase. However, the intensity of daily haul trips would be similar to the Project’s, as with the Project, this Alternative would result in potentially significant and unavoidable, although temporary, construction traffic impacts. Although incrementally greater with regard to the duration of the excavation period, construction traffic impacts under this Alternative would be similar to those of the Project.

b. Operation

(1) Intersection Impacts

The Reduced Height and Bank Preservation Alternative would have the same development intensity as under the Bank Preservation Alternative and, as such, would result in traffic impacts that would be identical to those generated by the latter Alternative. As discussed in the Alternative Project Preliminary Trip Generation Calculations table, contained in Appendix H-3, *Project Alternatives Traffic Analyses*, of this Draft EIR, this Alternative would result in a net reduction in daily trips of 291, a net decrease in A.M. peak hour trips of 82, and a net increase in P.M. peak hour trips of 104 compared to existing conditions. Also applicable to the Reduced Height and Bank Preservation Alternative are the CMA summary for intersections within the City of Los Angeles for the Bank Preservation Alternative above in **Table 5.E-4, Critical Movement Analysis Summary – Bank Preservation Alternative, Existing (2013) and Future (2018) With and Without Alternative 5 Project Conditions (City of Los Angeles Intersections)**, and the HCM summary for intersections within the City of West Hollywood in **Table 5.E-5, Highway Capacity Manual Summary – Bank Preservation Alternative - Existing (2013) and Future (2018) With and Without Alternative 5 Project Conditions (City of West Hollywood Intersections)**, above. As represented in Table 5.E-5-4, the Reduced Height and Bank Preservation Alternative would exceed the threshold level under 2013 and 2018 conditions at the intersection of Fountain Avenue and Havenhurst Drive.

As shown above in **Table 5.E-6, Highway Capacity Manual Summary – Bank Preservation Alternative - Existing (2013) and Future (2018) With and Without (New Traffic Signal) Alternative 5 Project Conditions**, the impact at the intersection of Fountain Avenue and Havenhurst Drive would be reduced to a less than significant level with the installation of a traffic signal.

By comparison, the Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J of this Draft EIR, Project-generated vehicular delays at the unsignalized intersection of Fountain Avenue and Havenhurst Drive could be expected to increase during the P.M. peak hour under 2013 and 2018 conditions and, as such, would also result in a significant impact at this intersection. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the

installation of a traffic signal. The Reduced Height and Bank Preservation Alternative would also impact this intersection under 2103 and 2018 conditions and, thus, would not avoid the Project's potential impact. However, the Reduced Height and Bank Preservation Alternative would generate incrementally less traffic than under the Project and, therefore, impacts on intersections would be less under the Reduced Height and Bank Preservation Alternative than under the Project.

(2) Impacts on Neighborhood Streets

As with the Project, the Reduced Height and Bank Preservation Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. **Table 5.E-7, Local/Residential Street Traffic Impact Analysis – Bank Preservation Alternative – Existing (2013 and Future (2018) Average Daily Traffic Volumes**, above, which also applies to the Reduced Height and Bank Preservation Alternative, illustrates the estimated trips on neighborhood streets under the Bank Preservation Alternative. As shown in Table 5.E-7, the Bank Preservation Alternative would increase existing daily traffic on the segment of Havenhurst Drive north of Fountain Avenue by 94 trips per day; decrease traffic on Fountain Avenue, west of Havenhurst Drive by 399 trips per day; decrease traffic on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard, by 443 trips per day; and decrease traffic on Fountain Avenue east of Crescent Heights Boulevard by 101 trips per day compared to existing conditions. By comparison the Bank Preservation Alternative (and Reduced Height and Bank Preservation Alternative) would generate more trips on Havenhurst Drive north of Fountain Avenue than under the Project; while the Project would result in less of a decrease in trips on segments of Fountain Avenue. Project-generated trips on neighborhood streets are illustrated in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013 and Future (2018) Average Daily Traffic Counts*. As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than significant. Although the Reduced Height and Bank Preservation Alternative would result in more trips on Havenhurst Drive than under the Project, it would generate an approximately 5.2 percent increase and, therefore, not exceed threshold standards for average daily trips (ADT) of 12 percent increase on roadways with less than 2,000 existing trips per day.²³ As such, the Reduced Height and Bank Preservation Alternative would have a less than significant impact on Havenhurst Drive. Also, the Reduced Height and Bank Preservation Alternative would generate less overall traffic on neighborhood streets and result in greater trip reductions on Fountain Avenue than under the Project. Therefore, the Reduced Height and Bank Preservation Alternative would have less overall impact on neighborhood streets than under the Project.

(3) Public Transit Impacts

The Reduced Height and Bank Preservation Alternative would result in a total of approximately 414 person trips per day on the area public transit facilities (bus lines), including approximately 22 person trips (7 inbound, 15 outbound) during the AM peak hour, and 37 person trips (23 inbound, 14 outbound) during the PM peak hour (i.e., the same transit ridership as under Alternative 5 above). However, these values are approximately 61 daily person trips fewer than for the Project, including 1 additional (outbound) person trip

²³ Havenhurst Drive carries approximately 1,822 vehicles per day. An increase of 92 trips equals an approximately 5.2 percent increase.

during the AM peak hour and 5 fewer person trips during the PM peak hour compared to the Project. After adjusting to account for the existing public transit ridership associated with the existing site uses (most of which would be removed to construct Alternative 5 improvements), this Alternative is expected to result in a net increase of approximately 96 daily person trips on the public transit facilities, including a net increase of 3 new riders (reduction of 4 inbound, increase of 7 outbound) during the AM peak hour, and 16 new riders (13 inbound, 3 outbound) during the PM peak hour. However, as noted in the discussion of the potential transit impacts of the Project, the project site is currently served by a total of nearly 270 buses per day, including about 20 buses during each of the peak hours. Therefore, the potential increases in ridership on any single bus under this Alternative are expected to be nominal (average of 1 or fewer new riders per bus during the peak commute periods), and no significant transit-related impacts are anticipated. Further, this Alternative would exhibit a reduction in net new public transit ridership as compared with the Project throughout the day, with the exception of the “outbound” direction during the AM peak hour, when the Reduced Height and Bank Preservation Alternative could result in an increase of 1 net rider compared to the Proposed Project. This Alternative would result in reduced public transit impacts compared to the Project, and impacts would be less than significant.

11. Utilities

11.1 Water Supply

The Reduced Height and Bank Preservation Alternative would provide the same amount of development (291 residential units and 62,231 square feet of commercial floor area) as the Bank Preservation Alternative and would generate the same water demand illustrated above in Table 5.E-8, *Estimated Water Use for the Bank Preservation Alternative*. As shown in Table 5.E-8, the Bank Preservation Alternative would increase existing water demand by approximately 54,329 gpd or 61.6 AFY. The Project, as summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR, would increase existing water demand by approximately 48,185 gallons of water per day, or approximately 54 AFY. Compared to the Project, the Reduced Height and Bank Preservation Alternative would increase water demand by 6,144 gpd or 7.6 AFY, which is primarily related to the increase in residential uses on the Project Site under this Alternative compared to the Project. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and water conservation on the Project Site would be maximized through the use of water efficient fixtures and appliances. The Bank Preservation Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.1, of this Draft EIR, the City’s water infrastructure and water supply is sufficient to meet the Project’s water demand without the need to implement mitigation measures, and the impact of the Project on the provision of water services would be less than significant. The Reduced Height and Bank Preservation Alternative would incrementally increase water demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on water services that would be greater than that of the Project.

11.2 Wastewater

The Reduced Height and Bank Preservation Alternative would be identical to the Bank Preservation Alternative (Alternative 5) in scale and type of development. As such, **Table 5.E-9, *Wastewater Generated During Operation - Bank Preservation Alternative***, also represents the Reduced Height and Bank Preservation Alternative’s estimated wastewater generation. As shown in Table 5.E-9, above, the net wastewater generation of the Bank Preservation Alternative would be approximately 45,274. The Project’s net wastewater generation would be approximately 40,154 gpd. The Bank Preservation Alternative would

increase the Project's estimated wastewater demand by approximately 5,120 gpd, which is primarily associated with the increase in residential uses under this Alternative. The Project's estimated wastewater is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.051 percent of HTP's total remaining capacity of 88 mgd. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and wastewater reduction would be maximized through the use of high efficiency shower heads and toilets. The Reduced Height and Bank Preservation Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.2, of this Draft EIR, the Project would not exceed the City's existing wastewater treatment capacity or future wastewater treatment capacity set forth by the IRP, and adequate wastewater treatment capacity would be available to serve the Project without the need to implement mitigation measures. The Project would have a less than significant impact with respect to wastewater treatment. However, the Reduced Height and Bank Preservation Alternative would incrementally increase treatment capacity demand compared to the Project. Therefore, this Alternative would result in a less than significant impact on wastewater services that would be greater than that of the Project.

11.3 Solid Waste

The Reduced Height and Bank Preservation Alternative would be identical to the Bank Preservation Alternative (Alternative 5) in scale and type of development. As such, **Table 5.E-10, *Projected Solid Waste Generated During Operation – Bank Preservation Alternative***, above, also summarizes this Alternative's estimated solid waste generation. As shown in Table 5.E-10, the net solid waste generation of the Bank Preservation Alternative would be approximately 2.34 tons per day and 853.98 tons per year. For comparison, the Project would generate approximately 3.24 tons per day and 1,183.94 tons per year. The Bank Preservation Alternative would, therefore, reduce the Project's solid waste generation by approximately 0.90 tons per day and 329.96 tons per year. This Alternative's annual solid waste generation, not accounting for diversion, would be approximately 0.01-percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.0007-percent of the remaining 129.2-million-ton capacity in the County's Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures. However, the Reduced Height and Bank Preservation Alternative would incrementally reduce solid waste generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on solid waste services that would be less than under the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the Reduced Height and Bank Preservation Alternative would provide more residential units than the Project (291 compared to 249 under the Project), which includes 32 affordable units compared to the Project's 28 affordable units. All commercial uses associated with the Project, including retail, restaurant, supermarket, health club, and walk-in bank, would be provided but with a substantial reduction in floor area (62,231 square feet compared to 111,339 square feet under the Project). All amenities, such as landscaping and the provision of a Central Plaza and Corner Plaza at Sunset Boulevard/Crescent Heights Boulevard would be the same as under the Project. Because the Reduced Height

and Bank Preservation Alternative would offer similar residential and commercial land uses and high-quality development and would also incrementally increase housing compared to the Project, it would at least partially meet all of the Project objectives. However, because this Alternative would not provide as much commercial square footage as the Project, it would not achieve the Project objectives related to commercial development to the extent the Project would. The following summarizes those Project objectives that this Alternative would (1) only partially meet compared to the Project and (2) fully meet.

The Reduced Height and Bank Preservation Alternative would partially meet the following Project objectives:

- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.
- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.
- Maintain and enhance the economic vitality of the region by providing job that attract commercial and residential tenants.

The Reduced Height and Bank Preservation Alternative would fully meet the following Project objectives:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.
- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.
- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promote quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.
- Provide an attractive retail face along street frontages.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.

- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.
- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.

A comparative summary of each Alternative's ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

5.0 ALTERNATIVES

G. ALTERNATIVE 7: ON-MENU ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Alternative 7, the On-Menu Alternative, would involve the construction of a new 28-story residential condominium tower over retail uses and structured parking levels, but would retain a number of existing uses on the Project Site, including the existing Chase Bank building and fast food drive-through restaurant. Under Alternative 7, the Bank building would be retained and rehabilitated for commercial use in conformance with the Secretary of the Interior's Rehabilitation Standards (Standards), as under Alternatives 5 and 6 described above. The On-Menu Alternative would qualify for a 3:1 FAR for a portion of the Project Site pursuant to LAMC Section 12.22-A,25(f)(4)(ii) and a 1.35 FAR for the balance of the Project Site pursuant to LAMC Section 12.22-A,25(f)(4)(i). The Alternative would have an overall FAR of approximately 2.5:1. This Alternative would provide 146 residential units including 30 affordable housing units (compared to 249 units with 28 affordable units under the Project). Commercial uses, including existing uses to be retained and new retail construction, would comprise approximately 47,500 square feet of floor area (compared to 111,339 square feet of commercial floor area under the Project), a reduction of approximately 57-percent compared to the Project. Total residential floor area would be 228,032 square feet (compared to 222,564 square feet under the Project), which includes resident-only amenities such as a pool/pool deck, recreation room, resident bar/lounge, fitness room, business center/library, changing rooms, and private terraces. Total floor area would be 278,032 square feet, which represents an over 17-percent reduction compared to the Project, which has a total developed floor area of 333,903 square feet. The residential component would include 116 market rate units (31 one-bedroom, 50 two-bedroom, 23 three-bedroom, and 12 four-bedroom units) and 30 affordable one-bedroom units in 23 stories over five levels of structured above- and below-grade parking. Commercial uses would include retail space, sit-down restaurants, fast-food restaurants (existing), and a walk-in bank (existing). Building heights under this Alternative would reach a maximum of 28 stories. Because commercial floor area would be substantially reduced and retail uses, such as the grocery store proposed under the Project would not be provided, parking requirements for the On-Menu Alternative would be substantially reduced compared to the Project. Thus, the Project's subterranean parking Level B2 would be eliminated and a sizeable reduction in Project-related grading and excavation volumes would be achieved. On-site amenities would include public and private open space, such as the Corner Plaza, Central Plaza, roof terraces, and pool deck, as well as landscaping and the conversion of the adjacent City-owned traffic island to provide a 9,134 square-foot public space would be similar to those of the Project. The On-Menu Alternative is summarized below in **Table 5.G-1, Alternative 7 – On-Menu Alternative Summary**, and illustrated in **Figure 5.G-1, Alternative 7 Site Plan**.

Table 5.G-1

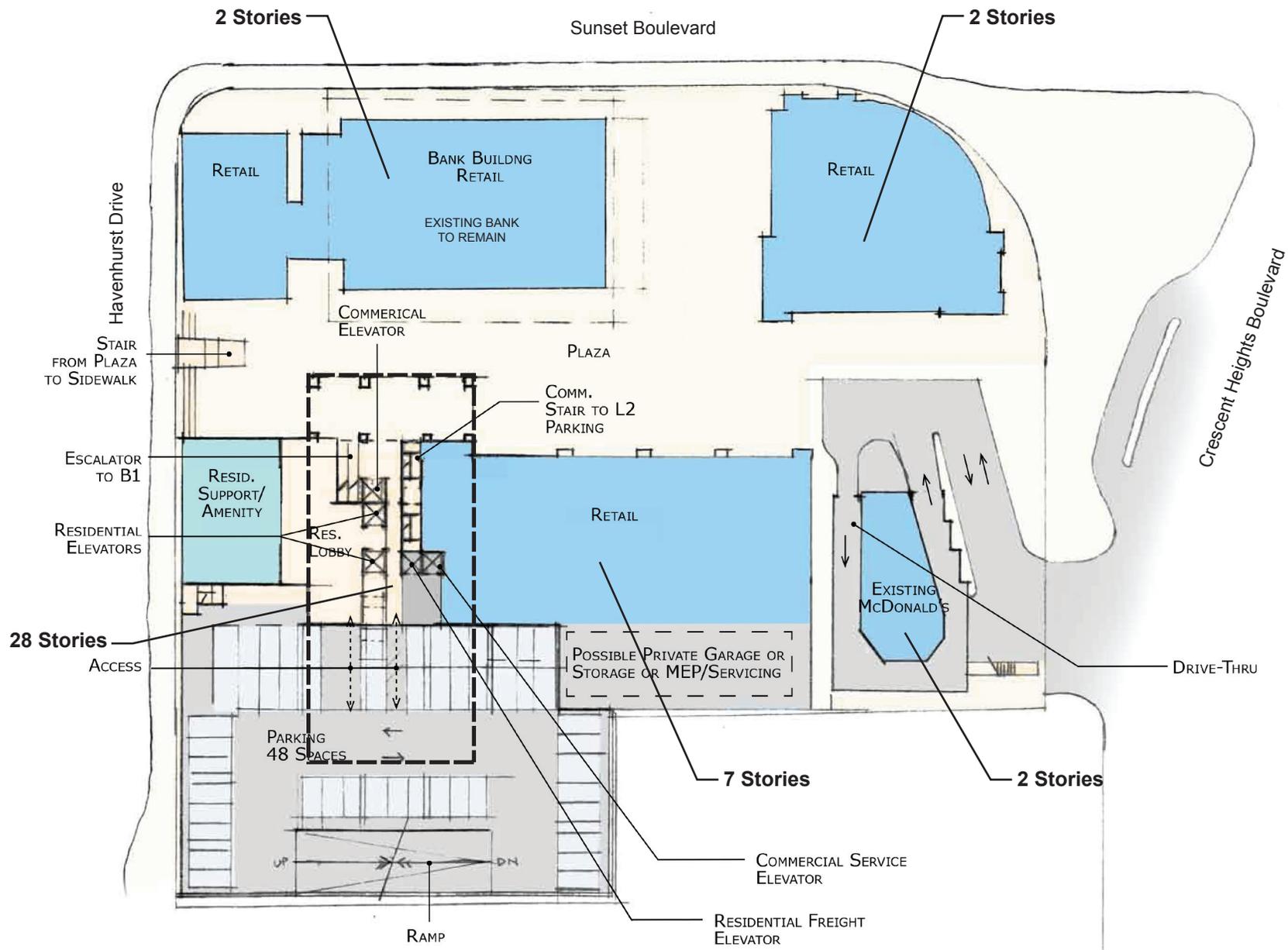
On-Menu Alternative Summary

Residential Units

Market Rate	Affordable	Total
One Bedroom		
31	30	61
Two Bedroom		
50	--	50
Three Bedroom		
23	--	23
Four Bedroom		
12	--	12
116	30	146 units
Residential Unit Floor Area		200,062 s.f.
Residential Common Area (Roof Decks)		9,400 s.f.
Residential Amenities:		
Lobby		1,000 s.f.
Resident Recreation Room		800s.f.
Fitness		1,200 s.f.
Business Center/Library		500 s.f.
Changing Rooms		600 s.f.
Resident Bar/Lounge		400 s.f.
Subtotal Amenities		4,500 s.f.
Circulation/Common Areas		14,070 s.f.
Total Residential Floor Area		228,032 s.f.
Retail		25,500 s.f.
Restaurant		12,000 s.f.
Fast Food Restaurant		5,000 s.f.
Walk-in Bank		5,000 s.f.
Subtotal Commercial Uses		47,500 s.f.
Circulation/Common Areas		2,500 s.f.
Total Commercial Floor Area		50,000 s.f.
TOTAL PROJECT FLOOR AREA		278,032 s.f.
Parking		498 spaces
FAR		2.50

s.f. = square feet *FAR* = floor-area ratio

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014



Alternative 7 Site Plan

8150 Sunset Boulevard Mixed-Use Project
Source: Hart Howerton, 2014.

FIGURE
5.G-1

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B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the On-Menu Alternative, construction activities would be visible from Crescent Heights Boulevard, Havenhurst Drive, Sunset Boulevard, and from residential streets in the Hollywood Hills. The On-Menu Alternative would result in a total of 278,032 square feet of floor area, which would be over 17 percent less than development occurring under the Project at 333,903 square feet. In addition, commercial floor area would be substantially reduced and result in a substantial reduction in required parking. The Project's subterranean parking Level B2 would be eliminated and a sizeable reduction in Project-related grading and excavation volumes would be achieved. This reduction would incrementally reduce the scale of construction compared to the Project and would reduce the Project's 26-month construction time frame. The impact of the Project's construction activities on visual quality would be reduced to a less than significant level through the implementation of Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. It is anticipated that the On-Menu Alternative would incorporate equivalent mitigation measures and that it would have a less than significant impact on visual resources during construction. However, because the scale of development would be incrementally reduced, this Alternative would have less impact on visual quality during construction than would the Project.

(2) Operation

The On-Menu Alternative would have approximately 17 percent less overall floor area than the Project and would be developed with a new 28-story building containing 23 residential levels over a podium structure containing retail uses and structured parking levels. Because a single 28-story structure would occupy less floor area than the Project's 9- to 16-story South Building, the footprint of the building would be reduced compared to the footprint of the South Building under the Project. This would allow for deeper setbacks from the streets and south property line than under the Project. This Alternative would not achieve the Project's stepped profile and articulation to the extent the Project would, which are considered beneficial, and would involve the development of a much higher residential tower, and, as such, the On-Menu Alternative would have a greater impact with respect to massing. The Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. The On-Menu Alternative would feature high quality architectural design and, as with the Project, provide on-site amenities such as public and private open space, the Corner Plaza, Central Plaza, roof terraces, pool deck, landscaping, and the conversion of the traffic island to provide a 9,134 square-foot public space. Although this Alternative would result in approximately 17 percent less floor area than the Project, visual quality impacts with respect to massing would be greater than under the Project due to the substantial increase in maximum building heights.

b. Views

Visual simulations of Alternative 7 from various vantage points surrounding the Project Site are provided below in **Figures 5.G-2** through **5.G-5**, *Alternative 7 Visual Simulations*. The Project Site is visible from

Sunset Boulevard, Havenhurst Drive, and Crescent Heights Boulevard in the vicinity of the site. The On-Menu Alternative would provide one 28-story residential tower along with existing and new low-rise structures along Sunset Boulevard and Crescent Heights Boulevard, compared to the Project's 9- to 16-story South Building and two-story North Building. The overall footprint of the structure would be less than the combined North and South Buildings but the overall building height of the taller tower component would be substantially higher. As such, the On-Menu Alternative would reduce the view field and the full extent panoramic views above the Project Site compared to existing conditions. However, it is not expected that the buildings would block views of valued resources and, therefore, view impacts would be less than significant. Development associated with the Project would also change panoramic views across the Project Site, but would not obstruct views of valued resources. Therefore, the Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. As with the Project, the On-Menu Alternative would have a less than significant impact on views. However, because the On-Menu Alternative would increase the Project's taller component, it would result in a more obstructed view field across the Project Site. Therefore, it would increase the Project's less than significant view impact and have greater impact on views compared to the Project.

c. Light and Glare

The On-Menu Alternative's exterior lighting program would consist of building and tenant identification signs and security lighting. As with the Project, no illuminated signs are anticipated on the south facade of building and the Alternative would not involve any off-site signs or billboards. Lighting would primarily consist of a mix of standard incandescent light fixtures, as well as various types of efficient/low energy fixtures. Lighting would be designed and strategically placed to minimize glare and light spill onto adjacent properties. As with the Project, the On-Menu Alternative would incorporate low-reflectivity window glass and architectural materials that would reduce the potential of glare from reflected sunlight at any glare-sensitive locations. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The On-Menu Alternative would also have a less than significant impact on light and glare that would be similar to that of the Project.

d. Shade/Shadow

The On-Menu Alternative would increase the overall building height on the Project Site to 28 stories. Although the overall building height would be increased, the profile would be narrower compared to the combined North and South Buildings. The shadows cast by this Alternative under worst-case winter solstice conditions are illustrated below in **Figure 5.G-6, Alternative 7 Winter Solstice Shadows**. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. However, as shown in Figure 5.G-6, off-site shading under the On-Menu Alternative would increase due to the height of the South Building and would create an incrementally longer shading period at the adjacent off-site swimming pool. However, shading would not exceed the City's threshold standards. Although shade impacts



Existing View



Proposed View



Existing View



Proposed View



Existing View



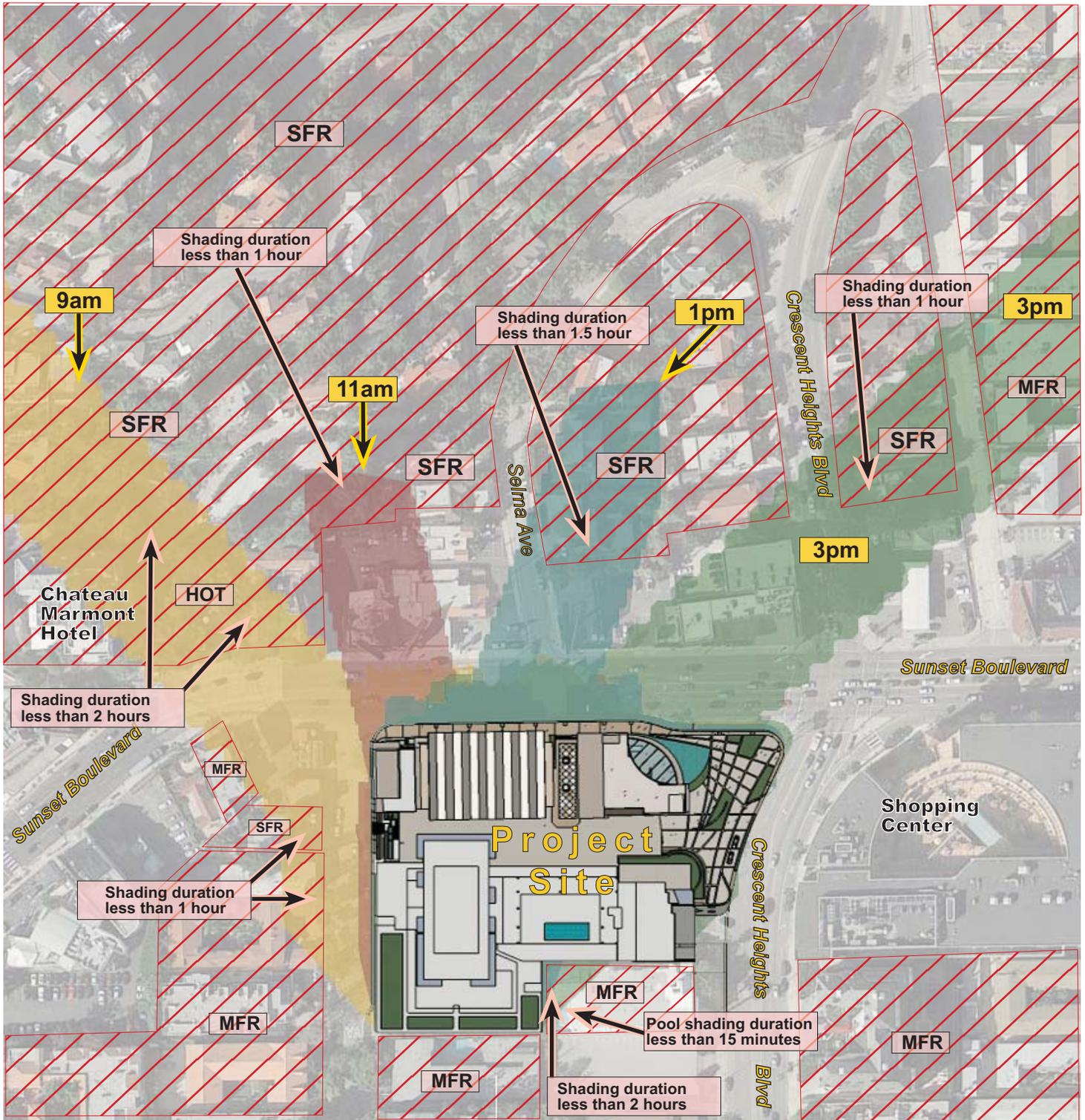
Proposed View



Existing View



Proposed View



-  Sensitive Receptors
-  Single Family Residential
-  Multi-Family Residential
-  Hotel

NOTE:

CEQA Thresholds Guide Standard:

A significant impact would occur if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 AM and 3:00 PM Pacific Standard Time (between early November and mid-March), or for more than four hours between the hours of 9:00 AM and 5:00 PM Pacific Daylight Time (between mid-March and early November).¹

¹ As of 2007, as the result of the Energy Policy Act of 2005, most of the United States and Canada observe Daylight Saving Time between the second Sunday in March and the first Sunday in November. Previously, between 1987 and 2006, the start and end dates for Daylight Saving Time were the first Sunday in April and the last Sunday in October.

Alternative 7 Winter Solstice Shadows
December 21 (Pacific Standard Time)

8150 Sunset Boulevard Mixed-Use Project
Source: KTU+A, May 2014.

FIGURE

5.G-6

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are expected to be less than significant, the On-Menu Alternative would have greater shade/shadow impact than under the Project.

2. Air Quality

a. Air Quality Management Plan Consistency

Similar to the proposed Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards. The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project, construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Population growth under this Alternative would be well within the growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

Alternative 7 would generate emissions during construction activities. This Alternative would have fewer residential land uses than the Project and fewer retail, restaurant, and commercial land uses than the Project, but would include a fast food restaurant with drive-through. This Alternative would also have fewer parking spaces than the Project. In total, this Alternative would have less building floor area and associated parking structure area as compared to the Project. Alternative 7 would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. Given the smaller floor area, there would be fewer days of grading and excavation and building construction activities, with substantially reduced excavation due to the reduction in required parking. Nonetheless, given that the construction equipment mix would be same under this Alternative as compared to the Project, the maximum daily construction emissions would be equivalent to the maximum daily construction emissions of the Project. As per guidelines established by the SCAQMD, the numerical indicators of significance for construction emissions are evaluated based on maximum daily emissions. Thus, the maximum daily construction-related air quality impacts of this Alternative would be equal to the

Project, which would be considered potentially significant prior to mitigation, but would occur for an incrementally shorter duration given the overall reduction in building square footage and reduction in grading and excavation for subterranean parking. Construction of this Alternative would implement the same construction-related air quality mitigation measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality mitigation measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less than significant impact with regard to construction emissions. However, given the overall reduction in the duration of construction activities, impacts under this Alternative would be less than under the Project.

c. Operation

Alternative 7 would generate emissions as a result of operational activity. The development intensity of this Alternative would result in less building floor area, inclusive of the enclosed parking structure, as compared to the Project. Under this Alternative, the mix of land uses would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. In addition, this Alternative would have reduced energy demand as compared to the Project. As a result, the operational emissions associated with this Alternative would be less than the Project's emissions. Operational emissions under this Alternative are shown in **Table 5.G-2, Alternative 7 – On-Menu Alternative Estimated Maximum Unmitigated Operational Emissions**. The operational-related air quality impacts of this Alternative would be less than the Project. Similar to the Project, operational emissions under this Alternative would be less than significant.

Table 5.G-2

**Alternative 7 – On-Menu Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a**

Source	VOC	NO _x	CO	SO ₂	PM ₁₀	PM _{2.5}
Area (Coating, Consumer Products, Landscaping)	13.42	0.14	12.23	0.00	0.07	0.07
Energy (Natural Gas)	0.17	1.52	1.18	0.01	0.12	0.12
Stationary (Charbroiling)	0.09	–	–	–	0.85	0.85
Motor Vehicles	14.05	29.75	125.51	0.27	18.31	5.14
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	(5.90)	(35.11)	(132)	(0.15)	(10.06)	(2.49)
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(60.90)	(90.11)	(682)	(150)	(160)	(57.49)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 5 Compared to Project	Less	Less	Less	Less	Less	Less

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the On-Menu Alternative, as under the Project, grading and excavation would be necessary to provide subterranean parking levels and construct the podium structure. Such excavation would be reduced compared to that required for the Project given the reduced overall floor area and reduced parking requirements associated with a reduction in commercial uses on-site. The Project would result in less than significant impacts to archaeological and paleontological resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. These mitigation measures would still be required to reduce impacts to less than significant under the On-Menu Alternative, though impacts would be less than under the Project.

3.2 Historical Resources

Under the On-Menu Alternative, as under Alternatives 5 and 6 above, demolition or removal of the Bank building would not occur as under the Project. As such, given comparable changes to the Bank building as described above for Alternatives 5 and 6, no direct impacts to listed historical resources, or resources potentially eligible for listing as historical resources, would occur. The existing on-site Bank building would be retained and rehabilitated for commercial use in accordance with the Standards, and the two art works would be preserved on site or at another appropriate location where they would be preserved. The Project would result in a significant and unavoidable impact to historical resources even with implementation of Mitigation Measures HIST-1 through HIST-4. These mitigation measures would not be required to reduce impacts to less than significant under the On-Menu Alternative, as under the Project, because impacts would be less than the Project, unless the existing artworks are relocated off-site for preservation. If the artworks are relocated for preservation, Mitigation Measure HIST-2 would be implemented, as appropriate, to ensure that impacts to historical resources are less than significant. Under the On-Menu Alternative, the changes to the Bank building required for its rehabilitation would be completed in conformance with the Standards, and the eligibility of the Bank building as a historical resource would be protected. Therefore, the significant unavoidable impact under the Project would not occur. Accordingly, impacts to historical resources would be less than under the Project.

4. Geology and Soils

The On-Menu Alternative would provide substantially fewer residential units (146 total units) than under the Project and generate approximately 296 new residents. Commercial development would be reduced by 57 percent compared to the Project. Due to the reduction in commercial floor area, this Alternative would require fewer parking spaces than under the Project and require less excavation for subterranean parking. As such, this Alternative would have relatively less impact related to slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative, which would have a future occupancy of 296 new residents and 129 employees (425 occupants), which would be substantially less than the projected occupancy under the Project (505 residents and 311 employees = 816 occupants) and, as such, would expose a fewer number of people at the site to seismic hazards associated with the Hollywood Fault and other active and potentially active faults in the region. Therefore, this Alternative would have reduced potential seismic impacts compared to the Project. As with the Project, the potential seismic impact would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. However, because this Alternative would reduce the scale of construction and development associated with

the Project, it would reduce impacts related to seismic hazard, slope stability, expansive soils, sedimentation, and erosion compared to the Project, and would have a similar impact with respect to landform alteration. This Alternative would also incorporate an equivalent mitigation measure. With the incorporation of mitigation, as under the Project, the On-Menu Alternative would have a less than significant impact on soils and geology that would be less than that of the Project.

5. Greenhouse Gas Emissions

Alternative 7 would generate GHG emissions during construction and operation. This Alternative would have fewer residential land uses than the Project and fewer retail, restaurant, and commercial land uses than the Project, but would include a fast food restaurant with drive-through. This Alternative would also have fewer parking spaces than the Project. In total, the On-Menu Alternative would have less building floor area and associated parking area compared to the Project. Nonetheless, this Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings, though excavation quantities would be substantially reduced given the reduction in required parking. This Alternative would require a similar construction equipment mix but would require fewer days of construction activity. Consequently, the total construction GHG emissions for this Alternative would be less than the construction GHG emissions of the Project.

This Alternative would generate GHG emissions as a result of operational activity. The development intensity would result in an overall reduction in development intensity as compared to the Project. Under this Alternative, the mix of land uses would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. In addition, this Alternative would have reduced energy demand as compared to the Project. This Alternative would also result in fewer waste-related GHG emissions and water-related GHG emissions. As a result, the operational GHG emissions associated with this Alternative would be less than the Project's operational GHG emissions. The GHG emissions under this Alternative are shown in **Table 5.G-3, Alternative 7 – On-Menu Alternative Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions**. The operational GHG impacts of this Alternative would be less than the Project. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year.

6. Land Use

As with the Project, the On-Menu Alternative would require the approval of a vesting tract map, site plan review, affordable housing incentives and other entitlements, approvals or permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards, and other use permits. As discussed below, the On-Menu Alternative would be generally consistent with existing applicable City and regional plans and policies, as would be the case under the Project.

Table 5.G-3

Alternative 7 – On-Menu Alternative
Estimated Unmitigated Annual Greenhouse Gas Emissions ^a

Source	Alternative 7 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	108	133
Mobile Sources	3,759	5,414
Area (Landscaping Equipment)	3	4
Electricity	1816	3,022
Electricity (Green Power/RECs)	(1,816)	(3,022)
Natural Gas	308	446
Water	63	118
Waste	115	418
Subtotal (with Green Power/RECs)	4,355	6,534
Net Total (with Green Power/RECs)	(3,017)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the On-Menu Alternative would be generally consistent with objectives of the Land Use, Housing, Urban Form and Neighborhood Design, Open Space and Conservation, and Transportation Chapters of the General Plan Framework Element. Specifically, the On-Menu Alternative would accommodate residential growth and provide a mix of housing unit sizes and affordability levels, including restricted low income units. The On-Menu Alternative would reinforce an existing urban area by providing retail and restaurant uses and other amenities such as landscaped public plazas (Corner Plaza and Central Plaza), terraces, and recreational features, as well as high density housing. The On-Menu Alternative would be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. The On-Menu Alternative would be consistent with Land Use policies related to scale and neighborhood character (Policies 3.2.1 and 3.2.4), as this Alternative would provide a pattern of development consisting of a distinct center, and would enhance the character of this commercial district. Consistency with the General Plan Framework Element would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*.

(2) Do Real Planning

As with the Project, the On-Menu Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The On-Menu Alternative would be consistent with objectives related to uses and density, site design/walkability/parking location, improvement of housing stock, and green design. Consistency with *Do Real Planning* objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR.

(3) Walkability Checklist

As with the Project, the On-Menu Alternative would be consistent with City's *Walkability Checklist* in that would link pedestrians to a landscaped plaza, extend the pedestrian environment to the retail and residential access points within the Project Site, and include numerous design features to enhance the neighborhood character and pedestrian environment. These features specifically include the development of the Corner Plaza near the Project's entrance, the Central Plaza in the Project Site interior, landscaping and new street trees along the sidewalks, pavement treatment, strong entrance, off-street parking and driveways, reduced signage and lighting, and ease of pedestrian movement through the reconfiguration of one of the two traffic islands in the Sunset Boulevard/Crescent Heights Boulevard intersection into a landscaped public open space. Consistency with the Walkability Checklist would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the On-Menu Alternative would be consistent with the applicable policies of the Hollywood Community Plan. Specifically, the On-Menu Alternative would (1) provide new retail and residential development within the Hollywood community, which would increase employment opportunities, services, and additional housing for the growing population; (2) provide new commercial and residential uses on the Project Site that would help meet the growing market demands for housing and services; (3) provide additional housing opportunities, including low income housing, on a property that currently lacks residential uses, and would also preserve and enhance the residential character of the surrounding community by limiting development to the Project Site and providing residential uses on a commercially zoned property; (4) provide additional retail and restaurant space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands, and would also provide extensive public and private open space on the Project Site to meet the needs of both on-site residents, commercial employees and patrons, and the public at-large; (6) implement a number of traffic system improvements in the Project area to accommodate Project-related traffic increases, relocate an existing transit stop along Sunset Boulevard in order to maintain public transit service at the Project Site, and locate new commercial and residential uses in proximity to transit stops and within two miles of a Metro Red Line station would encourage additional public transit ridership by Project residents and their guests, commercial patrons, and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the On-Menu Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*.

(5) Citywide Design Guidelines

The On-Menu Alternative would be consistent with policies related to employment of high quality architecture to define the character of commercial areas and inclusion of open space for public gatherings, but would conflict with relevant policies related to scale and neighborhood context given the substantial increase in scale under this Alternative. Based on the significant visual character impact that would result from the scale of this Alternative, a significant unavoidable land use impact would also result due to conflicts with Policies 1 and 2 related to Relationship to Adjacent Buildings under Objective 1 of the Design Guidelines. This Alternative would provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the street front and locating the taller structural elements to the rear of the Project Site. The On-Menu Alternative would provide an active street front with direct access from the sidewalk from all three adjoining streets, and would also incorporate a Central Plaza, which would provide a continuous street-to-street pedestrian linkage across the site. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the On-Menu Alternative with the applicable provisions of the Design Guidelines would generally be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*.

(6) City of Los Angeles Municipal Code

The On-Menu Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for commercial uses as well as multi-family residential development consistent with the R4 zone. The On-Menu Alternative would be consistent with setback regulations for commercial and residential uses. The Alternative's low income rental units would qualify for a 35% Density Bonus, which in turn allows the Applicant to request Affordable Housing Incentives to allow an increase of FAR pursuant to LAMC Section 12.22-A.25. Under this Alternative, the underlying parcels that comprise the Project Site would be reconfigured through a Lot Line Adjustment so that 50% of one commercially zoned parcel would be located within 1,500 feet of the Metro Rapid stop located on the west side of Fairfax Avenue, south of Sunset Boulevard. This would result in a 77,382 square foot parcel eligible for a 3:1 FAR pursuant to LAMC Section 12.22-A,25(f)(4)(ii) and a 33,990 square foot parcel eligible for a 1.35 FAR pursuant to LAMC Section 12.22-A,25(f)(4)(i), for a total allowable floor area of 278,032 square feet. The proposed FAR (2.50) would be less than the maximum allowable FAR pursuant to the Affordable Housing Incentives described above. The On-Menu Alternative would also be consistent with common open space and landscaped open space requirements of the LAMC. Consistency of the On-Menu Alternative with LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the On-Menu Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in existing and emerging centers and along major transportation corridors; creating significant areas of mixed-use development and walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the On-Menu Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The On-Menu Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. In accordance with SCAG policies, the On-Menu Alternative Project would meet LEED standards to reduce energy demand, pollution, and waste. Consistency of the On-Menu Alternative with SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 – 2035 Regional Transportation Plan and Compass Blueprint*.

(8) Conclusion Regarding Consistency with Adopted Plans

Given the similarity in overall type of development compared to the Project, this Alternative would be generally consistent with the applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 – 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan.

b. Land Use Compatibility

The On-Menu Alternative would retain some existing commercial uses and replace other existing commercial uses with new commercial uses and a residential building that would represent a more intense use of the site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the On-Menu Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the On-Menu Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. Building heights (up to 28 stories) under this Alternative would be taller than existing high rise elements along this portion of Sunset Boulevard, which are ten to 15 stories at the highest. As with the Project, the aspect of height as experienced from the street would be reduced by the deep setbacks of the taller components, but given the disparity in height between the low- to mid-rise elements and the 28-story residential tower, this effect would be substantially reduced. As with the Project, the On-Menu Alternative would not disrupt, divide, or isolate the adjacent community. The Project was determined to have a less than significant impact relative to land use compatibility without the incorporation of mitigation measures. However, based on the increase in

maximum building heights, the On-Menu Alternative would have a greater impact relative to land use compatibility than that of the Project, although it would be less than significant.

7. Noise

Overall, the On-Menu Alternative would include less development (in terms of square footage) compared to the Project. As Such, the total amount of construction activities would be less than the Project due to eliminating the need for subterranean parking Level B2 and result in a sizeable reduction in Project-related grading and excavation volumes. However, the site preparation (i.e., demolition) activities would be similar to the Project, though the duration of such activities would be incrementally reduced given the preservation of the existing fast food restaurant and Chase Bank building. Therefore, the maximum noise levels under this Alternative would be similar to those resulting from the Project (noise levels would impact the nearest noise sensitive uses (receptor R3, R4, and R5) with noise levels up to 106 dBA during the demolition phase), but would be of shorter overall duration. Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, but would be less than under the Project given the reduced construction schedule.

During periods of heavy construction activity, both the Project and the On-Menu Alternative would result in similar, periodic construction related ground vibration impacts. Ground vibration would be below the 1.0 inches per second PPV significance threshold for the nearest residential buildings. Therefore, similar to the Project, the On-Menu Alternative would result in construction related ground vibration impacts that would be less than significant for most off-site sensitive receptor locations (all locations except Location R4). With respect to human perception, the ground vibration level due to construction activities would exceed the project's significance threshold for human annoyance at the nearest residential uses (Location R4). Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction would remain significant and unavoidable, but would be reduced compared to the Project given the reduced overall duration of construction activities.

b. Operation

Under the On-Menu Alternative, the net project-generated traffic would be reduced from 6,373 daily trips to 4,185 daily trips (an approximate 34 percent reduction). While the 34 percent reduction in traffic generation would represent an approximate 1.8 dBA decrease in noise contribution when compared to the Project, the traffic related noise levels at the off-site roadways would yield a negligible change as traffic volumes would be dispersed to various roadways. Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open spaces area and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the parking area activity. The long-term operations under the On-Menu Alternative would result in a less than significant vibration impact, which would be similar to the Project.

8. Population, Housing, Employment

The On-Menu Alternative would provide 146 residential units, and 47,500 square feet of commercial floor area. This Alternative is estimated to generate approximately 296 new residents (2.03 residents x 146 units), and a net reduction in employment opportunities of 88 positions (0.00271 x 47,500 square feet = 129, less existing 217 = -88). The projected population growth would represent approximately 1.5 percent of the Hollywood Community Plan area's 2013-2035 planning horizon provided in the 2012 SCAG RTP and 0.07 percent of projected growth Citywide for the same period. The Project was determined to result in a less than significant land use impact without the need to incorporate mitigation measures. The On-Menu Alternative would be consistent with City and regional growth projections and, as with the Project, would be less than significant and similar to the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The On-Menu Alternative would involve a similar, but incrementally reduced, scale of construction that would occur under the Project. As with the Project, construction would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with OSHA and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. As with the Project, the On-Menu Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the On-Menu Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase would be incrementally less than under the Project given the reduced parking demands and associated need for excavation for subterranean parking. However, this phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. Because the scale of development would be similar under the On-Menu Alternative and the Project, the On-Menu Alternative would also have a less than significant impact on fire services during construction. The impact on fire protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

As with the Project, the On-Menu Alternative would increase occupancy of the site and would generate a greater demand for fire protection services than under existing conditions. As with the Project, the On-Menu Alternative would provide hydrants capable of delivering 9,000 gpm to meet the LAFD's fire flow

requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The On-Menu Alternative would provide one emergency and fire control elevator in each bank of elevators, an emergency smoke control system, a standby and emergency power system, and a dependable alarm system. The building design would include stair shaft doors for fire department use and pressurized stair shafts. To comply with Fire Code requirements, smoke detectors would also be maintained in all residential units and public areas. Additionally, in compliance with Fire Code Division 33 (Section 57.33.17), stairways would be numbered on each floor, and fire safety signage on all floors would be placed in required locations. In case of fire emergencies, access to the roof would also be available. As with the Project, the On-Menu Alternative would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would implement Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential service level impact at the intersection of Fountain Avenue/Havenhurst Drive and it is anticipated that the On-Menu Alternative would implement similar mitigation. This would reduce the Alternative's potential effect on emergency vehicle response times in the area. With the implementation of fire safety features and adequate fire flow, the Project was determined to have a less than significant impact on fire protection services during the operational phase. Because the On-Menu Alternative would provide similar fire flow and safety features, it would also be considered to have a less than significant impact. The impact on fire protection services under this Alternative during operation would be similar to those of the Project.

9.2 Police Protection Services

(1) Construction

The On-Menu Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, Project design features would include security features such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. As with the Project, the On-Menu Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the On-Menu Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase would be incrementally less than under the Project based on reduced parking demands and the associated need for excavation to accommodate additional subterranean parking levels. However, this phase could still result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of construction site security measures and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection

services during construction. Because the scale of development would be similar under the On-Menu Alternative and the Project, the On-Menu Alternative would also have a less than significant impact on police services during construction. The impact on police protection services under this Alternative during construction would be similar to that of the Project.

(2) Operation

The On-Menu Alternative would provide 146 residential units and is estimated to generate approximately 296 new residents on the Project Site. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the On-Menu Alternative could potentially result in 21 additional crimes per year. This represents an increase of less than 0.23 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,714 residents in the Hollywood Community Police Station service area would alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. By comparison, the Project would generate approximately 505 new residents and could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents under the Project would also alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. As with the Project, the On-Menu Alternative would provide extensive security features, including provision of 24-hour video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. The On-Menu Alternative would provide similar security and mitigation measures and would also be considered to have a less than significant impact. Due to the small increase in the police-to-resident ratio between this Alternative and the Project, demand on police services would be similar to those of the Project.

9.3 Parks and Recreation

The On-Menu Alternative would provide 146 residential units and generate approximately 310 new permanent residents.²⁴ This population increase would require 1.24 acres of parkland to meet the PRP's long-range standard of four acres of parkland per 1,000 persons and 0.62 acre of parkland to meet the PRP's more attainable short- and intermediate-range standard of two acres per 1,000 persons. This Alternative would provide public and private open space, roof terraces, pool deck, and rooftop restaurant/lounge, and landscaping. As with the Project, the adjacent City-owned traffic island would be converted to provide a

²⁴ As discussed in Section 4.1-3, Parks and Recreation, of this Draft EIR, although the most recent data provided by SCAG indicates an average household size of 2.03 persons per household within the Hollywood Community Plan area, a factor of 2.12 persons per household was utilized by the Los Angeles Department of Recreation and Parks (LADRP) in the estimation of population growth and associated impacts to parks and recreational facilities. As such, parks and recreation impacts for all Project Alternatives assumes a household size of 2.12 persons.

9,134 square-foot Corner Plaza for public use. Assuming that each residential unit contained at least 50 square feet of balcony or terrace space, for a total of 7,300 square feet, as well as an 800-square-foot recreation room, 1,200-square foot fitness center, 600 square feet of changing rooms, and 9,400 square feet of roof decks for residential uses would be provided, including the 34,050 square feet for the Central Plaza, total open space would be approximately of 53,350 square feet (1.25 acres) of public and private open space and private recreation amenities, which could be counted toward the PRP's open space standards. However, as with the Project, the On-Menu Alternative would not meet PRP requirements to provide on-site parkland. Therefore, the impact on parks and recreational facilities would be considered potentially significant. As discussed in Section 4.I.3, *Parks and Recreation*, of this Draft EIR, the impact of the Project on parks and recreational facilities would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. It is expected that the On-Menu Alternative would incorporate a similar mitigation measure, and as with the Project the impact on parks and recreational facilities would be reduced to a less than significant level. However, because the On-Menu Alternative would incrementally reduce demand for parkland, this Alternative would have an incrementally less impact on parks and open space than would the Project.

9.4 Libraries

The On-Menu Alternative would provide 146 residential units, which would generate approximately 296 new residents. This population increase would result in an incremental increase in demand for library services compared to existing conditions. As described in Section 4.I.4, *Libraries*, of this Draft EIR, the Project would constitute approximately 2.6 percent of 19,343 residents, the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The On-Menu Alternative would generate approximately 1.5 percent of the 19,343-resident threshold. As with the Project, the On-Menu Alternative would also provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. Because the On-Menu Alternative would have an on-site library, incrementally less residential population less residential population than the Project that would represent 1.5 percent of the LAPL 19,343-resident threshold, and would generate revenue to the City's general fund for the provision of public services such as library facilities, this Alternative would also have a less than significant impact on library services. Because less demand on library services would occur under this Alternative, the impact of the Reduced Density Alternative on library services would less than that of the Project.

10. Transportation and Circulation

a. Construction

The On-Menu Alternative would require a similar, but incrementally reduced, scale of construction as under the Project, including demolition, construction of subterranean and above-grade parking and approximately 278,032 square feet of building floor area. However, because this Alternative would reduce depth of excavation for subterranean parking, it would have an incrementally reduced excavation and shoring phase compared to the Project. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR,

significant construction-related traffic impacts for the Project are not generally not anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. The total number of shoring and excavation trips is expected to be approximately 426 pce trips per day, including about 25 trips during the A.M. peak hour (inbound construction worker trips), about 52 pce haul truck trips per hour (26 inbound and 26 outbound), along with a nominal number of mid-day worker trips between 9:00 A.M. and 4:00 P.M., and approximately 25 trips during the P.M. peak hour (outbound construction worker trips). Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently exhibits or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future (“without Project” conditions). Although no peak hour impacts resulting from construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project’s shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Construction-related traffic impacts would be temporary in nature, and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT. However, impacts could remain significant and unavoidable during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. The On-Menu Alternative would potentially reduce the duration of the Project’s shoring and excavation phase. However, the intensity of daily haul trips would be similar to the Project’s, as with the Project, this Alternative would result in potentially significant and unavoidable, although temporary, construction traffic impacts. Based on the incrementally reduced duration of the excavation period, construction traffic impacts under this Alternative would be less than under the Project.

b. Operation

(1) Intersection Impacts

The On-Menu Alternative would decrease the Project’s residential and commercial intensity. As discussed in the Alternative Project Preliminary Trip Generation Calculations table for the On-Menu Alternative, contained in Appendix H-3, *Project Alternatives Traffic Analyses*, of this Draft EIR, this Alternative would result in a net decrease in daily trips of 1,111, a net decrease in A.M. peak hour trips of 88, and a net decrease of 13 P.M. peak hour trips compared to existing conditions. The CMA summary for intersections within the City of Los Angeles for the On-Menu Alternative is presented in **Table 5.G-4, Critical Movement Analysis Summary – On-Menu Alternative, Existing (2013) and Future (2018) With and Without Alternative 7 Project Conditions (City of Los Angeles Intersections)**, and the HCM summary for intersections within the City of West Hollywood is shown in **Table 5.G-5, Highway Capacity Manual Summary – On-Menu Alternative - Existing (2013) and Future (2018) With and Without Alternative 7 Project Conditions (City of West Hollywood Intersections)**, below. As shown Tables 5.G-4 and 5.G-5, the On-Menu Alternative would not exceed intersection peak hour thresholds levels under 2013 and 2018 conditions at any of the study intersections. Therefore, the On-Menu Alternative would have a less than significant impact with respect to intersection service levels. By comparison, the Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J of this Draft EIR, Project-generated vehicular delays at the unsignalized intersection of Fountain Avenue/Havenhurst Drive could be expected to increase during the P.M. peak hour under 2013 and 2018 conditions and, as such, would also result in a significant impact at this intersection. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which

Table 5.G-4

**Critical Movement Analysis Summary - On-Menu Alternative
Existing (2013) and Future (2018) With and Without Alternative 8 Project Conditions
(City of Los Angeles Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 8 Project			Without Project		With DEIR Alt. 8 Project		
			CMA	LOS	CMA	LOS	Impact	CMA	LOS	CMA	LOS	Impact
1	Hollywood Blvd. and Laurel Cyn. Blvd.	AM	0.517	A	0.517	A	0.000	0.613	B	0.613	B	0.000
		PM	0.554	A	0.553	A	-0.001	0.694	B	0.692	B	-0.002
2	Hollywood Blvd. and Fairfax Ave.	AM	0.896	D	0.893	D	-0.003	0.969	E	0.966	E	-0.003
		PM	0.755	C	0.754	C	-0.001	0.817	D	0.816	D	-0.001
5	Sunset Blvd. and Crescent Hgts. Blvd.	AM	0.936	F ^a	0.919	F ^a	-0.017	1.147	F ^a	1.130	F ^a	-0.017
		PM	0.756	F ^a	0.743	F ^a	-0.013	0.988	F ^a	0.974	F ^a	-0.014
6	Sunset Blvd. and Fairfax Ave.	AM	0.746	F ^a	0.742	F ^a	-0.004	0.859	F ^a	0.854	F ^a	-0.005
		PM	0.953	F ^a	0.953	F ^a	0.000	1.047	F ^a	1.047	F ^a	0.000

^a Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

* Significant impact per LADOT Traffic Study Policies and Procedures, June 2013 (if applicable).

Source: Hirsch/Green Transportation Consultants, Inc., 2014

requires the installation of a traffic signal. The On-Menu Alternative would also generate a significant impact at this intersection for the P.M. peak hour under 2103 and 2018 conditions and, thus, would also require implementation of Mitigation Measure TR-1 in order to reduce this impact to less than significant. However, given the incremental reduction in vehicle trips, the On-Menu Alternative would have less impact on intersections than under the Project.

(2) Impacts on Neighborhood Streets

As with the Project, the On-Menu Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. **Table 5.G-6, Local/Residential Street Traffic Impact Analysis – On-Menu Alternative – Existing (2013) and Future (2018) Average Daily Traffic Volumes**, illustrates the estimated trips on neighborhood streets under the Reduced Density Alternative. As shown in Table 5.G-6, the On-Menu Alternative would decrease existing daily traffic on the segment of Havenhurst Drive north of Fountain Avenue by 159 trips per day; decrease traffic on Fountain Avenue, west of Havenhurst Drive by 564 trips per day; decrease traffic on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard, by 587 trips per day; and decrease traffic on Fountain Avenue east of Crescent Heights Boulevard by 106 trips per day compared to existing conditions. Traffic impacts on neighborhood streets under this Alternative would be less than significant. By comparison, the On-Menu Alternative would reduce traffic on neighborhood streets relative to the Project. Project-generated trips on neighborhood streets are illustrated in in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013 and Future (2018) Average Daily Traffic Counts*.

Table 5.G-5

**Highway Capacity Manual Summary - On-Menu Alternative
Existing (2013) and Future (2018) With and Without Alternative Project Conditions
(City of West Hollywood Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 8 Project			Without Project		With DEIR Alt. 8 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
3	Sunset Blvd. and La Cienega Blvd.	AM	15.5	F ^b	15.2	F ^b	-0.3	17.7	F ^b	17.4	F ^b	-0.3
		PM	21.6	F ^b	21.4	F ^b	-0.2	34.2	F ^b	14.5	F ^b	-19.7
4	Sunset Blvd. and Sweetzer Ave.	AM	2.2	F ^b	2.1	F ^b	-0.1	2.3	F ^b	2.2	F ^b	-0.1
		PM	3.9	F ^b	3.9	F ^b	0.0	4.0	F ^b	4.0	F ^b	0.0
7	Fountain Ave. and La Cienega Blvd.	AM	39.7	D	39.7	D	0.0	49.4	D	49.3	D	-0.1
		PM	88.7	F	89.1	F	0.4	101.3	F	101.4	F	0.1
8	Fountain Ave. and Sweetzer Ave.	AM	7.0	A	7.0	A	0.0	7.4	A	7.3	A	-0.1
		PM	9.2	A	9.4	A	0.2	9.8	A	10.0	B	0.2
9	Fountain Ave. and Havenhurst Dr. ^d	AM	134.0	F	120.1	F	-13.9	213.8	F	191.1	F	-22.7
		PM	212.6	F	216.6	F	4.0	362.2	F	369.5	F	7.3
10	Fountain Ave. and Crescent Hgts. Blvd.	AM	25.2	C	25.1	C	-0.1	29.3	C	29.1	C	-0.2
		PM	24.3	C	24.2	C	-0.1	27.6	C	27.5	C	-0.1
11	Fountain Ave. and Fairfax Ave.	AM	18.4	B	18.4	B	0.0	20.3	C	20.3	C	0.0
		PM	19.3	B	19.3	B	0.0	25.4	C	25.3	C	-0.1
12	Santa Monica Blvd. and La Cienega Blvd.	AM	28.7	E ^c	28.7	E ^c	0.0	35.5	F ^b	35.5	F ^b	0.0
		PM	54.4	E ^c	54.9	E ^c	0.5	85.3	F ^b	85.8	F ^b	0.5
13	Santa Monica Blvd. and Sweetzer Ave.	AM	11.2	E ^c	11.3	E ^c	0.1	11.1	F ^b	11.2	F ^b	0.1
		PM	10.3	E ^c	10.3	E ^c	0.0	10.6	F ^b	10.6	F ^b	0.0
14	Santa Monica Blvd. & Crescent Hgts. Blvd.	AM	23.1	E ^c	23.0	E ^c	-0.1	27.0	F ^b	26.6	F ^b	-0.4
		PM	22.3	E ^c	22.3	E ^c	0.0	30.7	F ^b	30.1	F ^b	-0.6
15	Santa Monica Blvd. and Fairfax Ave.	AM	24.6	E ^c	24.5	E ^c	-0.1	29.1	F ^b	29.0	F ^b	-0.1
		PM	25.7	E ^c	25.7	E ^c	0.0	31.7	F ^b	31.7	F ^b	0.0

^a "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology, except as noted.

^b Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

^c Intersection "existing" and "future" level of service manually adjusted to LOS E based on observations of existing conditions.

^d Unsignalized (Two-way STOP-sign controlled) intersection. "Delay" and LOS reflect conditions for most constrained move.

*** Significant impact per City of West Hollywood criteria.

Source: Hirsch/Green Transportation Consultants, Inc., 2014

As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than

Table 5.G-6

**Local/Residential Street Traffic Impact Analysis Summary - On-Menu Alternative
Existing (2013) and Future (2018) Average Daily Traffic Volumes**

Street Segment	Existing (2013)				Future (2018)		
	Without Project	Alt. 8 Project Traffic ^a	With Alt. 8 Project	Alt. 8 Project Impact	Without Project	With Alt. 8 Project	Alt. 8 Project Impact
<u>Havenhurst Dr.</u>							
North of Fountain Ave.	1,822	-159	1,663	-8.7%	1,915	1,756	-8.3%
<u>Fountain Ave.</u>							
West of Havenhurst Dr.	33,562	-564	32,998	-1.7%	35,274	34,710	-1.6%
Between Havenhurst Dr. and Crescent Hgts. Blvd.	34,975	-587	34,388	-1.7%	36,759	36,172	-1.6%
East of Crescent Hgts. Blvd.	34,975	-106	34,869	-0.3%	36,759	36,653	-0.3%

^a Total net Alt. Project trips; includes removal of existing site trips. Same for both "Existing" and "Future" conditions.

"*" Indicates significant impact per City of West Hollywood criteria.

Source: Hirsch/Green Transportation Consultants, Inc., 2014

significant. Because the On-Menu Alternative would not result in any increase in traffic on neighborhood streets and would result in greater reductions than under the Project, it would have less impact on neighborhood streets than under the Project.

(3) Public Transit Impacts

As shown below in **Table 5.G-7, Public Transit Impacts – On-Menu Alternative**, the On-Menu Alternative would result in a total of approximately 306 person trips per day on public transit facilities (bus lines), including approximately 18 person trips (6 inbound, 12 outbound) during the AM peak hour, and 27 person trips (15 inbound, 12 outbound) during the PM peak hour. However, these values are approximately 169 daily person trips fewer than for the Project, including 3 fewer person trips during the AM peak hour and 15 fewer person trips during the PM peak hour compared to the Project. After adjusting to account for the existing public transit ridership associated with the existing site uses (most of which would be removed to construct Alternative 7 improvements), this Alternative is expected to result in a net decrease of approximately 12 daily person trips on public transit facilities, including a net reduction of 1 new rider (reduction of 5 inbound, increase of 4 outbound) during the AM peak hour, and a reduction of 15 new riders (reductions of 10 inbound and 5 outbound) during the PM peak hour. Therefore, no significant transit-related impacts are anticipated. Further, the On-Menu Alternative would exhibit a reduction in net new public transit ridership as compared with the Project throughout all periods of the day. As such, impacts under this Alternative would be less than under the Project, and impacts would be less than significant.

Table 5.G-7

Public Transit Ridership – On-Menu Alternative

Project Alternative	Person Trips (Assumed 1.20 AVO)						
	Daily	AM Peak Hour			PM Peak Hour		
		I/B	O/B	Total	I/B	O/B	Total
<u>Alternative 7 (On-Menu Alternative)</u>							
Proposed Residential (10%)	109	1	7	8	7	4	11
Proposed Commercial (5%)	197	5	5	10	8	8	16
Proposed Alternative 7 Project Total	306	6	12	18	15	12	27
<u>Less Existing Uses</u>							
Existing Commercial (5%)	318	11	8	19	10	11	21
Net Total Alternative 7 Project Person Trips	(12)	(5)	4	(1)	5	1	6
Change vs. Proposed Project Person Trips	(169)	(1)	(2)	(3)	(10)	(5)	(15)

Source: Hirsch/Green Transportation Consultants, 2014.

11. Utilities

11.1 Water Supply

The On-Menu Alternative would provide 146 residential units and 47,500 square feet of commercial uses. **Table 5.G-8, Estimated Water Use - On-Menu Alternative**, summarizes the water demand by use. As shown in Table 5.G-8, the On-Menu Alternative would increase existing water demand by approximately 31,357 gpd or 35.2 AFY. The Project, as summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR, would increase existing water demand by approximately 48,185 gpd or approximately 54 AFY. The On-Menu Alternative would incrementally decrease the Project's demand by 16,828 gpd or 18.8 AFY. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and water conservation on the Project Site would be maximized through the use of water efficient fixtures and appliances. It is assumed that the On-Menu Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.1, of this Draft EIR, the City's water infrastructure and water supply is sufficient to meet the Project's demand on water services without the need to implement mitigation measures, and the Project would have a less than significant impact on the provision of water services. The decreased water demand under the On-Menu Alternative compared to the Project would not adversely affect the City's water supply and, as such the On-Menu Alternative would also result in a less than significant impact with respect to water demand. Therefore, impacts on water services under this Alternative would be less than under the Project.

Table 5.G-8

Estimated Water Use - On-Menu Alternative

Land Use	Quantity (units/sf)	Daily Water Demand (gpd) ^a	Annual Water Demand (AF) ^b
Proposed Uses			
Residential One Bedroom	61	8,784	9.8
Residential Two Bedroom	50	9,600	10.8
Residential Three Bedroom	23	5,520	6.2
Residential Four Bedroom	12	3,456	3.9
Retail	25,500	2,448	2.7
Restaurants	17,500	6,300	7.1
Walk-in Bank	5,000	480	0.5
Parking	225,488	5,412	6.1
Total		42,000	47.1
Existing Uses			
Retail	14,647	1,406	1.6
Art Storage Facility	27,625	664	0.7
Walk-in Bank	20,172	1,937	2.2
Restaurants	11,646	4,193	4.7
Dental Office	2,360	708	0.8
Martial Arts	3,550	341	0.4
Parking	58,109	1,394	1.6
Total	8,869	10,643	11.9
Net Increase (Proposed Less Existing)		31,357	35.2

^a Water demand is based on generation factors used in Table 4.K.1-2, Water Supply, of this EIR.

^b An acre-foot equals approximately 325,851 gallons.

Source: PCR Services Corporation, 2014

11.2 Wastewater

The On-Menu Alternative would provide 146 residential units, and 47,500 square feet of commercial space. **Table 5.G-9, Wastewater Generated During Operation – On-Menu Alternative**, summarizes the Alternative's estimated wastewater generation. As shown in Table 5.G-8, the net wastewater generation of the Bank Preservation Alternative would be approximately 26,131. The Project's net wastewater generation would be approximately 40,154 gpd. The On-Menu Alternative would incrementally decrease the Project's estimated wastewater demand by approximately 14,023 gpd. The Project's estimated wastewater is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.049 percent of HTP's total remaining capacity of 88 mgd. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and wastewater reduction would be maximized through the use of high efficiency shower heads and toilets. It is assumed that the On-Menu Alternative would include similar features consistent with the nature of its proposed uses. The On-Menu Alternative would incrementally decrease treatment capacity

Table 5.G-9

Wastewater Generated During Operation - On-Menu Alternative

Land Use	Quantity (units/sf)	Generation Factor	Wastewater Generated (gpd)
Proposed Uses			
Residential One Bedroom	61	120 gpd/unit	7,320
Residential Two Bedroom	50	160 gpd/unit	8,000
Residential Three Bedroom	23	200 gpd/unit	4,600
Residential Four Bedroom	12	240 gpd/unit	2,880
Retail	25,500	80 gpd/1,000 sf	2,040
Restaurants	17,500	300 gpd/1,000 sf	5,250
Walk-in Bank	5,000	80 gpd/1,000 sf	400
Parking	225,488	20 gpd/1,000 sf	4,510
Total			35,000
Existing Uses			
Retail	14,647	80 gpd/1,000 sf	1,172
Art Storage Facility	27,625	20 gpd/1,000 sf	553
Walk-in Bank	20,172	80 gpd/1,000 sf	1,614
Restaurants	11,646	300 gpd/1,000 sf	3,494
Dental Office	2,360	250 gpd/1,000 sf	590
Martial Arts	3,550	80 gpd/1,000 sf	284
Parking	58,109	20 gpd/1,000 sf	1,162
Total			8,869
Net Increase (Proposed Less Existing)			26,131

Notes: units = dwelling units; sf = square feet; gpd = gallons per day

^a Generation factors obtained from City of Los Angeles CEQA Thresholds Guide, City of Los Angeles, 2006, Exhibit M.2-12, Sewage Generation Factors. The generation factors used are slightly greater than the factors used in the Sewer Capacity Availability Request (SCAR), processed on July 1, 2013. As the number of seats/stalls for the fast food/restaurant are unknown at this time, the restaurant: take-out factor was used, which has a much higher generation rate than other restaurant types and therefore this factor is considered conservative.

Source: PCR Services Corporation, 2014

demand compared to the Project, and would represent approximately 0.029 percent of HTP's total remaining capacity. Neither the Project nor the On-Menu Alternative would exceed HTP's wastewater treatment capacity and, under both the Project and the On-Menu Alternative, impacts with respect to treatment capacity would be less than significant without mitigation. However, the On-Menu Alternative would incrementally decrease demand compared to the Project. This Alternative would result in a less than significant impact on wastewater services, and impacts would be less than under the Project.

11.3 Solid Waste

The On-Menu Alternative would provide 146 residential units, and 47,500 square feet of retail and restaurant uses. **Table 5.G-10, Projected Solid Waste Generated During Operation – On-Menu Alternative,**

Table 5.G-10

Projected Solid Waste Generated During Operation – On-Menu Alternative

Land Uses	Quantity (units/sf)	Generation Factor ^a	Rate Units	No. of Employees ^b	Solid Waste Generated (tons/year) ^a	Solid Waste Generated (tons/day) ^d
Proposed						
Residential	146 units	12.23	lbs/unit/day	0	325.87	0.89
Commercial						
Retail	25,500	3,714	lbs/empl/yr	69	128.13	0.35
Restaurants/Fast Food	17,500	6,528	lbs/empl/yr	47	153.41	0.42
Walk-in Bank	5,000	3,714	lbs/empl/yr	14	26.00	0.07
Total					633.41	1.73
Existing						
Retail	68,354	3,714	lbs/empl/yr	185	343.55	0.94
Restaurants/Fast Food	11,646	6,528	lbs/empl/yr	32	104.45	0.29
Total					448.00	1.23
Net Increase (Proposed Less Existing)					185.41	0.50

^a Generation factors for residential units are based on factors provided in the L.A. CEQA Threshold Guide. Generation factors for others uses are from the Targeted Statewide Waste Characterization Study: Waste Disposal and Diversion Findings for Selected Industry Groups, June 2006. Integrated Waste Management Board.

^b The number of employees is based on factors used in Table 4.K.3-1 in Section 4.K.3 of this Draft EIR.

Source: PCR Services Corporation, 2014

summarizes the Alternative's estimated solid waste generation. As shown in Table 5.G-10, the net solid waste generation of the On-Menu Alternative would be approximately 0.50 tons per day and 185.41 tons per year. The Project would generate approximately 3.24 tons per day and 1,183.94 tons per year. The On-Menu Alternative would, therefore, reduce the Project's solid waste generation by approximately 2.74 tons per day and 998.53 tons per year. The Project's estimated solid waste generation is summarized in Table 4.K.3-2, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project's annual solid waste generation, not accounting for diversion, would be approximately 0.014-percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.001-percent of the remaining 129.2-million-ton capacity in the County's Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3 of this Draft EIR, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures. However, the On-Menu Alternative would incrementally reduce solid waste generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on solid waste services that would be less than under the Project.

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the On-Menu Alternative would provide substantially fewer residential units than the Project (146 compared to 249 under the Project) with a two-unit increase in affordable units (30 affordable units compared to the Project's 28 affordable units). The units would also be larger. Commercial uses associated with the Project, including retail, restaurants, and walk-in bank, would be provided but with substantially less floor area (47,500 square feet compared to 111,339 square feet under the Project), and a supermarket would not be included. All amenities, such as landscaping and the provision of a Central Plaza and Corner Plaza at Sunset Boulevard/Crescent Heights Boulevard would be similar to the Project. The On-Menu Alternative would offer similar residential and commercial land uses and high-quality development, as anticipated under the Project, and, as such, it would at least partially meet all but one of the Project objectives. However, because it would provide fewer residences, reduced commercial uses and no supermarket, it would not meet the majority of the Project objectives to the same extent as the Project. However, because this Alternative would not provide as much commercial square footage as the Project, it would not achieve the Project objectives related to commercial development to the extent the Project would. The following summarizes those Project objectives that this Alternative would (1) only partially meet compared to the Project, and (2) fully meet.

The On-Menu Alternative would partially meet the following Project objectives:

- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.
- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.
- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.
- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.
- Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.

The On-Menu Alternative would fully meet the following Project objectives:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.
- Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.
- Provide an attractive retail face along street frontages.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.
- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.

A comparative summary of each Alternative's ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

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5.0 ALTERNATIVES

H. ALTERNATIVE 8: RESIDENTIAL AND HOTEL ALTERNATIVE

A. DESCRIPTION OF THE ALTERNATIVE

Alternative 8, the Residential and Hotel Alternative, would remove all existing buildings from the Project Site for the construction of residential condominiums, a full-service, 180-room hotel, and restaurant space within the hotel. The Alternative would have an FAR of approximately 3:1, and would have a nearly identical design to the Project with a 9- to 16-story South Building containing hotel and residential uses and a two-story North Building containing hotel accessory uses over a single podium structure.²⁵ This Alternative would provide 115 residential units including 13 affordable housing units (compared to 249 units including 28 affordable units under the Project). The hotel and related accessory uses would comprise approximately 153,381 square feet of floor area (compared to 111,339 square feet of commercial floor area under the Project). Total residential floor area would be 179,888 square feet (compared to 222,564 square feet under the Project). Total floor area would be 333,269 square feet, which represents a small reduction compared to the Project, which has a total developed floor area of 333,903 square feet. The hotel use would comprise 135 standard rooms and 45 suites in the 9-story portion of the South Building over structured above- and below-grade parking. Hotel accessory uses would include a restaurant, bar/lounge, fitness center, and meeting rooms. Because commercial floor area would be substantially reduced and retail uses, such as the grocery store proposed under the Project, would not be provided, parking requirements for the Residential and Hotel Alternative would be somewhat reduced compared to the Project. Thus, the Project's subterranean parking Level B2 would be reduced in area by over 50 percent, and thus a sizeable reduction in Project-related grading and excavation volumes would be achieved.²⁶ On-site amenities, which would include public and private open space, Central Plaza, roof terraces, pool deck, and rooftop restaurant/lounge, landscaping, and the conversion of the adjacent City-owned traffic island to provide the 9,134 square-foot public Corner Plaza would be similar to those of the Project. The Residential and Hotel Alternative is summarized below in **Table 5.H-1, Alternative 8 – Residential and Hotel Alternative Summary**, and illustrated in **Figure 5.H-1, Alternative 8 Site Plan**.

²⁵ Due to the sloping nature of the Project Site, the 16-story building would appear to be 20 stories in height at the southwest area of the Project Site along Havenhurst Drive.

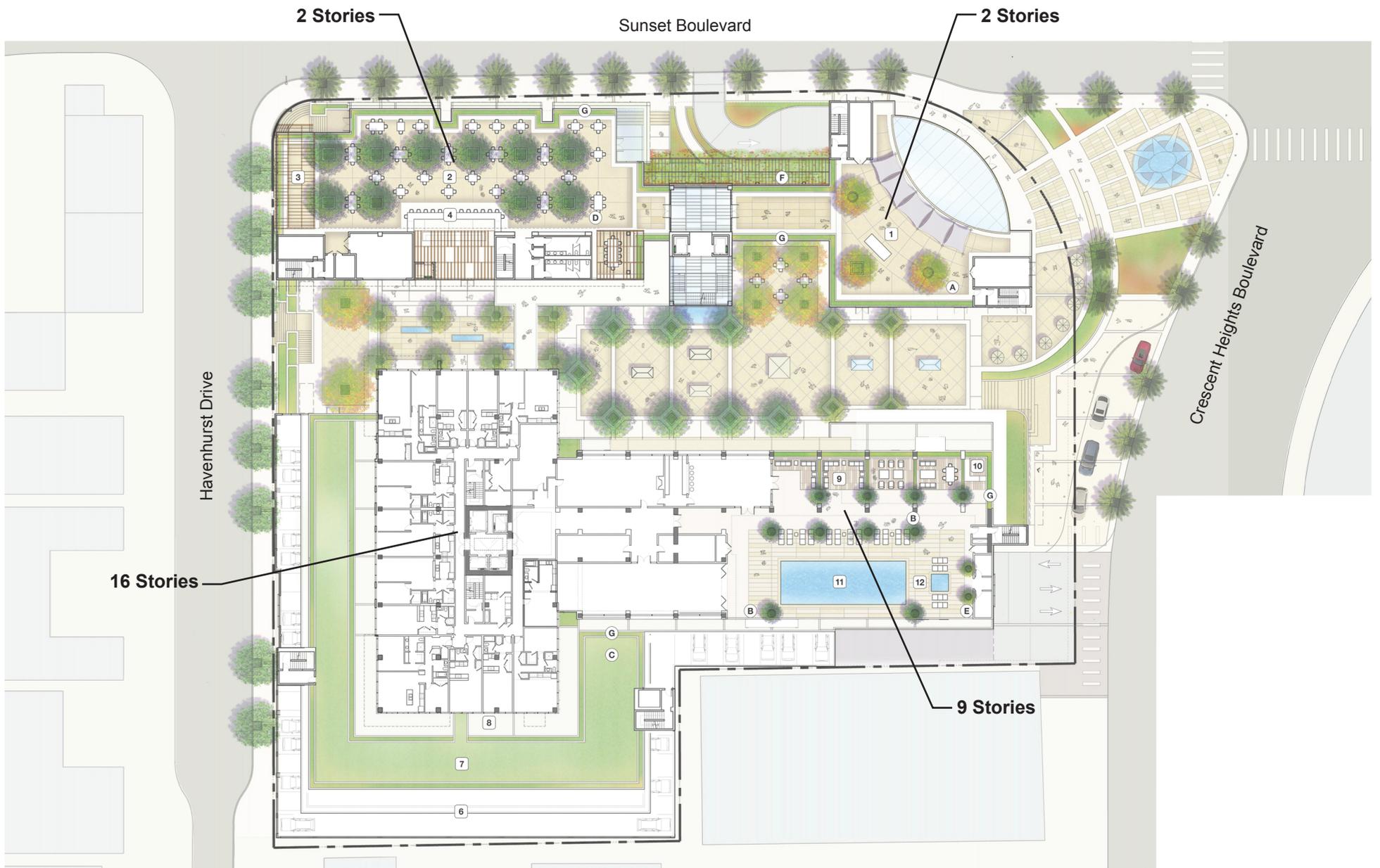
²⁶ The Project would provide 849 total parking spaces, with 373 spaces provided on Level B2. Alternative 8 would provide a total of 641 total parking spaces, or 208 fewer spaces than under the Project. Given the same parking configuration, this translates to a reduction of approximately 55 percent fewer spaces required on Level B2 ($208/373 = 55.8\%$).

Table 5.H-1

Alternative 8 – Residential and Hotel Alternative Summary

Market Rate	Affordable	Total
One Bedroom		
29	4	33
Two Bedroom		
40	5	45
Three Bedroom		
22	3	25
Four Bedroom		
11	1	12
102	13	115 units
Residential Unit Floor Area		159,900 sf
Residential Common Area (Roof Decks)		12,600 sf
Residential Amenities:		
Lobby		1,500 sf
Resident Recreation Room		1,152 sf
Fitness		1,815 sf
Business Center		536 sf
Library		1,140 sf
Changing Rooms		738 sf
Subtotal Amenities		6,881 sf
Circulation/Common Areas		24,359 sf
Total Residential Floor Area		179,888 sf
Hotel		
Standard Rooms	135	79,442 sf
Suites	45	46,731 sf
Casual Restaurant		2,000 sf
Fine Dining Restaurant		5,000 sf
Banquet/Meeting Rooms		12,000 sf
Health Club/Spa		7,708 sf
Total Hotel Floor Area		153,381 sf
TOTAL ALTERNATIVE 7 FLOOR AREA		333,269 sf
Parking		663 spaces
FAR		2.99

Source: AG-SCH 8150 Sunset Boulevard Owner, LP, 2014



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B. ENVIRONMENTAL IMPACTS

1. Aesthetics

a. Visual Character

(1) Construction

Construction activities typically result in site disturbance, movement of construction equipment, import and export of materials, views of incomplete structures and other activities that generally contrast with the aesthetic character of an area. Under the Residential and Hotel Alternative, construction activities would be visible from Crescent Heights Boulevard, Havenhurst Drive, Sunset Boulevard, and from residential streets in the Hollywood Hills. The Residential and Hotel Alternative would result in a total of 333,269 square feet of floor area, which would be slightly less than development occurring under the Project at 333,903 square feet. In addition, commercial floor area would be substantially reduced and result in a substantial reduction in required parking. The Project's subterranean parking Level B2 would be reduced by approximately 50 percent and thus a sizeable reduction in Project-related grading and excavation volumes would be achieved. This reduction would incrementally reduce the scale of construction compared to the Project and would reduce the Project's 26-month construction time frame. The impact of the Project's construction activities on visual quality would be reduced to a less than significant level through the implementation of Mitigation Measures AES-1 and AES-2, which require construction fencing to screen the site and daily visual inspection of fencing. The Residential and Hotel Alternative would incorporate equivalent mitigation measures and would have a less than significant impact on visual resources during construction. However, because the scale of construction would be incrementally reduced due to reduced parking requirements, this Alternative would have less impact on visual quality during construction than would the Project.

(2) Operation

The Residential and Hotel Alternative would have nearly the same floor area as the Project and would be developed with a nearly identical design to the Project, with a 9- to 16-story South Building and two-story North Building. Because a single 16-story structure would occupy the roughly the same floor area as the Project's 9- to 16-story South Building the footprint of the building would be nearly identical to that of the Project, which would allow for comparable setbacks from the streets and south property line as under the Project. This Alternative would also achieve the Project's stepped profile and articulation, which are considered beneficial, and thus the Residential and Hotel Alternative would have a similar impact with respect to massing. The Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. As with the Project, visual quality impacts with respect to massing would be considered less than significant.

The Residential and Hotel Alternative would feature high quality architectural design and, as with the Project, provide on-site amenities such as public and private open space, Central roof terraces, pool deck, and rooftop restaurant/lounge, landscaping, and the conversion of the traffic island to provide the 9,134 square-foot Corner Plaza public space. Impacts with respect to visual quality would be less than significant. Because this Alternative would create the same level of articulation and stepped profile (contrast in building heights) achieved by the Project, it would have a similar impact with respect to visual quality than under the Project.

b. Views

The Project Site is visible from Sunset Boulevard, Havenhurst Drive, and Crescent Heights Boulevard in the vicinity of the site. The Residential and Hotel Alternative would result in the construction of new structures that would be visually identical to the Project's 9- to 16-story South Building and two-story North Building, which would include the same footprints, heights, massing, setbacks, landscaping, and building materials as the Project. As such, the Residential and Hotel Alternative, similar to the Project, would reduce the view field and the full extent panoramic views above the Project Site compared to existing conditions. However, it is not expected that the buildings would block views of valued resources and, therefore, view impacts would be less than significant. Development associated with the Project would also change panoramic views across the Project Site, but would not obstruct views of valued resources. Therefore, the Project was determined to result in a less than significant view impact without the need to incorporate mitigation measures. As with the Project, the Residential and Hotel Alternative would have a less than significant impact on views. Accordingly, because the Residential and Hotel Alternative would result in a nearly identical development pattern as the Project, impacts would be similar to those of the Project.

c. Light and Glare

The Residential and Hotel Alternative's exterior lighting program would consist of tenant and building identification signs and security lighting. No new commercial signage associated with the Project would be provided. As with the Project, no illuminated signs would be located on the south façade of the South Building and this Alternative would not involve any off-site signs or billboards. Lighting would primarily consist of a mix of standard incandescent light fixtures, as well as various types of efficient/low energy fixtures. Lighting would be designed and strategically placed to minimize glare and light spill onto adjacent properties. As with the Project, the Residential and Hotel Alternative would incorporate low-reflectivity window glass and architectural materials that would reduce the potential of glare from reflected sunlight at any glare-sensitive locations. The Project was determined to result in a less than significant impact related to light and glare without the need to incorporate mitigation measures. The Residential and Hotel Alternative would also have a less than significant impact on light and glare that would be similar to that of the Project.

d. Shade/Shadow

The Residential and Hotel Alternative would increase the overall building height on the Project Site to 16 stories. Although the overall building height would be increased, the profile would be narrower compared to the combined North and South Buildings. Under the Project, the greatest extent of off-site shading is generated by the South Building during the morning hours and the North Building during the afternoon hours. However, the Project's shade impacts would not exceed thresholds of more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT. The Project was determined to result in a less than significant impact related to shade/shadow without the need to incorporate mitigation measures. Off-site shading under the Residential and Hotel Alternative would be comparable to the Project given the similarity in proposed structures, and impacts in this regard would be less than significant.

2. Air Quality

a. Air Quality Management Plan Consistency

Similar to the proposed Project, this Alternative would result in an increase in short-term employment during construction. Being relatively small in number and temporary in nature, construction jobs would not conflict with the long-term employment projections upon which the AQMP is based. Control strategies in the AQMP with potential applicability to short-term emissions from construction activities include strategies denoted in the AQMP as ONRD-04 and OFFRD-01, which are intended to reduce emissions from on-road and off-road heavy-duty vehicles and equipment by accelerating replacement of older, emissions-prone engines with newer engines meeting more stringent emission standards. The Project would not conflict with implementation of these strategies. Additionally, this Alternative would also comply with SCAQMD regulations for controlling fugitive dust pursuant to SCAQMD Rule 403. Compliance with these requirements is consistent with and meets or exceeds the AQMP control strategies. Therefore, similar to the Project, construction activities under this Alternative would not conflict with or obstruct implementation of the AQMP, and impacts would be less than significant.

Population growth under this Alternative would be well within the growth projections for the Hollywood Community Plan Area and Citywide, as discussed in the Population, Housing and Employment section of the Alternatives analysis. As such, the Project would be consistent with the growth projections as contained in the City's General Plan and thus be consistent with the growth projections in the AQMP. The AQMP includes Transportation Control Measures that are intended to reduce regional mobile source emissions. While the majority of the measures are implemented by cities, counties, and other regional agencies such as SCAG and SCAQMD, this Alternative would be supportive of measures related to reducing vehicle trips for patrons and employees and increasing commercial density near public transit (see discussion under Subsection 4.B.3.b(1), Project Characteristics). Similar to the Project, as this Alternative would be consistent with the growth projections in the AQMP and would be supportive of relevant Transportation Control Measures aimed at reducing vehicle trips, impacts would be less than significant.

b. Construction

The Residential and Hotel Alternative would generate emissions during construction activities. The Residential and Hotel Alternative would have fewer residential land uses than the Project and fewer retail, restaurant, and commercial land uses than the Project. However, this Alternative would add hotel uses and ancillary uses such as meeting room space. The Residential and Hotel Alternative would also have fewer parking spaces than the Project. In total, the Residential and Hotel Alternative would have similar building floor area exclusive of the enclosed parking structure and a smaller parking area as compared to the Project. The Residential and Hotel Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. Given the smaller parking area due to the reduced enclosed parking structure, there would be slightly fewer days of grading and excavation and building construction activities. Nonetheless, given that the construction equipment mix would be same under this Alternative as compared to the Project, the maximum daily construction emissions for the Residential and Hotel Alternative would be equivalent to the maximum daily construction emissions of the Project. As per guidelines established by the SCAQMD, the numerical indicators of significance for construction emissions are evaluated based on maximum daily emissions. Thus, the maximum daily construction-related air quality impacts of the Residential and Hotel Alternative would be equal to the Project, which would be considered potentially significant prior to mitigation.

Construction of the Residential and Hotel Alternative would implement the same construction-related air quality Mitigation Measure AQ-1 as the Project to reduce the potentially significant regional NO_x emissions and localized NO_x, PM₁₀, and PM_{2.5} emissions. Similar to the Project, implementation of air quality Mitigation Measure AQ-1 would reduce regional emissions of NO_x and localized emissions of NO_x, PM₁₀, and PM_{2.5}, resulting in a less than significant impact with regard to construction emissions.

c. Operation

The Residential and Hotel Alternative would generate emissions as a result of operational activity. The development intensity of the Residential and Hotel Alternative would result in similar building floor area exclusive of the enclosed parking structure and a smaller parking area as compared to the Project. Under the Residential and Hotel Alternative, the mix of land uses would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. In addition, the Residential and Hotel Alternative would have reduced energy demand as compared to the Project. As a result, the operational emissions associated with the Residential and Hotel Alternative would be less than the Project's emissions. Operational emissions under this Alternative are shown in **Table 5.H-2, Alternative 8 – Residential and Hotel Alternative Estimated Maximum Unmitigated Operational Emissions**. The operational-related air quality impacts of the Residential and Hotel Alternative would be less than the Project. Similar to the Project, operational emissions under this Alternative would be less than significant.

3. Cultural Resources

3.1 Archaeological and Paleontological Resources

Under the Residential and Hotel Alternative, as under the Project, grading and excavation would be necessary to provide subterranean parking levels and construct the podium structure. Such excavation would be reduced compared to that required for the Project despite the same overall floor area given reduced parking requirements associated with a reduction in commercial uses on-site. The Project would result in less than significant impacts to archaeological and paleontological resources with implementation of Mitigation Measures ARCH-1 through ARCH-4 and PALEO-1 through PALEO-4, respectively. These mitigation measures would still be required to reduce impacts to less than significant under the Residential and Hotel Alternative, though impacts would be less than under the Project.

3.2 Historical Resources

As under the Project, all existing buildings would be removed from the Project Site under the Residential and Hotel Alternative. Similar to the Project, the Residential and Hotel Alternative would result in a significant and unavoidable direct impact to historical resources, even with the implementation of Mitigation Measures HIST-1 through HIST-4, because the Bank building would be removed and demolished. Similar to the Project, indirect impacts to historical resources surrounding the Project Site would be less than significant under the Residential and Hotel Alternative and would not negatively impact the character or setting of nearby historical resources.

4. Geology and Soils

The Residential and Hotel Alternative would provide fewer residential units (115 units) than under the Project and generate approximately 234 new residents. Commercial development would be eliminated compared to the Project and replaced with a hotel. Due to the elimination of commercial floor area and

Table 5.H-2

Alternative 8 – Residential and Hotel Alternative
Estimated Maximum Unmitigated Operational Emissions (pounds per day) ^a

Source	VOC	NO _x	CO	SO ₂	PM ₁₀	PM _{2.5}
Area (Coating, Consumer Products, Landscaping)	14.13	0.11	9.63	0.00	0.05	0.05
Energy (Natural Gas)	0.18	1.66	1.32	0.01	0.13	0.13
Stationary (Charbroiling)	0.09	–	–	–	0.85	0.85
Motor Vehicles	8.43	21.15	84.02	0.20	13.82	3.88
Existing Site (On-Site and Off-Site) Emissions	33.63	66.52	270.82	0.43	29.41	8.67
Net Total Regional (On-Site and Off-Site) Emissions	(10.81)	(43.60)	(176)	(0.22)	(14.56)	(3.76)
SCAQMD Numeric Indicators	55	55	550	150	150	55
Over/(Under)	(65.81)	(98.60)	(726)	(150)	(165)	(58.76)
Exceeds Thresholds?	No	No	No	No	No	No
Project Net Total	3.14	(21.13)	(71.02)	(0.02)	(1.35)	0.02
Alternative 5 Compared to Project	Less	Less	Less	Less	Less	Less

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix B.

Source: PCR Services Corporation, 2014

replacement with the hotel, this Alternative would require fewer parking spaces than under the Project and require less excavation for subterranean parking. As such, this Alternative would have relatively less construction-related impacts related to slope stability, expansive soils, sedimentation, and erosion, which were determined to be less than significant under the Project with the implementation of California Building Code standards. This Alternative, which would have a future occupancy of 234 new residents, 270 hotel guests,²⁷ and 184 employees (688 total net occupants), which would be similar to projected occupancy under the Project (505 residents and 311 employees = 816 occupants) and, as such, would expose a similar number of people at the site to seismic hazards associated with the Hollywood Fault and other active and potentially active faults in the region. Therefore, this Alternative would have the same potential seismic impact as under the Project. As with the Project, the potential seismic impact would be reduced to a less than significant level through the implementation of Mitigation Measure GS-1. However, because this Alternative would reduce the scale of construction and development associated with the Project, it would reduce impacts related to seismic hazard, slope stability, expansive soils, sedimentation, and erosion compared to the Project. This Alternative would also incorporate an equivalent mitigation measure. With the incorporation of mitigation, as under the Project, the Residential and Hotel Alternative would have a less than significant impact on soils and geology that would be less than that of the Project.

²⁷ Hotel uses are estimated to generate 1.5 persons per day per room (see Section 4.1.2. Police Protection Services, Table 4.1.2-3, of this Draft EIR).

5. Greenhouse Gas Emissions

The Residential and Hotel Alternative would generate GHG emissions during construction and operation. The Residential and Hotel Alternative would have fewer residential land uses than the Project and fewer retail, restaurant, and commercial land uses than the Project. However, this Alternative would add hotel uses and ancillary uses such as meeting room space. The Residential and Hotel Alternative would also have fewer parking spaces than the Project. In total, the Residential and Hotel Alternative would have similar building floor area and a smaller parking area as compared to the Project. Nonetheless, this Alternative would use the same construction equipment mix to demolish the existing uses, to grade and excavate for the parking structure, and to construct the proposed buildings. This Alternative would require a similar construction equipment mix but could require slightly fewer days of construction activity. Consequently, the total construction GHG emissions for the Residential and Hotel Alternative would be less than the construction GHG emissions of the Project.

The Residential and Hotel Alternative would generate GHG emissions as a result of operational activity. The development intensity of the Residential and Hotel Alternative would result in similar building floor area and a smaller parking area as compared to the Project. Under the Residential and Hotel Alternative, the mix of land uses would result in fewer vehicle trips to and from the site and a corresponding reduction in VMT as compared to the Project. In addition, the Residential and Hotel Alternative would have reduced energy demand as compared to the Project. This Alternative would also result in fewer waste-related GHG emissions but similar water-related GHG emissions. As a result, the operational GHG emissions associated with the Residential and Hotel Alternative would be less than the Project's operational GHG emissions. The GHG emissions under this Alternative are shown in **Table 5.H-3, Alternative 8 – Residential and Hotel Alternative Estimated Maximum Unmitigated Annual Greenhouse Gas Emissions**. The construction- and operational-related GHG impacts of the Residential and Hotel Alternative would be less than the Project. Similar to the Project, GHG emissions under this Alternative would be less than significant. Also, similar to the Project, this Alternative would meet the requirements of AB 900 by obtaining green power, RECs, and/or carbon offsets to ensure that GHG emissions from the Project would not exceed the existing baseline condition GHG emissions of 7,372 MTCO_{2e} per year.

6. Land Use

As with the Project, the Residential and Hotel Alternative would require the approval of a vesting tract map, site plan review, affordable housing incentives and other entitlements, approvals or permits for the reconfiguration of the adjacent City-owned traffic island area at the southwest corner of Sunset and Crescent Heights Boulevards, and other use permits. As discussed below, the Residential and Hotel Alternative would be consistent with existing applicable City and regional plans and policies, as would be the case under the Project.

a. Consistency with Applicable Plans and Policies

(1) City of Los Angeles General Plan Framework Element

As with the Project, the Residential and Hotel Alternative would be consistent with objectives of the Land Use, Housing, Urban Form and Neighborhood Design, Open Space and Conservation, and Transportation Chapters of the General Plan Framework Element. Specifically, the Residential and Hotel Alternative would accommodate residential growth and provide a mix of apartment sizes and affordability levels, including

Table 5.H-3

**Alternative 8 – Residential and Hotel Alternative
Estimated Unmitigated Annual Greenhouse Gas Emissions ^a**

Source	Alternative 8 (metric tons CO ₂ e per Year)	Project (metric tons CO ₂ e per Year)
Existing Condition	7,372	7,372
Opening Year		
Construction (Amortized)	112	133
Mobile Sources	2,757	5,414
Area (Landscaping Equipment)	2	4
Electricity	1,863	3,022
Electricity (Green Power/RECs)	(1,863)	(3,022)
Natural Gas	335	446
Water	120	118
Waste	168	418
Subtotal (with Green Power/RECs)	3,493	6,534
Net Total (with Green Power/RECs)	(3,878)	(838)
Significance Indicator	3,000	3,000
Exceeds Indicator?	No	No

^a Totals may not add up exactly due to rounding in the modeling calculations. Detailed emissions calculations are provided in Appendix E.

Source: PCR Services Corporation, 2014

restricted very low income units. The Residential and Hotel Alternative would reinforce an existing urban area by providing a hotel with restaurant and other amenities and a landscaped public plaza, as well as high density housing. The Residential and Hotel Alternative would be consistent with the Open Space and Conservation Chapter Policies that encourage the improvement of open space on public and private property. Consistency with the General Plan Framework Element would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-1, *Comparison of the Project to Applicable Policies of the General Plan Framework Element*.

(2) Do Real Planning

As with the Project, the Residential and Hotel Alternative would be consistent with applicable sections of the Planning Commission's *Do Real Planning* document. The Residential and Hotel Alternative would be consistent with objectives related to uses and density, site design/walkability/parking location, improvement of housing stock, and green design. Consistency with *Do Real Planning* objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR.

(3) Walkability Checklist

As with the Project, the Residential and Hotel Alternative would be consistent with the City's *Walkability Checklist* in that it would link pedestrians to a landscaped plaza, extend the pedestrian environment to the hotel and residential access points within the Project Site, and include numerous design features to enhance the neighborhood character and pedestrian environment. These features specifically include the development of the Central Plaza, the Corner Plaza near the Project's entrance, landscaping and new street trees along the sidewalks, pavement treatment, strong entrance, off-street parking and driveways, reduced signage and lighting, and ease of pedestrian movement through the reconfiguration of one of the two traffic islands in the Sunset Boulevard/Crescent Heights Boulevard intersection into a landscaped public open space. Consistency with the Walkability Checklist would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-4, *Comparison of the Project to the Policies of the Walkability Checklist*.

(4) Hollywood Community Plan

As with the Project, the Residential and Hotel Alternative would be consistent with the applicable policies of the Hollywood Community Plan. Specifically, the Residential and Hotel Alternative would (1) provide new hotel and residential development within the Hollywood community, which would increase employment opportunities, services, and additional housing for the growing population; (2) provide new hotel (and ancillary restaurant) uses and residential uses on the Project Site that would help meet the growing market demands for housing and services; (3) provide additional housing opportunities, including low income housing, on a property that currently lacks residential uses, and would also preserve and enhance the residential character of the surrounding community by limiting development to the Project Site and providing residential uses on a commercially zoned property; (4) provide additional hotel uses and supporting retail and restaurant space within the Hollywood community in order to meet current and future market demands and increase economic activity in the area; (5) provide all necessary infrastructure improvements to meet Project-related demands, and would also provide extensive public and private open space on the Project Site to meet the needs of both on-site residents/hotel guests and the public at-large; (6) implement a number of traffic system improvements in the Project area to accommodate Project-related traffic increases, relocate an existing transit stop along Sunset Boulevard in order to maintain public transit service at the Project Site, and locate new residential and hotel uses in proximity to transit stops and within two miles of a Metro Red Line station which would encourage additional public transit ridership by Project residents, hotel guests, and employees; and (7) not result in significant adverse effects to existing views of scenic resources, including views of and from the Hollywood Hills to the north of the Project Site. Overall, the consistency of the Reduced Height Alternative with Community Plan objectives would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-2, *Comparison of the Project to Applicable Policies of the Hollywood Community Plan*.

(5) Citywide Design Guidelines

The Residential and Hotel Alternative would be consistent with policies related to neighborhood context and employment of high quality architecture to define the character of commercial areas, and would also achieve relevant policies related to inclusion of open space for public gatherings. This Alternative would provide visual improvements related to signage, lighting, and utilities, and high quality architectural principles would be implemented through building façade and form, which would incorporate elements of pedestrian scale by orienting commercial uses to the street front and locating the taller structural elements to the rear of the Project Site. The Residential and Hotel Alternative would provide an active street front with direct access

from the sidewalk from all three adjoining streets, and would also incorporate a Central Plaza, which would provide a continuous street-to-street pedestrian linkage across the site. Signage and lighting would be consistent with the design theme of the Project and mechanical equipment and utility lines would be underground or located where they would not be visible from the adjacent streets. Because the Project would be substantially consistent with the applicable urban design policies of the Citywide Design Guidelines, the impact of the Project with respect to compliance with the applicable policies and objectives of the Citywide Design Guidelines would be less than significant. Likewise, consistency of the Residential and Hotel Alternative with the applicable provisions of the Design Guidelines would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-3, *Comparison of the Project to Applicable Policies of the Citywide Design Guidelines*. Because this Alternative would achieve all of the design principles to the extent the Project would given its nearly identical physical design, it would not result in conflicts with the Design Guidelines, and, as such, impacts related to consistency with would be similar to those under the Project.

(6) City of Los Angeles Municipal Code

The Residential and Hotel Alternative would be consistent with the applicable policies of the LAMC related to permitted uses in the underlying C4 zone, which provides for hotel uses, as well as multi-family residential development consistent with the R4 zone. The Residential and Hotel Alternative would be consistent with setback regulations for commercial and residential uses. The Alternative's very low income rental units would qualify for a 35% Density Bonus, which in turn allows the Applicant to request an Affordable Housing Incentive to allow an increase of FAR pursuant to LAMC Section 12.22-A.25, which may be allowed for mixed-use housing development projects in which the residential floor area occupies at least 50 percent of the project's total floor area, as is the case with Alternative 8. The proposed FAR (2.99) would be consistent with the maximum FAR requested pursuant to the Affordable Housing Incentive. The Residential and Hotel Alternative would also be consistent with common open space and landscaped open space requirements of the LAMC. Consistency of the Residential and Hotel Alternative with LAMC regulations would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-5, *Comparison of the Project to Applicable Land Use Regulations of the LAMC*.

(7) Southern California Association of Governments 2012 – 2035 Regional Transportation Plan and Compass Blueprint Growth Vision

As with the Project, the Residential and Hotel Alternative would be consistent with applicable SCAG 2012 – 2035 RTP and Compass Blueprint goals and policies. SCAG's Growth Vision encourages: focusing growth in existing and emerging centers and along major transportation corridors; creating significant areas of mixed-use development and walkable communities; and directing the changes to the selected 2 percent of the land identified in the Compass Blueprint Growth Vision Plan. As with the Project, the Residential and Hotel Alternative is located within the Plan's designated 2% Strategy Opportunity Area for the City of Los Angeles. The Residential and Hotel Alternative is consistent with SCAG goals to foster livability by providing infill development and redevelopment to revitalize an existing community, providing a mix of uses, and by supporting a "people-scaled," walkable community; and focusing growth in an existing urban center. In accordance with SCAG policies, the Residential and Hotel Alternative Project would meet LEED standards to reduce energy demand, pollution, and waste. Consistency of the Residential and Hotel Alternative with SCAG policies would be similar to the detailed discussion related to the Project and provided in Section 4.F, *Land Use*, of this Draft EIR and in Table 4.F-6, *Consistency of the Project with Applicable Policies of the 2012 – 2035 Regional Transportation Plan and Compass Blueprint*.

(8) Conclusion Regarding Consistency with Adopted Plans

Due to the similarity in the scale and type of development between the Residential and Hotel Alternative and the Project and the substantial consistency of both to applicable policies of the General Plan Framework Element, the Planning Commission's *Do Real Planning* policies, the City's *Walkability Checklist*, the Hollywood Community Plan, the Citywide Design Guidelines, the LAMC, SCAG's *2012 – 2035 Regional Transportation Plan*, and SCAG's *Compass Blueprint Growth Vision* plan, the Residential and Hotel Alternative would result in a less than significant impact relative to adopted plans and policies. The level of impact would be similar to that of the Project.

b. Land Use Compatibility

The Residential and Hotel Alternative would replace existing commercial uses with a hotel and residential buildings that would represent a more intense use of the site than under existing conditions. The characteristic land use pattern in the Sunset Boulevard area is the juxtaposition of higher intensity commercial uses and billboards along both sides of Sunset Boulevard, with lower density residential uses to the immediate north and south of the commercial strip. As with the Project, the Residential and Hotel Alternative would maintain this pattern of land use. It would not change an existing residential site to a non-residential use or cause a change in the area's residential neighborhoods or introduce new roads or circulation patterns that would disrupt, divide or isolate established neighborhoods. As with the Project, the Residential and Hotel Alternative would also not exceed significance levels related to view blockage, shading, operational air quality impacts, operational noise impacts, or traffic impacts that would adversely affect the quality of life in adjacent residential and commercial neighborhoods. Building heights (9 and 16 stories for the South Building and two stories for the North Building) under this Alternative would be generally consistent with existing high rise elements along Sunset Boulevard, which are ten to 15 stories at the highest. As with the Project, the aspect of height as experienced from the street would be reduced by the deep setbacks of the taller components. As with the Project, the Residential and Hotel Alternative would not disrupt, divide, or isolate the adjacent community. The Project was determined to have a less than significant impact relative to land use compatibility without the incorporation of mitigation measures. The Residential and Hotel Alternative would, respectively, have a less than significant impact on land use compatibility that would be similar to that of the Project.

7. Noise

a. Construction

Although, the Residential and Hotel Alternative would include similar development (in terms of square footage) compared to the Project, the total amount of construction activities would be less than the Project due to the reduction in parking requirements and associated parking spaces under this Alternative. As such, this Alternative would result in a sizeable reduction in Project-related grading and excavation volumes. However, the site preparation (i.e., demolition) activities would be similar to the Project as all existing uses would be removed from the Project Site. Therefore, the maximum noise levels under this Alternative would be similar to those resulting from the Project (noise levels would impact the nearest noise sensitive uses [receptor R3, R4, and R5] with noise levels up to 106 dBA during the demolition phase). Similar to the Project, mitigation measures would be implemented to minimize significant noise impacts. However, noise impacts during construction would remain significant and unavoidable, but would be reduced compared to the Project given the reduction in subterranean parking area.

During periods of heavy construction activity, both the Project and the Residential and Hotel Alternative would result in similar, periodic construction related ground vibration impacts. Ground vibration would be below the 1.0 inches per second PPV significance threshold for the nearest residential buildings. Therefore, similar to the Project, the Residential and Hotel Alternative would result in construction related ground vibration impacts would be less than significant for most off-site sensitive receptor locations (all locations except Location R4). With respect to human perception, the ground vibration level due to construction activities would exceed the project's significance threshold for human annoyance at the nearest residential uses (Location R4). Similar to the Project, mitigation measures would be implemented to minimize significant vibration impacts. However, vibration impacts during construction would remain significant and unavoidable, but would be reduced compared to the Project given the reduction in subterranean parking area.

b. Operation

Under the Residential and Hotel Alternative, the net project-generated traffic would be reduced from 6,373 daily trips to 3,020 daily trips (an approximate 53 percent reduction). While the 53 percent reduction in traffic generation would represent an approximate 3.3 dBA decrease in noise contribution when compared to the Project, the traffic related noise levels at the off-site roadways would yield a negligible change as traffic volumes would be dispersed to various roadways. Similar to the Project, noise impacts from on-site noise sources, including parking areas, mechanical equipment, loading dock and refuse collection areas, and outdoor and open spaces area and events would be less than significant with implementation of the Project Design Features. Therefore, operational noise impacts under this Alternative would be less than significant, and similar to the Project.

Similar to the Project, this Alternative would include typical commercial-grade stationary mechanical and electrical equipment such as air handling units, condenser units, and exhaust fans, which would produce vibration. In addition, the primary sources of transient vibration would include passenger vehicle circulation within the parking area activity. The long-term operations under the Residential and Hotel Alternative would result in a less than significant vibration impact, similar to the Project.

8. Population, Housing, Employment

The Residential and Hotel Alternative would provide 115 residential units, and 153,381 square feet of hotel floor area containing 180 hotel rooms and facilities (146,381 square feet) and 7,000 square feet of restaurant floor area. This Alternative is estimated to generate approximately 234 new residents (2.03 residents x 115 units), and a net reduction in employment opportunities of 33 ($0.00113 \times 146,381$ square feet and $0.00271 \times 7,000$ square feet = 184, less existing 217 = -33). The projected population growth would represent approximately 1.2 percent of the Hollywood Community Plan area's 2013-2035 planning horizon provided in the 2012 SCAG RTP and 0.05 percent of projected growth Citywide for the same period. The Project was determined to result in a less than significant land use impact without the need to incorporate mitigation measures. The Residential and Hotel Alternative would be consistent with City and regional growth projections and, as with the Project, would be less than significant and similar to the Project.

9. Public Services

9.1 Fire Protection and Emergency Medical Services

(1) Construction

The Residential and Hotel Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction would result in an increased demand for fire services due to the potential exposure of combustible materials, such as wood, plastics, sawdust, coverings and coatings, to heat sources such as machinery and equipment sparking, exposed electrical lines, welding activities, and chemical reactions in combustible materials and coatings. However, construction managers and personnel would be trained in fire prevention and emergency response in compliance with OSHA and Fire and Building Code requirements. Implementation of fire safety measures would reduce the effects of construction on fire services demand. As with the Project, the Residential and Hotel Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Residential and Hotel Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase may be incrementally less than under the Project. However, this phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of OSHA regulations and the Construction Management Plan, the Project was determined to result in a less than significant impact on fire protection services during construction. Because the scale of development would be similar under the Residential and Hotel Alternative and the Project, the Residential and Hotel Alternative would also have a less than significant impact on fire services during construction. The impact on fire protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

As with the Project, the Residential and Hotel Alternative would increase occupancy of the site and would generate a greater demand for fire protection services than under existing conditions. As with the Project, the Reduced Height and Bank Preservation Alternative would provide hydrants capable of delivering 9,000 gpm to meet the LAFD's fire flow requirements for the proposed high-rise development and implement all LAFD requirements related to fire-resistant building materials and fire-safe building design. The Residential and Hotel Alternative would provide one emergency and fire control elevator in each bank of elevators, an emergency smoke control system, a standby and emergency power system, and a dependable alarm system. The building design would include stair shaft doors for fire department use and pressurized stair shafts. To comply with Fire Code requirements, smoke detectors would also be maintained in all residential units and public areas. Additionally, in compliance with Fire Code Division 33 (Section 57.33.17), stairways would be numbered on each floor, and fire safety signage on all floors would be placed in required locations. In case of fire emergencies, access to the roof would also be available. As with the Project, the Residential and Hotel Alternative would also implement an Emergency Plan in accordance with LAMC Section 57.33.19. The provision of adequate fire flow and fire safety design would reduce fire hazard and demand for fire safety services. The Project would implement Mitigation Measure TR-1 for the provision of a traffic signal to reduce the potential service level impact at the intersection of Fountain Avenue/Havenhurst Drive and the

Residential and Hotel Alternative would implement similar mitigation. This would reduce the Alternative's potential effect on emergency vehicle response times in the area. With the implementation of fire safety features and adequate fire flow, the Project was determined to have a less than significant impact on fire protection services during the operational phase. Because the Residential and Hotel Alternative would provide similar fire flow and safety features, it would also be considered to have a less than significant impact. The impact on fire protection services under this Alternative during operation would be similar to those of the Project.

9.2 Police Protection Services

(1) Construction

The Residential and Hotel Alternative would involve a similar scale of construction that would occur under the Project. As with the Project, construction activities associated with the Project would result in an increased demand for police services due to the temporary, on-site storage of equipment and building materials, which could result in theft and vandalism. This could potentially necessitate police involvement unless adequate safety and security measures are implemented to secure the site. However, the Project design features would include security features such as fencing all construction areas prior to the start of construction, providing security lighting at construction areas, and providing on-site security personnel at construction sites. Implementation of the temporary construction site security measures, including fencing, lighting, private security staff, and access controls would help deter potential crime-related activity on-site and in the Project vicinity during construction, thus reducing the demand on police protection services. As with the Project, the Residential and Hotel Alternative's construction activities may also involve temporary lane closures for utility construction and development of the island at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard intersection for the Corner Plaza. Construction-related traffic could result in increased travel time due to flagging or stopping of traffic to accommodate trucks entering and exiting the Project Site during construction. As with the Project, the Residential and Hotel Alternative's shoring and excavation phase could result in a potentially significant, short-term impact on intersection service levels during some of the midday (off-peak) hours. However, this phase may be incrementally less than under the Project. This phase could result in travel time delays and increased response times for emergency vehicles. The Project's impacts would be of short duration and would be reduced through the implementation of a Construction Management Plan described in Section 4.J, *Transportation and Circulation*, of this Draft EIR. With the implementation of construction site security measures and the Construction Management Plan, the Project was determined to result in a less than significant impact on police protection services during construction. Because the scale of development would be similar under the Residential and Hotel Alternative and the Project, the Residential and Hotel Alternative would also have a less than significant impact on police services during construction. The impact on police protection services under this Alternative during construction would be similar to those of the Project.

(2) Operation

The Residential and Hotel Alternative would provide 115 residential units and 180 hotel rooms and is estimated to generate approximately 234 new residents and 270 hotel guests for a total occupancy of 504 residents. Based on the generation factor of 0.070 crimes per capita, and without accounting for project security features and personnel, the residential component of the Residential and Hotel Alternative could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,922 residents in the Hollywood Community Police Station service area would alter the officer-to-

resident ratio from one officer per 365 residents to one officer per 366 residents. By comparison, the Project would generate approximately 505 new residents and could potentially result in 35 additional crimes per year. This represents an increase of less than 0.39 percent of the crimes reported in the Hollywood Community. The increase in population from 128,418 residents to 128,923 residents under the Project would also alter the officer-to-resident ratio from one officer per 365 residents to one officer per 366 residents. As with the Project, the Residential and Hotel Alternative would provide extensive security features, including provision of 24-hours video surveillance, 24-hour security personnel, controlled building and parking access, and implementation of a secure perimeter with a combination of walls and/or decorative fencing, lighting, and landscaping to prevent loitering or unauthorized access to the Project Site. The on-site security personnel would provide a deterrent and an on-site first responder capability for many security issues. Together, these security features would help reduce the potential for on-site crimes, including loitering, theft, and burglaries. The Project would implement Mitigation Measure POL-1, which requires the applicant consult with the LAPD Crime Prevention Unit to incorporate CPTED techniques into the Project design in order to minimize the potential for criminal activity at the Project Site. Based on the minimal impact the Project would have on police protection services and implementation of Mitigation Measure POL-1, the Project was determined to have a less than significant impact on police services. The Residential and Hotel Alternative would provide similar security and mitigation measures and would also be considered to have a less than significant impact. Due to the small increase in the police-to-resident ratio between this Alternative and the Project, demand on police services would be similar to those of the Project.

9.3 Parks and Recreation

The Residential and Hotel Alternative would provide 115 residential units and generate approximately 244 new permanent residents.²⁸ This population increase would require 0.98 acre of parkland to meet the PRP's long-range standard of four acres of parkland per 1,000 persons and 0.49 acre of parkland to meet the PRP's more attainable short- and intermediate-range standard of two acres per 1,000 persons. This Alternative would provide public and private open space, roof terraces, pool deck, and rooftop restaurant/lounge, and landscaping. As with the Project, the adjacent City-owned traffic island would be converted to provide a 9,134 square-foot Corner Plaza for public use. Assuming that each residential unit contained at least 50 square feet of balcony or terrace space for a total of 5,750 square feet, that 3,705 square feet of recreation room, fitness room, and changing rooms, 12,600 square feet of roof decks for residential uses, and 21,668 square feet of public roof decks would be provided as under the Project, including the 34,050-square-foot Central Plaza, total open space would be approximately of 65,391 square feet (1.50 acres) of public and private open space and private recreation amenities, which could be counted toward the PRP's open space standards. In addition, the 0.21-acre Corner plaza would be provided, as noted above. However, as with the Project, the Residential and Hotel Alternative would not meet PRP requirements to provide on-site parkland. Therefore, the impact on parks and recreational facilities would be considered potentially significant. As discussed in Section 4.1.3, *Parks and Recreation*, of this Draft EIR, the impact of the Project on parks and recreational facilities would be reduced to a less than significant level through Mitigation Measure PRK-1, which requires the dedication of parkland, payment of in-lieu fees, or provision of comparable on-site recreational facilities in compliance with the LAMC. The Residential and Hotel Alternative would

²⁸ As discussed in Section 4.1-3, *Parks and Recreation*, of this Draft EIR, although the most recent data provided by SCAG indicates an average household size of 2.03 persons per household within the Hollywood Community Plan area, a factor of 2.12 persons per household was utilized by the Los Angeles Department of Recreation and Parks (LADRP) in the estimation of population growth and associated impacts to parks and recreational facilities. As such, parks and recreation impacts for all Project Alternatives assumes a household size of 2.12 persons.

incorporate a similar mitigation measure, and as with the Project the impact on parks and recreational facilities would be reduced to a less than significant level. Impacts of the Reduced Height Alternative would be similar to those of the Project. However, because the Residential and Hotel Alternative would incrementally reduce demand for parkland, this Alternative would have an incrementally less impact on parks and open space than would the Project.

9.4 Libraries

The Residential and Hotel Alternative would provide 115 residential units, which would generate approximately 234 new residents. This population increase would result in an incremental increase in demand for library services. As described in Section 4.I.4, *Libraries*, of this Draft EIR, the Project would constitute approximately 2.6 percent of 19,343 residents, the allowable population increase beneath LAPL's threshold for the consideration of the need for new facilities. The Residential and Hotel Alternative would generate approximately 1.2 percent of the 19,343-resident threshold. As with the Project, the Residential and Hotel Alternative would also provide an on-site library for residents. As concluded in Section 4.I.4, with the provision of the proposed on-site library to serve Project residents, the Project's proximity to and expected use of the Will and Ariel Durant Branch Library, and the existing available capacity of that facility, existing library capacity would be sufficient to meet Project needs and no new facilities would be necessary. In addition, the Project would generate revenue to the City's general fund that could be used for the provision of public services such as library facilities. Because the Residential and Hotel Alternative would have an on-site library, incrementally less residential population less residential population than the Project that would represent 1.2 percent of the LAPL 19,343-resident threshold, and would generate revenue to the City's general fund for the provision of public services such as library facilities, this Alternative would also have a less than significant impact on library services. Because less demand on library services would occur under this Alternative, the impact of the Residential and Hotel Alternative on library services would less than that of the Project.

10. Transportation and Circulation

a. Construction

The Residential and Hotel Alternative would require a similar scale of construction as under the Project, including demolition, construction of subterranean and above-grade parking and approximately 333,269 square feet of building floor area. However, because this Alternative would reduce depth of excavation for subterranean parking, it would have an incrementally reduced excavation and shoring phase compared to the Project. As discussed in Section 4.J, *Transportation and Circulation*, of this Draft EIR, significant construction-related traffic impacts for the Project are not generally not anticipated, although temporary significant impacts could occur along Sunset Boulevard between the Project Site (Crescent Heights Boulevard) and the US-101 Freeway during off-peak periods (9:00 A.M. to 4:00 P.M.) during the four-month shoring and excavation phase. The total number of shoring and excavation trips is expected to be approximately 426 pce trips per day, including about 25 trips during the A.M. peak hour (inbound construction worker trips), about 52 pce haul truck trips per hour (26 inbound and 26 outbound), along with a nominal number of mid-day worker trips between 9:00 A.M. and 4:00 P.M., and approximately 25 trips during the P.M. peak hour (outbound construction worker trips). Much of the Sunset Boulevard corridor in the Project vicinity and through much of the Hollywood community (between the Project Site and the Hollywood Freeway) currently exhibits or is forecast to operate at LOS F during both the A.M. and P.M. peak hours in the future ("without Project" conditions). Although no peak hour impacts resulting from

construction traffic are anticipated, temporary significant impacts could result during some of the midday (off-peak) hours. The 26 directional pce trips per hour anticipated during the off-peak hours of operations of the Project's shoring and excavation phase are not anticipated to result in significant regional traffic impacts to the US-101 Freeway or any of the other haul route freeway facilities. Construction-related traffic impacts would be temporary in nature, and minimized to the extent feasible through the implementation of a detailed worksite construction traffic control plan approved by the LADOT. However, impacts could remain significant and unavoidable during the midday (off-peak) hours only, for the duration of the approximately four-month shoring and excavation phase of Project construction. The Residential and Hotel Alternative would potentially reduce the duration of the Project's shoring and excavation phase. However, the intensity of daily haul trips would be similar to the Project's, as with the Project, this Alternative would result in potentially significant and unavoidable, although temporary, construction traffic impacts. Based on the incrementally reduced duration of the construction activities, construction traffic impacts under this Alternative would be less than under the Project.

b. Operation

(1) Intersection Impacts

The Residential and Hotel Alternative would decrease the Project's residential component and change the Project's retail component to a hotel use. As discussed in the Alternative Project Preliminary Trip Generation Calculations table for the Residential and Hotel Alternative, contained in Appendix H-3, *Project Alternatives Traffic Analyses*, of this Draft EIR, this Alternative would result in a net decrease in daily trips of 2,276, a net decrease in A.M. peak hour trips of 9, and a net decrease of 23 P.M. peak hour trips compared to existing conditions. The CMA summary for intersections within the City of Los Angeles for the Residential and Hotel Alternative is presented in **Table 5.H-4, Critical Movement Analysis Summary – Residential and Hotel Alternative, Existing (2013) and Future (2018) With and Without Alternative 8 Project Conditions (City of Los Angeles Intersections)**, and the HCM summary for intersections within the City of Los Angeles is shown in **Table 5.H-5, Highway Capacity Manual Summary – Residential and Hotel Alternative - Existing (2013) and Future (2018) With and Without Alternative 8 Project Conditions (City of West Hollywood Intersections)**, below. As shown Tables 5.H-4 and 5.H-5, the Residential and Hotel Alternative would not exceed intersection peak hour thresholds levels under 2013 and 2018 conditions at any of the study intersections. Therefore, the Residential and Hotel Alternative would have a less than significant impact with respect to intersection service levels.

By comparison, the Project would generate a net increase of 1,077 trips a day, a reduction in existing A.M. peak hour trips of 82, and a net increase in existing P.M. peak hour trips of 216. As described in Section 4.J of this Draft EIR, Project-generated vehicular delays at the unsignalized intersection of Fountain Avenue/Havenhurst Drive could be expected to increase during the P.M. peak hour under 2013 and 2018 conditions and, as such, would also result in a significant impact at this intersection. This impact would be reduced to a less than significant level through the implementation of Mitigation Measure TR-1, which requires the installation of a traffic signal. The Residential and Hotel Alternative would not generate any impact at this intersection under 2103 and 2018 conditions and, thus, would avoid the Project's potential impact. Therefore, the Residential and Hotel Alternative would have less impact on intersections than under the Project.

Table 5.H-4

**Critical Movement Analysis Summary - Hotel and Residential Alternative
Existing (2013) and Future (2018) With and Without Alternative 8 Project Conditions
(City of Los Angeles Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 7 Project			Without Project		With DEIR Alt. 7 Project		
			CMA	LOS	CMA	LOS	Impact	CMA	LOS	CMA	LOS	Impact
1	Hollywood Blvd. and Laurel Cyn. Blvd.	AM	0.517	A	0.517	A	0.000	0.613	B	0.613	B	0.000
		PM	0.554	A	0.551	A	-0.003	0.694	B	0.692	B	-0.002
2	Hollywood Blvd. and Fairfax Ave.	AM	0.896	D	0.896	D	0.000	0.969	E	0.969	E	0.000
		PM	0.755	C	0.755	C	0.000	0.817	D	0.817	D	0.000
5	Sunset Blvd. and Crescent Hgts. Blvd.	AM	0.936	F ^a	0.916	F ^a	-0.020	1.147	F ^a	1.127	F ^a	-0.020
		PM	0.756	F ^a	0.733	F ^a	-0.023	0.988	F ^a	0.965	F ^a	-0.023
6	Sunset Blvd. and Fairfax Ave.	AM	0.746	F ^a	0.744	F ^a	-0.002	0.859	F ^a	0.857	F ^a	-0.002
		PM	0.953	F ^a	0.952	F ^a	-0.001	1.047	F ^a	1.046	F ^a	-0.001

^a Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

* Significant impact per LADOT Traffic Study Policies and Procedures, June 2013 (if applicable).

Source: Hirsch/Green Transportation Consulting, Inc., 2014

(2) Impacts on Neighborhood Streets

As with the Project, the Residential and Hotel Alternative would restrict turns at the driveway on Havenhurst Drive to right-turn only movements. As under existing conditions, approximately five percent of the trips would travel along Fountain Avenue east of Crescent Heights Boulevard. **Table 5.H-6, Local/Residential Street Traffic Impact Analysis – Residential and Hotel Alternative – Existing (2013 and Future (2018) Average Daily Traffic Volumes**, illustrates the estimated trips on neighborhood streets under the Residential and Hotel Alternative. As shown in Table 5.H-6, the Residential and Hotel Alternative would decrease existing daily traffic on the segment of Havenhurst Drive north of Fountain Avenue by 211 trips per day; decrease traffic on Fountain Avenue, west of Havenhurst Drive by 748 trips per day; decrease traffic on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard, by 767 trips per day; and decrease traffic on Fountain Avenue east of Crescent Heights Boulevard by 258 trips per day compared to existing conditions. Traffic impacts on neighborhood streets under this Alternative would be less than significant. By comparison the Residential and Hotel Alternative would reduce traffic on neighborhood streets than under the Project. Project-generated trips on neighborhood streets are illustrated in Section 4.J, Table 4.J-5, *Local/Residential Street Traffic Impact Analysis (Proposed Project) Existing (2013 and Future (2018) Average Daily Traffic Counts*.

Table 5.H-5

**Highway Capacity Manual Summary - Hotel and Residential Alternative
Existing (2013) and Future (2018) With and Without Alternative 8 Project Conditions
(City of West Hollywood Intersections)**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions					Year 2018 Conditions				
			Without Project		With DEIR Alt. 7 Project			Without Project		With DEIR Alt. 7 Project		
			Delay ^a	LOS	Delay ^a	LOS	Impact	Delay ^a	LOS	Delay ^a	LOS	Impact
3	Sunset Blvd. and La Cienega Blvd.	AM	15.5	F ^b	15.4	F ^b	-0.1	17.7	F ^b	17.6	F ^b	-0.1
		PM	21.6	F ^b	21.5	F ^b	-0.1	34.2	F ^b	14.8	F ^b	-19.4
4	Sunset Blvd. and Sweetzer Ave.	AM	2.2	F ^b	2.2	F ^b	0.0	2.3	F ^b	2.3	F ^b	0.0
		PM	3.9	F ^b	3.9	F ^b	0.0	4.0	F ^b	4.0	F ^b	0.0
7	Fountain Ave. and La Cienega Blvd.	AM	39.7	D	39.7	D	0.0	49.4	D	49.3	D	-0.1
		PM	88.7	F	88.7	F	0.0	101.3	F	101.0	F	-0.3
8	Fountain Ave. and Sweetzer Ave.	AM	7.0	A	7.0	A	0.0	7.4	A	7.4	A	0.0
		PM	9.2	A	9.4	A	0.2	9.8	A	9.9	B	0.1
9	Fountain Ave. and Havenhurst Dr. ^d	AM	134.0	F	118.6	F	-15.4	213.8	F	188.6	F	-25.2
		PM	212.6	F	203.6	F	-9.0	362.2	F	347.7	F	-14.5
10	Fountain Ave. and Crescent Hgts. Blvd.	AM	25.2	C	25.1	C	-0.1	29.3	C	29.1	C	-0.2
		PM	24.3	C	24.1	C	-0.2	27.6	C	27.5	C	-0.1
11	Fountain Ave. and Fairfax Ave.	AM	18.4	B	18.4	B	0.0	20.3	C	20.3	C	0.0
		PM	19.3	B	19.3	B	0.0	25.4	C	25.2	C	-0.2
12	Santa Monica Blvd and La Cienega Blvd.	AM	28.7	E ^c	28.7	E ^c	0.0	35.5	F ^b	35.6	F ^b	0.1
		PM	54.4	E ^c	54.8	E ^c	0.4	85.3	F ^b	85.5	F ^b	0.2
13	Santa Monica Blvd and Sweetzer Ave.	AM	11.2	E ^c	11.3	E ^c	0.1	11.1	F ^b	11.2	F ^b	0.1
		PM	10.3	E ^c	10.3	E ^c	0.0	10.6	F ^b	10.5	F ^b	-0.1
14	Santa Monica Blvd and Crescent Hgts. Blvd.	AM	23.1	E ^c	23.0	E ^c	-0.1	27.0	F ^b	26.9	F ^b	-0.1
		PM	22.3	E ^c	22.3	E ^c	0.0	30.7	F ^b	30.1	F ^b	-0.6
15	Santa Monica Blvd and Fairfax Ave.	AM	24.6	E ^c	24.6	E ^c	0.0	29.1	F ^b	29.1	F ^b	0.0
		PM	25.7	E ^c	25.7	E ^c	0.0	31.7	F ^b	31.7	F ^b	0.0

^a "Delay" reflects total intersection approach delay in seconds per vehicle, per HCM methodology, except as noted.

^b Intersection "existing" and "future" level of service manually adjusted to LOS F based on observations of existing conditions.

^c Intersection "existing" and "future" level of service manually adjusted to LOS E based on observations of existing conditions.

^d Unsignalized (Two-way STOP-sign controlled) intersection. "Delay" and LOS reflect conditions for most constrained move.

* Significant impact per City of West Hollywood criteria.

Source: Hirsch/Green Transportation Consulting, Inc., 2014

As shown in Table 4.J-5, the Project would result in an increase of 59 trips per day on Havenhurst Drive north of Fountain Avenue; a reduction of 372 trips per day on Fountain Avenue west of Havenhurst Drive; a reduction of 373 trips per day on Fountain Avenue, between Havenhurst Drive and Crescent Heights Boulevard; and an increase of 8 trips per day on Fountain Avenue east of Havenhurst Drive. Project trips on these neighborhood streets would not exceed threshold standards and are considered to be less than

Table 5.H-6

**Local/Residential Street Traffic Impact Analysis Summary - Hotel and Residential Alternative
Existing (2013) and Future (2018) Average Daily Traffic Volumes**

Street Segment	Existing (2013)				Future (2018)		
	Without Project	Alt. 7 Project Traffic ^a	With Alt. 7 Project	Alt. 7 Project Impact	Without Project	With Alt. 7 Project	Alt. 7 Project Impact
Havenhurst Dr.							
North of Fountain Ave.	1,822	-211	1,611	-11.6%	1,915	1,704	-11.0%
Fountain Ave.							
West of Havenhurst Dr.	33,562	-748	32,814	-2.2%	35,274	34,526	-2.1%
Between Havenhurst Dr. and Crescent Hgts Blvd.	34,975	-767	34,208	-2.2%	36,759	35,992	-2.1%
East of Crescent Hgts. Blvd.	34,975	-258	34,717	-0.7%	36,759	36,501	-0.7%

^a Total net Alt. Project trips; includes removal of existing site trips. Same for both "Existing" and "Future" conditions.

Source: Hirsch/Green Transportation Consulting, Inc., 2014:

significant. Because the Residential and Hotel Alternative would not result in any increase in traffic on neighborhood streets and would result in greater reductions than under the Project, it would have less impact on neighborhood streets than under the Project.

(3) Public Transit Impacts

The projected public transit ridership under the Residential and Hotel Alternative is summarized below in **Table 5.H-7, Public Transit Ridership – Residential and Hotel Alternative**. It should be noted that the potential public transit ridership for this Alternative was calculated slightly differently than that for the Project or other project Alternatives. The transit ridership for the Project and other project Alternatives assumed that 10% of the residential trips, and 5% of the commercial trips, would utilize the area's public transit facilities. However, the "commercial" component under the Residential and Hotel Alternative is a hotel facility. Therefore, in order to provide a conservative analysis of the potential public transit impacts of this Alternative, it was assumed that the hotel component would also exhibit an approximately 10% public transit utilization (for tourists or other visitors to the hotel). Based on these assumptions, Alternative 8 would result in a total of approximately 362 person trips per day on public transit facilities (bus lines), including approximately 37 person trips (21 inbound, 16 outbound) during the AM peak hour, and 40 person trips (24 inbound, 16 outbound) during the PM peak hour. However, these values are approximately 113 daily person trips fewer than for the Project, including 2 fewer person trips during the PM peak hour, although this Alternative would be expected to result in an additional 16 (14 inbound, 2 outbound) person trips during the AM peak hour compared to the Project. After adjusting to account for the existing public transit ridership associated with the existing site uses (which would be removed to construct Alternative 8 improvements), the Residential and Hotel Alternative is expected to result in a net increase of approximately 44 daily person trips on the public transit facilities, including a net increase of 18 new riders (10 inbound, 8 outbound) during the AM peak hour, and 19 new riders (14 inbound, 5 outbound) during the PM peak hour. However, as noted in the discussion of the potential transit impacts of the Project, the Project Site is

Table 5.H-7

Public Transit Ridership – Residential and Hotel Alternative

Project Alternative	Person Trips (Assumed 1.20 AVO)						
	Daily	AM Peak Hour			PM Peak Hour		
		I/B	O/B	Total	I/B	O/B	Total
<u>Alternative 8 (Residential and Hotel Alternative)</u>							
Proposed Residential (10%)	86	1	6	7	5	4	9
Proposed Hotel (10%)	276	20	10	30	19	12	31
Proposed Alternative 8 Project Total	362	21	16	37	24	16	40
<u>Less Existing Uses</u>							
Existing Commercial (5%)	318	11	8	19	10	11	21
Net Total Alternative 8 Project Person Trips	44	10	8	18	14	5	19
Change vs. Proposed Project Person Trips	(113)	14	2	16	(1)	(1)	(2)

Source: Hirsch/Green Transportation Consultants, 2014.

currently served by a total of nearly 270 buses per day, including about 20 buses during each of the peak hours. Therefore, the potential increases in ridership on any single bus under Alternative 8 are expected to be nominal (average of approximately 1 new rider per bus during the peak commute periods), and no significant transit-related impacts are anticipated. Further, Alternative 8 would exhibit a reduction in net new public transit ridership as compared with the Project throughout the day, with the exception of during the AM peak hour, when this Alternative could result in an increase of 16 net riders (14 additional inbound, 2 additional outbound) compared to the Project, although as noted in the preceding discussion, this potential additional AM peak hour transit ridership would not be anticipated to result in the creation of any new significant public transit ridership impacts as compared with the Project. Overall, public transit ridership impacts under this Alternative would be reduced compared to the Project, and impacts would be less than significant.

11. Utilities

11.1 Water Supply

The Residential and Hotel Alternative would provide 115 residential units, and 126,173 square feet of hotel room floor area containing 180 hotel rooms, 12,000 square feet of banquet/meeting rooms, 7,708 feet of health club/spa, and 7,000 square feet of restaurant floor area. **Table 5.H-8, Estimated Water Use - Residential and Hotel Alternative**, summarizes the water demand by use. As shown in Table 5.H-8, the Residential and Hotel Alternative would increase existing water demand by approximately 70,656 gpd or 79.4 AFY.

Table 5.H-8

Estimated Water Use - Residential and Hotel Alternative

Land Use	Quantity (units/sf)	Daily Water Demand (gpd) ^a	Annual Water Demand (AF) ^b
Proposed Uses			
Residential One Bedroom	33	4,782	5.4
Residential Two Bedroom	45	8,640	9.6
Residential Three Bedroom	22	6,336	7.2
Residential Four Bedroom	12	2,304	2.6
Hotel	180	32,400	36.3
Restaurants	7,000	2,518	2.9
Banquet/Meeting Rooms	12,000	11,520	12.9
Health Club/Spa	7,708	7,399	8.3
Parking	229,239	5,400	6.1
Total		81,299	91.3
Existing Uses			
Retail	14,647	1,406	1.6
Art Storage Facility	27,625	664	0.7
Walk-in Bank	20,172	1,937	2.2
Restaurants	11,646	4,193	4.7
Dental Office	2,360	708	0.8
Martial Arts	3,550	341	0.4
Parking	58,109	1,394	1.6
Total	8,869	10,643	11.9
Net Increase (Proposed Less Existing)		70,656	79.4

^a Water demand is based on generation factors used in Table 4.K.1-2, *Water Supply*, of this EIR.

^b An acre-foot equals approximately 325,851 gallons.

Source: PCR Services Corporation, 2014

The Project, as summarized in Table 4.K.1-2, *Estimated Water Use for the Proposed Project*, in Section 4.K.1, *Water Supply*, of this Draft EIR, would increase existing water demand by approximately 48,185 gpd or approximately 54 AFY. The Residential and Hotel Alternative would substantially increase the Project's demand by 22,471 gpd or 25.4 AFY. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and water conservation on the Project Site would be maximized through the use of water efficient fixtures and appliances. The Residential and Hotel Alternative would include similar features consistent with the nature of its proposed uses. As discussed in Section 4.K.1, of this Draft EIR, the City's water infrastructure and water supply is sufficient to meet the Project's demand on water services without the need to implement mitigation measures, and the Project would have a less than significant impact on the provision of water services. The minor increase in demand under the Residential and Hotel Alternative compared to the Project is not expected to adversely affect the City's water supply and, as such the Residential and Hotel Alternative would also result in a less than significant impact with respect to water

demand. However, impacts on water services under this Alternative would be incrementally greater than under the Project.

11.2 Wastewater

The Residential and Hotel Alternative would provide 115 residential units, and 153,381 square feet of hotel floor area containing 180 hotel rooms and facilities (146,381 square feet) and 7,000 square feet of restaurant floor area. **Table 5.H-9, *Wastewater Generated During Operation – Residential and Hotel Alternative***, summarizes the Alternative's estimated wastewater generation. As shown in Table 5.H-9, the net wastewater generation of the Residential and Hotel Alternative would be approximately 58,937. The Project's net wastewater generation would be approximately 40,154 gpd. The Residential and Hotel Alternative would substantially increase the Project's estimated wastewater demand by approximately 18,783 gpd. The Project's estimated wastewater is summarized in Table 4.K.2-2, *Wastewater Generated During Operation*, in Section 4.K.2, *Wastewater*, of this Draft EIR. The Project's wastewater generation would represent approximately 0.049 percent of HTP's total remaining capacity of 88 mgd. The Project would be designed to comply with the City of Los Angeles Green Building Ordinance, and wastewater reduction would be maximized through the use of high efficiency shower heads and toilets. The Residential and Hotel Alternative would include similar features consistent with the nature of its proposed uses. Although the Residential and Hotel Alternative would substantially increase treatment capacity demand compared to the Project, and would represent approximately 0.067 percent of HTP's total remaining capacity. Neither the Project nor the Residential and Hotel Alternative would exceed HTP's wastewater treatment capacity and, under both the Project and the Residential and Hotel Alternative, impacts with respect to treatment capacity would be less than significant without mitigation. However, the Residential and Hotel Alternative would substantially increase demand compared to the Project. Although this Alternative would result in a less than significant impact on wastewater services, impacts would be greater than under the Project.

11.3 Solid Waste

The On-Menu Alternative would provide 115 residential units, and 153,381 square feet of hotel floor area containing 180 hotel rooms and facilities (146,381 square feet) and 7,000 square feet of restaurant floor area. **Table 5.H-10, *Projected Solid Waste Generated During Operation – Residential and Hotel Alternative***, summarizes the Alternative's estimated solid waste generation. As shown in Table 5.H-10, the net solid waste generation of the Residential and Hotel Alternative would be approximately 0.84 tons per day and 304.87 tons per year. The Project would generate approximately 3.24 tons per day and 1,183.94 tons per year. The On-Menu Alternative would, therefore, reduce the Project's solid waste generation by approximately 2.40 tons per day and 879.07 tons per year. The Project's estimated solid waste generation is summarized in Table 4.K.3-2, *Projected Solid Waste Generated During Operation*, in Section 4.K.3, *Solid Waste*, of this Draft EIR. The Project's annual solid waste generation, not accounting for diversion, would be approximately 0.014-percent of the County's annual waste generation of 8.7 million tons per year and would account for less than 0.001-percent of the remaining 129.2-million-ton capacity in the County's Class III landfills. The Project would also provide recycling opportunities on the site in accordance with LAMC requirements, which would help to reduce the amount of solid waste disposed of by the proposed uses on the site. As discussed in Section 4.K.3 of this Draft EIR, Project-generated solid waste would not exacerbate the estimated landfill capacity requirements or alter the ability of the County to address landfill needs via existing capacity and other options for increasing capacity. Impacts on solid waste disposal from Project operations were determined less than significant without the need to implement mitigation measures.

Table 5.H-9

Wastewater Generated During Operation - Residential and Hotel Alternative

Land Use	Quantity (units/sf)	Generation Factor	Wastewater Generated (gpd)
Proposed Uses			
Residential One Bedroom	33	120 gpd/unit	3,960
Residential Two Bedroom	45	160 gpd/unit	7,200
Residential Three Bedroom	22	200 gpd/unit	4,400
Residential Four Bedroom	12	240 gpd/unit	2,880
Hotel	180	150 gpd/room	27,000
Restaurants	7,000	300 gpd/1,000 sf	2,100
Banquet/Meeting Rooms	12,000	800 gpd/1,000 sf	9,600
Health Club/Spa	7,708	800 gpd/1,000 sf	6,166
Parking	229,239	20 gpd/1,000 sf	4,500
Total			67,806
Existing Uses			
Retail	14,647	80 gpd/1,000 sf	1,172
Art Storage Facility	27,625	20 gpd/1,000 sf	553
Walk-in Bank	20,172	80 gpd/1,000 sf	1,614
Restaurants	11,646	300 gpd/1,000 sf	3,494
Dental Office	2,360	250 gpd/1,000 sf	590
Martial Arts	3,550	80 gpd/1,000 sf	284
Parking	58,109	20 gpd/1,000 sf	1,162
Total			8,869
Net Increase (Proposed Less Existing)			58,937

Notes: units = dwelling units; sf = square feet; gpd = gallons per day

^a Generation factors obtained from City of Los Angeles CEQA Thresholds Guide, City of Los Angeles, 2006, Exhibit M.2-12, Sewage Generation Factors. The generation factors used are slightly greater than the factors used in the Sewer Capacity Availability Request (SCAR), processed on July 1, 2013. As the number of seats/stalls for the fast food/restaurant are unknown at this time, the restaurant: take-out factor was used, which has a much higher generation rate than other restaurant types and therefore this factor is considered conservative.

Source: PCR Services Corporation, 2014

However, the Residential and Hotel Alternative would incrementally reduce solid waste generation compared to the Project. Therefore, this Alternative would result in a less than significant impact on solid waste services that would be less than under the Project.

Table 5.H-10

Projected Solid Waste Generated During Operation – Residential and Hotel Alternative

Land Uses	Quantity (units/sf)	Generation Factor ^a	Rate Units	No. of Employees ^b	Solid Waste Generated (tons/year) ^a	Solid Waste Generated (tons/day)
Proposed						
Residential	115 units	12.23	lbs/unit/day	0	255.50	0.70
Commercial						
Hotel	180	5,049	lbs/empl/yr	157	396.35	1.09
Restaurant	7,000	6,528	lbs/empl/yr	19	62.02	0.17
Retail (Spa Only)	7,708	3,714	lbs/empl/yr	21	39.00	0.11
Total					752.87	2.07
Existing						
Retail	68,354	3,714	lbs/empl/yr	185	343.55	0.94
Restaurants/Fast Food	11,646	6,528	lbs/empl/yr	32	104.45	0.29
Total					448.00	1.23
Net Increase (Proposed Less Existing)					304.87	0.84

^a Generation factors for residential units are based on factors provided in the L.A. CEQA Threshold Guide. Generation factors for others uses are from the Targeted Statewide Waste Characterization Study: Waste Disposal and Diversion Findings for Selected Industry Groups, June 2006. Integrated Waste Management Board.

^b The number of employees is based on factors used in Table 4.K.3-1 in Section 4.K.3 of this Draft EIR. Hotel uses are assumed to include banquet/meeting rooms, as solid waste generation is based on employment, and employment associated with banquet/meeting rooms is already accounted for by hotel and restaurant staff that would support banquet/meeting room facilities.

Source: PCR Services Corporation, 2014

C. RELATIONSHIP OF THE ALTERNATIVE TO PROJECT OBJECTIVES

As described above, the Residential and Hotel Alternative would provide substantially fewer residential units than the Project (115 compared to 249 under the Project), which includes 13 affordable units compared to the Project's 28 affordable units. The Residential and Hotel Alternative would provide a hotel use in place of the Project's retail, supermarket, and walk-in bank. Landscaping, a Central Plaza at the Project Site's interior, and a public plaza at the southwest corner of the Sunset Boulevard/Crescent Heights Boulevard would all be provided as under the Project. Although the Residential and Hotel Alternative would not offer the same amount of residential development and public-oriented commercial uses, such as a supermarket, as the Project, it would partially meet most of the Project objectives. However, because this Alternative would not provide as many housing units (including affordable units) or as much commercial square footage as the Project, it would not achieve the Project objectives related to residential and commercial development to the extent the Project would. The following summarizes those Project objectives that this Alternative would (1) not meet, (2) only partially meet compared to the Project, and (3) fully meet.

The Residential and Hotel Alternative would not meet the following Project objectives:

- Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.

- Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.

The Residential and Hotel Alternative would only partially meet the following Project objectives:

- Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.
- Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.
- Increase the number of affordable rental housing units in the westernmost area of Hollywood.
- Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.
- Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.
- Provide an attractive retail face along street frontages.
- Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.
- Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.

The Residential and Hotel Alternative would fully meet the following Project objectives:

- Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.
- Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.
- Enhance pedestrian activity and neighborhood commercial street life the westernmost area of Hollywood.
- Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.
- Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.

A comparative summary of each Alternative's ability to meet the Project objectives is contained in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, at the end of this Chapter.

5.0 ALTERNATIVES

I. ENVIRONMENTALLY SUPERIOR ALTERNATIVE

Section 15126.6(e)(2) of the State *CEQA Guidelines* indicates that an analysis of alternatives to a proposed project shall identify an environmentally superior alternative among the alternatives evaluated in an EIR and that if the “no project” alternative is the environmentally superior alternative, the EIR shall identify another environmentally superior alternative among the remaining alternatives. With respect to identifying an Environmentally Superior Alternative among those analyzed in this Draft EIR, the range of feasible Alternatives includes the No Project/No Build Alternative, Existing Zoning Alternative, Reduced Height Alternative, Reduced Density Alternative, Bank Preservation Alternative, Reduced Height and Bank Preservation Alternative, On-Menu Alternative, and Residential and Hotel Alternative.

A comparative summary of the environmental impacts anticipated under each Alternative to the environmental impacts associated with the Project is provided at the end of this chapter in **Table 5.I-1, Comparison of Impacts Associated with the Alternatives and Impacts of the Project**, based on the detailed evaluation of the potential impacts associated with each Alternative provided in the previous sections. The extent to which the Existing Zoning Alternative, Reduced Height Alternative, Reduced Density Alternative, Bank Preservation Alternative, Reduced Height and Bank Preservation Alternative, On-Menu Alternative, and Residential and Hotel Alternative would meet the Project’s Objectives is summarized in **Table 5.I-2, Comparison of Alternatives - Ability to Meet Project Objectives**, below.

As discussed above, and as depicted below in Table 5.I-1, the No Project/No Build Alternative is considered the overall environmentally superior Alternative as it would avoid nearly all of the impacts that would occur under the Project. It should be noted however, that although most impacts would be avoided under the No Project/No Build Alternative, beneficial aspects of the Project, such as the upgrading of the property with distinctive architecture and landscaping and the fulfillment of numerous regional and City plan and policy goals for the area would not occur. As indicated above, without development of a mixed-use residential and commercial project at the Project Site, the No Project/No Build Alternative would only partially meet one of the Project’s 15 objectives.

In accordance with the State *CEQA Guidelines* requirement to identify an environmentally superior Alternative other than the No Project/No Build Alternative, a comparative evaluation of the remaining Alternatives indicates that the Reduced Height and Bank Preservation Alternative would be the environmentally superior Alternative. As shown below in Table 5.I-1, this Alternative would eliminate a significant unavoidable impact to historical resources through preservation and reuse of the Bank building, would reduce but not eliminate a significant unavoidable temporary impact associated with construction-related noise, and would otherwise reduce the majority of Project-related impacts to some degree. More specifically, as shown in Table 5.I-1, this Alternative would result in reduced impacts associated with views, shade/shadow, operational air quality, historical resources, greenhouse gas emissions, land use compatibility, construction noise, local intersection traffic, neighborhood roadway segment traffic, and solid waste. The Reduced Height and Bank Preservation Alternative would result in similar impacts regarding visual character, light and glare, AQMP consistency, construction air quality, geology and soils, consistency with GHG reduction plans, land use plan consistency, construction vibration, operational noise and vibration, population growth, housing supply, fire protection, and police protection. This Alternative would result in incrementally greater impacts for other topics due increased excavation and an increase of 42 residential units. As with the Project, and with the exception of construction traffic, these impacts associated with

employment, libraries, water supply, and wastewater would be less than significant, and impacts associated with archaeological and paleontological resources and parks and recreation would be less than significant with mitigation. As such, the Reduced Height and Bank Preservation Alternative is considered environmentally superior among the various build Alternatives.

None of the build Alternatives, including the Reduced Height and Bank Preservation Alternative, would eliminate the significant unavoidable temporary impacts related to construction noise and vibration, and only the Existing Zoning Alternative would eliminate the temporary construction traffic impact. Three of the Alternatives would preserve and reuse the existing Bank building (Bank Preservation Alternative, Reduced Height and Bank Preservation Alternative, and On-Menu Alternative), thus eliminating a significant unavoidable impact to historical resources. While both the Bank Preservation Alternative and Reduced Height and Bank Preservation Alternative would result in the fewest significant unavoidable impacts (three significant unavoidable impacts) of the build Alternatives, the Reduced Height and Bank Preservation Alternative would, overall, reduce more impacts relative to the Project than the Bank Preservation Alternative.

Additionally, as shown in Table 5.I-2, the Reduced Height and Bank Preservation Alternative would only partially meet three of the key Project objectives related to provision of commercial uses for on-site residents and the surrounding community and increasing economic activity and employment opportunities. Specifically, the Reduced Height and Bank Preservation Alternative would provide convenient and high-quality commercial uses to serve both Project residents and the surrounding community, and also enhance the character of the neighborhood, but it would not contribute to a synergy of site uses at the level the Project would due to the reduced commercial floor area. Further, this Alternative would maintain and enhance the economic vitality of the region by providing job opportunities associated with the construction and operation of proposed uses, and would attract commercial and residential tenants to the Project, but would provide fewer job opportunities and reduced on-site economic activity due to the reduction in commercial uses. However, this Alternative would achieve the remaining Project objectives.

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**Table 5.I-1
Comparison of Impacts Associated with the Alternatives
and Impacts of the Project**

	Project Impact	Alternative 1: No Project/ No Build Alternative	Alternative 2: Existing Zoning Alternative	Alternative 3: Reduced Height Alternative	Alternative 4: Reduced Density Alternative	Alternative 5: Bank Preservation Alternative	Alternative 6: Reduced Height and Bank Preservation Alternative	Alternative 7: On-Menu Alternative	Alternative 8: Residential and Hotel Alternative
A. Aesthetics									
Visual Character	Less Than Significant with Mitigation	Greater (No Impact)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)
Views	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Similar (Less Than Significant)
Light and Glare	Less Than Significant	Greater (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)
Shade/Shadow	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Similar (Less Than Significant)
B. Air Quality									
AQMP Consistency	Less Than Significant	Less (No Impact)	Greater (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)
Criteria Pollutants and Toxic Air Contaminants – Construction	Less Than Significant With Mitigation	Less (No Impact)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)
Criteria Pollutants and Toxic Air Contaminants – Operation	Less Than Significant	Greater (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
C. Cultural Resources									
Archaeological Resources	Less Than Significant with Mitigation	Less (No Impact)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)
Paleontological Resources	Less Than Significant with Mitigation	Less (No Impact)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)
Historical Resources	Significant and Unavoidable	Less (No Impact)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Significant and Unavoidable)
D. Geology and Soils									
Geologic Hazards	Less Than Significant With Mitigation	Less (No Impact)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)
Erosion and Sedimentation	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)

Table 5.I-1 (Continued)

Comparison of Impacts Associated with the Alternatives and Impacts of the Project

	Project Impact	Alternative 1: No Project/ No Build Alternative	Alternative 2: Existing Zoning Alternative	Alternative 3: Reduced Height Alternative	Alternative 4: Reduced Density Alternative	Alternative 5: Bank Preservation Alternative	Alternative 6: Reduced Height and Bank Preservation Alternative	Alternative 7: On-Menu Alternative	Alternative 8: Residential and Hotel Alternative
Landform Alteration	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)
E. Greenhouse Gas Emissions									
Greenhouse Gas Emissions	Less Than Significant	Greater (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
Consistency with GHG Reduction Plans	Less Than Significant	Greater (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)
F. Land Use									
Plan Consistency	Less Than Significant	Greater (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Greater (Less Than Significant)	Similar (Less Than Significant)
Land Use Compatibility	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Similar (Less Than Significant)
G. Noise									
Construction Noise	Significant and Unavoidable	Less (No Impact)	Less (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Less (Significant and Unavoidable)	Less (Significant and Unavoidable)	Less (Significant and Unavoidable)	Less (Significant and Unavoidable)	Less (Significant and Unavoidable)
Construction Vibration	Significant and Unavoidable	Less (No Impact)	Less (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)	Less (Significant and Unavoidable)	Less (Significant and Unavoidable)
Operational Noise	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)
Operational Vibration	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)
H. Population, Housing, and Employment									
Population	Less Than Significant	Less (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
Housing	Less Than Significant	Greater (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)
Employment	Less Than Significant	Greater (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)
I. Public Services									
Fire Protection and Emergency Medical Services	Less Than Significant	Less (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)	Similar (Less Than Significant)

Table 5.I-1 (Continued)

Comparison of Impacts Associated with the Alternatives and Impacts of the Project

	Project Impact	Alternative 1: No Project/ No Build Alternative	Alternative 2: Existing Zoning Alternative	Alternative 3: Reduced Height Alternative	Alternative 4: Reduced Density Alternative	Alternative 5: Bank Preservation Alternative	Alternative 6: Reduced Height and Bank Preservation Alternative	Alternative 7: On-Menu Alternative	Alternative 8: Residential and Hotel Alternative
Police Protection	Less Than Significant with Mitigation	Less (No Impact)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)
Parks and Recreation	Less Than Significant with Mitigation	Less (No Impact)	Less (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Greater (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)
Libraries	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
J. Transportation and Circulation									
Construction Impacts	Significant and Unavoidable	Less (No Impact)	Less (Less Than Significant)	Similar (Significant and Unavoidable)	Less (Significant and Unavoidable)	Greater (Significant and Unavoidable)	Greater (Significant and Unavoidable)	Less (Significant and Unavoidable)	Less (Significant and Unavoidable)
Local Intersections	Less Than Significant with Mitigation	Less (No Impact)	Greater (Less Than Significant with Mitigation)	Similar (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)	Less (Less Than Significant with Mitigation)
Neighborhood Roadway Segments	Less Than Significant	Greater (No Impact)	Greater (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
Public Transit Impacts	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
K. Utilities and Service Systems									
Water Supply	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)
Wastewater	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)	Greater (Less Than Significant)	Less (Less Than Significant)	Greater (Less Than Significant)
Solid Waste	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)	Less (Less Than Significant)
<p><i>Note: Statements in parentheses indicate whether for the identified Alternative there would be (No Impact), (Less Than Significant), (Less Than Significant with Mitigation), or (Significant and Unavoidable) impacts. Statements not in parentheses indicate whether impacts would be a Similar, Less, or Greater Impact compared to the Project.</i></p> <p><i>Source: PCR Services Corporation, 2014.</i></p>									

Table 5.I-2

Comparison of Alternatives - Ability to Meet Project Objectives

PROJECT OBJECTIVES	Alternative 2: Existing Zoning Alternative			Alternative 3: Reduced Height Alternative			Alternative 4: Reduced Density Alternative			Alternative 5: Bank Preservation Alternative			Alternative 6: Reduced Height and Bank Preservation Alternative			Alternative 7: On-Menu Alternative			Alternative 8: Residential and Hotel Alternative		
	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes
Redevelop and revitalize an aging and underutilized commercial site and surface parking lot with a more efficient and economically viable mix of residential and commercial uses.		X				X		X				X			X			X		X	
Provide housing to satisfy the varying needs and desires of all economic segments of the community, including very low income households, maximizing the opportunity for individual choices, and contributing to Hollywood's housing stock.	X					X		X				X			X		X			X	
Increase the number of affordable rental housing units in the westernmost area of Hollywood.	X					X		X				X			X		X			X	
Capitalize on the site's location in Hollywood by concentrating new housing density and commercial uses, thereby supporting regional mobility goals to encourage development around activity centers, promote the use of public transportation, and reduce vehicle trips and infrastructure costs.		X				X		X				X			X		X			X	
Build upon the existing vitality and diversity of uses in Hollywood by providing a vibrant urban-living development along a major arterial and transit corridor.	X					X			X			X			X			X			X
Create new living opportunities in close proximity to jobs, public transit, shops, restaurants, and entertainment uses.	X					X		X				X			X		X			X	
Provide high-quality commercial uses to serve residents of the westernmost area of Hollywood in a manner that contributes to a synergy of uses and enhances the character of the area.		X				X			X		X			X			X		X		
Bring convenient neighborhood-serving commercial uses within walking distance of numerous apartments and single-family residences in the westernmost area of Hollywood.		X				X			X		X			X			X		X		
Create a development that complements and improves the visual character of the westernmost area of Hollywood and promotes quality living spaces that effectively connect with the surrounding urban environment through high quality architectural design and detail.		X				X			X			X			X		X				X
Enhance pedestrian activity and neighborhood commercial street life in the westernmost area of Hollywood.		X				X			X			X			X			X			X
Provide an attractive retail face along street frontages.			X			X			X			X			X			X		X	
Provide improvements that support and encourage the use of nearby public transit lines and promote the use of bicycles as well as walking.		X				X			X			X			X			X			X
Improve the energy efficiency of on-site uses by creating a master planned development that meets the standards for Leadership in Energy and Environmental Design (LEED) certification.	X					X			X			X			X			X			X

Table 5.1-2 (Continued)

Comparison of Alternatives – Ability to Meet Project Objectives

PROJECT OBJECTIVES	Alternative 2: Existing Zoning Alternative			Alternative 3: Reduced Height Alternative			Alternative 4: Reduced Density Alternative			Alternative 5: Bank Preservation Alternative			Alternative 6: Reduced Height and Bank Preservation Alternative			Alternative 7: On-Menu Alternative			Alternative 8: Residential and Hotel Alternative		
	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes	No	Partial	Yes
Provide housing that supports the economic future of the region in an area in which the necessary infrastructure is already in place.	X					X		X				X			X		X			X	
Maintain and enhance the economic vitality of the region by providing job opportunities that attract commercial and residential tenants.		X				X			X		X			X			X			X	
TOTAL OBJECTIVES SCORE	6	4	5	0	0	15	0	6	9	0	3	12	0	3	12	0	9	6	2	8	5

Source: PCR Services Corporation, 2014.

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