

VI. ALTERNATIVES TO THE PROPOSED PROJECT

A. REASONS FOR ALTERNATIVES ANALYSIS

The State CEQA Guidelines require the identification and evaluation of reasonable alternatives designed to meet most of the project's objectives (identified in Section II, Project Description of this EIR), while reducing the environmental impacts of the project.¹ The CEQA Guidelines further discuss the intent and extent of the alternatives analysis to be provided in an EIR. Alternatives are an important tool in the CEQA process to provide decision makers with comparative information about the impacts of a specific project, and how other possible projects could reduce those impacts, even if some of the objectives of the project are not met.

As stated in Section 15151 of the CEQA Guidelines, an EIR must contain "...a sufficient degree of analysis to provide decision-makers with information which enables them to make a decision which intelligently takes into account environmental consequences" of the proposed action. Identification and evaluation of a range of reasonable project alternatives as required by Section 15126.6(c) of the CEQA Guidelines is an essential part of providing sufficient information. Pursuant to Section 15126.6(e)(2) of the CEQA Guidelines, the discussion of alternatives must also identify the environmentally superior alternative. However, the analysis of the environmental effects of project alternatives need not be as thorough or detailed as the analysis of the project itself. The intent of the alternatives analysis is to ensure that other approaches to avoid or reduce significant environmental impacts were considered. The merits of the alternatives and how potential environmental impacts of the alternatives compare to the project offer valuable information to the lead agency.

B. NUMBER OF ALTERNATIVES EVALUATED

Neither the CEQA statute, the CEQA Guidelines, nor recent court cases specify a precise number of alternatives to be evaluated in an EIR. Rather, "the range of alternatives required in an EIR is governed by the rule of reason that sets forth only those alternatives necessary to permit a reasoned choice."² However, the CEQA Guidelines require that a "No Project" alternative must be included, and if appropriate, an alternative site location should be analyzed.³ If appropriate, other project alternatives may involve a modification of the proposed land uses, density, or other project elements at the same project location.

CRITERIA FOR ESTABLISHING ALTERNATIVES

Alternatives should be selected on the basis of their ability to attain most of the basic objectives of the project while reducing the project's significant environmental effects. The CEQA Guidelines state that "...[t]he EIR should briefly describe the rationale for selecting alternatives to be discussed [and]...shall include sufficient information to allow meaningful evaluation, analysis and comparison with the proposed project."⁴ The feasibility of the alternatives is another consideration in the selection of alternatives. The CEQA Guidelines state that "[a]mong 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

¹ Section 15126.6.

² Section 15126.6(f).

³ Section 15126.6(e) and Section 15126(f)(2).

⁴ Section 15126.6(e) and Section 15126(f).

or regulatory limitations [and] jurisdictional boundaries...”⁵ “The range of feasible alternatives shall be selected and discussed in a manner to foster meaningful public participation and informed decision making.”⁶ Alternatives that are considered remote or speculative, or whose effects cannot be reasonably predicted do not require consideration. Thus, although the potential to mitigate significant project-related impacts and to reasonably inform the decision-maker are primary considerations in the selection and evaluation of alternatives, so is feasibility.

PROJECT LEVEL IMPACTS

As addressed in this EIR, the project would create unavoidable significant impacts to aesthetics (shade and shadow), air quality (construction and operation), and noise (construction).

The project-level impacts that would occur with the proposed development are as follows:

Aesthetics – The project would shade residential uses located adjacent to the project site. These exposed areas are considered a shade-sensitive use and would be shaded for greater than three continuous hours during the winter periods. While these effects would be seasonal and limited, they are still considered a significant unmitigated environmental impact.

Air Quality – PM_{2.5} and PM₁₀ concentrations would exceed the SCAQMD localized significance threshold and, as such, would result in a significant and unavoidable localized impact during project construction. Even with implementation of SCAQMD Rule 403, impacts would still exceed the threshold. NO_x and VOC concentrations would exceed the SCAQMD regional significance threshold and, as such, would result in a significant and unavoidable regional impact during project construction. Additionally, the proposed project would result in a significant VOC, PM_{2.5}, PM₁₀, NO_x and CO impact during operations. Therefore, the proposed project would result in a regional cumulative operations impact given that the Basin is in nonattainment for O₃, PM_{2.5}, and PM₁₀ and the proposed project would exceed the regional daily emissions threshold for PM₁₀, PM_{2.5}, and an ozone precursor, (NO_x).

Noise – Construction-related noise levels would exceed the 5-dBA significance threshold at nearby sensitive receptors for storied construction. As such, the proposed project would result in a significant impact. While these (or similar) impacts would be inherent with any major construction project on the site and would be short-term and intermittent in nature, the proposed project would result in a significant and unavoidable construction noise impact.

Traffic - The project would create 22 unmitigated significant intersection impacts and two residential street segment impacts. These impacts would be reduced with project mitigation including physical improvements at 6 intersections, transportation demand management and neighborhood traffic impact mitigation. Since the traffic reducing results of the proposed multi-modal transit center cannot be quantified 19 significant intersection impacts remain (one intersection – Coldwater and Victory is considered mitigated by LADOT even though the numbers do not show it to be mitigated). The two street segment impacts are mitigated to a level of insignificance through the neighborhood traffic impact mitigation.

⁵ Section 15126.6(f)(1).

⁶ Section 15126.6(f).

Other potentially significant impacts have been identified prior to mitigation, however, all of these impacts would be reduced to less than significant levels with implementation of the mitigation measures identified in the respective impact analysis sections of this EIR.

As called for by the CEQA Guidelines, the achievement of project objectives must be balanced by the ability of an alternative to reduce the significant impacts of the project. The proposed project's objectives would minimize reduce vehicle trips and vehicle miles traveled in the region by providing mixed uses and a Transit Plaza. Objectives of the project also include promoting walkability by creating a pedestrian friendly environment and providing a sustainable development consistent with the principles of smart growth including sustainable design features, mixed use, infill, proximity to transit, and walkability, consistent with LEED standards. The proposed project would also provide housing opportunities in response to demand (thereby fulfilling objectives of the Housing Element of the General Plan). Any evaluated alternatives should meet as many of these project objectives as possible.

C. OVERVIEW OF SELECTED ALTERNATIVES

The following alternatives analysis presents an analysis of project alternatives and compares impacts to those of the proposed project. The analysis does not include alternatives for the Add Area since no specific project(s) have been identified for the Add Area and therefore specific Alternatives to address potential impacts of development of the Add Area are not possible at this time. In addition two alternatives do require no Add Area since no general Plan Amendment is required (Alternatives 2 and 3). The following alternatives were selected in accordance with their ability to reduce the potential environmental impacts of the project:

NO PROJECT/RETAIN EXISTING CONDITIONS (ALTERNATIVE 1)

This alternative is required by Section 15126.6(e) of the CEQA Guidelines and assumes that the proposed project is not developed on the project site and that the site, including the existing retail/commercial uses are retained for future use and occupancy. Future development opportunities would remain open.

CURRENT ZONING-RESIDENTIAL WITH EXISTING RETAIL/RESTAURANT (ALTERNATIVE 2)

This alternative would retain the existing retail/restaurant structures located along Victory Boulevard. Both one-story structures that are located on the southeastern portion of the site and total approximately 8,000 square feet would remain under development of this alternative. The remainder of the site would be built out with residential uses prior to the removal of existing shopping center uses. This would result in the development of 650 multi-family units, totaling approximately 792,000 square feet. Approximately 20% or 130 units could be built as affordable housing units. The residential portion of this alternative would consist of four structures and would be four stories in height.

CURRENT ZONING-COMMERCIAL ONLY (ALTERNATIVE 3)

Similar to the Residential With Existing Retail/Restaurant Alternative, this alternative would retain the existing retail/restaurant structures located along Victory Boulevard. The remaining areas of the site would be developed with shopping center (120,000 square feet), medical office (540,000 square feet), gym (55,000 square feet), and banquet (85,000 square feet) uses. This alternative would be similar to the proposed project without the residential component. Under

this alternative, total proposed development would consist of approximately 800,000 square feet. The office/retail/restaurant structures would be located on the northern portion of the site and would be three stories in height. The office/retail/restaurant and gym structure would be located on the eastern portion of the site and would be four stories in height. The largest proposed structure, located on the central/western portion of the site would be occupied with office/retail/conference banquet uses as well as restaurant uses. This structure would be four stories high.

REDUCED PROJECT (ALTERNATIVE 4)

This alternative would develop the site with a mixed-use project similar to the proposed project. This alternative would include a 285,000 square foot shopping center, a 45,000 square foot health/fitness club, a 230-room hotel and a 2,700-seat theatre. Additionally, this alternative would include 250,000 square feet of commercial office uses and 150 residential units. The alternative would be smaller in scale than the proposed project with development of approximately net 1,000,000 square feet, compared to net 1,300,000 leasable square feet proposed under the proposed project. Proposed structures would vary from 3 to 6 stories in height.

Under this alternative, proposed residential uses would be located in the northern and northeastern portions of the site. The proposed hotel would be located in the northwestern portion of the site. The remainder of the site would be developed with retail/office and retail/restaurant uses.

INCREASED RESIDENTIAL/ASSISTED LIVING-REDUCED COMMERCIAL ALTERNATIVE (ALTERNATIVE 5)

This alternative would develop the site with a mixed-use project similar to what is proposed under the proposed project. Under both the proposed project and Alternative 5, the site would be developed with residential, commercial, theatre, gym and office uses. Specifically, both the proposed project and Alternative 5 would provide 150 multi-family residential units, a 230 room hotel, a 2,700 seat theater complex, a 45,000 square foot gym and 285,000 net square feet of shopping center broken down as follows: 140,000 net square feet of retail, 100,000 net square feet of restaurant, and a 45,000 net square foot market. The difference between the proposed project and Alternative 5 would be that Alternative would convert 200,000 net square feet of commercial office space to either 200 additional residential units or to a 350 room/bed assisted senior living facility.

D. ALTERNATIVE 1 - NO PROJECT/RETAIN EXISTING CONDITIONS ALTERNATIVE

DESCRIPTION OF THE ALTERNATIVE

The "No Project" Alternative addresses retaining existing conditions, as well as "...what would reasonably be expected to occur in the foreseeable future if the project were not approved, based on current plans and consistent with available infrastructure and community services.... If disapproval of the project under consideration would result in predictable actions by others, such as the proposal of some other project, this 'no project' consequence should be discussed."⁷

⁷ CEQA Guidelines, Section 15126.6(e) and Section 15126.6(e)(3)(B).

Under this No Project Alternative, the existing shopping center and associated parking would essentially remain in their current state with no new users or development.

Impact Comparison

The following environmental impacts would be expected with retention of existing conditions (as described above) under this No Project Alternative. The respective Environmental Setting discussions for each area of potential impact are addressed in detail throughout Section IV, Environmental Impact Analysis, of this EIR.

Aesthetics/Views

Under the No Project/Retain Existing Conditions Alternative, no new structures would be introduced and the aesthetic environment of the project site would remain unchanged. Specifically, the increased density and massing associated with the proposed project would not occur, and this alternative would avoid shading of neighboring properties to the north (balconies of south facing apartment units across Lexington Avenue). Therefore, the No Project/Retain Existing Conditions Alternative would have a reduced impact in comparison to the proposed project, and the significant and unavoidable shadow impacts during the winter months would be avoided under this alternative.

Anticipated development of the Add Area that could occur with project development would not occur under this alternative. No new development would occur in the Add Area. The Add Area would remain in its existing condition. Therefore, shading impacts anticipated under the proposed project would not occur under this alternative.

Air Quality

Construction activities would not occur on the project site under Alternative 1. Thus, associated VOC, NO_x, CO, SO_x, PM_{2.5}, and PM₁₀ emissions resulting from construction activity that would occur with the proposed project would not be generated by this alternative. Consequently, Alternative 1 would avoid the significant construction air quality impacts of the proposed project.

Alternative 1 would not be a source of ongoing emissions associated with new development, including stationary source and vehicular emissions. Mobile and stationary source emissions from the proposed project would exceed regional significance thresholds for VOC, NO_x, CO, PM_{2.5}, and PM₁₀. Consequently, Alternative 1 operational emissions would be less than the emissions presented for the proposed project and would result in a less-than-significant air quality impact.

All localized CO emissions from the proposed project would be eliminated with Alternative 1 and the less-than-significant impact of the proposed project would be avoided. In addition, Alternative 1 would be consistent with the AQMP and would not result in any cumulative impacts or increase GHG emissions. In summary, no new air quality impacts would result, and impacts would be less than under the proposed project.

Biological Resources

Under this alternative, the proposed project would not be built and the existing on-site retail/commercial activities would continue. Impacts to biological resources would not change beyond existing conditions. No short- (i.e., construction) or long-term (i.e., operational) impacts

including direct (e.g., habitat removal, etc.) or indirect (e.g., introduction of invasive species) would result with implementation of this alternative. In addition, no impacts to jurisdictional areas would occur since these areas do not exist on-site and no modifications to the Tujunga Wash would result. Moreover, no impacts to native trees protected by ordinance or those contributing to the urban forest would result since none are proposed for removal. However, this alternative would not include the implementation of water quality best management practices (BMPs) or the construction of water filtration/detention facilities which would assist in reducing urban pollutants to receiving waters, including the Tujunga Wash (which is tributary to the Los Angeles River) and located adjacent to the project site. As described in Section IV.G (Hydrology & Water Quality) of this EIR, storm flows originating on-site currently enter the Tujunga Wash untreated. These urban pollutants are known to negatively affect the lifecycle of biological resources and can result in both direct and indirect impacts. Based upon the analysis above, impacts to biological resources would be less than significant with mitigation incorporation.

Cultural Resources (Historical, Archaeological and Paleontological)

Under the No Project/Retain Existing Conditions Alternative, the project site would remain in its current state. As no grading would occur under the No Project/Retain Existing Conditions Alternative, there would be no potential for subsurface cultural resources to be disturbed. Thus, the less than significant impacts that would occur under the project would be avoided under this alternative.

Geology and Soils

The Project/Retain Existing Conditions Alternative assumes that the proposed project is not developed on the site and that the site, including the existing retail/commercial uses are retained for future use and occupancy. This Alternative would not include any grading and would not result in substantial soil erosion or the loss of topsoil. This alternative would also be subject to the same seismic conditions as the proposed project. Project-specific mitigation measures included under the proposed project would not be required under this alternative.

Hazards and Hazardous Materials

Presumed asbestos-containing materials identified at the project site include flooring materials, built up roofing materials, cove base, mastic and ceiling tile. Additionally, lead-based paint is suspected to have been used on interior and exterior surfaces of the structures. Under the No Project/Retain Existing Conditions Alternative, these materials would remain in place and remediation would not occur under this alternative. Therefore, the No Project/Retain Existing Conditions Alternative is considered to have a greater impact than the proposed project, as further remediation would not be accomplished. However, as with the proposed project, this impact would be less than significant.

Hydrology and Water Quality

Under this alternative, the proposed project would not be built and the existing on-site retail/commercial activities would continue. As described in Section IV.G (Hydrology & Water Quality) of this EIR, storm flows currently enter receiving waters (i.e., Tujunga Wash) untreated and un-detained. Urban pollutants (e.g., metals, ammonia, coliform, nutrients (algae), pesticides, etc.) such as those present on-site would continue to contribute to degraded water

quality within receiving waters. Therefore, implementation of this alternative would result in less than significant impacts related to hydrology and water quality.

Land Use and Planning

The proposed project would include an amendment to the North Hollywood Valley Village Community Plan from Neighborhood Commercial to Community Commercial. Additionally, under the proposed project, the height district would be changed from 1VL to 2.

The No Project/Retain Existing Conditions Alternative would not require the height change or the re-designation. Existing uses would remain on-site and no changes to the existing designation would occur. No impacts to surrounding land uses would occur. Therefore, this alternative would not result in impacts to land use and the less than significant project land use impacts would be avoided.

Noise

Under Alternative 1, increased noise levels associated with construction would not occur, and the significant construction impacts associated with the proposed project would be avoided. Since Alternative 1 would not generate additional traffic, project-related mobile noise impacts, although less than significant, would also be avoided. In addition, an increase in operation noise sources would not occur. No new noise impacts would result and impacts would be less than under the proposed project.

Public Services (Fire and Police Protection, Schools, Parks and Libraries)

The No Project/Retain Existing Conditions Alternative would not increase the demand for public services, as new uses would not be introduced to the area and project site conditions would remain unchanged. Although significant impacts to public services would not occur with the proposed project (after mitigation), the alternative would still have a reduced impact compared to the proposed project.

Transportation and Circulation

Under the No Project/Retain Existing Conditions Alternative, no new vehicle trips would be generated from the project site.

The, traffic impacts associated with No Project/Retain Existing Conditions Alternative would be less than with the proposed project. Specifically, the 19 significant unmitigated intersection impacts that would occur with the proposed project, would not occur with this alternative. Parking impacts would be less under this alternative compared to the proposed project, which would increase parking demand.

Utilities (Wastewater, Water Supply, Solid Waste, Electricity and Natural Gas)

Under the No Project/Retain Existing Conditions Alternative, the project site would remain in its current state, and existing uses would remain on-site. Therefore, no increase in on-site sewage generation would occur. Any necessary improvements needed to mitigate the increased sewage flow under the proposed project would not be needed or required with this alternative.

No new demand for water supply, solid waste disposal service or landfill capacity, and energy or associated infrastructure would be created under this alternative. Therefore, impacts to public services under the No Project/Retain Existing Conditions Alternative would be less than the proposed project.

Relationship of the Alternative to Project Objectives

The No Project/Retain Existing Conditions Alternative would not meet any of the project objectives. These include promoting walkability by creating a pedestrian friendly environment, and providing a sustainable development consistent with the principles of smart growth. The alternative would leave existing uses in place without any further improvements in place. Additionally, it would not provide housing opportunities in response to current demand. Thus, this alternative would not meet project objectives.

Conclusion

No new development would occur on the project site with the No Project/Retain Existing Conditions Alternative. However, eventual development of the property would be expected given the site's location and development potential. The No Project/Retain Existing Conditions Alternative would reduce or avoid all of the significant, less than significant, and significant but mitigated environmental impacts (with the exception of hazards) that would occur with the proposed project. Shading of neighboring residential properties to the north and northeast would not occur. Emissions associated with construction activities or new operations would similarly not be generated. Existing uses would remain on-site and no changes to the existing land use designation or height designation would occur or be necessary. As discussed in more detail at the end of this EIR section, the No Project/Retain Existing Conditions Alternative is considered to be the environmentally superior alternative in comparison to the proposed project. However, the No Project/Retain Existing Conditions Alternative would not meet the key objectives of the project.

E. ALTERNATIVE 2 – CURRENT ZONING -- RESIDENTIAL WITH EXISTING RETAIL/RESTAURANT

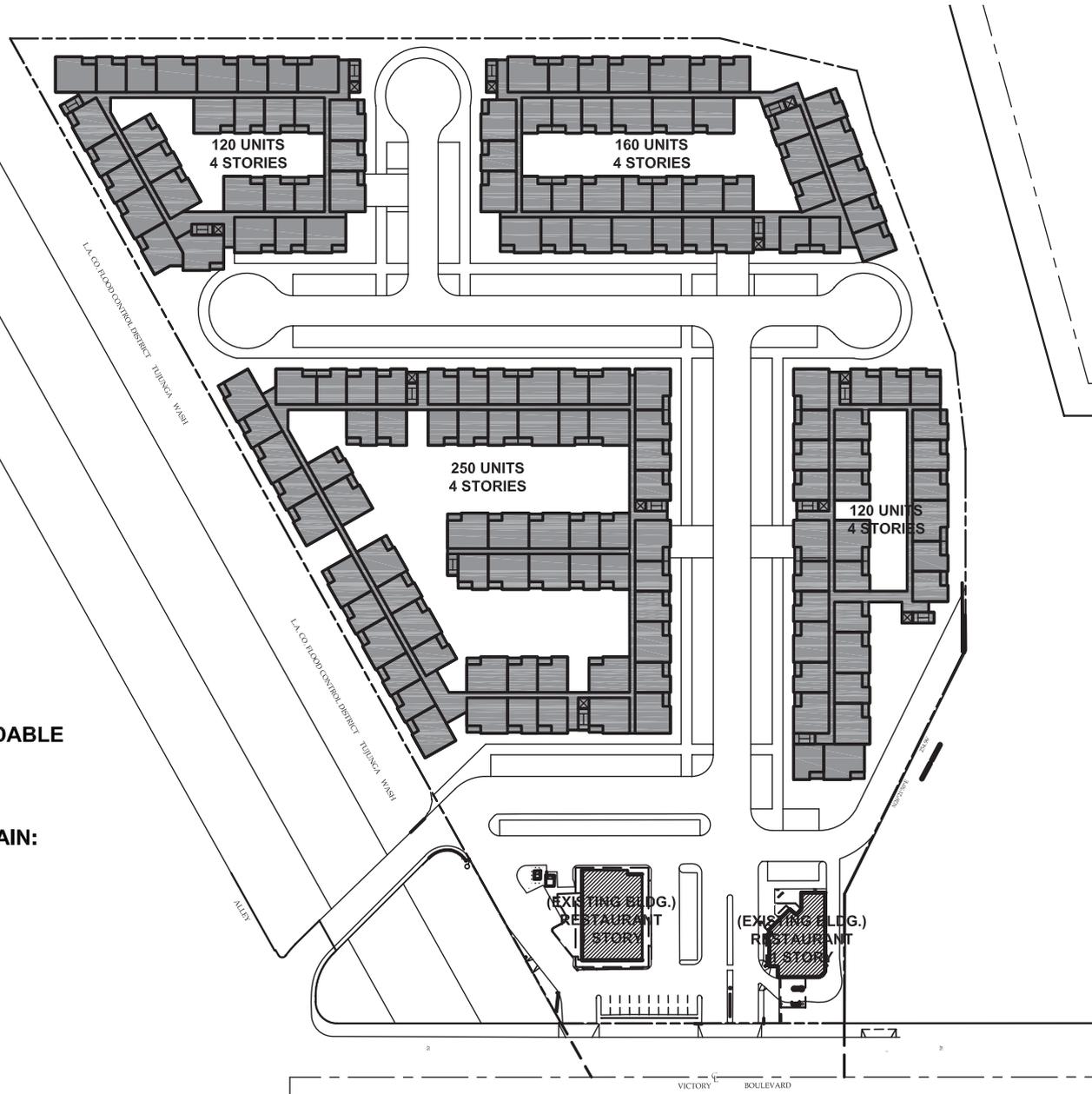
DESCRIPTION OF THE ALTERNATIVE

This alternative would include the development of 792,000 leasable square feet of residential uses along with 8,000 square feet of retail/restaurant uses (compared to 1.3 million leasable square feet of mixed uses under the project). This alternative would retain the existing retail/restaurant structures located along Victory Boulevard. Specifically, both one-story structures that are located on the southeastern portion of the site and total approximately 8,000 square feet would remain under development of this alternative. The remainder of the site would be built out with residential uses. Residential uses would consist of 650 multi-family units. Approximately 20% or 130 units could be affordable housing units. The residential portion of this alternative would consist of four structures and would be four stories in height.

SUMMARY:
RESIDENTIAL APTS., 20% AFFORDABLE
650 UNITS: 792,000 SF

RETAIL/RESTAURANT:
EXISTING PAD BUILDING TO REMAIN:
8,000 SF

TOTAL: 800,000 SF



This alternative would be much smaller in scale than the proposed project. Unlike the proposed project, this alternative would not include a transit station or recreational uses such as the proposed gym and movie theatre. Additionally, this alternative would not include offices uses proposed under the proposed project. Structures would be a maximum of four stories in height compared to the seven stories proposed under the proposed project. For analysis purposes, a conceptual layout has been prepared that reflects these limitations as shown in **Figure VI-1** (this exhibit is not intended to present any architectural value or characteristic and is only a graphic depiction of what could occur with one possible scenario).

This alternative would meet some project objectives including providing new housing opportunities and reducing vehicle trips and miles traveled. However, certain objectives would not be met under this alternative. Development under this alternative would not meet the City's "Do Real Planning" goal of encouraging density around transit as no transit plaza would be developed under this alternative. Additionally, it would not meet the objective of restoring entertainment uses to the community since this alternative would not include the development of a movie theatre.

Impact Comparison

The following environmental impacts would be expected with development of a Residential With Existing Retail/Restaurant Alternative. The respective Environmental Setting discussions for each area of potential impact are addressed in detail throughout Section IV, Environmental Impact Analysis, of this Draft EIR.

Aesthetics/Views

Development of this alternative would result in a smaller scaled mixed-use development than the proposed development. Specifically, this alternative would retain 8,000 square feet of retail/restaurant uses located along Victory Boulevard while developing the remainder of the site with 792,000 square feet of residential uses. A total of 650 units would be developed under this alternative. Building heights under this alternative would be a maximum of 4 stories compared to the maximum height of seven stories proposed under the proposed project. Generally, impacts to aesthetics and views would be less under this alternative than anticipated under the proposed project since a smaller-scaled project would be developed. Impacts to neighboring residential uses located north of the site would be less under this alternative. As with the proposed project, this alternative would not substantially contrast with the visual and aesthetic character of the surrounding area. Additionally, given the reduced height and massing of the alternative, proposed development under this alternative would have somewhat reduced impacts related to perceived contrast (height, scale, massing, open space) than the proposed project. As stated above, development proposed under this alternative would include a maximum of four-story structures compared to seven-story structures included under the proposed project. Shade and shadow impacts under this alternative would be reduced in proportion to the reduction in height compared to impacts anticipated under the proposed project; shading impacts are still anticipated to be significant.

Air Quality

Alternative 2 would require less construction activity than assumed for the proposed project as approximately 792,000 leasable square feet would be constructed instead of 1,300,000 leasable square feet proposed under the project. In addition, two existing retail/restaurant uses would remain and subterranean parking requirements would be reduced, resulting in a reduction of cubic yards of dirt required for export than for the proposed project. As such, pollutant emissions during the entire Alternative 2 construction period would be less than the amount of pollutants emitted during the entire proposed project construction period (e.g., NO_x emissions associated with haul trucks). However, the daily construction intensity (e.g., construction equipment hours) for Alternative 2 would be similar to the daily construction intensity assumed for the proposed project. Accordingly, Alternative 2 daily regional construction emissions of VOC, NO_x, CO, SO_x, PM_{2.5}, and PM₁₀ would be similar to the emissions presented for the proposed project and would result in a significant and unavoidable regional construction air quality impact.

Localized PM_{2.5} and PM₁₀ construction emissions were calculated based on the amount of acres to be disturbed per day. Similar to the proposed project, it was assumed that Alternative 2 would disturb a maximum of 1 acre per day. This would result in fugitive dust emissions similar to the proposed project, which exceed the SCAQMD localized significance thresholds for PM_{2.5} and PM₁₀. Therefore, Alternative 2 would result in a significant localized PM_{2.5} and PM₁₀ impact. However, since total construction time would be reduced under this alternative, fewer peak construction days would be expected to occur under this alternative compared to the proposed project. Similar to the proposed project, NO_x construction emissions could exceed localized thresholds; CO emissions would be less than the SCAQMD localized significant thresholds.

Alternative 2 would result in a net reduction of 3,200 daily vehicle trips than currently generated from existing uses on the site.⁸ **Table VI-1** shows the net daily operational emissions for Alternative 2. Net emissions would be approximately 23 pounds per day (ppd) for VOC. All other operational emissions would result in a reduction from the existing uses. Alternative 2 would result in a 17 ppd reduction for NO_x, 134 ppd reduction for CO, less than one ppd reduction for SO_x, 6 ppd reduction for PM_{2.5}, and 33 ppd reduction for PM₁₀. Regional operational emissions would not exceed the SCAQMD significance thresholds for VOC, NO_x, CO, PM_{2.5}, and PM₁₀. Alternative 2 would generate less operational emissions compared to the proposed project and would eliminate the project-related operational VOC, NO_x, CO, and PM₁₀ impacts. Regional operational emissions for Alternative 2 would result in a less-than-significant impact. The significant unmitigated air quality impacts to regional emissions from the proposed project would be avoided under this alternative.

Mobile source emissions associated with Alternative 2 would potentially reduce localized CO emissions. Maximum project-related one- and eight-hour CO concentrations are estimated to be 4 and 2.8 ppm, respectively. As with the proposed project, these concentrations are well below the State one- and eight-hour standards of 9.0 and 20 ppm, respectively. Reduced traffic associated with Alternative 2 would not substantially change the CO concentrations estimated for the proposed project. As such, as with the proposed project, Alternative 2 would result in a less-than-significant localized CO impact.

⁸ Source: Overland Traffic Consultants, Inc.. Residential trip generation is substantially less than retail trip generation. Hence, the reduction in daily trips compared to existing retail uses.

Similar to the proposed project, growth from Alternative 2 would not exceed the projections for growth identified in the 2008 RTP for implementation of the 2007 AQMP. Therefore, as with the proposed project, Alternative 2 would have a less-than-significant impact related to consistency with the 2007 Air Quality Management Plan.

Alternative 2 would generate less GHG emissions than estimated for the proposed project. In addition, Alternative 2 would not generate a disproportionate amount of vehicle miles of travel and would not have unique or disproportionately high fuel consumption characteristics. Alternative 2 would result in a less-than-significant global warming impact.

Overall, Alternative 2 emissions would be less than proposed project emissions and would result in similar air quality impact conclusions, as presented below.

TABLE VI-1 DAILY OPERATIONS EMISSIONS – ALTERNATIVE 2						
Emission Source	Pounds per Day					
	VOC	NO_x	CO	SO_x	PM_{2.5}	PM₁₀
Existing Land Uses						
Area Sources	1	1	1	<1	<1	<1
Mobile Sources	49	80	555	1	24	125
Total Emissions	50	81	556	1	24	125
Proposed Land Uses						
Area Source	35	6	7	<1	<1	<1
Mobile Sources	38	57	415	1	18	92
Total Emissions	73	64	422	1	18	92
Net Emissions	23	(17)	(134)	(1)	(6)	(33)
SCAQMD Threshold	55	55	550	150	55	150
Exceed Threshold?	No	No	No	No	No	No
Alternative 2 Net Emissions	23	(17)	(134)	(1)	(6)	(33)
Proposed Project Net Emissions	135	197	1,347	1	59	303
Difference	(112)	(180)	(1,213)	0	(53)	(270)
SOURCE: TAHA, August 2008.						

Biological Resources

As stated above, development under Alternative 2 would result in a smaller scale project than under the proposed project. Under this alternative, impacts to biological resources would be less than those anticipated under the proposed project as a transit plaza would not be developed and associated impacts would not occur (as well as the need for mitigation from the transit plaza). As with the proposed project, impacts to biological resources would be less than significant.

Cultural Resources (Historical, Archaeological and Paleontological)

Since ground-breaking activities would occur under this alternative, impacts to cultural resources would be similar to those anticipated under the proposed project. Although the archaeological report of the project area failed to identify the presence of prehistoric or historical archeological resources, buried cultural resources could be inadvertently unearthed during ground-disturbing activities. Therefore, although less grading would occur under this alternative, the potential still exists for cultural resources to be disturbed. Thus, similar to the proposed project, mitigation measures would be required to reduce cultural resources impacts to less than significant under this alternative.

Geology and Soils

Less grading would occur under the Residential With Existing Retail/Restaurant Alternative compared to the proposed project. Development under this alternative would be smaller in scale than under the proposed project. However, a substantial amount of excavation would still be required to accommodate the residential uses proposed under this alternative. However, with implementation of project specific mitigation measures, neither the proposed project nor this alternative would create a new (or increase the risk from an existing) geologic hazard or create uncontrolled erosion and sedimentation. As with the proposed project, mitigation measures would likely be required to address expansive soils, liquefaction, and other underlying soil conditions. Similarly, any related grading improvements would be engineered to the satisfaction of the Department of Building and Safety as would any other mitigation required to ensure that that sound engineering practices are followed. Therefore, geology and soil impacts associated with the Residential With Existing Retail/Restaurant Alternative would be comparable to the proposed project.

This alternative would also be subject to the same seismic conditions as the proposed project. Thus, potential impacts of the Residential With Existing Retail/Restaurant Alternative would be comparable to the proposed project and less than significant.

Hazards and Hazardous Materials

Presumed asbestos-containing materials identified at the project site include flooring materials, built up roofing materials and ceiling tile. Additionally, lead-based paint is suspected to have been used on interior and exterior surfaces of the structures. Similar to the proposed project, these materials would be removed under this alternative. Therefore, impacts to hazards and hazardous materials would be similar to impacts anticipated under the proposed project. Remediation and/or mitigation measures proposed under the proposed project would be required under this alternative to ensure that any remaining contaminants on the property would not create a significant hazard to the public or the environment. However, as with the proposed project, this impact would be less than significant with mitigation incorporation.

Hydrology and Water Quality

Under this alternative, impacts to hydrology and water quality, as described in Section IV.G (Hydrology & Water Quality) of this EIR would be similar. The project site is already completely developed. Development proposed under this alternative would result in a smaller scale project. Similar to the proposed project, development under this alternative would be subject to SUSMP requirements and would be required to not increase stormwater flows. Therefore, as with the proposed project, impacts to hydrology and water quality would be less than significant.

Land Use and Planning

This alternative would introduce a smaller scale development than the proposed project on the site. Unlike the proposed project, this alternative would not require a General Plan Amendment as the height and FAR of proposed structures would comply with current Community Plan limitations. Consequently, potential development of Add Area parcels to Community Center densities and uses would be less likely. Similar to the proposed project, development proposed under this alternative would not divide an established community or be incompatible with surrounding land uses. As with the proposed project, this alternative would also comply with other land use plans and policies of the City of Los Angeles as well as applicable plans and policies of regional agencies. Overall, impacts anticipated under this alternative would be reduced compared to the proposed project, and as with the proposed project, impacts would be considered less than significant.

Noise

Construction activity associated with Alternative 2 would generally result in similar noise levels than as discussed for the proposed project. Construction-related noise exposure would be expected to be shorter in duration due to decreased development. However, daily noise levels would be similar to noise levels presented for the proposed project. Noise level increases from construction would occur in proximity to noise sensitive uses and mitigation measures would be recommended to reduce noise levels. It is anticipated that construction activity associated with the project would comply with the standards established in the Noise Ordinance. As such, construction noise impacts associated with Alternative 2 would be similar to those presented for the proposed project and would result in a significant and unavoidable impact.

Alternative 2 would result in fewer daily vehicle trips than the proposed project and, as such, would result in lower mobile noise levels. Mobile noise associated with Alternative 2 would not result in noise level increases greater than 3 dBA within the "normally unacceptable" or "clearly unacceptable" category resulting in a less-than-significant impact, which is similar to the impact identified for the proposed project. In addition, stationary noise sources associated with Alternative 2 would be less than those sources identified for the proposed project because of decreased commercial activity. Also, the loading areas adjacent to residential areas to the north would not be present. As such, stationary noise under Alternative 2 would result in a less-than-significant impact.

Overall, noise associated with Alternative 2 would be lower to noise levels estimated for the proposed project.

Public Services (Fire and Police Protection, Schools, Parks and Libraries)

As with the proposed project, this alternative would increase the demand for fire and police protection services. However, no differences with respect to response times would be expected under this alternative as compared to the proposed project. This alternative would comply with fire flow, safety, access, and design requirements similar to the project. Similarly, as current police services adequately cover the project area, the increase in overall population and facilities resulting from this alternative would not cause a substantial adverse physical impact on police protection facilities or the need for new or physically altered police protection facilities in order to maintain acceptable service ratios or response times.

This alternative would provide 650 residential units compared to the 150 units proposed under the proposed project. Overall, impacts to fire and police protection services could be more than the proposed project, since the residential population would be increased over four-fold under this alternative compared to the proposed project. However, mitigation measures included under the proposed project (and anticipated development of the Add Area) would also reduce impacts expected under this alternative. Therefore, as with the proposed project, these impacts would be less than significant with mitigation incorporated.

Similarly, as the alternative would develop 500 more units than proposed by the project, the demand on schools, parks and libraries would be proportionally greater under this alternative than the proposed project. Similar to the proposed project, this alternative would be required to pay LAUSD mitigation fees for residential and commercial development and comply with mitigation measures to reduce any potential impacts to public schools and parks and libraries to less than significant. Overall, the impacts to schools, parks and libraries would be greater than the proposed project, but still considered less than significant with mitigation.

Transportation and Circulation

Project Only

Alternative 2 would generate a net of 3,200 fewer daily trips with 111 trips during the AM peak hour, and 375 fewer trips during the PM peak hour trips as shown below in **Table VI-2**.

The trips generated under Alternative 2 would be 21,963 fewer daily trips, with 1,034 fewer trips during the AM peak hour and 2,087 fewer trips during the PM peak hour than the proposed project. Alternative 2 would greatly reduce the number and severity of significant traffic impacts with three significant traffic impacts before mitigation which is 19 fewer than the proposed project. A list of the significantly impacted intersections for the project and each alternative is provided in **Table VI-9** at the end of this section. All three impacts can be mitigated to a level of insignificance with the development of the physical mitigation listed below (that are also proposed for the project):

- Morse Avenue & Victory Boulevard – This stop controlled intersection will be fully mitigated to a less-than-significant level by installing a new traffic signal if found warranted by DOT. DOT is concerned with the Church driveway on the north side of the street, with potentially high volumes at times, this driveway may also have to be signalized as part of this intersection. A further mitigation at this intersection requires that there be a southbound left and shared left/right turn lane installed at the shopping center driveway on the north side of Victory Boulevard. A detailed striping layout plan is required prior to signal

approval. In the event that the signal is found to be not warranted, the applicant shall identify a substitute mitigation measure that must receive the approval of DOT.

- Coldwater Canyon & Victory Boulevard – will be fully mitigated to a less-than-significant level by providing left-turn phasing for northbound and southbound directions. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Southbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be fully mitigated to less-than significant level by converting the existing eastbound through/right curb lane to a right-turn lane. Buffer the lane to the east to provide a free right at the off-ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location..

Other project mitigation (communication with the adjacent school, neighborhood protection and a shared parking plan) would also be applicable to this alternative.

Consequently, the alternative would have a substantially reduced impact compared to the proposed project.

Utilities (Wastewater, Water Supply, Solid Waste, Electricity and Natural Gas)

The following Utilities discussion is based on calculations prepared by Development Resource Consultants in September 2008 and included as Appendix K. Alternative 2 would reduce sewage generation from 401,300 gallons per day to 146,000 gallons per day. Water consumption would be reduced from 549,300 gallons per day to 173,880 gallons per day. Similarly, solid waste generation would be reduced under this alternative compared to the proposed project. Specifically, solid waste generation would be reduced from 2,103 pounds per day to 905 pounds per day. Electricity consumption would be reduced from 44,186 KWh/year to 10,096 KWhd. Natural gas consumption would be reduced from 129,578 cubic feet per day to 81,539 cubic feet per month.

The alternative would be subject to the same mitigation as the proposed project, and as with the proposed project and would be less than significant. However, overall, Alternative 2 would have a reduced impact on utilities compared to the proposed project.

Relationship of the Alternative to Project Objectives

Alternative 2 would meet one project objective by providing new housing opportunities. Specifically, this alternative would introduce rental housing in response to demand (thereby fulfilling objectives of the Housing Element of the General Plan). However, development of this alternative would not fill the majority of the proposed project's objectives including providing a mixed-use community that balances retail, residential, office, entertainment, hospitality and mass transit components in response to demand for such uses in the San Fernando Valley. The alternative would also not meet the objective of providing a Transit Plaza for residents and workers. Objectives related to the promotion of walkability and the restoration of entertainment uses would not be as fulfilled by this alternative. Therefore, Alternative 2 would fulfill some of the project objectives, but to a much lesser degree than the proposed project.

TABLE VI-2 TRIP GENERATION – ALTERNATIVE 2								
Description	Size/%	Daily	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Apartment	650 units	4,368	332	65	267	403	260	143
Proposed Alt 2 TOTAL		4,368	332	65	267	403	260	143
Existing Shopping Center								
Existing to be Removed	Size	Daily	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Misc. Retail	67,341 SF	5,252	123	75	48	482	231	251
Pass By	10%	(525)	(13)	(8)	(5)	(48)	(23)	(25)
Subtotal		4,727	110	67	43	434	208	226
CVS Pharmacy	32,000 SF	2,882	102	60	42	270	135	135
Internal Capture	20%	(576)	(20)	(12)	(8)	(54)	(27)	(27)
Pass By	40%	(922)	(33)	(19)	(14)	(86)	(43)	(43)
Subtotal		1,384	49	29	20	130	65	65
CITIBANK	3,324 SF	819	41	23	18	152	76	76
Internal Capture	10%	(82)	(4)	(2)	(2)	(16)	(8)	(8)
Pass By	20%	(147)	(7)	(4)	(3)	(28)	(14)	(14)
Subtotal		590	30	17	13	108	54	54
Health/Fitness Club	41,141 SF	1,355	50	21	29	166	85	81
Internal Capture	20%	(271)	(10)	(4)	(6)	(33)	(17)	(16)
Pass By	20%	(217)	(8)	(3)	(5)	(27)	(14)	(13)
Subtotal		867	32	14	18	106	54	52
Existing to be Removed TOTAL		7,568	221	127	94	778	381	397
NET TOTAL		(3,200)	111	(62)	173	(375)	(121)	(254)
Source: Overland Traffic Consultants, Inc.								

Conclusion

Under the Residential with Existing Retail/Restaurant Alternative, new residential development would be developed on the site while existing retail/restaurant uses would remain along Victory Boulevard. Proposed structures would be four stories in height compared to seven stories proposed under the project. Shadow impacts would be less in duration and length under this alternative compared to the proposed project.

Similarly, reduced grading and construction activities could shorten the construction schedule, however, construction noise and air quality impacts would be significant unavoidable, similar to the proposed project. As previously stated, this alternative would not include the development of a Transit Plaza. This would reduce biological impacts compared to the proposed project.

Land use impacts would also be reduced as no General Plan Amendment would be required under this alternative. As less grading and construction activities would occur, impacts to geology and soils would also be reduced compared to the proposed project. However, mitigation measures would likely be required to address underlying soil conditions similar to the proposed project. In addition, even though there would be a decreased amount of hardscaped areas, thereby reducing water quality impacts compared to the proposed project, erosion control procedures and storm water BMPs to retain or treat the runoff would still be required to reduce hydrology and water quality impacts to less than significant. Because the project site may contain sources of hazardous materials associated that would require remediation, impacts to hazards would be similar to impacts anticipated under the proposed project.

Compared to the proposed project, this alternative would result in more residential units and considerably fewer jobs, reducing daily net new trips (and associated air emissions and noise). Impacts to public services would be greater than the proposed project, since the residential population would be increased under this alternative compared to the proposed project. However, impacts to utilities would be reduced as discussed above. Overall, the No Project/Development Under Existing Zoning Alternative would reduce most environmental impacts of the proposed project and meet some, but not all, of the project objectives.

F. ALTERNATIVE 3 -- CURRENT ZONING – COMMERCIAL ONLY ALTERNATIVE

Similar to the Residential With Existing Retail/Restaurant Alternative, this alternative would retain the existing retail/restaurant structures located along Victory Boulevard. However, no residential uses would be developed under Alternative 3. Similar to existing conditions, the remaining areas of the site would be developed with shopping center (120,000 square feet), medical office (540,000 square feet), gym (55,000 square feet), and banquet (85,000 square feet.) Under this alternative, total proposed development would consist of 800,000 square feet. Proposed office/retail/restaurant structures would be located on the northern portion of the site and would be a maximum of three stories in height compared to a maximum height of seven stories proposed under the proposed project. These uses would be closest to the residential uses located north of the project site. The office/retail/restaurant and gym structure would be located on the eastern portion of the site and would be four stories in height. The largest proposed structure, located on the central/western portion of the site would be occupied with office/retail/conference banquet uses, as well as restaurant uses. This structure would be four stories high.

As with the proposed project, the alternative would develop the entire site. This alternative would include approximately 800,000 leasable square feet of commercial uses compared to the proposed project, which would include approximately 550,000 square feet of office and 240,000 square feet of retail/restaurant uses plus residential and hotel uses for a total of 1.3 million leasable square feet of space. No market, hotel, transit plaza, or theatre would be developed under this alternative. For analysis purposes, a conceptual layout has been prepared that reflects these limitations as shown in **Figure VI-3, Medical Office Mixed Use** (this exhibit is not intended to present any architectural value or characteristic and is only a graphic depiction of what could occur with one possible scenario).

Impact Comparison

The following environmental impacts would be expected under the Commercial Only Alternative. The respective Environmental Setting discussions for each area of potential impact are addressed in detail throughout Section IV, Environmental Impact Analysis, of this EIR.

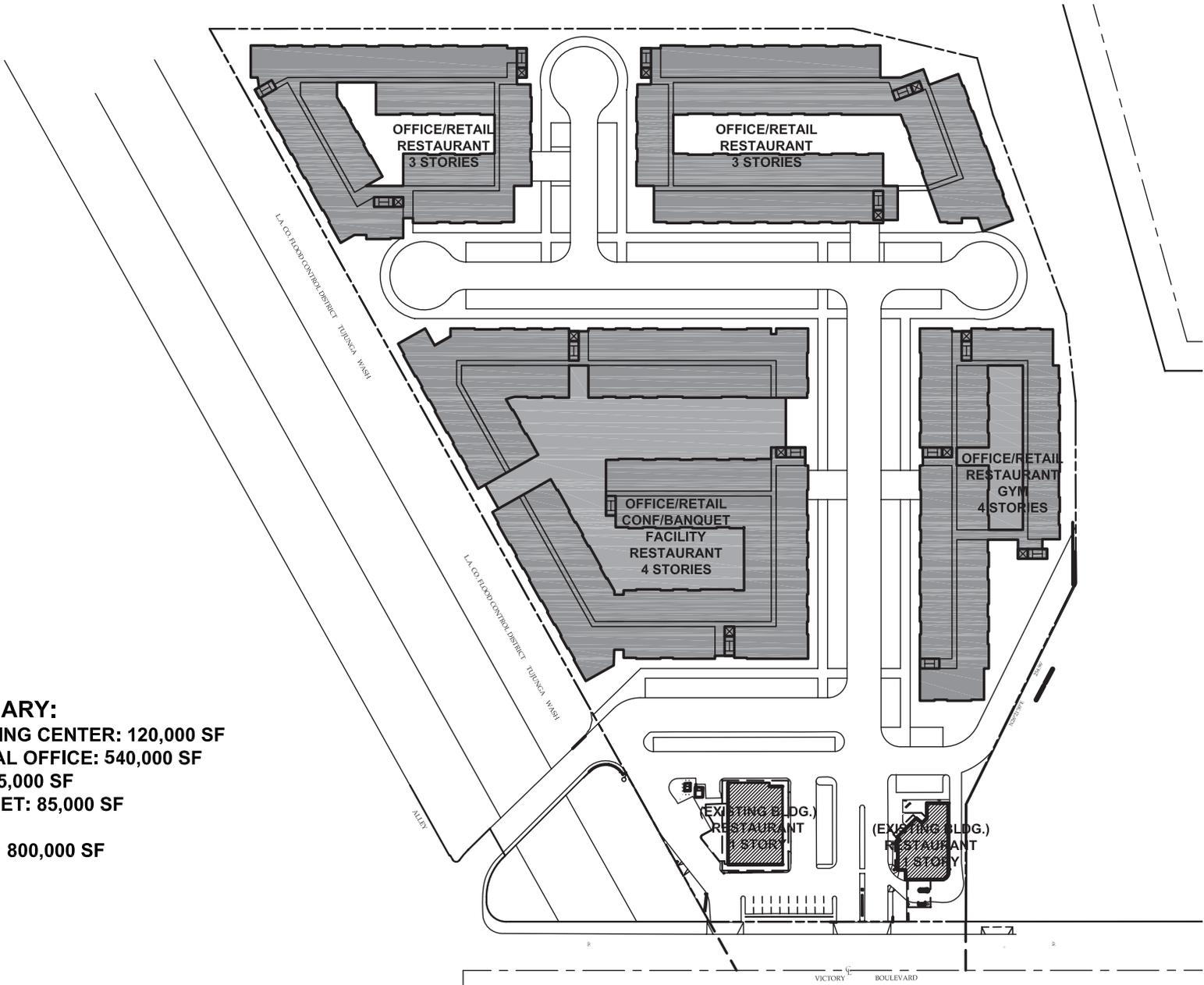
Aesthetics/Views

Under the Commercial Only Alternative, the entire site would be developed with commercial (office, retail, restaurant, and gym) uses. Generally, impacts to aesthetics and views would be similar to or less than impacts expected under the proposed project. Development of this alternative would result in structures less dense and smaller in height than the proposed project. Maximum height of structures under this alternative would be four stories in height compared to seven stories proposed under the proposed project. Structures located near the northern portion of the site, in closest proximity to adjacent neighborhoods would be lower in height. Proposed development under this alternative would be more consistent and compatible with commercial uses located throughout the areas, specifically along Victory Boulevard. Additionally, given the reduced height and massing of the alternative, proposed development under this alternative would have slightly less impacts related to perceived contrast (height, scale, massing, open space) than the proposed project. As stated above, development proposed under this alternative would include a maximum of four-story structures compared to seven-story structures included under the proposed project. Consequently, the alternative would have a reduced impact compared to the proposed project, but as with the proposed project, would have a less than significant impact relative to the visual and aesthetic character of the surrounding area. Shade and shadow impacts would be less than the project, but are still anticipated to be significant.

Air Quality

Alternative 3 would require less construction activity than assumed for the proposed project as approximately 800,000 leasable square feet would be constructed instead of 1,300,000 leasable square feet. In addition, two existing retail/restaurant uses would remain and subterranean parking requirements would be reduced, resulting in a reduction of cubic yards of dirt required for export than for the proposed project. As such, pollutant emissions during the entire Alternative 3 construction period would be less than the amount of pollutants emitted during the entire proposed project construction period (e.g., NO_x emissions associated with haul trucks). However, the daily construction intensity (e.g., construction equipment hours) for Alternative 3 would be similar to the daily construction intensity assumed for the proposed project.

Accordingly, Alternative 3 daily regional construction emissions of VOC, NO_x, CO, SO_x, PM_{2.5}, and PM₁₀ would be similar to the emissions presented for the proposed project and would result in significant and unavoidable regional construction air quality impact.



SUMMARY:
SHOPPING CENTER: 120,000 SF
MEDICAL OFFICE: 540,000 SF
GYM: 55,000 SF
BANQUET: 85,000 SF
TOTAL: 800,000 SF

Localized PM_{2.5} and PM₁₀ construction emissions were calculated based on the amount of acres to be disturbed per day. Similar to the proposed project, it was assumed that Alternative 3 would disturb a maximum of 1 acre per day. This would result in fugitive dust emissions similar to the proposed project, which exceed the SCAQMD localized significance thresholds for PM_{2.5} and PM₁₀. Therefore, Alternative 3 would result in a significant localized PM_{2.5} and PM₁₀ impact. As total construction time would be reduced under this alternative, fewer peak days are expected to occur. Similar to the proposed project, NO_x construction emissions could exceed localized thresholds; CO emissions would be less than the SCAQMD localized significant thresholds.

Alternative 3 would result in a net generation of 21,919 daily vehicle trips, an increase of 3,156 daily trips (approximately 17 percent) compared to the proposed project. Consequently, Alternative 3 would generate greater mobile but fewer area source emissions than the proposed project. **Table VI-2** shows the net daily operational emissions for Alternative 3. Net emissions would be approximately 143 pounds per day (ppd) for VOC, 212 ppd for NO_x, 1,567 ppd for CO, two ppd for SO_x, 69 ppd for PM_{2.5}, and 354 ppd for PM₁₀. Similar to the proposed project, regional operational emissions would exceed the SCAQMD significance thresholds for VOC, NO_x, CO, PM_{2.5}, and PM₁₀. Regional operational emissions for Alternative 3 would still result in a significant and unavoidable operational air quality impact, and would be increased compared to the proposed project.

Similar to the proposed project, regional operational emissions would exceed the SCAQMD significance thresholds for VOC, NO_x, CO, PM_{2.5}, and PM₁₀. As such, regional operational emissions for Alternative 3 would result in a significant and unavoidable operational impact.

Mobile source emissions associated with Alternative 3 would potentially increase localized CO emissions. Maximum project-related one- and eight-hour CO concentrations are estimated to be 4 and 2.8 ppm, respectively. As with the proposed project, these concentrations are well below the State one- and eight-hour standards of 9.0 and 20 ppm, respectively. Increased traffic associated with Alternative 3 would not substantially change the CO concentrations estimated for the proposed project. As such, as with the proposed project, Alternative 3 would result in a less-than-significant localized CO impact.

Similar to the proposed project, growth from Alternative 3 would not exceed the projections for growth identified in the 2008 RTP for implementation of the 2007 AQMP. Therefore, as with the proposed project, Alternative 3 would have a less-than-significant impact related to consistency with the 2007 Air Quality Management Plan.

Alternative 3 would generate more GHG emissions than estimated for the proposed project. However, Alternative 3 would not generate a disproportionate amount of vehicle miles of travel and would not have unique or disproportionately high fuel consumption characteristics. Alternative 3 would result in a less-than-significant global warming impact.

Overall, Alternative 3 construction emissions would be similar to proposed emissions and operational emissions would be more than proposed project emissions. Alternative 3 would result in similar air quality impact conclusions, as presented above.

TABLE VI-3 DAILY OPERATIONS EMISSIONS – ALTERNATIVE 3						
Emission Source	Pounds per Day					
	VOC	NO _x	CO	SO _x	PM _{2.5}	PM ₁₀
Existing Land Uses						
Area Sources	1	1	1	<1	<1	<1
Mobile Sources	49	80	555	1	24	125
Total Emissions	50	81	556	1	24	125
Proposed Land Uses						
Area Sources	5	6	5	<1	<1	<1
Mobile Sources	188	299	2,118	3	93	479
Total Emissions	170	293	2,123	3	93	479
Net Emissions	143	212	1,567	2	69	354
SCAQMD Threshold	55	55	550	150	55	150
Exceed Threshold?	Yes	Yes	Yes	No	Yes	Yes
Alternative 3 Net Emissions	143	212	1,567	2	69	354
Proposed Project Net Emissions	135	197	1,347	1	59	303
Difference	8	15	220	1	10	51
SOURCE: TAHA, August 2008.						

Biological Resources

No transit plaza would be constructed under this alternative. Impacts anticipated under the proposed project would not occur under development of this alternative. Transit Plaza-related impacts would not occur and related mitigation measures would not be required. Therefore, impacts to biological resources would be less under this alternative than anticipated under the proposed project. As with the proposed project, impacts to biological resources would be less than significant.

Cultural Resources (Historical, Archaeological and Paleontological)

Similar to the proposed project, this alternative would include removal of existing uses and ground-breaking activities. As stated earlier, though the archaeological report of the project area failed to identify the presence of prehistoric or historical archeological resources, buried cultural resources could be inadvertently unearthed during ground-disturbing activities. Therefore, although less grading would occur under this alternative, the potential still exists for cultural resources to be disturbed. Thus, similar to the proposed project, mitigation measures would be required to reduce cultural resources impacts to less than significant under this alternative.

Geology and Soils

Less grading would occur under this alternative compared to the proposed project. Development under this alternative would be smaller in scale than under the proposed project.

However, a substantial amount of excavation would still be required to accommodate the residential uses proposed under this alternative. However, with implementation of project specific mitigation measures, neither the proposed project nor this alternative would create a new (or increase the risk from an existing) geologic hazard or create uncontrolled erosion and sedimentation. As with the proposed project, mitigation measures would likely be required to address expansive soils, liquefaction, and other underlying soil conditions. Similarly, any related grading improvements would be engineered to the satisfaction of the Department of Building and Safety as would any other mitigation required to ensure that that sound engineering practices are followed. Therefore, geology and soil impacts associated with this alternative would be comparable to the proposed project.

This alternative would also be subject to the same seismic conditions as the proposed project. Thus, potential impacts of this alternative would be comparable to the proposed project and less than significant.

Hazards and Hazardous Materials

Presumed asbestos-containing materials identified at the project site include flooring materials, built up roofing materials and ceiling tile. Additionally, it is possible that lead-based paint may have been used on interior and exterior surfaces of the structures. Similar to the proposed project, these materials would be removed under this alternative. Therefore impacts to hazards and hazardous materials would be similar to impacts anticipated under the proposed project. Remediation and/or mitigation measures proposed under the proposed project would be required under this alternative to ensure that any remaining contaminants on the property would not create a significant hazard to the public or the environment. However, as with the proposed project, this impact would be less than significant with mitigation incorporation.

Hydrology and Water Quality

Under this alternative, impacts to hydrology and water quality, as described in Section IV.G (Hydrology & Water Quality) of this EIR would be similar. In its current condition, the site is completely developed. Similar to the proposed project, proposed development under this alternative would be subject to the SUSMP requirements and would be required to not increase stormwater flows. Therefore, as with the proposed project, impacts to hydrology and water quality would be less than significant.

Land Use and Planning

Unlike the proposed project, this alternative would not require a General Plan Amendment or rezoning of the site. Proposed height and FAR would comply with current Community Plan limitations. Consequently, potential development of Add Area parcels to Community Center densities and uses would be less likely. Similar to the proposed project, development proposed under this alternative would not divide an established community or be incompatible with surrounding land uses. As with the proposed project, this alternative would also comply with other land uses plans and policies of the City of Los Angeles as well as applicable plans and policies of regional agencies. Therefore, impacts anticipated under this alternative would be less than those expected under the proposed project and, as with the proposed project, impacts would be considered less than significant.

Noise

Construction activity associated with Alternative 3 would generally result in similar noise levels as discussed for the proposed project. Construction-related noise exposure would be expected to be shorter in duration, given a reduction in the size of the project. However, daily noise levels would be similar to noise levels presented for the proposed project. Noise level increases from construction would potentially occur in proximity to noise sensitive uses and mitigation measures would be recommended to reduce noise levels. It is anticipated that construction activity associated with the project would comply with the standards established in the Noise Ordinance. As such, construction noise impacts associated with Alternative 3 would be similar to those presented for the proposed project and would result in a significant and unavoidable impact.

Alternative 3 would result in more daily vehicle trips than the proposed project and, as such, would result in higher mobile noise levels. However, the additional trips would be spread throughout the day and mobile noise is not anticipated to be increased by more than 3 dBA CNEL. Mobile noise would result in a less-than-significant impact on the ambient noise environment. Alternative 3 would include stationary noise sources comparable to those discussed for the proposed project. Similar to the proposed project, Alternative 3 would result in a less-than-significant stationary source operational noise impact.

Alternative 3 would include delivery truck noise sources similar to those discussed for the proposed project. This Alternative would not include the hotel loading dock and the new site configuration would result in other loading areas elsewhere on the site. The loading areas adjacent to residential areas to the north would not be present. However, it is anticipated that there could be loading adjacent to sensitive uses. Based on available information, and similar to the proposed project, Alternative 3 could result in significant delivery truck operational noise impact.

Overall, Alternative 3 would result in similar construction noise levels, stationary source operational noise, delivery truck noise, and more mobile source noise as the proposed project.

Public Services (Fire and Police Protection, Schools, Parks and Libraries)

As with the proposed project, this alternative would increase the demand for fire and police protection services. However, no differences with respect to response times would be expected under this alternative as compared to the proposed project. This alternative would comply with fire flow, safety, access, and design requirements similar to the project. Overall, impacts to fire and police protection services would be similar to or generally less than impacts anticipated under the proposed under the proposed project given only a slight reduction in population and an increase in commercial uses.

Unlike the proposed project, this alternative would not include the development of residential uses. Therefore, the demand on schools, and parks would be proportionally less under this alternative than the proposed project.

Transportation and Circulation

Project Only

The traffic trip generation under Alternative 3 would result in a net of 21,919 daily trips with 1,456 trips during the AM peak hour, and 2,149 trips during the PM peak hour trips with the project alone. The trip generation is displayed in **Table VI-4** below.

The trips generated by Alternative 3 would be a net of 3,156 more daily trips, with 312 more trips during the AM peak hour and 437 more trips during the PM peak hour than the proposed project. Alternative 3 would have similar impacts compared to the proposed project with 22 significant traffic impacts before mitigation and similar impact severity. A list of the significantly impacted intersections for this alternative compared to the project and other alternatives is provided in **Table VI-9** at the end of this section. As with the project three (two plus one that LADOT would consider mitigated) impacts can be mitigated to a level of insignificance with the physical mitigation listed below (as for the project):

- Ethel Avenue & Victory Boulevard - Design and install a southbound left, shared left/through and right turn lane. Dedicate, design and install a westbound right turn lane.
- Morse Avenue & Victory Boulevard – This stop controlled intersection will be fully mitigated to a less-than-significant level by installing a new traffic signal if found warranted by DOT. DOT is concerned with the Church driveway on the north side of the street, with potentially high volumes at times, this driveway may also have to be signalized as part of this intersection. A further mitigation at this intersection requires that there be a southbound left and shared left/right turn lane installed at the shopping center driveway on the north side of Victory Boulevard. A detailed striping layout plan is required prior to signal approval. In the event that the signal is found to be not warranted, the applicant shall identify a substitute mitigation measure that must receive the approval of DOT.
- Coldwater Canyon & Victory Boulevard – will be fully mitigated to a less-than-significant level by providing left-turn phasing for northbound and southbound directions. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Southbound Hollywood Freeway (North Side) & Victory Boulevard – The intersection will be partially mitigated to a less-than significant level by installing a westbound right-turn lane on the southbound freeway ramp from the existing curb lane within the existing right-of-way. Buffer the right-turn westerly with striping to provide a free right-turn lane from the off ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.

TABLE VI-4 TRIP GENERATION – ALTERNATIVE 3								
Description	Size/%	Daily	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Shopping Center	120,000 SF	7,645	175	107	68	706	339	367
Pass By	10%	(765)	(18)	(11)	(7)	(71)	(34)	(37)
Subtotal		6,880	157	96	61	635	305	330
Medical Office	540,000 SF	19,510	1,339	1,058	281	2,009	540	1,469
Health/Fitness Club	55,000 SF	1,811	67	28	39	223	114	109
Internal Capture	20%	(362)	(13)	(6)	(8)	(45)	(23)	(22)
Pass By	20%	(290)	(11)	(4)	(6)	(35)	(18)	(17)
Subtotal		1,159	43	18	25	143	73	70
Banquet	85,000 SF	1,938	138	84	54	140	41	99
Subtotal		1,938	138	84	54	140	41	99
Proposed Alt 3 Total		29,487	1,677	1,256	421	2,927	959	1,968
Existing Shopping Center								
	Size	Daily	Total	In	Out	Total	In	Out
Existing to be Removed								
Misc Retail	67,341 SF	5,252	123	75	48	482	231	251
Pass By	10%	(525)	(13)	(8)	(5)	(48)	(23)	(25)
Subtotal		4,727	110	67	43	434	208	226
CVS Pharmacy	32,000 SF	2,882	102	60	42	270	135	135
Internal Capture	20%	(576)	(20)	(12)	(8)	(54)	(27)	(27)
Pass By	40%	(922)	(33)	(19)	(14)	(86)	(43)	(43)
Subtotal		1,384	49	29	20	130	65	65
CITIBANK	3,324 SF	819	41	23	18	152	76	76
Internal Capture	10%	(82)	(4)	(2)	(2)	(16)	(8)	(8)
Pass By	20%	(147)	(7)	(4)	(3)	(28)	(14)	(14)
Subtotal		590	30	17	13	108	54	54
Health/Fitness Club	41,141 SF	1,355	50	21	29	166	85	81
Internal Capture	20%	(271)	(10)	(4)	(6)	(33)	(17)	(16)
Pass By	20%	(217)	(8)	(3)	(5)	(27)	(14)	(13)
Subtotal		867	32	14	18	106	54	52
Existing to be Removed TOTAL		7,568	221	127	94	778	381	397
NET TOTAL		21,919	1,456	1,129	327	2,149	578	1,571

Source: Overland Traffic Consultants, Inc.

- Southbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be fully mitigated to less-than significant level by converting the existing eastbound through/right curb lane to a right-turn lane. Buffer the lane to the east to provide a free right at the off-ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these

mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.

- Northbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be partially mitigated to a less-than significant level by converting the existing eastbound through/right curb lane to a dedicated right-turn lane. Shadow this lane beyond the turn to provide a free right-turn at the off ramp. The developer must check with Caltrans to determine the feasibility of this improvement. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Ethel Avenue south of Victory Boulevard to Erwin Street - The intersection will be partially mitigated to a less-than-significant level by installing a westbound right-turn lane and southbound left, shared left/through lane and right-turn lane. A further mitigation measure at this intersection includes a shift in traffic from this intersection to Morse Avenue and Victory Boulevard due to a change in striping at that intersection. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.

Other project mitigation (communication with the adjacent school, neighborhood protection and a shared parking plan) would also be applicable to this alternative.

Consequently, the alternative would have a similar impact compared to the proposed project.

Utilities (Wastewater, Water Supply, Solid Waste Electricity and Natural Gas)

Alternative 3 would reduce sewage generation from 401,300 gallons per day to 272,600 gallons per day. Water consumption would be reduced from 549,300 gallons per day to 341,928 gallons per day. Similarly, solid waste generation would be reduced under this alternative compared to the proposed project. Specifically, solid waste generation would be reduced from 2,103 pounds per day to 1,763 pounds per day. Electricity consumption would be reduced from 44,186 KWh/year to 28,262 KWhd. Natural gas consumption would be reduced from 129,578 cubic feet per day to 68,302 cubic feet per month.

The alternative would be subject to the same mitigation as the proposed project, and as with the proposed project and would be less than significant. However, overall, Alternative 3 would have a reduced impact on utilities compared to the proposed project.

Relationship of the Alternative to Project Objectives

Alternative 3 would meet a few of the project objectives, but to a much lesser degree than the proposed project. This alternative would fulfill the objective of providing services such as medical offices in addition to shopping center uses. However, Alternative 3 would not fulfill the majority of project objectives of promoting walkability, providing rental housing, providing entertainment uses or providing a sustainable development consistent with the principles of smart growth. Therefore, most project objectives would not be fulfilled under implementation of this Alternative.

Conclusion

The Commercial Only Alternative would develop the entire site with shopping center, medical office, gym, and banquet uses. Structures would range between three and four stories in height. Existing retail/restaurant uses located along Victory Boulevard would remain under this alternative. No residential uses would be developed under this alternative. Aesthetics and shadow impacts would be less under this alternative compared to the proposed project. Less grading would be required under this alternative. Mitigation measures included for the proposed project would also mitigate geological impacts that would occur under this alternative. As such, this alternative would result in significant unmitigated construction noise and air quality impacts, similar to the proposed project. Mitigation measures would likely be required to address soil conditions similar to the proposed project. Likewise, since there would be a comparable amount of hardscaped areas, compared to the proposed project, erosion control procedures and storm water BMPs to retain or treat the runoff would be required to reduce hydrology and water quality impacts to less than significant. Potential impacts associated with hazards and hazardous materials under this alternative would also be comparable to the proposed project, since the project site contains (or contained) sources of hazardous materials associated that would require remediation. As no transit plaza would be developed under this alternative, biological impacts would be reduced under this alternative. Additionally, land use impacts would also be reduced as no General Plan Amendment or rezoning would be required under this alternative

This alternative would not include residential units and a smaller scale commercial project than the proposed project, nonetheless daily net new trips would increase compared to the proposed project because medical office generates more trips per unit area. Therefore, this alternative would have similar traffic impacts compared to the proposed project. The impacts to public services and utilities would be slightly less than the proposed project. Under this alternative, many impacts anticipated under the proposed project would be the same, with some impacts reduced. This alternative would meet many, but not all, of the project objectives.

G. ALTERNATIVE 4 – REDUCED PROJECT ALTERNATIVE

DESCRIPTION OF THE ALTERNATIVE

The Reduced Project Alternative would develop the site with a mixed-use project similar to the proposed project. This alternative would include a 285,000 square foot shopping center, a 45,000 square foot health/fitness club, a 230-room hotel and a 2,700-seat theatre. Additionally, this alternative would include 250,000 square feet of commercial office uses and 150 residential units. This alternative would be smaller in scale than the proposed project. Development proposed under this alternative would total 1,000,000 leasable square feet compared to 1,300,000 leasable square feet proposed under the project. Proposed structures would vary from three to six stories in height compared to the maximum of seven stories proposed under the proposed project.

Similar to the proposed project, under this alternative, proposed residential uses would be located in the northern and northeastern portions of the site. Residential uses would be four stories in height and would be located adjacent to the residential neighborhood located north of the site. Six-story retail, restaurant and office uses would be located along Victory Boulevard along the southern boundary of the site. The proposed hotel would be located in a five-story structure along the northwestern portion of the site. Two retail/residential structures, located along the western portion of the site would be six stories in height. No market or gym would be developed under this alternative.

For analysis purposes, a conceptual layout has been prepared that reflects these limitations as shown in **Figure VI-4, Reduced Office, Mixed Use** (this exhibit is not intended to present any architectural value or characteristic and is only a graphic depiction of what could occur with one possible scenario).

Impact Comparison

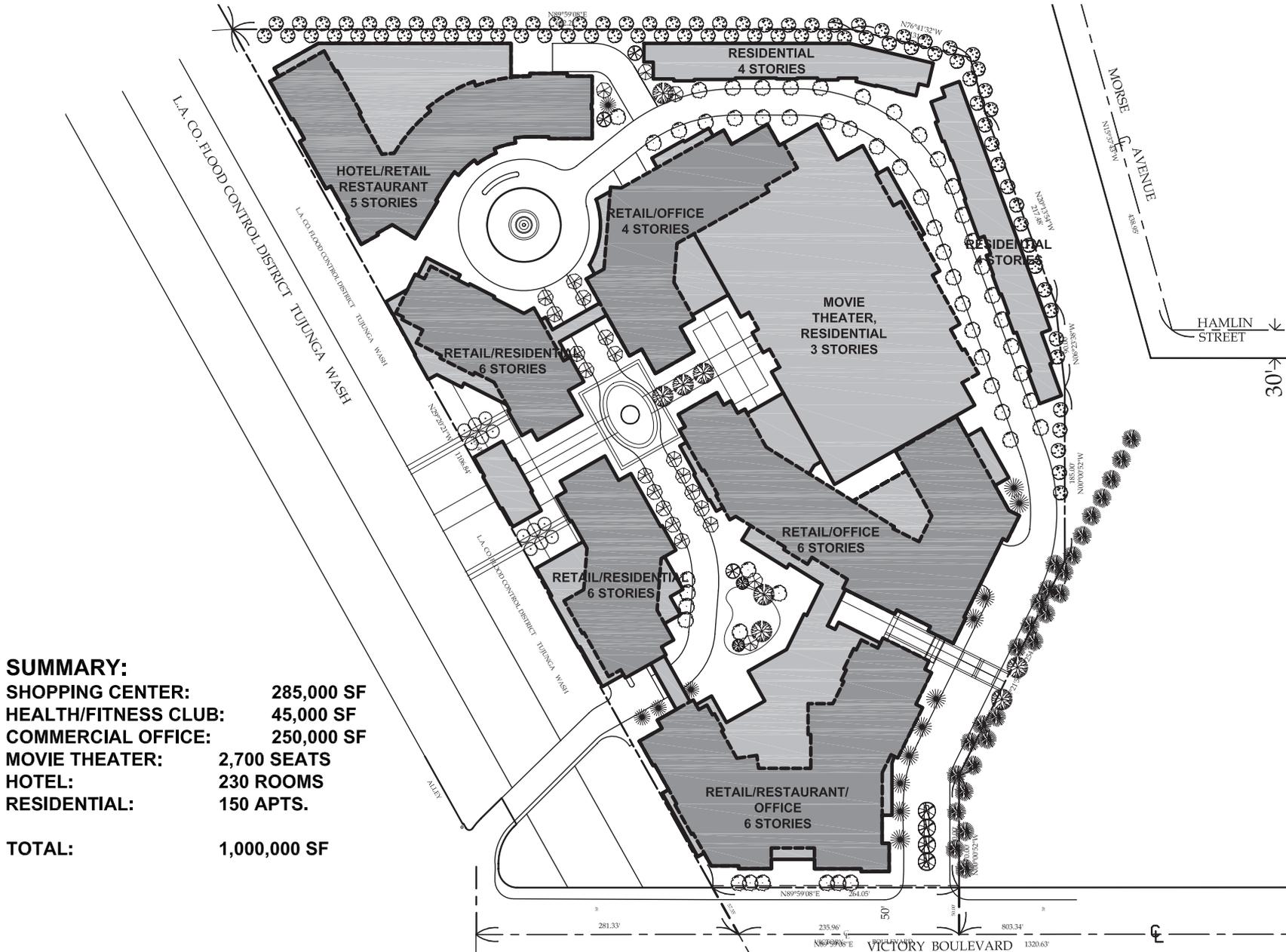
The following environmental impacts would be expected under the Reduced Project Alternative. The respective Environmental Setting discussions for each area of potential impact are addressed in detail throughout Section IV, Environmental Impact Analysis, of this EIR.

Aesthetics/Views

Under the Reduced Project Alternative, the entire site would be developed with a mixed-use project similar to the proposed project. Residential and commercial development throughout the remainder of the site would be generally comparable in character to the proposed project, with the exception of the maximum building height decreasing by one story from seven stories to six stories. Impacts to aesthetics and views would be similar to those anticipated under the proposed project. Additionally, shade and shadow impacts expected under the proposed project would also occur under this alternative. Therefore, similar to the proposed project, this alternative would result in significant unavoidable shade impacts during the winter months.

Air Quality

Alternative 4 would require less construction activity than assumed for the proposed project as approximately 1 million leasable square feet (1.2 million gross square feet) would be constructed instead of 1.3 million leasable square feet (1.5 million) gross square feet. In addition, Alternative 4 would export approximately a similar amount, or less, of cubic yards of dirt as the proposed project. As such, pollutant emissions during the entire Alternative 4 construction period would be comparable to or less than the amount of pollutants emitted during the entire proposed project construction period. However, the daily construction intensity (e.g., construction equipment hours) for Alternative 4 would be similar to the daily construction intensity assumed for the proposed project. Accordingly, Alternative 4 daily regional construction emissions of VOC, NO_x, CO, SO_x, PM_{2.5}, and PM₁₀ would be similar to the emissions presented for the proposed project and would result in a significant and unavoidable regional construction air quality impact.



SOURCE: Dasher/Lawless, Inc.

The Plaza at The Glen Draft EIR ■

Figure VI-3
Reduced Office Mixed Use

Localized PM_{2.5} and PM₁₀ construction emissions were calculated based on the amount of acres to be disturbed per day. Similar to the proposed project, it was assumed that Alternative 4 would disturb a maximum of 1 acre per day. This would result in fugitive dust emissions similar to the proposed project, which exceed the SCAQMD localized significance thresholds for PM_{2.5} and PM₁₀. Therefore, Alternative 4 would result in a significant localized PM_{2.5} and PM₁₀ impact. Similar to the proposed project, NO_x construction emissions could exceed localized thresholds; CO emissions would be less than the SCAQMD localized significant thresholds.

Alternative 4 would result in a net generation of 13,602 daily vehicle trips. **Table VI-5** shows the net daily operational emissions for Alternative 4. Net emissions would be approximately 99 ppd for VOC, 142 ppd for NO_x, 972 ppd for CO, one ppd for SO_x, 43 ppd for PM_{2.5}, and 219 ppd for PM₁₀. Similar to the proposed project, regional operational emissions would exceed the SCAQMD significance thresholds for VOC, NO_x, CO, and PM₁₀. As such, regional operational emissions for Alternative 4 would still result in a significant and unavoidable operational air quality impact, but would be reduced compared to the proposed project.

Mobile source emissions associated with Alternative 4 would potentially reduce localized CO emissions. Maximum project-related one- and eight-hour CO concentrations are expected to be 4 and 2.8 ppm, respectively. These concentrations are well below the State one- and eight-hour standards of 9.0 and 20 ppm, respectively. Reduced traffic associated with Alternative 4 would not substantially change the CO concentrations estimated for the proposed project. As such, as with the proposed project, Alternative 4 would result in a less-than-significant localized CO impact.

Similar to the proposed project, growth from Alternative 4 would not exceed the projections for growth identified in the 2008 RTP for implementation of the 2007 AQMP. Therefore, as with the proposed project, Alternative 4 would have a less-than-significant impact related to consistency with the 2007 Air Quality Management Plan.

Mobile source emissions associated with Alternative 4 would potentially reduce localized CO emissions. Maximum project-related one- and eight-hour CO concentrations are expected to be 4 and 2.8 ppm, respectively. These concentrations are well below the State one- and eight-hour standards of 9.0 and 20 ppm, respectively. Reduced traffic associated with Alternative 4 would not substantially change the CO concentrations estimated for the proposed project. As such, Alternative 4, as with the proposed project, would result in a less-than-significant localized CO impact.

Similar to the proposed project, growth from Alternative 4 would not exceed the projections for growth identified in the 2008 RTP for implementation of the 2007 AQMP. Therefore, as with the proposed project, Alternative 4 would have a less-than-significant impact related to consistency with the 2007 Air Quality Management Plan.

Alternative 4 would generate less GHG emissions than estimated for the proposed project. In addition, Alternative 4 would not generate a disproportionate amount of vehicle miles of travel and would not have unique or disproportionately high fuel consumption characteristics. As with the proposed project, Alternative 4 would result in a less-than-significant global warming impact.

TABLE VI-5 DAILY OPERATIONS EMISSIONS – ALTERNATIVE 4						
Emission Source	Pounds per Day					
	VOC	NO _x	CO	SO _x	PM _{2.5}	PM ₁₀
Existing Land Uses						
Area Sources	1	1	1	<1	<1	<1
Mobile Sources	49	80	555	1	24	125
Total Emissions	50	81	556	1	24	125
Proposed Land Uses						
Area Source	13	9	7	<1	<1	<1
Mobile Sources	136	214	1,521	2	67	344
Total Emissions	149	223	1,528	2	67	344
Net Emissions	99	142	972	1	43	219
SCAQMD Threshold	55	55	550	150	55	150
Exceed Threshold?	Yes	Yes	Yes	No	No	Yes
Alternative 4 Net Emissions	99	142	972	1	43	219
Proposed Project Net Emissions	135	197	1,347	1	59	303
Difference	(36)	(55)	(375)	0	(16)	(84)
SOURCE: TAHA, August 2008.						

Overall, Alternative 4 emissions would be less than proposed project emissions and would result in similar air quality impact conclusions, as presented above.

Biological Resources

Under this alternative, impacts to biological resources would be less than those anticipated under the proposed project as a transit plaza would not be developed and associated impacts would not occur (as well as the need for mitigation from the transit plaza).. Therefore, as with the proposed project, impacts to biological resources would be less than significant.

Cultural Resources (Historical, Archaeological and Paleontological)

Similar to the proposed project, this alternative would include removal of existing uses and ground-breaking activities. As stated earlier, though the archaeological report of the project area failed to identify the presence of prehistoric or historical archeological resources, buried cultural resources could be inadvertently unearthed during ground-disturbing activities. Therefore, although less grading would occur under this alternative, the potential still exists for cultural resources to be disturbed. Thus, similar to the proposed project, mitigation measures would be required to reduce cultural resources impacts to less than significant under this alternative.

Geology and Soils

Less grading would occur under this alternative compared to the proposed project. Development under this alternative would be somewhat smaller in scale than under the proposed project. However, a substantial amount of excavation would still be required to accommodate the residential uses proposed under this alternative. However, with implementation of project specific mitigation measures, neither the proposed project nor this alternative would create a new (or increase the risk from an existing) geologic hazard or create uncontrolled erosion and sedimentation. As with the proposed project, mitigation measures would likely be required to address expansive soils, liquefaction, and other underlying soil conditions. Similarly, any related grading improvements would be engineered to the satisfaction of the Department of Building and Safety as would any other mitigation required to ensure that sound engineering practices are followed. Therefore, geology and soil impacts associated with this alternative would be comparable to the proposed project.

This alternative would also be subject to the same seismic conditions as the proposed project. Thus, potential impacts of this alternative would be comparable to the proposed project and less than significant.

Hazards and Hazardous Materials

Presumed asbestos-containing materials identified at the project site include flooring materials, built up roofing materials and ceiling tile. Additionally, it is possible that lead-based paint may have been used on interior and exterior surfaces of the structures. Similar to the proposed project, these materials would be removed under this alternative. Therefore impacts to hazards and hazardous materials would be similar to impacts anticipated under the proposed project. Remediation and/or mitigation measures proposed under the proposed project would be required under this alternative to ensure that any remaining contaminants on the property would not create a significant hazard to the public or the environment. However, as with the proposed project, this impact would be less than significant with mitigation incorporation.

Hydrology and Water Quality

Under this alternative, impacts to hydrology and water quality, as described in Section IV.G (Hydrology & Water Quality) of this EIR would be similar. In its current condition the site is completely developed. Similar to the proposed project, proposed development would be subject to SUSMP requirements and would be required not to increase stormwater flows. Therefore, as with the proposed project, impacts to hydrology and water quality would be less than significant.

Land Use and Planning

This alternative would require a General Plan Amendment similar to the proposed project. Similar to the proposed project, development proposed under this alternative would not divide an established community or be incompatible with surrounding land uses. Similarly, potential development of Add Area parcels to Community Center densities could occur. Additionally, as with the proposed project, the alternative would also comply with other land uses plans and policies of the City of Los Angeles as well as applicable plans and policies of regional agencies. The Alternative would include a series of discretionary approvals from the City of Los Angeles including one for a General Plan Amendment. Therefore, impacts anticipated under this alternative would be similar to those expected under the proposed project.

Noise

Construction activity associated with Alternative 4 would generally result in similar noise levels as discussed for the proposed project. Construction-related noise exposure would be expected to be shorter in duration given a reduction in the size of the project. However, daily noise levels would be similar to noise levels presented for the proposed project. Noise level increases from construction would potentially occur in proximity to noise sensitive uses and mitigation measures would be recommended to reduce noise levels. It is anticipated that construction activity associated with the project would comply with the standards established in the Noise Ordinance. As such, construction noise impacts associated with Alternative 4 would be similar to those presented for the proposed project and would result in a significant and unavoidable construction noise impact.

Alternative 4 would result in less daily vehicle trips than the proposed project and, as such, would result in lower mobile noise levels. Mobile noise is not anticipated to be increased by more than 3 dBA CNEL and, as such, would result in a less-than-significant impact on the ambient noise environment.

Alternative 4 would include stationary noise sources comparable to those discussed for the proposed project. Similar to the proposed project, Alternative 4 would result in a less-than-significant stationary source operational noise impact.

Alternative 4 would include delivery truck noise sources similar to those discussed for the proposed project. Similar to the proposed project, Alternative 4 would result in significant delivery truck operational noise impact.

Overall, Alternative 4 would result in similar construction noise levels, stationary source operational noise, delivery truck noise, and less mobile source noise than the proposed project.

Public Services (Fire and Police Protection, Schools, Parks and Libraries)

Similar to the proposed project, this alternative would provide 150 residential units. As with the proposed project, this alternative would increase the demand for fire and police protection services. However, no differences with respect to response times would be expected under this alternative as compared to the proposed project. This alternative would comply with fire flow, safety, access, and design requirements similar to the project. Similarly, as current police services adequately cover the project area, the increase in overall population and facilities resulting from this alternative would not cause a substantial adverse physical impact on police protection facilities or the need for new or physically altered police protection facilities in order to maintain acceptable service ratios or response times.

Similar to the proposed project, this alternative would be required to pay LAUSD mitigation fees for proposed development and comply with mitigation measures to reduce any potential impacts to public schools, and parks to less than significant.

Transportation and Circulation

Project Only

The traffic trip generation under Alternative 4 would result in a net of 13,602 daily trips with 659 trips during the AM peak hour, and 1,115 trips during the PM peak hour. The trip generation is

displayed below in **Table VI-6**.

The trips generated by alternative 4 would be 5,161 fewer daily trips, with 485 fewer trips during the AM peak hour and 597 fewer trips during the PM peak hour than the proposed project. Alternative 4 would reduce the number of significant traffic impacts to 18 intersections which is four fewer than with the proposed project. A list of the significantly impacted intersections is provided in **Table VI-9** at the end of this section. Five impacts can be mitigated to a level of insignificance with the development of a multimodal transit center and with physical mitigation listed below (same as project mitigation):

- Ethel Avenue & Victory Boulevard - Design and install a southbound left, shared left/through and right turn lane. Dedicate, design and install a westbound right turn lane.
- Morse Avenue & Victory Boulevard – This stop controlled intersection will be fully mitigated to a less-than-significant level by installing a new traffic signal if found warranted by DOT. DOT is concerned with the Church driveway on the north side of the street, with potentially high volumes at times, this driveway may also have to be signalized as part of this intersection. A further mitigation at this intersection requires that there be a southbound left and shared left/right turn lane installed at the shopping center driveway on the north side of Victory Boulevard. A detailed striping layout plan is required prior to signal approval. In the event that the signal is found to be not warranted, the applicant shall identify a substitute mitigation measure that must receive the approval of DOT.
- Coldwater Canyon & Victory Boulevard – will be fully mitigated to a less-than-significant level by providing left-turn phasing for northbound and southbound directions. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Southbound Hollywood Freeway (North Side) & Victory Boulevard – The intersection will be partially mitigated to a less-than significant level by installing a westbound right-turn lane on the southbound freeway ramp from the existing curb lane within the existing right-of-way. Buffer the right-turn westerly with striping to provide a free right-turn lane from the off ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Southbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be fully mitigated to less-than significant level by converting the existing eastbound through/right curb lane to a right-turn lane. Buffer the lane to the east to provide a free right at the off-ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Northbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be partially mitigated to a less-than significant level by converting the existing eastbound through/right curb lane to a dedicated right-turn lane. Shadow this lane beyond the turn to provide a free right-turn at the off ramp. The developer must check with Caltrans to

TABLE VI-6 TRIP GENERATION – ALTERNATIVE 4								
Description	Size/%	Daily	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Shopping Center	285,000 SF	13,415	293	179	114	1,250	600	650
Pass By	10%	(1,342)	(29)	(18)	(11)	(125)	(60)	(65)
Subtotal		12,073	264	161	103	1,125	540	585
Hotel	230 rooms	1,879	129	78	51	135	71	64
Internal Capture	20%	(376)	(26)	(16)	(10)	(27)	(14)	(13)
Subtotal		1,503	103	62	41	108	57	51
Office	250,000 SF	2,701	390	343	47	359	61	298
Health/Fitness Club	45,000 SF	1,482	55	23	32	182	93	89
Internal Capture	20%	(296)	(11)	(5)	(6)	(37)	(19)	(18)
Pass By	20%	(237)	(9)	(4)	(5)	(29)	(15)	(14)
Subtotal		949	35	14	21	116	59	57
Theater	2,700 seats	4,752	27	27	0	189	81	108
Internal Capture	20%	(950)	(5)	(5)	0	(38)	(16)	(22)
Pass By	10%	(380)	(2)	(2)	0	(16)	(7)	(9)
Subtotal		3,422	20	20	0	135	58	77
Condominium/Apartment	150 units	1,008	77	15	62	93	60	33
Proposed Alt 4 TOTAL		21,656	888	615	273	1,936	835	1,101
Existing Shopping Center			AM Peak Hour			PM Peak Hour		
	Size	Daily	Total	In	Out	Total	In	Out
Existing to be Removed								
Misc. Retail	70,817	5,427	127	77	50	499	240	259
Pass By	10%	(543)	(13)	(8)	(5)	(50)	(24)	(26)
Subtotal		4,884	114	69	45	449	216	233
CVS Pharmacy	32,000	2,882	102	60	42	270	135	135
Internal Capture	20%	(576)	(20)	(12)	(8)	(54)	(27)	(27)
Pass By	40%	(922)	(33)	(19)	(14)	(86)	(43)	(43)
Subtotal		1,384	49	29	20	130	65	65
GOLAN RESTAURANT	4,524	407	4	2	2	34	23	11
Internal Capture	10%	(41)	0	0	0	(3)	(2)	(1)
Pass By	10%	(37)	0	0	0	(3)	(2)	(1)
Subtotal		329	4	2	2	28	19	9
CITIBANK	3,324	819	41	23	18	152	76	76
Internal Capture	10%	(82)	(4)	(2)	(2)	(16)	(8)	(8)
Pass By	20%	(147)	(7)	(4)	(3)	(28)	(14)	(14)
Subtotal		590	30	17	13	108	54	54
Health/Fitness Club	41,141	1,355	50	21	29	166	85	81
Internal Capture	20%	(271)	(10)	(4)	(6)	(33)	(17)	(16)
Pass By	20%	(217)	(8)	(3)	(5)	(27)	(14)	(13)
Subtotal		867	32	14	18	106	54	52
Existing to be Removed TOTAL		8,054	229	131	98	821	408	413
NET TOTAL		13,602	659	484	175	1,115	427	688
¹ Source: Overland Traffic Consultants, Inc.								

- determine the feasibility of this improvement. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Ethel Avenue south of Victory Boulevard to Erwin Street - The intersection will be partially mitigated to a less-than-significant level by installing a westbound right-turn lane and southbound left, shared left/through lane and right-turn lane. A further mitigation measure at this intersection includes a shift in traffic from this intersection to Morse Avenue and Victory Boulevard due to a change in striping at that intersection. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Ethel Avenue south of Victory Boulevard to Erwin Street - The intersection will be partially mitigated to a less-than-significant level by installing a westbound right-turn lane and southbound left, shared left/through lane and right-turn lane. A further mitigation measure at this intersection includes a shift in traffic from this intersection to Morse Avenue and Victory Boulevard due to a change in striping at that intersection. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.

Other project mitigation (transit plaza, communication with the adjacent school, neighborhood protection and a shared parking plan) would also be applicable to this alternative.

Consequently, the alternative would have a reduced impact compared to the proposed project.

Utilities (Wastewater, Water Supply, Solid Waste Electricity and Natural Gas)

The following Utilities discussion is based on calculations prepared by Development Resource Consultants in September 2008 and included as Appendix K. Alternative 4 would reduce sewage generation from 401,300 gallons per day to 167,000 gallons per day. Water consumption would be reduced from 549,300 gallons per day to 210,760 gallons per day. Similarly, solid waste generation would be reduced under this alternative compared to the proposed project. Specifically, solid waste generation would be reduced from 2,103 pounds per day to 1,582 pounds per day. Electricity consumption would be reduced from 44,186 KWh/year to 29,986 KWhd. Natural gas consumption would be reduced from 129,578 cubic feet per day to 99,845 cubic feet per month.

The alternative would be subject to the same mitigation as the proposed project, and as with the proposed project and would be less than significant. However, overall, Alternative 4 would have a reduced impact on utilities compared to the proposed project.

Relationship of the Alternative to Project Objectives

Alternative 4 would meet most project objectives as it would provide similar uses as the proposed project. These include providing new housing opportunities and reducing vehicle trips and miles traveled, and opportunities for greater walkability and a pedestrian friendly environment. Similar to the proposed project, this alternative would introduce a mixed-use

development including commercial, residential, hotel, theatre and gym uses. Consequently, the alternative is considered to meet most project objectives.

Conclusion

The Reduced Project Alternative would develop the entire site similar to the proposed project. Specifically, the same number of residential units (150 units) would be developed under this alternative as compared to the proposed project. Proposed structures would range from three to six stories in height. Shadow impacts during winter months to the neighboring properties to the north) could be expected to be significant and unavoidable, similar to the proposed project. Less than significant aesthetics impacts are expected to be comparable to the proposed project.

As this alternative would develop the entire site, similar to the proposed project, a comparable amount of grading would occur under this alternative. As such, this alternative would result in significant unmitigated construction noise and air quality impacts, similar to the proposed project. Since grading and construction activities under this alternative would be comparable to the proposed project, impacts to geology and soils would also be comparable. Mitigation measures would likely be required to address expansive soils, liquefaction, and other underlying soil conditions similar to the proposed project. Likewise, since there would be a comparable amount of hardscaped areas, compared to the proposed project, erosion control procedures and storm water BMPs to retain or treat the runoff would be required to reduce hydrology and water quality impacts to less than significant. Potential impacts associated with hazards and hazardous materials under this alternative would also be comparable to the proposed project, since the project site contains (or contained) sources of hazardous materials associated that would require remediation. As no transit plaza would be developed under this alternative, biological impacts would be reduced under this alternative (however, a transit plaza is identified as traffic mitigation, in which case secondary impacts from the mitigation would be expected to be comparable to the proposed project). As the alternative would require rezoning and a General Plan Amendment, land use impacts would be comparable to the proposed project.

This alternative would result in the same number of residential units and less jobs, slightly reducing daily net new trips resulting in fewer emissions; air quality impacts would still be significant however. Therefore, this alternative would have a reduced traffic impact compared to the proposed project. The impacts to public services would be comparable to the proposed project. Impacts to utilities would be reduced as previously discussed. Overall, this alternative would generally be comparable or less in environmental impacts compared to the proposed project (many impacts would be the same, with some impacts reduced) and meet most project objectives.

H. ALTERNATIVE 5 -- INCREASED RESIDENTIAL/ASSISTED LIVING REDUCED COMMERCIAL

DESCRIPTION OF THE ALTERNATIVE

Similar, to the proposed project, this alternative would develop the site with a mixed-use project with the same density and layout as the proposed project. Under both the proposed project and Alternative 5, the site would be developed with residential, shopping center, theatre, gym, and office uses. Square footages this alternative would be similar to those anticipated under the proposed project.

Specifically, both the proposed project and Alternative 5 would provide 150 multi-family residential units, a 230 room hotel, a 2,700 seat theater complex, a 45,000 square foot gym and 285,000 net square feet of shopping center broken down as follows: 140,000 net square feet of

retail, 100,000 net square feet of restaurant, and a 45,000 net square foot market. The difference between the proposed project and Alternative 5 would be replacement of approximately 200,000 square feet of commercial office uses with one of two options as follows:

Option 1 would convert 200,000 net square feet of commercial office space to 200 additional residential units. Option 2 would convert 200,000 net square feet of commercial office space to a 350 room/bed assisted senior living facility. Alternative 5 would include 350,000 square feet of office uses. Similar to the proposed project, both options would include 1,300,000 leasable square feet of development.

Impact Comparison

The following environmental impacts would be expected under Alternative 5. The respective Environmental Setting discussions for each area of potential impact are addressed in detail throughout Section IV, Environmental Impact Analysis, of this EIR.

Aesthetics/Views

Under the Proposed Project-Commercial Conversion Alternative, the entire site would be developed with a mixed-use project similar to the proposed project. Residential and commercial development throughout the remainder of the site would be comparable in character to the proposed project. Impacts to aesthetics and views would be similar to those anticipated under the proposed project. Similar to the proposed project, the proposed uses of this alternative would be aesthetically compatible with the surrounding area. Additionally, shade and shadow impacts expected under the proposed project would also occur under this alternative. Therefore, similar to the proposed project, this alternative would result in significant unavoidable shade impacts during the winter months.

Air Quality

Regardless of option, Alternative 5 would result in the same level of development than the proposed project but would reduce average daily trips due to the change in land use. The following discussion is applicable to both options proposed under Alternative 5:

As such, pollutant emissions during the entire Alternative 5 construction period would be less than the amount of pollutants emitted during the entire proposed project construction period (e.g., NO_x emissions associated with haul trucks). However, the daily construction intensity (e.g., construction equipment hours) for Alternative 5 would be similar to the daily construction intensity assumed for the proposed project. Accordingly, Alternative 5 daily regional construction emissions of VOC, NO_x, CO, SO_x, PM_{2.5}, and PM₁₀ would be similar to the emissions presented for the proposed project and would result in a significant and unavoidable regional construction air quality impact.

Localized PM_{2.5} and PM₁₀ construction emissions were calculated based on the amount of acres to be disturbed per day. Similar to the proposed project, it was assumed that Alternative 5 would disturb a maximum of 1 acre per day. This would result in fugitive dust emissions similar to the proposed project, which exceed the SCAQMD localized significance thresholds for PM_{2.5} and PM₁₀. Therefore, as with the proposed project, Alternative 5 would result in a significant localized PM_{2.5} and PM₁₀ impact. Similar to the proposed project, NO_x construction emissions could exceed localized thresholds; CO emissions would be less than the SCAQMD localized significant thresholds.

Alternative 5 would result in a net reduction of vehicle trips and associated air emissions. Similar to the proposed project, regional operational emissions would exceed the SCAQMD significance thresholds for VOC, NO_x, CO, PM_{2.5}, and PM₁₀ and would result in a significant impact. As such, regional operational emissions for Alternative 5 would still result in a significant impact, but would be reduced compared to the proposed project.

Mobile source emissions associated with Alternative 5 would potentially reduce localized CO emissions. Maximum project-related one- and eight-hour CO concentrations are estimated to be 4 and 2.8 ppm, respectively. These concentrations are well below the State one- and eight-hour standards of 9.0 and 20 ppm, respectively. Reduced traffic associated with Alternative 5 would not substantially change the CO concentrations estimated for the proposed project. As such, Alternative 5 would still result in a less-than-significant localized CO impact.

Similar to the proposed project, growth from Alternative 5 would not exceed the projections for growth identified in the 2008 RTP for implementation of the 2007 AQMP. Therefore, as with the proposed project, Alternative 5 would have a less-than-significant impact related to consistency with the 2007 Air Quality Management Plan.

Alternative 5 would generate less GHG emissions than estimated for the proposed project. In addition, Alternative 5 would not generate a disproportionate amount of vehicle miles of travel and would not have unique or disproportionately high fuel consumption characteristics. Alternative 5 would result in a less-than-significant global warming impact.

Overall, Alternative 5 emissions would be less than proposed project emissions and would result in similar air quality impact conclusions, as presented above.

Biological Resources

Under this alternative, impacts to biological resources, as described in Section IV.C (Biological Resources) of this EIR would apply, as the alternative would develop the same amount of new uses (including presumably, the transit plaza) over the fully developed site. Therefore, impacts to biological resources would be comparable to the proposed project and remain less than significant.

Cultural Resources (Historical, Archaeological and Paleontological)

Similar to the proposed project, this alternative would include removal of existing uses and ground-breaking activities. As stated earlier, though the archaeological report of the project area failed to identify the presence of prehistoric or historical archeological resources, buried cultural resources could be inadvertently unearthed during ground-disturbing activities. Therefore, although less grading would occur under this alternative, the potential still exists for cultural resources to be disturbed. Thus, similar to the proposed project, mitigation measures would be required to reduce cultural resources impacts to less than significant under this alternative.

Geology and Soils

Similar to the proposed project, this alternative would require grading activities. Development under this alternative would be similar in scale than under the proposed project. A substantial amount of excavation would be required to accommodate the uses proposed under this alternative. However, with implementation of project specific mitigation measures, neither the proposed project nor this alternative would create a new (or increase the risk from an existing) geologic hazard or create uncontrolled erosion and sedimentation. As with the proposed project, mitigation measures would likely be required to address expansive soils, liquefaction, and other underlying soil conditions. Similarly, any related grading improvements would be engineered to the satisfaction of the Department of Building and Safety as would any other mitigation required to ensure that that sound engineering practices are followed. Therefore, geology and soil impacts associated with this alternative would be comparable to the proposed project.

This alternative would also be subject to the same seismic conditions as the proposed project. Thus, potential impacts of this alternative would be comparable to the proposed project and less than significant.

Hazards and Hazardous Materials

Presumed asbestos-containing materials identified at the project site include flooring materials, built up roofing materials, cove base, mastic and ceiling tile. Additionally, it is possible that lead-based paint may have been used on interior and exterior surfaces of the structures. Similar to the proposed project, these materials would be removed under this alternative. Therefore impacts to hazards and hazardous materials would be similar to impacts anticipated under the proposed project. Remediation and/or mitigation measures proposed under the proposed project would be required under this alternative to ensure that any remaining contaminants on the property would not create a significant hazard to the public or the environment. However, as with the proposed project, this impact would be less than significant with mitigation incorporation.

Hydrology and Water Quality

Under this alternative, impacts to hydrology and water quality, as described in Section IV.G (Hydrology & Water Quality) of this EIR would be similar, as the alternative would develop the same amount of new uses over the fully developed site. Therefore, impacts to hydrology and water quality would remain less than significant.

Land Use and Planning

This alternative would require a General Plan Amendment similar to the proposed project. Similar to the proposed project, development proposed under this alternative would not divide an established community or be incompatible with surrounding land uses. Similarly, potential development of Add Area parcels to Community Center densities could occur. Additionally, proposed development included under this alternative would also comply with other land use plans and policies of the City of Los Angeles as well as applicable plans and policies of regional agencies. The Alternative would include a series of discretionary approvals from the City of Los Angeles including one for a General Plan Amendment. Therefore, impacts anticipated under this alternative would be similar to those expected under the proposed project.

Noise

The following discussion is applicable to both options proposed under Alternative 5:

Construction activity associated with Alternative 5 would generally result in similar noise levels. The following discussion is applicable to both options proposed under Alternative 5:

Construction activity associated with Alternative 5 would generally result in similar noise levels than as discussed for the proposed project. Construction-related noise exposure would be expected to be shorter in duration due to decreased development. However, daily noise levels would be similar to noise levels presented for the proposed project. Noise level increases from construction would occur in proximity to noise sensitive uses and mitigation measures would be recommended to reduce noise levels. It is anticipated that construction activity associated with the project would comply with the standards established in the Noise Ordinance. As such, construction noise impacts associated with Alternative 5 would be similar to those presented for the proposed project and would result in a significant and unavoidable impact.

Alternative 5 would result in fewer daily vehicle trips than the proposed project and, as such, would result in lower mobile noise levels. Mobile noise associated with Alternative 5 would not result in noise level increases greater than 3 dBA within the "normally unacceptable" or "clearly unacceptable" category, resulting in a less-than-significant impact, which is similar than the impact identified for the proposed project. In addition, stationary noise sources associated with Alternative 5 would be less than those sources identified for the proposed project because of decreased commercial activity. As such, stationary noise under Alternative 5 would result in a less-than-significant impact.

Alternative 5 would include delivery truck noise sources similar to those discussed for the proposed project. It is assumed that some heavy-duty trucks would still travel along the eastern portion of the project site adjacent to the St. Frances Church and School. Similar to the proposed project, Alternative 5 would result in significant delivery truck operational noise impact.

Overall, noise associated with Alternative 5 would be slightly lower to noise levels estimated for the proposed project.

Public Services (Fire and Police Protection, Schools, Parks and Libraries)

Similar to the proposed project, this alternative would provide residential uses. As with the proposed project, this alternative would increase the demand for fire and policies protection services. Implementation of this alternative would include the development of senior living residential units and could result in increased emergency response calls. However, no differences with respect to response times would be expected under this alternative as compared to the proposed project. This alternative would comply with fire flow, safety, access, and design requirements similar to the project. Similarly, as current police services adequately cover the project area, the increase in overall population and facilities resulting from this alternative would not cause a substantial adverse physical impact on police protection facilities or the need for new or physically altered police protection facilities in order to maintain acceptable service ratios or response times.

This alternative could provide 350 senior units compared to the 150 residential units proposed under the proposed project. As with the proposed project, these impacts would be less than

significant. Similarly, the alternative could develop 200 more units than proposed by the project. Therefore, the demand on schools, parks and libraries would be proportionally greater under this alternative than the proposed project (except for schools for the senior units, resulting in comparable impacts to the project for the 150 non-senior units). Similar to the proposed project, this alternative would be required to pay LAUSD mitigation fees for residential and commercial development and comply with mitigation measures to reduce any potential impacts to public schools and parks and libraries to less than significant. Overall, the impacts to schools, parks and libraries would be greater than the proposed project, but still considered less than significant.

Transportation and Circulation

Project Only

The traffic trip generation under Alternative 5 would result in a net increase (compared to existing uses) of up to 18,559 daily trips, with up to 1,009 trips during the AM peak hour, and up to 1,611 trips during the PM peak hour trips with the project alone. The trip generation for Alternative 5 (both options) is shown in **Table VI-7**. The trips generated by Alternative 5 (200 additional units) could be 204 fewer daily trips, with 135 fewer trips during the AM peak hour and 101 fewer trips during the PM peak hour than the proposed project. Alternative 5 would create the same number of significant impacts to 22 intersections as with the proposed project. A comparison of significantly impacted intersections comparing alternatives and the project is provided in **Table VI-9** at the end of this section.

Five impacts can be mitigated to a level of insignificance with the development of a multi-modal transit center and with physical mitigation listed below (same as project mitigation), compared to three mitigated impacts with the proposed project.

- Ethel Avenue & Victory Boulevard - Design and install a southbound left, shared left/through and right turn lane. Dedicate, design and install a westbound right turn lane.
- Morse Avenue & Victory Boulevard – This stop controlled intersection will be fully mitigated to a less-than-significant level by installing a new traffic signal if found warranted by DOT. DOT is concerned with the Church driveway on the north side of the street, with potentially high volumes at times, this driveway may also have to be signalized as part of this intersection. A further mitigation at this intersection requires that there be a southbound left and shared left/right turn lane installed at the shopping center driveway on the north side of Victory Boulevard. A detailed striping layout plan is required prior to signal approval. In the event that the signal is found to be not warranted, the applicant shall identify a substitute mitigation measure that must receive the approval of DOT
- Coldwater Canyon & Victory Boulevard – will be fully mitigated to a less-than-significant level by providing left-turn phasing for northbound and southbound directions. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.

TABLE VI-7 TRIP GENERATION – ALTERNATIVE 5								
Description	Size/%	Daily	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
Shopping Center	285,000 SF	13,415	293	179	114	1,250	600	650
Pass By	10%	(1,342)	(29)	(18)	(11)	(125)	(60)	(65)
Subtotal		12,073	264	161	103	1,125	540	585
Hotel	230 rooms	1,879	129	78	51	135	71	64
Internal Capture	20%	(376)	(26)	(16)	(10)	(27)	(14)	(13)
Subtotal		1,503	103	62	41	108	57	51
Office	250,000 SF	2,701	390	343	47	359	61	298
Medical Office	100,000 SF	3,613	248	196	52	372	100	272
Health/Fitness Club	45,000 SF	1,482	55	23	32	182	93	89
Internal Capture	20%	(296)	(11)	(5)	(6)	(37)	(19)	(18)
Pass By	20%	(237)	(9)	(4)	(5)	(29)	(15)	(14)
Subtotal		949	35	14	21	116	59	57
Theater	2,700 seat	4,752	27	27	0	189	81	108
Internal Capture	20%	(950)	(5)	(5)	0	(38)	(16)	(22)
Pass By	10%	(380)	(2)	(2)	0	(16)	(7)	(9)
Subtotal		3,422	20	20	0	135	58	77
5A Condominium/Apartment	150 units	1,008	77	15	62	93	60	33
5A Assisted Living	350 beds	931	49	32	17	77	35	42
5B Condominium/Apartment	350 units	2,352	179	35	144	217	140	77
Proposed Alt 5A TOTAL		26,200	1,185	843	342	2,385	970	1,415
Proposed Alt 5B TOTAL		26,613	1,238	831	407	2,432	1015	1,417
Existing Shopping Center			AM Peak Hour			PM Peak Hour		
	Size	Daily	Total	In	Out	Total	In	Out
Existing to be Removed								
Misc. Retail	70,817	5,427	127	77	50	499	240	259
Pass By	10%	(543)	(13)	(8)	(5)	(50)	(24)	(26)
Subtotal		4,884	114	69	45	449	216	233
CVS Pharmacy	32,000	2,882	102	60	42	270	135	135
Internal Capture	20%	(576)	(20)	(12)	(8)	(54)	(27)	(27)
Pass By	40%	(922)	(33)	(19)	(14)	(86)	(43)	(43)
Subtotal		1,384	49	29	20	130	65	65
GOLAN RESTAURANT	4,524	407	4	2	2	34	23	11
Internal Capture	10%	(41)	0	0	0	(3)	(2)	(1)
Pass By	10%	(37)	0	0	0	(3)	(2)	(1)
Subtotal		329	4	2	2	28	19	9
CITIBANK	3,324	819	41	23	18	152	76	76
Internal Capture	10%	(82)	(4)	(2)	(2)	(16)	(8)	(8)
Pass By	20%	(147)	(7)	(4)	(3)	(28)	(14)	(14)
Subtotal		590	30	17	13	108	54	54
Health/Fitness Club	41,141	1,355	50	21	29	166	85	81
Internal Capture	20%	(271)	(10)	(4)	(6)	(33)	(17)	(16)
Pass By	20%	(217)	(8)	(3)	(5)	(27)	(14)	(13)
Subtotal		867	32	14	18	106	54	52
Existing to be Removed TOTAL		8,054	229	131	98	821	408	413
NET TOTAL- 5A		18,146	956	712	244	1,564	562	1,002
NET TOTAL – 5B		18,559	1,009	700	309	1,611	607	1,004

Source: Overland Traffic Consultants, Inc.

- Southbound Hollywood Freeway (North Side) & Victory Boulevard – The intersection will be partially mitigated to a less-than significant level by installing a westbound right-turn lane on the southbound freeway ramp from the existing curb lane within the existing right-of-way. Buffer the right-turn westerly with striping to provide a free right-turn lane from the off ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Southbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be fully mitigated to less-than significant level by converting the existing eastbound through/right curb lane to a right-turn lane. Buffer the lane to the east to provide a free right at the off-ramp. These improvements will require Caltrans approval and must be completed before the issuance of the final certificate of occupancy. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.
- Northbound Hollywood Freeway (South Side) & Victory Boulevard – This intersection will be partially mitigated to a less-than significant level by converting the existing eastbound through/right curb lane to a dedicated right-turn lane. Shadow this lane beyond the turn to provide a free right-turn at the off ramp. The developer must check with Caltrans to determine the feasibility of this improvement. In the event that these mitigation measures turn out to be not feasible, the developer must provide alternative mitigations to mitigate the project impact at this location.

Other project mitigation (transit plaza, communication with the adjacent school, neighborhood protection and a shared parking plan) would also be applicable to this alternative.

Utilities (Wastewater, Water Supply, Solid Waste Electricity and Natural Gas)

Proposed consumption of utilities services under Alternative 5 would be comparable to those anticipated under the proposed project. Proposed square footages would be similar to the proposed project with the exception of 200,000 new square feet of commercial uses converted to either 200 additional residential uses (Option 1) or to a 350-room assisted living facility. Impacts to utilities anticipated under this alternative would be similar to those expected under the proposed project. Mitigation included for the proposed project would also mitigate any potential impacts expected under this alternative.

Relationship of the Alternative to Project Objectives

Alternative 5 would meet most project objectives as it would provide similar uses as the proposed project. These include providing new housing opportunities and reducing vehicle trips and miles traveled, and opportunities for greater walkability and a pedestrian friendly environment. Similar to the proposed project, this alternative would introduce a mixed-use development including commercial, residential, hotel, theatre and gym uses. Consequently, the alternative is considered to meet most project objectives.

Conclusion

Alternative 5 would develop the entire site similar to the proposed project. Specifically, this alternative would introduce a mixed-use project consisting of residential, office, theatre, gym and retail uses. Impacts expected under this alternative would be similar to those anticipated under the proposed project. Shadow impacts during winter months to the neighboring properties to the north) could be expected to be significant and unavoidable, similar to the proposed project. Less than significant impacts to aesthetics and visual character would be comparable to the proposed project.

As this alternative would develop the entire site, similar to the proposed project, a comparable amount of grading would occur under this alternative. As such, this alternative would result in significant unmitigated construction noise and air quality impacts, similar to the proposed project. Since grading and construction activities under this alternative would be comparable to the proposed project, impacts to geology and soils would also be comparable. Mitigation measures would likely be required to address expansive soils, liquefaction, and other underlying soil conditions similar to the proposed project. Likewise, since there would be a comparable amount of hardscaped areas, compared to the proposed project, erosion control procedures and storm water BMPs to retain or treat the runoff would be required to reduce hydrology and water quality impacts to less than significant. Potential impacts associated with hazards and hazardous materials under this alternative would also be comparable to the proposed project. As no transit plaza would be developed under this alternative, biological impacts would be reduced under this alternative (however, a transit plaza is identified as traffic mitigation, in which case secondary impacts from the mitigation would be expected to be comparable to the proposed project). As the alternative would require rezoning and a General Plan Amendment, land use impacts would be comparable to the proposed project. The impacts to public services would slightly increase with the additional residential/senior population and impacts to utilities would generally be comparable to the proposed project. Overall, this alternative would generally be comparable in environmental impacts compared to the proposed project (many impacts would be the same, with some impacts reduced and others increased) and meet most project objectives. There would be the same number of significantly impacted intersections but two more intersections would be mitigated to a level of insignificance under this alternative than with the project.

I. ENVIRONMENTALLY SUPERIOR ALTERNATIVE

Section 15126.6(e)(2) of the CEQA Guidelines requires that an environmentally superior alternative be identified among the analyzed alternatives. From a strictly environmental standpoint, excluding social or economic issues, the No Project/Retain Existing Conditions Alternative (Alternative 1) is environmentally superior to the proposed project. The No Project/Retain Existing Conditions Alternative would avoid all of the significant unavoidable environmental impacts of the proposed project including shading, and air quality and noise. This alternative, in and of itself, would not meet any of the project's objectives.

Among the remaining alternatives, Alternatives 2 and 3 would reduce most impacts. The Residential with Existing Retail/Restaurant Alternative (Alternative 2) would reduce some physical impacts of the proposed project but not other impacts. Operational air quality impacts under Alternative 2 would be less than significant with mitigation, unlike the proposed project, which would result in a significant unavoidable impact. However, construction air quality impacts would still be significant and unavoidable. Impacts to public services could be greater under this alternative because more residents would be generated than the proposed project.

Impacts to utilities, biological services and land use would be reduced under Alternative 2. Traffic impacts under Alternative 2 would be less than those expected under the proposed project. Fewer intersections would be significantly impacted and impacts would be considered less than significant with mitigation.

Most impacts expected under Alternative 3 would be less or comparable to the proposed project. Air quality impacts would be less than the proposed project, however, impacts would still be considered significant and unavoidable. Shading impacts, construction noise impacts, and traffic impacts would all be considered significant and unavoidable similar to the proposed project. The same number of intersections would be significantly impacted under this alternative as the proposed project.

Alternative 4 would have all comparable impacts to the proposed project, except for operational noise, utilities, and traffic impacts, which would be less than the proposed project. Fewer traffic impacts would occur before and after mitigation under this alternative as compared to the proposed project.

Alternative 5 would result in comparable impacts in most issue areas. Similar to Alternative 2, public services impacts would be greater than the proposed project. Aesthetics shading, construction and operational air quality, noise construction and traffic would all result in significant and unavoidable impacts. Impacts to intersections would be similar to those anticipated under the proposed project.

Based on the analysis described in this section, Alternative 2 would be considered the environmentally superior alternative. Most of the impacts would be less than or comparable to the proposed project. However, Alternative 2 would result in the fewest significant and unavoidable impacts (two less than the proposed project). Operational air quality impacts would be less than significant unlike the proposed project. Traffic impacts would be considered less than significant with mitigation under this alternative. Although, public services impacts would be greater, they would still be considered less than significant with mitigation.

Table VI-8 provides a summary comparison of the proposed project and each of the four alternatives analyzed in this EIR. The table indicates the significance levels for each of the environmental issue areas analyzed in this EIR and denotes whether the alternatives' impacts are less than, comparable to, or greater than the proposed project's impact. It also indicates whether mitigation would be required and whether the alternative would avoid a significant project impact.

Table VI-9 provides a summary comparison of the proposed project and each of the five alternatives analyzed in this EIR traffic impacts and effectiveness of the mitigation.

TABLE VI-8 PROJECT/ALTERNATIVES IMPACT COMPARISON SUMMARY						
ENVIRONMENTAL IMPACT	PROPOSED PROJECT	ALTERNATIVE 1 No Project <i>Retain Existing Conditions</i>	ALTERNATIVE 2 <i>Residential With Existing Retail/Restaurant</i>	ALTERNATIVE 3 <i>Commercial Only</i>	ALTERNATIVE 4 <i>Reduced Project</i>	ALTERNATIVE 5 <i>Proposed Project-Commercial Conversion</i>
AESTHETICS						
<i>Visual Character</i>	Less than Significant	Less <i>No Impact</i>	Less <i>Less than Significant</i>	Comparable <i>Less than Significant</i>	Comparable <i>Less than Significant</i>	Comparable <i>Less than Significant</i>
<i>Shading</i>	Significant and Unavoidable	Less <i>Significant Impact Avoided</i>	Less Significant and Unavoidable	Less Significant and Unavoidable	Comparable Significant and Unavoidable	Comparable Significant and Unavoidable
AIR QUALITY						
<i>Construction</i>	Significant and Unavoidable	Less <i>No impact</i>	Less Significant and Unavoidable	Less Significant and Unavoidable	Comparable Significant and Unavoidable	Comparable Significant and Unavoidable
<i>Operation</i>	Significant and Unavoidable	Less <i>No Impact</i>	Less <i>Less than Significant</i>	Less Significant and Unavoidable	Comparable Significant and Unavoidable	Comparable Significant and Unavoidable
BIOLOGICAL RESOURCES						
<i>Habitat Removal, Introduction of Invasive Species, Native Trees</i>	Less than Significant	Comparable <i>Less than Significant</i>	Less <i>Less than Significant</i>	Comparable <i>Less than Significant</i>	Comparable <i>Less than Significant</i>	Comparable <i>Less than Significant</i>
<i>Tujunga Wash</i>	Less than Significant	Less <i>Less than significant</i>	Less <i>Less than Significant</i>	Comparable <i>Less than Significant</i>	Comparable <i>Less than Significant</i>	Comparable <i>Less than Significant</i>

TABLE VI-8 PROJECT/ALTERNATIVES IMPACT COMPARISON SUMMARY continued						
ENVIRONMENTAL IMPACT	PROPOSED PROJECT	ALTERNATIVE 1 No Project <i>Retain Existing Conditions</i>	ALTERNATIVE 2 <i>Residential With Existing Retail/Restaurant</i>	ALTERNATIVE 3 <i>Commercial Only</i>	ALTERNATIVE 4 <i>Reduced Project</i>	ALTERNATIVE 5 <i>Proposed Project-Commercial Conversion</i>
CULTURAL RESOURCES						
<i>Historical</i>	Less than significant	Less <i>No impact</i>	Comparable Less than Significant	Comparable Less than Significant	Comparable Less than Significant	Comparable Less than Significant
<i>Archaeological</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
<i>Paleontological</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
GEOLOGY						
<i>Grading</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
<i>Seismic</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
HAZARDS/ HAZARDOUS MATERIALS	Less than Significant with Mitigation	Greater Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation

TABLE VI-8 PROJECT/ALTERNATIVES IMPACT COMPARISON SUMMARY continued						
ENVIRONMENTAL IMPACT	PROPOSED PROJECT	ALTERNATIVE 1 No Project Retain Existing Conditions	ALTERNATIVE 2 Residential With Existing Retail/Restaurant	ALTERNATIVE 3 Commercial Only	ALTERNATIVE 4 Reduced Project	ALTERNATIVE 5 Proposed Project-Commercial Conversion
HYDROLOGY/ WATER QUALITY						
Hydrology	Less than Significant with Mitigation	Greater Significant and Unavoidable	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
Water Quality	Less than Significant with Mitigation	Less Less than significant	Comparable Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
LAND USE	Less than Significant	Less No Impact	Less Less than Significant	Less Less than Significant	Comparable Less than Significant	Comparable Less than Significant
NOISE						
Construction	Significant and Unavoidable	Less No Impact / Significant Impact Avoided	Comparable Significant and Unavoidable	Comparable Significant and Unavoidable	Comparable Significant and Unavoidable	Comparable Significant and Unavoidable
Operation	Less than Significant with Mitigation	Less No Impact	Comparable Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation

TABLE VI-8 PROJECT/ALTERNATIVES IMPACT COMPARISON SUMMARY continued						
ENVIRONMENTAL IMPACT	PROPOSED PROJECT	ALTERNATIVE 1 No Project Retain Existing Conditions	ALTERNATIVE 2 Residential With Existing Retail/Restaurant	ALTERNATIVE 3 Commercial Only	ALTERNATIVE 4 Reduced Project	ALTERNATIVE 5 Proposed Project-Commercial Conversion
PUBLIC SERVICES						
Fire	Less than Significant with Mitigation	Less No Impact	Greater Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable or Greater Less than Significant with Mitigation
Police	Less than Significant with Mitigation	Less No Impact	More Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Comparable Less than Significant
Schools	Less than Significant with Mitigation	Less No Impact	Greater Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation	Greater Less than Significant with Mitigation
Parks	Less than Significant With Mitigation	Less No Impact	Greater Less than Significant	Less Less than Significant	Comparable Less than Significant	Greater Less than Significant with Mitigation
Libraries	Less than Significant	Less No Impact	Greater Less than Significant	Less Less than Significant	Comparable Less than Significant	Similar/Greater Less than Significant
TRANSPORTATION						
Traffic	Significant and Unavoidable	Less No Impact	Less Less than Significant With Mitigation	Comparable Significant and Unavoidable	Less -- Still Significant and Unavoidable	Less -- Still Significant and Unavoidable
Access	Less than Significant with Mitigation	Less No Impact	Comparable Less than Significant With Mitigation	Comparable Less than Significant With Mitigation	Comparable Less than Significant With Mitigation	Comparable Less than Significant With Mitigation

TABLE VI-8 PROJECT/ALTERNATIVES IMPACT COMPARISON SUMMARY continued						
ENVIRONMENTAL IMPACT	PROPOSED PROJECT	ALTERNATIVE 1	ALTERNATIVE 2	ALTERNATIVE 3	ALTERNATIVE 4	ALTERNATIVE 5
		No Project <i>Retain Existing Conditions</i>	<i>Residential With Existing Retail/Restaurant</i>	<i>Commercial Only</i>	<i>Reduced Project</i>	<i>Proposed Project-Commercial Conversion</i>
<i>Parking</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Comparable Less than Significant With Mitigation	Comparable Less than Significant With Mitigation	Comparable Less than Significant With Mitigation	Comparable Less than Significant With Mitigation
UTILITIES						
<i>Wastewater</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Less <i>Less than Significant with Mitigation</i>	Comparable <i>Less than Significant with Mitigation</i>
<i>Water</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
<i>Solid Waste</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
<i>Electricity</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
<i>Natural Gas</i>	Less than Significant with Mitigation	Less <i>No Impact</i>	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Less Less than Significant with Mitigation	Comparable Less than Significant with Mitigation
Source: Sirius Environmental, September 2008.						

TABLE VI-9 COMPARISON OF IMPACTED INTERSECTIONS -- PROJECT AND ALTERNATIVES									
No.	Intersection	Peak Hour	Proposed Project	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5A	Alt 5B
1.	Fulton Ave. & Sherman Way	AM							
		PM	XY			XY		MY	MY
2.	Coldwater Canyon Ave. & Sherman Way	AM				Y			
		PM	XY			XY	Y	MY	MY
3.	Whitsett Ave. & Sherman Way	AM	X			XY		X	X
		PM	XY			XY	XY	XY	XY
4.	Woodman Ave. & Vanowen St.	AM	XY			XY	XY	XY	XY
		PM	XY			XY	XY	XY	XY
5.	Fulton Ave. & Vanowen St.	AM	M			XY			
		PM	XY			XY		XY	XY
6.	Coldwater Canyon Ave. & Vanowen St.	AM	X			X		X	XY
		PM	X			X	M	X	XY
7.	Whitsett Ave. & Vanowen St.	AM							
		PM	XY			XY	XY	XY	XY
8.	Coldwater Canyon Ave. & Hamlin St.	AM	XY			XY	XY	XY	XY
		PM	XY			XY	XY	XY	XY
9.	Woodman Ave. & Victory Blvd.	AM	XY			XY	XY	XY	XY
		PM	XY			XY	XY	XY	XY
10.	Fulton Ave. & Victory Blvd.	AM	XY			XY	XY	XY	XY
		PM	XY			XY	XY	XY	XY
11.	Ethel Ave. & Victory Blvd.	AM	M			MY			
		PM	XY			XY	XY	XY	XY
12.	Morse Ave. & Victory Blvd.	AM	M		M	M	M	M	M
		PM	M			MY	M	M	M
13.	Coldwater Canyon Ave. & Victory Blvd.	AM	O		O	O	O	O	O
		PM	O			O	O	O	O
14.	Whitsett Ave. & Victory Blvd.	AM	XY			XY	XY	XY	XY
		PM	XY			XY	XY	XY	XY
15.	170 FWY SB (North Side) & Victory Blvd.	AM				M	M	M	M
		PM	XY			XY	XY	XY	XY
16.	170 FWY SB (South Side) & Victory Blvd.	AM	M		M	MY	M	M	M
		PM	M			X	X	X	M
17.	170 FWY NB (North Side) & Victory Blvd.	AM							
		PM	XY			XY	XY	XY	XY
18.	170 FWY NB (South Side) & Victory Blvd.	AM	X			X			
		PM	M			M	M	M	M
19.	Laurel Canyon Blvd. & Victory Blvd.	AM	XY			XY		M	M
		PM	XY			XY	MY	XY	XY
20.	Fulton Way & Erwin St.	AM							
		PM							
21.	Fulton Way & Oxnard St.	AM				X			
		PM	XY			XY	Y	XY	XY
22.	Coldwater Canyon Ave. & Oxnard St.	AM	XY			XY			
		PM	XY			XY	XY	XY	XY
23.	Whitsett Ave. & Oxnard St.	AM							
		PM	XY			XY	XY	XY	XY
24.	Coldwater Canyon Ave. & Burbank Blvd.	AM							
		PM							
No. of Intersections significantly impacted before mitigation (project alone/project + Add Area)			22/22	0/0	3/0	22/22	18/22	22/22	22/22
No. of Intersections significantly impacted after mitigation (project alone/project + Add Area)			19/18	0/0	0/0	19/18	12/18	17/18	17/17
X = significant impact with the project alone after mitigation; Y = significant impact with project and Add Area after mitigation; M = fully mitigated impact; O = essentially mitigated impact. SOURCE: Overland Traffic Consultants, October 2008.									