V. Alternatives

V. Alternatives

1. Introduction

The identification and analysis of alternatives to a project is a fundamental aspect of the environmental review process under CEQA. Specifically, Public Resources Code (PRC) Section 21001 states, in part, that the environmental review process is intended to assist public agencies in systematically identifying both the significant effects of proposed projects and the feasible alternatives which will avoid or substantially lessen such significant effects. In addition, PRC Section 21002.1(a) states, in part, that the purpose of an environmental impact report is to identify the significant effects on the environment of a project, identify alternatives to the project, and to indicate the manner in which those significant effects can be mitigated or avoided.

Direction regarding the consideration and discussion of project alternatives in an EIR is provided in CEQA Guidelines Section 15126.6(a) as follows:

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

The CEQA Guidelines indicate that the selection of project alternatives be based primarily on the ability to avoid or substantially lessen significant impacts relative to the proposed project, even if these alternatives would impede to some degree the attainment of the project objectives, or would be more costly. The CEQA Guidelines further direct that the range of alternatives be guided by a "rule of reason," such that only those alternatives necessary to permit a reasoned choice are addressed. In selecting project alternatives for analysis, potential alternatives must be feasible. CEQA Guidelines Section 15126.6(f)(1) states that:

Among the factors that may be taken into account when addressing the feasibility of alternatives are site suitability, economic viability, availability of infrastructure, general plan consistency, other plans or regulatory limitations, jurisdictional boundaries […], and whether the proponent can reasonably acquire, control or otherwise have access to the alternative site […]

Beyond these factors, CEQA Guidelines Section 15126.6(e) requires the analysis of a "no project" alternative and CEQA Guidelines Section 15126.6(f)(2) requires an evaluation of alternative location(s) for the project, if feasible. Based on the alternatives analysis, an environmentally superior alternative is to be designated. If the environmentally superior alternative is the No Project Alternative, then the EIR shall identify an environmentally superior alternative among the other alternatives.

2. Overview of Selected Alternatives

As indicated above, the intent of the alternatives is to reduce the significant impacts of a project. Based on the analyses provided in Section IV, Environmental Impact Analysis, of this Draft EIR, implementation of the Project would result in significant impacts that cannot be feasibly mitigated with respect to on-site noise during construction, on-site vibration during construction (pursuant to the threshold for human annoyance), and off-site vibration (pursuant to the threshold for human annoyance) during construction. In addition, as evaluated in Section IV, Environmental Impact Analysis, of this Draft EIR, cumulative off-site noise impacts and cumulative off-site vibration impacts (pursuant to the threshold for human annoyance) from off-site haul trucks would be significant and unavoidable.

Accordingly, based on the significant environmental impacts of the Project, the objectives established for the Project (refer to Section II, Project Description, of this Draft EIR), and the feasibility of the alternatives considered, the alternatives to the Project listed below were selected for evaluation. The rationale for selecting the range or alternatives was based on the likelihood of the alternatives being able to avoid or substantially lessen one or more of the potentially significant impacts, the uses and density permitted by the Project Site's existing zone, and the compatibility of the alternative with surrounding land uses.

- Alternative 1: No Project/No Build Alternative;
- Alternative 2: Mixed-Use Density Bonus Alternative;
- Alternative 3: Reduced Project Alternative

Each of these alternatives is described in the sections that follow. In addition, CEQA Guidelines Section 15126.6(c) requires that an EIR identify any alternatives that were

considered for analysis but rejected as infeasible. Such potential alternatives are described below.

3. Alternatives Considered and Rejected as Infeasible

As set forth in CEQA Guidelines Section 15126.6(c), an EIR should identify any alternatives that were considered for analysis but rejected as infeasible and briefly explain the reasons for their rejection. According to the CEQA Guidelines, among the factors that may be used to eliminate an alternative from detailed consideration are the alternative's failure to meet most of the basic project objectives, the alternative's infeasibility, or the alternative's inability to avoid significant environmental impacts. Alternatives to the Project that have been considered and rejected as infeasible include the following:

- **Alternatives to Eliminate Significant Noise and Vibration Impacts During Construction:** Alternatives were considered to eliminate the significant short-term Project-level and cumulative construction noise impacts. As discussed in Section IV.H, Noise, of this Draft EIR, significant noise and vibration impacts would occur during Project construction for limited durations from the operation of construction equipment and haul trucks. Based on the thresholds upon which the construction noise and vibration analysis is based, a substantial reduction in the intensity of construction activities would be necessary to reduce construction-related impacts to a less-than-significant level. In addition, significant construction noise and vibration impacts within the Project Site would be expected to occur with any reduced development scenario because construction activities, and the need to grade and excavate the Project Site to accommodate required parking, are inherently disturbing. Also, the Project Site is an infill site with existing uses immediately adjacent to the east and south. Thus, reducing temporary construction noise and vibration impacts below a level of significance at adjacent uses is technologically problematic. Furthermore, any reduction in the intensity of construction activities would actually increase the overall duration of the construction period. Therefore, alternatives to eliminate the Project's short-term noise and vibration impacts during construction were rejected as infeasible.

- **Alternative Project Site:** The Project Applicant already owns the Project Site and its location is conducive to the development of a high-quality hotel project. The Project Site is located on a stretch of Vine Street generally comprised of office, restaurant, lodging, and entertainment-related uses. These uses make the Project Site particularly suitable for development of a new hotel that would attract and support tourism in the Hollywood area. Further, the Project Applicant cannot reasonably acquire, control or access an alternative site in a timely fashion that would result in implementation of a project with similar uses and square footage. Nonetheless, if an alternative site in the Hollywood area that

could accommodate the Project could be found, it would be expected that the significant and unavoidable impacts associated with construction noise and on- and off-site vibration due to construction would also occur, due to anticipated proximity of other existing uses at nearly all alternative sites in Hollywood. Additionally, development of the Project at an alternative site could potentially produce other environmental impacts (considering the mixes of uses in the Hollywood area) that would otherwise not occur at the current Project Site and result in greater environmental impacts when compared with the Project. Therefore, an alternative site is not considered feasible as the Project Applicant does not own another suitable site that would achieve the underlying purpose and objectives of the Project, and an alternative site would not likely avoid the Project's significant impacts. Thus, this alternative was rejected from further consideration.

4. Alternatives Analysis Format

In accordance with CEQA Guidelines Section 15126.6(d), each alternative is evaluated in sufficient detail to determine whether the overall environmental impacts would be less, similar, or greater than the corresponding impacts of the Project. Furthermore, each alternative is evaluated to determine whether the Project objectives, identified in Section II, Project Description, of this Draft EIR, would be substantially attained by the alternative.[1] The evaluation of each of the alternatives follows the process described below:

a. The net environmental impacts of the alternative are determined for each environmental issue area analyzed in Section IV, Environmental Impact Analysis, of this Draft EIR assuming that the alternative would implement the same project design features and mitigation measures identified in Section IV, Environmental Impact Analysis, of this Draft EIR.

b. Post-mitigation significant and non-significant environmental impacts of the alternative and the Project are compared for each environmental issue area as follows:

   - Less: Where the net impact of the alternative would be clearly less adverse or more beneficial than the impact of the Project, the comparative impact is said to be "less."

   - Greater: Where the net impact of the alternative would clearly be more adverse or less beneficial than the Project, the comparative impact is said to be "greater."

[1] *State of California, CEQA Guidelines Section 15126.6(c).*

- Similar: Where the impact of the alternative and Project would be roughly equivalent, the comparative impact is said to be "similar."

c. The comparative analysis of the impacts is followed by a general discussion of whether the underlying purpose and basic Project objectives are feasibly and substantially attained by the alternative.

A summary matrix that compares the impacts associated with the Project with the impacts of each of the analyzed alternatives is provided below in Table V-1 on page V-6.

Table V-1
Summary of Comparison of Impacts Associated with the Alternatives and Impacts of the Project

Environmental Issue	Project	Alternative 1: No Project/No Build Alternative	Alternative 2: Mixed-Use Density Bonus Alternative	Alternative 3: Reduced Project Alternative
A. AESTHETICS				
Scenic Vistas	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Scenic Resources	No Impact	Similar (No Impact)	Similar (No Impact)	Similar (No Impact)
Conflict with Zoning and Other Regulations Governing Scenic Quality	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)
Light and Glare	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
B. AIR QUALITY				
Construction				
Regional Emissions	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
Localized Emissions	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
Toxic Air Contaminants	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Operation				
Regional Emissions	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Localized Emissions	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Toxic Air Contaminants	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)

Table V-1 (Continued)
Summary of Comparison of Impacts Associated with the Alternatives and Impacts of the Project

Environmental Issue	Project	Alternative 1: No Project/No Build Alternative	Alternative 2: Mixed-Use Density Bonus Alternative	Alternative 3: Reduced Project Alternative
C. CULTURAL RESOURCES				
Historic Resources	Less Than Significant With Mitigation	Less (No Impact)	Similar (Less Than Significant With Mitigation)	Similar (Less Than Significant With Mitigation)
Archaeological Resources	Less Than Significant With Mitigation	Less (No Impact)	Less (Less Than Significant With Mitigation)	Similar (Less Than Significant With Mitigation)
D. ENERGY				
Construction	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Operation	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
E. GEOLOGY AND SOILS				
Geology and Soils	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)
Paleontological Resources	Less Than Significant With Mitigation	Less (No Impact)	Less (Less Than Significant With Mitigation)	Less (Less Than Significant With Mitigation)
F. GREENHOUSE GAS EMISSIONS				
Greenhouse Gas Emissions	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
G. LAND USE				
Physically Divide a Community	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
Conflict With Land Use Plans	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)

Table V-1 (Continued)
Summary of Comparison of Impacts Associated with the Alternatives and Impacts of the Project

Environmental Issue	Project	Alternative 1: No Project/No Build Alternative	Alternative 2: Mixed-Use Density Bonus Alternative	Alternative 3: Reduced Project Alternative
H. NOISE				
Construction[2]				
On-Site Noise	Significant and Unavoidable	Less (No Impact)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)
Off-Site Noise	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
On-Site Vibration (Building Damage)	Less Than Significant With Mitigation	Less (No Impact)	Similar (Less Than Significant With Mitigation)	Similar (Less Than Significant With Mitigation)
On-Site Vibration (Human Annoyance)	Significant and Unavoidable	Less (No Impact)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)
Off-Site Vibration (Building Damage)	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
Off-Site Vibration (Human Annoyance)	Significant and Unavoidable	Less (No Impact)	Similar (Significant and Unavoidable)	Similar (Significant and Unavoidable)
Operation				
On-Site Noise	Less Than Significant	Less (No Impact)	Greater (Less Than Significant)	Less (Less Than Significant)
Off-Site Noise	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)

[2] *Cumulative on- and off-site noise impacts and cumulative on- and off-site vibration impacts with respect to human annoyance during Project construction would be significant and unavoidable.*

Table V-1 (Continued)
Summary of Comparison of Impacts Associated with the Alternatives and Impacts of the Project

Environmental Issue	Project	Alternative 1: No Project/No Build Alternative	Alternative 2: Mixed-Use Density Bonus Alternative	Alternative 3: Reduced Project Alternative
I. PUBLIC SERVICES—FIRE PROTECTION				
Construction	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
Operation	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
J. TRANSPORTATION				
Construction	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant)
Operation				
Intersection Levels of Service	Less Than Significant with Mitigation	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant with Mitigation)
Regional Transportation System	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Residential Street Segment	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Access and Circulation	Less Than Significant with Mitigation	Less (No Impact)	Less (Less Than Significant)	Similar (Less Than Significant with Mitigation)
Bicycle, Pedestrian, and Vehicular Safety	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
Parking	Less Than Significant	Less (No Impact)	Similar (Less Than Significant)	Similar (Less Than Significant)
K. TRIBAL CULTURAL RESOURCES				
Tribal Cultural Resources	Less Than Significant	Less (No Impact)	Less Less Than Significant	Less Less Than Significant

Table V-1 (Continued)
Summary of Comparison of Impacts Associated with the Alternatives and Impacts of the Project

Environmental Issue	Project	Alternative 1: No Project/No Build Alternative	Alternative 2: Mixed-Use Density Bonus Alternative	Alternative 3: Reduced Project Alternative
L. UTILITIES AND SERVICE SYSTEMS—ENERGY INFRASTRUCTURE				
Construction	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Operation	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
M. UTILITIES AND SERVICE SYSTEMS—WATER SUPPLY AND INFRASTRUCTURE				
Construction	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)
Operation	Less Than Significant	Less (No Impact)	Less (Less Than Significant)	Less (Less Than Significant)

Source: Eyestone Environmental, 2019

V. Alternatives

A. Alternative 1: No Project/No Build Alternative

1. Description of the Alternative

In accordance with the CEQA Guidelines, the No Project Alternative for a development project on an identifiable property consists of the circumstance under which the project does not proceed. Section 15126.6(e)(3)(B) of the CEQA Guidelines states in part that, "in certain instances, the No Project Alternative means 'no build' wherein the existing environmental setting is maintained." Accordingly, for purposes of this analysis, Alternative 1, the No Project/No Build Alternative, assumes that the Project would not be approved, no new permanent development would occur within the Project Site, and the existing environment would be maintained. Thus, the physical conditions of the Project Site would generally remain as they are today. Specifically, the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building, and adjacent paved surface areas, would continue to operate on the Project Site and no new construction would occur. The site plan under Alternative 1 would resemble existing conditions, as illustrated in Figure II-3 in Section II, Project Description, of this Draft EIR.

2. Environmental Impacts

a. Aesthetics

(1) Scenic Vistas

Under the No Project/No Build Alternative, the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building and adjacent paved surface areas would remain on-site and the Project's proposed high-rise hotel building would not be developed. As such, Alternative 1 would not result in an increase in the height or massing on the Project Site and existing views of scenic vistas in the area would remain. Therefore, Alternative 1 would not obstruct an existing, publicly available, valued view resource. No impacts related to scenic vistas would occur under the No Project/No Build Alternative, and impacts would be less in comparison to the impacts of the Project, which are not considered significant in accordance with Senate Bill (SB) 743 and Zoning Information (ZI) File No. 2452.

(2) Scenic Resources

The Project Site is not located within a state- or City-designated scenic highway. Therefore, similar to the Project, Alternative 1 would not damage scenic resources, including trees, rock outcroppings, historic buildings, or other natural features within a designated scenic highway. No impact would occur.

(3) Conflict with Zoning and Other Regulations Governing Scenic Quality

Under the No Project/No Build Alternative, the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building and adjacent paved surface areas would remain on-site and the Project's proposed high-rise hotel building would not be developed. As such, Alternative 1 would not have the potential to conflict with zoning and other regulations governing scenic quality. No impacts related to potential conflicts with zoning and other regulations governing scenic quality would occur under the No Project/No Build Alternative, and impacts would be less in comparison to the impacts of the Project, which are not considered significant in accordance with SB 743 and ZI File No. 2452.

(4) Light and Glare

(a) Construction

The No Project/No Build Alternative would not involve the construction of any new development on-site. Therefore, Alternative 1 would not introduce light sources associated with construction equipment or construction-related equipment and materials with the potential to cause glare. As such, no impacts related to light and glare associated with construction activities would occur under Alternative 1. Thus, light and glare impacts would be less in comparison to the impacts of the Project, which are not considered significant in accordance with SB 743 and ZI File No. 2452.

(b) Operation

Alternative 1 would not alter the existing restaurant and nightclub uses on the Project Site or introduce any new sources of light or glare. Therefore, the No Project/No Build Alternative would not change the existing lighting environment on the Project Site. No operation-related light and glare impacts would occur under Alternative 1. Thus, impacts related to operational light and glare under Alternative 1 would be less in comparison to the impacts of the Project, which are not considered significant in accordance with SB 743 and ZI File No. 2452.

(c) Shading

The No Project/No Build Alternative would not create or cast new shadows on surrounding sensitive uses since a new building would not be constructed on the Project Site. Existing shadows from the low-rise commercial building and street trees currently do not generate shadows on surrounding sensitive uses. Therefore, no shading impacts would occur under Alternative 1. Thus, shading impacts under Alternative 1 would be less in comparison to the impacts of the Project, which are not considered significant in accordance with SB 743 and ZI File No. 2452.

b. Air Quality

(1) Construction

(a) Regional and Localized Air Quality Impacts

The No Project/No Build Alternative would not alter the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building and adjacent paved surface areas or result in new construction. Therefore, Alternative 1 would not result in any construction emissions associated with construction worker and truck traffic, fugitive dust from demolition and excavation, or the use of heavy-duty construction equipment, and construction-related regional and localized air quality impacts would not occur. As such, the No Project/No Build Alternative would avoid the less-than-significant impacts of the Project associated with regional and localized emissions. Therefore, construction-related regional and localized air quality impacts under Alternative 1 would be less when compared to those of the Project.

(b) Toxic Air Contaminants

As no construction activities would occur, the No Project/No Build Alternative would not result in diesel particulate emissions that could generate substantial toxic air contaminants (TACs). Therefore, no impacts associated with the release of TACs would occur under Alternative 1. As such, TAC impacts under the No Project/No Build Alternative would be less when compared to the less-than-significant impacts of the Project.

(2) Operation

(a) Regional and Localized Air Quality Impacts

The No Project/No Build Alternative would not result in new development that could generate new operational emissions related to vehicular traffic or the consumption of electricity and natural gas beyond what is currently generated by the existing restaurant and nightclub uses on-site. Therefore, no operational air quality impacts associated with

regional and localized emissions would occur under Alternative 1. The No Project/No Build Alternative would avoid the less-than-significant impacts of the Project associated with regional and localized emissions that would occur at Project buildout. Thus, such impacts under Alternative 1 would be less when compared to those of the Project.

(b) Toxic Air Contaminants

As set forth in Section IV.B, Air Quality, of this Draft EIR, the Project would result in some TAC emissions, primarily from mobile source emissions. Since the No Project/No Build Alternative would not result in new development or increase the intensity of the existing uses on-site, no new increase in mobile source emissions would occur. Therefore, Alternative 1 would avoid the less-than-significant TAC impacts of the Project. No operational impacts associated with TACs would occur under the No Project/No Build Alternative, and such impacts would be less when compared to the Project.

c. Cultural Resources

(1) Historic Resources

No historic resources have been identified on Project Site. In addition, demolition, grading, or other earthwork activities that could potentially affect historic resources in the surrounding area would not occur under the No Project/No Build Alternative. Therefore, no impacts to historic resources would occur under Alternative 1, and impacts would be less when compared to the Project, which would be less than significant with mitigation.

(2) Archaeological Resources

Grading and other earthwork activities would not occur under the No Project/No Build Alternative. Therefore, there would be no potential for Alternative 1 to uncover subsurface archaeological resources. As such, no impacts to archaeological resources would occur, and impacts would be less when compared to the Project, which would be less than significant with mitigation.

d. Energy

(1) Construction

Construction activities would not occur under the No Project/No Build Alternative. Therefore, Alternative 1 would not generate a short-term demand for energy during construction, and construction-related impacts to energy would not occur. As such, impacts under the No Project/No Build Alternative would be less when compared to the less-than-significant impacts of the Project.

(2) Operation

The No Project/No Build Alternative would not alter the existing land uses or site operations on the Project Site. Therefore, Alternative 1 would not increase the long-term energy demand on the Project Site. No operational impacts related to energy would occur under the No Project/No Build Alternative, and impacts would be less when compared to the less-than-significant impacts of the Project.

e. Geology and Soils

(1) Geology and Soils

No new development would be introduced to the Project Site under the No Project/No Build Alternative, and no grading or other earthwork activities would occur. Therefore, Alternative 1 would not cause or accelerate geologic hazards related to fault rupture, strong seismic shaking, liquefaction, seismically induced settlement, soil stability, subsidence, or expansive soils, which would result in substantial damage to structures or infrastructure, or expose people to substantial risk of injury. No impacts related to geology and soils would occur under Alternative 1, and impacts would be less when compared to those of the Project, which would be less than significant.

(2) Paleontological Resources

Grading and other earthwork activities would not occur under the No Project/No Build Alternative. Therefore, there would be no potential for Alternative 1 to uncover subsurface paleontological resources. As such, no impacts to paleontological resources would occur, and impacts would be less when compared to the Project, which would be less than significant with mitigation.

f. Greenhouse Gas Emissions

The No Project/No Build Alternative would not develop new uses on the Project Site. Therefore, no new greenhouse gas (GHG) emissions would occur under Alternative 1 and impacts associated with global climate change would not occur. The No Project/No Build Alternative would avoid the less-than-significant GHG impacts of the Project. As such, impacts associated with GHG emissions under Alternative 1 would be less when compared to those of the Project.

g. Land Use

(1) Physical Division of a Community

Since the No Project/No Build Alternative would not develop new land uses on the Project Site, the existing on-site and/or off-site land uses would not be altered, and existing land use relationships would remain. Therefore, no impacts related to physical division of a community would occur under Alternative 1, and impacts would be less when compared to the less-than-significant impacts of the Project.

(2) Conflict With Land Use Plans

Under the No Project/No Build Alternative, there would be no changes to the physical or operational characteristics of the existing on-site commercial uses and adjacent paved surface areas. No land use approvals or permits would be required. Therefore, Alternative 1 would not result in any inconsistencies with existing land use plans and policies that govern the Project Site, including those that were adopted for the purpose of avoiding or mitigating an environmental effect. No impacts associated with conflicts with land use regulations and plans would occur, and impacts would be less than the less-than-significant impacts of the Project. However, it should be noted that, unlike the Project, Alternative 1 would not advance local and regional planning objectives that promote infill development in urban centers near public transit. Specifically, the Project Site would remain a low-rise commercial use with adjacent paved surface areas. There would be no new development on-site that would enhance the street frontage and pedestrian experience along Vine Street, nor would there be any provision of new lodging or dining options for Hollywood residents or tourists.

h. Noise

(1) Construction

Construction activities would not occur on the Project Site under the No Project/No Build Alternative. Therefore, no construction-related noise or vibration would be generated on-site or off-site. As such, Alternative 1 would eliminate the Project's significant and unavoidable on-site noise impacts during construction, on-site vibration impacts during construction (pursuant to the threshold for human annoyance), and off-site vibration impacts (pursuant to the threshold for human annoyance) during construction from haul trucks. The No Project/No Build Alternative would also eliminate the Project's on-site construction vibration impacts with respect to building damage. Therefore, no impacts associated with construction noise and vibration would occur under Alternative 1, and such impacts would be less when compared to those of the Project.

(2) Operation

The No Project/No Build Alternative would not develop new uses on the Project Site, and no changes to existing site operations would occur. Therefore, no new stationary or mobile noise sources would be introduced to the Project Site or the Project vicinity. As such, no impacts associated with operational noise would occur under Alternative 1, and impacts would be less when compared to the less-than-significant impacts of the Project.

i. Public Services—Fire Protection

No changes to existing land uses or operations on-site would occur under Alternative 1. Therefore, there would be no potential to increase the level of activity on the Project Site or increase the service population for the Los Angeles Fire Department (LAFD) stations that would serve the Project Site. No impacts to fire protection and emergency services would occur under Alternative 1, and impacts would be less when compared to the less-than-significant impacts of the Project.

j. Transportation

(1) Construction

Since the No Project/No Build Alternative would not include the demolition of the existing building, or the development of new uses or buildings on-site, construction activities would not occur on the Project Site. Therefore, Alternative 1 would not generate vehicle trips associated with heavy-duty construction equipment, haul trucks, or construction worker vehicles. As such, no construction-related traffic impacts would occur under the No Project/No Build Alternative. The less-than-significant Project-level and cumulative construction traffic impacts that would occur because of the Project would be eliminated under Alternative 1. In addition, since construction activities would not occur under the No Project/No Build Alternative, there would be no potential for access and safety, bus/transit, and on-street parking impacts during construction. Therefore, Alternative 1 would also avoid the Project's less-than-significant construction-related impacts to access and safety, bus/transit, and on-street parking. Overall, no construction-related traffic impacts would occur under the No Project/No Build Alternative, and such impacts would be less when compared to those of the Project.

(2) Operation

Since the No Project/No Build Alternative would not develop new or additional land uses on the Project Site, Alternative 1 would not generate any additional vehicle trips or alter existing access or circulation within the Project Site during operation. Therefore, no impacts would occur with respect to operational traffic, including intersection levels of

service; the regional transportation system; neighborhood intrusion; access and circulation; bicycle, pedestrian, and vehicular safety; and parking. Therefore, Alternative 1 would avoid the Project's operational traffic impacts, and impacts under the No Project/No Build Alternative would be less when compared to the Project, which would be less than significant with mitigation.

k. Tribal Cultural Resources

Grading and other earthwork activities would not occur under the No Project/No Build Alternative. Therefore, there would be no potential for Alternative 1 to uncover subsurface tribal cultural resources. As such, no impacts to tribal cultural resources would occur, and impacts would be less when compared to the Project, which would be less than significant.

l. Utilities and Service Systems—Energy Infrastructure

(1) Construction

Construction activities would not occur under the No Project/No Build Alternative. Therefore, Alternative 1 would not generate a short-term demand for energy during construction, and construction-related impacts to energy infrastructure would not occur. As such, impacts under the No Project/No Build Alternative would be less when compared to the less-than-significant impacts of the Project.

(2) Operation

The No Project/No Build Alternative would not alter the existing land uses or site operations on the Project Site. Therefore, Alternative 1 would not increase the long-term energy demand on the Project Site and no new or upgraded infrastructure would be required. No operational impacts related to energy infrastructure would occur under the No Project/No Build Alternative, and impacts would be less when compared to the less-than-significant impacts of the Project.

m. Utilities and Service Systems—Water Supply and Infrastructure

(1) Construction

Construction activities would not occur under the No Project/No Build Alternative. Therefore, Alternative 1 would not generate a short-term demand for water during construction, and construction-related impacts to water supply and infrastructure would not

occur. As such, impacts under the No Project/No Build Alternative would be less when compared to the less-than-significant impacts of the Project.

(2) Operation

The No Project/No Build Alternative would not alter the existing land uses or site operations on the Project Site. Therefore, Alternative 1 would not increase the long-term water demand on the Project Site. No operational impacts to water supply and water infrastructure would occur under the No Project/No Build Alternative, and impacts would be less when compared to the less-than-significant impacts of the Project.

3. Comparison of Impacts

The No Project/No Build Alternative would avoid the Project's significant and unavoidable on-site construction noise impacts, on-site construction vibration (pursuant to the threshold for human annoyance) impacts, and off-site construction vibration (pursuant to the threshold for human annoyance) impacts. In addition, Alternative 1 would avoid the Project's significant cumulative on- and off-site construction noise impacts, as well as the Project's potentially significant on- and off-site construction vibration impacts related to human annoyance. Impacts associated with the remaining environmental issues would be similar to or less than those of the Project.

4. Relationship of the Alternative to Project Objectives

Under the No Project/No Build Alternative, the existing commercial uses and surface parking lot would continue to operate on the Project Site, and no new development would occur. As such, Alternative 1 would not meet the underlying purpose of the Project or the Project objectives. Specifically, Alternative 1 would not:

- Support and expand tourism and business activity in the Hollywood Community Plan area by developing new lodging opportunities that are easily accessible to entertainment and commercial destinations in Hollywood;

- Reduce vehicular trips and promote local and regional mobility objectives by developing a hotel use with convenient access to a variety of alternative transportation options including walking, biking, and public transit, and in close proximity to popular tourist destinations;

- Redevelop an underutilized site by replacing the existing surface parking and moderate commercial use with an economically viable and aesthetically

attractive development on a physically constrained site that will be physically and programmatically compatible with the variety of urban uses in the vicinity;

- Meet the objectives of the City's Walkability Checklist and Citywide Design Guidelines to improve the pedestrian experience through the creation and improvement of publicly accessible spaces, including neighborhood-serving commercial uses, at the Project Site; or

Provide short- and long-term employment opportunities and maximize transient occupancy tax revenue for the City.Overall, the No Project/No Build Alternative would not achieve the Project's underlying purpose of revitalizing the Project Site by developing a high-quality hotel development project that provides new lodging opportunities to serve the Hollywood community as well as publicly accessible neighborhood-serving restaurant and bar uses that encourage pedestrian activity in the vicinity of the Project Site.

V. Alternatives

B. Alternative 2: Mixed-Use Density Bonus Alternative

1. Description of the Alternative

Alternative 2, the Mixed-Use Density Bonus Alternative, would remove the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building and adjacent paved surface areas in order to construct a 12-story high-rise building with a maximum height of 135 feet. As shown in Figure V-1 on page V-22, proposed building under Alternative 2 would be lower in height than the Project; however, the building massing would be similar to that of the Project. In addition, architectural elements, lighting, and signage under the Mixed-Use Density Bonus Alternative would be similar to that of the Project.

Specifically, Alternative 2 would include approximately 5,500 square feet of high-turnover restaurant spaces and approximately 83 residential units. Under the existing zoning for the Project Site, Alternative 2 would be restricted to a maximum of 61 units. However, the Mixed-Use Density Bonus would set aside the required number of affordable housing units in order to qualify for a 35 percent density bonus, which would allow Alternative 2 to increase the unit count to 83 and exceed the FAR limit of 3:1 (per Ordinance No. 165,659, adopted in 1990) imposed by the "D" limitation of the C4-2D-SN (Commercial, Height District 2 with Development Limitation, Hollywood Signage Supplemental Use District) zone. Upon completion, the Mixed-Use Density Bonus Alternative would result in a total of 49,572 square feet of new floor area and a FAR of 4.05:1 with the application of the 35 percent density bonus. Alternative 2 would not require a zone or height district change.

The Mixed-Use Density Bonus Alternative would provide approximately 53 parking spaces within one subterranean parking level and two above-ground parking levels for the residential and restaurant uses. Given the Project Site constraints, vehicle parking would be facilitated by valet service, while bicycle parking would be located as part of an attended bicycle parking service, as with the Project. Since Alternative 2 would construct only one subterranean parking level, compared to the five levels proposed by the Project, the amount of excavation and soil export during construction would be significantly reduced. In addition, the total floor area proposed under Alternative 2 would also be reduced.

Figure V-1
Alternative 2 Height and Massing

Source: Gensler, 2019.

Accordingly, the overall construction duration for the Mixed-Use Density Bonus would also be reduced when compared to the Project.

2. Environmental Impacts

a. Aesthetics

(1) Scenic Vistas

Under Alternative 2, the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building and adjacent paved surface areas would be removed in order to construct a 12-story high-rise building with a maximum height of 135 feet. The proposed building under Alternative 2 would be lower in height than the Project; however, the building massing would be similar to that of the Project and intermittent and distant views of small portions of the Hollywood Hills and Hollywood Sign would continue to be available from limited locations to the south along Vine Street looking north. The proposed building would not block public views of the distant Hollywood Hills or Hollywood Sign from Vine Street. Impacts would be less than the Project due to the reduced building height, and like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant. .

(2) Scenic Resources

The Project Site is not located within a state- or City-designated scenic highway. Therefore, similar to the Project, Alternative 2 would not damage scenic resources, including trees, rock outcroppings, historic buildings, or other natural features within a designated scenic highway. No impact would occur.

(3) Conflict with Zoning and Other Regulations Governing Scenic Quality

As previously described, the Mixed-Use Density Bonus Alternative would develop a 12-story building with residential and restaurant uses on the Project Site. Alternative 2 would comply with the Project Site's existing zoning and with existing City and state density bonus law by providing the necessary number of affordable housing units to qualify for a 35-percent density bonus, which would allow Alternative 2 to exceed the 3:1 FAR limit imposed by the "D" limitation of the C4-2D-SN zone without requiring discretionary approval of a zone and height district change. In addition, since Alternative 2 would comply with the permitted land use and existing zoning requirements, the Mixed-Use Density Bonus Alternative would also be generally consistent with zoning and other regulations governing scenic quality. Therefore, impacts related to potential conflicts with zoning and other regulations governing scenic quality would be less than the impacts of the Project

since Alternative 2 would require fewer discretionary actions. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant.

(4) Light and Glare

(a) Construction

Construction of the Mixed-Use Density Bonus Alternative would introduce new, temporary sources of light and glare to the Project Site. As with the Project, construction activities for Alternative 2 would primarily occur during the daylight hours, and construction lighting would only be used for the duration needed if construction were to occur in the evening hours during the winter season when daylight is no longer sufficient. The Mixed-Use Density Bonus Alternative would implement the same project design feature as the Project to ensure that any necessary construction-related illumination would be used for safety and security purposes only, and would be shielded and/or aimed so that no direct beam illumination is provided outside of the Project Site boundary. Therefore, similar to the Project, Alternative 2 would not significantly impact off-site light-sensitive uses, substantially alter the character of off-site areas surrounding the Project Site, adversely impact day or nighttime views in the area, or substantially interfere with the performance of an off-site activity.

In addition, as with the Project, any glare generated within the Project Site during construction would be highly transitory and short-term given the movement of construction equipment and materials within the construction area and the temporary nature of construction activities. Furthermore, large, flat surfaces that are generally required to generate substantial glare are typically not an element of construction activities. Therefore, light and glare associated with the construction of Alternative 2 would not substantially alter the character of off-site areas surrounding the Project Site or adversely impact day or nighttime views in the area.

Since the overall duration of construction under the Mixed-Use Density Bonus Alternative would be reduced compared to the Project due to the reduced amount of excavation and total floor area, impacts related to light and glare during construction of Alternative 2 would be less and of shorter duration compared to the Project. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts including those pertaining to light and glare would not be considered significant.

(b) Operation

Similar to the Project, the Mixed-Use Density Bonus Alternative would increase light levels within the Project Site and the surrounding area through the introduction of new

sources of artificial lighting, including low-level exterior lights adjacent to the proposed building for security and wayfinding purposes; low-level accent lighting to highlight architectural features, landscape elements, and signage; and automobile headlights. Sources of light and glare under Alternative 2 would be similar to other lighting sources in the Project vicinity and would not generate artificial light levels that are out of character with the surrounding area. In addition, as with the Project, the Mixed-Use Density Bonus Alternative would implement similar project design features and all exterior lighting would be shielded and/or directed toward the areas to be lit within the Project Site to avoid spillover onto adjacent sensitive uses. Overall, Alternative 2 would not significantly increase nighttime lighting levels in the area. Operational lighting impacts under Alternative 2 would be less than the impacts identified for the Project due to the smaller building size proposed.

Additionally, Alternative 2 would be designed in a contemporary architectural style and would feature a variety of surface materials similar to the materials proposed for the Project. As with the Project, the Mixed-Use Density Bonus Alternative would implement similar project design features to reduce glare from glass and other potentially reflective materials. Furthermore, like the Project, while headlights from vehicles entering and leaving the driveway on Vine Street would be visible during the evening hours, such lighting sources would be typical for the highly-urbanized Project area and would not be anticipated to result in a substantial adverse impact. Therefore, operational glare impacts under the Mixed-Use Density Bonus Alternative would be less than those of the Project due to the smaller building size proposed. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts including those pertaining to light and glare would not be considered significant.

(c) Shading

As discussed in Section IV.A, Aesthetics, of this Draft EIR, the Project would not have a significant shading impact on nearby sensitive receptors. The Mixed-Used Density Alternative would construct a 12-story high-rise with a maximum building height of 135 feet and massing similar to that of the Project. Since the proposed building height would be 50 feet lower than the Project, shading impacts under Alternative 2 would be less than those of the Project. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts including those pertaining to light and glare would not be considered significant.

b. Air Quality

(1) Construction

(a) Regional and Localized Air Quality Impacts

The Mixed-Use Density Bonus Alternative would involve the same amount of demolition and grading as the Project, but substantially less excavation and soil export due to the reduced number of subterranean levels. As with the Project, construction of Alternative 2 would generate air emissions through the use of heavy-duty construction equipment and haul truck and construction worker trips. While the overall amount of building construction would be less than what is proposed under the Project over the entire duration of the construction period, the intensity of air emissions and fugitive dust from site preparation and construction activities would be similar on days with maximum construction activities. Because maximum daily conditions are used for measuring significance, regional impacts on these days would be similar to those of the Project and would be less than significant. Similarly, although the overall site grading and excavation activities would decrease under Alternative 2, the intensity of site grading and excavation on maximum activity days would be similar to levels proposed under the Project. Because maximum daily conditions are used for measuring significance, localized impacts on these days would be similar to those of the Project and would be less than significant.

(b) Toxic Air Contaminants

As with the Project, construction of the Mixed-Use Density Bonus Alternative would generate diesel particulate emissions associated with heavy equipment operations during grading and excavation activities. These activities represent the greatest potential for TAC emissions. As discussed in Section IV.B, Air Quality, of this Draft EIR, the Project would result in less-than-significant impacts with regard to TAC emissions. Overall construction emissions generated by Alternative 2 would be less than those of the Project because the Mixed-Use Density Bonus Alternative would only include the construction of one level of subterranean parking. Thus, impacts due to TAC emissions and the corresponding individual cancer risk under Alternative 2 would be less when compared to the less-than-significant impacts of the Project.

(2) Operation

(a) Regional and Localized Air Quality Impacts

The Mixed-Use Density Bonus Alternative would reduce the total square footage of uses on the Project Site from 73,440 square feet as proposed by the Project to 49,572 square feet. As discussed below in Subsection V.B.2.i, Transportation, the number of net new daily vehicle trips generated by the Mixed-Use Density Bonus Alternative would

be less than the number of trips generated by the Project. Operational regional air pollutant emissions associated with Alternative 2 would be generated by vehicle trips to the Project Site, which are the largest contributors to operational air pollutant emissions, and the consumption of electricity and natural gas. Since the amount of vehicular emissions is based on the number of trips generated, the overall pollutant emissions generated by Alternative 2 would be less than the emissions generated by the Project because the number of vehicular trips is less. Therefore, under Alternative 2, total contributions to regional air pollutant emissions during operation would be less than the Project's contribution. Accordingly, regional air quality impacts under Alternative 2 would be less than significant, and less than the less-than-significant impacts of the Project.

Localized operational impacts are determined primarily by peak-hour intersection traffic volumes. As discussed above, the number of net new peak-hour trips generated by Alternative 2 would be less than the trips generated by the Project. In addition, as with the Project, the Mixed-Used Density Bonus Alternative would not introduce any major new sources of air pollution within the Project Site. Because the localized impacts analysis from on-site operational activities and the localized CO hotspot analysis associated with off-site operational activities for the Project did not result in any significant impacts, localized impacts under Alternative 2 also would be less than significant, and would be less than the less-than-significant impacts of the Project.

(b) Toxic Air Contaminants

Similar to the Project, the Mixed-Use Density Bonus Alternative would not include any substantial TAC sources as defined in the guidance documents. Alternative 2 would result in some TAC emissions, primarily from mobile source emissions, which as discussed above, would be less than the mobile source emissions generated by the Project. Therefore, TAC impacts would be less than significant under Alternative 2 and less than the less-than-significant TAC impacts of the Project.

c. Cultural Resources

(1) Historic Resources

The Mixed-Use Density Bonus Alternative would remove the existing low-rise commercial building and paved surface areas on-site and construct a 12-story mixed-use building on the Project Site. As previously stated, there are no historical resources on the Project Site. Therefore, Alternative 2 would not demolish, relocate or alter any historical resources located on the Project Site. However, like the Project, construction of the Mixed-Use Density Bonus Alternative would have the potential to cause damage to the Equitable Building and the Pantages Theatre and would require the temporary removal of a portion of the Hollywood Walk of Fame. Alternative 2 would implement the same mitigation

measures as the Project to reduce impacts to the Equitable Building, the Pantages Theatre, and the Walk of Fame to a less than significant level. In addition, similar to the Project, the Mixed-Use Density Bonus Alternative would alter the immediate surroundings of historical resources in the vicinity by constructing a new high-rise building on the Project Site. Such resources include the Hollywood Boulevard Commercial and Entertainment District, the Equitable Building, the Pantages Theatre, and the Capitol Records Building. The analysis in Section IV.C, Cultural Resources, of this Draft EIR concludes that the building height, scale, and contemporary style of Project would be generally compatible with the adjacent historical resources and would not impact their integrity in a manner that would materially impair their significance as historical resources. The design of proposed building would be similar to that of the Project in terms of scale, architectural style, and building materials and colors. Thus, overall, impacts to historic resources would be less than significant with mitigation and similar to the less-than-significant impacts of the Project.

(2) Archaeological Resources

The Mixed-Use Density Bonus Alternative would construct only one level of subterranean parking rather than the five levels proposed by the Project. Therefore, the potential for Alternative 2 to uncover subsurface archaeological resources would be reduced when compared to that of the Project. Nonetheless, Alternative 2 would comply with the same regulatory requirements and would implement the same mitigation measure as the Project in the event that archaeological resources are uncovered. Therefore, impacts to archaeological resources would remain less than significant, but would be less than the less-than-significant with mitigation impacts of the Project.

d. Energy

(1) Construction

Similar to the Project, construction activities associated with the Mixed-Use Density Bonus Alternative would consume electricity to supply and convey water for dust control and, on a limited basis, may be used to power lighting, electronic equipment, and other construction activities necessitating electrical power. The energy consumed would be reduced compared to the Project due to the reduction in the overall amount of construction and duration of construction. In addition, as with the Project, construction activities would require energy demand that is not wasteful, inefficient, or unnecessary and would not be expected to have an adverse impact on available energy resources. Therefore, impacts on energy resources associated with short-term construction activities would be less than significant under Alternative 2 and less than the less-than-significant impacts of the Project.

(2) Operation

As with the Project, operation of the Mixed-Use Density Bonus Alternative would generate an increased consumption of electricity, natural gas, and petroleum-based fuels relative to existing conditions. However, proposed residential and restaurant uses would result in significantly less electricity, natural gas, and petroleum-based fuel consumption when compared to the hotel uses proposed by the Project. Specifically, Alternative 2 would construct only 83 residential units compared to the 240 hotel rooms proposed by the Project, which would result in a significant reduction in the consumption of electricity and natural gas. In addition, as discussed further below, the 83 residential units would generate 245 net daily vehicle trips compared to the 1,296 net daily trips generated by the Project. Thus, the associated consumption of electricity, natural gas, and petroleum-based fuels under the Mixed-Use Density Bonus Alternative would be significantly reduced. Furthermore, similar to the Project, Alternative 2 would implement the same project design features as the Project, which would improve energy efficiency and reduce impacts on consumption of energy resources. Accordingly, as with the Project, the consumption of electricity, natural gas, and petroleum-based fuels under Alternative 2 would not be wasteful, inefficient, or unnecessary. Therefore, impacts to energy resources under the Mixed-Use Density Bonus Alternative would be less than significant and less than the less-than-significant impacts of the Project.

e. Geology and Soils

(1) Geology and Soils

Under the Mixed-Use Density Bonus Alternative, impacts related to site-specific geologic hazards, including fault rupture, strong seismic shaking, liquefaction, seismically induced settlement, soil stability, and subsidence would be similar to those under the Project because such impacts are a function of the Project Site's underlying geologic conditions rather than the type of land use proposed. The Mixed-Use Density Bonus Alternative would be developed within the same site as the Project, and would comply with the same regulatory requirements as the Project to ensure that the soils underlying the Project Site can adequately support the proposed development. As with the Project, the Mixed-Use Density Bonus Alternative would be designed and constructed to conform to the current seismic design provisions of the California Building Code and the Los Angeles Building Code. Alternative 2 would also be required to provide a final design-level geotechnical report, subject to the Los Angeles Department of Building and Safety (LADBS) review and approval prior to the issuance of grading permits, to identify and minimize seismic risks. Alternative 2 would construct only one level of subterranean parking and would not require the same level of excavation associated with the construction of five subterranean parking levels proposed by the Project. Therefore, the potential for encountering expansive soils would be reduced. Overall, under Alternative 2, impacts related to geology and soils would remain less than significant and, given the

reduced amount of excavation that would occur, such impacts would be less than those of the Project.

(2) Paleontological Resources

The Mixed-Use Density Bonus Alternative would construct only one level of subterranean parking rather than the five levels proposed by the Project. Therefore, the potential for Alternative 2 to uncover subsurface paleontological resources would be reduced when compared to that of the Project. Nonetheless, Alternative 2 would comply with the same regulatory requirements and would implement the same mitigation measure as the Project in the event paleontological resources are uncovered. Therefore, impacts to paleontological resources would remain less than significant with mitigation, but would be less than the impacts of the Project, which also would be less than significant with mitigation.

f. Greenhouse Gas Emissions

GHG emissions from a development project are determined in large part by the number of daily trips generated and energy consumption from proposed land uses. Under the Mixed-Use Density Bonus Alternative, the trip generation and energy and water consumption from proposed land uses would be reduced compared to the Project due to the proposed residential and restaurant uses, which would generate less trips and demand less water and energy as discussed below under Subsections V.B.2.i and V.B.2.l. Thus, the amount of GHG emissions generated by Alternative 2 would be less than amount generated by the Project. As with the Project, the Mixed-Use Density Bonus Alternative would incorporate project design features to reduce GHG emissions and would be designed to comply with the City's Green Building Ordinance, as applicable, and the sustainability intent of the U.S. Green Building Council's LEED® program. With compliance with the City's Green Building Ordinance and the implementation of comparable sustainability features as the Project, it is anticipated that Alternative 2 would be consistent with the GHG reduction goals and objectives included in adopted state, regional, and local regulatory plans. Thus, impacts related to GHG emissions under the Mixed-Use Density Bonus Alternative would be less than significant and less than the less-than-significant impacts of the Project.

g. Land Use

(1) Physically Divide a Community

The Mixed-Use Density Bonus Alternative would develop residential and restaurant uses that are permitted by the Project Site's current C4-2D-SN zone. The proposed uses under Alternative 2 would be compatible with and would complement existing and future

development in the Project area. Therefore, similar to the Project, the Mixed-Use Density Bonus Alternative would not disrupt, divide, or isolate any existing neighborhoods or communities and impacts associated with the physical division of a community would be less than significant and similar to the impacts of the Project.

(2) Conflict With Land Use Plans

As previously described, the Mixed-Use Density Bonus Alternative would develop a 12-story building with residential and restaurant uses on the Project Site. Alternative 2 would comply with the Project Site's existing zoning and with existing City and state density bonus law by providing the necessary number of affordable housing units to qualify for a 35-percent density bonus, which would allow Alternative 2 to exceed the 3:1 FAR limit imposed by the "D" limitation of the C4-2D-SN zone without requiring discretionary approval of a zone and height district change. In addition, since Alternative 2 would comply with the permitted land use and existing zoning requirements, the Mixed-Use Density Bonus Alternative would also be generally consistent with the applicable goals, policies, and objectives in local and regional plans that govern development on the Project Site and that were adopted to avoid or mitigate an environmental effect, including Southern California Association of Governments' (SCAG) regional plans, the General Plan Framework Element, and the Hollywood Community Plan. Therefore, impacts related to conflicts with land use plans would be less than significant and less than the less-than-significant impacts of the Project since Alternative 2 would require fewer discretionary actions.

h. Noise

(1) Construction

The Mixed-Use Density Bonus Alternative would involve the same general phases of construction as the Project (i.e., site grading and excavation, building construction, and finishing/landscape installation), but would not require the amount of site excavation and soil export associated with the Project's construction of five levels of subterranean parking. As with the Project, construction of Alternative 2 would generate noise from the use of heavy-duty construction equipment as well as from haul truck and construction worker trips. Since Alternative 2 would not require the extent of site excavation and soil export necessary under the Project, the amount and the overall duration of construction would be reduced. Notwithstanding, on- and off-site construction activities and the associated construction noise and vibration levels would be expected to be similar during maximum activity days since only the overall duration, and not the daily intensity of construction activities, would decrease under Alternative 2 when compared to the Project. Noise and vibration levels during maximum activity days, which are used for measuring impact significance, would be similar to those of the Project. Therefore, noise and vibration

impacts due to on- and off-site construction activities under the Mixed-Use Density Bonus Alternative would also be similar to those that would occur under the Project. Alternative 2 would comply with the same applicable regulatory requirements and implement the same project design features and mitigation measures as the Project to reduce noise and vibration levels during construction. As with the Project, with implementation of mitigation measures, on-site vibration impacts associated with potential building damage would be reduced to a less-than-significant level for Alternative 2. However, similar to the Project, construction of Alternative 2 would result in significant and unavoidable on-site noise impacts during construction, on-site vibration impacts during construction (pursuant to the threshold for human annoyance), and off-site vibration impacts (pursuant to the threshold for human annoyance) during construction from haul trucks. Additionally, similar to the Project, the Mixed-Use Density Bonus Alternative would result in cumulative on- and off-site construction noise impacts, as well as potentially significant on- and off-site construction vibration impacts related to human annoyance.

(2) Operation

As described in Section IV.H, Noise, of this Draft EIR, sources of operational noise include: (a) on-site stationary noise sources such as outdoor mechanical equipment (i.e., HVAC equipment), activities associated with the outdoor landscaped courtyards, parking facilities, and loading dock/trash collection areas; and (b) off-site mobile (roadway traffic) noise sources. As is the case with the Project, on-site mechanical equipment used during operation of Alternative 2 would comply with the regulations under Section 112.02 of the Los Angeles Municipal Code (LAMC), which prohibits noise from air conditioning, refrigeration, heating, pumping, and filtering equipment from exceeding the ambient noise levels on the premises of other occupied properties by more than 5 decibels (dBA). In addition, the Mixed-Use Density Bonus Alternative may include outdoor spaces within the Project Site in areas similar to the Project and at similar distances from off-site noise sensitive receptors. Therefore, noise levels associated with activities within the outdoor spaces would be similar to those of the Project. The proposed loading dock and trash collection areas for Alternative 2 would also be located in similar areas as the Project. Thus, noise impacts from loading dock and trash collection areas would also be similar to the Project. Alternative 2 would provide fewer parking spaces compared to the Project, which would result in a reduction in potential noise associated with parking facilities compared to the Project. However, since parking would be provided within one subterranean level and two above-ground levels under Mixed-Use Density Bonus, rather than within five subterranean levels as proposed by the Project, parking would not be fully enclosed on all sides. Therefore, noise generated from within the parking structures would be greater when compared to the Project. As such, on-site noise impacts under Alternative 2 would be less than significant, but greater when compared to the less-than-significant impacts of the Project.

With regard to off-site noise sources, the Mixed-Use Density Bonus Alternative would result in a reduction in daily vehicle trips compared to the Project as discussed below in Subsection V.B.2.i. The reduction in vehicle trips would result in a decrease in off-site traffic-related noise levels under Alternative 2. Therefore, off-site noise impacts would be less when compared to the Project and less than significant.

i. Public Services—Fire Protection

(1) Construction

As previously discussed, the Mixed-Use Density Bonus Alternative would construct only one level of subterranean parking, compared to the five levels of subterranean parking proposed by the Project. Therefore, due to the reduction of excavation required, the overall duration of construction would be shorter than the duration of construction for the Project. As is the case with the Project, construction activities under Alternative 2 would have the potential to result in accidental on-site fires by exposing combustible materials (e.g., wood, plastics, sawdust, coverings and coatings) to fire risks from machinery and equipment sparks, and from exposed electrical lines, chemical reactions in combustible materials and coatings, and lighted cigarettes. Construction activities would comply with the safety and health provisions required by the federal Occupational Safety and Health Administration. Construction would also occur in compliance with all applicable federal, state, and local requirements concerning the handling, disposal, use, storage, and management of hazardous waste. Thus, compliance with regulatory requirements would effectively reduce the potential for construction activities to expose people to the risk of fire or explosion related to hazardous materials.

Similar to the Project, construction activities associated with Alternative 2 could also potentially impact the provision of LAFD services in the vicinity of the Project Site as a result of construction impacts to the surrounding roadways. While construction activities would primarily be contained within the boundaries of the Project Site, access to the Project Site and the surrounding vicinity could be impacted by temporary lane closures, roadway/ access improvements, and the construction of utility line connections. Construction activities would also generate traffic associated with the movement of construction equipment, the hauling of soil and construction materials to and from the Project Site, and construction worker traffic. Thus, although construction activities would be short-term and temporary for the area, emergency vehicle access along Vine Street, adjacent to the Project Site, and other main connectors surrounding the Project Site, could potentially be temporarily impacted during the construction phase for the Mixed-Use Density Bonus Alternative. However, as is the case with the Project, construction worker and haul truck trips would be expected to occur outside the typical weekday commuter morning and afternoon peak periods, reducing the potential for traffic-related conflicts. Furthermore, similar to the Project, a Construction Traffic Management Plan would be implemented to

ensure that adequate and safe access remains available within and near the Project Site during construction activities. Therefore, construction-related impacts related to fire protection services under Alternative 2 would be less than significant and similar to the less-than-significant impacts of the Project, although the construction duration would be shorter.

(2) Operation

The Mixed-Use Density Bonus Alternative would develop 83 residential units and approximately 5,500 square feet of restaurant uses on the Project Site. Based on the most recent estimated household size for multi-family housing units in the City of Los Angeles area of 2.43 persons per unit, the development of 83 residential units would generate a population of approximately 202 residents on the Project Site.[3] In addition, the approximately 5,500 square feet of restaurant uses proposed under Alternative 2 would generate approximately 15 employees, based on employee generation rates promulgated by the Los Angeles Unified School District (LAUSD).[4] The estimated number of existing employees on-site is approximately 18 employees, based on LAUSD's employee generation rates.[5] Therefore, the Mixed-Use Density Bonus Alternative would generate a net fire service population of approximately 200 persons on the Project Site, which is less than the net service population of approximately 65 employees and 240 visitors generated by the Project. Therefore, the potential increase in demand for fire protection and emergency medical services provided by the LAFD would be less compared to the Project under Alternative 2. As with the Project, Alternative 2 would be located approximately 0.7 mile west of Fire Station No. 82, the "first-in" station for the Project Site. Fire Station No. 27, located approximately 0.8 mile southwest of the Project Site, would also be available to serve the Project Site in the event of an emergency. Similar to the Project, the Mixed-Use Density Bonus Alternative would implement mandatory, code-required life safety features in compliance with LAFD Requirement No. 10 for high-rise buildings. Alternative 2 would also implement all applicable Los Angeles Building Code (LABC) and Los Angeles Fire Code requirements regarding structural design, building materials, site access, fire flow, storage and management of hazardous materials, alarm and communications systems, etc. Therefore, impacts related to fire protection services would be less than significant under Alternative 2, and less than the less-than-significant impacts

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[3] *Based on a 2.43 persons per household rate for multi-family units based on the 2016 American Community Survey 5-Year Average Estimate (2012–2016) per correspondence with Jack Tsao, Los Angeles Department of City Planning Demographics Unit, March 8, 2018.*

[4] *Los Angeles Unified School District, 2017 Developer Fee Justification Study, March 2017, Table 14. Based on the employee generation rate of 0.00271 employee per average square foot for "Neighborhood Shopping Center" (restaurant uses) land uses.*

[5] *Ibid.*

of the Project due to the decrease in the residential service population compared to the Project.

j. Transportation

(1) Construction

As with the Project, construction of the Mixed-Use Density Bonus Alternative would generate additional trips from heavy-duty construction equipment, haul trucks, and construction worker trips. Alternative 2 would require less excavation and soil export than the Project since Alternative 2 would construct only one level of subterranean parking rather than the five levels of subterranean parking proposed by the Project. Therefore, the overall duration of the construction period for the Mixed-Use Density Bonus Alternative would be reduced when compared to the Project. Similar to the Project, peak haul truck activity would occur during the excavation and grading phase, and peak worker activity would occur during the building construction phase. As with the Project, Alternative 2 would implement a Construction Traffic Management Plan that would require haul truck and construction worker trips during these phases to be scheduled outside of commuter weekday peak hours to the extent feasible. Therefore, construction-related activities would not contribute a substantial amount of traffic during the weekday morning and afternoon peak periods. Like the Project, construction of Alternative 2 would be contained within the boundaries of the Project Site. However, it is expected that construction fences could encroach into the public right-of-way (e.g., sidewalk and roadways) adjacent to the Project Site. The use of the public right-of-way along Vine Street would require temporary rerouting of pedestrian traffic as the sidewalks fronting the Project Site would be closed, but would not require the closure of any vehicle travel lanes primarily due to the availability of the parking lane on Vine Street adjacent to the Project Site, which would be used intermittently throughout the construction period for equipment staging, concrete pumping, etc. Furthermore, the Mixed-Use Density Bonus Alternative would implement similar project design features as the Project, which include a Construction Traffic Management Plan to ensure pedestrian and traffic safety and access. Therefore, as with the Project, access and safety impacts during Project construction would be less than significant. Other potential construction-related impacts, including impacts to bus/transit and parking would also be less than significant and similar to the Project. Therefore, impacts to traffic, access, and parking during construction would be less than significant under Alternative 2 and similar to the less-than-significant impacts of the Project, although duration of construction would be shorter.

(2) Operation

Using ITE 9th Edition trip generation rates, the Mixed-Use Density Bonus Alternative would generate approximately 245 net daily trips, compared to the 1,296 net daily trips

generated by the Project. Using ITE 10th Edition trip generation rates, the Mixed-Use Density Bonus Alternative would generate approximately 285 net daily trips, compared to the 1,328 net daily trips generated by the Project. Alternative 2 would not result in significant impacts at any of the intersections within the study area during the morning or afternoon peak periods under Existing Plus Project Conditions or Future Plus Project Conditions. Therefore, the impacts to intersection levels of service under Alternative 2 would be less than significant compared to the Project, which would have a significant impact at the intersection of Vine Street and Hollywood Boulevard during the morning peak period under Existing Plus Project Conditions and during both morning and afternoon peak periods under Future Plus Project Conditions, and would require mitigation. As such, intersection impacts under Alternative 2 would be less than the Project impacts, which would be less than significant with mitigation.

Similar to the Project, the Mixed-Use Density Bonus Alternative would not result in impacts to the regional transportation system and there are no residential streets adjacent to the Project Site. Impacts to the regional transportation system under Alternative 2 would be less than significant, and less than the Project impacts due to the significant reduction of daily trips.

The access and circulation scheme proposed under Alternative 2 would be similar to that of the Project. However, unlike the Project, the Mixed-Used Density Bonus Alternative would not result in a significant impact at the intersection of Vine Street and Hollywood Boulevard prior to mitigation. Therefore, impacts to access and circulation under Alternative 2 would be less than significant and less than the Project, which would be less than significant with mitigation.

Proposed parking under the Mixed-Use Density Bonus Alternative would meet LAMC parking requirements for residential and restaurant uses. In addition, the Project would be required to conform to City standards related to sight distance, sidewalks, and/or pedestrian movement controls to protect vehicle, bicycle, and pedestrian safety. Therefore, impacts to bicycle, pedestrian, and vehicular safety; and parking would be less than significant and similar to the less-than-significant impacts of the Project.

k. Tribal Cultural Resources

As discussed in Section IV.K, Tribal Cultural Resources, of this Draft EIR, a Sacred Sites/Lands File search was conducted by the Native American Heritage Commission (NAHC) and a records search at the South Central Coastal Information Center (SCCIC) was conducted as part of the preparation of the Tribal Cultural Resources (TCR) Report for the Project. The results were negative for any recorded tribal cultural resources on the Project Site. Furthermore, based on the findings contained in the TCR Report, there is no record or evidence of tribal cultural resources on the Project Site or in its vicinity.

Additionally, in compliance with the requirements of Assembly Bill (AB) 52, the City provided formal notification of the Project to the California Native American tribes that requested notification. None of the notified tribes responded with a request for consultation with the City within the 30-day response period established by AB 52. Therefore, the government to government consultation that has been initiated by the City, acting in good faith and after a reasonable effort, has not resulted in the identification of tribal cultural resources within the Project Site or in its vicinity. As such, Project impacts to tribal cultural resources would be less than significant. Nonetheless, the City's standard condition of approval to address inadvertent discovery of tribal cultural resources would be implemented in the event that Project construction activities uncover subsurface tribal cultural resources that have not been recorded. This same standard condition of approval would be imposed for Alternative 2.

The Mixed-Use Density Bonus Alternative would construct only one level of subterranean parking rather than the five levels proposed by the Project. Therefore, the potential for Alternative 2 to uncover subsurface tribal cultural resources would be reduced when compared to that of the Project. Accordingly, impacts to tribal cultural resources would remain less than significant, and be less than the less-than-significant impacts of the Project.

I. Utilities and Service Systems—Energy Infrastructure

(1) Construction

Similar to the Project, construction activities associated with the Mixed-Use Density Bonus Alternative would consume electricity to supply and convey water for dust control and, on a limited basis, may be used to power lighting, electronic equipment, and other construction activities necessitating electrical power. The energy consumed would be reduced compared to the Project due to the reduction in the overall amount of construction and duration of construction. Therefore, impacts on energy infrastructure associated with short-term construction activities would be less than significant under Alternative 2 and less than the less-than-significant impacts of the Project.

(2) Operation

As with the Project, operation of the Mixed-Use Density Bonus Alternative would generate an increased consumption of electricity, natural gas, and petroleum-based fuels relative to existing conditions. However, proposed residential and restaurant uses would result in significantly less electricity and natural gas consumption when compared to the hotel uses proposed by the Project. Specifically, Alternative 2 would construct only 83 residential units compared to the 240 hotel rooms proposed by the Project, which would result in a significant reduction in the consumption of electricity and natural gas. Thus, the

associated consumption of electricity and natural gas under the Mixed-Use Density Bonus Alternative would be significantly reduced, and the corresponding impact on energy infrastructure would be less than the Project. Therefore, impacts to energy infrastructure under the Mixed-Use Density Bonus Alternative would be less than significant and less than the less-than-significant impacts of the Project.

m. Utilities and Service Systems—Water Supply and Infrastructure

(1) Construction

Similar the Project, construction activities associated with the Mixed-Use Density Bonus Alternative would generate a short-term demand for water. This demand would be less than the Project due to the reduction in the overall amount of construction activities and duration of construction that would be required under Alternative 2. As evaluated in Section IV.L.2, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, the Project's temporary and intermittent demand for water during construction could be met by the City's available supplies during each year of construction. Since the water demand for construction activities would be reduced, the temporary and intermittent demand for water during construction under the Mixed-Use Density Bonus Alternative would also be expected to be met by the City's available water supplies. Similarly, the existing City of Los Angeles Department of Water and Power (LADWP) water infrastructure would be adequate to provide the water flow necessary to serve the Mixed-Use Density Bonus Alternative. Furthermore, as with the Project, the design and installation of new service connections under Alternative 2 would be required to meet applicable City standards. Therefore, impacts on water supply and infrastructure associated with short-term construction activities would be less than significant under the Mixed-Use Density Bonus Alternative, and would be less than the impacts of the Project.

(2) Operation

The Mixed-Use Density Bonus Alternative would develop residential and restaurant uses on the Project Site. As shown in Table V-2 on page V-39, based on the proposed 83 residential units and approximately 5,500 square feet of high-turnover restaurant uses, Alternative 2 would demand approximately 12,159 gallons per day for the Project Site, which is lower than the water demand for the Project that is analyzed in Section IV.L.2, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR. Therefore, the estimated net water demand under Alternative 2 would be within the available and projected water supplies for normal, single-dry, and multi-dry years through the year 2040. In addition, the existing water distribution infrastructure would be adequate to serve Alternative 2. Furthermore, similar to the Project, the Project Applicant would construct the necessary on-site water infrastructure and off-site connections to the LADWP

Table V-2
Estimated Water Consumption for Alternative 2

Land Use	Unit	Generation Factor[a]	Proposed Water Demand (gpd)
Existing			
Restaurant[b]	6,393 sf	30 gpd/15 sf	12,786
Subtotal			*12,786*
Proposed			
Residential	83 units	190 gpd/unit[c]	15,770
High-Turnover Restaurant	5,500 sf (367 seats)[b]	25 gpd/seat[d]	9,175
Subtotal			*24,945*
Total Net Water Consumption			**12,159**

gpd = gallons per day
sf = square feet
[a] *Sewage generation calculations are based on generation factors provided by City of Los Angeles Bureau of Sanitation (LASAN).*
[b] *Assumes 15 square feet per person to estimate existing seat count.*
[c] *Conservatively assumes generation factor for "Residential: Apt—3 BR" provided by LASAN.*
[d] *Conservatively assumes generation factor for "Restaurant: Fast Food Indoor Seat" provided by LASAN.*
Source: KPFF Consulting Engineers, 2018; Eyestone Environmental, 2018.

water system pursuant to applicable City requirements under Alternative 2 to accommodate the new building. Thus, impacts to water supply under the Mixed-Use Density Bonus Alternative would be less than significant and less than the less-than-significant impacts of the Project.

3. Comparison of Impacts

As evaluated above, the Mixed-Use Density Bonus Alternative would not eliminate the Project's significant and unavoidable on-site construction noise impacts, on-site construction vibration (pursuant to the threshold for human annoyance) impacts, and off-site construction vibration (pursuant to the threshold for human annoyance) impacts. In addition, Alternative 2 would not eliminate the Project's significant cumulative on- and off-site construction noise impacts, as well as the Project's potentially significant on- and off-site construction vibration impacts related to human annoyance. Furthermore, although operational impacts related to on-site noise levels would be greater than those of the Project, such impacts would remain less than significant under Alternative 2. However, the

Mixed-Use Density Bonus Alternative would reduce many of the Project's less-than-significant and less-than-significant with mitigation impacts, including impacts associated with aesthetics; air quality related to TACs during construction; air quality during operation; energy; cultural resources; geology and soils; greenhouse gas emissions; land use; off-site noise during operation; fire protection services during operation; traffic related to intersection levels of service, regional transportation system, and access and circulation during operation; tribal cultural resources; energy infrastructure; and water supply. All other impacts would be similar to those of the Project.

4. Relationship of the Alternative to Project Objectives

Under the Mixed-Use Density Bonus Alternative, the existing commercial uses and surface parking lot would be removed in order to construct a mixed-used building with residential and restaurant uses as allowed by the existing zone of the Project Site. Alternative 2 would not meet the underlying purpose of the Project or some of the Project objectives. Specifically, Alternative 2 would not meet the following Project objectives:

- Support and expand tourism and business activity in the Hollywood Community Plan area by developing new lodging opportunities that are easily accessible to entertainment and commercial destinations in Hollywood.

- Reduce vehicular trips and promote local and regional mobility objectives by developing a hotel use with convenient access to a variety of alternative transportation options including walking, biking, and public transit, and in close proximity to popular tourist destinations.

- Provide short- and long-term employment opportunities and maximize transient occupancy tax revenue for the City.

However, the Mixed-Use Density Bonus Alternative would redevelop the Project Site with a high-rise building that would that would be compatible and in keeping with the character of the surrounding area. Development of compatible uses on the Project Site would improve and enhance the visual character of the Vine Street streetscape and surrounding area. Alternative 2 would also encourage pedestrian activity along Vine Street. Therefore, Alternative 2 would meet the following Project objectives:

- Redevelop an underutilized site by replacing the existing surface parking and moderate commercial use with an economically viable and aesthetically attractive development on a physically constrained site that will be physically and programmatically compatible with the variety of urban uses in the vicinity.

- Meet the objectives of the City's Walkability Checklist and Citywide Design Guidelines to improve the pedestrian experience through the creation and improvement of publicly accessible spaces, including neighborhood-serving commercial uses, at the Project Site.

Overall, although Alternative 2 would satisfy some of the objectives of the Project, it would not achieve the Project's underlying purpose of revitalizing the Project Site by developing a high quality hotel development project that provides new lodging opportunities to serve the Hollywood community as well as publicly accessible neighborhood-serving restaurant and bar uses that encourage pedestrian activity in the vicinity of the Project Site.

V. Alternatives

C. Alternative 3: Reduced Project Alternative

1. Description of the Alternative

The Reduced Project Alternative would result in the development of the Project Site in a manner similar to the Project; however, the density of the proposed uses would be reduced by roughly 25 percent when compared to the Project. Specifically, the number of hotel guest rooms would be reduced from 240 rooms to 180 rooms. In addition, the shared guest and public spaces would be reduced from approximately 5,373 square feet to approximately 4,029 square feet of floor area. This would include an outdoor seating area and coffee bar on Level 1, and a "living room" and terrace on Level 10 containing a limited-service food and beverage bar called "canteenM," workspace areas, and lounge seating. As shown in Figure V-2 on page V-43, the height of the hotel building would also be reduced, as compared to the Project, from a 13-story, 185-foot building to a ten-story building with an approximate height of 120 feet. Architectural elements, lighting and signage, and access to and within the Project Site under Alternative 3 would be similar to that of the Project. Similar to the Project, Alternative 3 would include a request for a zone and height district change on the Project Site from the existing C4-2D-SN zone to the (T)(Q)C4-2D-SN zone to allow for a max FAR of 4.5:1 in lieu of 3:1 (per Ordinance No. 165,659).

Under the Reduced Project Alternative, vehicle and bicycle parking for the proposed uses would be provided within four subterranean parking levels and the number of spaces provided be reduced from 79 vehicle parking spaces to approximately 60 vehicle parking spaces. Since the number of subterranean levels proposed under Alternative 3 would be reduced compared to the Project, the amount of excavation and soil export would also be less. In addition, the amount of building construction would be less due to the reduction in total floor area and building height. Thus, the overall construction duration under the Reduced Project Alternative would be shorter than the duration for the Project.

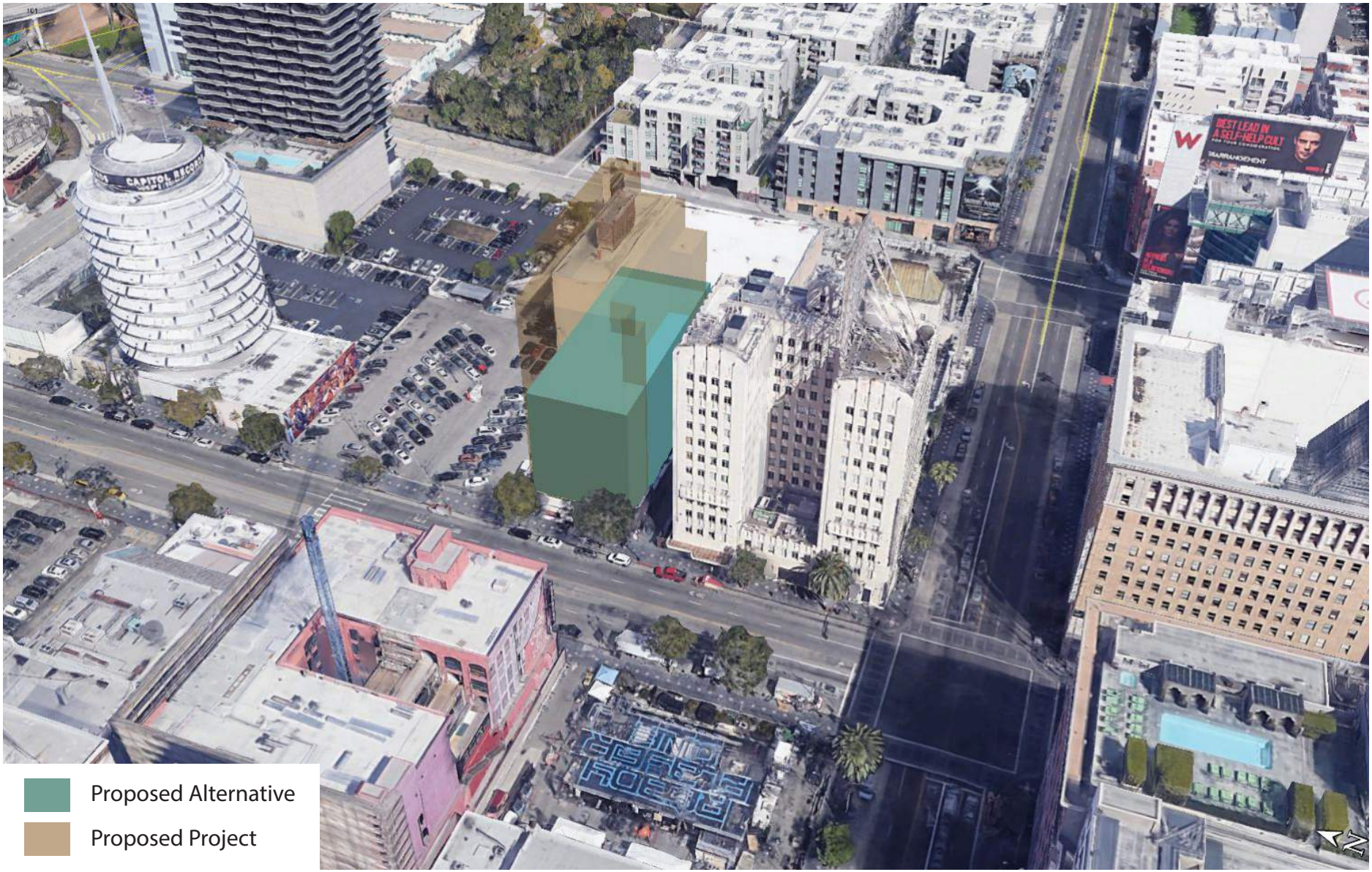

Figure V-2
Alternative 3 Height and Massing

Source: Gensler, 2019.

2. Environmental Impacts

a. Aesthetics

(1) Scenic Vistas

Under Alternative 3, the existing approximately 6,393 square foot low-rise commercial restaurant and nightclub building and adjacent paved surface areas would be removed in order to construct a 10-story high-rise building with a maximum height of 120 feet. The proposed building under Alternative 3 would be lower in height than the Project; however, the building massing would be similar to that of the Project and intermittent and distant views of small portions of the Hollywood Hills and Hollywood Sign would continue to be available from limited locations to the south along Vine Street looking north. The proposed building would not block public views of the distant Hollywood Hills or Hollywood Sign from Vine Street. Impacts would be less than the Project due to the reduced building height. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant.

(2) Scenic Resources

The Project Site is not located within a state- or City-designated scenic highway. Therefore, similar to the Project, Alternative 3 would not damage scenic resources, including trees, rock outcroppings, historic buildings, or other natural features within a designated scenic highway. No impact would occur.

(3) Conflict with Zoning and Other Regulations Governing Scenic Quality

As previously discussed, the Reduced Project Alternative would develop the same uses as the Project at a reduced density. Accordingly, the floor area ratio, density, and building height would be reduced compared to the Project. However, Alternative 3 would require the same discretionary approvals as the Project. Similar to the Project, with approval of the requested discretionary approvals and implementation of the project design features discussed throughout the Draft EIR (which would also be implemented as part of Alternative 3 to the extent applicable), the Reduced Project Alternative would be generally consistent with zoning and other regulations governing scenic quality. Thus, impacts related to potential conflicts with zoning and other regulations governing scenic quality would be similar to the impacts of the Project. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant.

(4) Light and Glare

(a) Construction

Construction of the Reduced Project Alternative would introduce new, temporary sources of light and glare to the Project Site. As with the Project, construction activities for Alternative 3 would primarily occur during the daylight hours, and construction lighting would only be used for the duration needed if construction were to occur in the evening hours during the winter season when daylight is no longer sufficient. The Reduced Project Alternative would implement the same project design feature as the Project to ensure that any necessary construction-related illumination would be used for safety and security purposes only, and would be shielded and/or aimed so that no direct beam illumination is provided outside of the Project Site boundary. Therefore, similar to the Project, Alternative 3 would not significantly impact off-site light-sensitive uses, substantially alter the character of off-site areas surrounding the Project Site, adversely impact day or nighttime views in the area, or substantially interfere with the performance of an off-site activity. Light impacts associated with construction would be less than the Project under the Reduced Project Alternative.

In addition, as with the Project, any glare generated within the Project Site during construction would be highly transitory and short-term given the movement of construction equipment and materials within the construction area and the temporary nature of construction activities. Furthermore, large, flat surfaces that are generally required to generate substantial glare are typically not an element of construction activities. Therefore, light and glare associated with the construction of Alternative 3 would not substantially alter the character of off-site areas surrounding the Project Site or adversely impact day or nighttime views in the area.

Since the overall duration of construction under the Reduced Project Alternative would be reduced compared to the Project due to the reduction of total floor area and building height, impacts related to light and glare during construction of Alternative 2 would be shorter and less compared to the less-than-significant impacts of the Project. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant.

(b) Operation

Similar to the Project, the Reduced Project Alternative would increase light levels within the Project Site and the surrounding area through the introduction of new sources of artificial lighting, including low-level exterior lights adjacent to the proposed building for security and wayfinding purposes; low-level accent lighting to highlight architectural features, landscape elements, and signage; and automobile headlights. Sources of light and glare under Alternative 3 would be similar to other lighting sources in the Project

vicinity and would not generate artificial light levels that are out of character with the surrounding area. In addition, as with the Project, the Reduced Project Alternative would implement similar project design features and all exterior lighting would be shielded and/or directed toward the areas to be lit within the Project Site to avoid spillover onto adjacent sensitive uses. Overall, Alternative 3 would not significantly increase nighttime lighting levels in the area. Operational lighting impacts under the Reduced Project Alternative would be less than the impacts identified for the Project due to the smaller building size proposed.

Additionally, Alternative 3 would be designed in a contemporary architectural style and would feature a variety of surface materials similar to the materials proposed for the Project. As with the Project, the Reduced Project Alternative would implement similar project design features to reduce glare from glass and other potentially reflective materials. Furthermore, like the Project, while headlights from vehicles entering and leaving the driveway on Vine Street would be visible during the evening hours, such lighting sources would be typical for the highly-urbanized Project area and would not be anticipated to result in a substantial adverse impact. Therefore, operational glare impacts under the Reduced Project Alternative would be less than those of the Project due to the reduced building size proposed. Furthermore, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant.

(c) Shading

As discussed in Section IV.A, Aesthetics, of this Draft EIR, the Project would not have a significant shading impact on nearby sensitive receptors. The Reduced Project Alternative would construct a 10-story high-rise with similar massing to the Project. Since the proposed building height would be three stories/65 feet lower than the Project, shading impacts under Alternative 2 would be less than the impacts of the Project. Furthermore, like the Project, pursuant to SB 743 and ZI File No. 2452, aesthetic impacts would not be considered significant.

b. Air Quality

(1) Construction

(a) Regional and Localized Air Quality Impacts

The Reduced Project Alternative would involve the same amount of building and surface parking lot demolition, grading, and excavation as the Project. As with the Project, construction of Alternative 3 would generate air emissions through the use of heavy-duty construction equipment and haul truck and construction worker trips. While the overall amount of building construction would be less than what is proposed under the Project over the entire duration of the construction period due to the elimination of three stories and one

subterranean parking level under the Reduced Project Alternative, the intensity of air emissions and fugitive dust from site preparation and construction activities would be similar to the Project on days with maximum construction activities. Because maximum daily conditions are used for measuring impact significance, regional and localized impacts on these days would be similar to those of the Project and would be less than significant.

(b) Toxic Air Contaminants

As with the Project, construction of the Reduced Project Alternative would generate diesel particulate emissions associated with heavy equipment operations during grading and excavation activities. These activities represent the greatest potential for TAC emissions. As discussed in Section IV.B, Air Quality, of this Draft EIR, the Project would result in less-than-significant impacts with regard to toxic air contaminants emissions. Overall construction emissions generated by Alternative 2 would be less than those of the Project since grading and excavation required under the Reduced Project Alternative would be reduced due to the elimination of one subterranean level. Thus, impacts due to TAC emissions and the corresponding individual cancer risk under Alternative 2 would be less than significant and less when compared to the less-than-significant impacts of the Project.

(2) Operation

(a) Regional and Localized Air Quality Impacts

The Reduced Project Alternative would reduce the density of the proposed uses would be reduced by roughly 25 percent when compared to the Project. Specifically, the number of hotel guest rooms would be reduced from 240 rooms to 180 rooms and the shared guest and public spaces would be reduced from approximately 5,373 square feet to approximately 4,029 square feet of floor area. As discussed below in Subsection V.C.2.i, Transportation, the number of net new daily vehicle trips generated by the Reduced Project Alternative would be less than the number of trips generated by the Project. Operational regional air pollutant emissions associated with Alternative 3 would be generated by vehicle trips to the Project Site, which are the largest contributors to operational air pollutant emissions, and the consumption of electricity and natural gas. Since the amount of vehicular emissions is based on the number of trips generated, the overall pollutant emissions generated by Alternative 3 would be less than the emissions generated by the Project because the number of vehicular trips is less. In addition, the consumption of electricity and natural gas would be less due to the reduction in overall uses. Therefore, under Alternative 3, total contributions to regional air pollutant emissions during operation would be less than the Project's contribution. Accordingly, regional air quality impacts under Alternative 3 would be less than significant, and less than the less-than-significant impacts of the Project.

Localized operational impacts are determined primarily by peak-hour intersection traffic volumes. As discussed above, the number of net new peak-hour trips generated by Alternative 3 would be less than the trips generated by the Project. In addition, as with the Project, the Reduced Project Alternative would not introduce any major new sources of air pollution within the Project Site. Because the localized impacts analysis from on-site operational activities and the localized CO hotspot analysis associated with off-site operational activities for the Project did not result in any significant impacts, localized impacts under Alternative 3 also would be less than significant, and would be less than the less-than-significant impacts of the Project.

(b) Toxic Air Contaminants

Similar to the Project, the Reduced Project Alternative would not include any substantial TAC sources as defined in the guidance documents. Alternative 3 would result in some TAC emissions, primarily from mobile source emissions, which as discussed above, would be less than the mobile source emissions generated by the Project. Therefore, TAC impacts would be less than significant under Alternative 3 and less than the less-than-significant TAC impacts of the Project.

c. Cultural Resources

(1) Historic Resources

The Reduced Project Alternative would remove the existing low-rise commercial building and paved surface areas on-site and construct a 10-story hotel building on the Project Site. As previously stated, there are no historical resources on the Project Site. Therefore, Alternative 3 would not demolish, relocate or alter any historical resources located on the Project Site. However, like the Project, construction of the Reduced Project Alternative would have the potential to cause damage to the Equitable Building and the Pantages Theatre, and would require the temporary removal of a portion of the Hollywood Walk of Fame. Alternative 3 would implement the same mitigation measures as the Project to reduce impacts to the Equitable Building, the Pantages Theatre, and the Walk of Fame to a less than significant level. In addition, similar to the Project, the Reduced Project Alternative would alter the immediate surroundings of historical resources in the vicinity by constructing a new high-rise building on the Project Site. Such resources include the Hollywood Boulevard Commercial and Entertainment District, the Equitable Building, the Pantages Theatre, and the Capitol Records Building. The analysis in Section IV.C, Cultural Resources, of this Draft EIR concludes that the building height, scale, and contemporary style of the Project would be generally compatible with the adjacent historical resources and would not impact their integrity in a manner that would materially impair their significance as historical resources. The design of the proposed Reduced Project Alternative building would be similar to that of the Project in terms of scale, architectural style, and building materials and colors, but lower in height. Thus, the overall impacts to

historic resources would be less than significant with mitigation and similar to the less-than-significant impacts of the Project.

(2) Archaeological Resources

The Reduced Project Alternative would construct four levels of subterranean parking compared to the five levels proposed by the Project. Therefore, the potential for Alternative 3 to uncover subsurface archaeological resources would be less when compared to that of the Project. In addition, Alternative 3 would comply with the same regulatory requirements and implement the same mitigation measure as the Project in the event that archaeological resources are uncovered. Thus, impacts to archeological resources would remain less than significant, and would be less than the less-than-significant with mitigation impacts of the Project.

d. Energy

(1) Construction

Similar to the Project, construction activities associated with the Reduced Project Alternative would consume electricity to supply and convey water for dust control and, on a limited basis, may be used to power lighting, electronic equipment, and other construction activities necessitating electrical power. The energy consumed would be reduced compared to the Project due to the reduction in the overall amount of construction and duration of construction. In addition, as with the Project, construction activities would require energy demand that is not wasteful, inefficient, or unnecessary and would not be expected to have an adverse impact on available energy resources. Therefore, impacts on energy resources associated with short-term construction activities would be less than significant under the Alternative 3 and less than the less-than-significant impacts of the Project.

(2) Operation

As with the Project, operation of the Reduced Project Alternative would generate an increased consumption of electricity, natural gas, and petroleum-based fuels relative to existing conditions. However, Alternative 2 would result in less electricity, natural gas, and petroleum-based fuel consumption when compared to the Project due to the reduction in total floor area and number of guest rooms proposed. Specifically, Alternative 3 would include 180 guest rooms compared to the 240 guest rooms proposed by the Project, which would result in a reduction in the consumption of electricity and natural gas. In addition, as discussed further below, Alternative 3 would generate 864 net daily vehicle trips compared to the 1,296 net daily trips generated by the Project. Thus, the associated consumption of electricity, natural gas, and petroleum-based fuels under the Reduced Project Alternative

would be reduced. Furthermore, similar to the Project, Alternative 3 would implement the same project design features as the Project, which would improve energy efficiency and reduce impacts on consumption of energy resources. Accordingly, as with the Project, the consumption of electricity, natural gas, and petroleum-based fuels under Alternative 3 would not be wasteful, inefficient, or unnecessary. Therefore, impacts to energy resources under the Reduced Project Alternative would be less than significant and less than the less-than-significant impacts of the Project.

e. Geology and Soils

(1) Geology and Soils

Under the Reduced Project Alternative, impacts related to site-specific geologic hazards, including fault rupture, strong seismic shaking, liquefaction, seismically induced settlement, soil stability, and subsidence would be similar to those under the Project because such impacts are a function of the Project Site's underlying geologic conditions rather than the type of land use proposed. Alternative 3 would be developed within the same site as the Project, but would require less grading and excavation because only four subterranean levels would be constructed rather than the five proposed by the Project. The Reduced Project Alternative would comply with the same regulatory requirements as the Project to ensure that the soils underlying the Project Site can adequately support the proposed development. As with the Project, Alternative 3 would be designed and constructed to conform to the current seismic design provisions of the California Building Code and the Los Angeles Building Code. Alternative 3 would also be required to provide a final design-level geotechnical report, subject to LADBS review and approval prior to the issuance of grading permits, to identify and minimize seismic risks. Although Alternative 3 would eliminate one level of subterranean parking, the potential for encountering expansive soils would be substantially similar. Therefore, under the Reduced Project Alternative, impacts related to geology and soils would be less than significant, and such impacts would be similar to those of the Project.

(2) Paleontological Resources

Similar to the Project, the Reduced Project Alternative would construct four levels of subterranean parking compared to the five levels proposed by the Project. Therefore, the potential for Alternative 3 to uncover subsurface paleontological resources would be less when compared to that of the Project. In addition, Alternative 3 would comply with the same regulatory requirements and implement the same mitigation measures as the Project in the event that paleontological resources are uncovered. Thus, impacts to paleontological resources would remain less than significant with mitigation, and would be less than the impacts of the Project, which also would be less than significant with mitigation.

f. Greenhouse Gas Emissions

GHG emissions from a development project are determined in large part by the number of daily trips generated and energy consumption from proposed land uses. Under Alternative 3, the trip generation and energy and water consumption from proposed land uses would be reduced compared to the Project due to the reduction of the proposed uses by approximately 25 percent. Thus, the amount of GHG emissions generated by Alternative 3 would be less than the amount generated by the Project. As with the Project, the Reduced Project Alternative would incorporate project design features to reduce GHG emissions and would be designed to comply with the City's Green Building Ordinance, as applicable, and the sustainability intent of the U.S. Green Building Council's LEED® program. With compliance with the City's Green Building Ordinance and the implementation of comparable sustainability features as the Project, it is anticipated that Alternative 3 would be consistent with the GHG reduction goals and objectives included in adopted state, regional, and local regulatory plans. Thus, impacts related to GHG emissions under the Reduced Project Alternative would be less than significant and less than the less-than-significant impacts of the Project.

g. Land Use

(1) Physically Divide a Community

The Reduced Project Alternative includes the same types of uses as the Project. Therefore, similar to the Project, the hotel use proposed under Alternative 3 would be compatible with and would complement existing and future development in the Hollywood area and would not substantially or adversely change the existing land use relationships between the Project Site and adjacent land uses. As previously described building density, height, and floor area would be reduced under the Reduced Project Alternative. Thus, Alternative 3 would be compatible with existing surrounding low- to mid-rise buildings to a greater extent than the Project, like the Project, Alternative 3 would not physically divide an established community. As such, impacts associated with physical division of a community would be less than significant, and similar to those of the Project

(2) Conflict With Land Use Plans

As previously discussed, the Reduced Project Alternative would develop the same uses as the Project at a reduced density. Accordingly, the floor area ratio, density, and building height would be reduced compared to the Project. However, Alternative 3 would require the same discretionary approvals as the Project. Similar to the Project, with approval of the requested discretionary approvals and implementation of the project design features discussed throughout the Draft EIR (which would also be implemented as part of Alternative 3 to the extent applicable), the Reduced Project Alternative would be generally

consistent with the applicable goals, policies, and objectives in local and regional plans that govern development on the Project Site and that were adopted to avoid or mitigate environmental effects, including SCAG's regional plans, the General Plan Framework Element, and the Hollywood Community Plan. Thus, impacts related to conflicts with land use plans would be less than significant and similar to the less-than-significant impacts of the Project.

h. Noise

(1) Construction

The Reduced Project Alternative 3 would involve the same general phases of construction as the Project (i.e., site grading and excavation, building construction, and finishing/landscape installation). The types of construction activities under Alternative 3 would be substantially similar to the Project, although the duration of construction and the amount of new building construction would be reduced due to the reduction in total floor area and building height. As with the Project, construction of Alternative 3 would generate noise from the use of heavy-duty construction equipment as well as from haul truck and construction worker trips. Under Alternative 3, on- and off-site construction activities and the associated construction noise and vibration levels would be expected to be similar during maximum activity days to that of the Project since the overall duration, and not the daily intensity of construction activities, would decrease under Alternative 3 when compared to the Project. Thus, noise and vibration levels during maximum activity days, which are used for measuring impact significance, would be similar to those of the Project. Accordingly, noise and vibration impacts due to on- and off-site construction activities under the Reduced Project Alternative would also be similar to those that would occur under the Project. Alternative 3 would comply with the same applicable regulatory requirements and implement the same project design features and mitigation measures as the Project to reduce noise and vibration levels during construction. With implementation of mitigation measures, on-site vibration impacts associated with potential building damage would be reduced to a less-than-significant level for the Reduced Project Alternative. However, similar to the Project, construction of Alternative 3 would result in significant and unavoidable on-site noise impacts during construction, on-site vibration impacts during construction (pursuant to the threshold for human annoyance), and off-site vibration impacts (pursuant to the threshold for human annoyance) during construction from haul trucks. Additionally, similar to the Project, the Reduced Project Alternative would result in cumulative on- and off-site construction noise impacts, as well as potentially significant on- and off-site construction vibration impacts related to human annoyance.

(2) Operation

As described in Section IV.H, Noise, of this Draft EIR, sources of operational noise include: a) on-site stationary noise sources such as outdoor mechanical equipment (i.e., HVAC equipment), activities associated with the outdoor landscaped courtyards, parking facilities, and loading dock/trash collection areas; and b) off-site mobile (roadway traffic) noise sources. Similar to the Project, the Reduced Project Alternative would construct a hotel building, but would reduce the number of guest rooms and floors. With the reduction in development scope, noise levels from mechanical equipment, outdoor spaces, loading dock and trash collection areas, and parking facilities would be reduced compared to the Project. Therefore on-site noise impacts under Alternative 3 would be less than significant, and less than the less-than-significant impacts of the Project. Off-site traffic-related noise levels under Alternative 3 would also be reduced because of the decrease in daily vehicle trips proportionate to the reduction in the number of guest rooms and public use areas. Therefore, off-site noise impacts from traffic would be less than the impacts under the Project. Overall, operational noise impacts under Alternative 3 would be less than significant and less than the less-than-significant impacts of the Project.

i. Public Services—Fire Protection

(1) Construction

As previously discussed, the total floor area and building height of the proposed building under the Reduced Project Alternative would be reduced compared to that of the Project. Therefore, the overall duration of construction for Alternative 3 would be shorter than the duration of construction for the Project. As is the case with the Project, construction activities under Alternative 3 would have the potential to result in accidental on-site fires by exposing combustible materials (e.g., wood, plastics, sawdust, coverings and coatings) to fire risks from machinery and equipment sparks, and from exposed electrical lines, chemical reactions in combustible materials and coatings, and lighted cigarettes. Construction activities would comply with the safety and health provisions required by the federal Occupational Safety and Health Administration. Construction would also occur in compliance with all applicable federal, state, and local requirements concerning the handling, disposal, use, storage, and management of hazardous waste. Thus, compliance with regulatory requirements would effectively reduce the potential for construction activities to expose people to the risk of fire or explosion related to hazardous materials.

Similar to the Project, construction activities associated with Alternative 3 could also potentially impact the provision of LAFD services in the vicinity of the Project Site as a result of construction impacts to the surrounding roadways. While construction activities would primarily be contained within the boundaries of the Project Site, access to the Project

Site and the surrounding vicinity could be impacted by temporary lane closures, roadway/access improvements, and the construction of utility line connections. Construction activities would also generate traffic associated with the movement of construction equipment, the hauling of soil and construction materials to and from the Project Site, and construction worker traffic. Thus, although construction activities would be short-term and temporary for the area, emergency vehicle access along Vine Street, adjacent to the Project Site, and other main connectors surrounding the Project Site, could potentially be temporarily impacted during the construction phase for the Reduced Project Alternative. However, as is the case with the Project, construction worker and haul truck trips would be expected to occur outside the typical weekday commuter morning and afternoon peak periods, reducing the potential for traffic-related conflicts. Furthermore, as with the Project, a Construction Traffic Management Plan would be implemented to ensure that adequate and safe access remains available within and near the Project Site during construction activities. Therefore, construction-related impacts related to fire protection services under Alternative 3 would be less than significant and similar to the less-than-significant impacts of the Project, although the construction duration would be shorter.

(2) Operation

As with the Project, the proposed hotel use on the Project Site under the Reduced Project Alternative would not generate a new residential population in the service area of Fire Station No. 82, but would generate a limited demand for LAFD fire protection and emergency medical services by the employee and visitor population on-site. This demand for LAFD fire protection and emergency medical services would be reduced compared to that of the Project due to the decrease in the proposed uses and total floor area of the hotel. Therefore, under Alternative 3 the potential demand for fire protection and emergency medical services provided by the LAFD would be less when compared to the Project. As with the Project, Alternative 3 would be located approximately 0.7 mile west of Fire Station No. 82, the “first-in” station for the Project Site. Fire Station No. 27 located approximately 0.8 mile southwest of the Project Site would also be available to serve the Project Site in the event of an emergency. Similar to the Project, the Reduced Project Alternative would implement mandatory, code-required life safety features in compliance with LAFD Requirement No. 10 for high-rise buildings. Alternative 3 would also implement all applicable LABC and Los Angeles Fire Code requirements regarding structural design, building materials, site access, fire flow, storage and management of hazardous materials, alarm and communications systems, etc. Therefore, impacts related to fire protection services would be less than significant under the Reduced Project Alternative, and less than the less-than-significant impacts of the Project due to the reduction in employee and visitor population generated by Alternative 3.

j. Transportation

(1) Construction

As with the Project, construction of the Reduced Project Alternative would generate additional trips from heavy-duty construction equipment, haul trucks, and construction worker trips. Alternative 3 would reduce the total floor area and building height of the proposed building. Therefore, the overall duration of the construction period for the Reduced Project Alternative would be reduced when compared to the Project. Similar to the Project, peak haul truck activity would occur during the excavation and grading phase, and peak worker activity would occur during the building construction phase. As with the Project, Alternative 3 would implement a Construction Traffic Management Plan that would require haul truck and construction worker trips during these phases to be scheduled outside of commuter weekday peak hours to the extent feasible. Therefore, construction-related activities would not contribute a substantial amount of traffic during the weekday morning and afternoon peak periods. Like the Project, construction of Alternative 3 would be contained within the boundaries of the Project Site. However, it is expected that construction fences could encroach into the public right-of-way (e.g., sidewalk and roadways) adjacent to the Project Site. The use of the public right-of-way along Vine Street would require temporary rerouting of pedestrian traffic as the sidewalks fronting the Project Site would be closed, but would not require the closure of any vehicle travel lanes primarily due to the availability of the parking lane on Vine Street adjacent to the Project Site, which would be used intermittently throughout the construction period for equipment staging, concrete pumping, etc. Furthermore, the Reduced Project Alternative would implement similar project design features as the Project, which include a Construction Traffic Management Plan to ensure pedestrian and traffic safety and access. Therefore, as with the Project, access and safety impacts during Project construction would be less than significant. Other potential construction-related impacts, including impacts to bus/transit and parking would also be less than significant and similar to the Project. Therefore, impacts to traffic, access, and parking during construction would be less than significant under Alternative 3 and similar to the less-than-significant impacts of the Project, although duration of construction would be shorter.

(2) Operation

Using ITE 9th Edition trip generation rates, the Reduced Project Alternative would generate approximately 864 net daily trips, compared to the 1,296 net daily trips generated by the Project. Using ITE 10th Edition trip generation rates, the Reduced Project Alternative would generate approximately 896 net daily trips, compared to the 1,328 net daily trips generated by the Project. However, despite the reduced trip generation, and similar to the Project, Alternative 3 would result in a significant impact at the intersection of Vine Street and Hollywood Boulevard during the morning peak period under both Existing Plus Project Conditions and Future Plus Project Conditions. Alternative 3 would implement

the same traffic-related mitigation measure as the Project to reduce this morning peak period significant impact. As such, intersection impacts under the Reduced Project Alternative would be similar to the Project impacts, which would be less than significant with mitigation.

Similar to the Project, the Reduced Project Alternative would not result in impacts to the regional transportation system and there are no residential streets adjacent to the Project Site. Impacts to the regional transportation system under Alternative 3 would be less than significant, and less than the Project impacts due to the reduction of daily trips.

The access and circulation scheme proposed under Alternative 3 would be similar to that of the Project. As with the Project, the Reduced Project Alternative would result in a significant impact at the intersection of Vine Street and Hollywood Boulevard. Therefore, impacts to access and circulation under Alternative 3 would be less than significant with mitigation and similar to the impacts of the Project, which would be less than significant with mitigation.

Proposed parking under the Reduced Project Alternative would meet LAMC parking requirements for hotel and restaurant uses. In addition, the Project would be required to conform to City standards related to sight distance, sidewalks, and/or pedestrian movement controls to protect vehicle, bicycle, and pedestrian safety. Therefore, impacts to bicycle, pedestrian, and vehicular safety; and parking would be less than significant and similar to the less-than-significant impacts of the Project.

k. Tribal Cultural Resources

As discussed in Section IV.K, Tribal Cultural Resources, of this Draft EIR, Sacred Sites/Lands File search was conducted by the NAHC and a records search at SCCIC was conducted as part of the preparation of the TCR Report for the Project. The results were negative for any recorded tribal cultural resources on the Project Site. Furthermore, based on the findings contained in the TCR Report, there is no record or evidence of tribal cultural resources on the Project Site or in its vicinity. Additionally, in compliance with the requirements of AB 52, the City provided formal notification of the Project to the California Native American tribes that requested notification. None of the notified tribes responded with a request for consultation with the City within the 30-day response period established by AB 52. Therefore, the government to government consultation that has been initiated by the City, acting in good faith and after a reasonable effort, has not resulted in the identification of tribal cultural resources within the Project Site or in its vicinity. As such, Project impacts to tribal cultural resources would be less than significant. Nonetheless, the City's standard condition of approval to address inadvertent discovery of tribal cultural resources would be implemented in the event that Project construction activities uncover

subsurface tribal cultural resources that have not been recorded. The same standard condition of approval would be imposed upon Alternative 3.

The Reduced Project Alternative would construct four levels of subterranean parking compared to the five levels proposed by the Project. Therefore, the potential for Alternative 3 to uncover subsurface tribal cultural resources would be reduced when compared to that of the Project. Accordingly, impacts to tribal cultural resources would remain less than significant, and be less than the less-than-significant impacts of the Project.

I. Utilities and Service Systems—Energy Infrastructure

(1) Construction

Similar to the Project, construction activities associated with the Reduced Project Alternative would consume electricity to supply and convey water for dust control and, on a limited basis, may be used to power lighting, electronic equipment, and other construction activities necessitating electrical power. The energy consumed would be reduced compared to the Project due to the reduction in the overall amount of construction and duration of construction. Therefore, impacts on energy infrastructure associated with short-term construction activities would be less than significant under Alternative 3 and less than the less-than-significant impacts of the Project.

(2) Operation

As with the Project, operation of the Reduced Project Alternative would generate an increased consumption of electricity, natural gas, and petroleum-based fuels relative to existing conditions. However, Alternative 2 would result in less electricity and natural gas consumption when compared to the Project due to the reduction in total floor area and number of guest rooms proposed. Specifically, Alternative 3 would include 180 guest rooms compared to the 240 guest rooms proposed by the Project, which would result in a reduction in the consumption of electricity and natural gas. Thus, the associated consumption of electricity and natural gas under the Reduced Project Alternative would be reduced, and the corresponding impact on energy infrastructure would be less than the Project. Therefore, impacts to energy infrastructure under the Reduced Project Alternative would be less than significant and less than the less-than-significant impacts of the Project.

m. Utilities and Service Systems—Water Supply and Infrastructure

(1) Construction

Similar to the Project, construction activities associated with the Reduced Project Alternative would generate a short-term demand for water. This demand would be less than the Project since the amount of earthwork required under Alternative 3 would be less. As evaluated in Section IV.L.2, Utilities and Service Systems—Water Supply and Infrastructure, of this Draft EIR, the Project's temporary and intermittent demand for water during construction could be met by the City's available supplies during each year of construction. Since the water demand for construction activities would be similar, the temporary and intermittent demand for water during construction under the Reduced Project Alternative would also be expected to be met by the City's available water supplies. Similarly, the existing LADWP water infrastructure would be adequate to provide the water flow necessary to serve the Reduced Project Alternative. Furthermore, as with the Project, the design and installation of new service connections under Alternative 3 would be required to meet applicable City standards. Therefore, impacts on water supply and infrastructure associated with short-term construction activities would be less than significant under the Reduced Project Alternative, and would be less than the less-than-significant impacts of the Project.

(2) Operation

As with the Project, the Reduced Project Alternative would develop a hotel use on the Project Site. However, Alternative 3 would include 180 guest rooms compared to the 240 guest rooms proposed by the Project. Therefore, while Alternative 3 would generate an increase in demand for water compared to existing conditions, such demand would be less than the Project. Thus, the estimated net water demand under Alternative 3 would be within the available and projected water supplies for normal, single-dry, and multi-dry years through the year 2040. In addition, the existing water distribution infrastructure would be adequate to serve the Reduced Project Alternative since the water demand would be lower than the Project. Furthermore, similar to the Project, the Project Applicant would construct the necessary on-site water infrastructure and off site connections to the LADWP system pursuant to applicable City requirements under Alternative 3 to accommodate the new building. Thus, impacts to water supply under the Reduced Project Alternative would be less than significant and less than the less-than-significant impacts of the Project.

3. Comparison of Impacts

As evaluated above, Alternative 3 would not eliminate the Project's significant and unavoidable impacts on-site construction noise impacts, on-site construction vibration

(pursuant to the threshold for human annoyance) impacts, and off-site construction vibration (pursuant to the threshold for human annoyance) impacts. In addition, Alternative 3 would not eliminate the Project's significant cumulative on- and off-site construction noise impacts, as well as the Project's potentially significant on- and off-site construction vibration impacts related to human annoyance. In addition, similar to the Project, prior to mitigation, Alternative 3 would result in a significant traffic impact at the intersection of Vine Street and Hollywood Boulevard under Existing Plus Project Conditions and Future Plus Project Conditions. However, the Reduced Project Alternative would reduce many of the Project's less-than-significant impacts, including impacts associated with aesthetics; air quality related to TAC emissions during construction; air quality during operation; energy; greenhouse gas emissions; on- and off-site noise during operation; fire protection during operation; traffic impacts related to regional transportation system during operation; tribal cultural resources; energy infrastructure; and water supply. All other impacts would be similar to those of the Project.

4. Relationship of the Alternative to Project Objectives

Overall, the Reduced Project Alternative represents a reduced scope of development compared to the Project due to the reduction of hotel guest rooms, shared guest and public spaces, and building height. Notwithstanding, Alternative 3 would achieve most of the Project objectives, albeit to a lesser extent than the Project. Specifically, the Reduced Project Alternative would support and expand tourism and business activity in the Hollywood Community Plan area by developing new lodging opportunities that are easily accessible to entertainment and commercial destinations in Hollywood, but would result in a reduced number of guest rooms for such visitors. Similar to the Project, Alternative 3 would help reduce vehicular trips and promote local and regional mobility objectives by developing a hotel use with convenient access to a variety of alternative transportation options including walking, biking, and public transit, and in close proximity to popular tourist destinations, but to a lesser extent than the Project due to the reduced number of guest rooms and reduced commercial floor area. As with the Project, the proposed building under Alternative 3 would redevelop an underutilized site by replacing the existing surface parking and moderate commercial use with an economically viable and aesthetically attractive development on a physically constrained site that will be physically and programmatically compatible with the variety of urban uses in the vicinity. In addition, while the proposed hotel under the Reduced Project Alternative would also provide short- and long-term employment opportunities and generate transient occupancy tax for the City, Alternative 3 would achieve this objective to a lesser extent than the Project due to the reduced size of the hotel. Nonetheless, the Reduced Project Alternative would satisfy the objectives of the Project, albeit to a lesser extent, and would achieve the Project's underlying purpose of revitalizing the Project Site by developing a high-quality hotel development project that provides new lodging opportunities to serve the Hollywood

community as well as publicly accessible neighborhood-serving restaurant and bar uses that encourage pedestrian activity in the vicinity of the Project Site. However, Alternative 3 would not reduce or eliminate any of the Project's significant impacts.

V. Alternatives

D. Environmentally Superior Alternative

Section 15126.6(e)(2) of the CEQA Guidelines indicates that an analysis of alternatives to a project shall identify an Environmentally Superior Alternative among the alternatives evaluated in an EIR. The CEQA Guidelines also state that should it be determined that the No Project Alternative is the Environmentally Superior Alternative, the EIR shall identify another Environmentally Superior Alternative among the remaining alternatives.

With respect to identifying an Environmentally Superior Alternative among those analyzed in this Draft EIR, the range of feasible alternatives includes the No Project/No Build Alternative; Mixed-Use Density Bonus Alternative; and the Reduced Project Alternative. Table V-1 on page V-6 provides a comparative summary of the environmental impacts anticipated under each Alternative with the environmental impacts associated with the Project. A more detailed description of the potential impacts associated with each alternative is provided above. Pursuant to Section 15126.6(c) of the CEQA Guidelines, the analysis below addresses the ability of the alternatives to "avoid or substantially lessen one or more of the significant effects" of the Project.

Of the alternatives analyzed in this Draft EIR, Alternative 1, the No Project/No Build Alternative would avoid all of the Project's significant environmental impacts, including the Project's significant and unavoidable impacts related to on-site noise during construction, on-site vibration during construction (pursuant to the threshold for human annoyance), and off-site vibration (pursuant to the threshold for human annoyance) during construction from haul trucks. In addition, Alternative 1 would avoid the Project's significant cumulative on- and off-site construction noise impacts, as well as the Project's potentially significant on- and off-site construction vibration impacts related to human annoyance. However, the No Project/No Build Alternative would not meet any of the Project objectives or achieve the Project's underlying purpose of revitalizing the Project Site by developing a high-quality hotel development project that provides new lodging opportunities to serve the Hollywood community as well as publicly accessible neighborhood-serving restaurant and bar uses that encourage pedestrian activity in the vicinity of the Project Site.

In accordance with the CEQA Guidelines requirement to identify an Environmentally Superior Alternative other than the No Project Alternative (Alternative 1—No Project/No Build Alternative), a comparative evaluation of the remaining alternatives indicates that Alternative 2, the Mixed-Use Density Bonus Alternative, would be the Environmentally Superior Alternative. As discussed above, neither the Mixed-Use Density Bonus

Alternative or the Reduced Project Alternative would avoid Project's significant and unavoidable impacts related to on-site noise during construction, on-site vibration during construction (pursuant to the threshold for human annoyance), and off-site vibration (pursuant to the threshold for human annoyance) during construction from haul trucks, the Project's significant cumulative on- and off-site construction noise impacts, or the Project's potentially significant on- and off-site construction vibration impacts related to human annoyance. Although Alternative 2 would result in greater on-site noise impacts during operation, such impacts would remain less than significant. In addition, unlike the Reduced Project Alternative, which would result in similar intersection, access, and circulation impacts as the Project and would require mitigation, these impacts under the Mixed-Use Density Bonus Alternative would be less than significant without mitigation. Furthermore, Alternative 2 would reduce a greater number of the Project's less-than-significant impacts compared to Alternative 3. Overall, the Mixed-Use Density Bonus Alternative, when compared to the Reduced Project Alternative, would be the Environmentally Superior Alternative. However, Alternative 2 would not satisfy three of the five basic objectives of the Project, and would not achieve the Project's underlying purpose of revitalizing the Project Site by developing a high quality hotel development project that provides new lodging opportunities to serve the Hollywood community as well as publicly accessible neighborhood-serving restaurant and bar uses that encourage pedestrian activity in the vicinity of the Project Site.