7. Alternatives to the Proposed Project

7.1 INTRODUCTION

7.1.1 Purpose and Scope

The California Environmental Quality Act (CEQA) requires that an Environmental Impact Report (EIR) include a discussion of reasonable project alternatives that would "feasibly attain most of the basic objectives of the project, but would avoid or substantially lessen any significant effects of the project, and evaluate the comparative merits of the alternatives" (CEQA Guidelines Section 15126.6). This chapter identifies potential alternatives to the Proposed Project and evaluates them, as required by CEQA.

Key provisions of the CEQA Guidelines on alternatives (Section 15126.6[a] through [f]) are summarized below to explain the foundation and legal requirements for the alternatives analysis in the EIR.

- "The discussion of alternatives shall focus on alternatives to the project or its location which are capable of avoiding or substantially lessening any significant effects of the project, even if these alternatives would impede to some degree the attainment of the project objectives, or would be more costly" (15126.6[b]).

- "The specific alternative of 'no project' shall also be evaluated along with its impact" (15126.6[e][1]).

- "The no project analysis shall discuss the existing conditions at the time the Notice of Preparation (NOP) is published, and at the time the environmental analysis is commenced, as well as what would reasonably be expected to occur in the foreseeable future if the project were not approved, based on current plans and consistent with available infrastructure and community services. If the environmentally superior alternative is the 'no project' alternative, the EIR shall also identify an environmentally superior alternative among the other alternatives" (15126.6[e][2]).

- "The range of alternatives required in an EIR is governed by a 'rule of reason' that requires the EIR to set forth only those alternatives necessary to permit a reasoned choice. The alternatives shall be limited to ones that would avoid or substantially lessen any of the significant effects of the project" (15126.6[f]).

- "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 (or the site is already owned by the proponent)" (15126.6[f][1]).

- For alternative locations, "only locations that would avoid or substantially lessen any of the significant effects of the project need be considered for inclusion in the EIR" (15126.6[f][2][A]).

- "An EIR need not consider an alternative whose effect cannot be reasonably ascertained and whose implementation is remote and speculative" (15126.6[f][3]).

For each development alternative, this analysis:

- Describes the alterative
- Analyzes the impact of the alternative as compared to the Proposed Project
- Identifies the impacts of the project that would be avoided or lessened by the alternative
- Assesses whether the alternative would meet most of the basic project objectives
- Evaluates the comparative merits of the alternative and the project

Per the CEQA Guidelines Section 15126.6(d), additional significant effects of the alternatives are discussed in less detail than the significant effects of the project as proposed.

7.1.2 Project Objectives

As described in Section 3.2, the following objectives have been established for the proposed project and will aid decision makers in their review of the project, the project alternatives, and associated environmental impacts:

1. Provide for a new site plan which responds to current market conditions while maintaining consistency with the City's General Plan.

2. Create and maintain a clear design identity that will promote and preserve a community identity.

3. Convert the 42.1-acre north parcel of the OII landfill (plus 9 acres of adjacent SCE easements) into a 51.1-acre highway-oriented commercial district that would blend with and enhance existing and future developments in the area.

4. Allow redevelopment of the project site to stimulate the local economy, create jobs, and remove regional/local blight, while preserving the environment and public safety.

5. Implement a project that will bring cleanup and closure to the site's environmental issues.

6. Utilize a design approach developing the entire area into a comprehensive commercial complex oriented toward being both a community and regional center. Architecture, signs, lighting, walkways, and landscaping shall be coordinated to achieve harmony of all elements in the development area.

7. Create an attractive environment to motorists traveling on both SR-60 and arterial roadways, while providing visual and acoustic buffering between the development area and adjacent developments.

8. Provide opportunity for intensity and development standard incentives to be authorized and approved so as to encourage unique, innovative, and imaginative architectural design, site planning, development schemes, and development consistent with the General Plan.

9. Create a coordinated pedestrian and vehicular circulation system to provide safe and convenient access to all facilities within the area.

10. Provide opportunities for public transit service at the project site.

7.1.3 Significant and Unavoidable Impacts of the Proposed Project

Air Quality

Impact 5.2-2: Construction activities associated with the MPMP Precise Plan would generate short-term emissions that exceed SCAQMD regional significance threshold for NO_x, which is a new significant impact not identified in the 2000 MPTP EIR.

Impact 5.2-3: Long-term operation of the MPMP Precise Plan would generate air pollutant emission that would continue to exceed the SCAQMD's regional significance thresholds for VOC, NO_X, and CO and cumulatively contribute to the SoCAB's nonattainment designations. In addition, the MPMP Precise Plan would exceed SCAQMD's regional significance thresholds for particulate matter (PM_{10} and $PM_{2.5}$). Since emissions of particulate matter (PM_{10} and $PM_{2.5}$) were not identified in the 2000 MPTP EIR, this is considered a new significant impact.

Greenhouse Gas Emissions

Impact 5.3-1: Project-related greenhouse gas emissions are cumulatively considerable and are a new significant impact not identified in the 2000 MPTP EIR.

Transportation and Traffic

Impact 5.5-1: All arterial roadways and intersections with one exception would operate at an acceptable level of service or no worse than No Project conditions provided planned roadway improvements are implemented. However, if these programs are not implemented by the agencies with the responsibility to do so, including Caltrans and the City of Montebello, the project's intersection impacts would remain significant and unmitigated. In addition, improvements for impacts at the Wilcox Avenue/Via Campo intersection were determined to be infeasible due to right-of-way constraints.

7.2 ALTERNATIVES FROM THE 2000 MPTP EIR

The 2000 MPTP EIR included three alternative projects in addition to the proposed project:

- No Action Alternative
- Reduced Intensity Alternative
- Existing Zoning Alternative

7.2.1 No Action Alternative

The No Action Alternative would have allowed the existing land uses to remain onsite and no additional development would have occurred (with the exception of the TDF plant onsite, which has since been constructed). The 2000 MPTP EIR found that the No Action Alternative would not meet the project objectives established for the project, but all impacts would have been less than significant or avoided altogether. This alternative is not selected for further analysis in the SEIR.

7.2.2 Reduced Intensity Alternative

Under the Reduced Intensity Alternative, all land uses would have been reduced by 25 percent (with an alternative buildout of 386,538 square feet). All land uses would have remained commercial retail and restaurant businesses, and the site plan would have been similar in terms of building orientation, parking lot

design, and internal roadways. This alternative would have required 1,933 parking spaces, 858 less than the 2,791 parking spaces proposed by the 2000 MPTP. It would include the same improvements as the MPTP project, including (1) utility improvements, (2) leveling of the freeway berm, and (3) provision of a new access road from Paramount Boulevard. The 2000 MPTP EIR concluded that this alternative would result in significant and unavoidable air quality and transportation/traffic impacts, similar to the previously proposed project. A different Reduced Intensity Alternative has been selected for further analysis in this SEIR.

7.2.3 Existing Zoning Alternative

The Existing Zoning Alternative would implement the existing zoning for the project site. Under this scenario, Retail Buildings "G," "H," and "I," and restaurant 3 of the previously proposed MPTP would be replaced with a 126,000-square-foot theater and an 186,300-square-foot parking structure. This would result in 656,742 square feet of commercial retail and restaurant development (not including the parking structure). Overall, the site design would be similar with the exception of the theater and parking structure. Total parking provided would total 3,039 spaces. It would include the same improvements as the MPTP, project including (1) utility improvements, (2) leveling of the freeway berm, and (3) provision of a new access road from Paramount Boulevard. Since this project alternative was larger than the previously proposed MPTP project, the 2000 MPTP EIR concluded that this alternative was not environmentally superior to the proposed project. Because the impacts related to this alternative would be greater than the proposed project and would not necessarily remove any of the significant and unavoidable impacts, it has not been selected for further analysis in the SEIR.

7.3 ALTERNATIVES CONSIDERED AND REJECTED DURING THE PROPOSED PROJECT SCOPING/PROJECT PLANNING PROCESS

The following is a discussion of the alternatives considered during the scoping and planning process and the reasons why they were not selected for detailed analysis in this SEIR.

Section 15126.6 of the CEQA Guidelines states that a range a reasonable alternatives "…that could feasibly accomplish most of the basic objectives of the project and could avoid or substantially lessen one or more of the significant effects (Guidelines Sec. 15126.6[c])." The range of alternatives must not only reduce the environmental impacts of the proposed project but they must also be reasonable options for the lead agency. Feasibility of alternatives may be based site suitability, economic viability, availability of infrastructure, general plan consistency, other plans or regulatory limitations, jurisdictional boundaries, and whether the project applicant can reasonably acquire, control or otherwise have access to the alternative site (Guidelines Sec. 15126.6[f][1]). For these reasons, certain alternatives were considered for the proposed project but because of constraints, they were not included in further analysis. These alternatives are the:

- Alternative Land Use Plan – Mixed Use with Housing
- Alternative Site

7.3.1 Alternative Land Use Plan – Mixed Use with Housing

The Alternative Land Use Plan – Mixed Use with Housing would be similar to the proposed project but would include housing onsite in addition to the commercial land uses. This would reduce the number of vehicle trips generated onsite because residents would be able to use services and purchase items on the same site as their residences, thus reducing travel to offsite locations. A reduction in vehicle trips would reduce air quality, noise, and greenhouse gas emissions impacts. However, because of the project site's previous status as a Superfund site, the existing groundwater contamination, gas collection wells, and the presence of the leachate treatment plant and thermal destruction facility (LTP/TDF), housing is not an appropriate land

use for the site. For these reasons, the Alternative Land Use Plan – Mixed Use with Housing option is not included for additional discussion in this section.

7.3.2 Alternative Site

CEQA requires that the discussion of alternatives focus on alternatives to the project or its location that are capable of avoiding or substantially lessening any significant effects of the project. Only locations that would avoid or substantially lessen any of the significant effects of the project need be considered for inclusion in the EIR (Guidelines Sec. 15126[5][B][1]). Key factors in evaluating potential alternative site locations in an EIR include: 1) whether the site is currently vacant, 2) if it is in the same jurisdiction, 3) whether development as proposed would require a General Plan Amendment, and 4) whether the project applicant could reasonably acquire the parcel.

Development of the proposed project on an alternative site was not selected for further analysis because of a lack of available sites within the City of Monterey Park and surrounding cites to develop a similar project. The project area was reviewed to find an approximately 50-acre site with the appropriate commercial general plan and zoning designations. The analysis concluded that there are no uncommitted areas of land within the City or surrounding area of a similar size as the proposed project site. An alternative site location would require the selection of multiple smaller parcels and/or redevelopment of existing commercial areas. In addition to not meeting other objectives, this alternative would not satisfy one of the main goals of the proposed project: completing a successful reuse of a previous Superfund site and removing existing blight from the project site. For these reasons, an alternative site was not selected for further analysis.

7.4 ALTERNATIVES SELECTED FOR FURTHER ANALYSIS

Based on the criteria listed in Section 7.1.1, the following three alternatives have been determined to represent a reasonable range of alternatives that have the potential to feasibly attain most of the basic objectives of the project but may avoid or substantially lessen any of the significant effects of the project. These alternatives are analyzed in detail in the following sections.

- No Project/Existing Site Plan Alternative (2000 Monterey Park Towne Plaza)
- Alternative Land Use Plan – Light Industrial Land Uses
- Reduced Intensity Alternative

An EIR must identify an "environmentally superior" alternative and where the No Project Alternative is identified as environmentally superior, the EIR is then required to identify the environmentally superior development alternative from among the others evaluated. Each alternative's environmental impacts are compared to the proposed project and determined to be environmentally superior, neutral, or inferior. However, only those impacts found significant and unavoidable are used to make the final determination of whether an alternative is environmentally superior or inferior to the proposed project. Only the impacts involving air quality, greenhouse gas emissions, and traffic were found to be significant and unavoidable. Section 7.7 identifies the Environmentally Superior Alternative.

Alternatives Comparison

Table 7-1 provides a summary of the proposed land uses and general socioeconomic buildout projections for each of the four alternatives, including the proposed project. The following statistics were developed as a tool to understand better the difference between the alternatives analyzed in the SEIR.

Table 7-1
Buildout Statistical Summary

	Proposed Project	No Project/Existing Site Plan Alternative	Alternative Land Use Plan	Reduced Intensity Alternative
Total Square Footage	600,000	515,382	600,000	540,000
Anchor Retail Square Footage	561,011 sf	267,148 sf	0 sf	504,910 sf
Retail Square Footage	3,225–22,989	233,245 sf	0 sf	2,903–20,690 sf
Restaurant Square Footage	16,000–35,764	14,989 sf	0 sf	14,400–32,188 sf
Industrial Square Footage	0 sf	0 sf	600,000 sf	0 sf
Employees[1]	766–844	801	492	690–760

[1] The employment generation rates for retail and restaurant land uses were obtained from the 2000 MPTP EIR. Because the 2000 MPTP EIR did not have employment generation rates for industrial land uses, the rate for the Alternative Land Use Plan comes from a 2001 report prepared for SCAG (Employment Density Summary Report). It is based on the median employment rate for light industrial land uses in Los Angeles County.

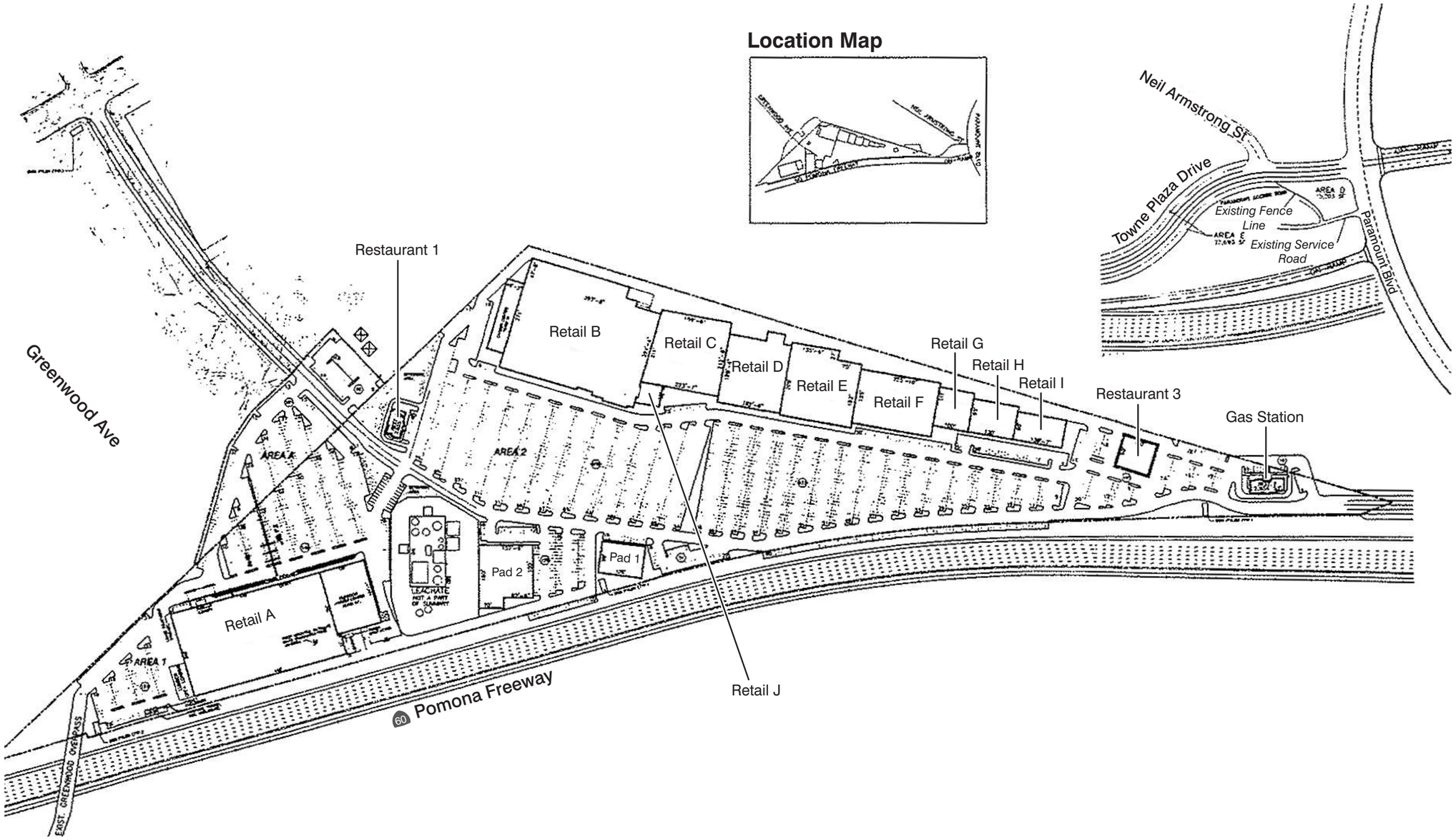
7.5 NO PROJECT/EXISTING SITE PLAN ALTERNATIVE (2000 MONTEREY PARK TOWNE PLAZA)

The No Project/Existing Site Plan Alternative assumes the project site would be developed as approved in 2000. The approved Monterey Park Towne Plaza project had a total of 515,382 square feet of retail land uses, including a home improvement store, at least one restaurant, and various other retail businesses. A summary of the previous land uses is shown in Table 7-2. The approved site plan is shown in Figure 7-1, *No Project/Existing Site Plan Alternative*.

Table 7-2
Existing Site Plan Alternative Buildout

Building and Use	Square Footage
Retail "A"	107,920
Garden Center	23,928
Retail "B" (includes Garden Center)	135,300
Retail "C"	45,000
Retail "D"	37,275
Retail "E"	41,265
Retail "F"	35,000
Retail "G"	11,100
Retail "H"	12,350
Retail "I"	11,168
Retail "J"	3,837
Pad 1	11,250
Pad 2	25,000
Restaurant 1	3,035
Restaurant 2	2,954
Restaurant 3	9,000
Total	**515,382**

No Project/Existing Site Plan Alternative



Source: 2000 MPTP EIR

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Project site access would be the same as with the proposed project. The previous site plan extended Greenwood Avenue from the north side of the site through the project site to the southeast corner, where the Paramount Boulevard/Neil Armstrong Street would be realigned. Onsite parking would total 2,791 (5 spaces per 1,000 square feet of development). Electrical, natural gas, water service, wastewater service, and solid waste service infrastructure improvements would be incorporated into the site development.

As with the proposed project, the project site would be leveled and graded, including the berm along SR-60 on the south side of the site. Final site elevations would be similar to the proposed project elevations (approximately 370 feet on the western portion of the site to 420 feet on the eastern portion of the site).

The impacts of the No-Project/Existing Site Plan Alternative compared to those of the proposed project are discussed below.

7.5.1 Aesthetics

The SEIR for the proposed project identifies less than significant impacts to visual resources and scenic vistas. The proposed buildings and signs would blend with the surrounding urban landscape and would not damage onsite scenic resources or affect scenic vistas in the project area. Although the project would introduce new sources of lighting (i.e., parking lot lighting, building lighting, and LED advertising billboards), the City's lighting regulations and project design features (PDFs) would ensure that lighting meets intensity standards and is directed towards the project site, away from nearby sensitive land uses. All lighting plans would be required to be approved by the City's Department of Public Works. Visual resource and lighting standards would be less than significant under the proposed project.

The No Project/Existing Site Plan Alternative would be similar to the proposed project. In the 2000 MPTP EIR, both visual and lighting impacts were determined to be less than significant. It found that the previously proposed project would not degrade the visual character of the site, would not destroy scenic resources, and offsite viewers would not be negatively affected by the 2000 MPTP. Previously proposed lighting and site plans would also be required to meet the same standards as the proposed project and be approved by the City. It would not produce excessive nighttime lighting or daytime glare that is out of character with the uses surrounding the project site. Therefore, the No Project/Existing Site Plan would have similar aesthetic impacts as the proposed project.

7.5.2 Air Quality

Due to the smaller size of the No Project/Existing Site Plan Alternative, emissions associated with construction would be slightly less. A comparison between weekday operational emissions for the 2000 MPTP EIR (No Project/Existing Site Plan Alternative) and the proposed project is shown on Table 5.2-8 in Section 5.2, *Air Quality*. Based on the findings in the 2000 MPTP EIR, the No Project/Existing Site Plan Alternative would have higher emissions of VOC, NO_x, and CO. The proposed project would have higher SO_2, PM_{10}, and $PM_{2.5}$ emissions. During weekends, operational emissions of the proposed project would be higher for all criteria pollutants with the exception of NO_x. However, the significant and unavoidable air quality impacts associated with construction and operation of the proposed project would not be avoided.

7.5.3 Greenhouse Gas Emissions

The previous 2000 MPTP EIR did not evaluate greenhouse gas emissions since this was not a CEQA issue at the time; it was incorporated into the CEQA Checklist in March 2010. Based on the difference in square footage between the proposed project and the No Project/Existing Site Plan Alternative, the proposed project would have greater impacts in relation to greenhouse gas emissions. The operational greenhouse gas

emissions would come mainly from visiting the project site and the use of electricity to power the commercial businesses. The proposed project would emit approximately 17 percent higher GHG emissions than the No Project/Existing Site Plan Alternative. Short-term construction emissions of greenhouse gases would be the same for either project. Table 5.3-3, *Annual Operational GHG Emissions*, in Section 5.3, *Greenhouse Gas Emissions*, shows the difference between greenhouse gas emission of the No Project/Existing Site Plan Alternative and the propose project.

Both the No Project/Existing Site Plan Alternative and the proposed project would have substantial GHG emissions. Although the proposed project would result in higher GHG emissions than the No Project/Existing Site Plan Alternative, the alternative project would not avoid the significant and unavoidable greenhouse gas emission impact.

7.5.4 Noise

This SEIR for the proposed project identifies construction-related groundborne vibration impacts to be potentially significant. The use of heavy construction equipment on the project site can cause strong vibration that could damage structures. Table 5.4-13 gives the vibration levels at nearby receptors from construction sources. Mitigation measures requiring distancing between construction equipment and residences and offices along Neil Armstrong Street and Paramount Boulevard would reduce potential vibration impacts to a less than significant level.

The noise impacts would be similar for the proposed project in comparison to the No Project/Existing Site Plan Alternative. Since the amount of development would not be substantially lessened by the project alternative, and the distances between construction activities and surrounding receptors would be the same, construction-related noise impacts under either scenario would be similar. The mitigation measure for distancing heavy equipment from buildings on Neil Armstrong Street would be used for the alternative project. During operation, noise impacts would be slightly lessened because fewer vehicles would be traveling to and from the site. However, no significant impacts were identified for either the No Project/Existing Site Plan Alternative or the proposed project.

7.5.5 Transportation and Traffic

The proposed project would generate 19,719 net daily weekday trips, 684 net daily AM peak hour trips, and 1,354 net daily PM peak hour trips. Weekend daily trips (Saturday) would be 26,837 trips. Freeway mainlines would not be impacted by the proposed project. However, nine project area intersections would be significantly impacted by the proposed project during weekdays and two would be impacted during the weekend (for both Opening Year 2015 and Buildout Year 2025 conditions).

The smaller development footprint associated with the No Project/Existing Site Plan Alternative would result in fewer vehicle trips than the proposed project. This alternative (515,382 sf) would generate 18,674 net daily weekday trips, 965 PM net daily trips, and 24,671 net daily weekend trips. In the 2000 MPTP EIR, six intersections were found to have unacceptable levels of service (LOS) with the implementation of the proposed project.

Under current traffic conditions, the development of the previous site plan would have greater impacts than in 2000. Table 7-3 shows the proposed project impacts to the study area intersections in comparison with the No Project/Existing Site Plan Alternative. The No Project/Existing Site Plan Alternative would reduce impacts at three study area intersections to less than significant levels.

Under either scenario, significant and unavoidable impacts would occur because the City cannot implement roadway improvements at intersections/roadways that are not within their jurisdiction. Funding sources must also be identified to make the recommended improvements in the City. The No Project/Existing Site Plan Alternative would have slightly less significant impacts because the trip generation and would be less and the resulting LOS would be lower. However, the same intersections would be impacted and no significant and unavoidable impacts would be avoided.

Table 7-3
Comparison of PM Peak Hour Traffic Conditions at Opening Year 2015 (Proposed Project vs. No Project/Existing Site Plan Alternative)

Intersection	Opening Year 2015		Proposed Project			No Project/Existing Site Plan		
	V/C or Delay	LOS	V/C or Delay	LOS	Change	V/C or Delay	LOS	Change
1. Garfield Avenue/Pomona Boulevard[2]	0.865	D	0.896	D	**0.031**	0.891	D	**0.026**
2. Garfield Avenue/Via Campo[2]	1.031	F	1.037	F	**0.006**	1.036	F	**0.005**
3. Wilcox Avenue/Pomona Boulevard[1]	0.672	B	0.719	C	0.047	0.713	C	0.041
4. Wilcox Avenue/Via Campo[2]	0.748	C	0.807	D	**0.059**	0.798	C	**0.050**
5. Markland Drive/Potrero Grande Drive[1]	0.752	C	0.893	D	**0.141**	0.873	D	**0.121**
6. Markland Drive – Vail Avenue/Via Campo[2]	0.852	D	0.937	E	**0.085**	0.925	E	**0.073**
7. Saturn St – Greenwood Ave/Potrero Grande Dr[1]	0.507	A	0.6	A	**0.093**	0.586	A	**0.079**
8. Neil Armstrong Street/Arroyo Drive[2]	13.1 sec	B	14.9 sec	B	–	14.8 sec	B	–
9. San Gabriel Blvd – Paramount Drive/Hill Drive[1]	0.662	B	0.693	B	0.031	0.688	B	0.026
10. Paramount Boulevard/Arroyo Drive[2]	0.558	A	0.573	A	0.015	0.571	A	0.013
11. Paramount Boulevard/SR-60 westbound ramps[2]	0.803	D	1.216	F	**0.413**	1.156	F	**0.353**
12. Paramount Boulevard/SR-60 eastbound ramps[2]	0.799	C	0.814	D	0.015	0.812	D	0.013
13. Paramount Boulevard/Montebello Boulevard[2]	0.895	D	0.92	E	**0.025**	0.916	E	**0.021**
14. Montebello Town Cntr Dwy #2/Montebello Blvd[2]	0.599	A	0.61	B	0.011	0.608	B	0.009
15. Montebello Town Cntr Dwy #1/Montebello Blvd[2]	0.628	B	0.638	B	0.01	0.637	B	0.009
16. Montebello Boulevard/Lincoln Avenue[2]	0.733	C	0.743	C	0.01	0.741	C	0.008
17. Montebello Boulevard/Beverly Boulevard[2]	0.961	E	0.972	E	**0.011**	0.970	E	**0.009**
18. Montebello–SR 60 eastbound ramp/Town Center[3]	0.688	B	0.688	B	0	0.688	B	0.000
19. San Gabriel Boulevard/Town Center Drive[3]	0.85	D	0.85	D	0	0.850	D	0.000
20. Rosemead Boulevard/San Gabriel Boulevard[4]	1.008	F	1.017	F	0.009	1.015	F	0.007

V/C based on Intersection Capacity Utilization analysis methodology; Delay based on Highway Capacity Manual (HCM) methodology.
Bold values indicate significant project impact per the appropriate Cities' LOS significance criteria.
[1] Intersection analyzed using City of Monterey Park significance criteria.
[2] Intersection analyzed using City of Montebello significance criteria.
[3] Intersection analyzed using City of Rosemead significance criteria.
[4] Intersection analyzed using County of Los Angeles significance criteria.

7.5.6 Utilities and Service Systems

The proposed project would increase the developed square footage by approximately 16 percent compared to the existing site plan. This increase would result in greater demand for electricity, water, and natural gas. It would also generate more wastewater than the No Project/Existing Site Plan Alternative. Upgrades to existing infrastructure would be needed to accommodate both the No Project/Existing Site Plan Alternative and the proposed project, the construction of which would result in environmental impacts. The demands are slightly higher for utility service under the proposed project, and more infrastructure improvements may be required when compared with the alternative project. Therefore, utility impacts would be reduced for the No Project/Existing Site Plan Alternative.

Table 7-4 summarizes the differences in utility demands between the proposed project and the No Project/Existing Site Plan Alternative.

Table 7-4
Comparison of Utility Demands:
No Project/Existing Site Plan Alternative vs. Proposed Project

Utility	*No Project/Existing Site Plan Alternative*	*Proposed Project*	*Percent Increase of Proposed Project*
Water Demand	81,285 gpd	115,234 gpd	42%
Wastewater Generation	65,382 gpd	140,999 to 154,340 gpd	115% to 136%
Solid Waste Generation	21,647 lbs/week	25,200 lbs/week	16%
Electricity Demand	7,517,323 kWh/yr	8,433,610 to 9,641,190 kWh/yr	12 to 28%
Natural Gas Demand	1,522,565 cf/mo	1,498,400 to 1,792,884 cf/mo	-1.6% to 18%

Source: 2000 MPTP EIR; M & M Realty Partners 2010; Sanitation Districts of Los Angeles County 2010.

7.5.7 Conclusion

Avoid or Substantially Lessen Project Impacts

This alternative would have lessened greenhouse gas, transportation and traffic, and utilities and service systems impacts when compared to the proposed project. Impacts to, aesthetics, air quality and noise would be similar, though slightly less.

Although No Project/Existing Site Plan Alternative would reduce the significant air quality, greenhouse gas emissions, and traffic impacts of the project, impacts would remain significant and unavoidable and similar mitigation measures would be required.

Attainment of Project Objectives

This alternative would meet all of the basic project objectives identified in Section 7.1.2, although not to the same extent. Because of its smaller size, it would not be able to provide as much retail and/or restaurant space to meet market demand (Objective 1) to the same extent as the proposed project.

7.6 ALTERNATIVE LAND USE PLAN

The Alternative Land Use Plan Alternative would allow for development of the site with 600,000 square feet of light industrial and some commercial land uses. This land use alternative would be more compatible with the LTP/TDF, which is onsite but not part of the proposed project, and surrounding land uses, such as the SCE Mesa Substation to the northwest of the project site and SR-60, to the south of the project site.

Land uses for the Alternative Land Use Plan would be light industrial and manufacturing, with supporting office space and compatible commercial businesses. Land uses could include light manufacturing and processing plants, warehouses, industrial and commercial storage facilities, and similar types of land uses. Office and commercial land uses would be encouraged if they are compatible with the light industrial land uses.

Under this alternative, it is assumed that the project site would be graded and developed with a physical layout similar to the proposed project. The berm along SR-60 would be leveled, and project access points would be at the north and the east. The Paramount Avenue/Neil Armstrong interchange improvement would be completed as with the proposed project, to improve access from SR-60. The parking layout and onsite circulation may vary some from the proposed project because of the different land uses and building sizes. The impacts of the Alternative Land Use Plan compared to those of the Proposed Project are discussed below.

7.6.1 Aesthetics

The Alternative Land Use Plan would have buildings of similar size and layout as the proposed project. The character of the light industrial buildings and signage would be different from the proposed project but the alternative project would not be damaging any onsite visual resources. The proposed project incorporates a design theme that is applied to building architectural features, landscaping, and signage. It is assumed that the Alternative Land Use Plan would also have a design theme for the project site although the appearance would be different from the proposed project.

It is also assumed that the project applicant would propose the use of advertising billboards along SR-60 under this alternative project since these billboards are not necessarily advertising onsite services and are therefore not directly related to the proposed project. The pylon signs would mostly likely not be used since these are more commonly associated with retail development, not industrial development. Onsite lighting for the alternative project would be similar to the proposed project and would consist of parking lot lighting, security lighting, and identification lighting. It would be required to follow the same design standards of the City and be subject to City review and approval. Overall, the Alternative Land Use Plan would have a difference appearance than the proposed project but it would have similar impacts to scenic resources and produce a similar amount and type of lighting. Impacts would be similar and less than significant under either scenario.

7.6.2 Air Quality

Construction Emissions

The construction of new industrial land uses on the project site would result in the emission of air pollutants that may exceed significant thresholds of SCAQMD. Assuming that the design of the site would be similar to the proposed project and that the Alternative Land Use Plan would also be built in two phases, short-term construction impacts would be similar for the proposed project and the Alternative Land Use Plan. The proposed project had significant and unavoidable construction air quality impacts related to NO_x emissions

from heavy construction equipment during the second phase of construction. The Alternative Land Use Plan would use construction equipment similar to the proposed project and would have similar significant and unavoidable construction air quality impacts.

Operation Emissions

During project operation, the proposed project would result in significant and unavoidable impacts related to the emissions of particulate matter ($PM_{2.5}$ and PM_{10}) because of vehicle emissions. The proposed project would generate approximately 19,719 average daily weekday vehicle trips and 26,837 weekend (Saturday) trips. Based on the Institute of Traffic Engineers' *Trip Generation* (8th edition), the Alternative Land Use Plan would generate approximately 4,128 daily weekday trips. On Saturday, the alternative project would generate 792 trips.[1] The number of weekday trips of the proposed project is 4.8 times greater than the alternative project and the number of weekend (Saturday) trips generated by the proposed project is 33.9 times higher than the number generated by the project alternative. This would result in significantly fewer operational air emissions by the project alternative but the significant and unavoidable impacts would not be avoided.

7.6.3 Greenhouse Gas Emissions

The proposed project would generate approximately 36,509 metric tons of GHG emissions (30,464 metric tons after implementation of CARB's Scoping Plan reductions and adoption of other mitigation measures). The vast majority of the proposed project's expected GHG emissions are generated by vehicular emissions. The proposed project would generate approximately 19,719 average daily weekday vehicle trips and 26,837 weekend (Saturday) trips. Based on the Institute of Traffic Engineers' *Trip Generation* (8th edition), the Alternative Land Use Plan would generate approximately 4,128 daily weekday trips. On Saturday, the alternative project would generate 792 trips.[2] The number of weekday trips of the proposed project is 4.8 times greater than the alternative project and the number of weekend (Saturday) trips generated by the proposed project is 33.9 times higher than the number generated by the project alternative. As a result, this alternative would result in a substantial reduction in the amount of greenhouse gas emissions generated by the project but would not eliminate the significant and unavoidable greenhouse gas impacts.

7.6.4 Noise

Construction activities of the Alternative Land Use Plan would be similar to those of the proposed project, resulting in similar construction-related noise impacts. The operation of the Alternative Land Use Plan would generate fewer vehicles than the proposed project but it may include other sources of noise that would not be found at the proposed project. For example, larger delivery trucks, light manufacturing plants, or heavy machinery may be used under the alternative scenario. However, operational noise impacts related to vehicular traffic would be less, although no significant noise impacts were identified.

7.6.5 Transportation and Traffic

The proposed project would generate approximately 19,719 average daily weekday vehicle trips and 26,837 weekend (Saturday) trips. Based on the Institute of Traffic Engineers' *Trip Generation* (8th edition), the Alternative Land Use Plan would generate approximately 4,128 daily weekday trips. On the weekend

[1] Trip generation is based on a weekday rate of 6.97 trips per 1,000 square feet and a Saturday rate of 1.32 trips per 1,000 square feet (General Light Industrial land use category).
[2] Trip generation is based on a weekday rate of 6.97 trips per 1,000 square feet and a Saturday rate of 1.32 trips per 1,000 square feet (General Light Industrial land use category).

(Saturday), the alternative project would generate 792 trips.[3] The number of weekday trips of the proposed project is 4.8 times greater than the alternative project and the number of weekend (Saturday) trips generated by the proposed project is 33.9 times higher than the number generated by the project alternative.

Table 7-5 compares the LOS values at local intersections during the PM peak hour for the proposed project and the Alternative Land Use Plan. With the lower vehicle generation rate, the Alternative Land Use Plan would eliminate traffic impacts at five of the nine impacted intersections. However, three of the four intersections impacted by the Alternative Land Use Plan (Garfield Avenue/Pomona Boulevard, Markland Drive – Vail Avenue/Via Campo, and Paramount Boulevard/SR-60 westbound ramps) would be under the City of Montebello jurisdiction and Monterey Park would not be able to ensure the proposed improvements would be implemented. Without the mitigation, these impacts would remain significant and unavoidable.

The total number of trips generated by the proposed project would be substantially reduced by the Alternative Land Use Plan and fewer intersections would be impacted by the alternative project. Traffic impacts to project area intersections would be substantially reduced but significant impacts to three of the intersections impacted by the proposed project would remain significant and unavoidable.

[3] Trip generation is based on a weekday rate of 6.97 trips per 1,000 square feet and a Saturday rate of 1.32 trips per 1,000 square feet (General Light Industrial land use category).

Table 7-5
Comparison of PM Peak Hour Traffic Conditions at Opening Year 2015 (Proposed Project vs. Alternative Site Plan)

Intersection	Opening Year 2015		Proposed Project			Alternative Site Plan		
	V/C or Delay	LOS	V/C or Delay	LOS	Change	V/C or Delay	LOS	Change
1. Garfield Avenue/Pomona Boulevard[2]	0.865	D	0.896	D	**0.031**	0.877	D	**0.012**
2. Garfield Avenue/Via Campo[2]	1.031	F	1.037	F	**0.006**	1.035	F	0.004
3. Wilcox Avenue/Pomona Boulevard[1]	0.672	B	0.719	C	0.047	0.700	C	0.028
4. Wilcox Avenue/Via Campo[2]	0.748	C	0.807	D	**0.059**	0.754	C	0.006
5. Markland Drive/Potrero Grande Drive[1]	0.752	C	0.893	D	**0.141**	0.782	C	**0.030**
6. Markland Drive – Vail Avenue/Via Campo[2]	0.852	D	0.937	E	**0.085**	0.875	D	**0.023**
7. Saturn St – Greenwood Ave/Potrero Grande Dr[1]	0.507	A	0.6	A	**0.093**	0.526	A	0.019
8. Neil Armstrong Street/Arroyo Drive[2]	13.1 sec	B	14.9 sec	B	–	13.9 sec	B	--
9. San Gabriel Blvd – Paramount Drive/Hill Drive[1]	0.662	B	0.693	B	0.031	0.675	B	0.013
10. Paramount Boulevard/Arroyo Drive[2]	0.558	A	0.573	A	0.015	0.560	A	0.002
11. Paramount Boulevard/SR-60 westbound ramps[2]	0.803	D	1.216	F	**0.413**	1.003	F	**0.200**
12. Paramount Boulevard/SR-60 eastbound ramps[2]	0.799	C	0.814	D	0.015	0.810	D	0.011
13. Paramount Boulevard/Montebello Boulevard[2]	0.895	D	0.92	E	**0.025**	0.904	E	0.009
14. Montebello Town Center Driveway #2/Montebello Blvd[2]	0.599	A	0.61	B	0.011	0.600	B	0.001
15. Montebello Town Center Driveway #1/Montebello Blvd[2]	0.628	B	0.638	B	0.01	0.629	B	0.001
16. Montebello Boulevard/Lincoln Avenue[2]	0.733	C	0.743	C	0.01	0.734	C	0.001
17. Montebello Boulevard/Beverly Boulevard[2]	0.961	E	0.972	E	**0.011**	0.962	E	0.001
18. Montebello–SR 60 eastbound ramp/Town Center[3]	0.688	B	0.688	B	0	0.688	B	0.000
19. San Gabriel Boulevard/Town Center Drive[3]	0.85	D	0.85	D	0	0.850	D	0.000
20. Rosemead Boulevard/San Gabriel Boulevard[4]	1.008	F	1.017	F	0.009	1.015	F	0.007

V/C based on Intersection Capacity Utilization analysis methodology; Delay based on Highway Capacity Manual (HCM) methodology.
Bold values indicate significant project impact per the appropriate Cities' LOS significance criteria.
[1] Intersection analyzed using City of Monterey Park significance criteria.
[2] Intersection analyzed using City of Montebello significance criteria.
[3] Intersection analyzed using City of Rosemead significance criteria.
[4] Intersection analyzed using County of Los Angeles significance criteria.

7.6.6 Utilities and Service Systems

The comparison between the proposed land uses and the Alternative Land Use Plan is shown in Table 7-6. Overall, the Alternative Land Use Plan would have less demand for utility services than the proposed land uses. In all cases except for solid waste generation, the proposed land uses would have higher consumption or demand for utilities. Solid waste generation is expected to be similar for the proposed project and the Alternative Land Use Plan. The greatest decrease between the proposed project and this alternative is in natural gas consumption; the proposed project would use approximately 805 to 983 percent more natural gas than the Alternative Land Use Plan.

Table 7-6
Comparison of Utility Demands: Alternative Land Use Plan vs. Proposed Project

Utility	Alternative Land Use Plan[1]	Proposed Project	Percent Increase of Proposed Project
Water Demand	75,000 gpd	115,234 gpd	54%
Wastewater Generation	50,000 gpd	140,999 to 154,340 gpd	182 to 209%
Solid Waste Generation[2]	25,200 lbs/week	25,200 lbs/week	0 %
Electricity Demand	8,130,000 kWh/yr	8,433,610 to 9,641,190 kWh/yr	3.7 to 19%
Natural Gas Demand[3]	165,531 cf/mo	1,498,400 to 1,792,884 cf/mo	805 to 983%

Source: 2000 MPTP EIR; M & M Realty Partners 2010; Sanitation Districts of Los Angeles County 2010; California Energy Commission (CEC) 2009; CEC 2006.

[1] The demand rates for the existing (industrial) land uses in the 2000 MPTP EIR were used to find the utility demands for the Alternative Land Use Plan except where noted otherwise.

[2] Solid waste generation rates are the same for commercial and industrial land uses as given in the 2000 MPTP EIR.

[3] Natural gas consumption rates are based on information in the 2006 CEC report on energy use in California because the 2000 MPTP EIR did not provide gas consumption rates for light industrial land uses.

For either scenario, new infrastructure would be needed to serve the project site. Construction of the infrastructure would be completed in conjunction with building construction on the project site, reducing impacts related to construction. The proposed project may require additional improvements to existing infrastructure because the substantially greater demand for utilities such as water, wastewater, and natural gas may necessitate infrastructure and facilities that can accommodate higher flow rates. Both scenarios would have less than significant impacts but the Alternative Land Use Plan would have slightly less impact on the existing infrastructure than the proposed project.

7.6.7 Conclusion

Avoid or Substantially Lessen Project Impacts

The Alternative Land Use Plan would reduce impacts to air quality, greenhouse gas emissions, noise transportation and traffic, and utilities and service systems. Impacts to aesthetics would be similar and less than significant. Because it would reduce vehicle trips to 4,128 during the week and 792 on the weekends (Saturday), this would be a substantial reduction from the proposed project and this alternative is environmentally superior to the proposed project in transportation and traffic impacts. However, it would not avoid significant and unavoidable traffic impacts because it would still exceed significance criteria at three local intersections within the City of Montebello. It would also not eliminate the other significant and unavoidable impacts: air quality and greenhouse gas emissions.

Ability to Meet Project Objectives

Of the project objectives identified under Section 7.1.2 above, the Alternative Land Use Plan would meet some but not all of these objectives. It would allow for the cleanup of the project site and bring closure to the site's environmental issues (Objective 5), and it would allow for the redevelopment of the project site to stimulate the economy and create jobs (Objective 4). The remaining objectives (Objectives 1 through 3 and Objectives 6 through 8) would not be met by the Alternative Land Use Plan.

7.7 REDUCED INTENSITY ALTERNATIVE

The Reduced Intensity Alternative would reduce the proposed project's total square footage by 10 percent. Therefore, the total square footage would be 540,000. Assuming a proportionate reduction to each individual land use, this would result in 504,910 square feet of anchor retail space, between 2,903 and 20,690 square feet of retail space, and between 14,400 and 32,188 square feet of restaurant space, as shown in Table 7-7. Since the proposed project includes a range of potential square footages for retail and restaurant space, this alternative assumes the same range.

Table 7-7
Reduced Intensity Alternative Square Footages

	Total	Anchor	Retail	Restaurant
Proposed Project	600,000 sf	561,011 sf	3,225–22,989 sf	16,000–35,764 sf
10% Reduced Intensity Alternative	540,000 sf	504,910 sf	2,903–20,690 sf	14,400–32,188 sf

This alternative would generate fewer average daily trips and would therefore reduce traffic, air quality, greenhouse gas emissions, and noise impacts during project operation.

7.7.1 Aesthetics

The Reduced Intensity Alternative would reduce overall building square footage by 10 percent but the site and signage plans would be similar to the proposed project. The architectural design and proposed lighting would be similar in style and intensity as the proposed project and the same regulations would need to be followed. Overall, lighting and visual resource impacts would be similar and less than significant.

7.7.2 Air Quality

The Reduced Intensity Alternative would have a smaller building footprint but construction activities would be similar in nature and would occur over a similar length of time. Therefore, the proposed project and the Reduced Intensity Alternative would have similar construction impacts. The proposed project would generate 19,719 net daily weekday trips, 684 net daily AM peak hour trips, and 1,354 net daily PM peak hour trips. With a 10 percent reduction in square footage, the Reduced Intensity Alternative would generate approximately 17,110 weekday trips, 518 net daily AM peak hour trips, and 1,146 net daily PM peak hour trips. Vehicle emissions would be reduced by approximately 10 percent, although the significant and unavoidable air quality impacts associated with the proposed project would remain.

7.7.3 Greenhouse Gas Emissions

The Reduced Intensity Alternative would reduce the amount of development to 540,000 square feet. The Reduced Intensity Alternative will have fewer vehicle-related GHG emissions compared to the proposed project. As described above, traffic generated by the project would be reduced by approximately 10 percent. In addition, energy consumption would also be reduced by approximately 10 percent with the Reduced Intensity Alternative. GHG emissions would be reduced, however, significant and unavoidable greenhouse gas emission impacts would not be avoided. This alternative would reduce but not eliminate the greenhouse gas impacts associated with the proposed project.

7.7.4 Noise

Construction-related noise impacts would be similar to the proposed project while operational impacts would be slightly reduced. The proposed project would generate 19,719 net daily weekday trips, 684 net daily AM peak hour trips, and 1,354 net daily PM peak hour trips. With a 10 percent reduction in square footage, the Reduced Intensity Alternative would generate approximately 17,110 weekday trips, 518 net daily AM peak hour trips, and 1,146 net daily PM peak hour trips. Vehicle trips would be reduced by approximately 10 percent, resulting in slight reductions in noise levels on are roadways. However, since the proposed project does not have any significant and unavoidable operational noise impacts, no noise impacts related to the operation of the proposed project would be avoided by this alternative.

Since the amount of development would not be substantially lessened by the project alternative, and the distances between construction activities and surrounding receptors would be the same, construction-related noise impacts under either scenario would be similar. Overall, operational noise impacts would be slightly reduced under this alternative and construction noise impacts would be similar.

7.7.5 Transportation and Traffic

The proposed project would generate 19,719 net daily weekday trips, 684 net daily AM peak hour trips, and 1,354 net daily PM peak hour trips. With a 10 percent reduction in square footage, the Reduced Intensity Alternative would generate approximately 17,110 weekday trips, 518 net daily AM peak hour trips, and 1,146 net daily PM peak hour trips.

At opening year 2015, under the proposed project, nine intersections in the traffic study area would be potentially impacted with unacceptable LOS values. With mitigation, eight intersections would remain significant and unavoidable. The reduction in trips would not be substantial enough to reduce significant impacts, though, and impacts related to LOS would still occur under the Reduced Intensity Alternative. The proposed project's impacts to local intersections are compared to those of the Reduced Intensity Alternative during the PM peak hour in Table 7-8. The alternative would impact the same intersections as the proposed project.

Mitigation measures similar to those of the proposed project would be required. Overall, traffic impacts of the Reduced Intensity Alternative would be slightly lower compared to the proposed project but significant and unavoidable impacts would not be eliminated.

Table 7-8
Comparison of PM Peak Hour Traffic Conditions at Opening Year 2015
(Proposed Project vs. Reduced Intensity Alternative)

Intersection	Opening Year 2015		Proposed Project			Reduced Intensity Alternative		
	V/C or Delay	LOS	V/C or Delay	LOS	Change	V/C or Delay	LOS	Change
1. Garfield Avenue/Pomona Boulevard[2]	0.865	D	0.896	D	**0.031**	0.891	D	**0.026**
2. Garfield Avenue/Via Campo[2]	1.031	F	1.037	F	**0.006**	1.036	F	**0.005**
3. Wilcox Avenue/Pomona Boulevard[1]	0.672	B	0.719	C	0.047	0.712	C	0.040
4. Wilcox Avenue/Via Campo[2]	0.748	C	0.807	D	**0.059**	0.797	C	**0.049**
5. Markland Drive/Potrero Grande Drive[1]	0.752	C	0.893	D	**0.141**	0.871	D	**0.119**
6. Markland Drive – Vail Avenue/Via Campo[2]	0.852	D	0.937	E	**0.085**	0.924	E	**0.072**
7. Saturn St – Greenwood Ave/Potrero Grande Dr[1]	0.507	A	0.6	A	**0.093**	0.585	A	**0.078**
8. Neil Armstrong Street/Arroyo Drive[2]	13.1 sec	B	14.9 sec	B	–	14.8 sec	B	--
9. San Gabriel Blvd – Paramount Drive/Hill Drive[1]	0.662	B	0.693	B	0.031	0.688	B	0.026
10. Paramount Boulevard/Arroyo Drive[2]	0.558	A	0.573	A	0.015	0.571	A	0.013
11. Paramount Boulevard/SR-60 westbound ramps[2]	0.803	D	1.216	F	**0.413**	1.149	F	**0.346**
12. Paramount Boulevard/SR-60 eastbound ramps[2]	0.799	C	0.814	D	0.015	0.812	D	0.013
13. Paramount Boulevard/Montebello Boulevard[2]	0.895	D	0.92	E	**0.025**	0.916	E	**0.021**
14. Montebello Town Center Driveway #2/Montebello Blvd[2]	0.599	A	0.61	B	0.011	0.608	B	0.009
15. Montebello Town Center Driveway #1/Montebello Blvd[2]	0.628	B	0.638	B	0.01	0.637	B	0.009
16. Montebello Boulevard/Lincoln Avenue[2]	0.733	C	0.743	C	0.01	0.741	C	0.008
17. Montebello Boulevard/Beverly Boulevard[2]	0.961	E	0.972	E	**0.011**	0.970	E	**0.009**
18. Montebello–SR 60 eastbound ramp/Town Center[3]	0.688	B	0.688	B	0	0.688	B	0.000
19. San Gabriel Boulevard/Town Center Drive[3]	0.85	D	0.85	D	0	0.850	D	0.000
20. Rosemead Boulevard/San Gabriel Boulevard[4]	1.008	F	1.017	F	0.009	1.015	F	0.007

Notes: V/C based on Intersection Capacity Utilization analysis methodology; Delay based on Highway Capacity Manual (HCM) methodology.
Bold values indicate significant project impact per the appropriate Cities' LOS significance criteria.
1. Intersection analyzed using City of Monterey Park significance criteria.
2. Intersection analyzed using City of Montebello significance criteria.
3. Intersection analyzed using City of Rosemead significance criteria.
4. Intersection analyzed using County of Los Angeles significance criteria.

7.7.6 Utilities and Service Systems

The Reduced Intensity Alternative would generate less demand on utility services and infrastructure compared to the proposed project. Table 7-9 summarizes the utility demands of the Reduced Intensity Alternative in comparison with the proposed project.

Table 7-9
Comparison of Utility Demands: Reduced Intensity Alternative vs. Proposed Project

Utility	Reduced Intensity Alternative	Proposed Project	Percent Increase of Proposed Project
Water Demand	103,711 gpd	115,234 gpd	10%
Wastewater Generation	126,899–138,906 gpd	140,999–154,340 gpd	10%
Solid Waste Generation	22,680 lbs/week	25,200 lbs/week	10%
Electricity Demand	7,590,249–8,677,071 kWh/yr	8,433,610–9,641,190 kWh/yr	10%
Natural Gas Demand[1]	1,348,560–1,613,596 cf/mo	1,498,400–1,792,884 cf/mo	10%

Source: 2000 MPTP EIR; M & M Realty Partners 2010; Sanitation Districts of Los Angeles County 2010; California Energy Commission (CEC) 2009; CEC 2006.

[1] Natural gas consumption rates are based on information in the 2006 CEC report on energy use in California. The 2000 MPTP EIR rates were not used in this SEIR.

For either scenario, new infrastructure would be needed to serve the project site. Construction of the infrastructure would be completed in conjunction with building construction on the project site, reducing impacts related to construction. The proposed project may require additional improvements to existing infrastructure because the greater demand for utilities may necessitate infrastructure that can accommodate higher flow rates. Both scenarios would have less than significant impacts but the Reduced Intensity Alternative would have slightly less impact on the existing infrastructure than the proposed project.

7.7.7 Conclusion

Avoid or Substantially Lessen Project Impacts

This alternative would have less impact on greenhouse gas emissions, noise, transportation and traffic, and utilities. It would reduce but not eliminate the significant and unavoidable impacts of air quality, transportation and traffic and greenhouse gas emissions. Aesthetic impacts would be less than significant and similar to the proposed project.

While reducing the three identified unavoidable significant impacts of the proposed project, the reduction would not be substantial enough to avoid significant impacts.

Attainment of Project Objectives

This alternative would meet all of the project objectives in Section 7.1.2 but not to the same degree as the proposed project.

7.8 ENVIRONMENTALLY SUPERIOR ALTERNATIVE

CEQA requires a lead agency to identify the "environmentally superior alternative" and, in cases where the "No Project" Alternative is environmentally superior to the proposed project, the environmentally superior development alternative must be identified. One alternative has been identified as "environmentally superior" to the proposed project:

- Reduced Intensity Alternative

Table 7-10 shows an impact comparison matrix for each impact category. The Reduced Intensity Alternative has been identified as the environmentally superior alternative. This alternative would lessen impacts associated with air quality, greenhouse gas emissions, operational noise, transportation and traffic, and

utilities, but it would not avoid any of the significant and unavoidable impacts. The remaining impacts (construction noise impacts) are generally the same as the proposed project. Although the No Project/Existing Site Plan Alternative would be similar in most environmental categories, the Reduced Intensity Alternative would generate fewer daily vehicle trips, and therefore reduce traffic, air quality, noise, and greenhouse gas impacts, because it would have less large-scale anchor retail square footage.

Table 7-10
Summary of Impacts of Alternatives Compared to the Proposed Project

Section Number	*Topic*	*Proposed Project*	*No Project/Existing Site Plan Alternative*	*Alternative Land Use Plan*	*Reduced Intensity Alternative*
5.1	Aesthetics	Less Than Significant (with Project Design Features)	(=)	(=)	(=)
5.2	Air Quality Short-Term Long-Term	Significant and Unavoidable Significant and Unavoidable	(=) (–)	(=) (–)	(=) (–)
5.3	Greenhouse Gas Emissions	Significant and Unavoidable	(–)	(–)	(–)
5.4	Noise Short-term Long-term	Less Than Significant (with mitigation) Less Than Significant	(=) (–)	(=) (–)	(=) (–)
5.5	Transportation/Traffic	Significant and Unavoidable	(–)	(–)	(–)
5.6	Utilities and Service Systems	Less Than Significant (with mitigation)	(–)	(–)	(–)

(–) The alternative would result in fewer impacts than the proposed project.
(+) The alternative would result in greater impacts than the proposed project.
(=) The alternative would result in the same/similar impacts as the proposed project.
(1) Eliminates a significant impact.

Table 7-11 shows whether or not each alternative is consistent with the objectives established for the project. The Reduced Intensity Alternative would be able to meet most of the basic project objectives, but because of its smaller size, it would not be able to provide as much retail and/or restaurant space to meet market demand (Objective 1) to the same extent as the proposed project. However, it would still meet this objective.

Table 7-11
Ability of Each Alternative to Meet the Project Objectives

Project Objective	Proposed Project	No Project/Existing Site Plan Alternative	Alternative Land Use Plan	Reduced Intensity Alternative
1. Provide for a new site plan which responds to current market conditions while maintaining consistency with the City's General Plan.	Yes	Yes, but not to the same extent	No	Yes, but not to the same extent
2. Create and maintain a clear design identity that will promote and preserve a community identity.	Yes	Yes	No	Yes
3. Convert the 42.1-acre north parcel of the OII landfill (plus 9 acres of adjacent SCE easements) into a 51.1-acre highway-oriented commercial district that would blend with and enhance existing and future developments in the area.	Yes	Yes	No	Yes
4. Allow redevelopment of the project site to stimulate the local economy, create jobs, and remove regional/local blight, while preserving the environment and public safety.	Yes	Yes	Yes, but not to the same extent	Yes
5. Implement a project that will bring clean-up and closure to the site's environmental issues.	Yes	Yes	Yes	Yes
6. Utilize a design approach developing the entire area into a comprehensive commercial complex oriented towards being both a community and regional center. Architecture, signs, lighting, walkways, and landscaping shall be coordinated to achieve harmony of all elements in the development area.	Yes	Yes	No	Yes
7. Create an attractive environment to motorists traveling on both SR-60 and arterial roadways, while providing visual and acoustic buffering between the development area and adjacent developments.	Yes	Yes	No	Yes
8. Provide opportunity for intensity and development standard incentives to be authorized and approved so as to encourage unique, innovative and imaginative architectural design, site planning, development schemes and development consistent with the General Plan.	Yes	Yes	No	Yes

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