MUSEUM MARKET PLAZA SPECIFIC PLAN

DRAFT ENVIRONMENTAL IMPACT REPORT

V. PROJECT ALTERNATIVES

Introduction

CEQA requires that EIRs consider alternatives to the project proposed for development when an EIR is prepared. The detailed analysis of the Proposed Project is contained in Section III of this document. Section III identified potential impacts associated with aesthetics, air quality, traffic and circulation, cultural resources and other issue areas, for which mitigation measures were proposed.

This Section sets forth the objectives of the project, and describes four potential alternatives designed to reduce the potential impacts associated with the Proposed Project. The project alternatives include:

- A No Project Alternative, which analyzes the potential build out of the project site through redevelopment of existing buildings, under the City's General Plan land use designation and associated Zoning standards.
- A Town and Country Center Preservation Alternative, which considers build out of the project as proposed west of Palm Canyon Drive, but preserves the Town and Country Center and other lands located between Palm Canyon and Indian Canyon Drives.
- A Less Intense Alternative A, which reduces the scope of the project to 254,500 of retail commercial space, 40,000 square feet of office space, and 120 high density residential units.
- A Less Intense Alternative B, which reduces the scope of the project to 300,000 square feet of retail commercial space, 255 hotel rooms and 765 high density residential units.

Greater detail of each of the alternatives is provided in Section V-B., below. Other alternatives which were rejected for further consideration are also described, and the reason(s) for their being rejected is provided.

A. Statement of Project Objectives

Project objectives are developed as a benchmark of the goals of the development, and are used in comparing the Proposed Project to other alternatives in this Section. The primary goal of the Proposed Project is the revitalization of Downtown Palm Springs through the implementation of the following objectives:

1. Reintegrate the site into the economic, social and environmental fabric of the downtown.

2. Provide direct access to the Desert Art Museum from Downtown and Section 14.

3. Create an upscale, vibrant mixed-use lifestyle center, including boutique shops, galleries, neighborhood conveniences, restaurants, residential units and boutique hotels, serving visitors and local residents.

4. Enhance the pedestrian environment and lower the dependence on the automobile by providing living, shopping and entertainment venues in a central location.

5. Encourage a variety of architectural designs, styles and heights with materials that include plaster, glass, stone, iron, masonry and concrete to create visual interest while utilizing the latest in green technology.

6. Reintegrate the pedestrian and automobile back into the core of downtown by reconnecting Belardo Road and creating a new boulevard (Museum Way) from the Museum to Indian Canyon.

B. Alternative Projects Selected for Detailed Analysis

1. No Project Alternative

Under this alternative, the Desert Fashion Plaza would be refurbished and would reopen in its current configuration. The alternative would also maintain the Town & Country Center and adjacent buildings, and maintain the parking lot at Mercado Plaza. The only construction to occur would be the build out of the southwest corner of Cahuilla Road and Tahquitz Canyon Way (Block L) with 45 hotel rooms, as could be allowed under the General Plan and Zoning Ordinance. No change would occur in the Mercado parking lot. The build out of this alternative would result in:

a. Desert Fashion Plaza:	41,600 square feet of restaurant space
	288,400 square feet of retail commercial space
b. Town & Country Center:	15,000 square feet of restaurant space
	33,600 square feet of retail commercial space
	2,350 square feet of office space
c. Tahquitz Canyon/Cahuilla:	45 hotel rooms

2. Preservation of the Town and Country Center Alternative

Under this alternative, all new development between Palm Canyon and Indian Canyon Drives would be eliminated. The Town & Country Center would be rehabilitated, with the exception of Building C (the old Bank of America building on Palm Canyon, see Exhibit V-1), which would be eliminated. The total land use allocation would be as follows:

a.	Desert Fashion Plaza Site:	900 high density residential units 380,000 square feet of retail commercial space 365 hotel rooms
b.	Town & Country Center:	15,000 square feet of restaurant space 17,000 square feet of retail commercial space 2,350 square feet of office space
c.	Tahquitz Canyon/Cahuilla:	15,000 square feet of retail commercial space 55 hotel rooms
d.	Mercado Parking Lot:	Parking Structure

Under this alternative, the Plaza (Block B) would be constructed, as would the proposed street grid, including Museum Way west of Palm Canyon Drive, and the extension of Belardo Road.

3. Less Intense Alternative A

Under this alternative, a central park consisting of approximately 55,000 square feet would occur in the center of what is now Desert Fashion Plaza. Museum Way would not be extended from the Desert Art Museum to Indian Canyon Drive. Belardo would be extended through the site, but would be curvilinear rather than rectilinear. The northern portion of the Town and Country Center would remain, but the Bank of America building and buildings immediately south and east of the Bank of America building would be replaced with retail commercial development and pedestrian access. Building heights would extend to 57 feet, along Museum Drive (west side of project) and Tahquitz Canyon Way, west of Belardo Road. Building heights on Palm Canyon Drive would range from 17 to 34 feet. Building height adjacent to the existing Hyatt hotel would be 34 feet, for a cinema. This alternative would result in the following development:

a.	Retail Shops	144,000 square feet
b.	Office	40,000
c.	Supermarket	42,500 square feet
d.	Cinema	68,000 square feet
e.	High Density Residential	120 units

4. Less Intense Alternative B

Under this alternative, the intensities of development within the project area would be reduced, but the areas to be redeveloped would be consistent with the Proposed Project, and the Town and Country Center would not be preserved. This alternative would construct Museum Way from the

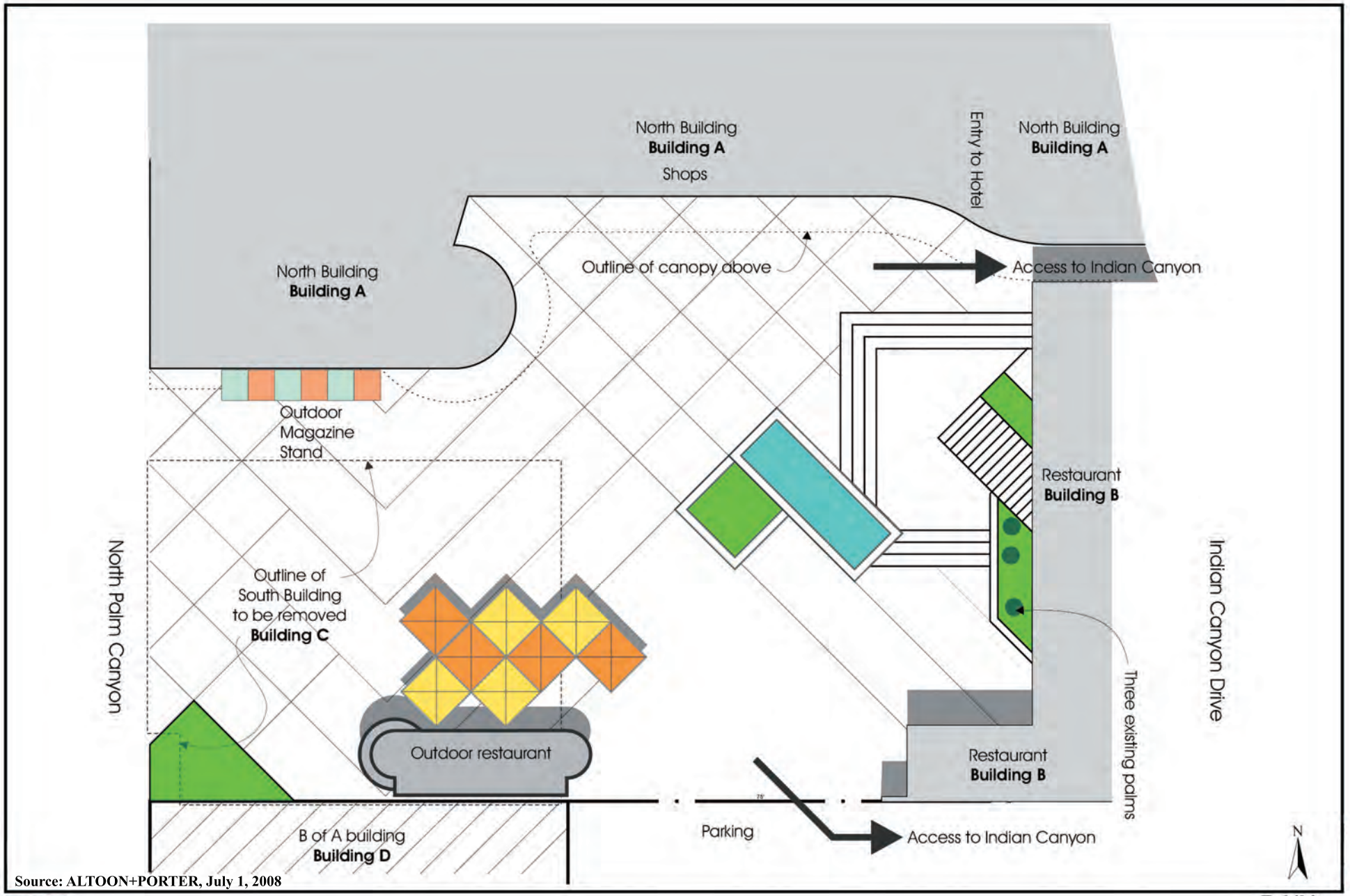
Desert Art Museum to Indian Canyon Drive, and extend Belardo Road through the project site in a rectilinear fashion. Under this alternative, building heights would not exceed 68 feet, and the project-wide building height average would remain 60 feet. The Plaza located in the center of the project would remain, and would still be constructed with two restaurants. The Mercado parking lot would be occupied by a parking structure under this alternative. This alternative would result in the following development:

a. 300,000 square feet of retail commercial space
b. 255 hotel rooms
c. 765 dwelling units

5. Alternatives Considered and Rejected

As required under CEQA, a number of alternatives were considered for comparison in this document. This included an alternative site analysis. The alternative site analysis first considered property owned by the applicant at other locations in the City. No other property is located in the Downtown area, nor consists of approximately 20 acres, so that equivalent development could occur. The analysis then considered other sites, not controlled by the applicant, but in the Downtown area. No property of 20 acres is currently available within the Palm Canyon Drive corridor. Finally, alternative sites considered do not occur within the Downtown Urban Design Plan boundary. No other site within the Downtown would be appropriate for the intensity of development allowed under that Plan's, or the General Plan's standards and policies. As a result, the alternative site is not considered further in this document.

Finally, another development alternative, similar to Less Intense Alternative A, was considered. It included a park in a differing configuration; 140 high-density residential units; 49,000 square feet of office space; 242,500 square feet of retail commercial space; and would not construct Museum Way from Desert Art Museum to Indian Canyon Drive, or extend Belardo through the project site. That alternative would result in impacts almost identical to Less Intense Alternative A, and would not provide any benefit over that Alternative. As a result, that alternative was rejected.



Source: ALTOON+PORTER, July 1, 2008

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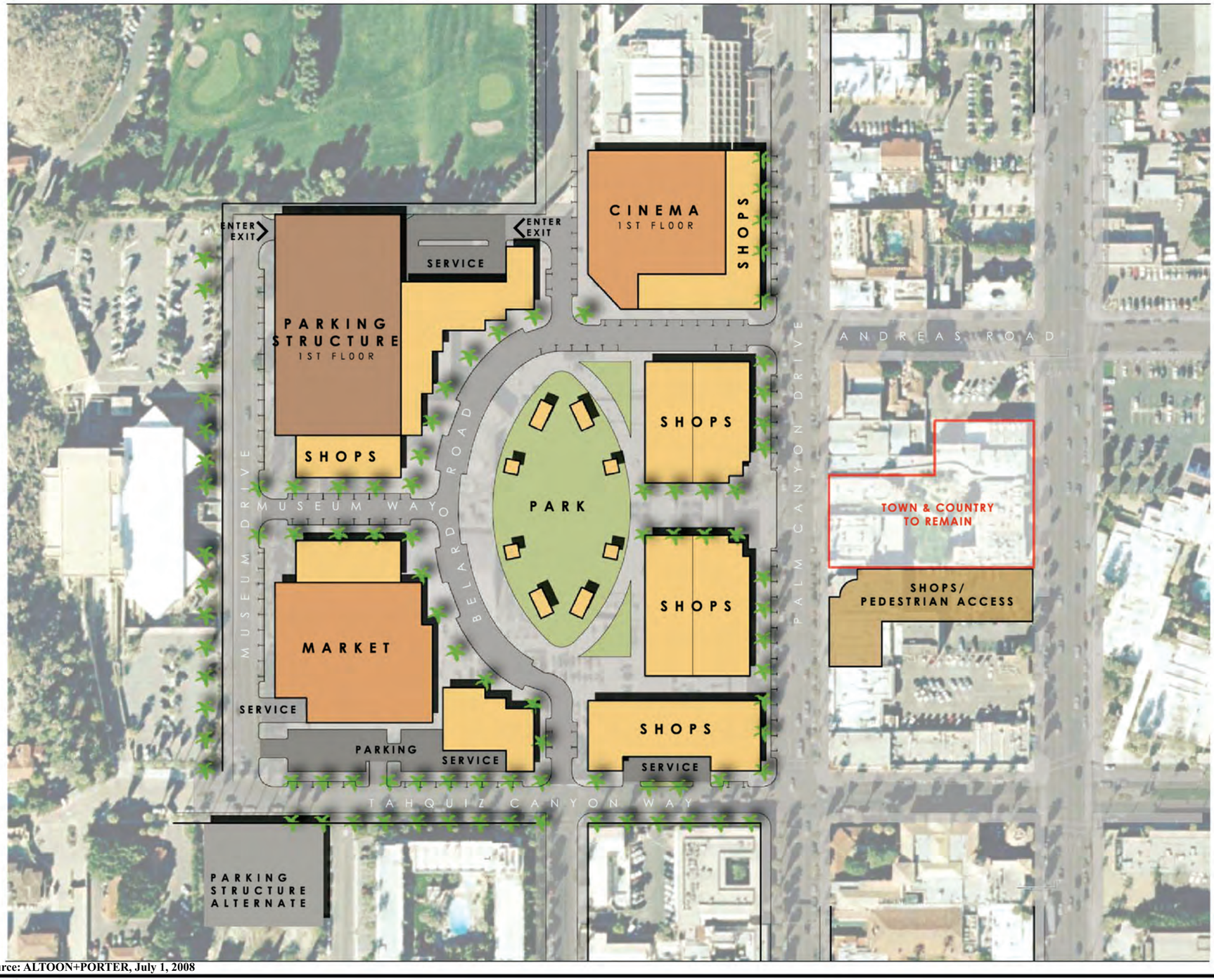
Planning & Research, Inc.

Museum Market Plaza Specific Plan Draft EIR
Town and Country Preservation Alternative
Palm Springs, California

Exhibit
V-1



Scheme A

Ground Level

Retail Type	GLA
Shops	144,000 s.f.
Market	42,500 s.f.
Cinema (2 floors)	68,000 s.f.
	254,500 s.f.

Park

Approximately 55,000 s.f.

Parking

140 surface parking spaces plus
360 in parking structure plus
approximately 500 underground parking.

Approximate total: 1,000 spaces

JULY 31, 2008

0 37.5 75 150 FEET
SCALE: 1" = 150'-0"

N

Source: ALTOON+PORTER, July 1, 2008

Source: ALTOON+PORTER, July 1, 2008

TERRA NOVA®
Planning & Research, Inc.

Museum Market Plaza Specific Plan Draft EIR
Less Intense Alt. Height Graphic
Palm Springs, California

Exhibit
V-3

C. Alternative Project Analysis

Introduction
Each of the following sections discusses the alternatives categorically using the issue areas from the CEQA Initial Study, in the same order as provided in Section III for the Proposed Project. Each alternative land use scenario is compared to the Proposed Project, and a determination is made as to whether the alternative would have a lesser, greater or equivalent impact to those of the Proposed Project. The analysis further determines whether the imposition of the mitigation measures found in Section III would be necessary for each alternative, and if they are necessary, whether they would reduce the impact(s) to the same, a lesser or a greater degree than the Proposed Project. Finally, at the end of this section is a determination of which of the alternatives, including the Proposed Project, is the environmentally superior.

1. Aesthetics

No Project Alternative
The No Project Alternative would preserve the existing built form and maintain the view corridors and vistas that presently characterize Downtown Palm Springs. In accordance with the General Plan and Zoning Ordinance, this alternative would allow construction of one new hotel on a vacant site at the corner of Cahuilla Road and Tahquitz Canyon Way. The bulk and form of the new structure would be consistent with Exhibit III-9 (View 8), which depicts the southwest corner of Cahuilla Road and Tahquitz Canyon Way. The views presently to the northwest would be blocked by the construction of a structure on this parcel. The No Project Alternative will not introduce sensitive receptors to the area and existing levels of light and glare will remain largely unaltered, as very little additional development will occur.

This alternative will potentially have less impact on the visual resources of the area than the Proposed Project, with the exception of the vista from Cahuilla Road to the northwest.

Preservation of Town and Country Center Alternative
This alternative generally corresponds to the Proposed Project in terms of the redevelopment of Blocks A through F, Block J and Block L. However, it departs from the Proposed Project in that it would preserve and adaptively re-use the Town and Country Center.

In terms of the redevelopment of Blocks A through F, Block J and Block L, the potential for impeded views and increased light and glare resulting from this alternative will correspond to those of the Proposed Project. This alternative will also introduce similar numbers of sensitive receptors to the project area. However, by preserving and rehabilitating the Town and Country Center, this alternative will have not impact the Town Center as a scenic resource.

Less Intense Alternative A
In comparison to the Proposed Project, this alternative proposes a less intensive level of development. Tallest buildings are located in the western parts of the site and do not exceed 57 feet in height. Structures fronting Palm Canyon Drive would range from 17 to 34 feet in height, and a park would be provided in the center of the development. This alternative would preserve

the Town and Country Center, and provide pedestrian access through that portion of the site to Indian Canyon Drive. Levels of light and glare resulting from Less Intensive Alternative A would be proportionate to the level of development and therefore have a somewhat lesser impact than those resulting from the Proposed Project. The less intensive level of residential development resulting from this alternative would also introduce fewer sensitive receptors to the area.

Implementation of Less Intense Alternative A will have similar impact on mountain views as the proposed project on Palm Canyon Drive to the southwest (Exhibits III-6, View 5), insofar as a 34 foot high structure would similarly block all but the very top of the San Jacinto range. Viewed from Palm Canyon to the northwest (Exhibit III-5, View 4), buildings would extend to roughly the same height as the structure in the foreground of the picture, and the structures to the north would be up to 34 feet in height. Views of the mountains in this area would be preserved under this alternative at this location. Views from Indian Canyon Drive would remain as they are currently, as the Town and Country Center structures would remain, resulting in the same obstructed slopes, but visible ridgelines as can currently be seen. Views from Cahuilla Road to the northwest would be obstructed in a similar manner as under the Proposed Project, because a parking structure would occur at this location. Structures closest to the Museum would be about 20 feet lower than under the Proposed Project, but no vistas occur in the northeasterly direction.

The view corridor created by the new street would not occur. Under this alternative, the view from Indian Canyon Drive would remain as it currently occurs, with the ridges of the San Jacinto range visible above the Town and Country Center structure.

Less Intense Alternative B
This alternative proposes a pattern of development similar to that of the Proposed Project. Building heights will not exceed 68 feet, and land use intensities would be reduced. The potential for impeded views and increased light and glare resulting from this alternative will be generally consistent with those of the Proposed Project. Somewhat fewer numbers of sensitive receptors will be introduced to the project area. In common with the Proposed Project, this alternative also proposes the demolition of the Town and Country Center. Less Intense Alternative B will therefore significantly impact the scenic resource.

The impacts on visual resources resulting from this alternative are expected to be similar to those of the Proposed Project, and will result in significant and unavoidable aesthetic impacts.

2. Air Quality

As discussed in Section III-B of this EIR and shown in Table V-1 below, build out of the Proposed Project is estimated to result in emissions that exceed the thresholds for criteria pollutants, as established by SCAQMD, for carbon monoxide, nitrogen oxides, and reactive organic gases.

Table V-1
Anticipated Cumulative Daily Project-Related Emissions
Associated with Build Out of the Proposed Project

	Stationary Source Emissions		Moving Source Emissions	Total Anticipated Emissions (lbs./day)	SCAQMD Threshold Criteria* (lbs./day)
	Power Plants	Nat. Gas Consumption			
Carbon Monoxide	9.1	4.8	1,038.25	**1,052.14**	550.0
Nitrogen Oxides	52.1	46.6	138.23	**236.95**	100.0
Reactive Organic Gases	5.4	1.3	115.57	**122.29**	55.0
Sulfur Oxides	1.8	Negligible	1.96	**3.77**	150.0
Particulates	0.5	0.0	29.95	**30.45**	55.0
Carbon Dioxide	-	-	202,242	**202,242**	N/A

* Threshold criteria offered by the South Coast Air Quality Management District for assistance in determining the significance of air quality impacts. Source: "CEQA Air Quality Handbook," prepared by South Coast Air Quality Management District, April 1993, Revised October 2006.

It should be noted that existing development on-site contributes daily emissions of criteria pollutants in the amount presented in Table V-2. As shown, daily emissions of nitrogen oxides exceed established thresholds. In order to consider the net affect of each alternative, the difference of each criteria pollutant's total anticipated emissions as listed below in Table V-2 should be considered. For purposes of this analysis Tables presented for each alternative show gross emissions.

Table V-2
Existing Daily Emissions

	Stationary Source Emissions		Moving Source Emissions	Total Anticipated Emissions (lbs./day)	SCAQMD Threshold Criteria* (lbs./day)
	Power Plants	Nat. Gas Consumption			
Carbon Monoxide	3.65	23.14	408.77	**435.56**	**550.0**
Nitrogen Oxides	20.98	36.53	54.42	**111.93**	**100.0**
Reactive Organic Gases	2.19	6.13	45.50	**53.82**	**75.0**
Sulfur Oxides	0.73	Negligible	0.77	**1.50**	**150.0**
Particulates	0.18	0.23	11.79	**12.21**	**55.0**
Carbon Dioxide	-	-	79,624	**79,624**	**N/A**

* Threshold criteria offered by the South Coast Air Quality Management District for assistance in determining the significance of air quality impacts. Source: "CEQA Air Quality Handbook," prepared by South Coast Air Quality Management District, April 1993.

The amount of greenhouse gases that may be generated at build out of the Proposed Project are summarized in Table V-3, below.

Table V-3 Annual GHG Summary
Proposed Project

Emission Source	CO_2 Equivalent Metric Tons	CO_2 Equivalent Million Metric Tons
Electricity	6,044.49	0.006
Natural Gas	4,822.78	0.005
Moving Source	29,790.50	0.030
Total	**40,657.78**	**0.041**

It should be noted that existing emissions on-site result in the generation of 0.015 million metric tons of carbon dioxide equivalent (mmt CO_2e). For comparison purposes, the net greenhouse gas emissions at build out of each alternative is less 0.015 mmt CO_2e.

No Project Alternative

As shown in Table V-4 below, build out of the No Project Alternative will result in the daily exceedance of carbon monoxide, nitrogen dioxide, and ROG thresholds. All other criteria pollutants are estimated to be less than the established thresholds.

Table V-4
Anticipated Cumulative Daily Project-Related Emissions
Associated with Build Out of the No Project Alternative

	Stationary Source Emissions		Moving Source	Total Anticipated	SCAQMD Threshold
	Power Plants	Nat. Gas Consumption	Emissions	Emissions (lbs./day)	Criteria* (lbs./day)
Carbon Monoxide	4.4	27.1	991.2	**1,022.7**	550.0
Nitrogen Oxides	25.2	36.5	132.0	**193.7**	100.0
Reactive Organic Gases	2.6	7.2	110.3	**120.1**	75.0
Sulfur Oxides	0.9	Negligible	1.9	**2.7**	150.0
Particulates	0.2	0.3	28.6	**29.1**	55.0
Carbon Dioxide	-	-	193,084.3	**193,084.3**	N/A

* Threshold criteria offered by the South Coast Air Quality Management District for assistance in determining the significance of air quality impacts. Source: "CEQA Air Quality Handbook," prepared by South Coast Air Quality Management District, April 1993

At build out of the No Project Alternative the annual greenhouse gas emissions are projected to be an estimated 32,267 metric tons of carbon dioxide equivalent (see Table V-5), which is approximately 20% less than the emissions projected for the Proposed Project alternative.

Table V-5 Annual GHG Summary
No Project Alternative

Emission Source	CO_2 Equivalent Metric Tons	CO_2 Equivalent Million Metric Tons
Electricity	2,926.08	0.003
Natural Gas	889.09	0.001
Moving Source	28,441.58	0.028
Total	**32,256.75**	**0.032**

The net GHG emissions for the No Project Alternative would result in 0.017 mmt CO_2e per year.

Preservation of the Town & Country Center Alternative

As with the Proposed Project, the Preservation of the Town and County Center Alternative will result in three of the criteria pollutants exceeding the SCAQMD threshold of significance. Carbon monoxide, nitrogen oxides, and reactive organic gases daily emissions will be greater than the established thresholds, which would result in significant and unavoidable impacts, and require Findings and a Statement of Overriding Consideration, as with the Proposed Project.

Table V-6
Anticipated Cumulative Daily Project-Related Emissions Associated with Build Out of the Preservation of the Town and Country Center Alternative

	Stationary Source Emissions		Moving Source	Total Anticipated	SCAQMD Threshold
	Power Plants	Nat. Gas Consumption	Emissions	Emissions (lbs./day)	Criteria* (lbs./day)
Carbon Monoxide	8.4	4.3	1,124.7	1,137.4	550.0
Nitrogen Oxides	48.5	20.5	149.7	218.7	100.0
Reactive Organic Gases	5.1	1.1	125.2	131.4	75.0
Sulfur Oxides	1.7	Negligible	2.1	3.8	150.0
Particulates	0.4	0.0	32.4	32.9	55.0
Carbon Dioxide	-	-	219,082.4	219,082.4	N/A

* Threshold criteria offered by the South Coast Air Quality Management District for assistance in determining the significance of air quality impacts. Source: "CEQA Air Quality Handbook," prepared by South Coast Air Quality Management District, April 1993

The Preservation of the Town and Country Center Alternative would emit slightly greater quantities of greenhouse gases compared to the Proposed Project, as shown in Table V-7. This is primarily due to vehicular emissions associated with this alternative.

Table V-7 Annual GHG Summary
Town and Country Alternative

Emission Source	CO_2 Equivalent Metric Tons	CO_2 Equivalent Million Metric Tons
Electricity	5,626.13	0.006
Natural Gas	4,249.93	0.004
Moving Source	32,271.14	0.032
Total	**42,147.20**	**0.042**

The net GHG emissions for the Town and Country Alternative would result in 0.027 mmt CO_2e per year.

Less Intense Alternative A

As shown in Table V-8, carbon monoxide, nitrogen oxides, and reactive organic gases emissions exceed SCAQMD thresholds under this alternative, and all other criteria pollutants are below the SCAQMD thresholds of significance. Comparatively, the Proposed Project also exceeds these three established thresholds of significance for criteria pollutants. Therefore, the Less Intense Alternative A would have similar impacts to air quality compared to the Proposed Project, and would result in significant and unavoidable impacts.

Table V-8
Anticipated Cumulative Daily Project-Related Emissions
Associated with Build Out of the Less Intense Alternative A

	Stationary Source Emissions		Moving Source Emissions	Total Anticipated Emissions (lbs./day)	SCAQMD Threshold Criteria* (lbs./day)
	Power Plants	Nat. Gas Consumption			
Carbon Monoxide	3.3	0.78	943.8	948.0	550.0
Nitrogen Oxides	19.3	4.05	125.7	149.0	100.0
Reactive Organic Gases	2.0	0.21	105.1	107.3	75.0
Sulfur Oxides	0.7	Negligible	1.8	2.4	150.0
Particulates	0.2	0.01	27.2	27.4	55.0
Carbon Dioxide	-	-	183,849	183,849	N/A

* Threshold criteria offered by the South Coast Air Quality Management District for assistance in determining the significance of air quality impacts. Source: "CEQA Air Quality Handbook," prepared by South Coast Air Quality Management District, April 1993.

The following table shows the estimated quantity of carbon dioxide equivalent that would be emitted annually at build out of the Less Intense Alternative A. This represents approximately 25% less than the greenhouse gas emissions expected at build out of the Proposed Project.

Table V-9
Annual GHG Summary
Build Out of the Less Intense Alternative A

Emission Source	CO_2 Equivalent Metric Tons	CO_2 Equivalent Million Metric Tons
Electricity	2,233.51	0.002
Natural Gas	780.57	0.001
Moving Source	27,081.23	0.027
Total	**30,095.31**	**0.030**

The net GHG emissions for the Less Intense Alternative A would result in 0.015 mmt CO_2e per year.

Less Intense Alternative B

As shown in Table V-10, build out of the Less Intense Alternative B would result in the exceedance of the same three criteria pollutants expected to be exceeded in the Proposed Project: carbon monoxide, nitrogen oxides, and reactive organic gases. Air quality emissions for this alternative would be slightly less compared to the Proposed Project, but would still result in significant and unavoidable impacts.

Table V-10
Anticipated Cumulative Daily Project-Related Emissions
Associated with Build Out of the Less Intense Alternative B

	Stationary Source Emissions		Moving Source Emissions	Total Anticipated Emissions (lbs./day)	SCAQMD Threshold Criteria* (lbs./day)
	Power Plants	Nat.Gas Consumption			
Carbon Monoxide	5.68	3.22	908.37	**917.27**	**550.0**
Nitrogen Oxides	32.65	15.26	120.94	**168.85**	**100.0**
Reactive Organic Gases	3.41	0.85	101.12	**105.38**	**75.0**
Sulfur Oxides	1.14	Negligible	1.71	**2.85**	**150.0**
Particulates	0.28	0.03	26.20	**26.52**	**55.0**
Carbon Dioxide	-	-	176,942	**176,942.19**	**N/A**

* Threshold criteria offered by the South Coast Air Quality Management District for assistance in determining the significance of air quality impacts. Source: "CEQA Air Quality Handbook," prepared by South Coast Air Quality Management District, April 1993.

Greenhouse gas emissions are presented in Table V-11, below. As shown, at build out of Less Intense Alternative B annual carbon dioxide equivalent emissions will be approximately 33,065 metric tons per year or 199,715 pounds per day. Emissions of greenhouse gases for this alternative represent approximately 80% of the expected emissions for the Proposed Project, or a 20% reduction in emissions over the Proposed Project.

Table V-11
Annual GHG Summary
Build Out of the Less Intense Alternative B

Emission Source	CO_2 Equivalent Metric Tons	CO_2 Equivalent Million Metric Tons
Electricity	3,787.46	0.004
Natural Gas	3,213.19	0.003
Moving Source	26,063.83	0.026
Total	**33,064.48**	**0.033**

The net GHG emissions for the No Project Alternative would result in 0.018 mmt CO_2e per year.

3. Cultural Resources

No Project Alternative
The No Project Alternative would preserve the existing built form within the project area and allow development to occur on one vacant site at the corner of Cahuilla Road and Tahquitz Canyon Way. Although the site is presently vacant, the ground surface has been much disturbed by previous land uses and there is little potential for archaeological remains or buried pre-historic cultural resources. The No Project Alternative would result in redevelopment of the Town and Country Center, which, as described in Section III-C of this EIR, is a locally significant historic resource. The No Project Alternative will therefore have less impact on historic resources than the Proposed Project, which results in the demolition of the Town and Country Center. Section III of this document concludes that impacts associated with historic resources will be significant and unavoidable.

Preservation of Town and Country Center Alternative
This alternative generally corresponds to the Proposed Project in terms of the redevelopment of Blocks A through F, Block J and Block L. However, it departs from the Proposed Project in that it would preserve and adaptively re-use the Town and Country Center. It would be assumed that the redevelopment of the Center would be consistent with preservation and restoration of its architectural and historic character, and that the buildings would be restored to their original appearance. This alternative would, however, result in the demolition of the southern building, formerly the Bank of America branch, and would therefore have some impact on historic resources.

The Preservation of Town and Country Center Alternative retains and rehabilitates most of the historic building within the project area and in consequence has less impact on cultural resources than the Proposed Project.

Less Intense Alternative A
The Town and Country Center is a commercial complex that has been determined to be locally historically significant. However, the buildings in the Center will not be rehabilitated and actively incorporated in to the project, as in the preceding alternative. This alternative would

therefore not have the beneficial impact of restoration of the structures in the Town and Country Center associated with the Preservation of the Town and Country Center alternative.

Less Intense Alternative A has less impact on cultural resources than the Proposed Project, which results in demolition of the Town and Country Center.

Less Intense Alternative B
This alternative proposes a pattern of development similar to that of the Proposed Project, but with lower densities. This alternative's impacts on cultural resources will be equivalent to the impacts of the Proposed Project. The setting of the neighboring Lykens Building will also be impacted in a manner similar to the Proposed Project. It would be assumed that the same mitigation measures applied to the Proposed Project would be applied to Less Intense Alternative B. As stated in Section III-C of this document, impacts associated with cultural resources would be significant and unavoidable.

4. Geology and Soils

Although the project site is not located within an Alquist-Priolo Earthquake Fault Zone, the Coachella segment of the San Andreas Fault system is located approximately six miles northeast from the project site. The associated fault is capable of generating high magnitude earthquakes resulting in groundshaking hazards. In general, all project scenarios share geotechnical/seismic conditions that will affect development engineering, earthwork and structural design. The City will implement the same construction standards for all alternatives.

Soil conditions will result in similar grading and excavation requirements regardless of the type of land use occurring onsite. Mitigation set forth in Section III-D is intended to reduce these risks to less than significant levels by employing proper design, grading, and construction methods to ensure adequate levels of analysis and review prior to on-site development.

No Project Alternative
The No Project Alternative, in addition to refurbishing the existing site, will construct a hotel at the southwest corner of Cahuilla Road and Tahquitz Canyon Way. In contrast to the Proposed Project, which plans for 955 high-density residential units and 620 hotel rooms, this alternative plans for no residential units and only about 7 percent of the hotel rooms. The potential impact to people and structures from a significant geotechnical event, therefore, would be reduced as compared to the Proposed Project and all other alternatives.

Preservation of the Town and Country Center Alternative
Geotechnical and seismic impacts associated with the Preservation of the Town and Country Center Alternative will be similar to the Proposed Project in terms of the planned number of high density residential units and hotel rooms. With 955 residential units planned at maximum build out, this alternative is estimated to generate approximately 2,000 residents, precisely comparable to the Proposed Project. Its planned 365 hotel rooms are fewer by about 40% compared to the Proposed Project. Total commercial square footage is approximately 7% more than the Proposed Project, indicating that the Town & Country Alternative will still employ and host a similarly

high number of people on site. The magnitude of the impact of a large earthquake on the site could be similarly high in terms of injury and property damage, compared to the Proposed Project. Under this alternative, it would be assumed that the Town and Country Center would be seismically retrofitted, and would therefore not pose any great risk that newer buildings on the site.

Less Intense Alternative A
Less Intense Alternative A, with no hotel, 87% less high density residential units, and about 25% less commercial land uses, will result in less population and fewer structures on-site than the Proposed Project. Therefore, geotechnical and seismic impacts will affect this alternative to a lesser degree than the Proposed Project.

Less Intense Alternative B
Less Intense Alternative B has 20% less high-density residential units, about 60% fewer hotel rooms, and approximately 25% less commercial space than the Proposed Project. This alternative would expose slightly fewer individuals and structures to potential earthquake hazards compared to the Proposed Project.

5. Hazards and Hazardous Materials

As discussed in Section III-E, the subject property was surveyed for the presence of hazardous materials and wastes, and no such substances were found, with the exception of the 3% asbestos fiber identified on site. The Town and Country Center is likely to contain both asbestos and lead, because of its age, and the materials permitted at the time when additions and renovations were made to the buildings. Asbestos and lead abatement is regulated by federal and state agencies and is performed by sealing a building prior to alteration or demolition. Asbestos-containing materials will be managed and handled in accordance with prevailing safety practices such that exposure to, and impacts from these materials are minimized.

There are no industries that use hazardous and toxic materials or produce large amounts of hazardous waste within the project site or the vicinity, however some types of hazardous wastes, termed universal hazardous wastes, are commonly found in homes, institutions, and businesses.

Development of each of the alternatives, including the No Project Alternative, would involve remediation and abatement, construction, and demolition activities that would disturb existing or possible contaminants that have been identified in building material samplings (asbestos- and possible lead-containing materials). Although development has the potential to expose construction workers to hazardous conditions during demolition and construction, implementation of mitigation measures included in Section III-E will assure that impacts from hazardous material are reduced to less than significant levels.

Although none of the alternatives, including the Proposed Project, will result in development that uses or produces large volumes of hazardous materials or wastes, universal hazardous wastes will be generated on site for each of the alternatives.

No Project Alternative
The No Project Alternative has the least hazardous materials impacts of all the alternatives, since it plans for no residential units and only about 7% of the hotel rooms when compared to the Proposed Project. This alternative plans also for approximately 20% of the total square footage planned for the Proposed Project.

Preservation of the Town and Country Center Alternative
Hazardous waste impacts associated with the Town and Country Alternative is comparable to the Proposed Project, insofar as renovation of the Town and Country Center would require abatement of asbestos and lead materials, to a similar degree as demolition. In terms of the planned number of high density residential units and hotel rooms, and of similar total square footage, the 955 residential units planned for this alternative is equivalent to the Proposed Project, while its planned 365 hotel rooms are fewer by less than half than those planned for in the Proposed Project. Hazardous materials and waste impacts will therefore be similar to those of the Proposed Project.

Less Intense Alternative A
Less Intense Alternative A would result in demolition of the Desert Fashion Plaza, and the associated abatement of hazardous substances. This alternative would preserve the Town and Country Center, but without renovation, which would result in potential hazardous materials remaining in place on the site. Under this alternative, additional mitigation would be required to abate lead and asbestos risks within the Town and Country Center.

Less Intense Alternative A has no hotel planned, which eliminates any hazardous and universal waste impacts from this land use. The residential land uses planned for this alternative are 87% less than those planned for the Proposed Project, which further reduces the universal waste production. The total commercial square footage for this alternative is 26% less than that of the Proposed Project and has the least total commercial square footage of all the alternatives. Therefore, hazardous material impacts will affect the Less Intense Alternative A to a lesser degree than those of the Proposed Project.

Less Intense Alternative B
Less Intense Alternative B would result in demolition of both the Desert Fashion Plaza and the Town and Country Center. Impacts associated with hazardous materials removal would therefore be equivalent to those of the Proposed Project.

Less Intense Alternative B includes 80% of the high-density residential units, approximately 40% of the hotel rooms, and 75% of the total commercial space planned for the Proposed Project. The hazardous waste impacts of this alternative would therefore be comparable to those of the Proposed Project.

6. Hydrology

As discussed in Section III-F, the elevation of the subject property is approximately 460 feet above mean sea level, with surface topography sloping gently to the east. Surface drainage from the project site and adjacent parcels is to storm sewers. The project site has been designated by the Federal Emergency Management Agency (FEMA) under Flood Zone X, characterized as an area of minimal flooding. The site and the entire Downtown vicinity are outside the 100-or 500-year floodplains; the project, therefore, does not require flood insurance or mandatory flood mitigation. This condition has the same effect on the subject property regardless of the development alternative considered.

The City would impose the same standard requirements for each of the alternatives, and each would install new storm drain facilities and incorporate regulatory standards, and best management practices during demolition, construction, and project operations aimed at reducing untreated runoff, soil erosion, and potential flooding at downstream locations. It should be noted that the potential adverse impacts associated with hydrology and flooding are equally mitigatable to levels that are less than significant.

No Project Alternative
The No Project Alternative would refurbish and reopen the Desert Fashion Plaza in its current configuration. The only construction to occur on the site would be the construction of a hotel at the southwest corner of Cahuilla Road and Tahquitz Canyon Way. Existing site conditions are expected to be relatively capable of ensuring adequate control of stormwater runoff from the project site into the storm drain system. The No Project Alternative results in the requirement of fewer improvements for both on-site stormwater facilities and the amount of overall improvements that may be susceptible to flooding.

Preservation of Town and Country Center Alternative
The Preservation of the Town and Country Center Alternative, as with the Proposed Project, includes substantial development of residential and hotel units, which has the potential to put a greater number of people and structures at risk in the event of a flood event. Compliance with specific design criteria for retention basins and the direct discharge of runoff would result in less-than-significant impacts.

Less Intense Alternative A
Less Intense Alternative A would allow for slightly greater landscaped areas and impervious surfaces on the project site when compared to the Proposed Project, or any of the other alternatives. As with each of the alternatives, this alternative would install new storm drain facilities and incorporate existing regulations. This alternative would have less-than-significant hydrology impacts.

Less Intense Alternative B
Less Intense Alternative B, as with the Proposed Project, includes substantial development of residential and hotel units, which has the potential to put a greater number of people and structures at risk in the event of a flood event. Compliance with specific design criteria for retention basins and the direct discharge of runoff would result in less-than-significant impacts.

7. Water Resources

As discussed in Section III-G of this document, build out the proposed Specific Plan will generate a net water demand of 194 acre-feet per year.

No Project Alternative

As shown in Table V-12, net water demand for the No Project Alternative would be approximately 24 acre-feet per year or 0.02 mgd. Water demand for the No Project Alternative represents 12% of the estimated water demand for the Proposed Project. Thus, the No Project Alternative would require less water compared to the Proposed Project. Although no significant impact is expected from this alternative or the Proposed Project, the cumulative impact to the water basin would be less under the No Project Alternative.

Table V-12
No Project Alternative
Estimate of Water Service Demands

Land Use Designation	Total Annual Demand (ac-ft/yr)	Existing Annual Demand (ac-ft/yr)	Net Annual Demand (ac-ft/yr)	Net Daily Demand (mgd)
Hotel	3.5	0.0	3.5	0.0031
Commercial/Office/Restaurant	85.2	64.9	20.3	0.0181
Streets, Sidewalks, and Open Space	0.2	0.0	0.2	0.0002
Total	**88.9**	**64.9**	**24.0**	**0.02**
Accounts for 35% non-consumptive return flow to the Palm Springs Subarea applied to landscaping.				

Preservation of the Town and Country Center Alternative

Table V-13 shows the estimated net water demand for the Town and Country Alternative to be 186.5 acre-feet per year. Compared to the Proposed Project, this alternative differs by less than 4%. Thus, the Town and Country Alternative would have similar impacts to water resources as compared to the Proposed Project. Impacts are expected to be individually insignificant, but will contribute to the cumulative overdraft conditions that currently exist, without the implementation of mitigation measures as set forth in Section III-G.

Table V-13
Preservation of the Town and Country Center Alternative
Estimate of Water Service Demands

Land Use Designation	Total Annual Demand (ac-ft/yr)	Existing Annual Demand (ac-ft/yr)	Net Annual Demand (ac-ft/yr)	Net Daily Demand (mgd)
High Density Residential	157.1	0.0	157.1	0.140
Hotel	27.6	0.0	27.6	0.025
Commercial/Office/Restaurant	65.5	64.9	0.6	0.001
Streets, Sidewalks, and Open Space	1.3	0.0	1.3	0.001
Total	**251.4**	**64.9**	**186.5**	**0.17**
Accounts for 35% non-consumptive return flows to the Palm Springs Subarea applied to landscaping.				

Less Intense Alternative A

This alternative would decrease water demand compared to the existing water users on-site. Table V-14 shows that build out of this alternative would reduce existing water demand by 2 acre-feet per year. Compared to the Proposed Project, Less Intense Alternative A would reduce water demand on-site. This alternative represents the lowest water demand of all alternatives.

Table V-14
Less Intense Alternative A
Estimate of Water Service Demands

Land Use Designation	Total Annual Demand (ac-ft/yr)	Existing Annual Demand (ac-ft/yr)	Net Annual Demand (ac-ft/yr)	Net Daily Demand (mgd)
High Density Residential	21.0	0.0	21.0	0.019
Commercial/Office/Restaurant	24.2	64.9	-40.7	-0.036
Cinema	8.1	0.0	8.1	0.007
Market	5.1	0.0	5.1	0.005
Park	3.3	0.0	3.3	0.003
Streets, Sidewalks, and Open Space	1.3	0.0	1.3	0.001
Total	**62.9**	**64.9**	**-2.0**	**-0.002**
Accounts for 35% non-consumptive return flow to the Palm Springs Subarea applied to landscaping.				

Less Intense Alternative B

At build out this alternative would generate an estimated net water demand of 122 acre-feet per year, which is approximately 63% of the estimated water demand for the Proposed Project. Impacts are expected to be individually insignificant, but will contribute to the cumulative overdraft conditions that currently exist, without the implementation of mitigation measures as

set forth in Section III-G. Compared to be Proposed Project, the Less Intense Alternative B would generate a reduced water demand.

Table V-15
Less Intense Alternative B
Estimate of Water Service Demands

Land Use Designation	Total Annual Demand (ac-ft/yr)	Existing Annual Demand (ac-ft/yr)	Net Annual Demand (ac-ft/yr)	Net Daily Demand (mgd)
High Density Residential	126.1	0.0	126.1	0.113
Hotel	19.3	0.0	19.3	0.017
Commercial/Office/Restaurant	40.6	64.9	-24.3	-0.022
Streets, Sidewalks, and Open Space	1.3	0.0	1.3	0.001
Total	**187.2**	**64.9**	**122.3**	**0.109**
Accounts for 35% non-consumptive return flow to the Palm Springs Subarea applied to landscaping.				

8. Land Use and Planning

Whether implemented under the Proposed Project or any of the alternatives, development will occur on the project site. The land use designations for the project site would remain the same under all alternatives. The issue relating to Land Use and Planning is each alternative's consistency with the General Plan, Zoning Ordinance or other plans.

The Proposed Project has been determined inconsistent with the City's Redevelopment Plan, and mitigation measures have been included in Section III-H, which require that the project provide for affordable housing units to meet the requirements of that Plan. For purposes of this analysis, it has been assumed that the same mitigation measures would be applied to the Preservation of the Town and Country Center Alternative, Less Intense Alternative A and Less Intense Alternative B. The No Project Alternative, which would not introduce residential development to the project area, would not require this mitigation.

No Project Alternative
Under the No Project Alternative, structures already occurring on site would be refurbished and redeveloped, and would be expected to be occupied by commercial retail, and some commercial office development.

This alternative would not require the preparation or adoption of a Specific Plan, as existing structures, whether conforming to current City Zoning standards or not, would be allowed to remain. This alternative would be consistent with the General Plan and Zoning land use designations applied to the properties within the project area.

This alternative, however, would not implement the goals and strategies of the Downtown Urban Design Plan (DUDP). The Plan, as a component of the General Plan, represents the policy

document for the area, and envisions specific targets for implementation. The No Project Alternative would not implement the Urban Design Concepts contained in the DUDP, and would not create the mixed use residential project specifically identified for the Downtown Core area, in which the project site is located. This alternative would result in the re-use of the Town and Country Center, which is a goal of the Plan.

The No Project Alternative, therefore, could be considered incompatible with the Downtown Urban Design Plan. However, as it is the existing condition and may be re-used without additional entitlements related to land use, it may be considered consistent with the General Plan.

Preservation of the Town and Country Center Alternative
Under this alternative, development on the west side of Palm Canyon Drive would proceed consistent with the land uses and intensities proposed in the Proposed Project. On the east side of Palm Canyon Drive, the Town and Country Center would be partially refurbished, although one of the buildings would be demolished.

This alternative implements the land use designations assigned to the properties under the General Plan and Zoning Ordinance. It is also compatible with the DUDP, insofar as it brings residential development to the Downtown Core, improves the retail commercial environment, and preserves and re-uses historic structures. This alternative also implements a pedestrian, but not a vehicular connection to Section 14 and the Convention Center.

Under this alternative, a Specific Plan would still be required, as building heights and intensities would still exceed the standards of the Zoning Ordinance, General Plan on the west side of Palm Canyon.

In conclusion, the impacts associated with land use and planning under the Preservation of the Town and Country Center Alternative would be reduced under this alternative.

Less Intense Alternative A
Less Intense Alternative A would reduce development intensities throughout the project area, and leave the Town and Country Center in its current condition. Under this alternative, land uses would be consistent with the General Plan and Zoning Ordinance, and development standards would likely be consistent as well, eliminating the need for a Specific Plan.

This alternative would be more consistent with the General Plan, insofar as height limits would not be exceeded, a public plaza would be provided, and a pedestrian, but not a vehicular connection would be provided to Section 14. This alternative would not be consistent with the adaptive reuse of the Town and Country Center, insofar as it would remain in its current condition. The alternative would also bring mixed-use residential development into the Downtown Core, to a lesser degree than the Proposed Project.

This alternative would therefore be more consistent than the Proposed Project with the General Plan and Zoning Ordinance.

Less Intense Alternative B
Under this alternative, the land use distribution would be similar to the Proposed Project, but the land use intensities would be reduced. This alternative would be consistent with the General Plan and Zoning Ordinance in terms of land uses allowed in the project area. This alternative would still require a Specific Plan, insofar as building heights would be proposed at 68 feet, which exceeds General Plan and Zoning standards for the area.

Under this alternative, the Town and Country Center would not be re-used, but would be demolished, which is not consistent with the concepts of the DUDP. The alternative would, however, bring mixed use residential land uses in the Downtown Core, and would create the pedestrian and vehicular connection, and mid-block view corridor included in the DUDP.

Under this alternative, land use and planning impacts would be reduced when compared to the Proposed Project, but would be greater than the impacts associated with Less Intense Alternative A.

9. Noise

As discussed in Section III-I and in the noise study prepared for the Specific Plan project, the Proposed Project is not expected to significantly impact the noise environment in the project area. Although potential impacts to sensitive receptors have been identified, including hotel guests and residents in the project area, mitigation measures set forth in Section III-I are expected to assure that noise impacts are maintained below levels of significance. Although slightly increasing ambient noise levels, implementation of the Proposed Project is not expected to generate significant noise impacts either within the project site or in the surrounding areas.

No Project Alternative
The No Project Alternative allows development in accordance with the General Plan and Zoning Ordinance. It would preserve existing development within the project area and allow new hotel development to occur on one vacant site at the southwest corner of Cahuilla Road and Tahquitz Canyon Way. This alternative would thus introduce moderately sensitive receptors to the project area. However, in contrast to the Preferred Project and the three other project alternatives, this option would neither intensify existing levels of development across the project area nor introduce new sensitive receptors.

Potential construction noise impacts resulting from the limited new development under this alternative would be considerably less than those generated by the Proposed Project, which redevelops the entire project area. The overall level of development within the project area will be little changed under this alternative and in consequence, it is expected that levels of operational noise and traffic noise will remain comparable to existing levels. Potential traffic noise impacts resulting from the No Project alternative are set forth in Table V-16 below. In 2030, ambient traffic noise levels would range from a low of 45.0 CNEL to a high of 75.6 CNEL, in comparison to those of the Proposed Project, which range from a low of 45.0 CNEL to a high of 75.7 CNEL

Table V-16
Year 2030 Exterior Noise Exposure
No-Project Alternative

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Palm Canyon Drive					
- North of Amado Road	21,070	75.2	156	489	1,545
- South of Amado Road	20,970	75.2	156	489	1,545
- North of Tahquitz Cyn Way	21,370	75.2	156	489	1,545
- South of Tahquitz Cyn Way	22,030	75.4	163	512	1,618
- North of Arenas Road	17,900	74.5	133	416	1,315
- South of Arenas Road	17,900	74.5	133	416	1,315
Indian Canyon Drive					
- North of Amado Road	19,300	75.1	144	449	1,420
- South of Amado Road	20,420	75.3	151	471	1,486
- North of Andreas Road	19,790	75.2	147	460	1,453
- South of Andreas Road	19,540	75.1	144	449	1,420
- North of Tahquitz Cyn Way	20,440	75.3	151	471	1,486
- South of Tahquitz Cyn Way	21,750	75.6	161	504	1,593
- North of Arenas Road	21,500	75.5	157	493	1,557
- South of Arenas Road	21,500	75.5	157	493	1,557
Belardo Road					
- North of Amado Road	3,180	59.9	R/W	R/W	49
- South of Amado Road	5,370	62.1	R/W	R/W	81
- South of Tahquitz Cyn Way	3,930	60.8	R/W	R/W	60
- North of Arenas Road	3,600	60.4	R/W	R/W	55
- South of Arenas Road	3,600	60.4	R/W	R/W	55
Museum Drive					
- North of Tahquitz Cyn Way	8,020	63.9	R/W	39	122
Cahuilla Road					
- South of Tahquitz Cyn Way	1,780	57.3	R/W	R/W	R/W
- North of Arenas Road	1,210	55.7	R/W	R/W	R/W
- South of Arenas Road	580	52.5	R/W	R/W	R/W
Amado Road					
- East of Belardo Road	7,500	69.5	R/W	140	442
- West of Palm Canyon Drive	7,500	69.5	R/W	140	442
- East of Palm Canyon Drive	8,110	69.9	R/W	154	485
- West of Indian Canyon Drive	6,500	68.9	R/W	122	385
- East of Indian Canyon Drive	5,400	68.1	R/W	102	321
Andreas Road					
- West of Indian Canyon Drive	220	45.0	R/W	R/W	R/W
- East of Indian Canyon Drive	4,200	57.8	R/W	R/W	31

Table V-16 (Continued)
Year 2030 Exterior Noise Exposure
No-Project Alternative

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Tahquitz Canyon Way					
- West of Museum Drive	950	56.0	R/W	R/W	R/W
- East of Museum Drive	8,700	65.9	R/W	60	182
- West of Cahuilla Road	8,730	65.9	R/W	60	182
- East of Cahuilla Road	10,150	66.5	R/W	68	209
- West of Belardo Road	9,690	66.3	R/W	65	200
- East of Belardo Road	9,770	71.8	73	224	706
- West of Palm Canyon Drive	12,200	72.8	91	282	889
- East of Palm Canyon Drive	14,870	73.7	111	346	1,094
- West of Indian Canyon Drive	14,700	73.6	108	338	1,069
- East of Indian Canyon Drive	14,580	73.9	110	341	1,077
Arenas Road					
- West of Cahuilla Road	1,270	61.8	R/W	R/W	75
- East of Cahuilla Road	1,110	61.2	R/W	R/W	66
- West of Belardo Road	1,210	61.6	R/W	R/W	72
- East of Belardo Road	2,140	64.1	R/W	41	128
- West of Palm Canyon Drive	2,400	64.6	R/W	46	143
- East of Palm Canyon Drive	4,100	66.9	R/W	77	243
- West of Indian Canyon Drive	4,100	66.9	R/W	77	243
- East of Indian Canyon Drive	4,100	64.5	R/W	45	140

a. A.D.T. refers to the average daily two-way traffic volume on a peak season weekday in the year 2030.
b. CNEL values are given at 50 feet from all roadway centerlines (see Appendix B for assumptions).
c. All distances are measured from the centerline. R/W means the contour falls within the right-of-way.

Preservation of Town and Country Center Alternative

This alternative generally corresponds to the Proposed Project in terms of the redevelopment of Blocks A through F, Block J and Block L, and it also introduces both moderately sensitive and sensitive receptors to the project area. However, it departs from the Proposed Project in that it would preserve and rehabilitate the existing buildings at Block K. This alternative therefore results in less demolition, less reconstruction and a somewhat less intensive level of development than the Proposed Project. Potential traffic noise impacts resulting from the Preservation of the Town and Country Center Alternative are set forth in Table V-17 below. In 2030, ambient traffic noise levels would range from a low of 45.0 CNEL to a high of 75.7 CNEL, and correspond with those of the Proposed Project.

Table V-17
Year 2030 Exterior Noise Exposure
Preserve Town & Country Center Alternative

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Palm Canyon Drive					
- North of Amado Road	21,790	75.3	159	500	1,581
- South of Amado Road	21,870	75.3	159	500	1,581
- North of Museum Way	22,250	75.4	163	512	1,618
- South of Museum Way	22,500	75.5	166	524	1,655
- North of Tahquitz Cyn Way	22,500	75.5	166	524	1,655
- South of Tahquitz Cyn Way	22,660	75.5	166	524	1,655
- North of Arenas Road	18,530	74.6	136	426	1,345
- South of Arenas Road	18,660	74.7	139	436	1,377
Indian Canyon Drive					
- North of Amado Road	20,020	75.2	147	460	1,453
- South of Amado Road	20,190	75.3	151	471	1,486
- North of Andreas Road	19,560	75.1	144	449	1,420
- South of Andreas Road	19,180	75.0	141	439	1,387
- North of Tahquitz Cyn Way	20,080	75.2	147	460	1,453
- South of Tahquitz Cyn Way	22,360	75.7	165	516	1,630
- North of Arenas Road	22,110	75.7	165	516	1,630
- South of Arenas Road	22,220	75.7	165	516	1,630
Belardo Road					
- North of Amado Road	3,260	60.0	R/W	R/W	50
- South of Amado Road	6,300	62.8	R/W	31	95
- North of Museum Way	6,950	63.3	R/W	34	106
- South of Museum Way	6,810	63.2	R/W	33	104
- North of Tahquitz Cyn Way	7,220	63.4	R/W	35	109
- South of Tahquitz Cyn Way	4,750	61.6	R/W	R/W	72
- North of Arenas Road	4,080	61.0	R/W	R/W	63
- South of Arenas Road	3,720	60.5	R/W	R/W	56
Museum Drive					
- North of Museum Way	2,730	59.2	R/W	R/W	42
- South of Museum Way	2,080	58.0	R/W	R/W	32
- North of Tahquitz Cyn Way	2,150	58.2	R/W	R/W	33
Cahuilla Road					
- South of Tahquitz Cyn Way	2,260	58.4	R/W	R/W	35
- North of Arenas Road	1,310	56.0	R/W	R/W	R/W
- South of Arenas Road	630	52.8	R/W	R/W	R/W

Table V-17 (Continued)
Year 2030 Exterior Noise Exposure
Preserve Town & Country Center Alternative

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Amado Road					
- East of Belardo Road	8,330	70.0	50	157	496
- West of Palm Canyon Drive	8,330	70.0	50	157	496
- East of Palm Canyon Drive	8,930	70.3	54	168	532
- West of Indian Canyon Drive	7,320	69.4	R/W	137	432
- East of Indian Canyon Drive	5,710	68.3	R/W	106	336
Andreas Road					
- West of Indian Canyon Drive	220	45.0	R/W	R/W	R/W
- East of Indian Canyon Drive	4,180	57.8	R/W	R/W	31
Museum Way					
- West of Belardo Road	4,370	61.2	R/W	R/W	66
- East of Belardo Road	2,620	59.0	R/W	R/W	40
- West of Palm Canyon Drive	2,020	57.9	R/W	R/W	31
Tahquitz Canyon Way					
- West of Museum Drive	950	56.0	R/W	R/W	R/W
- East of Museum Drive	2,830	61.0	R/W	R/W	61
- West of Cahuilla Road	2,860	61.0	R/W	R/W	61
- East of Cahuilla Road	4,410	62.9	R/W	34	93
- West of Belardo Road	3,950	62.4	R/W	31	83
- East of Belardo Road	10,710	72.2	79	245	774
- West of Palm Canyon Drive	12,780	73.0	95	295	931
- East of Palm Canyon Drive	16,010	74.0	119	371	1,172
- West of Indian Canyon Drive	15,840	73.9	116	363	1,145
- East of Indian Canyon Drive	15,280	74.1	115	357	1,128
Arenas Road					
- West of Cahuilla Road	1,320	62.0	R/W	R/W	79
- East of Cahuilla Road	1,250	61.7	R/W	R/W	74
- West of Belardo Road	1,350	62.1	R/W	R/W	81
- East of Belardo Road	2,510	64.8	R/W	48	150
- West of Palm Canyon Drive	3,280	65.9	R/W	61	193
- East of Palm Canyon Drive	4,520	67.3	R/W	85	267
- West of Indian Canyon Drive	4,520	67.3	R/W	85	267
- East of Indian Canyon Drive	4,150	64.6	R/W	46	143

a. A.D.T. refers to the average daily two-way traffic volume on a peak season weekday in the year 2030.
b. CNEL values are given at 50 feet from all roadway centerlines (see Appendix B for assumptions).
c. All distances are measured from the centerline. R/W means the contour falls within the right-of-way.

Less Intense Alternative A

This alternative proposes a similar mix of uses to those of the Proposed Project and also introduces both moderately sensitive and sensitive receptors to the project area. However, in comparison to the Proposed Project, it proposes a considerably less intensive level of development and excludes a large proportion of Block K. Implementation would therefore

require less demolition and less reconstruction than the Proposed Project, and it would generate correspondingly less construction noise impacts.

The less intensive level of development resulting from this alternative would also generate fewer operational noise impacts than the Proposed Project. Potential traffic noise impacts resulting from Less Intense Alternative A are set forth in Table V-18 below. In 2030, ambient traffic noise levels would range from a low of 52.5 CNEL to a high of 75.5 CNEL, in comparison to those of the Proposed Project, which range from a low of 45.0 CNEL to a high of 75.7 CNEL. This alternative is modestly environmentally superior to the others analyzed, with the exception of the No Project Alternative.

Table V-18
Year 2030 Exterior Noise Exposure
Less-Intense Alternative A

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Palm Canyon Drive					
- North of Amado Road	20,940	75.2	156	489	1,545
- South of Amado Road	21,200	75.2	156	489	1,545
- North of Andreas Road	20,050	75.0	149	467	1,475
- South of Andreas Road	19,460	74.8	142	446	1,409
- North of Tahquitz Cyn Way	21,440	75.3	159	500	1,581
- South of Tahquitz Cyn Way	21,840	75.3	159	500	1,581
- North of Arenas Road	17,710	74.4	130	407	1,285
- South of Arenas Road	17,770	74.4	130	407	1,285
Indian Canyon Drive					
- North of Amado Road	19,170	75.0	141	439	1,387
- South of Amado Road	20,680	75.4	154	482	1,521
- North of Andreas Road	20,050	75.2	147	460	1,453
- South of Andreas Road	19,460	75.1	144	449	1,420
- North of Tahquitz Cyn Way	20,360	75.3	151	471	1,486
- South of Tahquitz Cyn Way	21,540	75.5	157	493	1,557
- North of Arenas Road	21,290	75.5	157	493	1,557
- South of Arenas Road	21,370	75.5	157	493	1,557
Belardo Road					
- North of Amado Road	3,160	59.8	R/W	R/W	48
- South of Amado Road	4,100	61.0	R/W	R/W	63
- North of Museum Way	5,550	62.3	R/W	R/W	85
- South of Museum Way	4,960	61.8	R/W	R/W	75
- North of Tahquitz Cyn Way	5,080	61.9	R/W	R/W	77
- South of Tahquitz Cyn Way	4,350	61.2	R/W	R/W	66
- North of Arenas Road	3,800	60.6	R/W	R/W	57
- South of Arenas Road	3,570	60.4	R/W	R/W	55

Table V-18 (Continued)
Year 2030 Exterior Noise Exposure
Less-Intense Alternative A

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Andreas Road					
- West of Palm Canyon Drive	3,450	60.2	R/W	R/W	52
- West of Indian Canyon Drive	2,160	54.9	R/W	R/W	R/W
- East of Indian Canyon Drive	4,140	57.7	R/W	R/W	30
Museum Way					
- West of Belardo Road	2,920	59.5	R/W	R/W	45
Tahquitz Canyon Way					
- West of Museum Drive	950	56.0	R/W	R/W	R/W
- East of Museum Drive	2,570	60.6	R/W	R/W	57
- West of Cahuilla Road	2,600	60.6	R/W	R/W	57
- East of Cahuilla Road	3,610	62.0	R/W	30	76
- West of Belardo Road	3,150	61.5	R/W	R/W	68
- East of Belardo Road	7,980	71.0	61	187	588
- West of Palm Canyon Drive	10,050	72.0	76	234	740
- East of Palm Canyon Drive	13,190	73.2	99	309	975
- West of Indian Canyon Drive	10,050	72.0	76	234	740
- East of Indian Canyon Drive	13,190	73.4	99	304	960
Arenas Road					
- West of Cahuilla Road	1,270	61.8	R/W	R/W	75
- East of Cahuilla Road	1,150	61.4	R/W	R/W	69
- West of Belardo Road	1,250	61.7	R/W	R/W	74
- East of Belardo Road	2,310	64.4	R/W	44	137
- West of Palm Canyon Drive	2,920	65.4	R/W	55	172
- East of Palm Canyon Drive	4,340	67.1	R/W	81	255
- West of Indian Canyon Drive	4,340	67.1	R/W	81	255
- East of Indian Canyon Drive	4,100	64.5	R/W	45	140
Museum Drive					
- North of Museum Way	2,320	58.5	R/W	R/W	36
- South of Museum Way	1,830	57.5	R/W	R/W	R/W
- North of Tahquitz Cyn Way	1,890	57.6	R/W	R/W	R/W
Cahuilla Road					
- South of Tahquitz Cyn Way	1,920	57.7	R/W	R/W	30
- North of Arenas Road	1,160	55.5	R/W	R/W	R/W
- South of Arenas Road	580	52.5	R/W	R/W	R/W
Amado Road					
- East of Belardo Road	6,230	68.7	R/W	117	368
- West of Palm Canyon Drive	6,230	68.7	R/W	117	368
- East of Palm Canyon Drive	7,200	69.3	R/W	134	423
- West of Indian Canyon Drive	5,590	68.2	R/W	104	328
- East of Indian Canyon Drive	5,350	68.0	R/W	99	313

a. A.D.T. refers to the average daily two-way traffic volume on a peak season weekday in the year 2030.
b. CNEL values are given at 50 feet from all roadway centerlines (see Appendix B for assumptions).
c. All distances are measured from the centerline. R/W means the contour falls within the right-of-way.

Less Intense Alternative B

This alternative proposes a similar mix of uses to those of the Proposed Project and introduces both moderately sensitive and sensitive receptors to the project area. The proposed pattern and intensity of development in Less Intense Alternative B also broadly correspond to those of the Proposed Project, although the total square footage of commercial development is greater, while the number of residential units is less. In comparison to the Proposed Project, implementation of this option would require an equal amount of demolition and only slightly less construction. Noise impacts resulting from these activities are therefore expected to be comparable to those generated by the Proposed Project. The overall numbers of people drawn into the area under this alternative will generally correspond to the numbers under the Proposed Project and operational noise impacts are also expected to be similar.

Potential traffic noise impacts resulting from Less Intense Alternative B are set forth below Table V-19. In 2030, ambient traffic noise levels would range from a low of 45.0 CNEL to a high of 75.6 CNEL, in comparison to those of the Proposed Project, which range from a low of 45.0 CNEL to a high of 75.7 CNEL.

Table V-19
Year 2030 Exterior Noise Exposure
Less-Intense Alternative B

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Palm Canyon Drive					
- North of Amado Road	21,130	75.2	156	489	1,545
- South of Amado Road	20,960	75.2	156	489	1,545
- North of Museum Way	21,350	75.2	156	489	1,545
- South of Museum Way	21,560	75.3	159	500	1,581
- North of Tahquitz Cyn Way	21,560	75.3	159	500	1,581
- South of Tahquitz Cyn Way	20,040	75.0	149	467	1,475
- North of Arenas Road	17,890	74.5	133	416	1,315
- South of Arenas Road	17,970	74.5	133	416	1,315
Indian Canyon Drive					
- North of Amado Road	19,370	75.1	144	449	1,420
- South of Amado Road	20,150	75.3	151	471	1,486
- North of Andreas Road	19,520	75.1	144	449	1,420
- South of Andreas Road	19,020	75.0	141	439	1,387
- North of Museum Way	19,920	75.2	147	460	1,453
- South of Museum Way	20,630	75.4	154	482	1,521
- North of Tahquitz Cyn Way	20,630	75.4	154	482	1,521
- South of Tahquitz Cyn Way	21,820	75.6	161	504	1,593
- North of Arenas Road	21,570	75.6	161	504	1,593
- South of Arenas Road	21,560	75.6	161	504	1,593

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Belardo Road					
- North of Amado Road	3,190	59.9	R/W	R/W	49
- South of Amado Road	4,810	61.7	R/W	R/W	74
- North of Museum Way	5,780	62.5	R/W	R/W	88
- South of Museum Way	4,440	61.3	R/W	R/W	67
- North of Tahquitz Cyn Way	4,450	61.3	R/W	R/W	67
- South of Tahquitz Cyn Way	4,400	61.3	R/W	R/W	67
- North of Arenas Road	3,810	60.7	R/W	R/W	59
- South of Arenas Road	3,610	60.4	R/W	R/W	55
Museum Drive					
- North of Museum Way	2,370	58.6	R/W	R/W	36
- South of Museum Way	1,880	57.6	R/W	R/W	R/W
- North of Tahquitz Cyn Way	1,940	57.7	R/W	R/W	30
Cahuilla Road					
- South of Tahquitz Cyn Way	1,530	56.7	R/W	R/W	R/W
- North of Arenas Road	1,190	55.6	R/W	R/W	R/W
- South of Arenas Road	590	52.5	R/W	R/W	R/W
Amado Road					
- East of Belardo Road	6,870	69.1	R/W	128	404
- West of Palm Canyon Drive	6,870	69.1	R/W	128	404
- East of Palm Canyon Drive	7,400	69.5	R/W	140	442
- West of Indian Canyon Drive	5,790	68.4	R/W	109	343
- East of Indian Canyon Drive	5,430	68.1	R/W	102	321
Andreas Road					
- West of Indian Canyon Drive	220	45.0	R/W	R/W	R/W
- East of Indian Canyon Drive	4,010	57.6	R/W	R/W	R/W
Museum Way					
- West of Belardo Road	3,420	60.2	R/W	R/W	52
- East of Belardo Road	3,460	60.2	R/W	R/W	52
- West of Palm Canyon Drive	3,910	60.8	R/W	R/W	60
- East of Palm Canyon Drive	3,380	60.1	R/W	R/W	51
- West of Indian Canyon Drive	3,240	59.9	R/W	R/W	49
Tahquitz Canyon Way					
- West of Museum Drive	950	56.0	R/W	R/W	R/W
- East of Museum Drive	2,620	60.7	R/W	R/W	58
- West of Cahuilla Road	2,650	60.7	R/W	R/W	58
- East of Cahuilla Road	3,770	62.2	R/W	30	79
- West of Belardo Road	3,310	61.7	R/W	R/W	71
- East of Belardo Road	7,720	70.8	59	178	561
- West of Palm Canyon Drive	9,480	71.7	71	219	690
- East of Palm Canyon Drive	12,610	73.0	95	295	931
- West of Indian Canyon Drive	12,440	72.9	93	288	910
- East of Indian Canyon Drive	14,820	73.9	110	341	1,077

Roadway Segment	A.D.T.[a] (Veh/Day)	CNEL @ 50 Feet[b]	Distance to Contours (Ft.)[c] 70 dBA	65 dBA	60 dBA
Arenas Road					
- West of Cahuilla Road	1,280	61.8	R/W	R/W	75
- East of Cahuilla Road	1,180	61.5	R/W	R/W	70
- West of Belardo Road	1,280	61.8	R/W	R/W	75
- East of Belardo Road	2,260	64.3	R/W	43	134
- West of Palm Canyon Drive	2,920	65.4	R/W	55	172
- East of Palm Canyon Drive	4,310	67.1	R/W	81	255
- West of Indian Canyon Drive	4,310	67.1	R/W	81	255
- East of Indian Canyon Drive	4,120	64.6	R/W	46	143

a. A.D.T. refers to the average daily two-way traffic volume on a peak season weekday in the year 2030.
b. CNEL values are given at 50 feet from all roadway centerlines (see Appendix B for assumptions).
c. All distances are measured from the centerline. R/W means the contour falls within the right-of-way.

10. Population and Housing

Section III-J addresses the impacts associated with population and housing as a result of implementation of the Proposed Project. The primary issue associated with the project is that of growth inducement. The Proposed Project would result in growth, but was determined to fall within the City's growth projections, and therefore have a less than significant impact on population and housing.

Under all alternatives except the No Project Alternative, impacts associated with the extension of infrastructure would be equivalent to the Proposed Project, insofar as development would occur in a fully developed area, which would require no significant extension of infrastructure.

No Project Alternative
Under this alternative, the existing structures within the project area would be redeveloped and re-used. There would be no growth in housing units under this alternative, as no residential units would be created. In this regard, the No Project Alternative could have a greater impact on growth in other areas of the City, insofar as the jobs created by the commercial and resort land uses in the project area could not be filled by residents of the project. In this regard, the No Project Alternative could result in the need for additional housing elsewhere in the City. Although some of these housing units are expected to currently exist in the City, it would be expected that some additional housing would be required. This housing, however, would not be expected to exceed the growth projections for the City. Depending on its location, it could necessitate the extension of infrastructure, which the Proposed Project and all other alternatives would not require.

This alternative would generate new jobs in the City, but to a lesser degree than the Proposed Project, since the intensity and type of development would be reduced. For example, the limited hotel development which would occur under this alternative, at the corner of Cahuilla Road and Tahquitz Canyon Way. In total, the No Project Alternative would be expected to generate approximately 1,338 jobs, or 58% of the jobs created by the Proposed Project.

This alternative would therefore have a slightly greater impact on population and housing, in the form of off-site housing, and reduced job creation.

Preservation of the Town and Country Center Alternative
This alternative would result in similar land uses and intensities when compared to the proposed project. As this alternative would result in the same number of potential residential units, this alternative's impacts on population growth would be equivalent to the proposed project, and less than significant. This alternative would also allow persons employed within the project to live within the project.

The alternative would eliminate the proposed hotel in Block K by preserving the Town and Country Center. The Town and Country Center, which would be refurbished and re-used for retail and office commercial development, would generate new employment, as would development on the balance of the site. In total, this alternative would generate approximately 1,516 jobs, or 66% of the jobs created by the Proposed Project.

Less Intense Alternative A
Less Intense Alternative A would result in 120 residential units, or 12.6% of the units under the Proposed Project. The alternative would therefore not be able to provide housing for all employees within the project, and would therefore require the provision of housing in other parts of the City. Since this alternative would also provide a lower number of jobs, the additional housing would likely occur within the growth projections forecast for the City.

This alternative would also generate jobs, but considerably fewer than the Proposed Project. With the anticipated development, a total of 1,020 jobs would be created, representing 44% of the total jobs provided under the Proposed Project. This alternative would therefore result in the smallest job creation of all the alternatives.

Less Intense Alternative B
Under this alternative, the land uses included in the Proposed Project would occur at a reduced intensity. Under this alternative, housing would be provided for 765 households, generating 79% (1,598 persons) of the population growth than the proposed project. This alternative would allow those employed within the project area to live within the project area.

Under this alternative, the same commercial land uses would occur, resulting in the creation of 1,383 jobs, or 60% of the jobs resulting from the Proposed Project. In this case, the reduction is primarily due to the significant decrease in hotel rooms, which are a relatively large employment generator.

11. Public Services

Fire Protection
There is potential for Fire Protection Services in the project area to be significantly impacted by the implementation of the Proposed Project, but mitigation measures would reduce the impacts to less than significant levels, as described in Section III-K. It is assumed that the same mitigation measures would be applied to all the alternatives discussed below.

No Project Alternative

The No Project alternative allows development in accordance with the General Plan and Zoning Ordinance. It would preserve the existing structures within the project area and allow new development to occur on one vacant site at the corner of Cahuilla Road and Tahquitz Canyon Way. In contrast to the Proposed Project and the three other project alternatives, this alternative neither introduces residential development to the project site nor greatly increases existing levels of development. It will therefore draw fewer people into the project area and result in little increased demand for Fire Protection Services. In consequence, impacts generated by the No Project Alternative will be less than significant, when compared to those of the Proposed Project, and will not require mitigation, as the Proposed Project would.

Preservation of Town and Country Center Alternative

In addition to continuing the existing mix of uses, this alternative introduces residential development to the project area and generally corresponds to the Proposed Project in terms of the redevelopment of Blocks A through F, Block J and Block L. However, it departs from the Proposed Project in that it would rehabilitate Block K. The overall level of development will be slightly less intensive than that of the Proposed Project, resulting in somewhat fewer people being drawn in to the project area. Although levels of demand for the services of the Palm Springs Fire Department will increase in proportion to the intensity of the new development, the impacts generated by this alternative are expected to be somewhat less than those of the Proposed Project.

Less Intense Alternative A

While continuing the existing mix of uses, this alternative introduces residential development to the project area. However, in comparison to the Proposed Project, it proposes a considerably less intensive level of overall development. Implementation of this alternative will draw fewer people into the project area. Although levels of demand for the services of the Palm Springs Fire Department will increase as a result of the new development, the impacts generated by this alternative are expected to be considerably less than those of the Proposed Project. The increase in development is likely to require the need for fire services to a degree sufficient to require an additional fire station in the Downtown, and this alternative would be likely to be required to participate in its construction, as would the Proposed Project.

Less Intense Alternative B

This alternative introduces residential development and proposes a pattern and level of development broadly similar to that of the Proposed Project, although the total square footage of retail commercial development is greater, the square footage of office space is less, and the number of residential units is less. However, the overall numbers of people drawn into the area under this alternative will generally correspond to the numbers generated by the Proposed Project and levels of demand for the services of the Palm Springs Fire Department will increase in proportion to the intensity of the new development. The impacts on Fire Protection Services generated by Less Intense Alternative B are expected to be similar to those resulting from the Proposed Project, and will require mitigation.

Police Protection
There is potential for Police Protection Services in the project area to be significantly impacted by the implementation of the Proposed Project. Mitigation measures included in Section III-K reduce these impacts to less than significant levels. It is expected that the mitigation measure would be applied to the alternatives as well.

No Project Alternative
This alternative neither introduces residential development to the project site, nor greatly increases existing levels of development. It will therefore draw the fewest people into the project area and result in little increased demand for Police Protection Services. In consequence, impacts generated by the No Project Alternative will be less than significant, and will not require mitigation.

Preservation of Town and Country Center Alternative
In addition to continuing the existing mix of uses, this alternative introduces residential development to the project area and corresponds to the Proposed Project in terms of the redevelopment of Blocks A through F, Block J and Block L. However, it departs from the Proposed Project in that it would rehabilitate Block K. The overall level of development will be slightly less intensive than that of the Proposed Project, resulting in somewhat fewer people being drawn into the project area. Although levels of demand for the services of the Palm Springs Police Department will increase in proportion to the intensity of the new development, the impacts generated by this alternative are expected to be somewhat lower than those of the Proposed Project, but would require mitigation to reduce them to less than significant levels.

Less Intense Alternative A
Under this alternative, a considerably less intensive level of overall development, and implementation of this alternative will draw fewer people into the project area. Although levels of demand for the services of the Palm Springs Police Department may increase slightly as a result of the new development, the impacts generated by this alternative are expected to be considerably less than those of the Proposed Project. This alternative may not require mitigation measures, as impacts may remain less than significant.

Less Intense Alternative B
Less Intense Alternative B proposes a pattern and level of development broadly similar to that of the Proposed Project. As a result, the overall numbers of people drawn into the area under this alternative will be similar to the numbers generated by the Proposed Project and levels of demand for the services of the Palm Springs Police Department will increase in proportion to the intensity of the new development. The impacts on Police Protection Services generated by Less Intense Alternative B are expected to be similar to those resulting from the Proposed Project, and would require mitigation to be reduced to less than significant levels.

Schools
Residential development in the Proposed Project and the three Project Alternatives that include a residential component comprises high density, multi-family units that provide residents with an 'urban lifestyle' in a downtown location.

Impacts on City schools resulting from the Proposed Project are expected to be less than significant and the project developer will pay school impact mitigation fees. The No Project Alternative will not generate any school impacts. The other three alternatives are expected to generate impacts of less than significant levels, when off-set by school mitigation fees.

No Project Alternative
Development under this alternative would be limited to existing structures. This alternative would not introduce residential development to the area. The No Project Alternative is therefore not expected to have any impact on the City's schools.

Preservation of the Town and Country Center Alternative
While continuing the existing mix of uses, this alternative introduces residential uses to the area and it will result in a level of residential development similar to that of the Proposed Project. In consequence, the school impacts resulting from this alternative are expected to correspond with those of the Proposed Project.

Less Intense Alternative A
This alternative introduces residential uses to the project area, as does the Proposed Project. However, in comparison to the 955 residential units of the Proposed Project, only 120 are proposed in Less Intense Alternative A. The school impacts resulting from this alternative are therefore expected to be considerably less than those resulting from the Proposed Project, as illustrated in Table V-20 below.

Table V-20
Potential School Enrollment at Specific Plan Build Out
Less Intense Alternative A

Grade Level	Potential Build-out Multi-family Units	Student Generation Rate	Build-out Enrollment
K - 5	120	0.1181	14
6 - 8	120	0.0770	9
9 - 12	120	0.0846	10
Total			33

Sources: Palm Springs Unified School District, School Facilities Needs Analysis; April 2008.
Museum Market Plaza Specific Plan, April 2008

Less Intense Alternative B
In comparison to the Proposed Project, approximately 765 units are proposed in Less Intense Alternative B. The school impacts resulting from this alternative are therefore expected to be slightly less than those resulting from the Proposed Project, as shown in Table V-21.

Table V-21
Potential School Enrollment at Specific Plan Build Out
Less Intense Alterative B

Grade Level	Potential Build-out Multi-family Units	Student Generation Rate	Build-out Enrollment
K - 5	765	0.1181	90
6 - 8	765	0.0770	59
9 - 12	765	0.0846	65
Total			214

Sources: Palm Springs Unified School District, School Facilities Needs Analysis; April 2008.
Museum Market Plaza Specific Plan, April 2008

Parks
The impacts of Project Alternatives on Parks in the vicinity of the project area are discussed as Recreational Resources, below.

Other Public Facilities

Medical Facilities
Neither the Proposed Project nor any of the four Project Alternatives is expected to have significant impacts on medical facilities in the Valley.

No Project Alternative
The No Project alternative will neither intensify existing levels of development nor introduce residential usage to the project site. It will therefore draw fewer people into the project area and the potential impact on medical facilities will be less than that of the Proposed Project.

Preservation of Town and Country Center Alternative
The overall level of development under this alternative will be slightly less intensive than that of the Proposed Project, resulting in somewhat fewer people being drawn in to the project area. The potential impact on medical facilities resulting from this alternative would therefore be somewhat less than that of the Proposed Project.

Less Intense Alternative A
Implementation of this alternative will draw fewer people into the project area and the potential impact on medical facilities will therefore be less than that of the Proposed Project.

Less Intense Alternative B
The overall numbers of people drawn into the area under this alternative will generally correspond to the numbers under the Proposed Project, and impacts on medical facilities are expected to be similar.

Library
Neither the Proposed Project nor any of the four Project Alternatives is expected to have significant impacts on Library facilities.

No Project Alternative
The No Project alternative will neither intensify existing levels of development nor introduce residential usage to the project site. It will therefore draw fewer people into the project area and the potential impact on library facilities will be less than the Proposed Project.

Preservation of Town and Country Center Alternative
The overall level of development under this alternative will be slightly less intensive than that of the Proposed Project, resulting in somewhat fewer people being drawn in to the project area. The potential impact on library facilities resulting from this alternative would therefore be a little less than that of the Proposed Project.

Less Intense Alternative A
Implementation of this alternative will draw fewer people into the project area, and the potential impact on library facilities will therefore be less than that of the Proposed Project.

Less Intense Alternative B
The overall numbers of people drawn into the area under this alternative will generally correspond to the numbers under the Proposed Project, and impacts on library facilities are expected to be similar.

Electricity

No Project Alternative
In contrast to the Proposed Project and the three other project alternatives, this option would neither intensify existing levels of development nor introduce residential usage to the project site. Electrical consumption under the No Project Alternative would be approximately 48% of that of the Proposed Project.

Table V-22
No Project Alternative
Estimated Electrical Usage Rates

Land Use[1]	Usage Rate	Unit Type	Units (DU/Sq. Ft.)	Annual kwh
Hotel/Motel	9.95	kwh/sq.ft./year	36,176	359,955
Retail / Commercial	13.55	kwh/sq.ft./year	231,875	3,141,906
Office	12.95	kwh/sq.ft./year	74,450	964,128
Restaurant	47.45	kwh/sq.ft./year	74,625	3,540,956
			Total	**8,006,945**

kwh= Kilowatt Hour
Source: Terra Nova Staff Estimates based on Table A9-11-A, Electricity Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.
1) Land use designations are based on the No Project Alternative.

Preservation of Town and Country Center Alternative

The overall level of development within the project area will be slightly less intensive under this alternative than the Proposed Project, and electricity consumption correspondingly somewhat less. Under this alternative, electricity usage would be approximately 93% of that of the Proposed Project.

Table V-23
Town and Country Center Alternative
Estimated Electrical Usage

Land Use[1]	Usage Rate	Unit Type	Units (DU/Sq. Ft.)	Annual kwh
Residential (Dwelling Units)	5,626.50	kwh/unit/year	955	5,373,308
Hotel/Motel	9.95	kwh/sq.ft./year	293,431	2,919,636
Retail / Commercial	13.55	kwh/sq.ft./year	288,563	3,910,022
Office	12.95	kwh/sq.ft./year	101,100	1,309,245
Restaurant	47.45	kwh/sq.ft./year	39,688	1,883,172
			Total	**15,395,383**

kwh= Kilowatt Hour
Source: Terra Nova Staff Estimates based on Table A9-11-A, Electricity Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.
1) Land use designations are based on the Preservation of the Town & Country Center Alternative as described in the Town & Country Land Use Plan.

Less Intense Alternative A

While continuing the existing mix of uses, this alternative introduces residential development to the project area. In comparison to the Proposed Project, it proposes a considerably less intensive level of development and electricity consumption will be correspondingly less. Electrical usage under this alternative is expected to be approximately 37% of that of the Proposed Project.

Table V-24
Less Intense Alternative A
Estimated Electrical Usage Rates

Land Use[1]	Usage Rate	Unit Type	Units (DU/Sq. Ft.)	Annual kwh
High Density Residential	5,626.50	kwh/unit/year	120	675,180
Retail / Commercial	13.55	kwh/sq.ft./year	99,000	1,341,450
Office	12.95	kwh/sq.ft./year	76,000	984,200
Restaurant	13.55	kwh/sq.ft./year	9,720	131,706
Cinema	10.50	kwh/sq.ft./year	68,000	714,000
Market	53.30	kwh/sq.ft./year	42,500	2,265,250
			Total	**6,111,786**

kwh= Kilowatt Hour
Source: Terra Nova Staff Estimates based on Table A9-11-A, Electricity Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.;
1) Land use designations are based on the Less Intense Alternative A.

Less Intense Alternative B

In terms of electricity usage, the smaller number of dwelling units in this alternative results in the project as a whole consuming less energy than the Proposed Project. Electrical usage for Less Intense Alternative B are expected to be approximately 63% of those of the Proposed Project.

Table V-25
Less Intense Alternative B
Estimated Electrical Usage Rates

Land Use[1]	Usage Rate	Unit Type	Units (DU/Sq. Ft.)	Annual kwh
Multi-Family Residenital	5,626.50	kwh/unit/year	765	4,304,273
Hotel/Motel	9.95	kwh/sq.ft./year	205,000	2,039,750
Retail / Commercial	13.55	kwh/sq.ft./year	206,250	2,794,688
Office	12.95	kwh/sq.ft./year	75,000	971,250
Restaurant	13.55	kwh/sq.ft./year	18,750	254,063
			Total	**10,364,023**

kwh= Kilowatt Hour
Source: Terra Nova Staff Estimates based on Table A9-11-A, Electricity Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993; and the Paradise Valley Specific Plan Land Use Table I-1, July 15, 2008.
1) Land use designations are based on the Less Intense Alternative B.

Natural Gas

No Project Alternative

In contrast to the Proposed Project and the three other project alternatives, this option would neither intensify existing levels of development nor introduce residential usage to the project site. Natural gas consumption under the No Project Alternative would be approximately 18% of that of the Proposed Project.

Table V-26
No Project Alternative
Natural Gas Consumption

Land Use[1]	Natural Gas Usage Factor		Square Footage	Natural Gas Consumption (cf/mo)
Hotel/Motel	4.8	cubic feet/sq. ft./month	36,176	173,647
Retail / Commercial	2.9	cubic feet/sq. ft./month	231,875	672,438
Office	2.0	cubic feet/sq. ft./month	74,450	148,900
Restaurant	4.8	cubic feet/sq. ft./month	74,652	358,330
			Total	**1,353,314**

Source: Terra Nova Staff Estimates based on Table A9-12-A, Natural Gas Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.
1) Land use designations are based on the No Project Alternative.

Preservation of Town and Country Center Alternative

The overall level of development within the project site will be slightly less intensive than the Proposed Project under this alternative, and natural gas consumption correspondingly somewhat less. Under this alternative, natural gas consumption would be approximately 88% of that of the Proposed Project.

Table V-27
Town and Country Center Alternative
Natural Gas Consumption

Land Use[1]	Natural Gas Usage Factor		Square Footage	Natural Gas Consumption (cf/mo)
Multi-Family Residential	4,011.5	cubic feet/unit/month	955	3,830,983
Hotel/Motel	4.8	cubic feet/sq. ft./month	293,431	1,408,468
Retail / Commercial	2.9	cubic feet/sq. ft./month	288,563	836,831
Office	2.0	cubic feet/sq. ft./month	101,100	202,200
Restaurant	4.8	cubic feet/sq. ft./month	39,688	190,500
			Total	**6,468,982**

Source: Terra Nova Staff Estimates based on Table A9-12-A, Natural Gas Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.
1) Land use designations are based on the Preservation of the Town & Country Center Alternative as described in the T&C Land Use Plan.

Less Intense Alternative A

While continuing the existing mix of uses, this alternative introduces residential development to the project area. In comparison to the Proposed Project, it proposes a considerably less intensive level of development and significantly fewer residential units. Under this alternative, natural gas consumption is expected to be approximately 16% of that of the Proposed Project.

Table V-28
Less Intense Alternative A
Natural Gas Consumption

Land Use[1]	Natural Gas Usage Factor		Units/Square Footage	Natural Gas Consumption (cf/mo)
High Density Residential	4,011.5	cubic feet/unit/month	120	481,380
Retail / Commercial	2.9	cubic feet/sq. ft./month	99,000	287,100
Office	2.0	cubic feet/sq. ft./month	76,000	152,000
Restaurant	4.8	cubic feet/sq. ft./month	9,720	46,656
Cinema	2.0	cubic feet/sq. ft./month	68,000	136,000
Market	2.0	cubic feet/sq. ft./month	42,500	85,000
			Total	**1,188,136**

Source: Terra Nova Staff Estimates based on Table A9-12-A, Natural Gas Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.

1) Land use designations are based on the Less Intense Alternative A.

Less Intense Alternative B

This alternative will be similar to that of the Proposed Project. In terms of natural gas usage, the smaller number of dwelling units in this alternative results in the project as a whole consuming considerably less than the Proposed Project. Natural gas consumption for Less Intense Alternative B is expected to be approximately 67% of that of the Proposed Project.

Table V-29
Less Intense Alternative B
Natural Gas Consumption

Land Use[1]	Natural Gas Usage Factor		Units (DU/Sq. Ft.)	Natural Gas Consumption (cf/mo)
Multi-Family Residential	4,011.5	cubic feet/unit/month	765	3,068,798
Hotel/Motel	4.8	cubic feet/sq. ft./month	205,000	984,000
Retail / Commercial	2.9	cubic feet/sq. ft./month	206,250	598,125
Office	2.0	cubic feet/sq. ft./month	75,000	150,000
Restaurant	4.8	cubic feet/sq. ft./month	18,750	90,000
			Total	**4,890,923**

Source: Terra Nova Staff Estimates based on Table A9-12-A, Natural Gas Usage Rate, "CEQA Air Quality Handbook," prepared by the South Coast Air Quality Management District, April 1993.
1) Land use designations are based on the Less Intense Alternative B.

Telephone and Cable

Neither the Proposed Project nor any of the four Project Alternatives is expected to have significant impacts on telephone and cable services in the City. The No Project Alternative will not include addition development, and the potential impact on telephone and cable services will be less than those of the Proposed Project. The overall level of development under the Preservation of the Town and Country Center Alternative will be slightly less intensive than that of the Proposed Project, resulting in somewhat fewer people being drawn in to the project site, and less demand for telephone and cable being required. Implementation of Less Intense Alternative A will generate much less housing in the project area, and the potential impact telephone and cable services will therefore be less than that of the Proposed Project. Under Less Intense Alternative B, the numbers of residential units will be somewhat less than the Proposed Project, and impacts on telephone and cable facilities are expected to be similar.

12. Recreational Resources

Implementation of the Proposed Project and three of the four project alternatives will draw considerable numbers of people into the project site. However, this will have less than significant impacts on the recreational resources of the City and region, because each of the alternatives, except the No Project Alternative, is designed as an integrated community, offering a full range of on-site recreational amenities consistent with the Downtown Core location.

No Project Alternative

The No Project Alternative allows development in accordance with the General Plan and Zoning Ordinance. In contrast to the Proposed Project and the three other project alternatives, this alternative will neither intensify existing levels of development nor introduce residential usage to the project site. This alternative would not require additional parks or recreation because of the lack of residential uses in the area, but it would also not provide the central plaza proposed in the Downtown Urban Design Plan (DUDP).

Preservation of Town and Country Center Alternative
In addition to continuing the existing mix of uses, this alternative introduces residential development to the project site consistent with the Proposed Project in terms of the redevelopment of Blocks A through F, Block J and Block L. The overall level of development will be slightly less intensive than that of the Proposed Project, resulting in somewhat fewer residents. The potential impact on recreational facilities resulting from this alternative would be similar to the Proposed Project, and this alternative would include the common recreational amenities required of the Proposed Project, and implement the central plaza envisioned in the DUDP, while preserving the Town and Country Center.

Less Intense Alternative A
This alternative proposes a considerably less intensive level of overall development and includes a park in the center of Planning Area 1. Implementation of this alternative will result in fewer residents in the project area, and provide somewhat more recreational open space. The potential impact on of this alternative on recreational resources will therefore be less than that of the Proposed Project.

Less Intense Alternative B
This alternative introduces residential development to the project area. It proposes a pattern and level of development similar to that of the Proposed Project. However, the overall numbers of residents under this alternative will generally correspond to the numbers under the Proposed Project and impacts on recreational resources are expected to be similar.

13. Transportation and Traffic

Table V-31sets forth the Site Trip Generation Forecast of the Proposed Project to compare the traffic associated with the Proposed Project with that associated with the various project alternatives evaluated in this section of the EIR. The impacts associated with the Proposed project are discussed in detail in Section III-M of this EIR.

Table V-30
Site Trip Generation Forecast of the Proposed Project

Land Use Category (ITE Code)	Land Use Quantity[b]	Midday Peak Hour In	Midday Peak Hour Out	Midday Peak Hour Total	PM Peak Hour In	PM Peak Hour Out	PM Peak Hour Total	Daily 2-Way
Weekday								
General Office (710)	100 TSF	165	23	188	32	158	190	1,330
Commercial (820)	300 TSF	712	561	1,273	622	674	1,296	13,870
Hotel (310)	620 Room	177	145	322	194	172	366	5,180
HRMFA (232)	955 DU	50	245	295	199	122	321	3,620
Total		1,104	974	2,078	1,047	1,126	2,173	24,000
Saturday								
General Office (710)	100 TSF	22	19	41	--	--	--	240
Commercial (820)	300 TSF	919	849	1,768	--	--	--	18,460
Hotel (310)	620 Room	250	196	446	--	--	--	5,080
HRMFA (232)	955 DU	129	170	299	--	--	--	3,740
Total		1,320	1,234	2,554	--	--	--	27,520

a. Based upon trip generation data published by the ITE in *Trip Generation* (7th Edition December 2003). For the Preferred Project and all alternatives, the trip generation rates for the morning "peak hour of the generator" were utilized to forecast the midday peak hour trip generation associated with the hotel and multi-family attached residential land uses. Since the proposed number of hotel units was outside of the plotted range associated with the ITE's peak hour trip generation data for hotels, the weighted average ITE trip generation rates for hotels were used.

b. TSF=Thousand square feet of building floor area. Rooms=Hotel rooms. DU=Dwelling Units.

The Proposed Project includes substantial roadway improvements that allow otherwise constrained intersections to better perform. Other alternatives also include alternative roadway network configurations that affect intersection performance. Nonetheless, each alternative results in project on-site and key intersections to operate at acceptable levels of service.

No Project Alternative

The No Project Alternative allows development in accordance with the current City General Plan and Zoning designations, and associated policies and regulations. This alternative would preserve the existing roadway network, while allowing new development to occur on one vacant portion of the project site located at the southwest corner of Cahuilla Road and Tahquitz Canyon Way. In contrast to the Proposed Project and the three other project alternatives, the No Project option will only modestly intensify existing levels of development. The traffic volumes and their impacts are comparable to those associated with the Preferred and other alternatives.

The alternative will not introduce residential uses to the project site and therefore fewer people will be drawn into the project area. Potential traffic impacts will be equivalent to those associated with existing development assumed to be in a fully occupied state.

Table V-31
Site Trip Generation Forecast of the No Project Alternative

Land Use Category (ITE Code)	Land Use Quantity[b]	Midday Peak Hour In	Midday Peak Hour Out	Midday Peak Hour Total	PM Peak Hour In	PM Peak Hour Out	PM Peak Hour Total	Daily 2-Way
Weekday								
Town & Country (820)	50.977 TSF	143	160	303	193	209	402	4,380
Desert Fash. Plaza (820)	330 TSF	759	597	1,356	663	718	1,381	14,760
Hotel (310)	45 Room	15	10	25	14	12	26	370
Total		**917**	**767**	**1,684**	**870**	**939**	**1,809**	**19,510**
Saturday								
Town & Country (820)	50.977 TSF	978	903	1,881	--	--	--	19,600
Desert Fash. Plaza (820)	330 TSF	290	268	558	--	--	--	6,040
Hotel (310)	45 Room	18	14	32	--	--	--	370
Total		**1,286**	**1,185**	**2,439**	**--**	**--**	**--**	**26,010**

Preservation of Town and Country Center Alternative

In addition to continuing the existing mix of uses, this alternative introduces residential development to the project area. Circulation and level of development for Blocks A through F, Block J and Block L will generally correspond to the Proposed Project. However, this alternative departs from the Proposed Project in that it would rehabilitate the existing buildings in Block K and there will be no vehicular connection at this point between Palm Canyon Drive and Indian Canyon Drive. There would also be no change to Andreas Road.

Under this alternative, the overall level of development is slightly less intensive than that of the Proposed Project. In consequence, the Preservation of the Town and Country Center Alternative will generate traffic impacts slightly higher than the Proposed Project.

Table V-32
Site Trip Generation Forecast of the Town & Country Center Alternative

Land Use Category (ITE Code)	Land Use Quantity[b]	Midday Peak Hour In	Midday Peak Hour Out	Midday Peak Hour Total	PM Peak Hour In	PM Peak Hour Out	PM Peak Hour Total	Daily 2-Way
Weekday								
HRMFA (232)	900 DU	50	245	295	199	122	321	3,620
General Office (710)	100 TSF	165	23	188	32	158	190	1,330
Commercial (820)	295 TSF	833	655	1,488	727	788	1,515	16,170
Commercial (820)	34.39 TSF	110	123	233	149	161	310	3,390
Hotel (310)	420 Room	95	78	173	114	101	215	2,890
Total		**1,136**	**1,033**	**2,169**	**1,126**	**1,224**	**2,350**	**25,450**
Saturday								
HRMFA (232)	900 DU	129	170	299	--	--	--	3,740
General Office(710)	100 TSF	22	19	41	--	--	--	240
Commercial (820)	295 TSF	909	839	1,748	--	--	--	18,270
Commercial (820)	34.39 TSF	225	208	433	--	--	--	4,720
Hotel (310)	420 Room	169	133	302	--	--	--	3,440
Total		**1,454**	**1,369**	**2,823**				**30,410**

Less Intense Alternative A

This alternative proposes a mix of uses similar to those of the Proposed Project and it introduces residential development to the area. However, Less Intense Alternative A proposes a circulation pattern and a level of development that differ considerably from those of the Proposed Project. Implementation of Less Intense Alternative A will draw fewer people into the project area and the potential traffic impacts will therefore be less than those of the Proposed Project.

Table V-33
Site Trip Generation Forecast of the Less Intense Alternative A

Land Use Category (ITE Code)	Land Use Quantity[b]	Midday Peak Hour In	Midday Peak Hour Out	Midday Peak Hour Total	PM Peak Hour In	PM Peak Hour Out	PM Peak Hour Total	Daily 2-Way
Weekday								
Commercial (820)	186.5 TSF	521	410	931	455	493	948	10,180
Commercial (820)	34.39 TSF	110	123	233	149	161	310	3,390
General Office (710)	40 TSF	79	11	90	21	103	124	660
Cinema (443)	68 TSF	98	98	196	394	25	419	5,310
HRMFA (232)	120 DU	10	51	61	35	21	56	680
Total		**818**	**693**	**1,511**	**1,054**	**803**	**1,857**	**20,220**
Saturday								
Commercial (820)	186.5 TSF	675	623	1,298	--	--	--	13,680
Commercial (820)	34.39 TSF	225	208	433	--	--	--	4,720
General Office (710)	40 TSF	9	8	17	--	--	--	90
Cinema (445)	68 TSF	240	80	320	--	--	--	6,750
HRMFA (232)	120 DU	28	37	65	--	--	--	670
Total		**1,177**	**956**	**2,133**				**25,910**

Less Intense Alternative B

This alternative proposes a similar mix of uses to those of the Proposed Project and introduces residential development to the project area. The proposed pattern and intensity of development in Less Intense Alternative B also broadly correspond to those of the Proposed Project, although the total square footage of commercial development is greater and the number of residential units is less. The overall numbers of people drawn into the area under this alternative will generally be less than those under the Proposed Project and traffic impacts would be slightly lower.

Table V-34
Site Trip Generation Forecast of the Less Intense Alternative B

Land Use Category (ITE Code)	Land Use Quantity[b]	Midday Peak Hour In	Midday Peak Hour Out	Midday Peak Hour Total	PM Peak Hour In	PM Peak Hour Out	PM Peak Hour Total	Daily 2-Way
Weekday								
Commercial (820)	300 TSF	712	561	1,273	622	674	1,296	13,870
Hotel (310)	255 Room	73	60	133	80	71	151	1,910
HRMFA (232)	765 DU	43	212	255	171	105	276	3,110
Total		**828**	**833**	**1,661**	**873**	**850**	**1,723**	**18,890**
Saturday								
Commercial (820)	300 TSF	919	849	1,768	--	--	--	18,460
Hotel (310)	255 Room	103	81	184	--	--	--	2,090
HRMFA (232)	765 DU	111	147	258	--	--	--	3,210
Total		**1,133**	**1,077**	**2,210**				**23,760**

14. Utilities and Service Systems

Solid Waste

As discussed in Section III-N, Palm Springs Disposal Services provides solid waste disposal services to the project site and vicinity. Based on a compilation of rate standards provided by the California Integrated Waste Management Board, anticipated average total solid waste generation proposed under the Proposed Project is expected to be 2,924 tons of solid waste annually. This alternative's residential development is expected to generate 1,117 tons of solid waste annually, while hotel development is expected to generate approximately 7 tons. Commercial development is expected to produce 720 tons annually, and office development 1,080 tons annually.

No Project Alternative

The No Project Alternative will generate an estimated solid waste total of 1,540.5 tons annually. This is approximately on half of the total solid waste that will be generated by the Proposed Project. No residential development is planned in this alternative. Commercial development is expected to produce 2% more annually than the Proposed Project, office solid waste generation will be reduced by 26%, and hotel development is expected to generate approximately 7% (.5 tons) of the Proposed Project annually.

Preservation of the Town and Country Center Alternative
This alternative is estimated to generate 3,001 tons of solid waste annually, a 3% increase over the Proposed Project estimate. Commercial development is expected to produce 9% more annually compared to the Proposed Project, while hotel development is expected to generate approximately 41% less. Office development will generate similar solid waste tonnage compared to the Proposed Project, with an increase of only 1%. Residential development will generate 1,117 tons of solid waste annually, the same amount generated by the Proposed Project.

Less Intense Alternative A
Less Intense Alternative A will generate an estimated total solid waste of 1,487 tons annually. This is a 49% decrease compared to the Proposed Project estimate. Commercial development is expected to produce 27% less solid waste annually than the Proposed Project, while office development generation is reduced by 2%. Residential development is expected to generate approximately 140 tons of solid waste annually, or 87% less than the Proposed Project. No hotel development is planned for this alternative.

Less Intense Alternative B
Less Intense Alternative B is estimated to generate a total of 2,247 tons of solid waste annually, a 23% decrease from the Proposed Project. Commercial and office development is expected to produce 25% less annually than the Proposed Project. Hotel development is expected to generate approximately 57% less, while residential development will generate 20% less solid waste annually than the Proposed Project.

As shown herein, the Less Intense Alternative A is expected to generate the lowest volumes of solid waste, followed by the No Project Alternative and Less Intense Alternative B. The Town & County and Proposed Project are expected to generate the highest volumes of solid waste. While none of these scenarios represents a significant impact, mitigation measures are provided in Section III-N to reduce solid waste generation and demand on landfill use. These measures are applicable to all development scenarios.

Wastewater
As discussed in detail in both Section III-G and the project's Water Supply Assessment (Appendix E), the Proposed Project is projected to consume 194 acre feet (net) at build-out. For purposes of this analysis, it is assumed that 100% of water demand will be produced as effluent. This is an extremely conservative calculation, meant to show worst-case impacts. Based on these figures, the Proposed Project is estimated to produce 173,197 gallons of wastewater per day.

The No Project Alternative will result in the generation of 79,367 gallons of wastewater per day, representing the lowest generation rates of any of the alternatives. The Preservation of the Town & Country Center Alternative will generate approximately 166,496 gallons per day, or 4% less than the Proposed Project. Less Intense Alternative A will result in the generation of 56,155 gallons per day. This is 68% less effluent generation than the Proposed Project. Less Intense Alternative B will generate about 167,126 gallons of wastewater per day, which is 4% less than the Proposed Project's daily wastewater generation.

The City of Palm Springs, Veolia Water North America, and the Desert Water Agency, which would process wastewater from the project site, have sufficient capacity to serve the level of development represented by each of these alternatives. Nonetheless, mitigation measures set forth in Section III-G are applicable to any of the development scenarios and are expected to further reduce impacts to wastewater collection and treatment facilities.

Water Services

As mentioned above, discussed in Section III-G, and quantified in the Water Supply Assessment prepared for the Specific Plan, the Proposed Project is expected to consume approximately 194 acre-feet of water per year at build out. Section III-G discusses, in detail, the alternative comparisons, impacts, and mitigations. Calculations of domestic water use for each alternative are provided in Section V-C.7 above.

15. Economics

As described in Section III-O, the build out of the Proposed Project is expected to generate costs and revenues to the City. As shown in Table V-35, the Proposed Project will result in annual revenues to the City General Fund and Restricted Funds of just under $1.0 million, not including one-time fees; and total revenues (both City and Redevelopment Agency) of $4.7 million at build out, not including one-time fees.

Table V-35
Proposed Project
Costs/Revenues Summary

	Buildout Phase			
	Phase I (Yrs 1-5)	**Phase II (Yrs 6-10)**	**Phase III (Yrs 11-15)**	**Phase IV (Yrs 16-20)**
ANNUAL REVENUES				
General Fund:				
Property Tax	$0	$0	$0	$0
Property Transfer Tax	$96,385	$128,879	$69,454	$73,920
Local Sales Tax	$549,060	$1,098,120	$1,098,120	$1,098,120
Transient Occupancy Tax	$626,862	$1,253,724	$1,253,724	$1,253,724
Utility Users Tax	$158,010	$316,019	$316,019	$316,019
Motor Vehicle In-Lieu Revenue	$77,097	$154,193	$154,193	$154,193
New Development Tax	$408,886	$408,886	$0	$0
Restricted Funds:				
TUMF Fees	$2,114,970	$2,114,970	$0	$0
Highway Users Gas Tax	$17,686	$35,371	$35,371	$35,371
Measure A	$788	$1,576	$1,576	$1,576
Public Safety CFD	$172,970	$345,939	$345,939	$345,939
ANNUAL COSTS				
General Fund:				
General Government Costs	$581,135	$1,162,270	$1,162,270	$1,162,270
Restricted Funds:				
Public Safety Costs	$690,942	$1,381,885	$1,381,885	$1,381,885
TUMF Allocation to CVAG	$2,114,970	$2,114,970	$0	$0
SUMMARY OF REVENUES/COSTS:				
Revenues:				
Total Annual General Fund Revenues	$1,916,299	$3,359,822	$2,891,511	$2,895,977
Total Annual Restricted Fund Revenues	$2,306,414	$2,497,857	$382,887	$382,887
Revenue Subtotal	**$4,222,713**	**$5,857,679**	**$3,274,398**	**$3,278,864**
Historic Average Interest Rate on 90-Day Treasury Bills	6.83%	6.83%	6.83%	6.83%
Anticipated Interest Earned on Revenues	$288,411	$400,079	$223,641	$223,946
Total Annual Revenues at Phase Buildout	**$4,511,124**	**$6,257,758**	**$3,498,039**	**$3,502,810**
Costs:				
Total Annual General Fund Costs	$581,135	$1,162,270	$1,162,270	$1,162,270
Total Annual Restricted Fund Costs	$2,805,912	$3,496,855	$1,381,885	$1,381,885
Total Annual Costs at Phase Buildout	**$3,387,047**	**$4,659,125**	**$2,544,154**	**$2,544,154**
Annual Cashflow at Phase Buildout	**$1,124,077**	**$1,598,634**	**$953,884**	**$958,655**
Net Property Tax Revenue to Redevelopment Agency	**$1,815,975**	**$3,631,950**	**$3,631,950**	**$3,631,950**
Current Property Tax to Redevelopment Agency (Land Only)	**$142,815**	**$142,815**	**$142,815**	**$142,815**
Total Annual Revenues to City	**$3,082,867**	**$5,373,398**	**$4,728,649**	**$4,733,420**

In order to determine these costs and revenues, the same fiscal impact model was applied for each alternative. A summary table of costs and revenues is provided for each alternative below.

No Project Alternative

Under this alternative, no residential development would occur, and the existing commercial space within the project area would be refurbished and reoccupied. In addition, a 45-room hotel would be constructed at the corner of Cahuilla Road and Tahquitz Canyon Way. Under this alternative, the project area would generate $928,782 in revenues to the City's General and Restricted funds, and $1.5 million to the City and RDA. This alternative's low cash flow is associated with the lack of residents at the project site, and the low generation of transient occupancy tax revenue.

Table V-36
No Project Alternative
Costs/Revenues Summary

	Buildout Phase			
	Phase I (Yrs 1-5)	**Phase II (Yrs 6-10)**	**Phase III (Yrs 11-15)**	**Phase IV (Yrs 16-20)**
ANNUAL REVENUES				
General Fund:				
Property Tax	$0	$0	$0	$0
Property Transfer Tax	$0	$0	$0	$0
Local Sales Tax	$512,260	$1,031,336	$1,031,336	$1,031,336
Transient Occupancy Tax	$0	$77,515	$77,515	$77,515
Utility Users Tax	$0	$0	$0	$0
Motor Vehicle In-Lieu Revenue	$0	$0	$0	$0
New Development Tax	$0	$0	$0	$0
Restricted Funds:				
TUMF Fees	$0	$48,400	$0	$0
Highway Users Gas Tax	$0	$0	$0	$0
Measure A	$40	$134	$134	$134
Public Safety CFD	$0	$0	$0	$0
ANNUAL COSTS				
General Fund:				
General Government Costs	$58,463	$116,926	$116,926	$116,926
Restricted Funds:				
Public Safety Costs	$69,510	$139,020	$139,020	$139,020
TUMF Allocation to CVAG	$0	$48,400	$0	$0
SUMMARY OF REVENUES/COSTS:				
Revenues:				
Total Annual General Fund Revenues	$512,260	$1,108,851	$1,108,851	$1,108,851
Total Annual Restricted Fund Revenues	$40	$48,534	$134	$134
Revenue Subtotal	**$512,300**	**$1,157,385**	**$1,108,985**	**$1,108,985**
Historic Average Interest Rate on 90-Day T-Bills	6.83%	6.83%	6.83%	6.83%
Anticipated Interest Earned on Revenues	$34,990	$79,049	$75,744	$75,744
Total Annual Revenues at Phase Buildout	**$547,290**	**$1,236,435**	**$1,184,729**	**$1,184,729**
Costs:				
Total Annual General Fund Costs	$58,463	$116,926	$116,926	$116,926
Total Annual Restricted Fund Costs	$69,510	$187,420	$139,020	$139,020
Total Annual Costs at Phase Buildout	**$127,973**	**$304,347**	**$255,946**	**$255,946**
Annual Cashflow at Phase Buildout	**$419,317**	**$932,088**	**$928,782**	**$928,782**
Net Property Tax Revenue to Redevelopment Agency	**$199,793**	**$464,161**	**$464,161**	**$464,161**
Current Property Tax to Redevelopment Agency (Land Only)	**$142,815**	**$142,815**	**$142,815**	**$142,815**
Total Annual Revenues to City	**$761,925**	**$1,539,064**	**$1,535,758**	**$1,535,758**

Preservation of the Town and Country Center Alternative

This alternative will result in both residential and commercial development. The City's General Fund and Restricted funds would see an annual cash flow at build out of $939,219, without one-time fees; and a total cash flow to the City and RDA of $4.3 million, without one-time fees.

Table V-37
Preservation of Town and Country Center Alternative
Costs/Revenues Summary

	Buildout Phase			
	Phase I (Yrs 1-5)	**Phase II (Yrs 6-10)**	**Phase III (Yrs 11-15)**	**Phase IV (Yrs 16-20)**
ANNUAL REVENUES				
General Fund:				
Property Tax	$0	$0	$0	$0
Property Transfer Tax	$90,783	$121,275	$65,142	$69,300
Local Sales Tax	$700,210	$1,400,420	$1,400,420	$1,400,420
Transient Occupancy Tax	$424,648	$849,297	$849,297	$849,297
Utility Users Tax	$148,910	$297,819	$297,819	$297,819
Motor Vehicle In-Lieu Revenue	$72,656	$145,313	$145,313	$145,313
New Development Tax	$368,929	$369,869	$0	$0
Restricted Funds:				
TUMF Fees	$2,266,237	$2,268,661	$0	$0
Highway Users Gas Tax	$16,667	$33,334	$33,334	$33,334
Measure A	$1,008	$2,016	$2,016	$2,016
Public Safety CFD	$163,008	$326,016	$326,016	$326,016
ANNUAL COSTS				
General Fund:				
General Government Costs	$547,666	$1,095,333	$1,095,333	$1,095,333
Restricted Funds:				
Public Safety Costs	$651,150	$1,302,300	$1,302,300	$1,302,300
TUMF Allocation to CVAG	$2,266,237	$2,268,661	$0	$0
SUMMARY OF REVENUES/COSTS:				
Revenues:				
Total Annual General Fund Revenues	$1,806,137	$3,183,993	$2,757,991	$2,762,149
Total Annual Restricted Fund Revenues	$2,446,920	$2,630,027	$361,367	$361,367
Revenue Subtotal	**$4,253,057**	**$5,814,020**	**$3,119,357**	**$3,123,515**
Historic Average Interest Rate on 90-Day Treasury Bills	6.83%	6.83%	6.83%	6.83%
Anticipated Interest Earned on Revenues	$290,484	$397,098	$213,052	$213,336
Total Annual Revenues at Phase Buildout	**$4,543,540**	**$6,211,118**	**$3,332,409**	**$3,336,851**
Costs:				
Total Annual General Fund Costs	$547,666	$1,095,333	$1,095,333	$1,095,333
Total Annual Restricted Fund Costs	$2,917,387	$3,570,961	$1,302,300	$1,302,300
Total Annual Costs at Phase Buildout	**$3,465,053**	**$4,666,293**	**$2,397,633**	**$2,397,633**
Annual Cashflow at Phase Buildout	**$1,078,487**	**$1,544,824**	**$934,777**	**$939,219**
Net Property Tax Revenue to Redevelopment Agency	**$1,630,081**	**$3,258,106**	**$3,258,106**	**$3,258,106**
Current Property Tax to Redevelopment Agency (Land Only)	**$142,815**	**$142,815**	**$142,815**	**$142,815**
Total Annual Revenues to City	**$2,851,383**	**$4,945,745**	**$4,335,698**	**$4,340,140**

Less Intense Alternative A

This alternative proposes both residential and commercial development, but at much lower intensities than the Proposed Project. Under this alternative, the City's General Fund and Restricted funds would see an annual cash flow at build out of $566,313, without one-time fees; and a total cash flow to the City and RDA of $1.3 million, without one-time fees. The relative low cash flow in this alternative is due to the limited amount of development, and the lack of hotel rooms, eliminating transient occupancy tax revenues.

Table V-38
Less Intense Alternative A
Costs/Revenues Associated Summary

	Buildout Phase			
	Phase I (Yrs 1-5)	**Phase II (Yrs 6-10)**	**Phase III (Yrs 11-15)**	**Phase IV (Yrs 16-20)**
ANNUAL REVENUES				
General Fund:				
Property Tax	$0	$0	$0	$0
Property Transfer Tax	$12,012	$16,170	$8,778	$9,240
Local Sales Tax	$356,436	$712,871	$712,871	$712,871
Transient Occupancy Tax	$0	$0	$0	$0
Utility Users Tax	$19,855	$39,709	$39,709	$39,709
Motor Vehicle In-Lieu Revenue	$9,688	$19,375	$19,375	$19,375
New Development Tax	$187,386	$187,386	$0	$0
Restricted Funds:				
TUMF Fees	$854,159	$854,159	$0	$0
Highway Users Gas Tax	$2,222	$4,445	$4,445	$4,445
Measure A	$122	$244	$244	$244
Public Safety CFD	$21,734	$43,469	$43,469	$43,469
ANNUAL COSTS				
General Fund:				
General Government Costs	$73,022	$146,044	$146,044	$146,044
Restricted Funds:				
Public Safety Costs	$86,820	$173,640	$173,640	$173,640
TUMF Allocation to CVAG	$854,159	$854,159	$0	$0
SUMMARY OF REVENUES/COSTS:				
Revenues:				
Total Annual General Fund Revenues	$585,376	$975,511	$780,733	$781,195
Total Annual Restricted Fund Revenues	$878,238	$902,317	$48,158	$48,158
Revenue Subtotal	**$1,463,613**	**$1,877,828**	**$828,891**	**$829,353**
Historic Average Interest Rate on 90-Day T-Bills	6.83%	6.83%	6.83%	6.83%
Anticipated Interest Earned on Revenues	$99,965	$128,256	$56,613	$56,645
Total Annual Revenues at Phase Buildout	**$1,563,578**	**$2,006,084**	**$885,504**	**$885,998**
Costs:				
Total Annual General Fund Costs	$73,022	$146,044	$146,044	$146,044
Total Annual Restricted Fund Costs	$940,979	$1,027,799	$173,640	$173,640
Total Annual Costs at Phase Buildout	**$1,014,001**	**$1,173,843**	**$319,684**	**$319,684**
Annual Cashflow at Phase Buildout	**$549,577**	**$832,240**	**$565,820**	**$566,313**
Net Property Tax Revenue to Redevelopment Agency	**$298,113**	**$596,225**	**$596,225**	**$596,225**
Current Property Tax to Redevelopment Agency (Land Only)	**$142,815**	**$142,815**	**$142,815**	**$142,815**
Total Annual Revenues to City	**$990,505**	**$1,571,280**	**$1,304,860**	**$1,305,353**

Less Intense Alternative B

This alternative represents the same distribution of land uses as the Proposed Project, but at reduced intensities. Under this alternative, the City's General Fund and Restricted funds would see an annual cash flow at build out of $379,772, without one-time fees; and a total cash flow to the City and RDA of just under $3.1 million, without one-time fees. The differences associated with this alternative are due primarily to the lower number of hotel rooms, which significantly reduce transient occupancy tax.

Table V-39
Less Intense Alternative B
Costs/Revenues Associated Summary

	Buildout Phase			
	Phase I (Yrs 1-5)	**Phase II (Yrs 6-10)**	**Phase III (Yrs 11-15)**	**Phase IV (Yrs 16-20)**
ANNUAL REVENUES				
General Fund:				
Property Tax	$0	$0	$0	$0
Property Transfer Tax	$77,173	$103,199	$55,748	$59,290
Local Sales Tax	$502,280	$1,004,560	$1,004,560	$1,004,560
Transient Occupancy Tax	$257,822	$515,644	$515,644	$515,644
Utility Users Tax	$126,573	$253,146	$253,146	$253,146
Motor Vehicle In-Lieu Revenue	$61,758	$123,516	$123,516	$123,516
New Development Tax	$284,604	$284,604	$0	$0
Restricted Funds:				
TUMF Fees	$1,692,546	$1,692,546	$0	$0
Highway Users Gas Tax	$14,167	$28,334	$28,334	$28,334
Measure A	$790	$1,579	$1,579	$1,579
Public Safety CFD	$138,557	$277,114	$277,114	$277,114
ANNUAL COSTS				
General Fund:				
General Government Costs	$465,517	$931,033	$931,033	$931,033
Restricted Funds:				
Public Safety Costs	$553,477	$1,106,955	$1,106,955	$1,106,955
TUMF Allocation to CVAG	$1,692,546	$1,692,546	$0	$0
SUMMARY OF REVENUES/COSTS:				
Revenues:				
Total Annual General Fund Revenues	$1,310,211	$2,284,670	$1,952,615	$1,956,157
Total Annual Restricted Fund Revenues	$1,846,059	$1,999,572	$307,027	$307,027
Revenue Subtotal	**$3,156,270**	**$4,284,243**	**$2,259,642**	**$2,263,184**
Historic Average Interest Rate on 90-Day T-Bills	6.83%	6.83%	6.83%	6.83%
Anticipated Interest Earned on Revenues	$215,573	$292,614	$154,334	$154,575
Total Annual Revenues at Phase Buildout	**$3,371,843**	**$4,576,856**	**$2,413,975**	**$2,417,759**
Costs:				
Total Annual General Fund Costs	$465,517	$931,033	$931,033	$931,033
Total Annual Restricted Fund Costs	$2,246,023	$2,799,500	$1,106,955	$1,106,955
Total Annual Costs at Phase Buildout	**$2,711,540**	**$3,730,533**	**$2,037,988**	**$2,037,988**
Annual Cashflow at Phase Buildout	**$660,303**	**$846,323**	**$375,988**	**$379,772**
Net Property Tax Revenue to Redevelopment Agency	**$1,277,588**	**$2,555,175**	**$2,555,175**	**$2,555,175**
Current Property Tax to Redevelopment Agency (Land Only)	**$142,815**	**$142,815**	**$142,815**	**$142,815**
Total Annual Revenues to City	**$2,080,706**	**$3,544,313**	**$3,073,978**	**$3,077,761**

16. Environmentally Superior Alternative

CEQA requires that an EIR consider the project alternatives, and determine which alternative results in the least impacts to the environment. In this case, the No Project Alternative, which redevelops the site with only limited new development at the corner of Cahuilla Road and Tahquitz Canyon Way, represents the environmentally superior alternative. Under this alternative, significant impacts associated with aesthetics would be eliminated, and impacts to cultural resources, geology and soils, hydrology and water resources, hazards and hazardous materials, noise, traffic and public services and utilities would be reduced, because of the lack of new development. However, even under this alternative, impacts associated with air quality would remain significant, and would be unavoidable. This is primarily due to the increased trips which would occur with refurbishment and re-occupancy of the retail space, which is currently largely vacant. Finally, under this alternative, annual revenues to the City would be lower, but costs would also be lowered, because no new residents would be generated by this alternative, and the primary costs associated with development, general government and public safety, are associated with residents rather than businesses.

D. Consistency with Project Objectives

No Project Alternative
The No Project Alternative meets few of the project objectives. It does not include a residential component and therefore fails to meet the goal of providing a complete range of living, working and recreational opportunities within the project area. This alternative preserves the existing street grid and would therefore fail to meet either of the project objectives for the reconnection of Belardo Road and the introduction of a new boulevard and pedestrian link between the Art Museum and Indian Canyon Drive. The limited new development allowed under this alternative is unlikely to stimulate the desired economic regeneration of the Downtown area and will not serve to reintegrate the project site as a whole into the existing Downtown.

Preservation of the Town and Country Center Alternative
This alternative would meet some of the project objectives. It would result in revitalization and redevelopment of the commercial space currently vacant in the Desert Fashion Plaza, and would introduce a new hotel, which would bring added visitors to the area. This alternative would include a residential component, and would therefore bring a permanent residential presence to the Downtown.

This alternative would result in the extension of Belardo through the site, which would provide north-south connectivity; and would also provide the new east-west street from the Museum to Palm Canyon Drive. However, vehicular access would not be available to Indian Canyon, and the visual connection from the Museum, through to Section 14 would not occur.

Less Intense Alternative A
This alternative would extend the new boulevard from the Museum to Palm Canyon Drive, but not through to Indian Canyon Drive. Pedestrian, but not vehicular access to Indian Canyon would be provided through the existing Center.

Less Intense Alternative A does not meet the project objective of creating a new boulevard from the Art Museum to Indian Canyon Drive, nor does it extend Belardo Road through the site. The view corridor created by the new street would not occur. Under this alternative, the view from Indian Canyon Drive would remain as it currently occurs, with the ridges of the San Jacinto range visible above the Town and Country Center structure.

This alternative would meet most of the project's objectives, but to a lesser degree. It would not provide the level of access to Indian Canyon and thereby Section 14 and the Convention Center which the Proposed Project would provide, insofar as the Town and Country Center's building elevations result in a visual barrier to the lands to the west.

Less Intense Alternative B
This alternative would meet all the project objectives, but to a lesser degree. The project results in fewer hotel rooms and residential units, and less commercial square footage. This alternative would provide residential units in the Downtown, and would include the Proposed Project's street grid, which connects the Museum to Section 14.