

# TRAFFIC IMPACT ANALYSIS REPORT

**Proposed Mixed-Use Development**  
(249 Residential Apartments and 111,339 Square Feet of Retail/Commercial)  
**8150 Sunset Boulevard**  
**Hollywood, California**



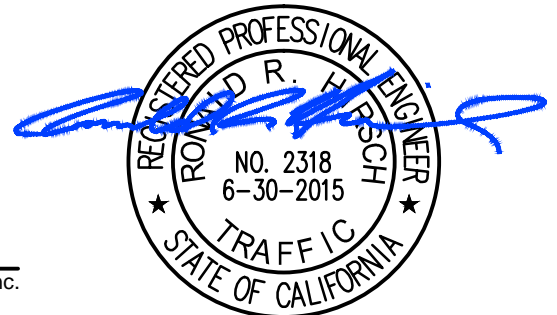
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## MITIGATION MEASURES

The results of the analyses summarized in this report indicate that the proposed development of a new mixed-use project containing a total of approximately 249 residential apartment units (including 28 affordable units) and approximately 111,339 square feet of retail, restaurant, and commercial uses, replacing an existing approximately 80,000 square foot shopping center, would not result in significant impacts to any of the studied intersections located within the City of Los Angeles, although it could produce a significant traffic impact at the unsignalized intersection of Fountain Avenue and Havenhurst Drive in the City of West Hollywood during the PM peak hour under both the “Existing (2013) With Project” and “Future (2018) With Project” analysis scenarios. The proposed project is not expected to result in significant impacts to any of the local/residential streets (all within the City of West Hollywood) examined in this study.

While there are various strategies available to address potential project-related traffic impacts, including roadway widenings, intersection restripings, traffic signal enhancements or upgrades, and other physical infrastructure improvements, it is the policy of the City of Los Angeles and LADOT that the first and preferred approach to address potential project impacts is to reduce the amount of traffic actually generated by the project. This approach to project-related traffic impacts is desirable since they can not only reduce or fully eliminate project-specific traffic impacts, but can also help to reduce overall future cumulative traffic growth in the project vicinity, thereby minimizing the need for large and costly local and regional roadway improvements to address such traffic growth. To this end, the City of Los Angeles has recently adopted changes to the LAMC to require the provision of bicycle parking spaces to supplement and actually replace the otherwise required vehicular parking spaces in an effort to encourage a shift away from personal vehicle trips to bicycling and other modes of transportation. As noted earlier in this study, the proposed project will not only comply with but substantially exceed the LAMC’s requirements for the replacement of vehicular parking with bicycle parking, which is expected to reduce the project’s trip generation estimates from that shown earlier in Table 2, primarily for those trips associated with the project’s residents but also, to the extent feasible, for the retail/commercial component-related employee and visitor/patron trips.

Additionally, the project will be required by (City of Los Angeles) ordinance to implement a Transportation Demand Management (“TDM”) program to reduce its trip generation. It is envisioned that the project’s TDM program will incorporate, at a minimum, those trip-reduction programs and services identified in the City’s Transportation Demand Management Ordinance

(Section 12.26-J of the LAMC), as may be feasible or applicable to each of the project's various retail/commercial and/or residential components. As such, the project's TDM program is expected to include a number of elements to encourage carpooling and ridesharing, bicycle ridership, telecommuting, and other trip-reducing programs. An overview of the potential elements of the project TDM program is discussed below.

Project Transportation Demand Management ("TDM") Program – The project will implement a Transportation Demand Management program to reduce both daily and peak hour trips to and from the project site. This program shall be available to residents, visitors, employees, and patrons of the project. The program will be overseen by a TDM coordinator, who will assist with the development, operation, and implementation of the various programs, including but not limited to carpool incentives, rideshare matching, bicycle lockers, and variable work shifts. A menu of items that may be included in the TDM program, developed specifically for the project or taken from the City's TDM Ordinance, are described below; note that not all of these elements would apply to all of the site's component uses.

- On-site Transportation Coordinator, in charge of:
  - Carpool/Vanpool and Rideshare Matching
  - Preferential Vanpool/Carpool Parking
  - Transit Passes or Subsidies
  - Parking Cash-Out or Unbundled Parking (for project residents)
  - Loaner Bicycles and/or Flex-Use Vehicles
  - Guaranteed Ride Home
- Bicycle Racks and Showers/Lockers
- Flexible Work Hours/Telecommute Opportunities
- Improved or New Bus/Transit Stop Shelters and/or Amenities
- Wayfinding Information and Signage

Note that specific details of the project's TDM program cannot be fully identified at this time, due to the preliminary nature of the project development and uncertainty regarding potential tenants of the retail/commercial uses, which are primary contributors to the project's traffic generation. The City of Los Angeles typically requires that a draft TDM program be submitted to LADOT for review prior to the issuance of any project construction permits, with a final TDM Plan to be approved prior to the issuance of any certificates of occupancy for the project.

However, while the trip reductions resulting from the implementation of the project's TDM Plan (along with potential additional trip reductions associated with the provision of on-site bicycle parking and other amenities) are anticipated to reduce the overall magnitudes of the project's impacts at each of the intersections and local/residential streets analyzed in this study, these trip reductions alone are not expected to be sufficient to reduce the project's impact to the intersection of Fountain Avenue and Havenhurst Drive to a less-than-significant level. As a result, alternative measures to mitigate this impact through roadway modifications or operational enhancements were identified, as described in more detail below.

As described earlier in this report, the intersection of Fountain Avenue and Havenhurst Drive is currently unsignalized, with the northbound and southbound approaches of Havenhurst Drive controlled by STOP signs; eastbound and westbound traffic on Fountain Avenue, which can exhibit high volumes with few "gaps" between vehicles or sets of vehicles, does not stop at this intersection, and therefore, vehicles on Havenhurst Drive attempting to turn left from either approach onto Fountain Avenue, or to proceed straight across Fountain Avenue, can experience substantial delays during these times, which is the primary cause of the existing LOS F conditions at this intersection. Additionally, as shown earlier in Table 9, the addition of incremental project-related traffic to these moves will further exacerbate these conditions. Therefore, in order to address the project's potential significant impact, as well as the existing (and forecast future) operational issues at this location, the following measure is recommended.

- Fountain Avenue and Havenhurst Drive

To address the project's significant impact at the intersection of Fountain Avenue and Havenhurst Drive, it is recommended that a new traffic signal be installed at this location. The new signal would likely be a simple, two-phase signal (one for Fountain Avenue traffic, and one for Havenhurst Drive traffic) and it is recommended that it be fully actuated, so as to minimize disruption to Fountain Avenue through traffic flows, but provide a "green" indication for both northbound and southbound Havenhurst Drive when traffic on one or both of those approaches begins to exhibit unacceptable delays due to high volumes and/or limited "gaps" in Fountain Avenue traffic, particularly during the AM and PM peak traffic periods.

The effectiveness of the proposed installation of a new traffic signal at Fountain Avenue and Havenhurst Drive in reducing the project's potential significant impact at that intersection was evaluated for both the "Existing (2013)" and "Future (2018)" traffic scenarios using the same HCM analysis methodologies and procedures described earlier (for City of West Hollywood

intersections). Similarly, the traffic volumes, lane configurations, and operational assumptions at the intersection used in these evaluations remain unchanged from the “With Project” conditions used in the analyses of both the existing (2013) and future (2018) study years, with the exception that the proposed new traffic signal was assumed to be “in place”. The results of the supplemental “With Project Plus Mitigation” supplemental analyses for both the existing (2013) and forecast future (2018) conditions are summarized in Table 14.

**Table 14**  
**Highway Capacity Manual ("HCM") Summary**  
**Existing (2013) and Future (2018) Without and With Mitigation (New Traffic Signal) Conditions**

Int. No.	Intersection	Peak Hour	Year 2013 Conditions			Year 2018 Conditions						
			Without Project		With Project Plus Mitigation		Without Project		With Project Plus Mitigation			
			Delay	LOS	Delay	LOS	Impact	Delay	LOS	Delay	LOS	Impact
7	Fountain Ave. and Havenhurst Dr.	AM	134.0	F	4.7	A	-129.3	213.8	F	4.8	A	-209.0
		PM	212.6	F	3.6	A	-209.0	362.2	F	3.9	A	-358.3

Note:

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

As shown in Table 14, the proposed installation of a new traffic signal at the intersection of Fountain Avenue and Havenhurst Drive will not only reduce the project’s potential impact to less-than-significant levels, it will reduce the existing and forecast delays on both approaches of Havenhurst Drive substantially, and improve the operations of the intersection from its current LOS F conditions during the AM and PM peak hours to LOS A conditions during both periods. These very good levels of service also indicate that a new traffic signal at this location is not anticipated to impede or otherwise interfere with the traffic progression in either direction of Fountain Avenue between the existing “bracketing” traffic signals at Sweetzer Avenue to the west and Crescent Heights Boulevard to the east. Therefore, the installation of a new traffic signal at the intersection of Fountain Avenue and Havenhurst Drive is a viable and effective means of mitigating the project’s potential impact at this intersection, as well as addressing the substantial vehicular delays experienced by traffic on the Havenhurst Drive approaches of this intersection as it attempts to access or cross the Fountain Avenue traffic flows.

It is also of note that, as discussed earlier, the effects of any potential trip-reducing measures associated with the proposed project’s TDM Plan (or reductions in trips resulting from reduced vehicular parking related to the provision of bicycle parking) are not included in the analysis of

the effectiveness of the recommended traffic signal installation mitigation measure shown in Table 14. As such, the proposed project does not need to require reductions in site-generated trips to mitigate its potential impact at Fountain Avenue and Havenhurst Drive.

A traffic signal warrant evaluation of the intersection was prepared (for the forecast future year 2018 “With Project” conditions) to determine whether it would meet the technical criteria for traffic signal installation, and the results are summarized in Appendix D. Those evaluations indicate that the intersection would not meet any of the technical warrants for installation of a new traffic signal. However, failure to meet these warrants does not preclude the installation of a traffic signal for other reasons that may not be fully addressed by the warrants themselves. For example, a new traffic signal at Fountain Avenue and Havenhurst Drive would enhance access to Fountain Avenue for residents of Havenhurst Drive, providing a benefit that is not directly evaluated in the typical traffic signal warrant analyses. Therefore, although the subject intersection does not meet the technical warrants used for this study to evaluate the potential installation of a new traffic signal, the analyses of its potential effectiveness of this measure in reducing the existing delays and congestion at this location, as well as its ability to reduce the project’s potential impact to less-than-significant levels, supports the feasibility of this measure, and as required by the California Environmental Quality Act (“CEQA”), it is included in this study for informational purposes. However, no other feasible improvements to the intersection of Fountain Avenue and Havenhurst Drive have been identified at this time, and should the City of West Hollywood determine that it does not wish to allow the installation of a new traffic signal at this location, the project’s potential impact would remain significant and unavoidable.

The proposed project is not expected to generate sufficient net new traffic to require detailed analyses of any of the CMP arterial monitoring intersections or freeway segments within the study area, and as such, no significant impacts to any of these regionally-significant transportation facilities is anticipated. As such, no mitigation to any CMP intersections or freeway segments are required.

Finally, although it is expected that the proposed project would result in additional transit ridership, the number of new bus riders generated by the project is anticipated to be relatively nominal in relation to the current transit service capacity. As the project site is currently served by several bus lines providing multiple stops during the peak commute periods, the project is expected to only nominally increase the ridership on any individual bus, and will not result in any significant transit-related impacts to the existing level of bus service in the area. Therefore, no transit-related mitigation measures are warranted.

**APPENDICES**  
**(Contained in Separate Document)**