City of West Hollywood

Sprouts - 8550 Santa Monica Boulevard Project

Draft

Environmental Impact Report

Volume I: Report

September 2014

rincon

Environmental Scientists Planners Engineers

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Draft
Environmental Impact Report

Volume I: Report

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September 2014

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Sprouts – 8550 Santa Monica Boulevard Project EIR

Draft
Environmental Impact Report

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EXECUTIVE SUMMARY

This section summarizes the characteristics of the proposed project and the project alternatives, the environmental impacts associated with the project and alternatives, and required and recommended mitigation measures.

PROJECT SYNOPSIS

Lead Agency

City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069
Contact: Laurie Yelton, Associate Planner
(323) 848-6890

Project Applicant

8550 SMB, LLC.
626 Wilshire Blvd., #550
Los Angeles, CA 90017
Contact: Todd Elliott
(213) 629-5300

Project Description

A detailed description of the proposed project is included in Section 2.0, *Project Description*. The key characteristics of the proposed project are summarized below.

Project Characteristics

The proposed project involves construction of a three-story 67,640 square foot (sf) building with approximately 42,300 sf of commercial space on a 0.6-acre undeveloped site. The proposed structure would have rooftop parking. Table 2-1 shows the characteristics for the proposed project. Figure 2-4 shows the proposed site plans.

The proposed new commercial building (8550 Santa Monica Boulevard, commonly referred to as the "Sprouts Building") would include a market, café, gym, personal service, office, and parking uses, and would be located just east of the existing commercial buildings at 8612 Santa Monica Boulevard. The ground floor of the proposed project would consist of a 20,000 sf Sprouts Farmers Market (a health, natural and organic grocery store) and a 1,319 sf corner café with an outdoor patio (1,070 sf of indoor space and a 249 sf patio). The second floor would consist of an enclosed parking garage with 97 parking spaces and two 1,999-sf office spaces. The third floor would include an 8,000 sf area for a fitness center/gym (e.g., spinning or yoga) and a 4,000 sf personal service (e.g., salon, boxing gym, dog grooming) space. The rooftop would consist entirely of

parking and utilities, including 128 open air parking spaces. There would also be a 5,000 sf basement space at the proposed used exclusively for storage for the Sprouts market.

Site Access, Parking, and Loading Areas

Vehicular access would be provided by one existing driveway on Santa Monica Boulevard into the parking area for the 8612 Santa Monica Boulevard building (see Figure 2-4). As part of the proposed project, the driveway parking entrance at 8612 Santa Monica Boulevard would be moved inward. The driveway would serve both inbound and outbound traffic for the proposed project, which would utilize 199 parking spaces in the existing garage at 8612 Santa Monica Boulevard. The driveway is accessed by right turns in from Santa Monica Boulevard. Cars exiting the driveway must turn right onto Santa Monica Boulevard. The driveway would lead to the existing parking at the existing commercial building at 8612 Santa Monica Boulevard and the new parking constructed as part of the proposed project at 8550 Santa Monica Boulevard. The parking would be enclosed except for rooftop parking at 8550 Santa Monica Boulevard, which would be open air.

The building at 8612 Santa Monica Boulevard currently contains 329 parking spaces. The proposed new building at 8550 Santa Monica Boulevard would contain 87 spaces and up to 11 tandem/valet spaces. Of those spaces, 51 tandem/valet spaces would be located on the roof level and 32 spaces are located on the second level. Forty-one percent of the spaces would be compact spaces.

A loading dock would be developed on the rear (south) side of 8550 Santa Monica Boulevard with access via the 8612 Santa Monica Boulevard driveway. The loading area would be sized to accommodate trucks accessing the site to deliver supplies to the commercial uses on the site.

Pedestrian access to the ground-floor Sprouts Market and café would be provided on Santa Monica Boulevard and West Knoll Drive. Pedestrian access to second and third floor commercial and parking uses would be provided by stairs and an elevator located on the east side of the new proposed building facing Santa Monica Boulevard.

Landscaping

The proposed project would include new landscaping (landscaping plans are provided in Appendix B). Existing trees on the project site would remain, be relocated, or removed. The setback area between the commercial buildings and adjacent residential uses to the south would be landscaped with a decomposed granite pathway and trees. The pathway would allow for service and utility access while providing a permeable surface area for groundwater infiltration. The proposed project would also involve new shade trees to shade the sidewalk along West Knoll Drive. There would also be planters in the elevator lobby on Santa Monica Boulevard and in the café's outdoor dining area at the corner of West Knoll Drive and Santa Monica Boulevard.

Utilities

Electricity would be provided by Southern California Edison, solid waste and wastewater service would be provided by the City of West Hollywood, water service would be provided by the Los

Angeles Department of Water and Power. The proposed project would connect to existing sewer and water lines in Santa Monica Boulevard and West Knoll Drive.

Green Building Features

The proposed project would use energy and water efficient systems and incorporate environmentally-friendly materials in order to conform to the City of West Hollywood's green building program. In addition, the proposed project would include Energy Star lighting and signage. In order to reduce water use, the proposed project would install low-flow showerheads, tankless water heaters and water efficient toilets and faucets. The proposed project would also use no-VOC paint (<5 g/L) on interior surfaces. As mentioned previously, the proposed project would include drought-tolerant landscaping.

Grading and Construction

Construction of the proposed project would occur over approximately 14 months. The proposed project would require the export of approximately 925 cubic yards of export. Assuming an average truck load of 20 cubic yards, approximately 47 round trip truckloads would be needed to export the material

Project Objectives

The objectives of the proposed project are to:

1) *Provide a modern, high-quality design that complements surrounding uses and contributes to a sense of community identity;*
2) *Create a financially-viable commercial building along Santa Monica Boulevard which provides retail and entertainment uses for the community, employment opportunities, and invigorates the local economy in the area;*
3) *Enhance pedestrian activity along Santa Monica Boulevard by providing street-level and street-fronting retail along Santa Monica Boulevard;*
4) *Achieve sustainability by meeting 60 points in the City's Green Points Program;*
5) *Provide sufficient on-site parking for patrons, employees and residents, and provide housing retail fitness and a café use near alternative means of transportation;*
6) *Provide for the economic well-being of the surrounding community by providing a range of retail uses;*
7) *Create a consistent pattern of development and uses along Santa Monica Boulevard that serve Project residents and the surrounding community by redeveloping an underutilized site;*
8) *Foster the City's fiscal health by, among other things, providing for commercial and retail activities with the potential to generate substantial sales and property tax revenue;*
9) *Construct a facility with sufficient space for a healthy foods market to allow operational efficiency and adequate distribution of goods to consumers within the West Hollywood area;*
10) *Use the existing labor pool living in the West Hollywood area;*

11) Assist in meeting the parking and circulation needs of the surrounding community by providing adequate parking for the project, some of which may be used by customers that visit multiple business in the vicinity of the project; and

12) Create a project that is pedestrian friendly and bicycle friendly that encourages residents and customers to walk or bike to the project.

ALTERNATIVES

As required by CEQA, the EIR examines a range of alternatives to the proposed project. The alternatives, described and evaluated in Section 6.0, include the following:

- *Alternative 1: No Project*
- *Alternative 2: Reduced Intensity*
- *Alternative 3: Mixed-Use Housing*
- *Alternative 4: Reduced Intensity with Additional Office Use*

The No Project Alternative would be the overall environmentally superior alternative, but would not achieve the project objectives. Among the development options, Alternative 4 (Reduced Intensity with Additional Office Use) would be environmentally superior to the proposed project, as it would eliminate the unavoidably significant impact at the intersection of Santa Monica Boulevard and Westbourne Drive and the unavoidably significant impacts at the roadway segments of Rugby Drive between Westmount Drive and Westbourne Drive and Westbourne Drive between Santa Monica Boulevard and Rugby Drive. However, this alternative would not meet project objective number 5 regarding the provision of fitness uses near alternative transportation. In addition, because Alternative 4 would have 5,000 sf less market space compared to the proposed project, this alternative may not meet project objective number 9 to construct a facility with sufficient space for a healthy foods market.

SUMMARY OF SIGNIFICANT IMPACTS AND MITIGATION MEASURES

Table ES-1 summarizes the identified environmental impacts for each issue area studied in the EIR, recommended mitigation measures (if any), and the level of significance after mitigation. Class I impacts are defined as significant, unavoidable adverse impacts which require a statement of overriding considerations to be issued per CEQA Guidelines § 15093 if the project is approved. Class II impacts are significant adverse impacts that can be feasibly mitigated to less than significant levels and which require findings to be made under Section 15091 of the State CEQA Guidelines. Class III impacts are considered less than significant impacts. Class IV impacts are those for which the project's impact would be beneficial.

Table ES-1
Summary of Significant Environmental Impacts, Mitigation Measures and Residual Impacts

Impact	Mitigation Measures	Significance After Mitigation
NOISE		
Impact N-1 Project construction would intermittently and temporarily generate high noise levels and groundborne vibration on and adjacent to the site. Construction-related noise and vibration would exceed noise thresholds in the City's 2035 General Plan. Therefore, impacts would be Class I, significant and unavoidable. *The proposed project would also contribute to a significant and unavoidable cumulative construction noise impact.*	**N-1(a) Staging Area.** The contractor shall provide staging areas onsite to minimize off-site transportation of heavy construction equipment. These areas shall be located to maximize the distance between activity and sensitive receptors. This would reduce noise levels associated with most types of idling construction equipment. **N-1(b) Diesel Equipment Mufflers.** All diesel equipment shall be operated with closed engine doors and shall be equipped with factory- recommended mufflers. **N-1(c) Electrically-Powered Tools and Facilities.** Electrical power shall be used to run air compressors and similar power tools and to power any temporary structures, such as construction trailers or caretaker facilities. **N-1(d) Construction Notice**. Two weeks prior to the commencement of construction at the project site, notification shall be provided to the owners and tenants of residential properties located along West Knoll Drive between Santa Monica Boulevard and Westmount Drive, and the manager of the Ramada Plaza Hotel, disclosing the planned construction schedule, including the various types of activities and equipment that would be occurring throughout the duration of the construction period. This notification shall also provide a contact name and phone number for residents to call for construction noise related complaints. All reasonable concerns shall be rectified within 24 hours of receipt. **N-1(e) Sound Wall.** A sound wall shall be constructed in between the project site and the residences south of the project site during construction in order to shield residences from construction-related noise.	Implementation of mitigation measures N-1(a) through N-1(e) would reduce the impacts associated with temporary construction activities. However, construction activities would still result in a significant and unavoidable short-term noise impact. *Cumulative short-term construction noise impacts would also remain significant and unavoidable.*

Table ES-1
Summary of Significant Environmental Impacts,
Mitigation Measures and Residual Impacts

Impact	Mitigation Measures	Significance After Mitigation
Impact N-2 Project-generated traffic has the potential to permanently increase traffic-related noise on study area roadway segments under existing plus project and future plus project conditions. However, the change in noise levels would not exceed thresholds. Therefore, the effect of increased traffic noise on existing uses would be Class III, less than significant.	None required.	Less than signifcant without mitigation.
Impact N-3 On-site activities associated with project operation would generate noise levels that may periodically be audible to existing uses near the project site. On-site noise sources include stationary equipment such as rooftop ventilation and heating systems, deliveries, trash hauling, and general retail and restaurant activities. This could permanently increase noise levels in the surrounding vicinity. However, with adherence to the City of West Hollywood's Noise Ordinance, impacts would be Class III, less than significant.	None required.	Less than signifcant without mitigation.
TRANSPORTATION AND CIRCULATION		
Impact T-1 Project construction activities and the associated truck trips and worker trips could temporarily interrupt the local roadway system. However, with development of the City-required Construction Mitigation Plan, impacts would be Class III, less than significant.	None required.	Less than signifcant without mitigation.
Impact T-2 The proposed project would generate an estimated 1,989 net new weekday average daily trips. This would incrementally increase traffic levels at study intersections under existing plus project conditions, but would not create an exceedance of significance thresholds. Therefore, impacts would be Class III, less than significant.	None required.	Less than signifcant without mitigation.

Table ES-1
Summary of Significant Environmental Impacts, Mitigation Measures and Residual Impacts

Impact	Mitigation Measures	Significance After Mitigation
Impact T-3 The proposed project would add new traffic to study area intersections under cumulative plus project conditions. Project-generated trips would result in a significant impact at the Westbourne Drive and Santa Monica Boulevard intersection during the PM peak hour based on City of West Hollywood thresholds. Cumulative impacts would be Class I, significant and unavoidable.	None available.	Significant and unavoidable.
Impact T-4 The proposed project would generate traffic that would exceed established thresholds in existing plus project conditions at four of five nearby study area roadway segments. This impact would be Class I, significant and unavoidable.	**T-4 Traffic Calming Measures**. The project applicant shall work with the City and residents that reside along the impacted roadways on a traffic calming program and fund implementation of traffic calming measures, such as speed humps, traffic circles and/or curb extensions, on the adjacent residential roadways of North West Knoll, Ruby Drive, and Westbourne Drive and at the intersection of North West Knoll Drive and Santa Monica Boulevard to satisfaction of the Community Development Director and in accordance with the City's Neighborhood Traffic Management Program. These improvements shall be funded prior to issuance of building permit and installed prior to issuance of the final certificate of occupancy.	Implementation of Mitigation Measure T-4 would reduce the traffic impacts on nearby street segments under existing plus project conditions to a less than significant level. However, as the proposed traffic calming measures are subject to residential neighborhood review and approval per the City's Neighborhood Traffic Management Program, the specific set of traffic calming measures cannot be identified at this time. Additionally, while the traffic calming measures would reduce project related traffic in the neighborhoods, the level of trip reduction cannot be precisely quantified. For these reasons, impacts would remain significant and unavoidable.

Table ES-1
Summary of Significant Environmental Impacts,
Mitigation Measures and Residual Impacts

Impact	Mitigation Measures	Significance After Mitigation
Impact T-5 The proposed project would generate traffic that would use nearby residential streets. The amount of traffic estimated to occur on three of the five study area roadway segments would exceed established thresholds in cumulative future plus project conditions. Cumulative impacts would be Class I, significant and unavoidable.	Mitigation Measure T-4 under Impact T-4.	Implementation of Mitigation Measure T-4 would reduce the traffic impacts on nearby street segments under future plus project conditions to a less than significant level. However, as the proposed traffic calming measures are subject to residential neighborhood review and approval per the City's Neighborhood Traffic Management Program, the specific set of traffic calming measures cannot be identified at this time. Additionally, while the traffic calming measures would reduce project related traffic in the neighborhoods, the level of trip reduction cannot be precisely quantified. For these reasons, impacts would remain significant and unavoidable.
Impact T-6 Traffic generated by the proposed project would increase traffic at the CMP intersection of Santa Monica Boulevard and La Cienega Boulevard under existing and future conditions and on nearby freeways. However, the increase in traffic would not exceed CMP thresholds. Therefore, impacts would be Class III, less than significant.	None required.	Less than signifcant without mitigation.
Impact T-7 The proposed project would not disrupt existing or planned transit, bicycle, or pedestrian facilities or conflict with applicable transit, bicycle or pedestrian plans or policies. Impacts to transit, bicycle, and pedestrian systems would be Class III, less than significant.	None required.	Less than signifcant without mitigation.

1.0 INTRODUCTION

This document is a Draft Environmental Impact Report (EIR) for a proposed commercial project located at 8550 Santa Monica Boulevard, West Hollywood, California. This section discusses: (1) the Environmental Impact Report (EIR) background; (2) the legal basis for preparing an EIR; (3) the scope and content of the EIR; (4) lead, responsible, and trustee agencies; and (5) the environmental review process required under the California Environmental Quality Act (CEQA). The proposed project is described in detail in Section 2.0, *Project Description*.

1.1 ENVIRONMENTAL IMPACT REPORT BACKGROUND

A Notice of Preparation (NOP) of an EIR was distributed for a 30-day agency and public review period on May 23, 2014. The City received five letters in response to the NOP. The letters are listed and their content summarized in Table 1-1. Issues brought up in the scoping comment letters did not identify additional issue areas requiring EIR analysis beyond those identified in the NOP. The NOP, NOP comment letters, and an Initial Study for the project are presented in Appendix A.

Table 1-1
NOP Comments Received

Commenter	Subject	Where Subject is Addressed in EIR
Governor's Office of Planning and Research (OPR)	No issues raised	N/A
South Coast Air Quality Management District (SCAQMD)	Air Quality - Construction and operational emissions	Initial Study, Appendix A
Native American Heritage Commission (NAHC)	Cultural Resources – Potential discovery of cultural or native American resources during construction	Initial Study, Appendix A
County of Los Angeles Fire Department	Fire Protection – Applicable County of Los Angeles Fire Department rules	Initial Study, Appendix A
County Sanitation Districts of Los Angeles County	Wastewater – conveyance and treatment	Initial Study, Appendix A

1.2 PURPOSE AND LEGAL AUTHORITY

The proposed project requires the discretionary approval of the City of West Hollywood Planning Commission. Therefore, it is subject to the environmental review requirements of CEQA. In accordance with Section 15121 of the *CEQA Guidelines* (California Code of Regulations, title 14), the purpose of this EIR is to serve as an informational document that:

> *...will inform public agency decision-makers and the public generally of the significant environmental effects of a project, identify possible ways to minimize the significant effects, and describe reasonable alternatives to the project.*

This EIR has been prepared as a Project EIR pursuant to Section 15161 of the *CEQA Guidelines.* A Project EIR is appropriate for a specific development project. As stated in the *CEQA Guidelines:*

> *This type of EIR should focus primarily on the changes in the environment that would result from the development project. The EIR shall examine all phases of the project, including planning, construction, and operation.*

This EIR is to serve as an informational document for the public and City of West Hollywood decision-makers. The process will culminate with a Planning Commission hearing to consider certification of a Final EIR and approval of the proposed project.

1.3 SCOPE AND CONTENT

This EIR addresses impacts identified by the Initial Study to be potentially significant. The following issues were found to include potentially significant impacts and have been studied in the EIR:

- *Noise*
- *Transportation and Circulation*

Issue areas found to be less than significant and not studied in this EIR are discussed in Section 1.4.

In preparing the EIR, use was made of pertinent City policies and guidelines, certified EIRs and adopted CEQA documents, and background documents prepared by the City. A full reference list is contained in Section 7.0, *References and Report Preparers*.

The alternatives section of the EIR (Section 6.0) was prepared in accordance with Section 15126.6 of the *CEQA Guidelines.* The alternatives discussion evaluates the CEQA-required "no project" alternative and three alternative development scenarios for the site.

The level of detail contained throughout this EIR is consistent with the requirements of CEQA and applicable court decisions. Section 15151 of the *CEQA Guidelines* provides the standard of adequacy on which this document is based. The *Guidelines* state:

> *An EIR should be prepared with a sufficient degree of analysis to provide decision-makers with information which enables them to make a decision which intelligently takes account of environmental consequences. An evaluation of the environmental effects of the proposed project need not be exhaustive, but the sufficiency of an EIR is to be reviewed in light of what is reasonably feasible. Disagreement among experts does not make an EIR inadequate, but the EIR should summarize the main points of disagreement among the experts. The courts have looked not for perfection, but for adequacy, completeness, and a good faith effort at full disclosure.*

1.4 ISSUE AREAS FOUND NOT TO BE SIGNIFICANT

The following issues on the environmental checklist were addressed in the Initial Study (Appendix A). As indicated in the Initial Study, there is no substantial evidence that significant impacts would occur in any of these issue areas.

1.4.1 Aesthetics

Some windows on the second story of the two-story, multi-family residential buildings south of the project site may have views of the tops of the Hollywood Hills looking north through the project site. Approximately five residences may experience interference with their private views of the Hollywood Hills. However, the City does not have a private view protection ordinance. The project site does not include any historic resources, scenic highways, or scenic resources that would be damaged by the proposed project. However, the proposed new building would be similar in height to the adjacent three-story retail and parking building to the west. In addition, overall, the proposed project would convert an undeveloped area with low-visual quality with a contemporary commercial building with high visual quality. The project site is in an urban environment with numerous existing sources light of glare. The proposed project would not substantially alter this condition and would be required to adhere to Municipal Code (WHMC) requirements regarding lighting and the use of reflective materials. Aesthetic impacts would be less than significant.

1.4.2 Agricultural and Forestry Resources

The project site is currently undeveloped. There are no agricultural activities onsite and the project site does not contain forestry resources. Implementation of the proposed project would not require conversion of farmland to non-agricultural uses or non-forestry resources. No impact would occur.

1.4.3 Air Quality

The proposed project was found to be consistent with the South Coast Air Quality Management Plan. Operational and construction emissions would be below SCAQMD thresholds and would not impact sensitive receptors. The operation of the proposed project would not involve any activities that would generate substantially objectionable odors. These impacts would be less than significant.

1.4.4 Biological Resources

The project site does not contain riparian habitat or other sensitive natural communities, federally protected wetlands or waters of the U.S. or State. The project site is not located within or adjacent to a regionally significant wildlife movement corridor, nor does it contain identifiable local wildlife movement corridors (e.g., streams). The project site is not located within the boundaries of a Habitat Conservation Plan or Natural Community Conservation Plan area or other approved conservation plan area. The proposed project would involve removing trees that may contain nesting birds. However, with compliance with the Migratory Bird Treaty Act, impacts to nesting birds would not occur. No impact to biological resources would occur.

1.4.5 Cultural Resources

The project site does not contain any unique geological features or buildings or structures that have been identified for listing on the National Register of Historic Places or California Register of Historic Resources. The project site does not contain any structures and would not impact

historic resources. The project site is within an urbanized area and is on a disturbed site. It is unlikely that archaeological resources or paleontological resources would be present onsite. In the unlikely event that these resources are uncovered during grading and excavation, the resource would be treated in accordance with state requirements. No impact would occur.

1.4.6 Geology and Soils

The project site is not located within an earthquake fault zone and is not subject to landslide hazards. Based on the geologic nature of the project site, impacts related to strong seismic groundshaking, liquefaction, soil erosion, and expansive soils would be less than significant. The proposed project would connect to the existing municipal waste disposal system and would not require the use of septic tanks or alternative wastewater disposal systems. Impacts related to geology and soils would be less than significant.

1.4.7 Hazards and Hazardous Materials

The proposed project would involve replacement of existing commercial uses with a mix of commercial uses and would not involve the routine transport, use or disposal of hazardous substances, other than minor amounts typically used for cleaning and maintenance. The proposed project would not emit or handle hazardous materials near a school. The project site does not appear on any hazardous material list compiled pursuant to Government Code Section 65962.5. The project site is not located in the vicinity of a public or private airstrip, is an infill site which would not alter or block emergency response or evacuation routes, and is not located within a wildland fire hazard area. These impacts would be less than significant.

1.4.8 Hydrology and Water Quality

The proposed project would not involve alteration of a stream or river and would not substantially alter drainage patterns in the area. With adherence to WHMC requirements, temporary construction-related erosion impacts would not occur. No portion of the project site is within or adjacent to a local 100-year flood hazard area. The project site is not within a levee or dam inundation area and is not at risk of inundation by seiche, mudflow, or tsunami. Therefore, no impacts would occur.

1.4.9 Land Use and Planning

The proposed project would not physically divide an established community, since it would involve new development on a currently developed site. The proposed project is consistent with applicable City land use policies. In addition, the project would not conflict with a habitat conservation plan or natural community conservation plan, since no such plans have been developed within the City of West Hollywood. No impact would occur.

1.4.10 Mineral Resources

The project site is in an urbanized area that is not used for mineral resource extraction. No impact would occur.

1.4.11 Population and Housing

The project site is undeveloped. The proposed project would not displace people. The project site does not contain any residential uses; therefore, no residential uses would be removed as a result of the proposed project. The proposed project would not displace housing or people or necessitate the construction of replacement housing. Impacts would be less than significant.

1.4.12 Pubic Services

The proposed project does not include the construction of housing and would not generate population growth. The proposed project would comply with existing regulations and is within the service areas of existing fire and police facilities. The proposed project would not generate new students and would not increase demand for park facilities. Impacts would be less than significant.

1.4.13 Recreation

The proposed project does not involve the construction of housing and would not generate population growth. Therefore, the proposed project would not increase demand for recreational facilities. Impacts would be less than significant.

1.4.14 Utilities and Service Systems

Existing stormwater and water infrastructure would be adequate to serve the proposed project. The Los Angeles Department of Water and Power has adequate water supply to serve the proposed project. There is adequate wastewater infrastructure and treatment capacity to serve the proposed project. Landfills that serve the City have adequate capacity to serve the project site. These impacts would be less than significant.

1. 5 LEAD, RESPONSIBLE, AND TRUSTEE AGENCIES

The *CEQA Guidelines* define lead, responsible and trustee agencies. The City of West Hollywood is the lead agency for the project because it holds principal responsibility for approving the project.

A responsible agency refers to a public agency other than the lead agency that has discretionary approval over the project. A trustee agency refers to a state agency having jurisdiction by law over natural resources affected by a project. There are no responsible or trustee agencies for the proposed project.

1.6 ENVIRONMENTAL REVIEW PROCESS

The major steps in the environmental review process, as required under CEQA, are outlined below. The steps are presented in sequential order.

1. **Notice of Preparation (NOP).** After deciding that an EIR is required, the lead agency (City of West Hollywood) must file a NOP soliciting input on the EIR scope to the State Clearinghouse, other concerned agencies, and parties previously requesting notice in writing *(CEQA Guidelines* Section 15082; Public Resources Code Section 21092.2). The NOP must be posted in the County Clerk's office for 30 days. The NOP may be accompanied by an Initial Study that identifies the issue areas for which the proposed project could create significant environmental impacts.

2. **Draft Environmental Impact Report (DEIR) Prepared.** The DEIR must contain: a) table of contents or index; b) summary; c) project description; d) environmental setting; e) discussion of significant impacts (direct, indirect, cumulative, growth-inducing and unavoidable impacts); f) a discussion of alternatives; g) mitigation measures; and h) discussion of irreversible changes.

3. **Notice of Completion.** The lead agency must file a Notice of Completion with the State Clearinghouse when it completes a DEIR and prepare a Public Notice of Availability of a DEIR. The lead agency must place the Notice in the County Clerk's office for 30 days (Public Resources Code Section 21092) and send a copy of the Notice to anyone requesting it *(CEQA Guidelines* Section 15087). Additionally, public notice of DEIR availability must be given through at least one of the following procedures: a) publication in a newspaper of general circulation; b) posting on and off the project site; and c) direct mailing to owners and occupants of contiguous properties. The lead agency must solicit input from other agencies and the public, and respond in writing to all comments received (Public Resources Code Sections 21104 and 21253). The minimum public review period for a DEIR is 30 days. When a DEIR is sent to the State Clearinghouse for review, the public review period must be 45 days unless the Clearinghouse approves a shorter period (Public Resources Code 21091).

4. **Final EIR (FEIR).** An FEIR must include: a) the DEIR; b) copies of comments received during public review; c) list of persons and entities commenting; and d) responses to comments.

5. **Certification of FEIR.** Prior to making a decision on a proposed project, the lead agency must certify that: a) the FEIR has been completed in compliance with CEQA; b) the FEIR was presented to the decision-making body of the lead agency; and c) the decision-making body reviewed and considered the information in the FEIR prior to approving a project *(CEQA Guidelines* Section 15090).

6. **Lead Agency Project Decision.** The lead agency may: a) disapprove a project because of its significant environmental effects; b) require changes to a project to reduce or avoid significant environmental effects; or c) approve a project despite its significant environmental effects, if the proper findings and statement of overriding considerations are adopted *(CEQA Guidelines* Sections 15042 and 15043).

7. **Findings/Statement of Overriding Considerations.** For each significant impact of the project identified in the EIR, the lead agency must find, based on substantial evidence, that either: a) the project has been changed to avoid or substantially reduce the magnitude of the impact; b) changes to the project are within another agency's jurisdiction and such changes

have or should be adopted; or c) specific economic, social, or other considerations make the mitigation measures or project alternatives infeasible *(CEQA Guidelines* Section 15091). If an agency approves a project with unavoidable significant environmental effects, it must prepare a written Statement of Overriding Considerations that sets forth the specific social, economic, or other reasons supporting the agency's decision.

8. **Mitigation Monitoring Reporting Program.** When the lead agency makes findings on significant effects identified in the EIR, it must adopt a reporting or monitoring program for mitigation measures that were adopted or made conditions of project approval to mitigate significant effects.

9. **Notice of Determination.** The lead agency must file a Notice of Determination after deciding to approve a project for which an EIR is prepared (*CEQA Guidelines* Section 15094). A local agency must file the Notice with the County Clerk. The Notice must be posted for 30 days and sent to anyone previously requesting notice. Posting of the Notice starts a 30-day statute of limitations on CEQA legal challenges (Public Resources Code Section 21167[c]).

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2.0 PROJECT DESCRIPTION

This section describes the proposed project, including the project applicant, project location, major project characteristics, project objectives, and discretionary approvals needed for project approval.

2.1 PROJECT APPLICANT

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2.2 LEAD AGENCY CONTACT PERSON

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2.3 PROJECT LOCATION

The project site is located at 8550-8560 Santa Monica Boulevard in the City of West Hollywood, but is commonly referred to as "8550 Santa Monica Boulevard." The site encompasses approximately 0.6 acres and is undeveloped. The project site includes APNs 4337-006-29, 4337-006-030, and 4337-006-031. Figure 2-1 shows the location of the site within the region and Figure 2-2 shows the site location within West Hollywood.

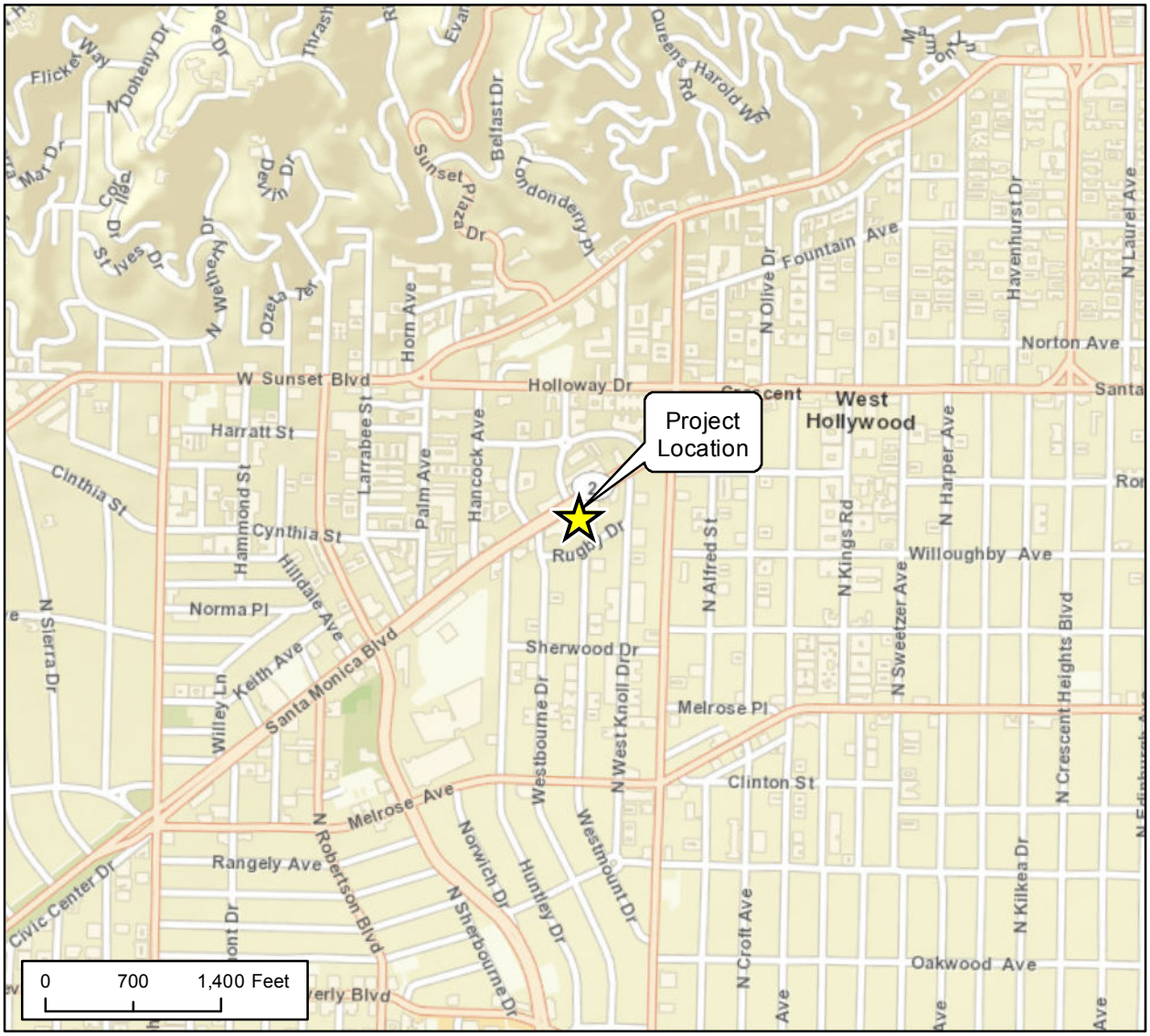
Regional access to the project site is provided via the Hollywood Freeway (101 Freeway) to the northeast, the San Diego Freeway (405 Freeway) to the west, and the Santa Monica Freeway (Interstate 10) to the south. Local access is provided via Santa Monica Boulevard on the north, La Cienega Boulevard on the east, and San Vicente Boulevard on the west.

2.4 EXISTING SITE CHARACTERISTICS

2.4.1 Current Land Uses and Designations

The project site is currently vacant and contains grass, bushes, approximately 14 trees, and a small area with dilapidated pavement (pavement covers approximately 0.2 acres). Previously, a gymnasium and a small nightclub were located on the site, but these have been demolished. Figure 2-3 shows photos of the project site.

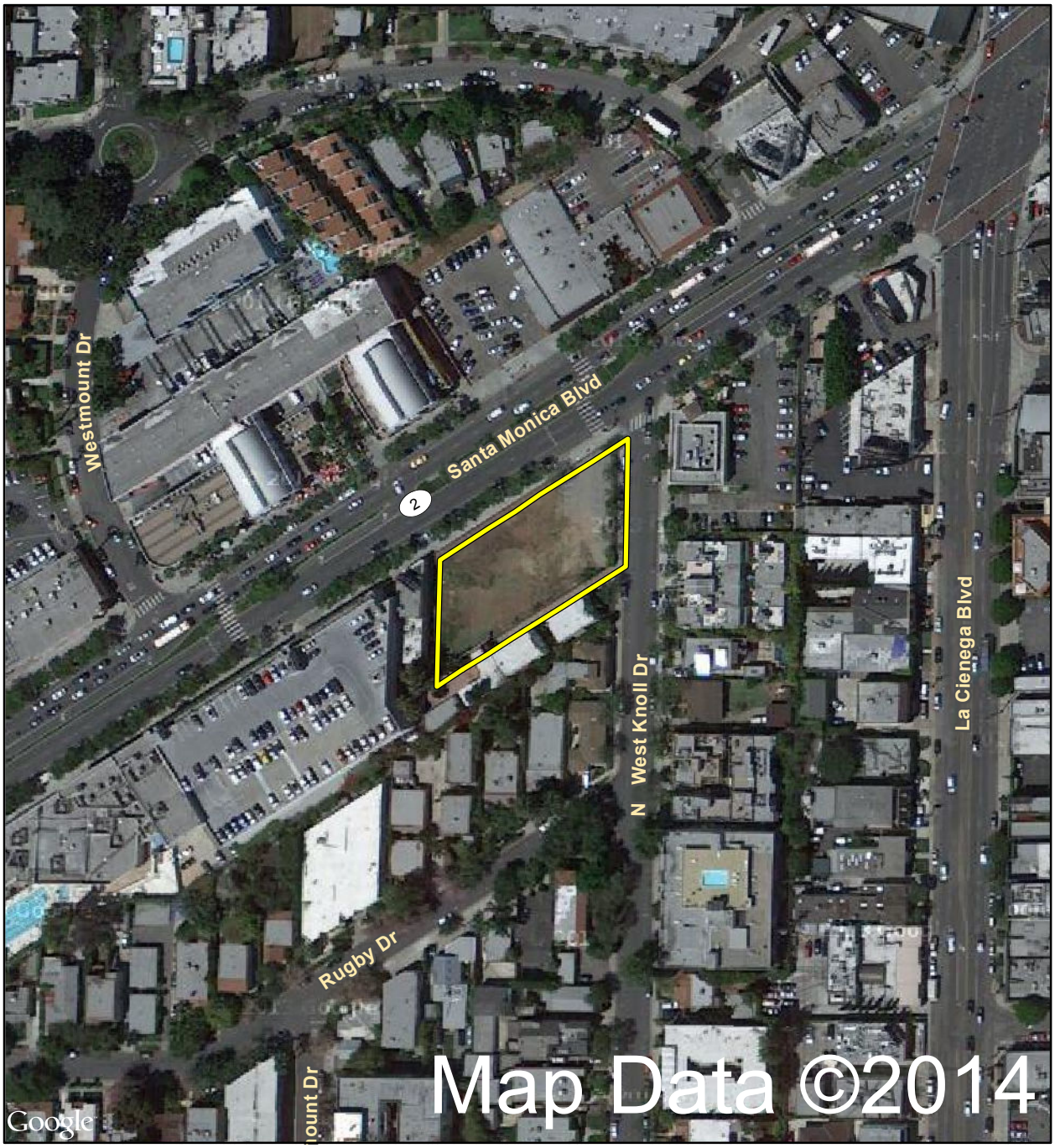
The project site is zoned and has a West Hollywood General Plan land use designation of Commercial, Community 1 (CC1). The project site is also within the West Hollywood General



Imagery provided by Esri and its licensors, 2014.

Regional Location

Figure 2-1



Imagery provided by Google and its licensors, 2014.

Project Site

N

0 80 160 Feet

Project Location

Figure 2-2

Photo 1: View of project site looking southwest from across Santa Monica Boulevard

Photo 2: View of project site looking southwest from northeast corner of project site.

Photographs of Project Site Figure 2-3

Plan's Commercial Subarea 2 and Transit Overlay Zone. The CC1 designation provides for commercial and mixed-use development along major corridors, including Santa Monica Boulevard. The designation allows for a variety of commercial uses, including retail, offices, and restaurants, as well as a mix of residential, commercial, and office uses. The base Floor Area Ratio (FAR) limit is 1.5 and the base height limit is 35 feet. The Transit Overlay Zone is intended to encourage mixed-use development in locations with adequate transit service to reduce the need for auto trips.

2.4.2 Surrounding Land Uses

The project site is located in a neighborhood characterized by a mix of residential and commercial uses. The site is bordered by Santa Monica Boulevard to the north, West Knoll Drive to the east, residential uses to the south, and existing commercial buildings to the west. Across Santa Monica Boulevard to the north is the Ramada Plaza Hotel, a four-story hotel building with ground-floor retail. Also across Santa Monica Boulevard to the north are two-story commercial buildings on a site that is planned for a mixed-use development. Across West Knoll Drive to the east is a vacant commercial building that was formerly a restaurant and a two-story residential building. To the south are one- to two-story multi-family residences. One block east of the site is the City's main north-south arterial La Cienega Boulevard that connects to Sunset Boulevard to the north and Melrose Avenue to the south.

2.5 PROJECT CHARACTERISTICS

The proposed project involves construction of a three-story 67,640 square foot (sf) building with approximately 42,300 sf of commercial space on a 0.6-acre undeveloped site. The proposed structure would have rooftop parking. Table 2-1 shows the characteristics for the proposed project. Figure 2-4 shows the proposed site plans. Detailed site plans and elevations are shown in Appendix B.

The proposed new commercial building (8550 Santa Monica Boulevard, commonly referred to as the "Sprouts Building") would include a market, café, gym, personal service, office, and parking uses, and would be located just east of the existing commercial buildings at 8612 Santa Monica Boulevard. The ground floor of the proposed project would consist of a 20,000 sf Sprouts Farmers Market (a health, natural and organic grocery store) and a 1,319 sf corner café with an outdoor patio (1,070 sf of indoor space and a 249 sf patio). The second floor would consist of an enclosed parking garage with 97 parking spaces and two 1,999-sf office spaces. The third floor would include an 8,000 sf area for a fitness center/gym (e.g., spinning or yoga) and a 4,000 sf personal service (e.g., salon, boxing gym, dog grooming) space. The rooftop would consist entirely of parking and utilities, including 128 open air parking spaces. There would also be a 5,000 sf basement space at the proposed project used exclusively for storage for the Sprouts market.

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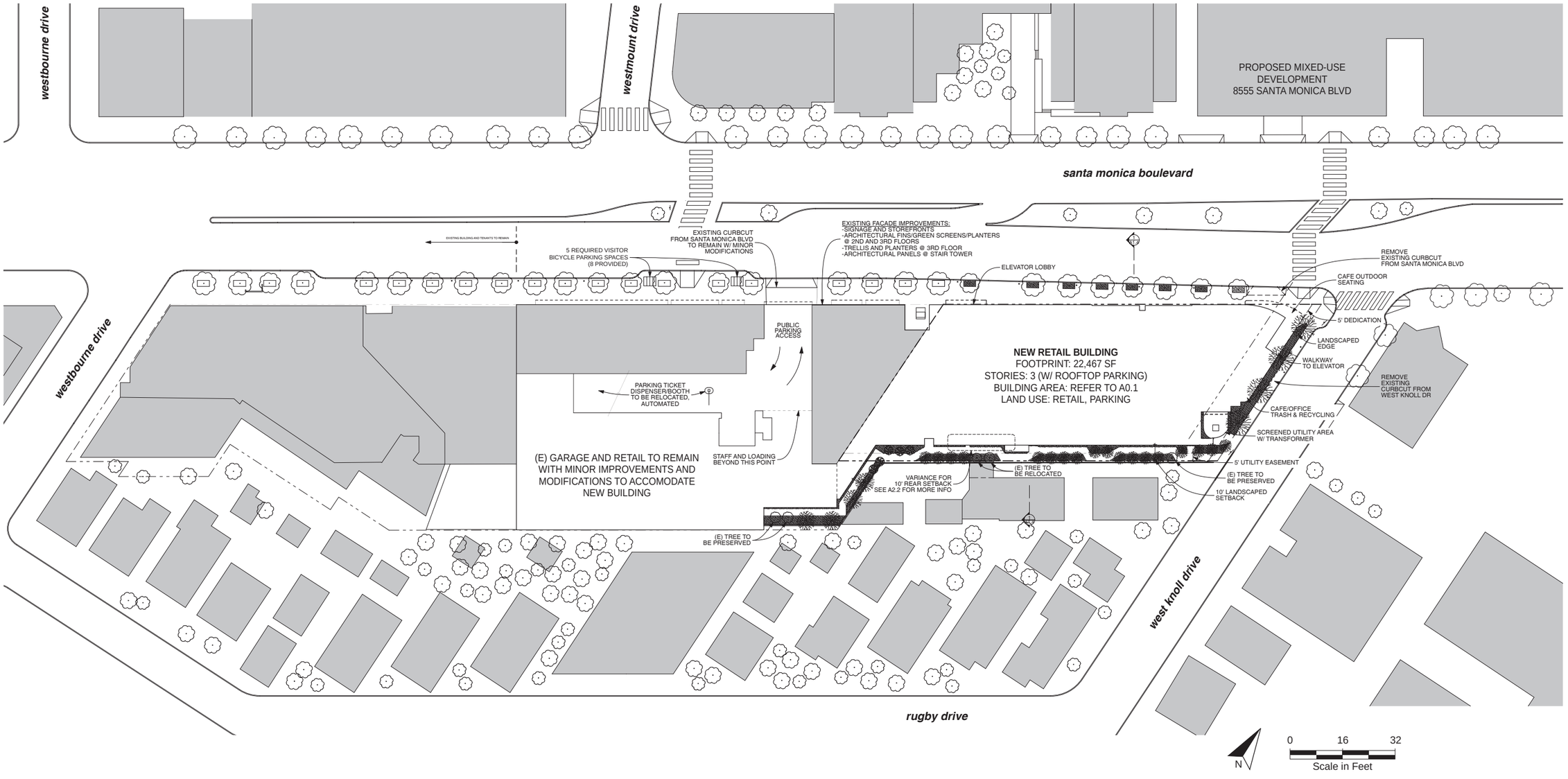


Proposed Site Plan

Source: Aleks Istanbullu Architects, January 16, 2014

Figure 2-4

Table 2-1
Project Characteristics

Parcels	4337-006-029; 4337-006-030; 4337-006-031
Project Site Size	26,254 sf (0.6 acres)
Building Floor Area	Sprouts (grocery store): 20,000 sf Storage (for Sprouts): 5,000 sf Café: 1,319 sf Office: 3,998 sf Health/Fitness Club: 8,000 sf Personal Service: 4,000 sf Circulation (Stairs/Elevator): 2,020 sf Loading/Parking: 23,221 sf **Total New Commercial Space: 42,317 sf** **Total New with Circulation and Parking: 67,460 sf**
Building Footprint	22,467 sf
Parking	206 total single and valet parking spaces, of which 87 will be located at 8550 Santa Monica Boulevard and 119 will be located at the existing garage located at 8612 Santa Monica Boulevard
Bicycle Parking	Employee bicycle parking: 6 spaces Visitor bicycle parking: 24 spaces Total bicycle parking: 30 spaces
Floor Area Ratio (FAR)	1.49
Building Height	3 stories + rooftop parking Average height: 32.5 feet Height of roof: 39.83 feet Max height of architectural element: 57.83 feet
Building Setbacks	Front: 0'-0" Rear: 10'-0" Side: 0'-0" Street Side: 0'-0" + 5'-0" dedication 1:2 vertical stepback from adjacent R3-A

2.5.1 Design and Architecture

The proposed project would be a three-story, modernist building. The proposed new building would attach to and continue the street wall of the existing building at 8612 Santa Monica Boulevard. However, the proposed project would provide a vertical break between the buildings, with a recess at the building juncture open to the sky next to the lobby.

The ground floor of the proposed 8550 Santa Monica Boulevard commercial building would be primarily occupied by a "Sprouts" grocery store, with a café at the northeast corner of the building. The northwest corner would also include outdoor dining and landscaping. The Sprouts market would have full-length windows facing the street. The second floor would include metal screening in front on the Santa Monica Boulevard façade. The third level is stepped back more than 36 feet from the rear property line, with landscaping on the roof of the office below. The roof would contain parking, with a parapet tall enough to screen the cars behind. The rooftop parking would contain directional nighttime lighting to ensure minimal light intrusion on neighboring properties.

2.5.1 Parking, Circulation, Loading and Site Access

Vehicular access would be provided by one existing driveway on Santa Monica Boulevard into the parking area for the 8612 Santa Monica Boulevard building (see Figure 2-4). The driveway would serve both inbound and outbound traffic for the proposed project, which would utilize 199 parking spaces in the existing garage at 8612 Santa Monica Boulevard. The driveway is accessed by right turns in from Santa Monica Boulevard. Cars exiting the driveway must turn right onto Santa Monica Boulevard. The driveway would lead to the existing parking at the commercial building at 8612 Santa Monica Boulevard and the new parking constructed as part of the proposed project at 8550 Santa Monica Boulevard. The parking would be enclosed except for rooftop parking at 8550 Santa Monica Boulevard, which would be open air.

The building at 8612 Santa Monica Boulevard currently contains 329 parking spaces. The proposed new building at 8550 Santa Monica Boulevard would contain 87 spaces and up to 11 tandem/valet spaces. Of those spaces, 51 tandem/valet spaces would be located on the roof level and 32 spaces would be located on the second level. Forty-one percent of the spaces would be compact spaces.

A loading dock would be developed on the rear (south) side of 8550 Santa Monica Boulevard with access via the 8612 Santa Monica Boulevard driveway. The loading area would be sized to accommodate trucks accessing the site to deliver supplies to the commercial uses on the site.

Pedestrian access to the ground-floor Sprouts Market and café would be provided on Santa Monica Boulevard and West Knoll Drive. Pedestrian access to second and third floor commercial and parking uses would be provided by stairs and an elevator located on the east side of the new proposed building facing Santa Monica Boulevard.

2.5.2 Landscaping

The proposed project would include new landscaping (landscaping plans are provided in Appendix B). Existing trees on the project site would remain, be relocated, or removed. The setback area between the commercial buildings and adjacent residential uses to the south would be landscaped with a decomposed granite pathway and trees. The pathway would allow for service and utility access while providing a permeable surface area for groundwater infiltration.

The proposed project would also involve new trees to shade the sidewalk along West Knoll Drive. There would also be planters in the elevator lobby on Santa Monica Boulevard and in the café's outdoor dining area at the corner of West Knoll Drive and Santa Monica Boulevard.

The second story would include planters with succulent plants and grasses. Roof overhangs would also be planted with succulents and grasses to provide green roof space.

Drought tolerant and California climate appropriate plantings would be used.

2.5.3 Utilities

Electricity would be provided by Southern California Edison, solid waste and wastewater service would be provided by the City of West Hollywood, water service would be provided by the Los Angeles Department of Water and Power. The proposed project would connect to existing sewer and water lines in Santa Monica Boulevard and West Knoll Drive.

2.5.4 Green Building Features

The proposed project would achieve at least 60 points in the City's Green Points System in order to conform with the City's building program. As such, the proposed project would use energy and water efficient systems and incorporate environmentally-friendly materials. In addition, the proposed project would include Energy Star lighting and signage. In order to reduce water use, the proposed project would include low-flow showerheads, tankless water heaters and water efficient toilets and faucets. The proposed project would also use no-VOC paint (<5 g/L) on interior surfaces. As mentioned previously, the proposed project would include drought-tolerant landscaping.

2.6 GRADING AND CONSTRUCTION

Construction of the proposed project would occur over approximately 14 months. The proposed project would require the export of approximately 925 cubic yards of export. Assuming an average truck load of 20 cubic yards, approximately 47 round trip truckloads would be needed to export the material. Haul and export routes available include:

- *East on Santa Monica Boulevard to U.S. 101*
- *South on La Cienega Boulevard to I-10*
- *West on Santa Monica Boulevard to I-405*

2.7 PROJECT OBJECTIVES

The objectives of the proposed project are to:

1) *Provide a modern, high-quality design that complements surrounding uses and contributes to a sense of community identity;*
2) *Create a financially-viable commercial building along Santa Monica Boulevard which provides retail and entertainment uses for the community, employment opportunities, and invigorates the local economy in the area;*
3) *Enhance pedestrian activity along Santa Monica Boulevard by providing street-level and street-fronting retail along Santa Monica Boulevard;*
4) *Achieve sustainability by meeting 60 points in the City's Green Points Program;*
5) *Provide sufficient on-site parking for patrons, employees and residents, and provide retail, fitness and a café use near alternative means of transportation;*
6) *Provide for the economic well-being of the surrounding community by providing a range of retail uses;*

7) *Create a consistent pattern of development and uses along Santa Monica Boulevard that serve project residents and the surrounding community by redeveloping an underutilized site;*
8) *Foster the City's fiscal health by, among other things, providing for commercial and retail activities with the potential to generate substantial sales and property tax revenue;*
9) *Construct a facility with sufficient space for a healthy foods market to allow operational efficiency and adequate distribution of goods to consumers within the West Hollywood area;*
10) *Use the existing labor pool living in the West Hollywood area;*
11) *Assist in meeting the parking and circulation needs of the surrounding community by providing adequate parking for the project, some of which may be used by customers that visit multiple business in the vicinity of the project; and*
12) *Create a project that is pedestrian friendly and bicycle friendly that encourages residents and customers to walk or bike to the project.*

2.8 REQUIRED APPROVALS

The proposed project would require the discretionary approval of the City of West Hollywood Planning Commission. If appealed, the City Council would make decisions related to approval prior to initiation of construction.

Specifically, the following approvals would be required:

- *Certification of the Final EIR*
- *Approval of Development Permits*
- *Approval of a Conditional Use Permit for a Gymnasium Use*
- *Approval of a Conditional Use Permit for the Sale and Service of Alcoholic Beverages*
- *Approval of an Administrative Permit for Outdoor Dining*
- *Approval of Variance for a 10' rear setback at adjacent 2-story residential (instead of 15')*
- *Approval of building design and materials, as well as landscaping*

Approval from other public agencies is not required.

3.0 ENVIRONMENTAL SETTING

This section provides a general overview of the environmental setting for the project. More detailed descriptions of the environmental setting for each environmental issue area can be found in Section 4.0, *Environmental Impact Analysis*.

3.1 REGIONAL SETTING

The project site is located in the City of West Hollywood (City), in western Los Angeles County (refer to figures 2-1, *Regional Location*, and 2-2, *Project Location*, in Section 2.0, *Project Description*). Incorporated in 1984, the City encompasses approximately 1.9 square miles immediately east of Beverly Hills and west of the community of Hollywood (City of Los Angeles). The City is in an urbanized area of the greater Los Angeles region and is almost entirely developed.

The 2014 population of the City is estimated at 35,072 persons. The City's current housing stock consists of an estimated 34,963 units. The average household size in the City is about 1.55 persons per unit (California Department of Finance, 2014).

A series of east-west and north-south arterial roadways provide vehicular access to the City. Major east-west thoroughfares include Sunset Boulevard, Santa Monica Boulevard, and Fountain Avenue. Major north-south thoroughfares include Doheny Drive, La Cienega Boulevard, Fairfax Avenue, and La Brea Avenue.

The City is characterized by a dense, compact urban form with small lots, a mix of land uses, and a walkable street grid. According to Walk Score, a website that ranks cities based on walkability, the City of West Hollywood is the most walkable city in California with a Walk Score of 89 (Walk Score website, 2014). The City's population density is 18,344 people per square mile.

The Mediterranean climate of the region and the coastal influence produce moderate temperatures year round, with rainfall concentrated in the winter months. Although air quality in the area has steadily improved in recent years, the Los Angeles region remains a non-attainment area for ozone (urban smog).

3.2 PROJECT SITE SETTING

The project site is located on the Santa Monica Boulevard commercial corridor in the northwest portion of the City (see Figures 2-1 and 2-2 in Section 2.0, *Project Description*). The project site is located in a neighborhood characterized by a mix of residential and commercial uses. According to the West Hollywood General Plan Land Use and Urban Form Element (2011) Goal LU-2, the area around the project site (known as Santa Monica Boulevard West) is "a destination for nightlife and entertainment, a focus of the LGBT community, and a center for neighborhood-serving retail and restaurants." Commercial structures along Santa Monica Boulevard have varying architectural styles.

The site is bordered by Santa Monica Boulevard to the north, West Knoll Drive to the east, residential uses to the south, and existing commercial buildings to the west. Across Santa

Monica Boulevard to the north is the Ramada Plaza Hotel, a four-story hotel building with ground-floor retail. Also across Santa Monica Boulevard to the north are two-story commercial buildings on a site that is planned for a mixed-use development. Across West Knoll Drive to the east is a vacant commercial building that was formerly a restaurant and a two-story residential building. To the south are one- to two-story single-family and multi-family residences.

The project site is currently vacant and contains grass, bushes, approximately 14 trees, and a small area with dilapidated pavement (pavement covers approximately 0.1 acres). Previously, a gymnasium and a small nightclub were located on the site but have been demolished. Photographs of the project site are shown on Figure 2-3 in Section 2.0, *Project Description.*

3.3 CUMULATIVE PROJECTS SETTING

In addition to the specific impacts of individual projects, CEQA requires EIRs to consider potential cumulative impacts. CEQA defines "cumulative impacts" as two or more individual impacts that, when considered together, are considerable or will compound other environmental impacts. Cumulative impacts are the combined changes in the environment that result from the incremental impact of development of the proposed project and other nearby projects. For example, traffic impacts of two nearby projects may be insignificant when analyzed separately, but could have a significant impact when analyzed together. Cumulative impact analysis allows the EIR to provide a reasonable forecast of future environmental conditions and can more accurately gauge the effects of a series of projects.

CEQA requires cumulative impact analysis in EIRs to consider either a list of planned and pending projects that may contribute to cumulative effects or a forecast of future development potential. Currently planned and pending projects in the City and surrounding areas are listed in Table 3-1. These projects are considered in the cumulative analyses in Section 4.0, *Environmental Impact Analysis.*

Table 3-1
Cumulative Projects

Location	Description	Dwelling Units	Non-Residential Square Footage
City of West Hollywood			
612 Croft Ave	Condominiums	11	--
920 Fairfax Ave.	Retail/Office	--	N/A
937 Fairfax Ave.	Condominiums	17	--
1240 Fairfax Ave.	Condominiums	23	--
1216 Flores St.	Condominiums	14	--
8210 Fountain Ave.	Condominiums	9	--
1264 Harper Ave	Condominiums	16	--
1345 Havenhurst Dr.	Condominiums	16	--
1342 Hayworth Ave.	Condominiums	16	--
1211 Horn Ave	Condominiums	16	--
1217 Horn Ave.	Condominiums	7	--

Table 3-1
Cumulative Projects

Location	Description	Dwelling Units	Non-Residential Square Footage
1125 Kings Rd.	Condominiums	10	--
1232 Kings Rd	Apartments	25	--
623 La Peer Dr.	La Peer Hotel	--	N/A
1223 Larrabee St.	Condominiums	8	--
8551 Melrose Ave	Retail	--	6,500
8564 Melrose Ave.	Retail/Commercial	--	28,474
8583 Melrose Ave.	Retail/Commercial	--	9,545
8612 Melrose Ave.	Restaurant	--	9,998
8560 Melrose Ave.	Retail	--	14,571
	Apartments	7	
8687 Melrose Ave.	Office	--	400,000
8711 Melrose Ave.	Commercial	--	21,565
8008 Norton Ave.	Condominiums	8	--
500 Orlando Ave.	Apartments	4	--
507 Orlando Ave.	Apartment	9	--
611 Orlando Ave.	Condominiums	5	--
	Apartments	184	--
	Convenience Store	--	3,300
	Restaurant	--	4,800
8120 Santa Monica Blvd.	Mixed-use project	N/A	N/A
8350 Sana Monica Blvd.	Mixed-use project	N/A	N/A
8555 Santa Monica Blvd.	Retail/Restaurant	N/A	N/A
9001 Santa Monica Blvd.	Mixed-use project	N/A	N/A
9040-9089 Santa Monica Blvd	Melrose Triangle	--	--
1040 Spaulding Ave.	Condominiums	5	--
944 Stanley Ave.	Condominiums	5	--
8240 Sunset Blvd.	Condominiums	27	--
8305 Sunset Blvd.	Retail/Restaurant	--	N/A
8418 Sunset Blvd.	Sunset Time	N/A	N/A
8490 Sunset Blvd.	Sunset Millennium	N/A	N/A
8497 Sunset Blvd.	Mixed-use project	N/A	N/A
8873 Sunset Blvd.	Retail	--	9,995
8950 Sunset Blvd.	Hotel	--	N/A
	Apartments	4	--
9040 Sunset Blvd.	Hotel	--	N/A
1253 Sweetzer Ave.	Condominiums	8	--
8565 West Knoll Dr.	Condominiums	6	--
916 Westbourne Dr.	Condominiums	8	--
Subtotal – City of West Hollywood		**468**	**508,748**

Table 3-1
Cumulative Projects

Location	Description	Dwelling Units	Non-Residential Square Footage
City of Beverly Hills			
460-50 N. Palm Dr.	Condominiums	35	--
432 N. Oakhurst Dr.	Condominiums	34	--
Subtotal – City of Beverly Hills		**69**	**0**
City of Los Angeles			
300 S. Wetherly Dr.	Condominiums	140	--
8723 W. Alden Dr.	Medical Office	--	N/A
7901 W. Beverly Blvd.	Apartments	71	--
	Retail	--	11,454
375 N. La Cienega Blvd.	Apartments	125	--
	Retail	--	7,900
316 N. La Cienega Blvd.	Retail	--	3,680
	Café	--	800
	Apartments	45	--
Subtotal – City of Los Angeles		**381**	**23,834**
TOTAL		**918**	**532,582**

Source: City of West Hollywood, 2013; City of Los Angeles, 2012; City of Beverly Hills, 2012
N/A = These project specifics do not fit into the format used to measure physical development or they did not provide development information, and thus are not included in the subtotals or cumulative total. However, they are considered in the cumulative traffic generation analysis.
Note: All totals are approximate based on standard uncertainties related to specific project information.

4.1 NOISE

This section evaluates the proposed project's potential impact to local noise conditions. Both temporary construction noise and long-term noise generated by the proposed project are evaluated.

4.1.1 Setting

a. Fundamentals of Sound, Environmental Noise, and Sound Measurement. Noise level (or volume) is generally measured in decibels (dB) using the A-weighted sound pressure level (dBA). The A-weighting scale is an adjustment to the actual sound power levels to be consistent with that of human hearing response, which is most sensitive to frequencies around 4,000 Hertz (about the highest note on a piano) and less sensitive to low frequencies (below 100 Hertz).

Sound pressure level is measured on a logarithmic scale with the 0 dBA level based on the lowest detectable sound pressure level that people can perceive (an audible sound that is not zero sound pressure level). Based on the logarithmic scale, a doubling of sound energy is equivalent to an increase of 3 dBA, and a sound that is 10 dBA less than the ambient sound level has no effect on ambient noise. Because of the nature of the human ear, a sound must be about 10 dBA greater than the reference sound to be judged as twice as loud. In general, a 3 dBA change in community noise levels is noticeable, while 1-2 dBA changes generally are not perceived. Quiet suburban areas typically have noise levels in the range of 40-50 dBA, while those along arterial streets are in the 50-60+ dBA range. Normal conversational levels are in the 60-65 dBA range, and ambient noise levels greater than 65 dBA can interrupt conversations. Table 4.1-1 illustrates representative noise levels for the environment.

Noise levels typically attenuate (or drop off) at a rate of 6 dBA per doubling of distance from point sources such as industrial machinery. Noise from lightly traveled roads typically attenuates at a rate of about 4.5 dBA per doubling of distance. Noise from heavily traveled roads typically attenuates at about 3 dBA per doubling of distance.

In addition to the actual instantaneous measurement of sound levels, the duration of sound is important since sounds that occur over a long period of time are more likely to be an annoyance or cause direct physical damage or environmental stress. One of the most frequently used noise metrics that considers both duration and sound power level is the equivalent noise level (Leq). The Leq is defined as the single steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time (essentially, the average noise level). Typically, Leq is summed over a one-hour period.

The actual time period in which noise occurs is also important since noise that occurs at night tends to be more disturbing than that which occurs during the daytime. Two commonly used noise metrics – the Day-Night average level (Ldn) and the Community Noise Equivalent Level (CNEL) - recognize this fact by weighting hourly Leqs over a 24-hour period. The Ldn is a 24-hour average noise level that adds 10 dBA to actual nighttime (10:00 PM to 7:00 AM) noise levels to account for the greater sensitivity to noise during that time period. The CNEL is identical to the Ldn, except it also adds a 5 dBA penalty for noise occurring during the evening (7:00 PM to 10:00 PM).

Table 4.1-1
Representative Environmental Noise Levels

Common Outdoor Activities	Noise Level (dBA)	Common Indoor Activities
	—110—	Rock Band
Jet Fly-over at 1,000 feet		
	—100—	
Gas Lawnmower at 3 feet		
	—90—	
		Food Blender at 3 feet
Diesel Truck going 50 mph at 50 feet	—80—	Garbage Disposal at 3 feet
Noisy Urban Area during Daytime		
Gas Lawnmower at 100 feet	—70—	Vacuum Cleaner at 10 feet
Commercial Area		Normal Speech at 3 feet
Heavy Traffic at 300 feet	—60—	
		Large Business Office
Quiet Urban Area during Daytime	—50—	Dishwasher in Next Room
Quiet Urban Area during Nighttime	—40—	Theater, Large Conference Room (background)
Quiet Suburban Area during Nighttime		
	—30—	Library
Quiet Rural Area during Nighttime		Bedroom at Night, Concert Hall (background)
	—20—	
		Broadcast/Recording Studio
	—10—	
Lowest Threshold of Human Hearing	—0—	Lowest Threshold of Human Hearing

Source: Caltrans, 1998: http://www.dot.ca.gov/hq/env/noise/pub/Technical%20Noise%20Supplement.pdf

b. Fundamentals of Groundborne Vibration. Vibrating objects in contact with the ground radiate energy through that medium; if a vibrating object is massive enough and/or close enough to the observer, its vibrations are perceptible. The rumbling sound caused by the vibration of room surfaces is called groundborne noise. The ground motion caused by vibration is measured in vibration decibels (VdB).

The background vibration velocity level in residential areas is usually around 50 VdB. The vibration velocity level threshold of perception for humans is approximately 65 VdB. A vibration velocity level of 75 VdB is the approximate dividing line between barely perceptible and distinctly perceptible levels for many people. Most perceptible indoor vibration is caused by sources within buildings such as the operation of mechanical equipment, movement of people, or the slamming of doors. Typical outdoor sources of perceptible groundborne vibration are construction equipment, steel-wheeled trains, and traffic on rough roads. If a roadway is smooth, the groundborne vibration from traffic is rarely perceptible. The range of interest is from

approximately 50 VdB, which is the typical background vibration velocity level, and 100 VdB, which is the general threshold where minor damage can occur in fragile buildings.

The general human response to different levels of groundborne vibration velocity levels is described in Table 4.1-2.

Table 4.1-2
Human Response to Different Levels of Groundborne Vibration

Vibration Velocity Level	Human Reaction
65 VdB	Approximate threshold of perception for many people.
75 VdB	Approximate dividing line between barely perceptible and distinctly perceptible. Many people find transit vibration at this level annoying.
85 VdB	Vibration acceptable only if there are an infrequent number of events per day.
90 VdB	Difficulty with tasks such as reading computer screens.

Source: FTA, 2006.

c. Sensitive Receptors. The City of West Hollywood General Plan Safety and Noise Element describes sensitive receptors as residences, schools, hospitals, religious facilities, theatres, concert halls, libraries, offices, and parks. These uses are considered sensitive because the presence of excessive noise may interrupt normal activities typically associated with their use. Noise sensitive receptors located in the vicinity of the project site include the multi-family residences located 25 feet immediately south of the project site, the residences located approximately 50 feet east of the project site across West Knoll Drive, and the Ramada Plaza Hotel approximately 125 north of the project site across Santa Monica Boulevard.

d. Regulatory Setting.

City Noise Policies. The City of West Hollywood adopted the 2035 General Plan Safety and Noise Element in September 2011. The Noise Element provides a description of existing noise levels and sources and incorporates comprehensive goals, policies, and implementing actions. The Noise Element includes several policies on noise and acceptable noise levels. These policies address unnecessary, excessive, and annoying noise levels and sources such as vehicles, construction, special sources (e.g., radios, musical instrument, animals, etc.), and stationary sources (e.g., heating and cooling systems, mechanical rooms, etc.). The Noise Element also establishes land use compatibility categories for community noise exposure. The maximum "normally acceptable" noise level for the exterior of residential areas is 60 dBA CNEL or Ldn, as shown in Table 4.1-3. The maximum "normally acceptable" noise level for commercial and professional uses is 65 dBA CNEL or Ldn. As shown on Figure 10-4 of the 2035 General Plan Safety and Noise Element, the project site is located within the 70 dBA CNEL contour for Santa Monica Boulevard.

Table 4.1-3
Land Use Compatibility for Noise Environments

Land Use Category	Community Noise Exposure Level (CNEL or Ldn)			
	Normally Acceptable	Conditionally Acceptable	Normally Unacceptable	Clearly Unacceptable
Residential	50-60	60-70	70-75	70-85
Transient Lodging – Motel, Hotels	50-60	60-75	75-80	80-85
Schools, Libraries Churches, Hospitals, Nursing Homes	50-60	60-70	70-80	80-85
Auditoriums, Concert Halls, Amphitheaters	NA	50-70	NA	70-85
Sports Arenas, Outdoor Spectator Sports	NA	50-75	NA	75-85
Playgrounds, Parks	50-70	NA	70-75	75-85
Golf Courses, Riding Stable, Water Recreation, Cemeteries	50-70	NA	70-80	80-85
Office Buildings, Business Commercial and Professional	50-65	60-75	75-85	NA
Industrial, Manufacturing, Utilities, Agriculture	50-70	70-80	80-85	NA

Source: City of West Hollywood 2035 General Plan Safety and Noise Element (2011).
Notes: NA - Not Applicable

Normally Acceptable – Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements

Conditionally Acceptable – New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.

Normally Unacceptable – New construction or development should be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.

Clearly Unacceptable – New construction or development should generally not be undertaken.

In certifying the Final Program EIR for the City of West Hollywood General Plan 2035 and Climate Action Plan, the City adopted mitigation measures 3.9-1, 3.9-2, 3.9-5, and 3.9-6 for the reduction of noise during construction. These mitigation measures apply to all new development in the City. The requirements of these measures include the following:

3.9-1 The City shall use the following thresholds and procedures for CEQA analysis of proposed projects, consistent with policies adopted within the General Plan:

- *The City shall apply the noise standards specified in Table 10-1 and Table 10-2 of the Safety and Noise Element to proposed projects analyzed under CEQA.*
- *In addition to the foregoing, an increase in ambient noise levels is assumed to be a significant noise concern if a proposed project causes ambient noise levels to exceed the following:*
- *Where the existing ambient noise level is less than 60 dB, a project-related permanent increase in ambient noise levels of 5 dB Ldn or greater.*
- *Where the existing ambient noise level is greater than 60 dB, a project-related permanent increase in ambient noise levels of 3 dB Ldn or greater.*
- *A project-related temporary increase in ambient noise levels of 10 dB Leq or greater.*

3.9-2 The City shall require construction contractors to implement the following measures during construction activities through contract provisions and/or conditions of approval as appropriate:

- *Construction equipment shall be properly maintained per manufacturers' specifications and fitted with the best available noise suppression devices (i.e., mufflers, silencers, wraps, etc).*
- *Shroud or shield all impact tools, and muffle or shield all intake and exhaust ports on power equipment.*
- *Construction operations and related activities associated with the proposed project shall comply with the operational hours outlined in the WHMC Noise Ordinance, or mitigate noise at sensitive land uses to below WHMC standards. Construction equipment should not be idled for extended periods of time in the vicinity of noise-sensitive receptors.*
- *Locate fixed and/or stationary equipment as far as possible from noise-sensitive receptors (e.g., generators, compressors, rock crushers, cement mixers). Shroud or shield all impact tools, and muffle or shield all intake and exhaust ports on powered construction equipment.*
- *Where feasible, temporary barriers shall be placed as close to the noise source or as close to the receptor as possible and break the line of sight between the source and receptor where modeled levels exceed applicable standards. Acoustical barriers shall be constructed of material having a minimum surface weight of 2 pounds per square foot or greater, and a demonstrated STC rating of 25 or greater as defined by American Society for Testing and Materials (ASTM) Test Method E90. Placement, orientation, size, and density of acoustical barriers shall be specified by a qualified acoustical consultant.*
- *Music from a construction site shall not be audible at offsite locations.*

3.9-5 When the City exercises discretionary review, provides financial assistance, or otherwise facilitates residential development within a mixed-use area, provide written warnings to potential residents about noise intrusion and condition of that approval, assistance, or facilitation. The following language is provided as an example:

"All potential buyers and/or renters of residential property within mixed-use areas in the City of West Hollywood are hereby notified that they may be subject to audible noise levels generated by business- and entertainment-related operations common to such areas, including amplified sound, music, delivery and passenger vehicles, mechanical noise, pedestrians, and other urban noise sources. Binding arbitration is required for disputes regarding noise in mixed-use buildings that require legal action."

3.9-6 The City shall require future developments to implement the following measures to reduce the potential for human annoyance and architectural/structural damage resulting from elevated groundborne noise and vibration levels.

- *Pile driving within a 50-foot radius of historic structures or sensitive land uses shall utilize alternative installation methods where possible (e.g., pile cushioning, jetting, predrilling, cast-in-place systems, resonance-free vibratory pile drivers). Specifically, geo pier style cast-in-place systems or equivalent shall be used where feasible as an alternative to impact pile driving to reduce the number and amplitude of impacts required for seating the pile.*
- *The preexisting condition of all designated historic buildings within a 50-foot radius of proposed construction activities shall be evaluated during a preconstruction survey. The preconstruction survey shall determine conditions that exist before construction begins for use in evaluating damage caused by construction activities. Fixtures and finishes within a 50-foot radius of construction activities susceptible to damage shall be documented (photographically and in writing) prior to construction. All damage will be repaired back to its preexisting condition.*
- *Vibration monitoring shall be conducted prior to and during pile driving operations occurring within 100 feet of the historic structures. Every attempt shall be made to limit construction-generated vibration levels in accordance with Caltrans recommendations during pile driving and impact activities in the vicinity of the historic structures.*
- *Provide protective coverings or temporary shoring of on-site or adjacent historic features as necessary, in consultation with the Community Development Director or designee.*

To implement the City's noise policies, the City adopted a Noise Ordinance. The Noise Ordinance is part of the West Hollywood Municipal Code (WHMC). The City of West Hollywood Noise Ordinance has no numerical standards, but restricts unnecessary or excessive noise within the City limits. Section 9.08.040 prohibits "sounds or vibrations that in view of the totality of the circumstances are so loud, prolonged and harsh as to be annoying to reasonable persons of ordinary sensitivity and to cause or contribute to the unreasonable discomfort or disturbance of any persons within the vicinity." Factors that should be taken into consideration when considering whether a noise, sound or vibration is unreasonable include:

a. The volume and intensity of the noise, particularly as it is experienced within a residence or place of business;
b. Whether the noise is prolonged and continuous;
c. How the noise contrasts with the ambient noise level;
d. The proximity of the noise source to residential and commercial uses;
e. The time of day;
f. The anticipated duration of the noise; and
g. Any other relevant circumstances or conditions.

In addition, radios, musical instruments or similar devices operated between 10:00 PM and 8:00 AM may not be operated at a level to be plainly audible at a distance of 50 feet (Section 9.08.050[a]); the operation of any motor may not be audible at more than 50 feet from the source (Section 9.08.050[c]); loading and unloading activities are generally prohibited from 10:00 PM to 8:00 AM (Section 9.08.050[e]); and commercial activities may not be plainly audible at any residence between 10:00 PM to 8:00 AM (Section 9.08.050[k]). The City Manager has

responsibility, with the assistance of the Sheriff's Department if necessary, to enforce these noise regulations (Section 9.08.070).

Section 9.08.050 of the City's Municipal Code sets limits on when construction activities can occur. Construction activities are not permitted between the hours of 7:00 PM and 8:00 AM on weekdays and Saturdays, or at any time on Sundays or City holidays. Pursuant to Section 9.08.050 of the City's Municipal Code, the loading, unloading, opening, closing or other handling of boxes, containers, building materials, solid waste and recycling containers or similar objects is not permitted between the hours of 10:00 PM and 8:00 AM in such manner as to cause unreasonable noise disturbance, excluding normal handling of solid waste and recycling containers by a franchised collector.

d. Existing Noise Conditions and Sources. The most common sources of noise in the project site vicinity are transportation-related, such as automobiles, trucks, buses and motorcycles. Motor vehicle noise is of concern because it is characterized by a high number of individual events, which often create a sustained noise level, and because of its proximity to areas sensitive to noise exposure. On March 4, 2014, Rincon Consultants, Inc. performed 20-minute weekday noise measurements using an ANSI Type II integrating sound level meter. The noise monitoring results are summarized on Table 4.1-4. Complete noise monitoring data can be found in Appendix C.

Table 4.1-4
Noise Monitoring Results

Measurement Number	Measurement Location	Primary Noise Source	Leq (dBA)
1	Santa Monica Boulevard – Northern Boundary of Project Site	Traffic and Pedestrians	64.9
2	West Knoll Drive – Eastern Boundary of Project Site	Cars and Pedestrians	58.9

Source: Rincon Consultants, Inc. Recorded during field visit using ANSI Type II Integrating sound level meter.

Noise levels in the vicinity of the project site ranged from about 59 to 65 dBA Leq. The primary sources of noise near the project site are automobiles traveling on Santa Monica Boulevard immediately north of the project site as well as automobile traffic on West Knoll Drive immediately east of the project site.

4.1.2 Impact Analysis

a. Methodology and Significance Thresholds. The following thresholds are based on Appendix G of the *CEQA Guidelines*. Impacts would also be potentially significant if the proposed project would result in:

- *Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies;*

- *Exposure of persons to or generation of excessive ground-borne vibration or ground-borne noise levels;*
- *A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project;*
- *A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project;*
- *For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, exposure of people residing or working in the project area to excessive noise levels; or*
- *For a project within the vicinity of private airstrip, would the project expose people residing or working the project area to excessive noise levels.*

The Initial Study (see Appendix A) concluded that the proposed project would result in no impact with respect to noise exposure from public or private airports. Therefore, the fifth and sixth criteria are not discussed in this EIR.

According to Mitigation Measure 3.9-1 of the 2035 General Plan FEIR, an increase in ambient noise levels is assumed to be a significant noise concern if a proposed project causes ambient noise levels to exceed the following:

- *Where the existing ambient noise level is less than 60 dB, a project-related permanent increase in ambient noise levels of 5 dB Ldn or greater.*
- *Where the existing ambient noise level is greater than 60 dB, a project-related permanent increase in ambient noise levels of 3 dB Ldn or greater.*
- *A project-related temporary increase in ambient noise levels of 10 dB Leq or greater.*

Noise levels associated with existing and future traffic along area roadways were calculated using the Federal Highway Administration's Traffic Noise Model (TNM) version 2.5 lookup tables (noise modeling data sheets can be viewed in Appendix C of this document). The model calculations are based on traffic data from the EIR traffic study (see Appendix D). Cumulative conditions correspond to the assumed buildout of pending development within the City as indicated in Section 3.0, *Environmental Setting*, Table 3-1.

Construction noise and groundborne vibration levels were estimated based on estimates from the FTA's *Transit Noise and Vibration Impact Assessment* (May 2006). Reference noise and vibration levels from that document were used to estimate noise levels at nearby sensitive receptor locations based on the distance between the construction site and receptors and a standard noise and vibration attenuation rate of 6 dBA per doubling of distance. Construction noise and vibration level estimates do not account for the presence of intervening structures or topography, which could further reduce noise and vibration levels at receptor locations. Therefore, the noise and vibration levels presented herein represent a worst-case estimate of actual construction noise.

The City has not adopted specific numerical thresholds for groundborne vibration impacts. Therefore, this analysis uses the FTA's vibration impact thresholds to determine whether groundborne vibration would be "excessive." A vibration velocity level of 75 VdB is the approximate dividing line between barely perceptible and distinctly perceptible levels for many people. Consequently, the FTA recommends an 80 VdB threshold for infrequent events at residences and buildings where people normally sleep (e.g., the future on-site residences and the residences 500 feet southwest of the project site). The FTA does not consider most commercial and industrial uses to be noise-sensitive (except for those that depend on quiet as an important part of operations, such as sound recording studios) and therefore does not recommend thresholds for groundborne vibration impacts to such uses. In terms of groundborne vibration impacts on structures, the FTA states that groundborne vibration levels in excess of 100 VdB would damage fragile buildings and levels in excess of 95 VdB would damage extremely fragile historic buildings.

b. Project Impacts and Mitigation Measures.

Impact N-1 Project construction would intermittently and temporarily generate high noise levels and groundborne vibration on and adjacent to the site. Construction-related noise and vibration would exceed noise thresholds in the City's 2035 General Plan. Therefore, impacts would be Class I, *significant and unavoidable*.

Nearby noise-sensitive land uses, including the multi-family residences immediately south and east of the project site and the Ramada Plaza Hotel north of the project site, would be exposed to temporary construction noise during development of the proposed project. Noise impacts are a function of the type of activity being undertaken and the distance to the receptor location. Construction activity is expected to occur over a period of 14 months and would require approximately 47 round-trip truckloads in order to export the estimated 925 cubic yards of earth material.

Table 4.1-5 shows typical noise levels associated with activities during various phases of construction at distances of 25, 50, and 100 feet from the noise source.

Typical construction noise levels at 25 feet from the source range from about 86 to 95 dBA. The grading/excavation phase of project construction tends to create the highest construction noise levels because of the operation of heavy equipment, although only a limited amount of equipment can operate near a given location at a particular time. In addition, construction vehicles traveling on local roadways can generate intermittent noise levels that affect adjacent receptors.

Table 4.1-5
Typical Noise Levels at Construction Sites

Equipment Onsite	Typical Level (dBA) 25 Feet from the Source	Typical Level (dBA) 50 Feet from the Source	Typical Level (dBA) 100 Feet from the Source
Air Compressor	87	81	75
Backhoe	86	80	74
Concrete Mixer	91	85	79
Crane, mobile	89	83	77
Dozer	91	85	79
Jack Hammer	94	88	82
Paver	95	89	83
Saw	82	76	70
Truck	94	88	82

Noise levels assume a noise attenuation rate of 6 dBA per doubling of distance.
Source: Federal Transit Administration (FTA), May 2006

Vibration from construction activities could also have an impact on nearby noise-sensitive land uses. Table 4.1-6 identifies various vibration velocity levels for the types of construction equipment that would operate at the project site during construction.

The primary sources of man-made vibration are blasting, grading, pavement breaking and demolition. However, the proposed project does not involve any demolition as the project site is undeveloped. Therefore, the primary vibratory source during construction within the project area would likely be loaded trucks. As shown in Table 4.1-6, typical loaded trucks generate an approximate vibration level of 86 VdB at a distance of 25 feet. Vibration levels in excess of 80 VdB typically result in annoyance. As such, existing residences and other sensitive receptors in close proximity to construction activities may intermittently be disturbed by nuisance vibration noise levels.

Table 4.1-6
Vibration Source Levels for Construction Equipment

Equipment	Approximate VdB				
	25 Feet	50 Feet	60 Feet	75 Feet	100 Feet
Large Bulldozer	87	81	79	77	75
Loaded Trucks	86	80	78	76	74
Jackhammer	79	73	71	69	67
Small Bulldozer	58	52	50	48	46

Vibration levels assume a noise attenuation rate of 6 dBA per doubling of distance.
Source: Federal Transit Administration (FTA), May 2006

Based on the information presented in tables 4.1-5 and 4.1-6, temporary construction noise and groundborne vibration could affect sensitive noise receptors near the project site, particularly the multi-family residences approximately 25 feet south of the project site. Construction noise could reach up to 95 dBA at these receptors, which would be an increase of more than 10 dBA above the existing ambient noise levels. Vibration levels could temporarily and intermittently reach up to approximately 86 VdB at these sensitive receptors, which would exceed the groundborne velocity threshold level of 72 VdB during normal sleep hours established by the Federal Railway Administration for residences and buildings where people normally sleep. The vibration levels would not be anticipated to exceed 100 VdB, which is the threshold where minor damage can occur in fragile buildings.

As discussed in *Methodology and Significance Thresholds*, pursuant to Section 9.08.050 of the City's Municipal Code, construction is prohibited between the hours of 7:00 PM and 8:00 AM on weekdays and Saturdays; and at any time on Sundays or City holidays. Therefore, construction would not occur during recognized sleep hours for residences. However, as discussed above, construction activities associated with the proposed project would increase daytime noise levels at the nearby sensitive receptors by more than 10 dB. This would be a significant temporary or periodic increase in noise levels.

Mitigation Measures. The following are required as mitigation measures to reduce construction-related noise impacts to nearby sensitive receptors.

N-1(a) **Staging Area.** The contractor shall provide staging areas onsite to minimize off-site transportation of heavy construction equipment. These areas shall be located to maximize the distance between activity and sensitive receptors. This would reduce noise levels associated with most types of idling construction equipment.

N-1(b) **Diesel Equipment Mufflers**. All diesel equipment shall be operated with closed engine doors and shall be equipped with factory- recommended mufflers.

N-1(c) **Electrically-Powered Tools and Facilities.** Electrical power shall be used to run air compressors and similar power tools and to power any temporary structures, such as construction trailers or caretaker facilities.

N-1(d) **Construction Notice**. Two weeks prior to the commencement of construction at the project site, notification shall be provided to the owners and tenants of residential properties located along West Knoll Drive between Santa Monica Boulevard and Rugby Drive and those bordering the project site to the south, and the manager of the Ramada Plaza Hotel, disclosing the planned construction schedule, including the various types of activities and equipment that would be occurring throughout the duration of the construction period. This notification shall also provide a contact name and phone number for residents to call for construction noise related

complaints. All reasonable concerns shall be rectified within 24 hours of receipt.

N-1(e) **Sound Wall.** A sound wall shall be constructed in between the project site and the residences south of the project site during construction in order to shield residences from construction-related noise.

Significance After Mitigation. Implementation of mitigation measures N-1(a) through N-1(e) would reduce the impacts associated with temporary construction activities to the degree feasible. However, the measures cannot assure that noise associated with construction activity would not exceed ambient sound levels by more than 10 dBA at the most affected receptors (residences immediately south of the project site). In addition, in order for the sound wall to attenuate noise from construction at the two-story residences adjacent to the project site, the sound wall would have to break the line-of-sight between the residences and the source of construction noise. Since the residential buildings are approximately 25 feet in height, the sound wall would have to be over 25 feet tall in order to break the line-of-site between second floor residences and the proposed three-story commercial building. A sound wall of this height may not be feasible. Therefore, construction activities may still result in a significant and unavoidable short-term noise impact. Nonetheless, a sound wall of a feasible height would reduce noise at the first floor residences, especially during grading and excavation occurring at ground level and that tend to be the noisiest phases of building construction. For example, an eight-foot sound wall would reduce noise by approximately 4 to 8 dBA Leq at the residences depending on the location of the construction equipment on the project site.

Impact N-2 **Project-generated traffic has the potential to permanently increase traffic-related noise on study area roadway segments under existing plus project and future plus project conditions. However, the change in noise levels would not exceed thresholds. Therefore, the effect of increased traffic noise on existing uses would be Class III, *less than significant*.**

The proposed project would increase the number of vehicle trips to and from the site, which would incrementally increase traffic noise on study area roadways. The project could therefore incrementally increase noise at neighboring uses.

Estimated peak hour traffic values from the traffic study (see Section 4.2, *Transportation and Circulation*) were used to model the change in noise levels resulting from increased traffic on six roadway segments. The nine roadway segments include the five roadway segments analyzed in the traffic study as well as the segment of Santa Monica Blvd between West Knoll Drive and Westmount Drive which is adjacent to the north side of the project site. Table 4.1-7 indicates noise levels at 32.8 feet from the centerline of each roadway segment, or the approximate distance between the roadway centerline and sensitive receptors adjacent to the roadway. Noise levels at distances greater than 32.8 feet from the centerline would be less due to attenuation provided by increased distance from the noise source. As noted in the *Setting*, noise from heavily traveled roadways drops off about 3 dBA for every doubling of distance. In addition, more distant receivers would generally be partially shielded from traffic noise by intervening structures.

Table 4.1-7
Operational Roadway Noise Exposure

Roadway	Projected Noise Level (dBA Leq)				Change In Noise Level (dBA Leq)		
	Existing (1)	Existing + Project (2)	Cumulative Future (3)	Cumulative Future + Project (4)	Change Under Existing Conditions (2 minus 1)	Cumulative Change (3-1)	Project's Cumulative Contribution (4 minus 3)
1. North West Knoll Drive between Santa Monica Boulevard & Rugby Drive	58.1	58.5	58.3	58.9	0.4	0.2	0.6
2. North West Knoll Drive between Rugby Drive & Sherwood Drive	58.4	58.5	58.5	58.9	0.1	0.1	0.4
3. Rugby Drive between North West Knoll Drive & Westmount Drive	56.1	56.5	56.1	56.5	0.4	0.0	0.4
4. Rugby Drive between Westmount Drive & Westbourne Drive	56.2	57.1	56.4	57.3	0.9	0.2	0.9
5. Westbourne Drive between Santa Monica Boulevard & Rugby Drive	60.5	61.0	60.7	61.2	0.5	0.2	0.5
6. Santa Monica Blvd. between West Knoll Dr. and Westmount Dr.	63.4	63.5	64.0	64.2	0.1	0.6	0.2

Estimates of noise generated by traffic from roadway centerline at 32.8 feet.
Refer to Appendix C for full noise model output. Noise levels presented do not account for attenuation provided by existing barriers or future barriers; therefore, actual noise levels at sensitive receptor locations influenced by study area roadways may in many cases be lower than presented herein.
Source: Federal Highway Administration Traffic Noise Model Version 2.5 Look-Up Tables; Fehr & Peers, 2014

As shown in Table 4.1-7, existing ambient noise levels along roadway segments in the project range from 56.1 dBA Leq to 63.4 dBA Leq. For segments where noise levels are less than 60 dBA (segments 1, 2, 3, and 4 in both existing and future conditions) the highest noise level increase due to the proposed project would be 0.9 dBA. This is less than the City's threshold of an increase of 5 dBA where the existing noise level is less than 60 dBA.

For the segments with existing noise levels greater than 60 dBA (segments 5 and 6 during both existing and future conditions), the highest noise level increase due to the proposed project would be the noise level would increase by 0.6 dBA. This increase is less than the 3 dBA City threshold where the existing noise level is greater than 60 dBA.

Therefore, impacts related to project-generated traffic noise would be less than significant. In addition, the proposed structure would generally shield residences immediately south of the site from traffic noise associated with Santa Monica Boulevard.

Mitigation Measures. Mitigation is not required.

Significance After Mitigation. The proposed project's impact related to traffic noise levels on study roadway segments would be less than significant without mitigation.

Impact N-3 On-site activities associated with project operation would generate noise levels that may periodically be audible to existing uses near the project site. On-site noise sources include stationary equipment such as rooftop ventilation and heating systems, deliveries, trash hauling, and general retail and restaurant activities. This could permanently increase noise levels in the surrounding vicinity. However, with adherence to the City of West Hollywood's Noise Ordinance, impacts would be Class III, *less than significant*.

Existing uses near the project site may periodically be subject to noises associated with operation of the proposed project, including noise that is typical of commercial development such as conversations, music, delivery trucks, and noise associated with rooftop ventilation and heating systems. The closest sensitive receptors are the residences located approximately 25 feet south of the project site. As shown in Table 4.1-4, existing noise levels on site range from approximately 65 dBA at the front of the site near Santa Monica Boulevard and 59 dBA at the rear of the site near the adjacent residences.

The proposed project involves market, café, office, and fitness uses. The main entrances to these uses would be located along Santa Monica Boulevard. Therefore, activities would be oriented towards Santa Monica Boulevard and noise associated with conversations of patrons entering the commercial structure on Santa Monica Boulevard or music playing in the building would not be audible at the sensitive receptors located at the rear of the building.

Noise generated by on-site operations is expected to also include noise associated with rooftop ventilation and heating systems. Noise levels from commercial heating, ventilation and air conditioning (HVAC) equipment can reach 100 dBA at a distance of three feet (EPA, 1971). These units usually have noise shielding cabinets placed on the roof or are in mechanical equipment rooms. Typically, the shielding and location of these units reduces noise levels to no greater than 55 dBA at 50 feet from the source. According to the site plans (see Appendix B), the HVAC units are at least 50 feet from the nearest sensitive receptors north of the project site. Therefore, noise levels related to HVAC systems would be less than 55 dBA at the nearest sensitive. Operational noise impacts from HVAC equipment would be less than significant.

Operation of the proposed commercial project would involve delivery trucks and trash hauling trucks going to and from the project site. An individual delivery truck can generate noise of up to 85 dB, which could be disruptive if it were to occur at night or in the early morning hours. However, the loading zone for the proposed project would be within the enclosed basement

parking garage (see site plans in Appendix B). Further, pursuant to Section 9.08.050 of the City's Municipal Code, commercial deliveries that would cause unreasonable noise disturbance are not permitted between the hours of 10:00 PM and 8:00 AM, except for normal handling of solid waste and recycling containers by a franchised collector. Noise generated by daytime deliveries and trash pickups would not adversely affect nearby sensitive receptors due to their relatively low frequency, the location of the loading zone with an enclosed area, and the lower noise level sensitivity of receptors during the day when deliveries would occur.

The proposed project involves parking uses. Two levels of parking would be enclosed. Therefore, noise associated with vehicular movement in these areas would not be audible to nearby sensitive receptors. However, the new rooftop parking associated with the project would involve noise typical of parking areas such as general vehicular movement, periodic instantaneous sounds such as car honking, doors slamming, and conversations that could be audible at the residential uses south of the project site. According to the site plans (see Appendix B), the proposed rooftop parking area would be approximately 50 feet from the residential buildings to the south.

Table 4.1-8 shows exterior noise levels typically associated with parking lots at a distance of 50 feet.

Table 4.1-8
Parking Lot Noise Levels

Source	Noise level at 50 feet (dBA)
Autos at 14 mph	50
Sweepers	72
Car Alarm Signal	69
Car Alarm Chirp	54
Car Horns	69
Door Slams	64
Talking	36
Radios	64
Tire Squeals	66

Source: Gordon Bricken & Associates, 1996. Estimates based on noise measurements taken at various parking lots.

As shown in Table 4.1-8, noise levels could reach 72 dBA at the sensitive receptors 50 feet from the rooftop parking lot during sweeping. However, the rooftop parking would include a barrier to screen the parked vehicles. In addition, the parking would be on the roof of a three-story building at a height of approximately 32 feet and the height of the adjacent residential buildings are one- to two-stories or approximately 15 to 25 feet. The noise attenuation from the barrier and from the height difference between the parking and residential buildings would be approximately 7.5 dBA (see calculations in Appendix C). Therefore, the noise levels from

sweepers would be approximately 64.5 dBA at the adjacent residences. This would not exceed the City's threshold of a temporary increase in ambient noise levels of 10 dB Leq or greater.

Noise levels associated with operation of the proposed project would be less than significant.

Mitigation Measures. No mitigation is required.

Significance After Mitigation. Impacts related to project operational noise would be less than significant without mitigation.

c. Cumulative Impacts. The proposed project and related projects in the area, as identified in Table 3-1 in Section 3.0, *Environmental Setting*, would generate temporary noise during construction. As discussed in Impact N-1, impacts related to noise generated by construction of the proposed project would be significant and unavoidable. Construction activities on the related projects in the area would generate similar noise levels as the proposed project. Construction noise is localized and rapidly attenuates within an urban environment. Most of the related projects outside the immediate site vicinity are located too far from the project site to contribute to increases in ambient noise levels associated with construction in the project area. However, there are three planned or pending projects within ¼ mile of the project site: 8555 Santa Monica Boulevard (a proposed mixed-use project across Santa Monica Boulevard from the project site), 8565 West Knoll Drive (approved condominiums approximately 600 feet north of the project site), and 916 Westbourne Drive (proposed condominiums approximately 650 feet northwest of project site). In the event that construction of these projects in the vicinity of the project site occurs at the same time as construction of the proposed project, a cumulative construction noise impact from multiple construction sites adjacent to one another could result. Application of mitigation measures similar to those included for the proposed project (measures N-1(a) through N-1(d)) to nearby projects would reduce construction noise impacts. Nonetheless, the project's contribution to cumulative construction noise impacts would be significant and unavoidable.

Traffic noise impacts associated with cumulative development within the City would incrementally increase noise levels along roadways. As shown in Table 4.1-8, increases associated with project-generated traffic under cumulative conditions would be less than FTA thresholds. As such, cumulative traffic noise impacts would be less than significant.

Cumulative development would result in stationary (non-traffic) operational noise increases in the project vicinity. Based on the long-term stationary noise analysis, impacts from the proposed project's operational noise would be less than significant. Because noise dissipates as it travels away from its source, noise impacts associated with on-site activities and other stationary sources would be limited to the project site and vicinity. There is one planned project across the street from the proposed project (8555 Santa Monica Boulevard). However, the City does not have operational noise thresholds. Cumulative operational (non-traffic) noise impacts would be less than significant.

4.2 TRANSPORTATION AND CIRCULATION

This section analyzes the proposed project's impacts to the local transportation and circulation system. The analysis is based in part upon the *Transportation Study for the 8550 Santa Monica Boulevard Project* (June 2014) prepared by Fehr & Peers. The study is included in its entirety in Appendix D.

4.2.1 Setting

a. Existing Street System. The project site is located at the southwest corner of the Santa Monica Boulevard and West Knoll Drive intersection in the City of West Hollywood. The study area for this analysis is generally bordered by Sunset Boulevard to the north, Kings Road to the east, Melrose Avenue to the south, and San Vicente Boulevard to the west. Primary regional access to the study area is provided by Santa Monica Boulevard, which runs east-west through the study area, and the Hollywood Freeway (U.S. 101), which generally runs northwest-southeast approximately two miles northeast of the project site. Access to the U.S. 101 is provided at the Highland Avenue interchange.

Surface street north-south regional project access is provided by San Vicente Boulevard and La Cienega Boulevard; east-west regional access is provided by Sunset Boulevard and Santa Monica Boulevard. Localized access is provided by Melrose Avenue, Fountain Avenue, Westbourne Drive, and North West Knoll Drive.

The following is a brief description of the streets that serve the site:

- *Santa Monica Boulevard – Santa Monica Boulevard is an east-west arterial. In the project area, it provides four travel lanes with two lanes in each direction. The posted speed limit is 30 mph.*

- *La Cienega Boulevard – La Cienega Boulevard a north-south arterial south of Santa Monica Boulevard and a collector between Santa Monica Boulevard and Sunset Boulevard east of the project site. It provides four travel lanes with two lanes in each direction. La Cienega also provides regional access with a connection to the I-10 ramps, south of the study area. The posted speed limit is 35 mph.*

- *San Vicente Boulevard – San Vicente Boulevard is a north-south arterial south of Santa Monica Boulevard and a collector between Santa Monica Boulevard and Sunset Boulevard west of the project site. It provides two lanes in each direction during the peak hours. The posted speed limit is 35 miles per hour (mph).*

- *Sunset Boulevard – Sunset Boulevard is an east-west arterial that provides four travel lanes during the peak periods, with two lanes in each direction. The posted speed limit is 35 mph.*

- *Fountain Avenue – Fountain Avenue is an east-west collector. Four travel lanes are provided East of La Cienega Boulevard during the PM peak period in the study area. The posted speed limit is 35 mph.*

- *Melrose Avenue – Melrose Avenue is an east-west collector. Between San Vicente Boulevard and La Cienega Boulevard, generally two travel lanes and a shared center turn lane are provided. The posted speed limit is 35 mph.*

- *North West Knoll Drive – Knoll Drive is a north-south local street to the east of the project site. Two travel lanes are provided on the undivided roadway; parking is available on the street. The speed limit is 25 mph.*

- *Rugby Drive – Rugby Drive is an east-west local street to the south of the project site that connects North West Knoll Drive to Westbourne Drive. Two travel lanes are provided on the undivided roadway; parking is available on the street. The speed limit is 25 miles per hour.*

- *Westbourne Drive – Westbourne Drive is a north-south local street to the west of the project site. Two travel lanes are provided on the undivided roadway; parking is available on the street. The speed limit is 25 mph.*

b. Existing Traffic Volumes and Levels of Service. Eleven intersections were identified for this analysis. The locations of study area intersections are shown on Figure 4.2-1. Study intersections include:

1. *San Vicente Boulevard & Santa Monica Boulevard*
2. *Westbourne Drive & Santa Monica Boulevard*
3. *Miller Drive/La Cienega Boulevard & Sunset Boulevard*
4. *La Cienega Boulevard & Fountain Avenue*
5. *La Cienega Boulevard & Holloway Drive*
6. *La Cienega Boulevard & Santa Monica Boulevard*
7. *La Cienega Boulevard & Melrose Avenue*
8. *Holloway Drive/Croft Avenue & Santa Monica Boulevard*
9. *Kings Road & Santa Monica Boulevard*
10. *West Knoll Drive & Santa Monica Boulevard*
11. *La Cienega Boulevard & Sherwood Drive*

All the study intersections are in the City of West Hollywood with the exception of La Cienega Boulevard & Sherwood Avenue, which is fully within the City of Los Angeles's jurisdiction. Of the 11 study intersections, 10 operate under traffic signal control while the intersection at La Cienega Boulevard & Sherwood Drive is stop-controlled.

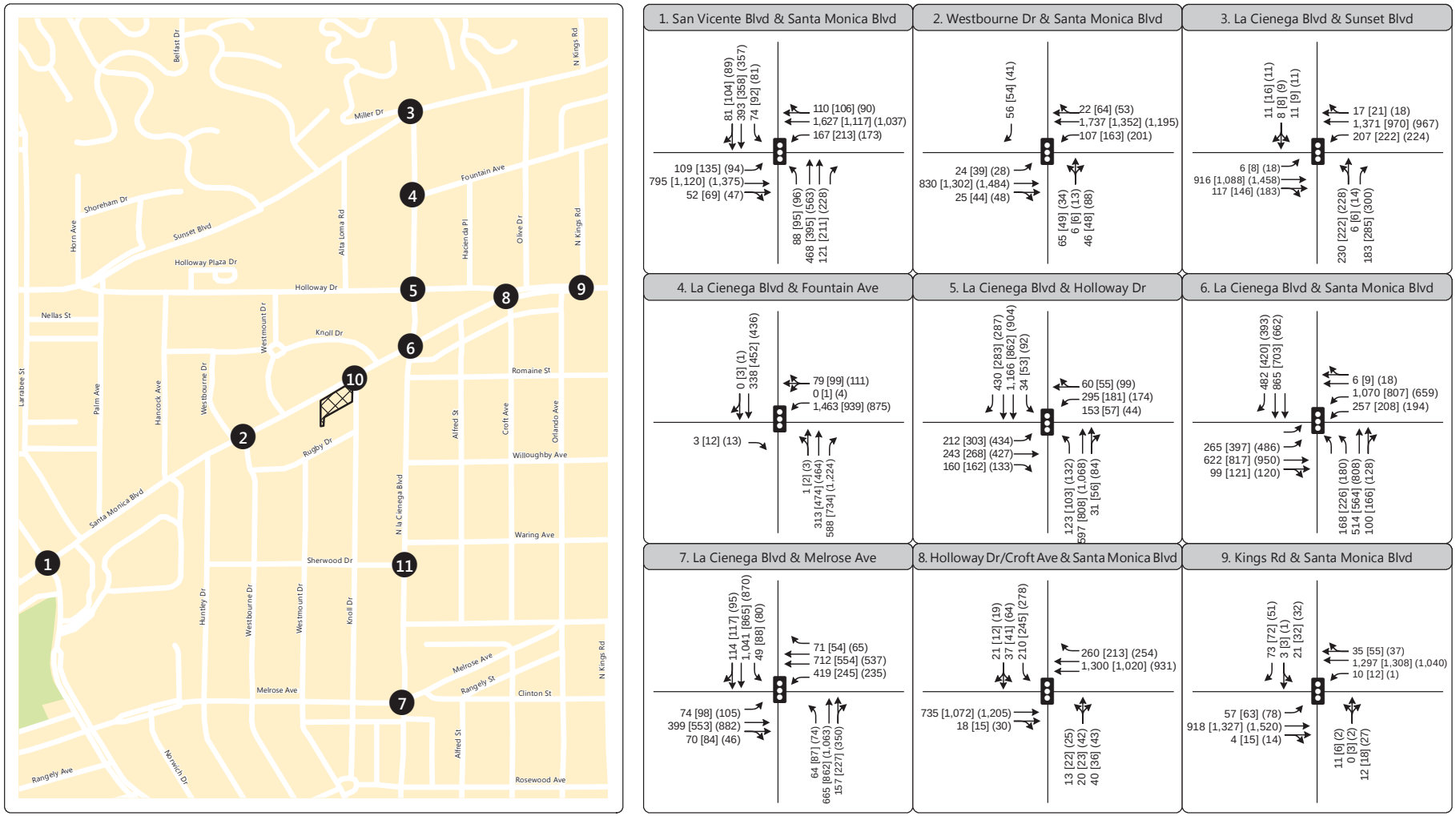
Weekday AM, MD, and PM peak hour traffic counts were collected in February 2013 at all study intersections. These intersection counts were factored upwards by 1% to reflect existing 2014 conditions. Figures 4.2-2a and 4.2-2b show the existing intersection volumes for the AM, midday, and PM peak hours. Traffic counts are provided in Appendix D.

Using the traffic count data at the study area intersections, a volume-to-capacity (V/C) ratio or average vehicle delay and corresponding level of service (LOS) was determined for all of the study area intersections. LOS is a qualitative measure used to describe the condition of traffic flow. LOS A indicates excellent operating conditions with little delay to motorists, whereas LOS F represents congested conditions with excessive vehicle delay. LOS D is typically considered to be the minimum desirable LOS in urban areas. Table 4.2-1 summarizes the LOS definitions.

Study Area Intersections and Roadway Segments

Figure 4.2-1

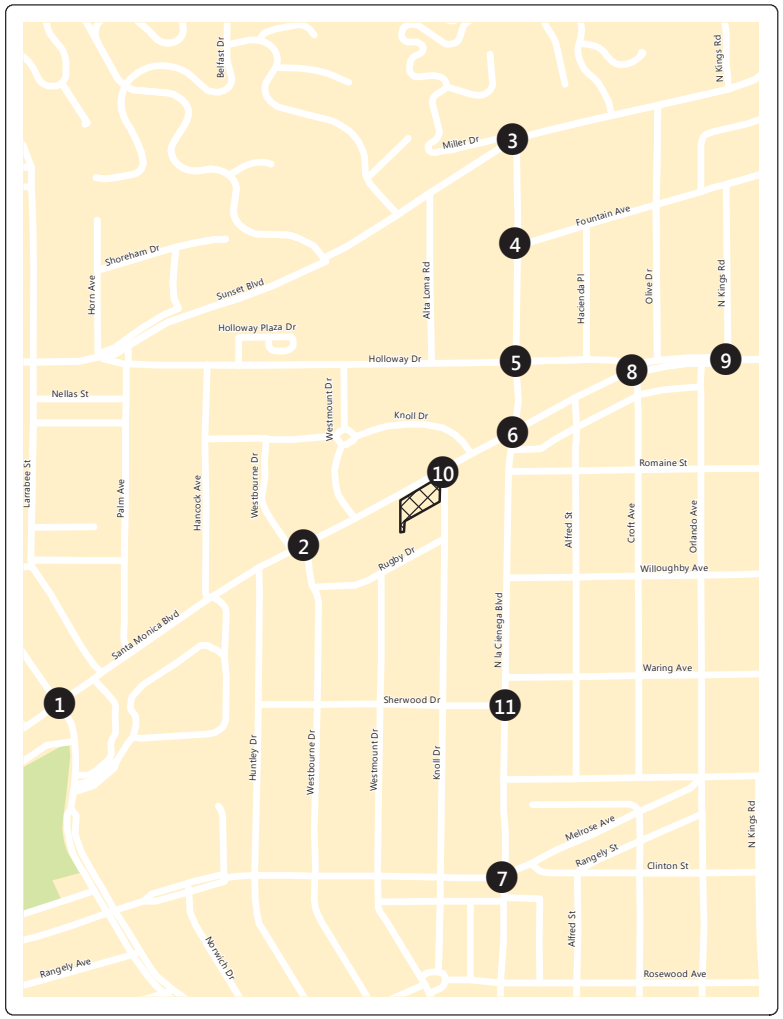
Source: Fehr & Peers, 2014

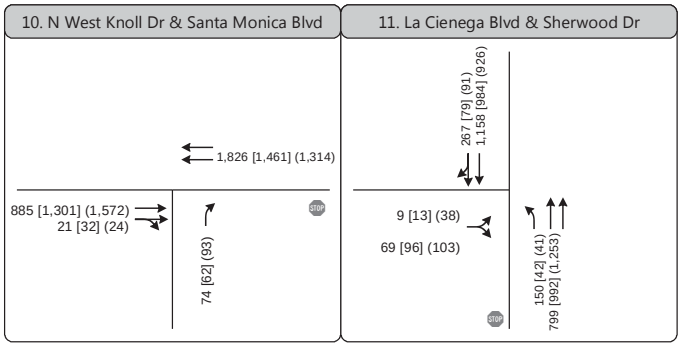


Existing (2014) Peak Hour Intersection Volumes

Figure 4.2-2a

Source: Fehr & Peers, 2014





LEGEND

- Turn Lane
- AM [MD] (PM) Traffic Volume
- 1 Study Intersection
- Traffic Signal
- STOP Stop Sign

N

NOT TO SCALE

Source: Fehr & Peers, 2014

Existing (2014) Peak Hour Intersection Volumes

Figure 4.2-2b

Table 4.2-1
Level of Service Definitions

LOS	Interpretation	Signalized Intersection Average Stopped Delay per vehicle (seconds)	Stop-Controlled Intersection Average Total Delay (seconds/vehicle)
A	Excellent operation. No vehicle waits longer than one red light and no approach phase is fully used.	≤ 10	≤ 10
B	Very good operation. An occasional approach phase is fully utilized; many drivers begin to feel somewhat restricted within groups of vehicles.	> 10 and ≤ 20	> 10 and ≤ 15
C	Good operation. Occasionally drivers may have to wait through more than one red light; backups may develop behind turning vehicles.	> 20 and ≤ 35	> 15 and ≤ 25
D	Fair operation. Delays may be substantial during portions of the rush hours, but enough lower volume periods occur to permit clearing of developed lines, preventing excessive backups.	> 35 and ≤ 55	> 25 and ≤ 35
E	Poor operation. Represents the most vehicles intersection approaches can accommodate; may be long lines of waiting vehicles through several signal cycles.	> 55 and ≤ 80	> 35 and ≤ 50
F	Failure. Backups from nearby locations or on cross streets may restrict or prevent movement of vehicles out of the intersection approaches. Tremendous delays with continuously increasing queue lengths.	> 80	> 50

Source: Highway Capacity Manual, Special Report 209 and Transportation Research Board, 2000

Table 4.2-2 provides the V/C ratios or delay and LOS values for each study intersection under existing (2014) conditions.

Table 4.2-2
Existing (2014) Level of Service Summary

Study Intersection	Jurisdiction	AM Peak		Midday Peak		PM Peak	
		V/C or Delay	LOS	V/C or Delay	LOS	V/C or Delay	LOS
1. San Vicente Blvd & Santa Monica Blvd	WH	33	C	44	D	56	C
2. Westborne Dr & Santa Monica Blvd	WH	19	B	32	C	30	C
3. La Cienega Blvd & Sunset Blvd	WH	90	F	42	D	65	E
4. La Cienega Blvd & Fountain Ave	WH	149	F	12	B	14	B
5. La Cienega Blvd & Holloway Dr	WH	39	D	28	C	51	D
6. La Cienega Blvd & Santa Monica Blvd	WH	62	E	107	F	106	F
7. La Cienega Blvd & Melrose Ave	WH	39	D	30	C	58	E
8. Croft Ave & Santa Monica Blvd	WH	18	B	25	C	34	C
9. Kings Rd & Santa Monica Blvd	WH	5	A	6	A	6	A
10. N West Knoll Drive & Santa Monica Blvd	WH	10	B	11	B	13	B
11. La Cienega Blvd & Sherwood Dr [a,b]	LA	56	F	N/A		78	F

Source: Fehr & Peers, 2014. (Appendix D)
[a] The minor approach is stop controlled. Average vehicular delay reported for worst case approach
[b] Signal warrant analysis were performed per LADOT policy
WH = West Hollywood, LA = City of Los Angeles

Five of the eleven study intersections currently operate at LOS E or F during one or more peak periods. These include:

1. *San Vincente Blvd & Santa Monica Blvd (PM peak hour)*
3. *La Cienega Blvd & Sunset Blvd (AM and PM peak hours)*
4. *La Cienega Blvd & Fountain Ave (AM peak hour)*
6. *La Cienega Blvd & Santa Monica Blvd (AM, Midday, and PM peak hours)*
7. *La Cienega Blvd & Melrose Ave (PM peak hour)*

c. Existing Roadway Segment Volumes. Five street segments were selected for analysis. The locations of these segments are shown on Figure 4.2-1. The segments include:

1. *North West Knoll Drive between Santa Monica Boulevard and Rugby Drive*
2. *North West Knoll Drive between Rugby Drive and Sherwood Drive*
3. *Rugby Drive between North West Knoll Drive & Sherwood Drive*
4. *Rugby Drive between Westmount Drive & Westbourne Drive*
5. *Westbourne Drive between Santa Monica Boulevard & Rugby Drive*

Daily traffic counts were collected in January 2014. Table 4.2-3 summarizes existing traffic volumes on the roadway segments.

Table 4.2-3
Existing (2014) Traffic Volumes on Study Area Roadway Segments

Street Segments	Existing Daily Traffic Volumes
1. North West Knoll Dr btwn Santa Monica Blvd & Rugby Dr	1,470
2. North West Knoll Dr btwn Rugby Dr & Sherwood Dr	1,628
3. Rugby Dr btwn North West Knoll Dr & Westmount Dr	889
4. Rugby Dr btwn Westmount Dr & Westbourne Dr	1,005
5. Westbourne Dr btwn Santa Monica Blvd & Rugby Dr	2,649

Source: Fehr & Peers, 2014. (Appendix D).

d. Existing Transit Service. The Los Angeles County Metropolitan Transportation Authority (Metro) and City of West Hollywood CityLine system provide existing public transit service in the vicinity of the proposed project. A number of bus routes serve the surrounding area, including municipal bus lines, Metro local service to and from downtown Los Angeles, east-west local services to other areas, north-south local service to other areas, limited service in the peak hours, and Metro Rapid service. The transit lines serving the study area are described below.

- *<u>Metro Lines 2 and 302</u> – Line 2 is a local service that runs along Sunset Boulevard between downtown Los Angeles and Pacific Palisades. Line 302 is a limited-stop service line that provides service during the weekday in the peak hours. In the AM peak hour, the lines operate with average seven-minute headways in the eastbound direction and average five-*

minute headways in the westbound direction. In the PM peak hour, the lines operate at average six-minute headways.

- *Metro Lines 4 and 704 – Line 4 is a local east-west line that travels from Santa Monica to downtown Los Angeles. Line 704 is a Metro Rapid line that provides limited-stop service along the same route. Line 4 and Line 704 provide service to Echo Park, Silver Lake, Hollywood, West Hollywood, Beverly Hills, Century City, Westwood and Santa Monica. Lines 4 and 704 both travel along Santa Monica Boulevard in the study area. In the AM peak hour, Metro Line 4 and 704 operate at six-minute headways. In the PM peak hour, the lines operate at 10-minute headways.*

- *Metro Line 10 – Line 10 is a local east-west line that travels from West Los Angeles to Downtown Los Angeles via Temple Street and Melrose Avenue. Line 10 travels along Melrose Avenue in the study area. The lines operate at average 10-minute headways in the AM and PM peak hours.*

- *Metro Lines 30 and 330 – Line 30 is a local east-west line that travels from Mid-City to east Los Angeles. Line 330 is a Metro line that provides limited-stop service from West Hollywood to east Los Angeles. Line 30 and Line 330 provide service to Mid-city, downtown Los Angeles, Boyle Heights, and east Los Angeles, with Line 330 also serving West Hollywood and Beverly Hills. Lines 30 and 330 both travel along San Vicente Boulevard in the study area. In the AM peak hour, Metro Line 30 operates at six-minute headways and Line 330 operates with 30-minute headways. In the PM peak hour, Line 30 operates at seven-minute headways and Line 330 operates with 30-minute headways.*

- *Metro Lines 105 and 705 – Line 105 is a local southeast-northwest line that travels from West Hollywood to Vernon. Line 705 is a Metro Rapid line that provides limited-stop service along the same route. Line 105 and Line 705 provide service to West Hollywood, Beverly Hills, Baldwin Hills, Liemert Park, Exposition Park, and Vernon. Lines 105 and 705 both travel along La Cienega Boulevard in the study area. In the AM peak hour, Metro Line 105 and 705 operate at 10-minute headways. In the PM peak hour, the lines operate at 20-minute headways.*

- *CityLine Blue Route – The West Hollywood CityLine Blue Route provides local circulation service to the City of West Hollywood, linking the east and west communities while primarily traveling on Santa Monica Boulevard. Near the project site, the Blue Route stops include: Santa Monica Boulevard & La Cienega Boulevard, Santa Monica Boulevard & West Knoll Drive, and Santa Monica Boulevard & Hancock Avenue. Route A operates at 35- to 70-minute headways during the day.*

- *CityLine Orange Route – The West Hollywood CityLine Orange Route provides local circulation service to the City of West Hollywood, linking the east and west communities to Plummer Park while primarily traveling on Santa Monica Boulevard. Near the project site, the Orange Route stops include Santa Monica Boulevard & Westbourne Drive and Santa Monica Boulevard & La Cienega Boulevard. The Orange Route operates at 35- to 70-minute headways during the day.*

e. Future Year without Project Conditions. To evaluate the potential impact of the proposed project on future traffic conditions, it is first necessary to develop a forecast of future traffic volumes in the study area under conditions without the project. This provides a basis against which to measure the project's traffic impacts. The year 2016 was selected for analysis based on the anticipated completion and occupation date of the proposed project.

Ambient Growth. Existing traffic is expected to increase between year 2014 and year 2016 as a result of general area wide and regional growth and development. Based on historical trends, an ambient growth factor of 1% per year was used to adjust the existing year 2014 traffic volumes to reflect the effects of regional growth and development by the year 2016. The result was a total adjustment of 2% applied from 2014 to 2016.

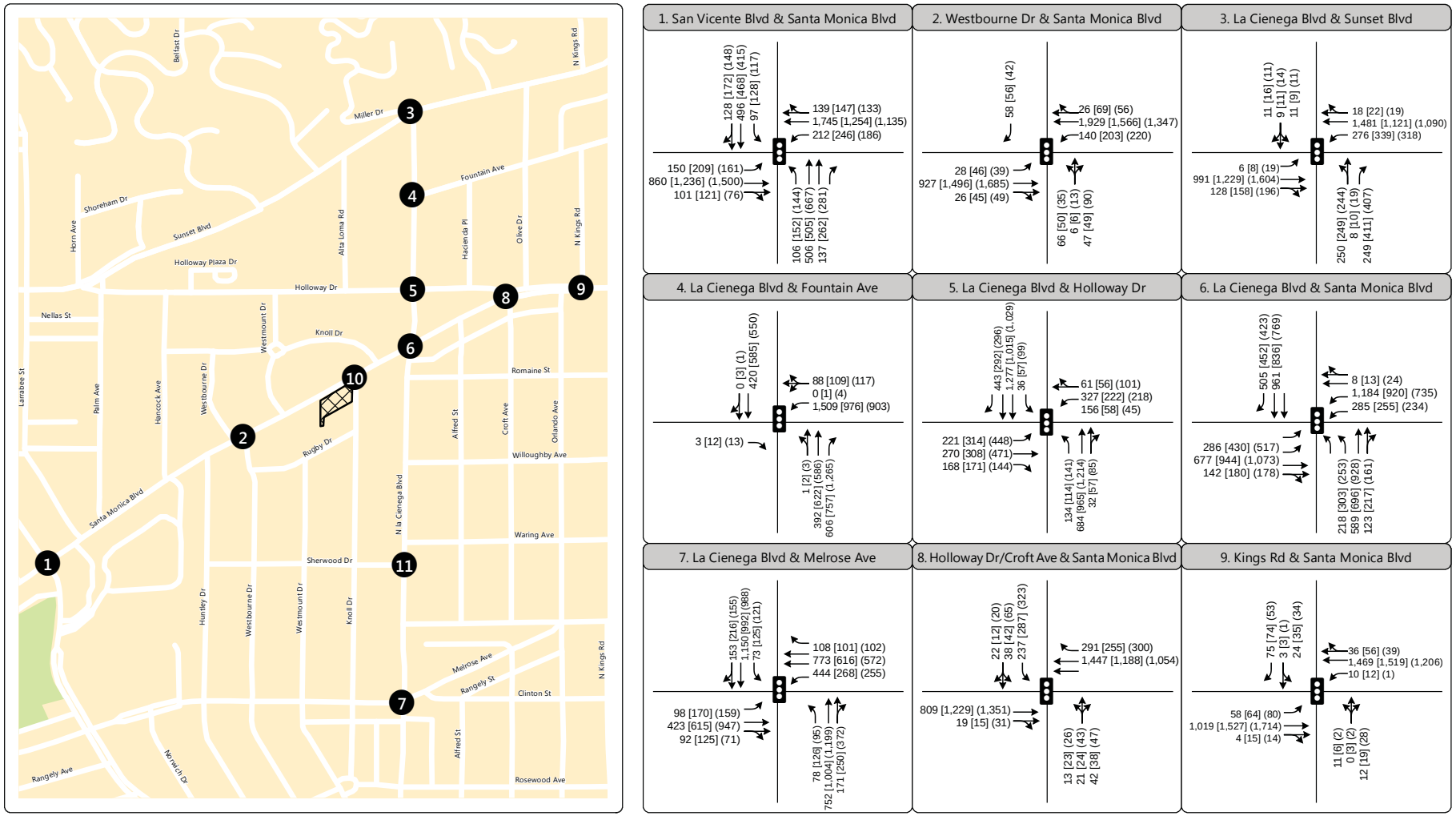
Growth from Cumulative Projects. Cumulative base traffic forecasts include the effects of specific projects, called related projects, expected to be implemented in the vicinity of the study area prior to the buildout date of the proposed project. Area projects were included to capture specific known developments that may contribute a significant amount of traffic under future conditions. A list of 52 area related projects was compiled. The related projects included in this study for future period analysis, and the trip generation of each, are listed in Appendix D.

Trip generation estimates for the related projects were calculated using a combination of previous study findings and the trip generation rates in the Institute of Transportation Engineers (ITE) *Trip Generation, 8th Edition* published in 2008. The related project traffic was added to the surrounding street system using similar distribution and assignment methodology applied for project trips. Figures 4.2-3a and 4.2-3b illustrate the future 2016 base intersection volumes for the AM, midday, and PM peak hours.

Peak Hour Intersection Level of Service. Based on the future 2016 without project forecasts, intersection level of service was calculated for each of the fifteen study intersections. Table 4.2-4 summarizes the V/C, delay and associated LOS results at each study intersection.

Under future 2016 without project conditions, the five study intersections that currently operation at LOS E or F are projected to continue to operate at LOS E or F during one or more of the peak hours. In addition, the intersections of La Cienega Boulevard and Holloway Drive and La Cienega Boulevard and Sherwood Drive are projected to operate and LOS E or F during one or more of the peak hours.

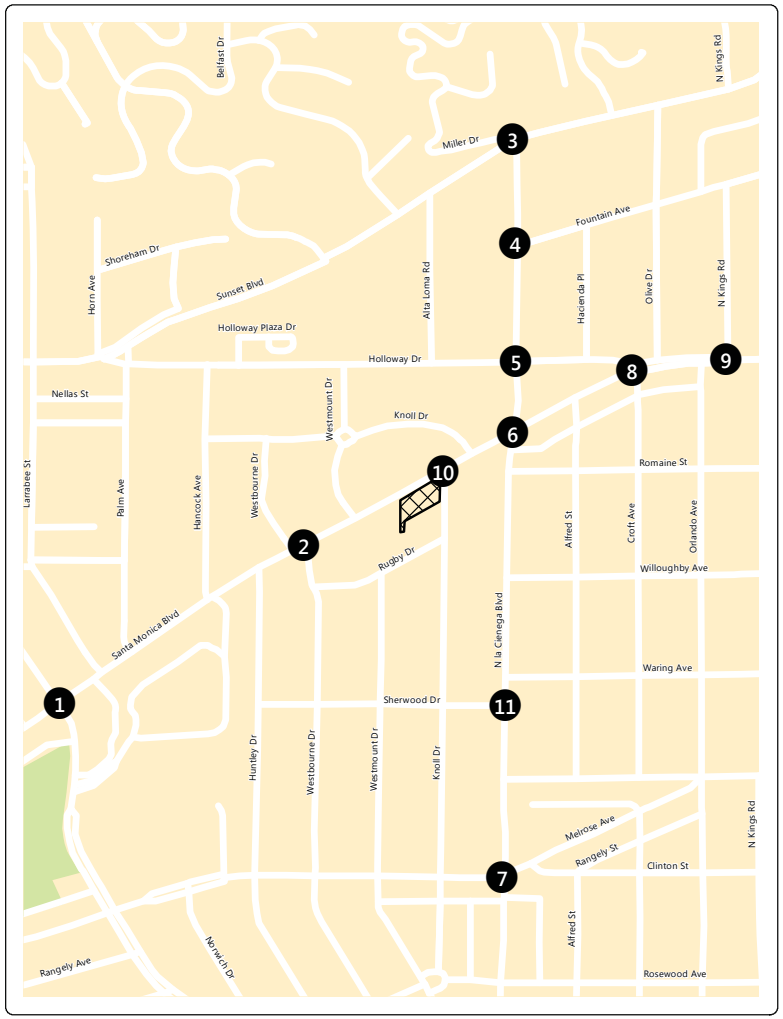
1. *San Vincente Blvd & Santa Monica Blvd (AM, Midday, and PM peak hour)*
3. *La Cienega Blvd & Sunset Blvd (AM, Midday, and PM peak hours)*
4. *La Cienega Blvd & Fountain Ave (AM peak hour)*
5. *La Cienega Blvd & Holloway Dr (AM and PM peak hour)*
6. *La Cienega Blvd & Santa Monica Blvd (AM, Midday, and PM peak hours)*
7. *La Cienega Blvd & Melrose Ave (AM, Midday, and PM peak hour)*
11. *La Cienega Blvd & Sherwood Dr (AM and PM peak hours)*

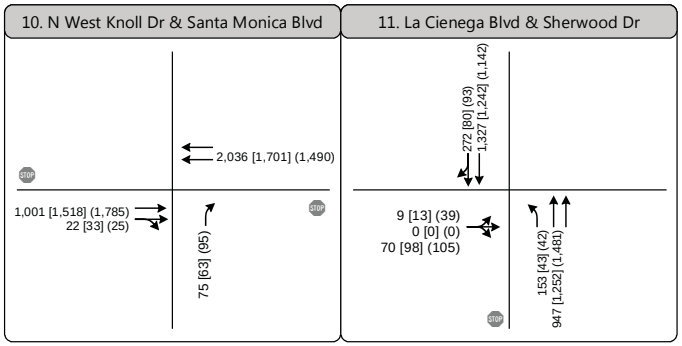


Future (2016) Base Peak Hour Intersection Volumes

Figure 4.2-3a

Source: Fehr & Peers, 2014





LEGEND

→	Turn Lane
AM [MD] (PM)	Traffic Volume
1	Study Intersection
	Traffic Signal
STOP	Stop Sign

N

NOT TO SCALE

Source: Fehr & Peers, 2014

Future (2016) Base Peak Hour Intersection Volumes

Figure 4.2-3b

Table 4.2-4
Future (2016) Intersection Level of Service Analysis

Study Intersection	Jurisdiction	AM Peak		Midday Peak		PM Peak	
		V/C or Delay	LOS	V/C or Delay	LOS	V/C or Delay	LOS
1. San Vicente Blvd & Santa Monica Blvd	WH	68	E	114	F	65	E
2. Westborne Dr & Santa Monica Blvd	WH	40	D	32	C	42	D
3. La Cienega Blvd & Sunset Blvd	WH	120	F	79	E	231	F
4. La Cienega Blvd & Fountain Ave	WH	167	F	14	B	19	B
5. La Cienega Blvd & Holloway Dr	WH	56	E	34	C	83	F
6. La Cienega Blvd & Santa Monica Blvd	WH	88	F	170	F	99	F
7. La Cienega Blvd & Melrose Ave	WH	56	E	61	E	107	F
8. Croft Ave & Santa Monica Blvd	WH	21	C	30	C	20	C
9. Kings Rd & Santa Monica Blvd	WH	5	A	7	A	6	A
10. N West Knoll Drive & Santa Monica Blvd	WH	10	B	12	B	14	B
11. La Cienega Blvd & Sherwood Dr [a, b]	LA	115	F	[c]		607	F

Source: Fehr & Peers, 2014. (Appendix D)
WH= West Hollywood, LA = City of Los Angeles
[a] Intersection is a two-way stop. Average vehicular delay reported for worst case approach
[b] The minor approach is stop controlled. Average vehicular delay reported for worst case approach
[c] This intersection is located in the City of Los Angeles; therefore, the City of Los Angeles thresholds were applied. The City of Los Angeles does not have midday peak hour thresholds.

Future Base Roadway Segment Analysis. Future base traffic conditions were estimated based on the existing 24-hour traffic counts in a manner consistent with the development of the volumes used for the intersection analysis. The existing volumes were factored to year 2016 (from 2014) levels and the daily traffic expected to be generated by the cumulative projects was added to the cumulative base conditions. Table 4.2-5 summarizes the projected future roadway segment traffic volumes on the study roadway segments.

Table 4.2-5
Future (2016) Base Daily Traffic Volumes on Study Roadway Segments

Street Segments	Existing Daily Count (2014)	Cumulative Base Daily Traffic (2016)
6. North West Knoll Dr btwn Santa Monica Blvd & Rugby Dr	1,470	1,499
7. North West Knoll Dr btwn Rugby Dr & Sherwood Dr	1,628	1,661
8. Rugby Dr btwn North West Knoll Dr & Westmount Dr	889	907
9. Rugby Dr btwn Westmount Dr & Westbourne Dr	1,005	1,025
10. Westbourne Dr btwn Santa Monica Blvd & Rugby Dr	2,649	2,716

Source: Fehr & Peers, 2014. (Appendix D).

4.2.2 Impact Analysis

a. Methodology and Significance Thresholds.

Analysis Methodology**.** Weekday AM, midday, PM peak hour traffic operations were evaluated at the eleven study intersections for each of the following traffic scenarios:

- *Existing (Year 2014) Conditions*
- *Existing (2014) plus Project Conditions*
- *Cumulative Base (2016) Conditions*
- *Cumulative (2016) plus Project Conditions*

A weekday daily roadway segment analysis was also conducted for the five study area segments.

Level-of-Service Methodology. In accordance with policies established by the City of West Hollywood, the "Operational Analysis" method from the Highway Capacity Manual (HCM) was used to perform signalized intersection LOS analysis at all signalized and unsignalized study intersections, including those partially or wholly within the City of Los Angeles. The HCM operational method determines two key operating characteristics of signalized intersections. The first characteristic is the average stopped delay experienced per vehicle. The second is the volume-to-capacity (V/C) ratio at intersections based on the amount of traffic traveling through the intersection, the lane geometries, and other factors affecting capacity such as on-street parking and pedestrian volumes at crosswalks. These characteristics are used to evaluate the operation of each signalized intersection, which is described generally in terms of level of service and expressed in terms of seconds of delay.

The intersection in the City of Los Angeles was analyzed per the requirements in the Los Angeles Department of Transportation's (LADOT) *Traffic Study Policies and Procedures* (May 2009). For the purposes of this analysis, the City of Los Angeles stop-controlled intersections were also analyzed using the HCM-Unsignalized methodology as a reference. The stop-controlled intersection was also analyzed with signal warrants; therefore, a LOS is provided for informational purposes. This analysis standard was applied to the stop-controlled intersection in the City of Los Angeles under AM and PM peak hour conditions.

Project Traffic Projections. The traffic projections for the proposed project were developed using the following three steps: 1) estimating the trip generation of the project; 2) determining trip distribution; and 3) assigning the project traffic to the roadway system.

Project Trip Generation. Trip rates from the Institute of Transportation Engineers, *Trip Generation, 8th Edition* (2008) were used to estimate the number of trips generated by the proposed project. See Table 4.2-6 for trip generation rates, and Table 4.2-7 for trip generation estimates.

Table 4.2-6
Trip Generation Rates

Land Use	ITE#	Rate	Daily	AM Peak Hour			MD Peak Hour [b]			PM Peak Hour		
				In	Out	Total	In	Out	Total	In	Out	Total
Office	710	per ksf	11.01	88%	12%	1.55	88%	12%	1.55	17%	83%	1.49
Supermarket	850	per ksf	102.24	62%	38%	3.40	52%	48%	7.07	51%	49%	9.48
High-Turnover Restaurant	931	per ksf	127.15	52%	48%	11.52	52%	48%	13.53	59%	41%	11.15
Specialty Retail	826	per ksf	44.32	61%	39%	0.73	48%	52%	6.84	44%	56%	2.71
Health/Fitness Club	492	per ksf	32.93	45%	55%	1.38	42%	58%	1.41	57%	43%	3.53

Source: Fehr & Peers, 2014 (Appendix D)
ksf = 1,000 square feet

Table 4.2-7
Project Trip Generation

Land Use	Size	Weekday Daily	AM Peak Hour			Midday Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total	In	Out	Total
Sprouts (supermarket)	25 ksf	2,556	53	32	85	92	85	177	121	116	23
Walk/Bike Credit	*(35%)*	*(895)*	*(19)*	*(11)*	*(30)*	*(32)*	*(30)*	*(62)*	*(42)*	*(41)*	*(83)*
Pass-by Credit	*(10%)*	*(166)*	*(3)*	*(3)*	*(6)*	*(6)*	*(6)*	*(12)*	*(8)*	*(8)*	*(16)*
Total Grocery Trips		1,495	31	18	49	54	49	103	71	67	138
Café (high-turnover restaurant)	1.319 ksf	168	8	7	15	9	9	18	9	6	15
Office	3.998 ksf	44	5	1	6	5	1	6	1	5	6
Health/Fitness Club	8.000 ksf	263	5	6	11	5	6	11	16	12	28
Walk/Bike Credit	*(60%)*	*(158)*	*(3)*	*(4)*	*(7)*	*(3)*	*(4)*	*(7)*	*(10)*	*(7)*	*(17)*
Total Health/Fitness Trips		105		2	4	2	2	4	6	5	11
Personal Services (Specialty Retail)	4.000 ksf	177	2	1	3	13	14	27	5	6	11
NET NEW TRIPS	**42.317 ksf**	**1,989**	**48**	**29**	**77**	**83**	**75**	**158**	**92**	**89**	**181**

Source: Fehr & Peers, 2014 (Appendix D)
ksf = 1,000 square feet, ( ) denotes subtraction

As shown in Table 4.2-7, two categories of trip credits (pass-by and walk/bike reductions) were considered for application to the trip generation estimates. Pass-by trips measure the level of traffic that was already on the roadway system that visits one of the uses at the project site. These trips are not considered new trips generated by the project because they were already on adjacent roadways, though they are accounted for at driveway access locations. The Institute of Transportation Engineers, *Trip Generation Handbook, 2nd Edition* (2004) contains data on the number of pass-by trips associated with various land uses. The handbook indicates that a typical grocery has a pass-by rate of 36 percent, which means that 36 percent of vehicles traveling to the store are already traveling on the adjacent roadway network and are not considered new trips.

To ensure that the pass-by credit applied to the Spouts Store was not underestimating the number of new trips, a 10 percent pass-by credit was applied to the grocery use.

Consideration of a walk/bike trip credit was based on empiric data collected at similar uses in the immediate vicinity of the project area as part of a West Hollywood Mixed-Use Project Travel Characteristics study. To be consistent with the typical peak periods analyzed by the City of West Hollywood in traffic impact studies, data was collected during the morning (7:00 – 10:00 AM), midday (11:00 AM – 2:00 PM), and afternoon (4:00 – 7:00 PM) peak periods. The proximity and similarity of the studied uses to the proposed project made them good candidates for assessing overall project travel characteristics and capturing the share of trips that will be made by active modes, such as walking and bicycling. The study revealed that, depending on the time of day, between 61 and 75 percent of visitors to a nearby health/fitness facility walked or biked to the destination, as did between 35 and 39 percent of visitors to a nearby grocery store. Based on the results of the data collection effort, a 60 percent walk/bike credit was applied to the health/fitness use, while a 35 percent walk/bike credit was applied to the grocery store use.

Project Trip Distribution. The geographic distribution of trips generated by the proposed project is dependent on the surrounding land uses, characteristics of the street system serving the site, and the level of accessibility of routes to and from the proposed project site. The general distribution pattern for this study was estimated based on the City of West Hollywood Travel Demand Forecasting Model.

Project Trip Assignment. The final product of the trip assignment process is a full accounting of project trips, by direction and turning movement at the study intersections. The project trips were assigned based on the trip generation and distribution assumptions discussed above.

Significance Criteria**.** As indicated above, the analysis includes potential impacts to intersections, street segments, and congestion management plan facilities. The significance criteria for each of these components is outlined below.

City of West Hollywood Intersection Criteria. The intersection threshold criteria used to determine if a project has an adverse significant traffic impact at signalized or unsignalized intersections in the City of West Hollywood are as follows:

- *Signalized intersections formed by two commercial corridors are significantly impacted if:*
  - *The addition of project traffic results in a LOS D and in an increase in delay of 12 seconds or greater, or*
  - *The addition of project traffic results in a LOS E or F and an increase in delay of eight seconds or greater.*
- *All other signalized and/or four-way stop intersections are significantly impacted if:*
  - *The addition of project traffic results in a LOS D and in an increase in delay of eight seconds or greater, or*
  - *The addition of project traffic results in a LOS E or F and an increase in delay of five seconds or greater.*
- *Unsignalized one-way or two-way stop intersections are significantly impacted if:*

- *The addition of project traffic results in a LOS D, E or F and in an increase in delay of five seconds or greater.*

City of Los Angeles Intersection Criteria. Per LADOT policy, stop-controlled intersections in Los Angeles are solely analyzed to determine the need for installation of a traffic signal or other traffic control device. The policy is as follows:

> *"In reviewing unsignalized intersections, only intersections that are adjacent to the project or that are expected to be integral to the project's site access and circulation plan should be identified as study intersections. For these intersections, the overall intersection delay should be measured pursuant to procedures accepted by LADOT during the scoping process. If, based on the estimated delay, the resultant LOS is E or F in the "future with project" scenario, then the intersection should be evaluated for the potential installation of a new traffic signal. The study shall include a traffic signal warrant analysis prepared pursuant to Section 353 of LADOT's Manual of Policies and Procedures and submitted to DOT for review and approval. Unsignalized intersections shall only be evaluated to determine the need for the installation of a traffic signal or other traffic control device, but will not be included in the impact analysis."*

These criteria were applied to the intersections located in the respective jurisdictions.

Residential Street Criteria. Street segments were analyzed using the City of West Hollywood's significant impact criteria. These are:

- *ADT is less than 2,000 and the project would increase the ADT by 12% or greater*
- *ADT is 2,001 to 3,000 and the project would increase the ADT by 10% or greater*
- *ADT is 3,001 to 6,750 and the project would increase the ADT by 8% or greater*
- *ADT is greater than 6,750 and the project would increase the ADT by 6.25% or greater*

Congestion Management Plan Criteria. The Congestion Management Program (CMP) was created statewide because of Proposition 111 and has been implemented locally by the Los Angeles County Metropolitan Transportation Authority (LACMTA). The CMP for Los Angeles County requires that the traffic impact of individual development projects of potentially regional significance be analyzed. A specific system of arterial roadways plus all freeways comprises the CMP system. Per the CMP Transportation Impact Analysis (TIA) Guidelines, a traffic impact analysis is conducted where:

- *All CMP arterial monitoring intersections where the proposed project would add 50 or more trips during either the AM or PM peak hours of adjacent street traffic.*
- *All CMP mainline freeway monitoring locations where the proposed project would add 150 or more trips, in either direction, during either the AM or PM peak hours.*

The CMP traffic impact analysis guidelines establish that a significant project impact occurs when the following threshold is exceeded:

- *The proposed project increases traffic demand on a CMP facility by 2% of capacity (V/C ≥ 0.02), causing LOS F (V/C > 1.00)*
- *If the facility is already at LOS F, a significant impact occurs when the proposed project increases traffic demand on a CMP facility by 2% of capacity (V/C ≥ 0.02).*

Construction Impact to Roadway Facilities. An impact to roadway facilities would be significant if construction of a project would create a temporary, but prolonged impact due to lane closure, need for temporary signals, emergency vehicle access, traffic hazards to bicycles and/or pedestrians, damage to the roadbed, truck traffic on roadways not designated as truck routes, other similar impediments to circulation.

Bicycle and Pedestrian Facilities Impacts. An impact to bicycle and pedestrian facilities would be significant if:

- *The project would disrupt existing facilities*
- *The project would interfere with planned facilities*
- *The project would conflict or create inconsistencies with adopted guidelines, plans, policies, or standards*

b. Project and Cumulative Impacts and Mitigation Measures. The analysis herein includes both project-related and cumulative impacts. Specifically, the analysis of traffic impacts under T-3 and T-5 include cumulative development in the area.

Impact T-1 Project construction activities and the associated truck trips and worker trips could temporarily interrupt the local roadway system. However, with development of the City-required Construction Mitigation Plan, impacts would be Class III, *less than significant*.

Construction activities would require the use of haul equipment and delivery trucks during excavation and construction. Additionally, construction worker traffic would temporarily add trips to the roadway infrastructure and require parking. Additional trips generated by the truck deliveries and construction employees could affect traffic flow in the study area. Construction activity could impact traffic along Santa Monica Boulevard and West Knoll Drive, pedestrian traffic flow near the project site could be altered as a result of construction, and the availability of parking, especially on-street parking, could be impacted if on-site parking for construction employees were not provided.

Delivery and export haul routes would be developed to use the freeway system, exiting to major arterials, and ending at the project site by traveling on Santa Monica Boulevard. The proposed project would require approximately 47 round-trip export trips in order to export an estimated 925 cubic yards of earth material (assuming 20 cubic yards per truck). Locally, the following haul and export routes are available for construction truck trips:

- *East on Santa Monica Boulevard to U.S. 101*
- *South on La Cienega Boulevard to I-10*
- *West on Santa Monica Boulevard to I-405*

Although no street closures are anticipated to occur during construction of the project, construction of the project may temporarily displace on-street parking located along Santa Monica Boulevard and West Knoll Drive near the project site. Any lane closure requests or requests to displace on-street parking would be submitted to the City for prior approval in accordance with City policies and procedures. The applicant would be responsible for all costs associated with signage and lane closure equipment and for providing flagging as necessary or requested by the City, to ensure the safe operation and movement of traffic during periods of

lane closures or on-street parking displacement. The applicant would be required to provide temporary sidewalks or alternative pedestrian passage for pedestrians should existing sidewalks be closed during construction.

Project construction would be required to comply with the City of West Hollywood's development permit conditions, which restrict grading and other construction activities to the hours of 8: 00 AM to 7:00 PM, Monday through Friday. On Saturday, only interior construction activities are permitted within these same hours. The use of heavy equipment is restricted to between the hours of 8:00 AM and 7:00 PM, Monday through Friday. Trucks and other equipment and vehicles cannot arrive before 8:00 AM and employees for the project cannot arrive prior to 7:45 AM on any working day. In addition, all construction equipment and materials must be stored on site.

In addition, the City of West Hollywood's plan check process includes the requirement for implementing a "Construction Mitigation Plan." Portions of this plan that relate to traffic include:

- *Describe how much of the public street, alleyway, or sidewalk is proposed to be used in conjunction with construction.*
- *Describe anticipated construction-related truck routes, number of truck trips, hours of hauling and parking locations.*
- *Provide a construction-period parking plan which shall minimize use of public streets for parking.*
- *Describe where workers will park, efforts to carpool to the job site.*

The developer would also be required to ensure that employees can either park on-site or at another off-site location. Off-site parking in the adjacent residential neighborhoods is prohibited.

As discussed above, several mandatory City policies and procedures, and the required Construction Mitigation Plan address impacts to the local roadway system during construction activities. These City requirements would reduce impacts related to traffic and pedestrian flow and temporary parking impacts during construction. Therefore, impacts would be less than significant.

Mitigation Measures. Mitigation is not required because impacts would be less than significant.

Significance after Mitigation. Impacts would be less than significant without mitigation.

Impact T-2 The proposed project would generate an estimated 1,989 net new weekday average daily trips. This would incrementally increase traffic levels at study intersections under existing plus project conditions, but would not create an exceedance of significance thresholds. Therefore, impacts would be Class III, *less than significant*.

The proposed project would generate an estimated 1,989 net new weekday daily trips, including 77 AM peak hour trips, 158 midday peak hour trips, and 181 PM peak hour trips (see Table 4.2-6). The existing (2014) traffic conditions with the addition of project-related traffic are shown in Table 4.2-8. Existing plus project peak period traffic volumes are illustrated on Figure 4.2-4a-b (refer to Appendix D for worksheets showing level of service calculations).

Table 4.2-8
Existing Plus Project Intersection Level Of Service Analysis

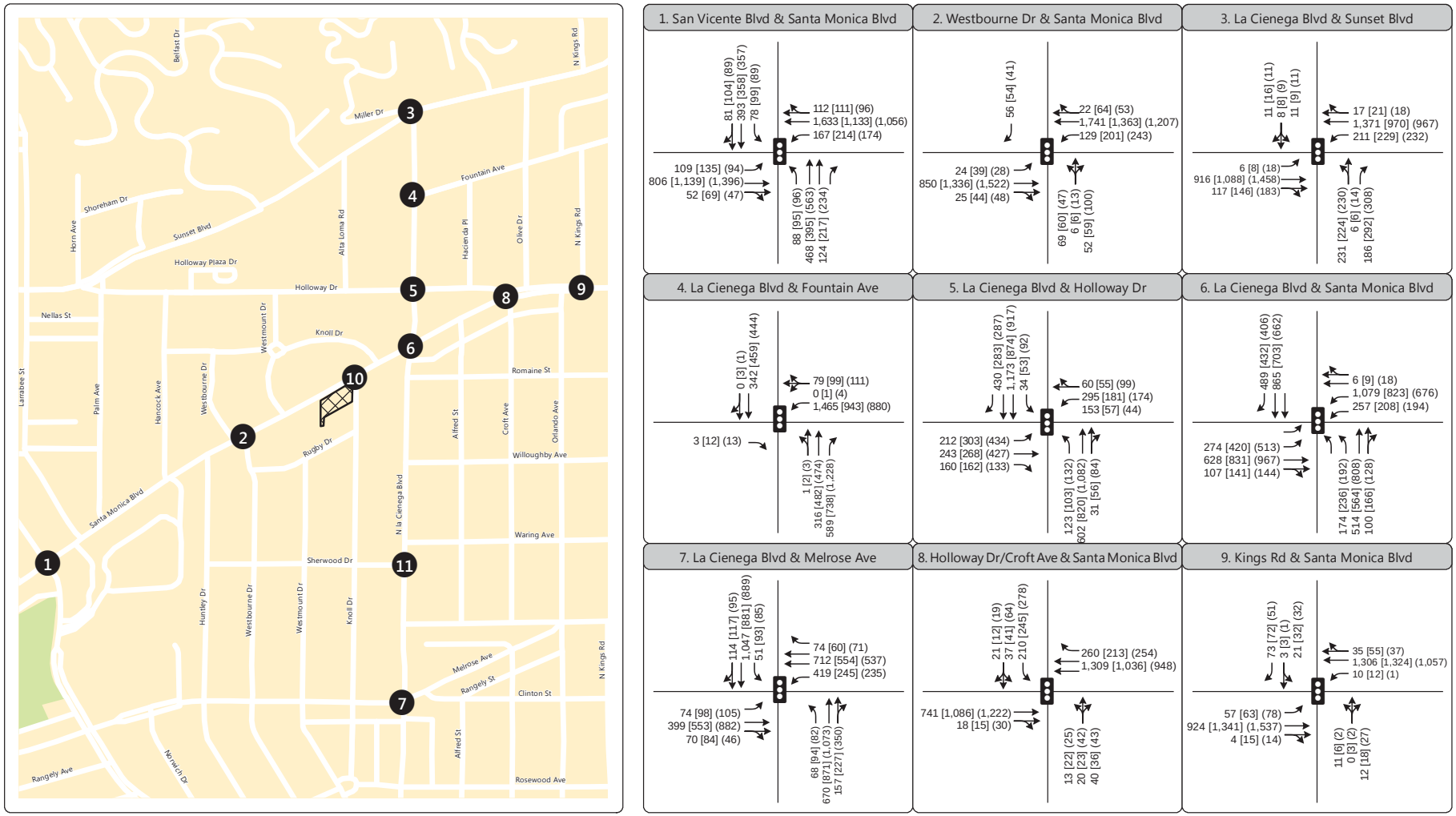
Intersection	Peak Hour	Existing (Year 2014)		With Project (Year 2014)			
		V/C or Delay	LOS	Delay	LOS	Change in Delay	Significant Impact?
1. San Vicente Blvd & Santa Monica Blvd	AM	33	C	34	C	1	No
	Midday	44	D	45	D	1	No
	PM	56	E	59	E	3	No
2. Westbourne Dr & Santa Monica Blvd	AM	19	B	21	C	2	No
	Midday	32	C	35	C	3	No
	PM	30	C	36	C	6	No
3. La Cienega Blvd & Sunset Blvd	AM	90	F	90	F	0	No
	Midday	42	D	43	D	1	No
	PM	65	E	68	E	3	No
4. La Cienega Blvd & Fountain Ave	AM	149	F	149	F	0	No
	Midday	12	B	12	B	0	No
	PM	14	B	14	B	0	No
5. La Cienega Blvd & Holloway Dr	AM	39	D	39	D	0	No
	Midday	28	C	28	C	0	No
	PM	51	D	52	D	1	No
6. La Cienega Blvd & Santa Monica Blvd	AM	62	E	65	E	3	No
	Midday	107	F	111	F	4	No
	PM	106	F	110	F	4	No
7. La Cienega Blvd & Melrose Ave	AM	39	D	39	D	0	No
	Midday	30	C	31	C	1	No
	PM	58	E	60	E	2	No
8. Croft Ave & Santa Monica Blvd	AM	18	B	18	B	0	No
	Midday	25	C	25	C	0	No
	PM	34	C	34	C	0	No
9. Kings Rd & Santa Monica Blvd	AM	5	A	5	A	0	No
	Midday	6	A	6	A	0	No
	PM	6	A	6	A	0	No
10. N West Knoll Dr & Santa Monica Blvd	AM	10	B	10	B	0	No
	Midday	11	B	12	B	1	No
	PM	13	B	13	B	0	No
11. La Cienega Blvd & Sherwood Dr [a, b]	AM	56	F	59	F	[c]	
	PM	78	F	95	F		

Source: Fehr & Peers, 2014. (Appendix D)

[a] Intersection is a two-way stop. Average vehicular delay reported for worst case approach

[b] The minor approach is stop controlled. Average vehicular delay reported for worst case approach

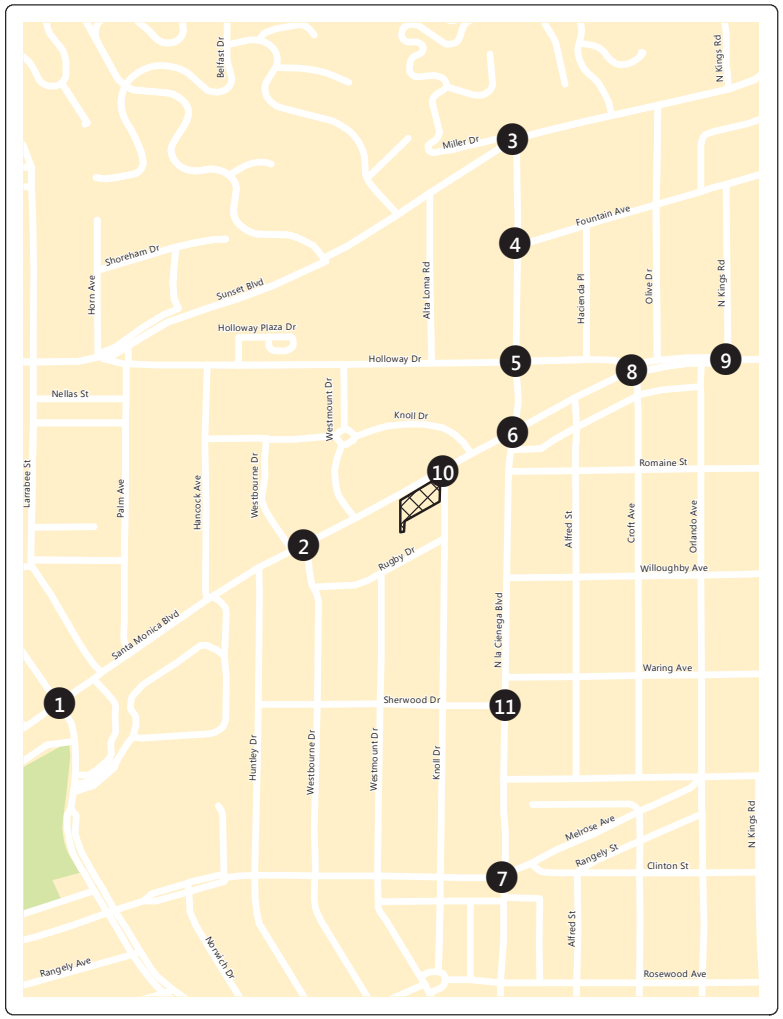
[c] This intersection is located in the City of Los Angeles; therefore, the City of Los Angeles thresholds were applied. A signal warrant analysis was conducted per LADOT's "Traffic Study Policies and Procedures" (see Appendix D).The intersection was found to satisfy the "peak hour"," four-hour," and "interruption of continuous traffic" signal warrants. However, this does not constitute a significant impact per City of Los Angeles thresholds. The intersection was analyzed using the HCM-Unsignalized methodology to determine current operating conditions for reference purposes only.

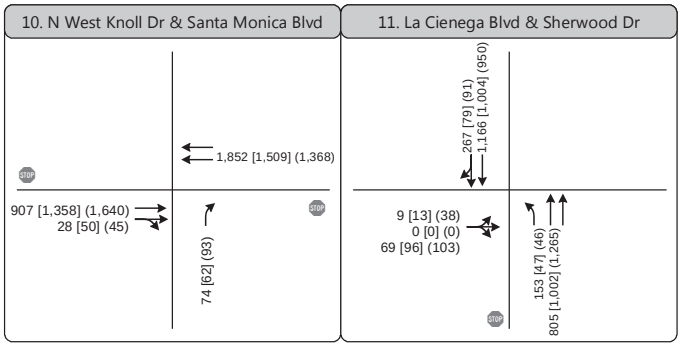


Source: Fehr & Peers, 2014

Existing (2014) Plus Project Peak Hour Intersection Volumes

Figure 4.2-4a





LEGEND

→	Turn Lane
AM [MD] (PM)	Traffic Volume
1	Study Intersection
	Traffic Signal
STOP	Stop Sign

N

NOT TO SCALE

Source: Fehr & Peers, 2014

Existing (2014) Plus Project Peak Hour Intersection Volumes

Figure 4.2-4b

As shown in Table 4.2-8, six of the ten study intersections within the City of West Hollywood are projected to operate at a poor LOS E or F during one or more peak periods with the addition of project traffic:

1. *San Vicente Boulevard & Santa Monica Boulevard (PM peak hour)*
3. *La Cienega Boulevard & Sunset Boulevard (AM, and PM peak hours)*
4. *La Cienega Boulevard & Fountain Avenue (AM peak hour)*
6. *La Cienega Boulevard & Santa Monica Boulevard (AM, MD, and PM peak hours)*
7. *La Cienega Boulevard & Melrose Avenue (PM peak hour)*

However, the proposed increase in traffic associated with the proposed project would not exceed City of West Hollywood significance thresholds for any of the study intersections. Therefore, project impacts would be less than significant.

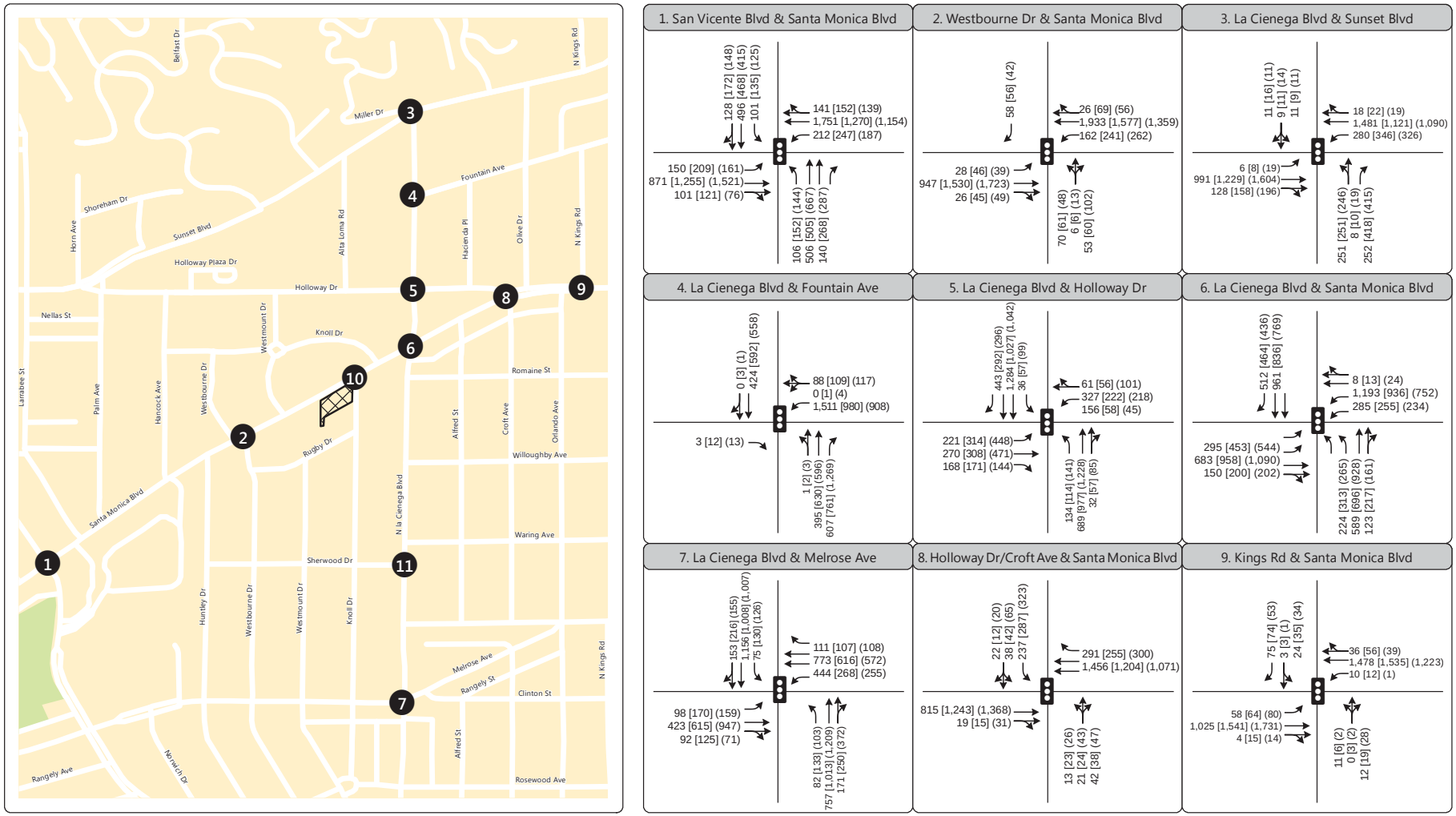
One study area intersection, La Cienega Boulevard & Sherwood Drive (intersection #11), is located within the City of Los Angeles and analyzed per LADOT thresholds. As stated in *Methodology and Significance Thresholds,* per LADOT policy, if the project results in a LOS E or F at a stop-controlled intersection, then the intersection should be evaluated for the potential installation of a new traffic signal. This intersection operates at a LOS F during the AM and PM peak hours both in existing and existing plus project conditions. According to the traffic signal analysis included in the project traffic study (see Appendix D), the intersection satisfies the "peak hour", "four-hour," and "interruption of continuous traffic" signal warrants with and without the project. Since LADOT does not have a significance threshold for unsignalized intersections, this is not considered a project impact.

Mitigation Measures. Mitigation is not required because impacts would be less than significant.

Significance after Mitigation. Impacts would be less than significant without mitigation.

Impact T-3 The proposed project would add new traffic to study area intersections under cumulative plus project conditions. Project-generated trips would result in a significant impact at the Westbourne Drive and Santa Monica Boulevard intersection during the PM peak hour based on City of West Hollywood thresholds. Cumulative impacts would be Class I, *significant and unavoidable*.

Cumulative plus project peak period traffic volumes were analyzed to determine the projected future (year 2016) operating conditions with the addition of the proposed project traffic. Cumulative plus project peak period traffic volumes are illustrated in Figure 4.2-5a-b. The results of the cumulative plus project analysis are presented in Table 4.2-9.



LEGEND

- Turn Lane
- AM [MD] (PM) Traffic Volume
- Study Intersection
- Traffic Signal
- Stop Sign

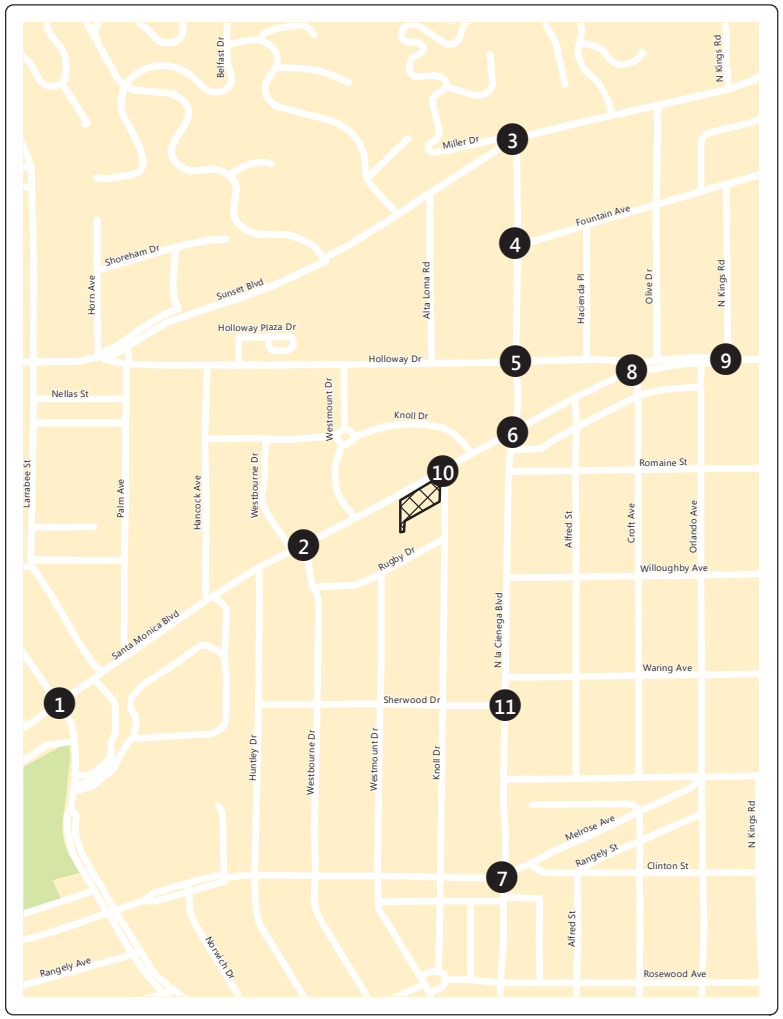
N

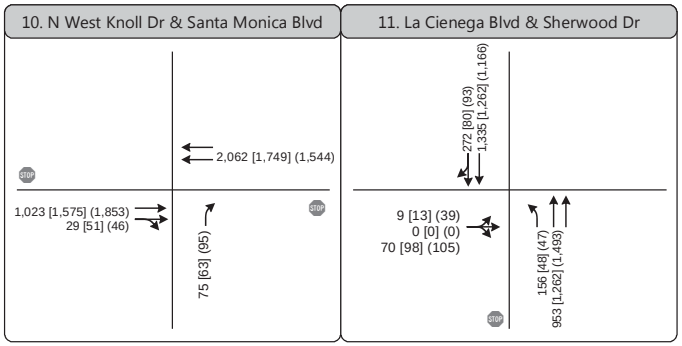
NOT TO SCALE

Source: Fehr & Peers, 2014

Future (2016) Plus Project Peak Hour Intersection Volumes

Figure 4.2-5a





LEGEND

- Turn Lane
- AM [MD] (PM) Traffic Volume
- 1 Study Intersection
- Traffic Signal
- STOP Stop Sign

N

NOT TO SCALE

Source: Fehr & Peers, 2014

Future (2016) Plus Project Peak Hour Intersection Volumes

Figure 4.2-5b

Table 4.2-9
Future (2016) Intersection Level Of Service Analysis

Intersection	Peak Hour	Cumulative Base (Year 2016)		With Project (Year 2016)			
		V/C or Delay	LOS	V/C or Delay	LOS	Change in Delay	Significant Impact?
1. San Vicente Blvd & Santa Monica Blvd	AM	68	E	69	E	1	No
	Midday	114	F	118	F	4	No
	PM	65	E	67	E	2	No
2. Westbourne Dr & Santa Monica Blvd	AM	40	D	46	D	6	No
	Midday	32	C	34	C	2	No
	PM	42	D	65	E	23	**Yes**
3. La Cienega Blvd & Sunset Blvd	AM	120	F	121	F	1	No
	Midday	79	E	81	F	2	No
	PM	231	F	231	F	0	No
4. La Cienega Blvd & Fountain Ave	AM	167	F	167	F	0	No
	Midday	14	B	14	B	0	No
	PM	19	B	19	B	0	No
5. La Cienega Blvd & Holloway Dr	AM	56	E	56	E	0	No
	Midday	34	C	35	C	1	No
	PM	83	F	86	F	3	No
6. La Cienega Blvd & Santa Monica Blvd	AM	88	F	91	F	3	No
	Midday	170	F	172	F	2	No
	PM	99	F	103	F	4	No
7. La Cienega Blvd & Melrose Ave	AM	56	E	57	E	1	No
	Midday	61	E	65	E	4	No
	PM	107	F	110	F	3	No
8. Croft Ave & Santa Monica Blvd	AM	21	C	22	C	1	No
	Midday	30	C	30	C	0	No
	PM	20	C	20	C	0	No
9. Kings Rd & Santa Monica Blvd	AM	5	A	5	A	0	No
	Midday	7	A	7	A	0	No
	PM	6	A	6	A	0	No
10. N West Knoll Dr & Santa Monica Blvd	AM	10	A	10	A	0	No
	Midday	12	B	12	B	0	No
	PM	14	B	14	B	0	No
11. La Cienega Blvd & Sherwood Dr [a,b]	AM	115	F	125	F	10	[c]
	PM	607	F	721	F	114	

Source: Fehr & Peers, 2014. (Appendix D)
[a] Intersection is a two-way stop. Average vehicular delay reported for worst case approach
[b] The minor approach is stop controlled. Average vehicular delay reported for worst case approach
[c] This intersection is located in the City of Los Angeles; therefore, the City of Los Angeles thresholds were applied. A signal warrant analysis was conducted per LADOT's "Traffic Study Policies and Procedures" (see Appendix D).The intersection was found to satisfy the "peak hour"," four-hour," and "interruption of continuous traffic" signal warrants. However, this does not constitute a significant impact per City of Los Angeles thresholds. The intersection was analyzed using the HCM-Unsignalized methodology to determine current operating conditions for reference purposes only.

As indicated in Table 4.2-9, seven of the ten analyzed intersections within the City of West Hollywood are projected to operate at unacceptable poor LOS E or F during one or more peak periods with the addition of project traffic. These include:

1. *San Vicente Boulevard & Santa Monica Boulevard (AM, MD, and PM peak hour)*
2. *Westbourne Drive & Santa Monica Boulevard (PM peak hour)*
3. *La Cienega Boulevard & Sunset Boulevard (AM, MD, and PM peak hours)*
4. *La Cienega Boulevard & Fountain Avenue (AM peak hour)*
5. *La Cienega Boulevard & Holloway Drive (AM and PM peak hour)*
6. *La Cienega Boulevard & Santa Monica Boulevard (AM, MD, and PM peak hours)*
7. *La Cienega Boulevard & Melrose Avenue (AM, MD, and PM peak hour)*

To determine whether significant impacts would occur at the study intersections, the 2016 plus project operating conditions were compared to the 2016 base operating conditions. As shown in Table 4.2-9, using the City of West Hollywood criteria for determination of significant impacts, under cumulative plus project conditions, the proposed project would result in a significant impact at the following intersection:

1. *Westbourne Drive & Santa Monica Boulevard (PM peak hour)*

Mitigation Measures. Mitigation measures were identified in the project traffic study for intersections potentially impacted by the addition of project traffic from the proposed project. Opportunities for physical mitigation measures such as restriping of intersection approaches to add turn lanes and improving traffic control devices were investigated. The emphasis was to identify physical and/or operational improvements that could be implemented. Because of the physical constraints and design limitations at the intersection of Westbourne Drive and Santa Monica Boulevard due to lack of available right-of-way, no feasible mitigation measures were identified. Diversion of traffic would be needed in order to reduce the significant impact. However, diversion of project traffic would cause significant impacts at other intersections. Therefore, traffic diversion is not included as a proposed mitigation measure due to the secondary impacts that could result at the adjacent study intersections.

Significance after Mitigation. No feasible mitigation measures have been identified for the intersection of Westbourne Drive and Santa Monica Boulevard. As a result, the impact at this segment would be significant and unavoidable.

Impact T-4 The proposed project would generate traffic that would exceed established thresholds in existing plus project conditions at four of five nearby study area roadway segments. This impact would be Class I, *significant and unavoidable*.

The traffic volumes used to perform the existing street segment analysis were developed from the existing ADT counts in a manner consistent with the development of the volumes used for the intersection analyses. Table 4.2-10 compares daily vehicle trips on study roadway segments in existing conditions without the project to daily vehicle trips with project-generated traffic. As indicated, the increase in traffic on the study segments would range from 0% to 15%. According

to the segment impact criteria, four segments would be significantly impacted by the proposed project:

1. *North West Knoll Drive between Santa Monica Boulevard and Rugby Drive*
3. *Rugby Drive between North West Knoll Drive and Westmount Drive*
4. *Rugby Drive between Westmount Drive and Westbourne Drive*
5. *Westbourne Drive between Santa Monica Boulevard and Rugby Drive*

Table 4.2-10
Existing (2014) Plus Project Weekday Roadway Segment Impact Analysis

Street Segments	Existing Daily Traffic Volumes	Proposed Project			
		Project Only Daily Traffic	Existing plus Project	% Increase	Significant Impact?
1. North West Knoll Dr btwn Santa Monica Blvd & Rugby Dr	1,470	239	1,709	16.3%	**Yes**
2. North West Knoll Dr btwn Rugby Dr & Sherwood Dr	1,628	90	1,718	5.5%	No
3. Rugby Dr btwn North West Knoll Dr & Westmount Dr	889	149	1,038	16.8%	**Yes**
4. Rugby Dr btwn Westmount Dr & Westbourne Dr	1,005	149	1,154	14.8%	**Yes**
5. Westbourne Dr btwn Santa Monica Blvd & Rugby Dr	2,649	283	2,932	10.7%	**Yes**

Source: Fehr & Peers, 2014. (Appendix D).

Mitigation Measures. Mitigation measures were identified in the project traffic study for street segments potentially impacted by the addition of project traffic from the proposed project. The emphasis was to identify physical and/or operational improvements that could be implemented. Additionally, mitigations to calm traffic on the neighborhood street segments including speed humps, traffic circles and curb extensions were also explored. The following mitigation measure is required.

T-4 **Traffic Calming Measures.** The project applicant shall work with the City and residents that reside along the impacted roadways on a traffic calming program and fund implementation of traffic calming measures, such as speed humps, traffic circles and/or curb extensions, on the adjacent residential roadways of North West Knoll, Ruby Drive, and Westbourne Drive and at the intersection of North West Knoll Drive and Santa Monica Boulevard to satisfaction of the Community Development Director and in accordance with the City's Neighborhood Traffic Management Program. These improvements shall be funded prior to issuance of building permit and installed prior to issuance of the final certificate of occupancy.

Significance after Mitigation. Traffic calming research shows that traffic calming devices can work to reduce trips through neighborhood street segments (and divert them back to the main streets) (ITE/FHWA, 1999). Specifically, traffic calming in neighborhoods requires drivers to reduce speed and the research shows that drivers typically choose the fastest travel path to reach their ultimate destination. The proposed traffic calming measures are subject to residential neighborhood review and approval per the City's Neighborhood Traffic Management Program. The adopted Program and its policies require the majority of affected residential area to approve traffic calming measures that are proposed prior to implementation. As a result of the City's Program, a specific set of traffic calming measures cannot be identified at this time. Additionally, while the traffic calming measures would reduce project related traffic in the neighborhoods, the level of trip reduction cannot be precisely quantified. For example, while traffic calming devices can deter traffic for the reasons stated above, it is difficult to quantify how often drivers will choose to drive through a residential neighborhood when traffic on the major thoroughfares is unusually heavy or at a stand-still. For these reasons, Impact T-4 will remain significant and unavoidable after mitigation.

Impact T-5 **The proposed project would generate traffic that would use nearby residential streets. The amount of traffic estimated to occur on three of the five study area roadway segments would exceed established thresholds in cumulative future plus project conditions. Cumulative impacts would be Class I, *significant and unavoidable*.**

Table 4.2-12 compares forecast future daily vehicle trips on study roadway segments without the project to daily vehicle trips with project-generated traffic. As indicated, the increase in traffic on the segments would range from 0% to 15%. According to the segment impact criteria, four segments in the City of West Hollywood would be significantly impacted by the proposed project in future year conditions:

1. *North West Knoll Drive between Santa Monica Boulevard and Rugby Drive*
3. *Rugby Drive between North West Knoll Drive and Westmount Drive*
4. *Rugby Drive between Westmount Drive and Westbourne Drive*
5. *Westbourne Drive between Santa Monica Boulevard and Rugby Drive*

Mitigation Measures. Mitigation Measure T-4 described under Impact T-4 would be required.

Significance after Mitigation. Traffic calming research shows that traffic calming devices can work to reduce trips through neighborhood street segments (and divert them back to the main streets) (ITE/FHWA, 1999). Specifically, traffic calming in neighborhoods requires drivers to reduce speed and the research shows that drivers typically choose the fastest travel path to reach their ultimate destination. The proposed traffic calming measures are subject to residential neighborhood review and approval per the City's Neighborhood Traffic Management Program. The adopted Program and its policies require the majority of affected residential area to approve traffic calming measures that are proposed prior to implementation. As a result of the City's Program, a specific set of traffic calming measures cannot be identified at this time. Additionally, while the traffic calming measures would reduce project related traffic in the neighborhoods, the

level of trip reduction cannot be precisely quantified. For example, while traffic calming devices can deter traffic for the reasons stated above, it is difficult to quantify how often drivers will choose to drive through a residential neighborhood when traffic on the major thoroughfares is unusually heavy or at a stand-still. For these reasons, Impact T-4 will remain significant and unavoidable after mitigation.

Impact T-6 Traffic generated by the proposed project would increase traffic at the CMP intersection of Santa Monica Boulevard and La Cienega Boulevard under existing and future conditions and on nearby freeways. However, the increase in traffic would not exceed CMP thresholds. Therefore, impacts would be Class III, *less than significant*.

Arterial Monitoring Stations. The closest Congestion Management Plan (CMP) arterial monitoring intersection to the project site is the intersection of La Cienega Boulevard & Santa Monica Boulevard. Another CMP arterial monitoring station is on Santa Monica Boulevard at Doheny Drive. In accordance with the project trip generation estimates previously presented and a review of the project traffic volumes shown on Figure 4.2-4, the proposed project would add fewer than 50 trips to Doheny Drive & Santa Monica Boulevard during either peak hour. At La Cienega Boulevard & Santa Monica Boulevard, the proposed project would also add fewer than 50 trips during the AM peak hour, but more than 50 trips during the PM peak hour. At La Cienega Boulevard & Santa Monica Boulevard, the proposed project would increase traffic by 102 trips in the evening peak hour (which is the CMP analysis hour with the greatest proposed project trip generation). If project street segment impact mitigations are implemented, the number of PM peak hour project trips at La Cienega Boulevard & Santa Monica Boulevard would increase from 102 to 111 trips. Since the project would add more than 50 trips at La Cienega Boulevard & Santa Monica Boulevard, an arterial intersection CMP analysis is required. The CMP analysis is provided for both Existing (2014) and Cumulative (2016) conditions with and without the project. The following scenarios were analyzed:

1. *Existing (2014)*
2. *Existing (2014) plus Project*
3. *Existing (2014) plus Project with Mitigations*
4. *Cumulative (2016)*
5. *Cumulative (2016) plus Project*
6. *Cumulative (2016) plus Project with Mitigations*

Existing Plus Project CMP Impact Analysis. Table 4.2-11 presents the arterial intersection LOS for the CMP Arterial Monitoring Station located at La Cienega Boulevard & Santa Monica Boulevard for the PM peak hour under the existing (2014) analysis conditions. The CMP arterial intersection would operate at LOS E or better during the PM peak hour and impacts would be less than significant.

Table 4.2-11
Existing (2014) CMP Intersection Level Of Service Analysis

Intersection	Peak Hour	Existing (Year 2014)		With Project (Year 2014)			
		V/C	LOS	V/C	LOS	Change in V/C	Significant Impact?
6. La Cienega Blvd & Santa Monica Blvd	PM	0.810	D	0.835	D	0.025	No

Source: Fehr & Peers, 2014 (Appendix D)

Cumulative plus Project CMP Impact Analysis. Table 4.2-12 presents the arterial intersection LOS for the CMP Arterial Monitoring Station located at La Cienega Boulevard & Santa Monica Boulevard for the PM peak hour under the cumulative (2016) conditions. The CMP arterial intersection would operate at LOS E or better during the PM peak hour and impacts would be less than significant.

Table 4.2-12
Future (2016) CMP Intersection Level Of Service Analysis

Intersection	Peak Hour	Future (Year 2016)		With Project (Year 2016)			
		V/C	LOS	V/C	LOS	Change in V/C	Significant Impact?
6. La Cienega Blvd & Santa Monica Blvd	PM	0.924	E	0.950	E	0.026	No

Source: Fehr & Peers, 2014 (Appendix D)

Freeways. The project site is approximately four miles west and 4.25 miles south of U.S. 101. The CMP freeway monitoring station closest to the project site is the U.S. 101 south of Santa Monica Boulevard. An additional Caltrans monitoring station near the project site on U.S. 101 is at Cold Water Canyon Avenue. An analysis was conducted of potential impacts at these stations on the U.S. 101. Based on the trip generation estimates shown in Table 3 and trip distribution presented in Figure 4, the project would result in a net increase of approximately 32 peak hour trips on U.S. 101 southbound and 17 peak hour trips on U.S. 101 northbound during the AM or PM peak hours to the segments identified as CMP monitoring stations. This is based on an assumption that project trips distributed on Santa Monica Boulevard are also trips on the U.S. 101 south of the project site, and that all project trips distributed on Sunset Boulevard are trips on the U.S. 101 north of the project site. Based on this conservative analysis, the proposed project would not add more than 150 vehicles to the CMP mainline freeway monitoring locations during either peak hour; therefore, a CMP freeway analysis is not required.

Mitigation Measures. Mitigation is not required because impacts would be less than significant.

Significance after Mitigation. Impacts would be less than significant without mitigation.

Impact T-7 The proposed project would not disrupt existing or planned transit, bicycle, or pedestrian facilities or conflict with applicable transit, bicycle or pedestrian plans or policies. Impacts to transit, bicycle, and pedestrian systems would be Class III, *less than significant*.

Bicycle Facility Impacts. The existing bicycle network in the study area consists of Class II facilities (designated bicycle lane, noted by striping and signage) on San Vicente Boulevard between Santa Monica Boulevard and Beverly Boulevard and on Santa Monica Boulevard between North Almont Drive and North Flores Street. Also present are Class III facilities (shared roadway, noted by signage) on San Vicente Boulevard between Santa Monica Boulevard and Sunset Boulevard and on Melrose Avenue between Santa Monica Boulevard and North Croft Avenue. Although there are no other designated bicycle facilities, there is bicycle activity in the study area.

An existing bicycle lane is located on Santa Monica Boulevard immediately north of the project site. The proposed project would not modify the bicycle lane on Santa Monica Boulevard or alter access to the existing facility. Therefore, the project impact would be less than significant.

Pedestrian Facility Impacts. The pedestrian network in the study area consists of crosswalks, pedestrian crossings, and sidewalks. Sidewalks are available on all streets bordering the project site and all study intersections have a crosswalk on at least one approach, with the exception of La Cienega Boulevard & Sherwood Drive. Additionally, several of the stop-controlled intersections and mid-block locations in the study area have marked pedestrian crossings with high visibility signage.

There is an existing crosswalk immediately to the west of the project parking facility entrance, and to the east of the project site at the intersection of Santa Monica Boulevard & North West Knoll Drive. The proposed project would not modify or alter access to the existing pedestrian facilities. Therefore, the project impact would less than significant.

Transit Facility Impacts. The transit facilities in the study area consist of bus stops with benches and shelters. Bus stops are available along the project frontage on Santa Monica Boulevard. The project frontage along Santa Monica Boulevard would not interfere with the existing bus stops, which are located on frontages of nearby properties. Therefore, the project impact would be less than significant.

Mitigation Measures. No mitigation measures are necessary.

Significance after Mitigation. Impacts would be less than significant without mitigation.

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5.0 OTHER CEQA ISSUES

This section discusses growth inducing impacts, irreversible environmental impacts, and energy impacts that could be caused by the proposed project.

5.1 ECONOMIC AND POPULATION GROWTH

Section 15126.2(d) of the *CEQA Guidelines* requires a discussion of a proposed project's potential to induce growth by, for example, fostering economic or population growth, or removing an obstacle to growth. Growth does not necessarily create significant physical changes to the environment. However, depending upon the type, magnitude, and location of growth, it can result in significant adverse environmental effects. The proposed project's growth-inducing potential is therefore considered significant if growth induced by the project could result in significant physical effects in one or more environmental issue areas.

The proposed project would not involve any residential uses; therefore, it would not result in any direct population growth.

The proposed project involves developing restaurant, office and retail uses on-site. The project would generate temporary employment opportunities during construction, which would draw workers from the existing regional work force. It would also add long-term employment opportunities associated with operation of the commercial uses. Table 5-1 shows the potential increase in job opportunities as a result of the proposed project.

Table 5-1
Employment Increase Resulting from Proposed Project

Commercial Land Use	Amount	Employment Density	Total
Retail	38,319 sf	424 sf/employee*	91
Office	3,998 sf	319 sf/employee*	13
		Total New Employees	**104**

sf= square feet
** SCAG Employment Density Study, 2001, Table II-B, Los Angeles County,*
http://www.mwcog.org/uploads/committee-documents/bl5aX1pa20091008155406.pdf

The proposed project would generate an estimated 104 jobs on-site. It is anticipated that long-term employment opportunities generated by operation of the commercial project would draw workers from the existing regional work force. Therefore, the proposed project would not be growth-inducing with respect to jobs and the economy.

The increase in employment opportunities may indirectly contribute to economic growth. Nevertheless, the proposed project would not be expected to induce economic expansion to the extent that significant environmental impacts directly associated with the project's contribution would occur.

5.2 REMOVAL OF OBSTACLES TO GROWTH

The project site is located in an urbanized area that is fully served by existing infrastructure. As discussed in Sections XVII, *Utilities and Service Systems,* and IX, *Hydrology and Water Quality,* in the Initial Study (Appendix A), existing utilities are adequate to serve the proposed project. In the future, with or without the proposed project, minor improvements to water, sewer, and circulation systems and drainage connection infrastructure could be needed. No new or widened/expanded roads would be required. Because the proposed project constitutes redevelopment within an urbanized area and does not require the extension of new infrastructure through undeveloped areas, project implementation would not remove an obstacle to growth.

5.3 ENERGY EFFECTS

The *CEQA Guidelines* Appendix F requires that EIRs include a discussion of the potential energy consumption and/or conservation impacts of proposed projects, with particular emphasis on avoiding or reducing inefficient, wasteful or unnecessary consumption of energy.

The proposed project would involve the use of energy during the construction and operational phases of the project. Energy use during the construction phase would be in the form of fuel consumption (e.g.: gasoline and diesel fuel) to operate heavy equipment, light-duty vehicles, machinery, and generators for lighting. In addition, temporary grid power may also be provided to any temporary construction trailers or electric construction equipment. Long-term operation of the proposed project would require permanent grid connections for electricity and natural gas service to power internal and exterior building lighting, and heating and cooling systems. In addition, the increase in vehicle trips associated with the project would increase fuel consumption within the City.

The proposed project would be subject to the energy conservation requirements of the California Energy Code (Title 24 of the California Code of Regulations, Part 6) and the California Green Building Standards Code (24 CCR part 11) as well as the City's green building ordinance (WHMC Section 19.20.060.). The proposed project would achieve at least 60 points on the City's Green Points System. In order to reduce energy use, the proposed project would include Energy Star lighting and signage. These features along with adherence to the City's Energy Efficiency Standards and other energy conservation requirements would ensure that energy is not used in an inefficient or wasteful manner.

6.0 ALTERNATIVES

The *CEQA Guidelines* Section 15126.6 requires EIRs to identify and evaluate a reasonable range of alternatives that are designed to reduce the significant environmental impacts of the proposed project, while still satisfying most of the basic project objectives. The CEQA Guidelines also set forth the intent and extent of alternatives analysis to be provided in an EIR.

The following discussion evaluates alternatives to the proposed project and examines the potential environmental impacts associated with each alternative. Through comparison of these alternatives to the proposed project, the relative environmental advantages and disadvantages of each are weighed and analyzed. The CEQA Guidelines require the range of alternatives addressed in an EIR should be governed by a rule of reason. Not every conceivable alternative must be addressed, nor do infeasible alternatives need to be considered (CEQA Guidelines Section 15126.6(a)). Section 15126.6 of the CEQA Guidelines states that the factors that may be taken into account when addressing the feasibility of alternatives are site suitability, economic viability, availability of infrastructure, general plan consistency or other plans or regulatory limitations, and jurisdictional boundaries. Section 15126.6(b) of the CEQA Guidelines states that the discussion of alternatives must focus on alternatives capable of either avoiding or substantially lessening any significant environmental effects of the project, even if the alternative would impede, to some degree, the attainment of the project objectives or would be more costly. The alternatives discussion should not consider alternatives whose implementation is remote or speculative, and the analysis of alternatives need not be presented in the same level of detail as the assessment of the proposed Project.

Based on the CEQA Guidelines, several factors need to be considered in determining the range of alternatives to be analyzed in the EIR and the level of analytical detail that should be provided for each alternative. These factors include: (1) the nature of the significant impacts of the proposed project, (2) the ability of alternatives to avoid or reduce the project's significant impacts, (3) the ability of the alternatives to meet the objectives of the proposed project, and (4) the feasibility of the alternatives. The analysis in this EIR shows that the proposed project would result in significant and unavoidable impacts with respect to construction noise and traffic. All other impacts of the project can either be mitigated to or are less than significant. The alternatives examined herein represent alternatives that would reduce or avoid the significant and less than significant impacts associated with implementation of the proposed project.

As required by Section 15126.6 of the *CEQA Guidelines*, this section of the EIR examines a range of reasonable alternatives to the proposed project. The following alternatives are evaluated in this EIR:

- *Alternative 1: No Project*
- *Alternative 2: Reduced Intensity*
- *Alternative 3: Mixed-Use Housing*
- *Alternative 4: Reduced Intensity with Additional Office Use*

This section also includes a discussion of the "environmentally superior alternative" among the alternatives analyzed.

As indicated above, project alternatives should feasibly be able to attain "most of the basic objectives of the project" (Section 15126.6(a) of the *CEQA Guidelines*), even though implementation of the project alternatives might, to some degree, impede the attainment of those objectives or be more costly (Section 15126.6(b) of the *CEQA Guidelines*). The following are the project objectives as described in Section 2.0, *Project Description*.

1. *Provide a modern, high-quality design that complements surrounding uses and contributes to a sense of community identity;*
2. *Create a financially-viable commercial building along Santa Monica Boulevard which provides retail and entertainment uses for the community, employment opportunities, and invigorates the local economy in the area;*
3. *Enhance pedestrian activity along Santa Monica Boulevard by providing street-level and street-fronting retail along Santa Monica Boulevard;*
4. *Achieve sustainability by meeting 60 points in the City's Green Points Program;*
5. *Provide sufficient on-site parking for patrons, employees and residents, and provide retail, fitness and a café use near alternative means of transportation;*
6. *Provide for the economic well-being of the surrounding community by providing a range of retail uses;*
7. *Create a consistent pattern of development and uses along Santa Monica Boulevard that serve Project residents and the surrounding community by redeveloping an underutilized site;*
8. *Foster the City's fiscal health by, among other things, providing for commercial and retail activities with the potential to generate substantial sales and property tax revenue;*
9. *Construct a facility with sufficient space for a healthy foods market to allow operational efficiency and adequate distribution of goods to consumers within the West Hollywood area;*
10. *Use the existing labor pool living in the West Hollywood area;*
11. *Assist in meeting the parking and circulation needs of the surrounding community by providing adequate parking for the project, some of which may be used by customers that visit multiple business in the vicinity of the project; and*
12. *Create a project that is pedestrian friendly and bicycle friendly that encourages residents and customers to walk or bike to the project.*

6.1 NO PROJECT ALTERNATIVE

6.1.1 Alternative Description

This alternative assumes that the proposed project is not implemented and the project site remains in its current condition.

6.1.2 Impact Analysis

The No Project alternative would involve no changes to the physical environment and thus would have no environmental effects. As such, this alternative would have generally reduced impacts with respect to noise and traffic. In addition, this alternative would have reduced impacts with respect to air quality, aesthetics, greenhouse gas (GHGs) emissions, hydrology, public services, and utilities. Construction impacts associated with the proposed project would be avoided because no development would occur on the project site. The project site would remain undeveloped. The No Project Alternative would eliminate the proposed project's significant and

unavoidable construction noise and traffic impacts. No mitigation measures would be required for the No Project alternative. Overall impacts would be lower than those of the proposed project since no change to environmental conditions would occur.

The No Project Alternative would not achieve any of the objectives of the proposed project as the project site would remain undeveloped. Further, this alternative would not preclude future redevelopment of the project site, which may result in similar or more significant impacts related to noise and traffic.

6.2 ALTERNATIVE 2: REDUCED INTENSITY

6.2.1 Alternative Description

This alternative would involve development of a three-story commercial building with rooftop parking similar to the proposed project. However, this alternative would remove the ground floor café and associated outdoor dining area, which would reduce the project size by the amount previously allotted to the café (1,319 sf). Total commercial area would include 25,000 sf of grocery store space, 3,998 sf of office space, 8,000 sf of health/fitness uses, and 4,000 sf of personal service uses. Total commercial space would be 40,998 sf, a reduction of 3% compared to the proposed project. Alternative 2 would not meet project objective #5 regarding providing café uses near alternative transportation.

Table 6-1 provides a summary comparison of Alternative 2 to the proposed project.

Table 6-1
Alternative 2 Characteristics

	Proposed Project	Alternative 2
Market	25,000 sf *(including 5,000 sf for storage)*	25,000 sf *(including 5,000 sf for storage)*
Café	1,319 sf	None
Office	3,998 sf	3,998 sf
Health/Fitness Club	8,000 sf	8,000 sf
Personal Service	4,000 sf	4,000 sf
Residential	None	None
Total New Commercial Space	42,317 sf	40,998 sf
Height	3 stories + rooftop parking	3 stories + rooftop parking
FAR	1.49	1.48

The building height would be the same as the proposed project and would involve three stories with rooftop parking. The FAR would be similar to the proposed project. Like the proposed

project, Alternative 2 would use energy and water efficient systems and incorporate environmentally-friendly materials in order to conform to the City of West Hollywood's green building program.

6.2.2 Impact Analysis

a. Noise. Construction-related noise and vibration impacts would be similar to those of the proposed project because project construction would require the same types of construction equipment. The duration of construction activities would be similar to, but incrementally reduced as compared to that of the proposed project because the scale of development and length of construction would be incrementally reduced. As with the proposed project, construction noise and vibration impacts would be significant and unavoidable. Mitigation measures N-1(a) through N-1 (e) would still be required.

The reduction of vehicle trips under Alternative 2 would incrementally decrease off-site operational traffic noise when compared to the proposed project. Alternative 2 would generate approximately 1,821 ADT, or about 8% fewer vehicle trips than would be generated by the proposed project. The reduction in vehicle trips associated with this alternative would result in incrementally lower noise levels on study area roadways. As with the proposed project, traffic-related noise impacts to existing sensitive receptors would be less than significant.

Operation of Alternative 2 would result in noise from onsite sources such as stationary equipment, rooftop parking, rooftop ventilation and heating systems, trash hauling, conversations and other noises associated with commercial, office, and retail activities. This alternative would not involve a ground-floor café. Therefore, noise associated with outdoor dining, such as conversations and music, would not occur with this alternative. However, the outdoor dining area associated with the proposed project would be located on Santa Monica Boulevard and would not be audible at sensitive receptors south of the project site. This alternative would still involve rooftop parking. Noise from the rooftop parking would be audible at the residences south of the project site. Therefore, noise levels at the sensitive receptors south of the project site associated with this alternative would be similar to those of the proposed project and would remain less than significant.

b. Transportation and Circulation. As with the proposed project, construction activities and associated truck trips and worker trips could temporarily interrupt the local roadway system. The overall duration of construction activities and associated traffic interruptions would be similar to those of the proposed project. Construction under Alternative 2 would be incrementally reduced, as 1,319 sf would not be constructed for the café (a 3% reduction in overall commercial space construction). As with the proposed project, construction-related impacts would be less than significant.

As discussed in Section 4.2, *Transportation and Circulation*, the proposed project would generate an estimated 1,989 new ADT, including 77 AM peak hour, 158 midday peak hour, and 181 PM peak hour trips along study area roadway segments. Alternative 2 would generate approximately 1,821 ADT, including 62 AM peak hour, 140 midday peak hour, and 166 PM peak hour trips. This alternative would result in a reduction of 168 daily trips (8% reduction), 15 AM peak hour trips (20% reduction), 18 midday trips (11% reduction), and 15 PM peak hour trips (8% reduction).

Since the estimated trip generation from Alternative 2 is lower than the trip generation associated with the proposed project, the increases in delay at the study area roadway segments and intersections would be incrementally reduced compared to the proposed project. Nonetheless, the unavoidably significant impact at the intersection Santa Monica Boulevard and Westbourne Drive would remain under this alternative. In addition, the unavoidably significant impacts at the segments of North West Knoll Drive between Santa Monica Boulevard and Rugby Drive, Rugby Drive between North West Knoll Drive and Westmount Drive, Rugby Drive between Westmount Drive and Westbourne Drive, and Westbourne Drive between Santa Monica Boulevard and Rugby Drive would remain. Mitigation Measure T-4 would still apply.

Impacts to bicycle facilities, pedestrian facilities, public transportation and the arterial monitoring stations and freeway segments in the CMP network would be the same as the proposed project and would remain less than significant.

c. Other Issue Areas. This alternative would involve development consistent with existing zoning for the project site. The project site is designated Commercial, Community 1 (CC1) and is within the West Hollywood General Plan's Commercial Subarea 2 and Transit Overlay Zone, which provide for commercial development. As this alternative involves construction of a commercial development similar in size to the proposed project and on the same project site, Alternative 2 would generally have similar aesthetic, biological, hazardous material, population and housing, public services, and utilities impacts as the proposed project. These impacts would remain less than significant. Because the trip generation associated with Alternative 2 is lower than the proposed project, impacts related to air quality and GHGs would be incrementally reduced compared to the proposed project and would be less than significant.

6.3 ALTERNATIVE 3: MIXED-USE HOUSING

6.3.1 Alternative Description

This alternative would involve construction of a mixed-use development which would involve market, café, office, and residential uses. The basement, first and second floors of the mixed-use development would be the same as the proposed project and would include a 25,000 sf grocery store, 1,319 sf of restaurant uses and 3,998 sf of office uses. However, instead of health/fitness and personal services uses on the third floor, this alternative would involve nine two-bedroom apartments (12,000 sf). Total commercial development under this alternative would be 30,317 sf, a 29% reduction in commercial space compared to the proposed project. However, total floor area would remain the same as the proposed project. Alternative 3 would not meet project objective #5 regarding the provision of fitness uses near alternative transportation. This alternative would still meet project objective #6 regarding the provision of a range of retail uses by providing a market and café, but to a lesser degree than the proposed project.

Table 6-2 provides a summary comparison of Alternative 3 to the proposed project.

Table 6-2
Alternative 3 Characteristics

	Proposed Project	Alternative 3
Market	25,000 sf *(including 5,000 sf for storage)*	25,000 sf *(including 5,000 sf for storage)*
Café	1,319 sf	1,319 sf
Office	3,998 sf	3,998 sf
Health/Fitness Club	8,000 sf	None
Personal Service	4,000 sf	None
Residential	None	9 two-bedroom apartments (12,000 sf)
Total New Commercial Space	42,317 sf	30,317
Height	3 stories + rooftop parking	3 stories + rooftop parking
FAR	1.49	1.49

The building height would be the same as the proposed project and would involve 3 stories with rooftop parking. The FAR would be the same as the proposed project. Like the proposed project, Alternative 3 would use energy and water efficient systems and incorporate environmentally-friendly materials in order to conform to the City of West Hollywood's green building program.

6.3.2 Impact Analysis

a. Noise. Construction-related noise and vibration impacts would be similar to those of the proposed project because project construction would require the same types of construction equipment. The duration of construction activities would be similar to the proposed project as the scale of development and length of construction would be similar. As with the proposed project, construction noise and vibration impacts would be significant and unavoidable. Mitigation measures N-1(a) through N-1(e) would still be required.

The reduction of vehicle trips under Alternative 3 would incrementally decrease off-site operational traffic noise when compared to the proposed project. Alternative 3 would generate approximately 1,707 ADT, or about 14% fewer vehicle trips than would be generated by the proposed project. The reduction in vehicle trips associated with this alternative would result in incrementally lower noise levels on study area roadways. As with the proposed project, traffic-related noise impacts to existing sensitive receptors would be less than significant.

Alternative 3 would include nine apartment units. As discussed in Section 4.1, *Noise*, existing noise on Santa Monica Boulevard was measured at 64.9 dBA Leq and modeled at 63.4 dBA Leq.

Cumulative future plus project noise was modeled at 64.2 dBA Leq on Santa Monica Boulevard. Therefore, future residences on the project site would not be exposed to a "normally unacceptable" noise environment as a result of traffic-generated noise, according to the City of West Hollywood General Plan Safety and Noise Element. The proposed project does not include residential uses and therefore it would not expose residences to an unacceptable ambient noise level from traffic on Santa Monica Boulevard. Impacts would be less than significant.

Operation of Alternative 3 would result in noise from onsite sources such as stationary equipment, rooftop parking, rooftop ventilation and heating systems, trash hauling, conversations and other noises associated with commercial and residential activities. Noise levels would be similar to those of the proposed project and would be less than significant.

b. Transportation and Circulation. As with the proposed project, construction activities and associated truck trips and worker trips could temporarily interrupt the local roadway system. The overall duration of construction activities and associated traffic interruptions would be similar those of the proposed project. Mitigation Measure T-1 would apply and, as with the proposed project, would reduce construction-related impacts to a less than significant level.

As discussed in Section 4.2, *Transportation and Circulation*, the proposed project would generate an estimated 1,989 new ADT, including 77 AM peak hour, 158 midday peak hour, and 181 PM peak hour trips along study area roadway segments. Alternative 3 would generate approximately 1,707 ADT, including 70 AM peak hour, 127 midday peak hour, and 159 PM peak hour trips. This alternative would result in a reduction of 282 daily trips (14% reduction), 7 AM peak hour trips (9% reduction), 31 midday trips (20% reduction), and 22 PM peak hour trips (12% reduction).

Since the estimated trip generation from Alternative 3 is lower than the trip generation associated with the proposed project, the increases in delay at the study area roadway segments and intersections would be incrementally reduced compared to the proposed project. Nonetheless, the unavoidably significant impact at the intersection Santa Monica Boulevard and Westbourne Drive would remain under this alternative. In addition, the unavoidably significant impacts at the segments of North West Knoll Drive between Santa Monica Boulevard and Rugby Drive, Rugby Drive between North West Knoll Drive and Westmount Drive, Rugby Drive between Westmount Drive and Westbourne Drive, and Westbourne Drive between Santa Monica Boulevard and Rugby Drive would remain. Mitigation Measure T-4 would still apply.

Impacts to bicycle facilities, pedestrian facilities, public transportation and the arterial monitoring stations and freeway segments in the CMP network would be less than significant, similar to those of the proposed project.

c. Other Issue Areas. The project site is designated Commercial, Community 1 (CC1) and is within the West Hollywood General Plan's Commercial Subarea 2 and Transit Overlay Zone. The CC1 designation provides for commercial and mixed-use development along major corridors, including Santa Monica Boulevard. The designation allows for a variety of commercial uses, including retail, offices, and restaurants, as well as a mix of residential, commercial, and office uses. Therefore, this alternative would be consistent with the land use designation and zoning for the project site.

As this alternative involves construction of a commercial development similar in size to the proposed project and on the same project site, Alternative 3 would generally have similar aesthetic, biological, hazards, and utility impacts as the proposed project. These impacts would remain less than significant. Because the trip generation associated with Alternative 3 is lower than the proposed project, impacts related to air quality and GHGs would be incrementally reduced compared to the proposed project and would be less than significant.

Since this alternative includes residential uses, impacts to public services would be incrementally increased compared to the proposed commercial project. Based on an average household size in West Hollywood of 1.54 persons per household, this alternative would generate an estimated 14 additional residents. This incremental increase would not result in the need for new public services or recreational facilities and would not create substantial population growth beyond growth forecasts.

6.4 ALTERNATIVE 4: REDUCED INTENSITY WITH ADDITIONAL OFFICE USE

6.4.1 Alternative Description

This alternative would involve development of a three-story commercial building with rooftop parking similar to the proposed project. However, there would be 5,000 fewer sf of market space compared to the proposed project. This alternative would also replace the health/fitness and personal service uses with office uses. In total, this alternative would involve 37,317 sf of commercial space including 20,000 sf of market use, 1,319 sf of café uses, and 15,998 sf of office uses. Alternative 4 would not meet project objective #5 regarding the provision of fitness uses. This alternative would still meet project objective #6 regarding the provision of a range of retail uses by providing a market and café, but to a lesser degree than the proposed project. In addition, this alternative may not meet project objective #9 to construct a facility with sufficient space for a healthy foods market.

The building height would be the same as the proposed project and would involve three stories with rooftop parking. The FAR would be the same as the proposed project. Like the proposed project, Alternative 4 would use energy and water efficient systems and incorporate environmentally-friendly materials in order to conform to the City of West Hollywood's green building program.

Table 6-3 provides a summary comparison of Alternative 4 to the proposed project.

Table 6-3
Alternative 4 Characteristics

	Proposed Project	Alternative 4
Market	25,000 sf *(including 5,000 sf for storage)*	20,000 sf *(including 5,000 sf for storage)*
Café	1,319 sf	1,319 sf
Office	3,998 sf	15,998 sf
Health/Fitness Club	8,000 sf	None
Personal Service	4,000 sf	None
Residential	None	None
Total New Commercial Space	42,317 sf	37,317 sf
Height	3 stories + rooftop parking	3 stories + rooftop parking
FAR	1.49	1.49

6.4.2 Impact Analysis

a. Noise. Construction-related noise and vibration impacts would be similar to those of the proposed project because project construction would require the same types of construction equipment. The duration of construction activities would be similar to, but incrementally reduced as compared to that of the proposed project because the scale of development and length of construction would be incrementally reduced. As with the proposed project, construction noise and vibration impacts would be significant and unavoidable. Mitigation measures N-1(a) through N-1(e) would still be required.

The reduction of vehicle trips under Alternative 4 would incrementally decrease off-site operational traffic noise when compared to the proposed project. Alternative 2 would generate approximately 1,540 ADT, or about 23% fewer vehicle trips than would be generated by the proposed project. The reduction in vehicle trips associated with this alternative would result in incrementally lower noise levels on study area roadways. As with the proposed project, traffic-related noise impacts to existing sensitive receptors would be less than significant.

Operation of Alternative 4 would result in noise from onsite sources such as stationary equipment, rooftop parking, rooftop ventilation and heating systems, trash hauling, conversations and other noises associated with commercial, office, and retail activities. As this alternative would reduce the size of the market, noise associated with the market (patrons entering and exiting, conversations, music) would be incrementally reduced compared to the proposed project. However, as with the proposed project, the entrance to the market would be on Santa Monica Boulevard and therefore noise would be oriented away from sensitive receptors south of the project site. This alternative would still involve rooftop parking. Therefore, noise

levels at the sensitive receptors south of the project site associated with this alternative would be similar to those of the proposed project and would remain less than significant.

b. Transportation and Circulation. As with the proposed project, construction activities and associated truck trips and worker trips could temporarily interrupt the local roadway system. The overall duration of construction activities and associated traffic interruptions would be similar those of the proposed project. Construction under Alternative 2 would be incrementally reduced, as 5,000 sf would not be constructed for market. As with the proposed project, construction-related impacts would be less than significant.

As discussed in Section 4.2, *Transportation and Circulation*, the proposed project would generate an estimated 1,989 new ADT, including 77 AM peak hour, 158 midday peak hour, and 181 PM peak hour trips along study area roadway segments. Alternative 4 would generate approximately 1,540 ADT, including 80 AM peak hour, 126 midday peak hour, and 149 PM peak hour trips. This alternative would result in a reduction of 449 daily trips (23% reduction), 32 midday trips (20% reduction) and 15 PM peak hour trips (18% reduction). AM peak hour trips would increase by 3 trips (4% increase).

Though Alternative 4 would increase AM peak hour trips by 3 trips, this increase is incremental and would not result in any new significant impacts. This alternative would reduce PM peak hour trips such that the unavoidably significant PM peak hour intersection impact at Santa Monica Boulevard and Westbourne Drive would be reduced to less than significant. In addition, the significant impacts at the roadway segments of Rugby Drive between Westmount Drive and Westbourne Drive and Westbourne Drive between Santa Monica Boulevard and Rugby Drive would be reduced to less than significant. However, the unavoidably significant impacts on the segments of North West Knoll Drive between Santa Monica Boulevard and Rugby Drive and Rugby Drive between North West Knoll Drive and Westmount Drive would remain. Mitigation Measure T-4 would still apply.

Impacts to bicycle facilities, pedestrian facilities, public transportation and the arterial monitoring stations and freeway segments in the CMP network would be the incrementally reduced as the proposed project and would remain less than significant.

c. Other Issue Areas. This alternative would involve development consistent with existing zoning for the project site. The project site is designated Commercial, Community 1 (CC1) and is within the West Hollywood General Plan's Commercial Subarea 2 and Transit Overlay Zone, which provide for commercial development. As this alternative involves construction of a commercial development similar in size to the proposed project and on the same project site, Alternative 4 would generally have similar aesthetic, biological, hazardous material, population and housing, public services, and utilities impacts as the proposed project. These impacts would remain less than significant. Because the trip generation associated with Alternative 4 is lower than the proposed project, impacts related to air quality and GHGs would be incrementally reduced compared to the proposed project and would be less than significant.

6.5 ENVIRONMENTALLY SUPERIOR ALTERNATIVE

Table 6-4 compares the physical impacts for each of the alternatives to the physical impacts of the proposed project. The No Project Alternative would be the overall environmentally superior alternative since it would avoid all project impacts. However, the No Project Alternative would not achieve the basic project objectives as stated in Section 2.0, *Project Description*.

Among the development options, Alternative 4 (Reduced Intensity with Additional Office Use) would be environmentally superior to the proposed project, as it would eliminate the unavoidably significant impact at the intersection of Santa Monica Boulevard and Westbourne Drive during the PM peak hour and the unavoidably significant impacts at the roadway segments of Rugby Drive between Westmount Drive and Westbourne Drive and Westbourne Drive between Santa Monica Boulevard and Rugby Drive. However, this alternative would not meet project objective #5 regarding the provision of fitness uses near alternative transportation. In addition, because Alternative 4 would have 5,000 sf less market space compared to the proposed project, this alternative may not meet project objective #9 to construct a facility with sufficient space for a healthy foods market.

Table 6-4
Summary Comparison of Proposed Project Alternatives

Issue Area	Proposed Project	No Project	Alternative 2: Reduced Intensity	Alternative 3: Mixed-Use Housing	Alternative 4: Reduced Intensity with Additional Office Use
EIR Issues					
Noise	Class I	Class IV / -	Class I / -	Class I / -	Class I / -
Traffic	Class I	Class IV / -	Class I / =	Class I / =	Class I / -
Other Issue Areas					
Aesthetics	*Class III*	Class IV / -	Class III / =	Class III / =	Class III / =
Air Quality	*Class III*	Class IV / -	Class III / -	Class III / -	Class III / -
Biological Resources	*Class III*	Class IV / -	Class III / =	Class III / =	Class III / =
Greenhouse Gases	*Class III*	Class IV / -	Class III / -	Class III / -	Class III / -
Public Services	*Class III*	Class IV / -	Class III / =	Class III / +	Class III / =
Utilities & Service Systems	*Class III*	Class IV / -	Class III / -	Class III / -	Class III / -

Class I = significant and unavoidable impact
Class II = less than significant impact with mitigation incorporated
Class III = less than significant impact
Class IV = no impact
** Impact classifications are shown for the greatest impact within the issue area (i.e., if Class II and III impacts were identified within the issue area, the table indicates the overall impact within that issue area as Class II).*
- impact would be lower than that of the proposed project
+ impact would be greater than that of the proposed project
= impact would be the same as the proposed project

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7.0 REFERENCES AND REPORT PREPARERS

7.1 REFERENCES

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7.2 REPORT PREPARERS

This EIR was prepared by Rincon Consultants, Inc., under contract to the City of West Hollywood. Consultant staff involved in the preparation of the EIR are listed below.

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