

City of West Hollywood

# **Sprouts - 8550 Santa Monica Boulevard Project**

## *Final* **Environmental Impact Report**

SCH #2014051089

*Volume III: Responses to  
Comments and  
Corrections and  
Additions*



**February 2015**

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# **Sprouts - 8550 Santa Monica Boulevard Project**

## *Final* **Environmental Impact Report** SCH# 2014051089

### *Volume III: Responses to Comments and Corrections and Additions*

*Prepared by:*

**City of West Hollywood**  
8300 Santa Monica Boulevard  
West Hollywood, California 90069  
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(323) 848-6890

*Prepared with the assistance of:*

**Rincon Consultants, Inc.**  
180 North Ashwood Avenue  
Ventura, California 93003

*February 2015*

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# Sprouts – 8550 Santa Monica Boulevard Project

## *Final* Environmental Impact Report

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## 1.0 INTRODUCTION

### 1.1 PURPOSE

As described in the California Environmental Quality Act (CEQA) Guidelines Section 15089, a lead agency must prepare a Final Environmental Impact Report before approving a project. This Final Environmental Impact Report (Final EIR) for the Sprouts - 8550 Santa Monica Boulevard Project (proposed project) has been prepared in accordance with Section 15132 of the CEQA Guidelines. As required, this Final EIR consists of the following: the September 2014 Draft EIR (Draft EIR), Volumes I and II, which are incorporated herein by reference; corrections and additions to the Draft EIR; copies of comment letters received; a list of persons, organizations and public agencies commenting on the Draft EIR; responses to comments received; and a Mitigation Monitoring and Reporting Program (MMRP).

### 1.2 ENVIRONMENTAL REVIEW PROCESS

As defined in CEQA Guidelines Section 15050, the City of West Hollywood is the Lead Agency responsible for preparing the EIR for the Project. The City originally prepared an Initial Study (IS) and issued a Notice of Preparation (NOP) of an EIR for the proposed project on May 23, 2014, which was distributed via the State Clearinghouse under project number SCH No. 2014051089. The NOP was circulated to responsible agencies and individuals for a period of thirty days. The City received five letters in response to the NOP. The letters are listed and their content summarized in Table 1-1 in Section 1.0, *Introduction*, of the Draft EIR.

The Draft EIR was circulated for a 45-day public review period that began on September 18, 2014, and concluded on November 3, 2014. Copies of the Draft EIR were distributed to the State Clearinghouse in addition to various public agencies and organizations. Copies of the Draft EIR were also made available for public review at the City Hall Planning Division Counter, the West Hollywood Library, and on the City's website. A total of four comment letters were received during the public review period. Comments were received from two local agencies and two individuals.

This Final EIR responds to comments that address environmental issues. Pursuant to CEQA Guidelines Section 15088(a), comments that (1) do not address the adequacy or completeness of the Draft EIR; (2) do not raise environmental issues; or (3) request the incorporation of additional information not relevant to environmental issues do not require a response. In addition, this Final EIR includes changes to the Draft EIR not based on responses to comments.

CEQA Guidelines Section 15088 states:

- a) The lead agency shall evaluate comments on environmental issues received from persons who reviewed the DEIR and shall prepare a written response. The lead agency shall respond to comments received during the noticed comment period and any extensions and may respond to late comments.
- b) The written response shall describe the disposition of significant environmental issues raised (e.g., revisions to the proposed project to



mitigate anticipated impacts or objections). In particular, major environmental issues raised when the lead agency's position is at variance with recommendations and objections raised in the comments must be addressed in detail, giving the reasons that specific comments and suggestions were not accepted. There must be good faith, reasoned analysis in response. Conclusory statements unsupported by factual information will not suffice.

- c) The response to comments may take the form of a revision to the DEIR or may be a separate section in the Final EIR. Where the response to comments makes important changes in the information contained in the text of the Draft EIR, the lead agency should either:
  - 1. Revise the text in the body of the Draft EIR; or
  - 2. Include marginal notes showing that the information is revised in the responses to comments.

Information provided in this Final EIR clarifies or makes minor modifications to the Draft EIR. No significant changes have been made to the information contained in the Draft EIR as a result of the responses to comments, and no significant new information has been added that would require recirculation of the Draft EIR.

Corrections and Additions to the Draft EIR have been prepared to make minor corrections and clarifications to the Draft EIR as a result of comments received during the public review period. In no case did any of the changes made identify new significant impacts or significant impacts of increased severity as compared to what was identified in the Draft EIR.

### 1.3 CONTENTS OF THE FINAL EIR

This Final EIR is organized as follows:

**Section 1.0. Introduction** – This section provides an overview of the Final EIR.

**Section 2.0. Responses to Written Comments** – This section presents responses to agency and public comments on the Draft EIR. A copy of each comment letter (or email) is provided, followed by each individual comment and corresponding response.

**Section 3.0. Corrections and Additions to the Draft EIR** – This section consists of revisions that have been made to the Draft EIR based on comments received from public agencies and the general public and other items requiring updating, clarification and/or correction.

**Section 4.0. Mitigation Monitoring and Reporting Program** – This section provides the full MMRP for the proposed project and reflects any revisions provided in Section 3.0, Corrections and Additions to the Draft EIR. The MMRP lists all mitigation measures by environmental issues and identifies the actions required, mitigation timing, and the agency or party responsible for ensuring each mitigation measure is implemented.



## 2.0 RESPONSES TO WRITTEN COMMENTS

This section includes the written comments received during circulation of the Draft Environmental Impact Report (EIR) prepared for the Sprouts – 8550 Santa Monica Boulevard project and responses to those comments.

The EIR was circulated for a 45-day public review period that began on September 18, 2014, and concluded on November 3, 2014. The following is a list of the agencies and individuals that commented on the Draft EIR during the public review period. The commenter and the page number on which each commenter’s letter appears are listed in the table below. The comment letters and responses follow. Each comment letter has been numbered sequentially and each separate issue raised by the commenter has been assigned a number. The responses to each comment identify first the number of the comment letter, and then the number assigned to each issue (Response 1.1, for example, indicates that the response is for the first issue raised in comment Letter 1).

<b>Letter Number</b>	<b>Commenter</b>	<b>Date</b>
<b>Agency</b>		
1	County of Los Angeles Fire Department	9-25-14
2	County Sanitation Districts of Los Angeles	11-3-14
<b>Public</b>		
3	Lauren Meister	11-3-14
4	David Warren	1-3-14





COUNTY OF LOS ANGELES

FIRE DEPARTMENT

1320 NORTH EASTERN AVENUE
LOS ANGELES, CALIFORNIA 90063-3294

DARYL L. OSBY
FIRE CHIEF
FORESTER & FIRE WARDEN

October 3, 2014

Laurie Yelton, Associate Planner
City of West Hollywood
Community Development Department
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Dear Ms. Yelton:

DRAFT ENVIRONMENTAL IMPACT REPORT, "SPROUTS," IT INVOLVLES
CONSTRUCTION OF A THREE-STORY BUILDING WITH APPROXIMATELY 42,300
SQUARE FOOT OF COMMERCIAL SPACE ON A 0.6-ACRE UNDEVELOPED
PROJECT SITE, 8550 SANTA MONICA BOULEVARD, WEST HOLLYWOOD
(FFER #201400163)

The Draft Environmental Impact Report has been reviewed by the Planning Division,
Land Development Unit, Forestry Division, and Health Hazardous Materials Division of
the County of Los Angeles Fire Department. The following are their comments:

PLANNING DIVISION:

- 1. We have no comments at this time.

1.1

LAND DEVELOPMENT UNIT:

- 1. The Fire Prevention Division, Land Development Unit, has no additional
comments regarding this project. The conditions that were addressed in
EIR 201400184 dated June 2014, have not been changed at this time.
2. Should any questions arise regarding subdivision, water systems, or access,
please contact the County of Los Angeles Fire Department, Land Development

1.2

SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

- AGOURA HILLS CALABASAS DIAMOND BAR HIDDEN HILLS LA MIRADA MALIBU POMONA SIGNAL HILL
ARTESIA CARSON DUARTE HUNTINGTON PARK LA PUENTE MAYWOOD RANCHO PALOS VERDES SOUTH EL MONTE
AZUSA CERRITOS EL MONTE INDUSTRY LAKEWOOD NORWALK ROLLING HILLS SOUTH GATE
BALDWIN PARK CLAREMONT GARDENA INGLEWOOD LANCASTER PALMDALE ROLLING HILLS ESTATES TEMPLE CITY
BELL BELLFLOWER COMMERCE IRWINDALE LAWNSDALE PALOS VERDES ESTATES ROSEMEAD WALNUT
BELL GARDENS COVINA HAWAIIAN GARDENS LA CANADA FLINTRIDGE LOMITA PARAMOUNT SAN DIMAS WEST HOLLYWOOD
BELLFLOWER CUDAHY HAWTHORNE LA HABRA LYNWOOD PICO RIVERA SANTA CLARITA WESTLAKE VILLAGE
BRADBURY



Unit Inspector, Nancy Rodeheffer, at (323) 890-4243 or at [nrodeheffer@fire.lacounty.gov](mailto:nrodeheffer@fire.lacounty.gov).

3. The County of Los Angeles Fire Department, Land Development Unit, appreciates the opportunity to comment on this project.

**FORESTRY DIVISION – OTHER ENVIRONMENTAL CONCERNS:**

1. The statutory responsibilities of the County of Los Angeles Fire Department, Forestry Division include erosion control, watershed management, rare and endangered species, vegetation, fuel modification for Very High Fire Hazard Severity Zones or Fire Zone 4, archeological and cultural resources, and the County Oak Tree Ordinance.
2. Due to the limited amount of information included in your request, we are unable to respond to specific potential impacts.

**HEALTH HAZARDOUS MATERIALS DIVISION:**

1. The Health Hazardous Materials Division has no additional comments than those already provided.

If you have any additional questions, please contact this office at (323) 890-4330.

Very truly yours,



FRANK VIDALES, CHIEF, FORESTRY DIVISION  
PREVENTION SERVICES BUREAU

FV:jl

↑  
1.2  
1.3  
1.4

*Letter 1*

**COMMENTER:** Frank Vidales, Chief, Forestry Division, Prevention Services Bureau, County of Los Angeles Fire Department

**DATE:** September 25, 2014

Response 1.1

The commenter states that the EIR has been reviewed by the Planning Division, Land Development Unit, Forestry Division, and Health Hazardous Materials Division of the County of Los Angeles Fire Department. The commenter states that the Planning Division has no comments on the EIR. No response is warranted.

Response 1.2

This commenter states that the Fire Prevention Division, Land Development Unit has no additional comments regarding this project. The commenter also provides contact information for future questions. No response is warranted.

Response 1.3

The commenter states that the statutory responsibilities of the Forestry Division include erosion control, watershed management, rare and endangered species, vegetation, fuel modification for high fire hazard zones, archeological and cultural resources, and the County Oak Tree Ordinance. The commenter also states that due to the limited amount of information included in the EIR, the Forestry Division is unable to respond to specific potential impacts.

The proposed project involves a commercial development on a previously-developed infill site in an urban area. As discussed in the Initial Study, Appendix A of the Draft EIR, the proposed project would have no impact or less than significant impacts with respect to water quality, hydrology, biological resources, hazards (including wildland fire hazards), and cultural resources.

Response 1.4

The commenter states that the Health Hazardous Materials Division has no additional comments. No response is warranted.





COUNTY SANITATION DISTRICTS  
OF LOS ANGELES COUNTY

1955 Workman Mill Road, Whittier, CA 90601-1400  
Mailing Address: P.O. Box 4998, Whittier, CA 90607-4998  
Telephone: (562) 699-7411, FAX: (562) 699-5422  
www.lacsd.org

GRACE ROBINSON HYDE  
Chief Engineer and General Manager

November 3, 2014

Ref File No.: 3089823

Ms. Laurie Yelton, Associate Planner  
Community Development Department  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069-6216

Dear Ms. Yelton:

**Sprouts – 8550 Santa Monica Boulevard Project**

The County Sanitation Districts of Los Angeles County (Districts) received a Draft Environmental Impact Report for the subject project on September 15, 2014. The proposed development is located within the jurisdictional boundaries of District No. 4. We offer the following comments:

- Previous comments submitted by the Districts in correspondence dated July 16, 2014, (copy enclosed) to your agency, still apply to the subject project.
- All information concerning Districts' facilities and sewerage service contained in the document is current.

2.1

If you have any questions, please contact the undersigned at (562) 908-4288, extension 2717.

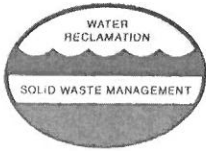
Very truly yours,

Grace Robinson Hyde

Adriana Raza  
Customer Service Specialist  
Facilities Planning Department

AR:ar

Enclosure



## COUNTY SANITATION DISTRICTS OF LOS ANGELES COUNTY

1955 Workman Mill Road, Whittier, CA 90601-1400  
Mailing Address: P.O. Box 4998, Whittier, CA 90607-4998  
Telephone: (562) 699-7411, FAX: (562) 699-5422  
[www.lacsd.org](http://www.lacsd.org)

GRACE ROBINSON HYDE  
*Chief Engineer and General Manager*

July 16, 2014

Ref File No.: 2986742

Ms. Laurie Yelton, Associate Planner  
Community Development Department  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069-6216

Dear Ms. Yelton:

### **Sprouts – 8550 Santa Monica Boulevard Project**

The County Sanitation Districts of Los Angeles County (Districts) received a Notice of Preparation of a Draft Environmental Impact Report for the subject project on May 28, 2014. The proposed development is located within the jurisdictional boundaries of District No. 4. We offer the following comments regarding sewerage service:

1. The wastewater flow originating from the proposed project will discharge to a local sewer line, which is not maintained by the Districts, for conveyance to the Districts' Sherman Trunk Sewer, located in Huntley Drive at Melrose Avenue. This 15-inch diameter trunk sewer has a design capacity of 4.0 million gallons per day (mgd) and conveyed a peak flow of 0.6 mgd when last measured in 2013.
2. Wastewater generated by the proposed project will be treated by the City of Los Angeles Hyperion Treatment System. Questions regarding sewerage service for the proposed project should also be directed to the City of Los Angeles' Department of Public Works.
3. The expected average wastewater flow from the project site is 6,345 gallons per day. For a copy of the Districts' average wastewater generation factors, go to [www.lacsd.org](http://www.lacsd.org), Wastewater & Sewer Systems, click on Will Serve Program, and click on the [Table 1, Loadings for Each Class of Land Use](#) link.
4. The Districts are empowered by the California Health and Safety Code to charge a fee for the privilege of connecting (directly or indirectly) to the Districts' Sewerage System for increasing the strength or quantity of wastewater attributable to a particular parcel or operation already connected. This connection fee is a capital facilities fee that is imposed in an amount sufficient to construct an incremental expansion of the Sewerage System to accommodate the proposed project. Payment of a connection fee will be required before a permit to connect to the sewer is issued. For more information and a copy of the Connection Fee Information Sheet, go to [www.lacsd.org](http://www.lacsd.org), Wastewater & Sewer Systems, click on Will Serve Program, and search for the

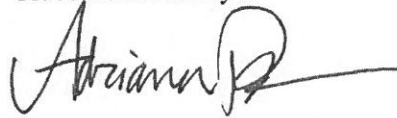
appropriate link. For more specific information regarding the connection fee application procedure and fees, please contact the Connection Fee Counter at extension 2727.

5. In order for the Districts to conform to the requirements of the Federal Clean Air Act (CAA), the design capacities of the Districts' wastewater treatment facilities are based on the regional growth forecast adopted by the Southern California Association of Governments (SCAG). Specific policies included in the development of the SCAG regional growth forecast are incorporated into clean air plans, which are prepared by the South Coast and Antelope Valley Air Quality Management Districts in order to improve air quality in the South Coast and Mojave Desert Air Basins as mandated by the CCA. All expansions of Districts' facilities must be sized and service phased in a manner that will be consistent with the SCAG regional growth forecast for the counties of Los Angeles, Orange, San Bernardino, Riverside, Ventura, and Imperial. The available capacity of the Districts' treatment facilities will, therefore, be limited to levels associated with the approved growth identified by SCAG. As such, this letter does not constitute a guarantee of wastewater service, but is to advise you that the Districts intend to provide this service up to the levels that are legally permitted and to inform you of the currently existing capacity and any proposed expansion of the Districts' facilities.

If you have any questions, please contact the undersigned at (562) 908-4288, extension 2717.

Very truly yours,

Grace Robinson Hyde



Adriana Raza  
Customer Service Specialist  
Facilities Planning Department

AR:ar

*Letter 2*

**COMMENTER:**            **Adriana Raza, Customer Service Specialist, Facilities Planning  
Department, County Sanitation Districts of Los Angeles County**

**DATE:**                    **November 3, 2014**

Response 2.1

The commenter states that all information concerning the Districts' facilities and sewerage service contained in the Draft EIR is current. The commenter also includes previous comments submitted by the Districts' dated July 16, 2014 in response to the NOP.

All information contained in the Districts' July 16, 2014 letter was included in the Initial Study, Appendix A, of the Draft EIR. As discussed in the Initial Study, the proposed project would have a less than significant impact on public utilities, including the County Sanitation Districts of Los Angeles County.



Letter 3

November 3, 2014

Ms. Laurie Yelton  
Associate Planner  
City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

**RE: Sprouts 8550 Santa Monica Blvd. Project —DEIR**

Dear Laurie:

Thank you for giving the public an opportunity to comment on the Draft Environmental Impact Report for the Sprouts Project.

It's great to have a new project that is comprised of neighborhood-serving businesses, and I'm generally supportive of the project. However, I am concerned about traffic circulation, as there will be significant and unavoidable impacts, and, the project as proposed would generate traffic that would use nearby residential streets.

3.1

There must be better access into and out of the project so as to avoid neighborhood cut-through traffic and other significant traffic impacts.

3.2

Traffic calming by itself is not sufficient mitigation, and, further, standard neighborhood traffic calming measures place the burden of implementation on the residents (i.e., require petitions, etc.).

3.3

If meaningful mitigation is not feasible, then I would ask that you consider Alternative 4 – the environmentally superior alternative among the development options. Per the DEIR, "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." The trade-off – i.e., "losing the provision of fitness uses near alternative transportation" and "5,000 square feet less market space" -- seems worthwhile when you take into consideration the significant negative impacts that would be avoided.

3.4

Thank you for your time and consideration.

Sincerely,



Lauren Meister  
West Hollywood Resident  
310-659-3379

Letter 3

**COMMENTER:** Lauren Meister

**DATE:** November 3, 2014

Response 3.1

The commenter states concern about traffic circulation and traffic generation impacting nearby residential streets.

As acknowledged in Section 4.2, *Transportation and Circulation*, of the Draft EIR, the proposed project would add new vehicle trips to study area intersections. Based on City of West Hollywood significance criteria, project-generated trips would result in a significant impact at one nearby intersection during the PM peak hour under cumulative conditions. In addition, the proposed project would generate traffic that would exceed City significance criteria at four nearby roadway segments under existing plus project and cumulative plus project conditions: 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. Even with implementation of Mitigation Measure T-4, which would require the applicant to fund speed lumps on Ruby Drive, the impacts would remain significant and unavoidable. The proposed project would require the adoption of a Statement of Overriding Considerations.

Response 3.2

The commenter states that there must be better access into and out of the project to avoid neighborhood cut-through traffic and other significant impacts.

Access to the project site would be provided by one driveway on Santa Monica Boulevard that serves the existing parking structure. The existing parking structure would provide parking for the proposed project in addition to the adjacent uses that it currently serves. The parking structure driveway is restricted to right-turn in/out access currently and the proposed project would not change this access. Modifying access to the parking structure would require the removal of the median along Santa Monica Boulevard along the frontage of the project site and would result in restricting left-turn access to the Ramada Inn on the north side of Santa Monica Boulevard. Given the right-of-way constraints along the Santa Monica Boulevard corridor and the infeasibility of providing additional access to the project site without impacts to other properties, the current right-turn in/out access would need to remain as is at the parking structure driveway.

Response 3.3

The commenter states that traffic calming by itself is not sufficient mitigation and that standard traffic calming measures place the burden of implementation on the residents.





Traffic calming measures are included as mitigation measures as described under Impact T-4 and Impact T-5. The mitigation measure states that the project applicant shall fund the cost to improve traffic calming measures of two speed lumps on Rugby Drive to mitigate potential significant traffic impacts along residential roadways of North West Knoll, Rugby Drive, and Westbourne Drive. It also states that the applicant shall deposit funds for installation prior to issuance of building permit and the speed lumps shall be installed prior to issuance of the final certificate of occupancy.

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, Impacts T-4 and T-5 are acknowledged to remain significant and unavoidable after mitigation in the Draft EIR. As noted in Response 3.1, the Planning Commission would need to adopt a Statement of Overriding Considerations for these impacts if it approves the project.

#### Response 3.4

The commenter requests that decision-makers consider Alternative 4 (Reduced Intensity with Additional Office Use) in order to eliminate the unavoidably significant impact at the intersection of Santa Monica Boulevard and Westbourne Drive and the unavoidably significant impacts at the segments of Rugby Drive between Westmount Drive and Westbourne Drive and Westbourne Drive between Santa Monica Boulevard and Rugby Drive.

As described in Section 6.5 of the Draft EIR, 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, 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, and Mitigation Measure T-4 would remain.

Alternative 4 would not meet project Objective #5 regarding the provision of fitness uses near alternative transportation. Also, because Alternative 4 would have 5,000 square feet less market space compared to the proposed project, this alternative would not meet Objective #9 to construct a facility with sufficient space for a healthy foods market.

In addition, the proposed project would implement several of the goals and policies contained in the City's 2035 General Plan. Goal LU-1 of the General Plan is to "maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future." The intent of this goal is to provide a mix of uses for the City's



residents “in an urban environment that promotes health, safety, prosperity, and well-being and improves the quality of life for the community.” The proposed project provides retail and services that promote health and well-being by including a healthy foods market and fitness center. The proposed project also promotes health and promotes transit, walking, and biking in accordance with Goal LU-2 as it is located near several bus routes and is located on Santa Monica Boulevard a major pedestrian and bicycle corridor. The General Plan also contains specific goals and policies for the area surrounding the project site known as Santa Monica Boulevard West. The intent of the Santa Monica Boulevard West area is to have a “vibrant street environment with outdoor dining and high volumes of pedestrian activity” and to “support neighborhood-serving uses that benefit local residents” (Goal LU-12). The proposed project includes neighborhood-serving uses that benefit residences such as the market and fitness uses. By providing a market and fitness center, the proposed project would implement these General Plan policies and goals related to creating a promoting health, improving quality of life, and providing neighborhood-serving uses, whereas Alternative 4 would fail to implement these goals and policies.



Letter 4

TO: Laurie Yelton, City of West Hollywood  
FROM: David Warren  
DATE: November 3, 2014  
SUBJ: Comments on Sprouts DEIR

I have focused my review on the transportation impacts of the proposed project. I appreciate the thoroughness and clarity of the traffic study. My comments are:

1. **Grocery-only alternative:** I don't know who defines the project's objectives and alternatives, but insisting on a grocery use of a particular size AND a fitness use AND a café seems to preclude reasonable alternatives with reduced impacts. Objective #11 suggests the developer wants to "assist in meeting the...circulation needs of the surrounding community," but the best way of doing that seems to be to reduce the project's scope. For example, a grocery-only or grocery-and-café alternative would have smaller (or perhaps no) significant traffic impacts. *Such an alternative should be included in the EIR*, so the Planning Commission, the Council, and the public know what the alternative is to a Statement of Overriding Considerations. 4.1
2. **Possible changes in traffic access:** As part of the crosswalk safety effort, the City is now considering traffic access changes in front of the property. It is possible that drivers could arrive and exit the property without U-turns. *The EIR should assess whether such changes would reduce any of the project's traffic impacts to a less-than-significant level.* If the City decides to make the changes, the developer should be required to pay a fair share as mitigation. 4.2
3. **Neighborhood impact assumptions:** The DEIR assumes that only 50% of exiting drivers who want to go west will use the neighborhood as a big turnaround (instead of the U-turn at La Cienega). It also asserts that 50% of those drivers will stop using the neighborhood if traffic calming is installed. Since these assumptions are an important part of the impact calculations, *some evidence is needed.* For example, when exiting the property during peak hours today, how long does the La Cienega U-turn and drive back to Westbourne take compared to the neighborhood turnaround? 4.3
4. **Walk/bike trip credit:** I suspect that the walk/bike credit for fitness uses is overestimated, perhaps because (a) anyone who didn't park in the garage (which costs money) or in sight of the counter was assumed to be a pedestrian and (b) it was a holiday week, so more people were probably coming to the gym from their nearby homes rather than work. I'd suggest that, at a minimum, *a sensitivity analysis* be done to see if cutting the credit in half changes the conclusions about the project's traffic impacts. 4.4

*Letter 4*

**COMMENTER:** David Warren

**DATE:** November 3, 2014

Response 4.1

The commenter recommends a grocery-only or grocery and café only alternative, which may meet Objective #11 while reducing traffic impacts.

A range of alternatives to the proposed project were considered, as presented in Section 6.0 of the Draft EIR. To reduce the level of all transportation impacts to less than significant based on the City's significance criteria, the trip generation of the proposed project would need to be reduced by a minimum of 28%. Assuming the grocery store is the same size as the proposed project (25,000 square feet), implementation of only the grocery store would still exceed the trip generation threshold needed to eliminate all potential traffic impacts to a less than significant level. A grocery-only alternative that involved a 20,000 square foot grocery store would eliminate the significant impacts. However, 20,000 square feet would not be sufficient space for a successful healthy foods market which would not meet Project Objective #9 to "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."

In addition, by removing retail, fitness, office, and potentially café uses, this alternative development suggestion would not support the General Plan's vision for the Santa Monica Boulevard West area to provide a mix of neighborhood service uses and create a vibrant street environment (Goal LU-12). By providing outdoor dining and ground-floor retail, the proposed project enhances the pedestrian experience in accordance with General Plan Policy 1.3 and encourages an a "vibrant street environment with outdoor dining and high volumes of pedestrian activity" and supports "neighborhood-serving uses that benefit local residents" as is envisioned for the Santa Monica Boulevard West area (Goal LU-12). The proposed project includes outdoor dining, ground-floor retail, and includes neighborhood serving fitness, office, and personal service uses that benefit residences. By providing a mix of uses the proposed project would implement these General Plan policies and goals related to creating a promoting health, improving quality of life, and providing neighborhood-serving uses.

Response 4.2

The commenter states that as part of a crosswalk safety effort the City is considering traffic access changes in front of the project site and these changes should be assessed in the EIR.

Potential changes to traffic flows, crosswalks and access along Santa Monica Boulevard are not being considered as part of the proposed project. Although improvements along Santa Monica Boulevard may improve operations around the project site, these changes would be



made with or without the implementation of the proposed project. Consequently, the transportation study assumed that current conditions along Santa Monica Boulevard would remain in order to focus on the potential impacts of the proposed project under existing conditions, which is intended to produce a worst-case scenario in the identification of project impacts.

#### Response 4.3

The commenter states that evidence is needed to support the assumption in the Draft EIR that only 50% of exiting drivers heading west would use the neighborhood residential streets.

As described in Section 4.2, *Transportation and Circulation*, of the Draft EIR, 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. Depending on the time of day and congestion levels on nearby roadways, drivers may choose to travel to/from the project site using Santa Monica Boulevard or the adjacent residential roadways. Since residential roadway impacts are based on increases in daily traffic volumes and because of the Traffic Division staff's knowledge of traffic patterns in the area, the Draft EIR estimated that approximately 50% of vehicles exiting the project site would utilize Santa Monica Boulevard to make a U-turn at La Cienega Boulevard to travel towards the west and 50% would circle around the block to utilize the signal at Westbourne Drive. During the majority of the day, making a U-turn at La Cienega Boulevard would be the fastest travel option; however, during peak hours of congestion vehicles may choose to utilize the adjacent residential roadways to reach the signal at Westbourne Drive. As a conservative (i.e., worst-case) assumption, the 50/50 split was applied to the traffic impact analysis.

See also Response 3.3.

#### Response 4.4

The commenter states that the walk/bike credit for fitness uses is overestimated and suggests that a sensitivity analysis be conducted to see if cutting the credit in half changes the traffic impact conclusions.

The walk/bike credit applied to the fitness uses was based on observations at the adjacent 24-Hour Fitness. The observations were made on a Tuesday during the week of Thanksgiving in 2013. Field observations were conducted from the sidewalk outside of the fitness facility so that people parking on-street would also be observed and recorded as a driving trip. The collection of traffic data can vary based on the time of year. For example, it is likely that more walk/bike trips would have been observed during the afternoon peak travel hours (typically 4:00 - 7:00 PM) during the summer months when the sunset occurs later in the day.



The walk/bike credit reduced the fitness facility trip generation by 7 vehicles during the AM peak hour, 7 vehicles during the midday peak hour, 17 vehicles during the PM peak hour, and 158 vehicles on a daily basis. Reducing the credit to account for a portion of travelers that could perhaps be working from home instead of from their office location due to Thanksgiving occurring later that week would be speculative, and as noted above, walk/bike trips could likely be higher during other times of the year. Assuming a 50% reduction in the walk/bike credit would change the total project trip generation by less than 5% (between 2.2% and 4.8% depending on the analysis period). Given this minimal change in vehicle trip generation, no additional impacts would be expected to occur with a reduction in the walk/bike fitness credit.



## 3.0 CORRECTIONS AND ADDITIONS TO DRAFT EIR

### 3.1 INTRODUCTION

Any corrections and additions to the Draft EIR text and figures, generated either from responses to comments or independently by the City, are stated in this section of the Final EIR.

These corrections and additions are provided to clarify, refine, and provide supplemental information for the Sprouts -8550 Santa Monica Boulevard Draft EIR. Changes may be corrections or clarifications to the text and figures of the Draft EIR. Other changes to the Draft EIR clarify the analysis in the EIR based upon the information and concerns raised by commenters during the public review period. None of the information contained in these corrections and additions constitutes significant new information or changes to the analysis or conclusions of the Draft EIR.

The information included in these corrections and additions that resulted from the public comment process does not constitute substantial new information requiring recirculation of the Draft EIR. CEQA Guidelines Section 15088.5 states in part:

- (a) A lead agency is required to recirculate an EIR when significant new information is added to the EIR after public notice is given of the availability of the draft EIR for public review under Section 15087 but before certification. As used in this section, the term “information” can include changes in the project or environmental setting as well as additional data or other information. New information added to an EIR is not “significant” unless the EIR is changed in a way that deprives the public of a meaningful opportunity to comment upon a substantial adverse environmental effect of the project or a feasible way to mitigate or avoid such an effect (including a feasible project alternative) that the project’s proponents have declined to implement. “Significant new information” requiring recirculation includes, for example, a disclosure showing that:
  - (1) A new significant environmental impact would result from the project or from a new mitigation measure proposed to be implemented.
  - (2) A substantial increase in the severity of an environmental impact would result unless mitigation measures are adopted that reduce the impact to a level of insignificance.
  - (3) A feasible project alternative or mitigation measure considerably different from others previously analyzed would clearly lessen the significant environmental impacts of the project, but the project’s proponents decline to adopt it.
  - (4) The draft EIR was so fundamentally and basically inadequate and conclusory in nature that meaningful public review and comment were precluded.



- (b) Recirculation is not required where the new information added to the EIR merely clarifies or amplifies or makes insignificant modifications in an adequate EIR.

The changes to the Draft EIR included in these corrections and additions do not constitute “significant” new information because:

- No new significant environmental impact would result from the proposed project or from a new mitigation measure;
- There is no substantial increase in the severity of an environmental impact that would result unless mitigation measures are adopted that reduce the identified significant impacts to a level of insignificance;
- No feasible project alternative or mitigation measure considerably different from others previously analyzed has been proposed or identified that would clearly lessen the significant environmental impacts of the project; and
- The Draft EIR was not fundamentally or basically inadequate or conclusory in nature such that meaningful public review and comment were precluded.

Therefore, recirculation of the Draft EIR is not required because the new information added to the Draft EIR through these corrections and additions clarifies or amplifies information already provided or makes insignificant modifications to the already adequate Draft EIR.

For simplicity, the Draft EIR modifications contained in the following pages are in the same order as the information appears in the Draft EIR. Changes in text are signified by strikeouts (~~strikeouts~~) where text has been removed and by underlining (underline) where text has been added. The applicable page numbers from the Draft EIR are also provided where necessary for easy reference.





### 3.2 PAGE ES-5 OF THE DRAFT EIR

The following text on page ES-5 in Table ES-1 of the Draft EIR was revised. This change to the Draft EIR does not result in a significant impact and has no material effect on the findings of the EIR.

<p><b>Impact N-1</b> 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.</p> <p><i>The proposed project would also contribute to a significant and unavoidable cumulative construction noise impact.</i></p>	<p><b>N-1(a) Staging Area.</b> 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.</p> <p><b>N-1(b) Diesel Equipment Mufflers.</b> All diesel equipment shall be operated with closed engine doors and shall be equipped with factory- recommended mufflers.</p> <p><b>N-1(c) Electrically-Powered Tools and Facilities.</b> 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.</p> <p><b>N-1(d) Construction Notice.</b> 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 <del>rectified</del> <u>addressed</u> within 24 hours of receipt.</p> <p><b>N-1(e) Sound Wall.</b> 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.</p>	<p>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.</p> <p><i>Cumulative short-term construction noise impacts would also remain significant and unavoidable.</i></p>
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### 3.3 PAGE ES-7 OF THE DRAFT EIR

The following text on page ES-7 in Table ES-1 of the Draft EIR was revised to reflect the change to Mitigation Measure T-4 (see discussion 3.6 on page 3-5 for further discussion of this change). This change to the Draft EIR does not result in a significant impact and has no material effect on the findings of the EIR.

<p><b>Impact T-4</b> 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.</p>	<p><b>T-4 Traffic Calming Measures.</b> The project applicant shall <u>fund the cost to implement traffic calming measures of two speed lumps on Rugby Drive to mitigate potential significant traffic impacts along residential roadways of North West Knoll, Rugby Drive, and Westbourne Drive.</u> The applicant shall <u>deposit \$6,000 for the installation prior to issuance of building permit and the two speed lumps shall be installed prior to issuance of the final certificate of occupancy.</u> <del>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.</del></p>	<p>Implementation of Mitigation Measure T-4 would reduce the traffic impacts on nearby street segments under existing plus project conditions <del>to a less than significant level.</del> However, <del>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.</del> Additionally, while the traffic calming measures would reduce project related traffic in the neighborhoods, the level of trip reduction cannot be precisely quantified. For <del>these reasons this reason,</del> impacts would remain significant and unavoidable.</p>
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### 3.4 PAGE ES-8 OF THE DRAFT EIR

The following text on page ES-8 in Table ES-1 of the Draft EIR was revised. This change to the Draft EIR does not result in a significant impact and has no material effect on the findings of the EIR.

<p><b>Impact T-5</b> The proposed project would generate traffic that would use nearby residential streets. The amount of traffic estimated to occur on <del>three</del> <u>four</u> 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.</p>	<p>Mitigation Measure T-4 under Impact T-4.</p>	<p>Implementation of Mitigation Measure T-4 would reduce the traffic impacts on nearby street segments under future plus project conditions <del>to a less than significant level.</del> However, <del>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.</del> Additionally, while the traffic calming measures would reduce project related traffic in the neighborhoods, the level of trip reduction cannot be precisely quantified. For <del>these reasons this reason,</del> impacts would remain significant and unavoidable.</p>
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### 3.5 PAGE 2-9 OF THE DRAFT EIR

The following text in Table 2-1 on page 2-9 in Section 2.0, *Project Description*, was revised to update the parking information. This change to the Draft EIR does not result in a significant impact and has no material effect on the findings of the EIR.

**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 <b>Total New Commercial Space: 42,317 sf</b> <b>Total New with Circulation and Parking: 67,460 sf</b>
Building Footprint	22,467 sf
Parking	<del>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</del> Enclosed and rooftop parking areas would be shared between the proposed new building at 8550 Santa Monica Boulevard and the existing building located at 8612 Santa Monica Boulevard (see Appendix B for site plans). The proposed project would provide at least 211 parking spaces in the shared parking areas in order to meet the requirements of WHMC Chapter 19.28.
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



### 3.6 PAGES 4.1-11 TO 4.1-12 OF THE DRAFT EIR

The following text on pages 4.1-11 to 4.1-12 in Section 4.1, *Noise*, of the Draft EIR was revised to update Mitigation Measure N-1(d). This change to the Draft EIR does not result in a significant impact and has no material effect on the findings of the EIR. The revised mitigation measure is included in the Mitigation Monitoring and Reporting Program (see Section 4.0 of this Final EIR).

- 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~~ addressed within 24 hours of receipt.

### 3.7 PAGES 4.2-27 TO 4.2-28 OF THE DRAFT EIR

The following text on pages 4.2-27 to 4.2-28 in Section 4.2, *Transportation and Circulation*, of the Draft EIR was revised. These changes to the Draft EIR do not result in a significant impact and have no material effect on the findings of the EIR. The changes further define the mitigation that will be imposed. The revised mitigation measure is included in the Mitigation Monitoring and Reporting Program (see Section 4.0 of this Final EIR).

- T-4 Traffic Calming Measures.** The project applicant shall fund the cost to implement traffic calming measures of two speed lumps on Rugby Drive to mitigate potential significant traffic impacts along residential roadways of North West Knoll, Rugby Drive, and Westbourne Drive. The applicant shall deposit \$6,000 for the installation prior to issuance of building permit and the two speed lumps shall be installed prior to issuance of the final certificate of occupancy. ~~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, w~~ 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~~ this reason, Impact T-4 will remain significant and unavoidable after mitigation.

### **Explanation of Revision**

The original language of Mitigation Measure T-4 in the Draft EIR required the traffic calming to be processed under the City's Neighborhood Traffic Management Program (NTMP). This program is used when the residents initiate traffic calming to alleviate cut through traffic and is not appropriate for a CEQA mitigation measure. Since the residents initiate the process under the NTMP, the residents have significant input on the traffic calming measures chosen. In fact, under the NTMP, the traffic calming cannot be approved without a consensus from the residents. This approach, however, conflicts with CEQA, which requires that a mitigation measure identified in an EIR to actually be constructed. There can be no barriers to implementation of the measure that are outside the applicant and City's control. As such, the language has been modified to ensure that the traffic calming measures will be constructed and to identify exactly which traffic calming measures will be installed (i.e. two speed lumps on Rugby Drive). This will put the neighborhood on notice at the outset of what the mitigation measure will entail.

## **3.8 PAGES 4.2-28 TO 4.2-29 OF THE DRAFT EIR**

The following text on pages 4.2-28 to 4.2-29 in Section 4.2, *Transportation and Circulation*, of the Draft EIR was revised. These changes to the Draft EIR do not result in a significant impact and has no material effect on the findings of the EIR.

**Impact T-5    The proposed project would generate traffic that would use nearby residential streets. The amount of traffic estimated to occur on ~~three~~ four 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~~ 4.2-11 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

**Table 4.2-11  
 Future Year (2016) Plus Project Weekday Roadway Segment Impact Analysis**

<u>Street Segments</u>	<u>Existing Daily Count (2012)</u>	<u>Cumulative Base Daily Traffic (2016)</u>	<u>Proposed Project</u>			
			<u>Project Only Daily Traffic</u>	<u>Cumulative plus Project (2016)</u>	<u>% Increase</u>	<u>Significant Impact?</u>
1. <u>North West Knoll Dr btwn Santa Monica Blvd &amp; Rugby Dr</u>	<u>1,470</u>	<u>1,499</u>	<u>239</u>	<u>1,738</u>	<u>15.9%</u>	<b><u>Yes</u></b>
2. <u>North West Knoll Dr btwn Rugby Dr &amp; Sherwood Dr</u>	<u>1,628</u>	<u>1,661</u>	<u>90</u>	<u>1,751</u>	<u>5.4%</u>	No
3. <u>Rugby Dr btwn North West Knoll Dr &amp; Westmount Dr</u>	<u>889</u>	<u>907</u>	<u>149</u>	<u>1,056</u>	<u>16.4%</u>	<b><u>Yes</u></b>
4. <u>Rugby Dr btwn Westmount Dr &amp; Westbourne Dr</u>	<u>1,005</u>	<u>1,025</u>	<u>149</u>	<u>1,174</u>	<u>14.5%</u>	<b><u>Yes</u></b>
5. <u>Westbourne Dr btwn Santa Monica Blvd &amp; Rugby Dr</u>	<u>2,649</u>	<u>2,716</u>	<u>283</u>	<u>2,999</u>	<u>10.4%</u>	<b><u>Yes</u></b>

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

**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~~ this reason, Impact ~~T-4~~ T-5 will remain significant and unavoidable after mitigation.



## 4.0 MITIGATION MONITORING AND REPORTING PROGRAM

This Final EIR identifies the mitigation measures that will be implemented to reduce the impacts associated with the Sprouts - 8550 Santa Monica Boulevard project. CEQA requires a public agency to adopt a monitoring and reporting program for assessing and ensuring compliance with any required mitigation measures applied to proposed development. As stated in section 21081.6(a)(1) of the Public Resources Code:

*... the public agency shall adopt a reporting or monitoring program for the changes made to the project or conditions of project approval, adopted in order to mitigate or avoid significant effects on the environment.*

Section 21081.6 also provides general guidelines for implementing mitigation monitoring programs and indicates that specific reporting and/or monitoring requirements, to be enforced during project implementation, shall be defined as part of adopting an EIR.

The mitigation monitoring table lists those mitigation measures that may be included as conditions of approval for the project. To ensure that the mitigation measures are properly implemented, a monitoring program has been devised which identifies the timing and responsibility for monitoring each measure. The project applicant will have the responsibility for implementing the measures, and the various City of West Hollywood departments will have the primary responsibility for monitoring and reporting the implementation of the mitigation measures.





**Sprouts – 8550 Santa Monica Boulevard Project Final Environmental Impact Report  
 Mitigation Monitoring and Reporting Plan**

Mitigation Measure		Action Required	When Monitoring to Occur	Responsible Agency or Party	Verification of Completion		
					Initial	Date	Comments
<b>NOISE</b>							
<b>N-1(a)</b>	<b>Staging Area.</b> 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.	Verify compliance during construction.	Periodically during construction.	West Hollywood Community Development Department; On-site construction manager			
<b>N-1(b)</b>	<b>Diesel Equipment Mufflers.</b> All diesel equipment shall be operated with closed engine doors and shall be equipped with factory- recommended mufflers.	Verify equipment compliance during construction.	Periodically during construction.	West Hollywood Community Development Department; On-site construction manager			
<b>N-1(c)</b>	<b>Electrically-Powered Tools and Facilities.</b> 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.	Verify equipment compliance during construction.	Periodically during construction.	West Hollywood Community Development Department; On-site construction manager			
<b>N-1(d)</b>	<b>Construction Notice.</b> 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 addressed within 24 hours of receipt.	Verify notice sent.	Prior to issuance of grading permit.	West Hollywood Community Development Department			
<b>N-1(e)</b>	<b>Sound Wall.</b> 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.	Verify sound wall constructed.	Prior to commencement of construction.	West Hollywood Community Development Department			



**Sprouts – 8550 Santa Monica Boulevard Project Final Environmental Impact Report  
 Mitigation Monitoring and Reporting Plan**

Mitigation Measure		Action Required	When Monitoring to Occur	Responsible Agency or Party	Verification of Completion		
					Initial	Date	Comments
<b>TRANSPORTATION AND CIRCULATION</b>							
T-4	<b>Traffic Calming Measures.</b> The project applicant shall fund the cost to implement traffic calming measures of two speed lumps on Rugby Drive to mitigate potential significant traffic impacts along residential roadways of North West Knoll, Rugby Drive, and Westbourne Drive. The applicant shall deposit \$6,000 for the installation prior to issuance of building permit and the two speed lumps shall be installed prior to issuance of the final certificate of occupancy.	Verify that funds received.	Prior to issuance of building permit.	West Hollywood Community Development Department			
		Verify improvements installed.	Prior to issuance of final certificate of occupancy.	West Hollywood Community Development Department			

