3.11 TRANSPORTATION AND TRAFFIC

This section summarizes the traffic impact study prepared by KOA Corporation. A complete copy of the traffic impact study is included in Appendix J of this EIR. The scope of work for the traffic study was developed in conjunction with the City of West Hollywood Transportation Department staff. The base assumptions, technical methodologies, and geographic coverage of the study were all identified as part of the study approach. The study, which analyzes the potential project-generated traffic impacts on the street system, assumes completion of the proposed project in 2019. The potential impacts of the proposed project are therefore determined for 2019 conditions and include an analysis of the following traffic scenarios:

- **Existing Conditions:** The analysis of existing 2015 traffic conditions provides a basis for the study. The existing conditions analysis includes an assessment of present streets, traffic volumes, and operating conditions. The existing conditions are characterized in Section 3.11.1, Environmental Setting.
- **Project-Only Traffic:** The analysis of project-generated traffic shows the amount of traffic that is anticipated to be generated by the project alone (does not include existing traffic or future traffic calculations). Project-generated traffic is characterized in Section 3.11.5, Impact Analysis, under Threshold A.
- **Existing-plus-Project Conditions:** This analysis shows the existing 2015 traffic conditions with the addition of project-generated traffic. This analysis is conducted by adding project trips to the existing traffic volumes. Existing plus project conditions are characterized in Section 3.11.5, Impact Analysis, under Threshold A.
- **Future-without-Project Conditions:** Future traffic conditions are projected for 2019 without the proposed project. The objective of this phase of analysis is to estimate future traffic growth and operating conditions that could be expected to result from growth in the vicinity of the project site by 2019, absent the proposed project. Future Without Project Conditions are shown in Section 3.11.5, Impact Analysis, under Threshold A.
- **Future-with-Project Conditions:** This is an analysis of future traffic conditions with the traffic generated by the proposed project added to the future without the proposed project traffic forecasts. The impacts of the proposed project on future traffic operating conditions can then be identified. Future-with-project conditions are characterized in Section 3.11.5, Impact Analysis, under Threshold A.

3.11.1 Environmental Setting

Data was collected specifically for this project to develop a detailed description of existing conditions within the study area. The assessment of conditions relevant to this study includes an inventory of the street system, traffic volumes on these facilities, and operating conditions at the study intersections.

In conjunction with City of West Hollywood staff, a total of 18 intersections were identified and are analyzed in the EIR for weekday morning, midday, and evening peak hour periods. Three of the 18 study intersections are stop-sign controlled, while the remaining 15 intersections are signalized. Of the 18 intersections identified for inclusion in the analysis, 14 are located within the City of West Hollywood, one is located within the City of Beverly Hills, two are shared by the City of West Hollywood and City of Beverly Hills, and one is shared by City of Beverly Hills and City of Los Angeles. The study area intersections are listed in Table 3.11-1, with notes regarding the jurisdictional authority. The locations of the study intersections are shown on Figure 3.11-1 and the study intersection geometry are shown on Figure 3.11-2.

Table 3.11-1
Study Intersections

Intersection Number corresponds to Figure 3.11-1	Intersection
1	Doheny Drive & Sunset Boulevard [Signalized]
2	San Vicente Boulevard & Sunset Boulevard [Signalized]
3	Palm Drive/Beverly Boulevard & Santa Monica Boulevard [Signalized] [1]
4	Doheny Drive & Santa Monica Boulevard/Melrose Boulevard [Signalized] [2]
5	Almont Drive & Santa Monica Boulevard [Signalized]
6	La Peer Drive & Santa Monica Boulevard [Stop Controlled]
7	Robertson Boulevard & Santa Monica Boulevard [Signalized]
8	San Vicente Boulevard & Santa Monica Boulevard [Signalized]
9	La Cienega Boulevard & Santa Monica Boulevard [Signalized]
10	Almont Drive & Melrose Avenue [Stop Controlled]
11	La Peer Drive & Melrose Avenue [Stop Controlled]
12	Robertson Boulevard & Melrose Avenue [Signalized]
13	San Vicente Boulevard & Melrose Avenue [Signalized]
14	La Cienega Boulevard & Melrose Avenue [Signalized]
15	Doheny Drive & Beverly Boulevard [Signalized] [2]
16	Robertson Boulevard & Beverly Boulevard [Signalized]
17	San Vicente Boulevard & Beverly Boulevard [Signalized]
18	Robertson Boulevard & Burton Way [Signalized] [3]

Source: Appendix J
Notes:
[1] This intersection is within the City of Beverly Hills.
[2] These intersections are within the City of West Hollywood and the City of Beverly Hills.
[3] This intersection is within the City of Beverly Hills and the City of Los Angeles.

In conjunction with City of West Hollywood staff, a total of five street segments were identified and are analyzed in the traffic study as part the neighborhood residential impact analysis. The following street segments were chosen for analysis:

- Hilldale Avenue, between Norma Place and Keith Avenue

- Keith Avenue, between Doheny Drive and Willey Lane
- Keith Avenue, between Ramage Street and Robertson Boulevard
- Keith Avenue, between Robertson Boulevard and Hilldale Avenue
- Robertson Boulevard, between Keith Avenue and Santa Monica Boulevard

These segments are shown on Figure 3.11-1.

Existing Transportation System

Regional access to the project site is provided by Santa Monica Boulevard, located 75 to 205 feet north of the project site; US 101, located approximately 4.5 miles east of the project site; I-405, located approximately 4.2 miles southwest of the site; and I-10, located approximately 3.2 miles south of the site. Key roadways within the study area are briefly described below.

Sunset Boulevard is classified by the City as an arterial street. It runs generally east-west and is located north of the project site. It provides two travel lanes in each direction, which are divided by a center turn lane. On-street parking is provided in both directions but is limited in duration and is prohibited during the evening peak hour period. The land uses along Sunset Boulevard are generally commercial.

Santa Monica Boulevard is classified by the City as an arterial street. It runs east-west approximately 75 to 205 feet north of the project site. The business that are located along the northern boundary of the project site front Santa Monica Boulevard. It provides two travel lanes in each direction, which are divided by a center turn lane. On-street parking is provided in both directions but is limited in duration during specified times. The land uses along Santa Monica Boulevard are generally commercial.

Melrose Avenue is classified by the City as a collector street. It runs east-west approximately 350 feet south of the project site. The project site is separated from Melrose Avenue by a number of businesses that front on Robertson Boulevard and/or Melrose Avenue. It provides one travel lane in each direction. The lanes are divided with a double yellow line. On-street parking is provided in both directions but is limited in duration during specified times. The land uses along Melrose Avenue are generally commercial.

Beverly Boulevard is classified by the City as an arterial street. It runs east-west and is located south of the project site. It provides two travel lanes in each direction, which are divided by a center turn lane. On-street parking is provided in both directions but is limited in duration during specified times. The land uses along Beverly Boulevard are residential and commercial.

Burton Way is classified by the City as a secondary highway. It runs east-west and is located south of the project site. It provides three travel lanes in each direction, which are divided with a raised median. On-street parking is provided, with no limit in time or duration on the north side of the street and some limits in duration on the south side of the street. Land uses along Burton Way are both residential and commercial.

Doheny Drive is classified by the City as a collector street. It runs north-south and is located west of the project site. It provides one travel lane in each direction. Lanes are divided with a center turn lane. On-street parking is provided on the east side of the street but is limited in duration during specified times. Land uses along Doheny Drive are residential and commercial.

Almont Drive is classified by the City as a local street. It runs north-south and is located west of the project. It provides one travel lane in each direction. On-street parking is provided in both directions but is limited in duration during specified times. Land uses along Almont Drive are commercial.

La Peer Drive is classified by the City as a local street. It runs north-south, and the project site fronts this roadway to the west. One travel lane is provided in each direction. On-street parking is provided in both directions but is limited in duration during specified times. Land uses along La Peer Drive are commercial.

Robertson Boulevard is classified by the City as a collector street. It runs north-south, and the project site fronts this roadway to the east. One travel lane is provided in each direction. The lanes are divided with a double yellow line. On-street parking is provided in both directions but is limited in duration during specified times. Land uses along Robertson Boulevard are commercial.

San Vicente Boulevard (North of Santa Monica Boulevard) is classified by the City as a collector street. It runs north-south and is located east of the project site. It provides two travel lanes in each direction, which are divided with a double yellow line. On-street parking is provided on the east side of the street but is limited in duration during specified times. On-street parking is prohibited on the west side of the street between 9:00 p.m. and 7:00 a.m. Land uses along this portion of San Vicente Boulevard are residential and commercial.

San Vicente Boulevard (South of Santa Monica Boulevard) is classified by the City as an arterial street. It runs north-south and is located east of the project site. It provides two travel lanes in each direction, which are divided with a center turn lane. On-street parking is provided on both sides of the street but is limited in duration during specified times. Land uses along this portion of San Vicente Boulevard are commercial and recreational north of Melrose Avenue and are commercial and residential south of Melrose Avenue.

La Cienega Boulevard is classified by the City as an arterial street. It runs north-south and is located east of the project site. It provides two travel lanes in each direction, which are divided

with a center turn lane. On-street parking is provided on both sides of the street but is limited in duration during specified times. Land uses along La Cienega Boulevard are primarily commercial with some educational and residential uses.

Existing Transit Corridors

The project area is served by bus transit lines operated by the City of West Hollywood, the Los Angeles County Metropolitan Transportation Authority (Metro), and the City of Los Angeles Department of Transportation (LADOT). In the General Plan Mobility Element, the intersection of Santa Monica Boulevard and San Vicente Boulevard, which is located within one block of the project site, is designated as a "major transfer point" for public transit (City of West Hollywood 2011). A brief description of the nearby routes is provided below.

Metro Line 4 is a local route between Santa Monica and downtown Los Angeles. Within the study area it travels east and west along Santa Monica Boulevard.

Metro Line 10 is a local route between West Hollywood and downtown Los Angeles. Within the study area, it travels east and west along Melrose Avenue.

Metro Line 14 is a local route between Beverly Hills and downtown Los Angeles. Within the study area, it travels east and west along Beverly Boulevard.

Metro Line 220 is a local route between Beverly Center and Culver City. It travels north and south along Robertson Boulevard.

Metro Line 30/330 is a local route between West Hollywood and downtown Los Angeles. Within the study area, it travels along San Vicente Boulevard and Pico Boulevard.

Metro Line 704 is a rapid bus route that operates between Santa Monica and downtown Los Angeles. Within the study area, it travels north and south along Santa Monica Boulevard.

West Hollywood CityLine Blue/Orange is a neighborhood shuttle that travels east-west along Santa Monica Boulevard and north-south along San Vicente Boulevard.

Existing Bicycle and Pedestrian Facilities

Sidewalks extend along both sides of Robertson Boulevard and La Peer Drive and front the project site to the west and east. The nearby signalized intersections of Santa Monica Boulevard/Robertson Boulevard and Melrose Avenue/Robertson Boulevard have pedestrian phase signals and striped crosswalks, providing for safe pedestrian movements across the intersections. The unsignalized intersection of Santa Monica Boulevard/La Peer Drive also has crosswalks that provide for safe pedestrian movements. As described in the Streetscape Master

Plan for the Design District, the Design District has long blocks, making it difficult for pedestrians to walk easily from street to street. Robertson Boulevard is 1,000 feet long from Melrose Avenue to Santa Monica Boulevard, La Peer Drive is 800 feet long between those streets, and Almont Drive 500 feet long between those streets. As stated in the Streetscape Master Plan, a walkable block length is 200 to 300 feet. As such, pedestrians have to walk up to Santa Monica Boulevard or down to Melrose Avenue in order to safely access an adjacent north-south block within the Design District. (See the discussion about the Streetscape Master Plan in Section 3.8 of this document for more details).

Regarding bicycle circulation, neither Robertson Boulevard nor La Peer Drive have bike lanes or sharrow markings. One of the potential circulation improvements specified in the Streetscape Master Plan for the Design District is to add sharrow makings to Robertson Boulevard, La Peer Drive, and Almost Drive, north of Melrose Avenue. There are existing bicycle lanes along Santa Monica Boulevard from Almont Drive in the west to Kings Road in the east and along San Vicente Boulevard from Santa Monica Boulevard in the north to Beverly Boulevard in the south. There are also bicycle routes with "share the road" signage along portions of Melrose Avenue, Beverly Boulevard, and San Vicente Boulevard north of Santa Monica Boulevard (City of West Hollywood 2015).

Existing Parking

The proposed project site currently contains three surface parking lots. The lot in the northeast corner of the site contains 94 spaces, the lot on the north side of the Factory building contains 28 spaces, and the lot on the south side of the Factory building contains 75 spaces. As described in the Mobility element of the General Plan, many City residents cited a lack of parking as among their greatest concerns during the General Plan public outreach process.

Existing Traffic Volumes and Levels of Service

The following discussion presents the existing peak hour turning movement traffic volumes for each of the intersections analyzed in the traffic study, describes the methodology used to assess the traffic conditions at each intersection, and analyzes the resulting operating conditions at each intersection studied, indicating volume-to-capacity ratios (V/C), or delay, and level of service (LOS).

Level of Service Methodology

City of West Hollywood. For analysis of LOS at signalized intersections, the City of West Hollywood has designated the Highway Capacity Manual (HCM) methodology as the desired analysis tool. The HCM method takes into account existing signal timing, minimum green times, vehicle volumes, pedestrian and bike movements, user defined saturation flow rates, and storage

bay lengths. The resulting intersection delay (in seconds) is then used to identify an LOS value. The output for this method is a delay value (in seconds) and an LOS for the intersection as a whole.

City of Los Angeles. The City of Los Angeles has designated the Circular 212 – Critical Movement Analysis (CMA) Planning methodology as the desired analysis tool. The CMA method is a procedure that incorporates the effects of geometry and traffic signal operation and develops a V/C ratio for each separate movement. The resulting V/C ratio of the critical movements are then used to identify an LOS value for that particular peak hour period.

City of Beverly Hills. The City of Beverly Hills has designated the Intersection Capacity Utilization (ICU) methodology as the desired analysis tool. The concept of roadway LOS under the ICU is calculated as the volume of vehicles that pass through the facility divided by the capacity of that facility. A 10% adjustment to the clearance and loss time factor based on the critical phases of the signalized control were included in the traffic analysis. A facility is "at capacity" (ICU value of 1.00 or greater) when extreme congestion occurs. The ICU value is a function of hourly volumes, signal phasing, and approach lane configurations on each leg of the intersection.

Los Angeles County. The Los Angeles County Congestion Management Program (CMP) identifies a system of arterial roadways, intersections, and freeways as the CMP network. The network is monitored for its performance. The traffic impact study for the proposed project uses ICU methodology when analyzing impacts to CMP intersections. (See Section 3.11.2 for more details regarding the CMP.)

Stop-Controlled Intersections. Stop-controlled intersections within the study area are in the City of West Hollywood only. As such, the City's designated analysis tool (HCM methodology) is used to determine LOS for stop-controlled intersections in this traffic analysis. Conditions are based upon intersection delay, defined as the worst-case approach delay experienced by users who must stop or yield to free-flow through traffic. This method uses a "gap acceptance" technique to predict driver delay. This method is applicable to unsignalized and partially-controlled intersections on major streets where there is potential for crossing difficulty from the minor approaches due to heavy traffic volumes on the major approaches. (There are no unsignalized study area intersections in the City of Beverly Hills or City of Los Angeles.)

LOS Definitions. LOS shows the efficiency of traffic operations at a given intersection. LOS is a measure of average operating conditions at an intersection during a peak hour. It is based on V/C ratio or delay in seconds. Levels range from LOS A to LOS F, with LOS A representing excellent (free-flow) conditions and LOS F representing extreme congestion. Table 3.11-2 describes the LOS definitions for the City of West Hollywood and the operating conditions expected under each LOS. Table 3.11-3 describes the LOS definitions for City of Los Angeles and City of Beverly Hills.

Table 3.11-2
LOS Definitions (City of West Hollywood)

LOS	Interpretation	Signalized Intersection Delay (in seconds)	Stop-Controlled Intersection Delay (in seconds)
A	Free-flow operations. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Control delay at the boundary intersections is minimal. The travel speed exceeds 85% of the base free-flow speed.	≤ 10	0 - 10
B	Reasonably unimpeded operation. The ability to maneuver within the traffic stream is only slightly restricted and control delay at the boundary intersections is not significant. The travel speed is between 67% and 85% of the base free-flow speed.	> 10 - 20	> 10 - 15
C	Stable operation. The ability to maneuver and change lanes at mid-segment locations may be more restricted than at LOS B. Longer queues at the boundary intersections may contribute to lower travel speeds. The travel speed is between 50% and 67% of the base free-flow speed.	> 20 - 35	> 15 - 25
D	Less stable condition in which small increases in flow may cause substantial increases in delay and decreases in travel speed. This operation may be due to adverse signal progression, high volume, or inappropriate signal timing at the boundary intersections. The travel speed is between 40% and 50% of the base free-flow speed.	> 35 - 55	> 25 - 35
E	Unstable operation and significant delay. Such operations may be due to some combination of adverse progression, high volume, and inappropriate signal timing at the boundary intersections. The travel speed is between 30% and 40% of the base free-flow speed.	> 55 - 60	> 35 - 50
F	Flow at extremely low speed. Congestion is likely occurring at the boundary intersections, as indicated by high delay and extensive queuing. The travel speed is 30% or less of the base freeflow speed. Also, LOS F is assigned to the subject direction of travel if the through movement at one or more boundary intersections has a volume-to-capacity ratio greater than 1.0.	> 80	> 50

Source: Appendix J

Table 3.11-3
LOS Definitions (City of Beverly Hills and City of Los Angeles)

LOS	Definition	Volume to Capacity Ratio
A	LOS A describes primarily free-flow operation. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Control delay at the boundary intersections is minimal. The travel speed exceeds 85% of the base free-flow speed.	0.000 - 0.600

Table 3.11-3
LOS Definitions (City of Beverly Hills and City of Los Angeles)

LOS	Definition	Volume to Capacity Ratio
B	LOS B describes reasonably unimpeded operation. The ability to maneuver within the traffic stream is only slightly restricted and control delay at the boundary intersections is not significant. The travel speed is between 67% and 85% of the base free-flow speed.	0.601 - 0.700
C	LOS C describes stable operation. The ability to maneuver and change lanes at mid-segment locations may be more restricted than at LOS B. Longer queues at the boundary intersections may contribute to lower travel speeds. The travel speed is between 50% and 67% of the base free-flow speed.	0.701 - 0.800
D	LOS D indicates a less stable condition in which small increases in flow may cause substantial increases in delay and decreases in travel speed. This operation may be due to adverse signal progression, high volume, or inappropriate signal timing at the boundary intersections. The travel speed is between 40% and 50% of the base free-flow speed.	0.801 - 0.900
E	LOS E is characterized by unstable operation and significant delay. Such operations may be due to some combination of adverse progression, high volume, and inappropriate signal timing at the boundary intersections. The travel speed is between 30% and 40% of the base free-flow speed.	0.901 - 1.000
F	LOS F is characterized by flow at extremely low speed. Congestion is likely occurring at the boundary intersections, as indicated by high delay and extensive queuing. The travel speed is 30% or less of the base freeflow speed. Also, LOS F is assigned to the subject direction of travel if the through movement at one or more boundary intersections has a volume-to-capacity ratio greater than 1.0.	Greater than 1.000

Source: Appendix J

LOS D is generally considered to be the lowest acceptable LOS in an urban or suburban area. An intersection change to LOS E or F is considered to be an unacceptable operating condition that warrants mitigation.

Existing Levels of Service

In order to define existing traffic conditions, peak period turning movement counts were collected on Wednesday, March 18, 2015, at the study intersections. Machine roadway counts were collected at the study street segments on the same day.

Consistent with the traffic impact study guidelines of the City of West Hollywood, the traffic analysis for the study locations within the City of West Hollywood was conducted during the following peak periods: weekday morning, weekday midday, and weekday afternoon/evening. Consistent with traffic impact study guidelines of the City of Beverly Hills, the traffic analysis for the study locations within the City of Beverly Hills was conducted for the following periods: weekday morning and weekday afternoon/evening. Consistent with traffic impact study guidelines of the City of Los Angeles, the traffic analysis for the study locations within the City of Los Angeles was conducted for the following periods: weekday morning and weekday afternoon/evening.

Morning counts were collected between 7:00 a.m. and 9:00 a.m., midday counts were collected between 11:00 a.m. and 1 p.m., and afternoon/evening counts were collected between 4:00 p.m. and 7:00 p.m. The machine counts on the roadway segments were collected for 24 hours. Traffic count summaries are provided in Appendix J. Table 3.11-4 shows the existing LOS at each of the study area intersections, as determined by the traffic counts. Bolded LOS letters indicate poor LOS (i.e., values of E or F). As described above, City of West Hollywood LOS values are based on delay in seconds, while City of Beverly Hills and City of Los Angeles LOS values are based on V/C ratio.

Table 3.11-4
Existing 2015 LOS Summary

	Study Intersections	AM Peak Hour		Mid-Day		PM Peak Hour	
		V/C or Delay	*LOS*	*V/C or Delay*	*LOS*	*V/C or Delay*	*LOS*
City of West Hollywood							
1	Doheny Drive & Sunset Boulevard	27.6	C	29.6	C	46.2	D
2	San Vicente Boulevard & Sunset Boulevard	33.7	C	21.2	C	69.6	**E**
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	115.9	**F**	77.1	**E**	78.2	**E**
5	Almont Drive & Santa Monica Boulevard	11.1	B	13.4	B	15.5	B
6	La Peer Drive & Santa Monica Boulevard *	0.4	A	0.7	A	0.6	A
7	Robertson Boulevard & Santa Monica Boulevard	25.8	C	24.4	C	53.3	D
8	San Vicente Boulevard & Santa Monica Boulevard	31.5	C	22.9	C	32.0	C
9	La Cienega Boulevard & Santa Monica Boulevard	50.1	D	39.1	D	44.9	D
10	Almont Drive & Melrose Avenue *	10.6	B	12.2	B	21.7	C
11	La Peer Drive & Melrose Avenue *	1.3	A	1.8	A	1.6	A
12	Robertson Boulevard & Melrose Avenue	19.6	B	17.2	B	23.5	C
13	San Vicente Boulevard & Melrose Avenue	30.2	C	16.5	B	21.5	C
14	La Cienega Boulevard & Melrose Avenue	84.5	**F**	48.9	D	83.3	**F**
15	Doheny Drive & Beverly Boulevard (A)	53.7	D	36.8	D	53.1	D
16	Robertson Boulevard & Beverly Boulevard	38.6	D	26.7	C	24.0	C
17	San Vicente Boulevard & Beverly Boulevard	26.3	C	24.5	C	28.2	C

Table 3.11-4
Existing 2015 LOS Summary

Study Intersections		AM Peak Hour		Mid-Day		PM Peak Hour	
		V/C or Delay	*LOS*	*V/C or Delay*	*LOS*	*V/C or Delay*	*LOS*
City of Beverly Hills							
3	Palm Drive / Beverly Boulevard & Santa Monica Boulevard	0.919	**E**	-	-	0.975	**E**
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	1.006	**F**	-	-	0.941	**E**
15	Doheny Drive & Beverly Boulevard (A)	1.022	**F**	-	-	1.030	**F**
18	Robertson Boulevard & Burton Way (A)	0.992	**E**	-	-	0.926	**E**
City of Los Angeles							
18	Robertson Boulevard & Burton Way (A)	0.725	C	-	-	0.692	B

Notes:
LOS = Level of Service; V/C = Volume-to-Capacity Ratio
* Unsignalized Intersection
(A) Shared Intersection

As shown in Table 3.11-4, 12 of the 18 study intersections operate at good levels of service (LOS D or better) under existing 2015 conditions. The following intersections operate at poor LOS values of E or F during at least one of the peak hours:

- San Vicente Boulevard & Sunset Boulevard (PM peak hour)
- Doheny Drive & Santa Monica Boulevard (AM, midday, and PM peak hours)
- La Cienega Boulevard & Melrose Avenue (AM and PM peak hours)
- Palm Drive/Beverly Boulevard & Santa Monica Boulevard (AM and PM peak hours)
- Doheny Drive & Beverly Boulevard (AM and PM peak hours)
- Robertson Boulevard & Burton Way (AM and PM peak hours)

Twenty-four hour traffic counts were collected along the five street segments and were used as the baseline for the average daily traffic volume occurring along that street. These roadways were chosen for this specific traffic analysis as they primarily serve the residential areas in the vicinity of the project site. Table 3.11-5 shows the existing traffic volumes along the five study street segments.

Table 3.11-5
Existing 2015 Daily Traffic Volumes

Segment			Number of Lanes	Existing Daily Traffic Volume (ADT)
1	Hilldale Avenue	Between Norma Place & Keith Avenue	2	3,239
2	Keith Avenue	Between Doheny Drive & Willey Lane	2	2,010

Table 3.11-5
Existing 2015 Daily Traffic Volumes

Segment			Number of Lanes	Existing Daily Traffic Volume (ADT)
3	Keith Avenue	Ramage Street & Robertson Boulevard	2	3,768
4	Keith Avenue	Robertson Boulevard & Hilldale Avenue	2	3,860
5	Robertson Boulevard	Keith Avenue & Santa Monica Boulevard	2	5,058

Source: Appendix J

3.11.2 Relevant Plans, Policies, and Ordinances

State

SB-743 (Status and Application to this Analysis)

On September 27, 2013, California Governor Jerry Brown signed Senate Bill (SB) 743 into law, which creates a process to change the way that transportation impacts are analyzed under CEQA. SB 743 requires that the Governor's Office of Planning and Research (OPR) amend the CEQA Guidelines to provide an alternative to LOS for evaluating transportation impacts. Measurements of transportation impacts may include "vehicle miles traveled, vehicle miles traveled per capita, automobile trip generation rates, or automobile trips generated" (New Public Resources Code Section, 21099(b)(1)).

On August 6, 2014, OPR released for public review a preliminary discussion draft of changes to the CEQA Guidelines. The second set of guidelines was released on January 20, 2016, and recommends that transportation impacts under CEQA will be evaluated using Vehicle Miles Traveled (VMT). Local jurisdictions will still be allowed to assess impacts using methodologies in addition to VMT. Once the guidelines are officially adopted, jurisdictions will have a two-year opt-in period to incorporate VMT thresholds into their CEQA-related transportation impact review for projects. Public comment on the second set of guidelines has been completed and OPR will make a second and final set of revisions and submit the final guidelines to begin the 6-month "rulemaking" process. Once that process is completed, there is a 60-day administrative law review before the guidelines officially become law. Cities and other lead agencies will have approximately 120 days to update their respective guidance to comply with the law and implementation required.

Under these updated CEQA Guideline changes, LOS would no longer be considered as a basis for determining significant impacts in many parts of California. At this time, the City has not adopted new traffic study guidelines in accordance with SB 743, as the updated CEQA Guidelines are still being finalized. As such, this analysis is based on the City's current and existing traffic study guidelines, which use LOS and delay as a measure for significant transportation impacts under CEQA.

In addition, under SB 743, parking impacts are not considered significant impacts under CEQA if a project is a residential, mixed-use residential, or employment center project and is located on an infill site within a transit priority area (PRC Section 21099(d)(1)).This provision is currently in effect and does not require further amendments to the CEQA Guidelines by OPR. As explained in Section 3.1.2 of this EIR, the proposed project is considered an employment center project on an infill site within a transit priority area, as those terms are defined in PRC Section 21099(a).

As such, pursuant to PRC Section 21099(d)(1), the proposed project is one of several types of projects whose parking impacts shall not be considered significant impacts on the environment. Nevertheless, this EIR conservatively includes an analysis of the project's parking impacts. As demonstrated in Section 3.11.5 below, the parking impacts of the proposed project were determined to be less than significant.

Local

Los Angeles County Congestion Management Program

The CMP was created statewide because of Proposition 111 and was implemented locally by the Los Angeles County Metropolitan Transportation Authority (Metro). The CMP for Los Angeles County requires that the traffic impact to be analyzed for individual development projects that may have regional significance. A specific system of arterial roadways plus all freeways comprises the CMP system. A total of 164 intersections are identified for monitoring on the system in Los Angeles County. The intersection CMP arterial monitoring intersections within the study area include the following:

- Santa Monica Boulevard and Doheny Drive (CMP ID No. 160)
- Santa Monica Boulevard and La Cienega Boulevard (CMP ID No. 161)

The nearest CMP mainline freeway-monitoring locations to the project site are:

- I-10 east of Overland Avenue (CMP ID No. 1011)
- I-10 east of La Brea Avenue (CMP ID No. 1012)

CMP Transportation Impact Analysis (TIA) Guidelines are provided in the 2010 Congestion Management Plan for Los Angeles County. According to these guidelines, an analysis of the effects that a project may have on the CMP system is conducted in the following instances:

- The project is projected to add 50 or more vehicle trips during either AM or PM weekday peak hours to CMP arterial monitoring intersections, including freeway on-ramps or off-ramps.
- The project is projected to add 150 or more trips in either direction during either the AM or PM weekday peak hours at CMP mainline freeway monitoring locations.

The proposed project was analyzed for its potential to trigger the above thresholds, which would then require the project to be further analyzed under the CMP. This analysis is included in Appendix J and is summarized in Section 3.11.5.

City of West Hollywood General Plan

The Mobility Element of the General Plan sets forth goals and policies to address congestion and lack of parking in the City. As described in this element, the City has high levels of traffic congestion. However, much of this traffic comes from non-City residents passing through the City on their way to outside areas. The City has several major east-west roadways (Santa Monica Boulevard, Sunset Boulevard, Beverly Boulevard, Fountain Avenue, and Melrose Avenue) that carry a large volume of traffic through the City to reach points to the east and west. The most severe traffic congestion problems occur during morning and evening commuting hours. As stated in the Mobility element, "While some congestion results from auto travel generated by the City's residents, businesses, and entertainment venues, much of it comes from pass-through traffic by non-residents. These sources of pass-through traffic are largely due to outside forces that the City cannot control, such as its central location in the Los Angeles region and the region's vibrant and growing economy. In fact, even if no additional development took place within the City over the next 25 years, continued growth outside of West Hollywood's boarders, in Beverly Hills, Hollywood, and other parts of Los Angeles, would continue to put pressure on traffic, parking, and the transportation system in West Hollywood." The Mobility Element describes ways of addressing traffic and parking issues that are within the City's control.

A conventional way of addressing traffic congestion is to improve intersections through widening. However, these conventional methods, as explained in the Mobility Element, are often not feasible in the City as they could "negatively impact the character of the City's streets and sidewalks, which are one of the community's most important assets and serve as meeting and gathering places," and due to the built-out nature of the City. As such, the City has adopted a mobility strategy of creating a balanced and multi-modal transportation system. The Mobility Element sets forth strategies for many different components of the multi-modal transportation system, such as enhancements to the pedestrian and bicycle network, improvements to public transit, land use strategies to improve transit use, transportation demand management (TDM), and innovative parking solutions. Together, these strategies are intended to reduce traffic congestion by discouraging the use of single occupancy vehicles on city streets while creating a more efficient and healthy transportation system (City of West Hollywood 2011).

While many of the policies in the Mobility Element primarily involve City-wide actions or coordination on regional transportation solutions and collaboration with transit agencies, there are several policies that apply to new development in the City:

- **Policy M-1.3:** Consider requiring development projects to include transit amenities and transit incentive programs.
- **Policy M-3.9:** Require new commercial development to provide for the construction of pedestrian rights of way to allow convenient and unimpeded circulation to, through, and within the property being developed.
- **Policy M-3.10:** Require design measures as appropriate to accommodate access by pedestrians, bicycles, and transit within new development and to provide connections to adjacent development.
- **Policy M-4.2:** As feasible, ensure that new development of commercial and multi-family residential uses enhance the City's bicycle network and facilities.
- **Policy M-5.8:** Allow for the collection of fees from developers to undertake the following infrastructure projects to support new development: sidewalk improvements, landscaping, bicycle infrastructure, traffic calming devices, traffic signals, and other improvements that promote/maintain the pedestrian-oriented character of the community (i.e., traffic calming devices and TDM programs).
- **Policy M-5.9:** Require new development to pay its share of transportation improvements necessitated by that development.
- **Policy M-8.3:** Encourage, promote, and allow shared and off-site parking arrangements in all commercial areas.
- **Policy M-8.7:** Encourage shared parking and seek to create a program to pool shared public and private parking spaces in key commercial districts to help create "park once" environments.
- **Policy M-8.8:** Consider requiring new commercial developments to place their parking spaces in shared parking pools.
- **Policy M-8.9:** Require all new development to provide adequate parking whether on-site, off-site, through shared parking or park-once strategies, or other methods.
- **Policy M-8.14:** Maintain demand-responsive pricing of all public on- and off-street parking in commercial corridors.
- **Policy M-8.15**: Require private parking operators in commercial areas to post information about parking prices, time restrictions, and availability in a consistent manner for all commercial parking.

- **Policy M-8.16:** Encourage building owners and/or managers of new multi-family and commercial buildings to make parking spaces available to qualified car-share operators, and to allow public access to the car-share vehicles.

2003 Bicycle and Pedestrian Mobility Plan

The West Hollywood Bicycle and Pedestrian Mobility Plan set forth goals, objectives, policy actions, and design guidelines to improve and facilitate bicycle and pedestrian transportation. This is an 18-year plan that provides a blueprint for improving quality of life, creating a more sustainable environment, reducing traffic congestion, vehicle exhaust, emissions, noise, and energy consumption. This plan lays out the policy framework for the implementation of an overall vision for the City that consists of the following overarching goals:

- People can conveniently walk and/or bicycle to their destinations
- People can rely on support facilities at their worksites and at other destinations
- People feel safe walking and bicycling anywhere
- People from all age groups feel comfortable walking or bicycling
- People with disabilities can more easily travel in the city
- Visitors are attracted by the enhanced walking and cycling environment
- Commercial streets are exciting places to visit (City of West Hollywood 2003)

West Hollywood Design District Streetscape Master Plan

The Streetscape Master Plan area consists of the public right-of-way on the following streets within the City: Melrose Avenue, Robertson Boulevard, Beverly Boulevard, and Almont Drive and La Peer Drive between Melrose Avenue and Santa Monica Boulevard. This area, now known as the West Hollywood Design District (Design District), is referred to as the Melrose/Beverly District in the General Plan and was formerly known as the Avenues District (City of West Hollywood 2014a).

The overall goal of the Streetscape Master Plan is to strengthen the economic vitality of the Design District by improving the pedestrian environment, adding bicycle infrastructure, public gathering spaces, and landscaping, while improving the overall aesthetics and utility of the streets. The Streetscape Master Plan includes design features to improve traffic safety while encouraging walking and cycling throughout the district. The Streetscape Master Plan was developed with the input of a 17-member advisory group, which consisted of residents, business owners, commissioners, and members of West Hollywood Design District Business Improvement District (City of West Hollywood 2015). This advisory group is referred to as the Avenues Working Group throughout the Streetscape Master Plan.

The Streetscape Master Plan was adopted by City Council in summer 2013. During plan adoption, City Council requested that the design of public gathering spaces within the Design District be further developed. Developing designs for the following elements became Phase 2 of the Streetscape Master Plan process:

- Public Gathering Spaces (northeast corner of Beverly Boulevard and Robertson Boulevard; southeast corner of Melrose Avenue and Norwich)
- Flexible Festival Street (North Robertson Boulevard)
- Pedestrian Paseos (north of Melrose Avenue, between Almont Drive and Robertson Boulevard)

In summer 2014, the City hosted community workshops to help finalize the vision for public spaces (City of West Hollywood 2014b). Concept designs for the gathering spaces, the flexible festival street, and the pedestrian paseos were developed through a community-based process that included a series of workshops with the Avenues Working Group, community members, businesses, and neighborhood groups from June to September 2014. During the design process, City staff met individually with business owners along North Robertson Boulevard to discuss the design concepts and to receive feedback. Input received from these business owners and other stakeholders led to the development of a preliminary preferred concept for each space (City of West Hollywood 2014a). In December 2014, the City Council adopted the Final Streetscape Master Plan, which included the streetscape improvements that were designed during both Phase 1 and Phase 2 of the process. The conceptual designs developed during Phase 2 (i.e., the plans for the public gathering spaces) are contained in Appendix C of the Final Streetscape Master Plan, and include a pedestrian paseo through the project site.

City of West Hollywood Municipal Code (Parking)

The City of West Hollywood provides standards within the Municipal Code for parking requirements. Parking requirements are set forth based on land use type in Section 19.28.040. Based on these requirements, the proposed project would be required to have 999 spaces and 6 loading spaces. The City also has requirements for bicycle parking and shower facilities for cyclists, which are set forth in Section 19.28.150 of the Municipal Code. The proposed project would be required to have 62 bicycle parking spaces and 4 shower facilities.

3.11.3 Thresholds of Significance

As part of the Initial Study (see Appendix A), it was determined that the proposed project would have a less than significant effect on air traffic patterns (i.e., Threshold C) and would have a less than significant effect on emergency access (i.e., Threshold E). Accordingly, these issues and thresholds are not further analyzed in the EIR.

The following thresholds of significance are based on Appendix G of the CEQA Guidelines. Based on these thresholds, implementation of the proposed project would have a significant adverse impact related to transportation and traffic if it would:

a. Conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit

b. Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways

d. Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)

f. Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities.

The City of West Hollywood, City of Beverly Hills, and City of Los Angeles have established specific thresholds showing when the anticipated increase in traffic attributable to a proposed project is considered a significant impact at intersections. These thresholds are shown in Table 3.11-6 for each jurisdiction.

Table 3.11-6
Significance Criteria

City of West Hollywood Significant Impact Criteria		
Level of Service (without project)	Final Delay (without project)	Project Related Delay Increase
Signalized Intersections made up by Two Commercial Corridors		
D	35 – 55 seconds	12 seconds or greater
E and F	55 seconds or more	8 seconds or greater
Other Signalized Intersections and 4-way Stop-Controlled Intersections		
D	25 – 35 seconds	8 seconds or greater
E and F	35 seconds or more	5 seconds or greater
Unsignalized Intersections (one- or two-way stops)		
D, E, or F	25 seconds or more	5 seconds or greater
City of Beverly Hills Significant Impact Criteria (signalized intersections)		
Level of Service	Final V/C	Project-Related V/C Increase
D	0.801 – 0.900	Equal to or greater than 0.030
E or F	Greater than 0.901	Equal to or greater than 0.020

Table 3.11-6
Significance Criteria

City of Los Angeles Significant Impact Criteria		
Level of Service	Final V/C	Project-Related V/C Increase
C	< 0.700 – 0.800	Equal to or greater than 0.040
D	< 0.800– 0.900	Equal to or greater than 0.020
E and F	0.901 or more	Equal to or greater than 0.010

Source: Appendix J
Note: Final delay and final V/C are defined as the delay or V/C at an intersection, considering impacts from the project, ambient growth, and related project growth, without proposed project traffic impact mitigations.

For street segments, the City of West Hollywood has established specific thresholds for determining the significance of traffic impacts on neighborhood streets. The City uses a combination of the City of Los Angeles and City of Beverly Hills standards. A project is considered to have a significant effect on traffic within a neighborhood street if it increases average daily traffic (ADT) on the neighborhood street by a specified percentage based on the existing ADT experienced on the street:

- ADT is less than 2,000 and the project would increase the ADT by 12%
- ADT is 2,001 or greater but less than 3,000 and the project would increase the ADT by 10%
- ADT is 3,001 or greater but less than 6,749 and the project would increase the ADT by 8%
- ADT is 6,750 or greater and the project would increase the ADT by 6.25%

For CMP facilities, a significant impact would occur if 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) (Metro 2010).

3.11.4 Methodology

The impact analysis in this section incorporates the data and conclusions of the traffic impact study prepared by KOA Corporation, which is appended to this EIR as Appendix J. As described in Section 3.11.1 and in Appendix J, KOA Corporation coordinated with City of West Hollywood staff to determine the study area, study intersections, and study roadway segments. The traffic impact analysis first involves determining existing roadway traffic volumes on the study street segments and the amount of traffic that passes through the identified study intersections. This data was gathered by KOA Corporation in the field. KOA Corporation then used the modeling methodology identified by City of West Hollywood (the HCM methodology) to determine the LOS values for each study area intersection and ADT volumes for the roadway segments. For intersections within or partially within other jurisdictions (in this case, City of

Beverly Hills and City of Los Angeles), KOA Corporation used the designated modeling methodologies of those jurisdictions (ICU and CMA methodologies, respectively) to arrive at the LOS values for intersections within or partially within those cities.

KOA Corporation then determined future baseline conditions using general traffic growth as well as traffic growth that is anticipated to be caused by specific, known development projects in the vicinity that may affect traffic circulation in the study area. Future baseline conditions were modeled for 2019, since the project is expected to be in operation around that time. Based on the proposed square footage of the different land uses that would be within the multi-use hotel building (i.e., restaurant, retail, hotel, etc.), KOA Corporation modeled the amount of additional traffic within the study area that is anticipated to result after implementation of the proposed project. KOA Corporation then added this project-generated traffic to the existing conditions and to the modeled future baseline conditions. KOA Corporation also studied the effect of truck trips and worker trips on study area traffic during construction. As with the operational traffic analysis, the construction analysis involved adding the anticipated truck trips and worker commute trips to the existing traffic conditions and the future baseline conditions. The results of this modeling were then compared with the quantitative thresholds identified by the City of West Hollywood to determine whether the project would constitute a significant traffic impact according to City of West Hollywood standards. For intersections within or partially within the City of Beverly Hills and City of Los Angeles, the quantitative thresholds identified by those jurisdictions were used to determine whether the effects of this project would be considered significant under their thresholds. Project-generated traffic was also compared with CMP thresholds to determine if the project would have a potentially significant effect on the CMP network. The traffic impact analysis also included an analysis of vehicle access, queuing, pedestrian safety, and parking.

3.11.5 Impact Analysis

Threshold A: Would the project conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?

As specified in Section 3.11.3, the cities of West Hollywood, Beverly Hills, and Los Angeles have quantitative thresholds of significance for what is considered a significant impact on their vehicular circulation systems. Measures of effectiveness for mass transit and non-motorized modes of travel are generally established qualitatively in general plans and/or in plans that are specifically designed to help improve the pedestrian, bicycle, and/or mass transit system. As such, potential effects to these modes of travel are addressed under Threshold F, which pertains to policies, programs, and plans for pedestrian, bicycle, and mass transit circulation. Measures of

effectiveness for freeways are generally established in the CMP and are addressed under Threshold B. As such, the discussion that follows for Threshold A will deal with vehicular travel within the study area. This section also addresses project consistency with applicable City of West Hollywood policies related to the provision of adequate parking.

Operation

Project-Only Traffic

Trip Generation. To evaluate the potential impact of the proposed project on local traffic conditions, it is necessary to estimate the number of new vehicle trips expected to be generated by the proposed project, the distribution of these additional trips within the study area, and the assignment of the anticipated project-generated trips to the study area intersections and street segments. The estimated trips for the proposed project were calculated using the trip generation rates contained in the Institute of Traffic Engineers (ITE) *Trip Generation, 9th Edition*. San Diego Association of Governments (SANDAG) *Traffic Generators* rates were also used where applicable, as noted in the table below. The trip generation rates for the proposed project and the existing on-site uses are shown in Table 3.11-7. The proposed project trip generation minus the trip generation of the existing land uses yields the net increase in trip generation that would be caused by the proposed project.

Table 3.11-7
Project Trip Generation Estimates

Land Use	ITE Code	Intensity	Units	Daily Total	AM Peak			Midday Peak			PM Peak		
					Total	*In*	*Out*	*Total*	*In*	*Out*	*Total*	*In*	*Out*
Trip Generation Rates													
Quality Restaurant [1]	931	-	-	89.95	0.81	82%	18%	5.57	82%	18%	7.49	67%	33%
Specialty Retail [2]	826	-	-	44.32	1.33	60%	40%	5.02	56%	44%	2.71	44%	56%
Design Showroom	890	-	-	5.06	0.17	69%	31%	0.53	50%	50%	0.45	48%	52%
Gym	492	-	-	32.93	1.41	50%	50%	1.41	50%	50%	3.53	57%	43%
Hotel	310	-	-	8.17	0.53	59%	41%	0.61	58%	42%	0.60	51%	49%
Nightclub [3]	925	-	-	136.20	-	-	-	-	-	-	11.34	66%	34%
Proposed Project Trip Generation Estimates													
Quality Restaurant	931	8.845	k.s.f	796	7	5	2	49	40	9	66	44	22
Rooftop Restaurant	931	13.770	k.s.f	1,239	-	-	-	-	-	-	103	69	34
Specialty Retail	826	18.130	k.s.f	803	24	14	10	91	51	40	49	22	27
Design Showroom	890	10.325	k.s.f	52	2	1	1	5	3	2	4	2	2
Hotel	310	241	rooms	1,969	128	75	53	147	85	62	145	74	71
Proposed Project Subtotal				*5,373*	*161*	*96*	*65*	*292*	*179*	*113*	*411*	*239*	*172*
Former Use Trip Credit													
Retail	826	5.802	k.s.f	-257	-8	-5	-3	-29	-16	-13	-16	-7	-9
Gym	492	12.950	k.s.f	-426	-18	-9	-9	-18	-9	-9	-46	-26	-20
Restaurant	931	6.764	k.s.f	-608	-5	-4	-1	-38	-31	-7	-51	-34	-17
Design Showroom	890	10.325	k.s.f	-52	-2	-1	-1	-5	-3	-2	-5	-2	-3
Nightclub	925	12.040	k.s.f	-1,640	-	-	-	-	-	-	-137	-90	-46
Former Use Trip Credit				*-2,983*	*-33*	*-19*	*-14*	*-90*	*-59*	*-31*	*-254*	*-159*	*-95*
Total				**2,390**	**128**	**77**	**51**	**202**	**120**	**82**	**157**	**80**	**77**

Source: Appendix J

Notes: Trip generation rates based on ITE Trip Generation Manual, 9th Edition, Institute of Transportation Engineers, 2012, unless otherwise noted. Midday Peak rates from Peak Hour of Generator.

1 Quality Restaurant AM In/Out ratio from AM Peak Hour of Generator.

2 AM Peak Hour retail rates are from San Diego Traffic Generators (2002).

3 Daily rate for Nightclub taken from ratio of ITE 931 between Daily and PM rates.

The proposed project is estimated to gross 5,373 weekday daily trips, including 161 weekday AM peak-hour trips, 292 weekday midday peak-hour trips, and 411 weekday PM peak-hour trips. Taking into consideration the existing uses on the project site that would be removed in order to develop the proposed project, the proposed project is estimated to generate a net total of 2,390 weekday daily trips including 128 weekday AM peak-hour trips, 202 weekday midday peak-hour trips, and 157 weekday PM peak-hour trips.

Trip Distribution. Trip distribution is the process of assigning the trips by direction to and from a project site. Trip distribution is dependent upon the land use characteristics of the project and the general locations of land uses to which project trips would originate or terminate. Project trip distribution was based on the general geographic distribution of population and employment from which the project trips would originate or terminate as well as development trends in the area, local and sub-regional traffic routes, and regional traffic flows. Figure 3.11-3 and Figure 3.11-4 illustrates the intersection trip distribution percentages for the proposed project during the peak hour study periods. Figure 3.11-3 shows the distribution for vehicles traveling to the project site (inbound), and Figure 3.11-4 shows the distribution for vehicles traveling from the project site (outbound).

Trip Assignment. With the information from anticipated trip generation and trip distribution, project trip assignment can be calculated. Trip assignments are shown in Figures 3.11-5 (AM), 3.11-6 (midday), and 3.11-7 (PM). Figure 3.11-8 shows the trip assignment on the study street segments.

Existing-plus-Project Conditions

Intersection Operation Impacts. This is an analysis of traffic expected during operation of the proposed project, as shown above under "Project-Only Traffic," added to the existing traffic conditions that were characterized in Section 3.11.1. This analysis does not take into account future background traffic volumes (ambient growth) or related project traffic at the time the project vehicle trips would be expected to occur in the future (i.e., when construction is completed in 2019). The study intersection operations in 2015 with the proposed project are shown in Table 3.11-8, where they are compared with the significance thresholds and with existing conditions. As shown in Table 3.11-8, in the existing-plus-project scenario, the additional traffic generated by the proposed project would create significant impacts at one of the study area intersections (Robertson Boulevard and Santa Monica Boulevard, in the PM peak hour under City of West Hollywood thresholds). Impacts to this intersection would be reduced below a level of significance upon implementation of mitigation measure MM-TRF-1. As such, impacts at this intersection would be less than significant with mitigation incorporated.

Table 3.11-8
Existing-plus-Project Peak Hour Impact Summary

Study Intersections		Peak Hour	Existing Conditions		Existing with Project		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
City of West Hollywood								
1	Doheny Drive & Sunset Boulevard	AM	27.6	C	28.4	C	0.8	No
		Noon	29.6	C	30.8	C	1.2	No
		PM	46.2	D	47.7	D	1.5	No
2	San Vicente Boulevard & Sunset Boulevard	AM	33.7	C	34.4	C	0.7	No
		Noon	21.2	C	21.3	C	0.1	No
		PM	69.6	**E**	72.0	**E**	2.4	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	115.9	**F**	118.9	**F**	3.0	No
		Noon	77.1	**E**	80.6	**F**	3.5	No
		PM	78.2	**E**	81.4	**F**	3.2	No
5	Almont Drive & Santa Monica Boulevard	AM	11.1	B	11.1	B	0.0	No
		Noon	13.4	B	13.6	B	0.2	No
		PM	15.5	B	15.5	B	0.0	No
6	La Peer Drive & Santa Monica Boulevard *	AM	0.4	A	0.4	A	0.0	No
		Noon	0.7	A	0.8	A	0.1	No
		PM	0.6	A	0.7	A	0.1	No
7	Robertson Boulevard & Santa Monica Boulevard	AM	25.8	C	30.2	C	4.4	No
		Noon	24.4	C	30.0	C	5.6	No
		PM	53.3	D	76.5	**E**	23.2	**Yes**
8	San Vicente Boulevard & Santa Monica Boulevard	AM	31.5	C	32.2	C	0.7	No
		Noon	22.9	C	23.3	C	0.4	No
		PM	32.0	C	32.1	C	0.1	No
9	La Cienega Boulevard & Santa Monica Boulevard	AM	50.1	D	50.7	D	0.6	No
		Noon	39.1	D	39.6	D	0.5	No
		PM	44.9	D	45.3	D	0.4	No
10	Almont Drive & Melrose Avenue *	AM	10.6	B	10.7	B	0.1	No
		Noon	12.2	B	12.3	B	0.1	No
		PM	21.7	C	22.1	C	0.4	No
11	La Peer Drive & Melrose Avenue *	AM	1.3	A	1.5	A	0.2	No
		Noon	1.8	A	2.2	A	0.4	No
		PM	1.6	A	2.0	A	0.4	No
12	Robertson Boulevard & Melrose Avenue	AM	19.6	B	19.9	B	0.3	No
		Noon	17.2	B	17.3	B	0.1	No
		PM	23.5	C	24.9	C	1.4	No
13	San Vicente Boulevard & Melrose Avenue	AM	30.2	C	30.8	C	0.6	No
		Noon	16.5	B	16.6	B	0.1	No
		PM	21.5	C	21.6	C	0.1	No

Table 3.11-8
Existing-plus-Project Peak Hour Impact Summary

Study Intersections		Peak Hour	Existing Conditions		Existing with Project		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
14	La Cienega Boulevard & Melrose Avenue	AM	84.5	**F**	85.4	**F**	0.9	No
		Noon	48.9	D	49.6	D	0.7	No
		PM	83.3	**F**	84.6	**F**	1.3	No
15	Doheny Drive & Beverly Boulevard (A)	AM	53.7	D	55.2	**E**	1.5	No
		Noon	36.8	D	39.0	D	2.2	No
		PM	53.1	D	54.0	D	0.9	No
16	Robertson Boulevard & Beverly Boulevard	AM	38.6	D	39.2	D	0.6	No
		Noon	26.7	C	26.8	C	0.1	No
		PM	24.0	C	24.1	C	0.1	No
17	San Vicente Boulevard & Beverly Boulevard	AM	26.3	C	26.4	C	0.1	No
		Noon	24.5	C	24.5	C	0.0	No
		PM	28.2	C	28.5	C	0.3	No
City of Beverly Hills								
3	Palm Drive / Beverly Boulevard & Santa Monica Boulevard	AM	0.919	**E**	0.923	**E**	0.004	No
		PM	0.975	**E**	0.982	**E**	0.007	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	1.006	**F**	1.013	**F**	0.007	No
		PM	0.941	**E**	0.951	**E**	0.010	No
15	Doheny Drive & Beverly Boulevard (A)	AM	1.022	**F**	1.027	**F**	0.005	No
		PM	1.030	**F**	1.038	**F**	0.008	No
18	Robertson Boulevard & Burton Way (A)	AM	0.992	**E**	0.995	**E**	0.003	No
		PM	0.926	**E**	0.930	**E**	0.004	No
City of Los Angeles								
18	Robertson Boulevard & Burton Way (A)	AM	0.725	C	0.728	C	0.003	No
		PM	0.692	B	0.696	B	0.004	No

Source: Appendix J
Notes: LOS = Level of Service; V/C = Volume-to-Capacity Ratio
* Unsignalized Intersection
(A) Shared Intersection

Neighborhood Residential Street Segment Impacts. Twenty-four-hour traffic counts were collected along each street segment and were used as the baseline volume for the ADT occurring along that street. Traffic generated by the proposed project was added to the existing (2015) ADT volumes and compared to the existing-without-project volume to determine the incremental increase in daily traffic volumes along the study street segments. This incremental increase in ADT was compared to the City's thresholds and to existing conditions, as shown in Table 3.11-9. As shown in in Table 3.11-9, the proposed project is not expected to create a significant traffic impact at any of the residential street segments within the study area.

Table 3.11-9
Existing-plus-Project Roadway Segment Impact Summary

Segment			Existing Daily Traffic Volumes	Project Only	Existing w/ Project Daily Traffic Volumes	Increase (%)	Significant Impact?
1	Hilldale Avenue	Between Norma Place & Keith Avenue	3,239	48	3,287	1.5%	No
2	Keith Avenue	Between Doheny Drive & Willey Lane	2,010	48	2,058	2.4%	No
3	Keith Avenue	Ramage Street & Robertson Boulevard	3,768	48	3,816	1.3%	No
4	Keith Avenue	Robertson Boulevard & Hilldale Avenue	3,860	48	3,908	1.2%	No
5	Robertson Boulevard	Keith Avenue & Santa Monica Boulevard	5,058	96	5,154	1.9%	No

Source: Appendix J

Future-without-Project Conditions

To evaluate the potential impact of the proposed project on local traffic conditions, it is necessary to develop a forecast of future traffic volumes in the study area under conditions without the proposed project. This provides a basis against which to measure the potential significant impacts of the proposed project. It is estimated that the project site would be occupied and in operation in late 2019. Future traffic conditions are calculated and characterized by adding ambient traffic growth to specific amounts of traffic anticipated to be produced by future projects that are approved, under construction, or pending approval.

Ambient Traffic Growth. Ambient traffic growth is traffic growth that would occur in the study area due to general employment growth, housing growth, and growth in regional through trips in Southern California. Even if there is no change in housing or employment in the City, there will be some background (ambient) traffic growth in the region. Per discussions with City staff, a 1% per year growth rate was assumed as a conservative estimate of traffic increases in the study area. To apply this ambient growth rate to existing (year 2015) volumes, a factor of 1.04 was used. This factor simulates a 1% annual increase over the 4-year period between existing conditions and future (year 2019) conditions.

Cumulative Project Growth. Cumulative project traffic growth is due to specific, known development projects in the vicinity that may affect traffic circulation in the study area. Based on data provided by West Hollywood and the surrounding cities, a list of area/related projects was compiled. These projects were considered to potentially contribute measurable traffic volumes to the study area during the future analysis period. The total of 55 projects were included (34 projects in the City of West Hollywood, 16 projects in the City of Beverly Hills, and 5 projects in

the City of Los Angeles). These projects are all located within an approximate 1.5-mile radius from the project site and are listed in Table 3.11-10. This related projects list consists of projects currently approved, under construction, or pending approval in order to provide the most conservative analysis of future traffic conditions within the vicinity of the project site.

Table 3.11-10
Area/Cumulative Projects Trip Generation

Location		Land Use	Daily Total Trips	AM Peak Hour			Mid-Day Peak Hour			PM Peak Hour		
				Total	*In*	*Out*	*Total*	*In*	*Out*	*Total*	*In*	*Out*
City of West Hollywood												
1	8816 Beverly Boulevard	Mixed-Use	959	65	47	18	-	-	-	85	31	54
2	612 Croft Avenue	Condominiums	64	5	1	4	5	1	4	6	4	2
3	920 Fairfax Avenue	Retail/Office	86	9	1	8	9	1	8	9	2	7
4	937 Fairfax Avenue	Condominiums	100	7	1	6	7	1	6	9	6	3
5	1216 Flores Street	Condominiums	81	6	1	5	6	1	5	7	5	2
6	1264 Harper Avenue	Condominiums	94	7	1	6	7	1	6	8	5	3
7	1345 Havenhurst Drive	Condominiums	94	7	1	6	7	1	6	8	5	3
8	1211 Horn Avenue	Condominiums	94	7	1	6	7	1	6	8	5	3
9	1217 Horn Avenue	Condominiums	41	3	1	2	3	1	2	4	2	2
10	1125 Kings Road	Condominiums	59	4	1	3	4	1	3	5	3	2
11	1232 Kings Road	Apartments	168	13	3	10	14	4	10	16	10	6
12	1223 Larrabee Street	Condominiums	47	4	1	3	4	1	3	4	3	1
13	8451 Melrose Avenue	Retail	174	27	13	14	-	-	-	11	5	6
14	8551 Melrose Avenue	Retail	288	9	5	4	44	21	23	18	8	10
15	8564 Melrose Avenue	Retail/Commercial	765	23	14	9	114	55	59	49	22	27
16	8583 Melrose Avenue	Retail/Commercial	561	28	16	12	74	38	36	44	22	22
17	8650 Melrose Avenue	Mixed-Use	693	23	12	11	104	49	55	43	20	23
18	8711 Melrose Avenue	Commercial	567	17	10	7	80	39	41	17	8	9
19	8715 Melrose Avenue	Mixed-Use	693	23	12	11	104	49	55	43	20	23
20	507 Orlando Avenue	Apartments	60	5	1	4	5	1	4	6	4	2
21	8120 Santa Monica Boulevard	Mixed-Use	1,018	15	8	7	48	21	27	118	61	57
22	8350 Santa Monica Boulevard	Mixed-Use	432	18	7	11	58	26	32	29	15	14
23	8550 Santa Monica Boulevard	Retail/Restaurant	497	20	8	12	68	30	38	34	18	16
24	8555 Santa Monica Boulevard	Mixed-Use	2,914	135	56	79	322	153	169	233	131	102
25	9001 Santa Monica Boulevard	Mixed-Use	829	8	16	-8	58	49	9	47	31	16

Table 3.11-10
Area/Cumulative Projects Trip Generation

Location		Land Use	Daily Total Trips	AM Peak Hour			Mid-Day Peak Hour			PM Peak Hour		
				Total	*In*	*Out*	*Total*	*In*	*Out*	*Total*	*In*	*Out*
26	9040-9098 Santa Monica Boulevard	Mixed-Use	3,578	260	193	67	431	218	213	303	123	180
27	8240 Sunset Boulevard	Condominiums	158	12	2	10	12	2	10	14	9	5
28	8305 Sunset Boulevard	Retail/Restaurant	1,137	0	0	0	70	57	13	95	64	31
29	8418 Sunset Boulevard	Mixed-Use	2,226	122	67	55	150	82	68	190	114	76
30	8490/8500 Sunset Boulevard	Mixed-Use	5,496	333	160	173	542	249	293	412	214	198
31	8497 Sunset Boulevard	Mixed-Use	898	16	8	8	86	50	36	55	39	16
32	8950 Sunset Boulevard	Mixed-Use	2,218	146	84	62	195	103	92	166	80	86
33	9040 Sunset Boulevard	Hotel	2,986	126	71	55	112	63	49	234	126	108
34	1253 Sweetzer Avenue	Condominiums	47	4	1	3	4	1	3	4	3	1
		City of West Hollywood Total	*30,122*	*1,507*	*824*	*683*	*2,754*	*1,370*	*1,384*	*2,334*	*1,218*	*1,116*
City of Beverly Hills												
35	257 N. Canon Drive	Commercial	1,042	76	62	14	207	113	94	112	35	77
36	246 N. Canon Drive	Restaurant	630	36	24	12	64	40	24	63	39	24
37	9262 Burton Way	Condominiums	134	10	8	2	12	8	4	12	8	4
38	325 N. Maple Drive	Office	550	77	68	9	123	62	62	75	13	62
39	450-60 N. Palm Drive	Condominiums	205	15	3	12	18	12	7	18	12	6
40	154-168 N. LaPeer Drive	Condominiums	93	7	5	2	8	5	3	8	6	2
41	425 N. Palm Drive	Condominiums	110	9	2	7	10	7	4	11	7	4
42	432 N. Oakhurst Drive	Condominiums	205	15	3	12	18	11	6	18	12	6
43	8955 W. Olympic Boulevard	Auto Sales	660	44	26	18	55	26	29	54	24	30
44	332 N. Oakhurst Drive	Condominiums	186	14	3	11	16	10	6	15	10	5
45	121 San Vicente Boulevard	Medical Office	1,265	88	68	20	149	58	91	130	35	95
46	207 S. Robertson Boulevard	Office	19	2	2	0	4	2	2	3	0	3
47	8600 Wilshire Boulevard	Mixed-Use	960	31	14	17	46	25	21	86	43	43
48	8767 Wilshire Boulevard	Mixed-Use	2,492	236	151	85	312	141	171	274	113	161

Table 3.11-10
Area/Cumulative Projects Trip Generation

Location		Land Use	Daily Total Trips	AM Peak Hour			Mid-Day Peak Hour			PM Peak Hour		
				Total	*In*	*Out*	*Total*	*In*	*Out*	*Total*	*In*	*Out*
49	9200 Wilshire Boulevard	Mixed-Use	2,172	63	28	35	119	70	49	192	106	86
50	9230 Wilshire Boulevard	Auto Sales	3,000	108	64	44	421	198	223	117	41	76
		City of Beverly Hills Total	*13,723*	*831*	*531*	*300*	*1,584*	*787*	*796*	*1,188*	*504*	*684*
City of Los Angeles												
51	300 S. Wetherly Drive	Condominiums	270	20	3	17	73	47	26	22	16	6
52	6535 Wilshire Boulevard	Mixed-Use	786	78	61	17	183	94	89	86	20	66
53	7901 W. Beverly Boulevard	Mixed-Use	493	36	7	29	103	58	45	46	30	16
54	316 N. La Cienega Boulevard	Mixed-Use	602	94	41	53	99	54	45	53	31	22
55	8150 W. Sunset Boulevard	Mixed-Use	1,077	-82	-92	10	701	380	321	216	158	58
		City of Los Angeles Total	*3,228*	*146*	*20*	*126*	*1,159*	*633*	*526*	*423*	*255*	*168*
		Total	**47,073**	**2,484**	**1,375**	**1,109**	**5,496**	**2,790**	**2,706**	**3,945**	**1,977**	**1,968**

Source: Appendix J

Notes: d.u. = dwelling units, k.s.f. = 1,000 square feet of floor area

[1] Trip Generation Rates Source: Los Angeles Department of Transportation (LADOT) Case Logging and Tracking System (CLATS), 2014.
Project List Source: City of West Hollywood, City of Beverly Hills, City of Los Angeles

Intersection Operations. To analyze future-without-project conditions, intersection turn volumes with ambient growth and related projects traffic were included. Table 3.11-11 shows the LOS for study area intersections under this scenario.

Table 3.11-11
Future-without-Project LOS Summary

Study Intersections		AM Peak Hour		Mid-Day		PM Peak Hour	
		V/C or Delay	*LOS*	*V/C or Delay*	*LOS*	*V/C or Delay*	*LOS*
City of West Hollywood							
1	Doheny Drive & Sunset Boulevard	37.9	D	62.0	**E**	78.0	**E**
2	San Vicente Boulevard & Sunset Boulevard	65.3	**E**	78.4	**E**	117.6	**F**
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	159.9	**F**	146.9	**F**	126.4	**F**
5	Almont Drive & Santa Monica Boulevard	12.5	B	20.1	C	19.2	B
6	La Peer Drive & Santa Monica Boulevard *	0.4	A	0.7	A	0.6	A
7	Robertson Boulevard & Santa Monica Boulevard	48.8	D	44.3	D	73.6	**E**
8	San Vicente Boulevard & Santa Monica Boulevard	56.8	**E**	71.9	**E**	68.9	**E**
9	La Cienega Boulevard & Santa Monica Boulevard	75.9	**E**	79.4	**E**	74.7	**E**
10	Almont Drive & Melrose Avenue *	13.6	B	54.3	**F**	92.0	**F**
11	La Peer Drive & Melrose Avenue *	1.3	A	2.0	A	1.8	A
12	Robertson Boulevard & Melrose Avenue	28.8	C	28.3	C	51.6	D
13	San Vicente Boulevard & Melrose Avenue	40.6	D	21.4	C	37.9	D
14	La Cienega Boulevard & Melrose Avenue	99.7	**F**	69.3	**E**	104.3	**F**
15	Doheny Drive & Beverly Boulevard (A)	78.4	**E**	79.4	**E**	84.5	**F**
16	Robertson Boulevard & Beverly Boulevard	58.1	**E**	34.8	C	31.8	C
17	San Vicente Boulevard & Beverly Boulevard	29.2	C	27.1	C	41.3	D
City of Beverly Hills							
3	Palm Drive / Beverly Boulevard & Santa Monica Boulevard	0.989	**E**	-	-	1.074	**F**
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	1.125	**F**	-	-	1.090	**F**
15	Doheny Drive & Beverly Boulevard (A)	1.105	**F**	-	-	1.160	**F**
18	Robertson Boulevard & Burton Way (A)	1.067	**F**	-	-	1.031	**F**
City of Los Angeles							
18	Robertson Boulevard & Burton Way (A)	0.816	D	-	-	0.817	D

Source: Appendix J
Notes: LOS = Level of Service; V/C = Volume-to-Capacity Ratio
* Unsignalized Intersection
(A) Shared Intersection

Neighborhood Residential Street Segments. Future-without-project traffic conditions were estimated based on the existing 24-hour traffic counts conducted on each study street segment, using an ambient growth of 1% per year to account for the increase in area-wide traffic within the

4-year period. Related project trip assignments were also included, as some related projects are located near the study segments. The ambient growth applied adequately estimates increases in future traffic along the street segments attributable to "cut-through" traffic. Table 3.11-12 summarizes the anticipated future street segment traffic volumes on the five study street segments.

Table 3.11-12
Future-without-Project Daily Volumes on Study Street Segments

Segment			Existing Daily Traffic Volumes	Area Projects	Future Pre-Project Daily Traffic Volumes
1	Hilldale Avenue	Between Norma Place & Keith Avenue	3,239	171	3,542
2	Keith Avenue	Between Doheny Drive & Willey Lane	2,010	76	2,168
3	Keith Avenue	Ramage Street & Robertson Boulevard	3,768	76	3,997
4	Keith Avenue	Robertson Boulevard & Hilldale Avenue	3,860	76	4,093
5	Robertson Boulevard	Keith Avenue & Santa Monica Boulevard	5,058	0	5,263

Source: Appendix J

Future-with-Project Conditions

Intersection Operation Impacts. The project-only peak hour traffic volumes were added to the future-without-project traffic volumes. The resulting year 2019 future-with-project study intersection delay and corresponding LOS were calculated as shown in Table 3.11-13, where they are compared with future-without-project conditions. As shown in this table, the proposed project would create a significant traffic impact at the intersection of Robertson Boulevard and Santa Monica Boulevard (during the midday and PM peak hours under City of West Hollywood thresholds). Impacts at this intersection would be reduced below a level of significance upon implementation of mitigation measure MM-TRF-1. As such, impacts at this intersection would be less than significant with mitigation incorporated. Refer to Section 3.11.7 below for a quantitative assessment of the effects of this mitigation.

Table 3.11-13
Future-with-Project Peak Hour Impact Summary

Study Intersections		Peak	Future (2019) No Project		Future (2019) With Project		Change in V/C or Delay	Sig Impact?
		Hour	*V/C or Delay*	*LOS*	*V/C or Delay*	*LOS*		
City of West Hollywood								
1	Doheny Drive & Sunset Boulevard	AM	37.9	D	38.7	D	0.8	No
		Noon	62.0	**E**	64.3	**E**	2.3	No
		PM	78.0	**E**	79.9	**E**	1.9	No

Table 3.11-13
Future-with-Project Peak Hour Impact Summary

Study Intersections		Peak	Future (2019) No Project		Future (2019) With Project		Change in V/C or Delay	Sig Impact?
		Hour	*V/C or Delay*	*LOS*	*V/C or Delay*	*LOS*		
2	San Vicente Boulevard & Sunset Boulevard	AM	65.3	**E**	66.3	**E**	1.0	No
		Noon	78.4	**E**	80.9	**F**	2.5	No
		PM	117.6	**F**	119.9	**F**	2.3	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	159.9	**F**	162.4	**F**	2.5	No
		Noon	146.9	**F**	154.4	**F**	7.5	No
		PM	126.4	**F**	132.4	**F**	6.0	No
5	Almont Drive & Santa Monica Boulevard	AM	12.5	B	12.8	B	0.3	No
		Noon	20.1	C	21.2	C	1.1	No
		PM	19.2	B	19.2	B	0.0	No
6	La Peer Drive & Santa Monica Boulevard *	AM	0.4	A	0.4	A	0.0	No
		Noon	0.7	A	0.8	A	0.1	No
		PM	0.6	A	0.7	A	0.1	No
7	Robertson Boulevard & Santa Monica Boulevard	AM	48.8	D	53.6	D	4.8	No
		Noon	44.3	D	55.9	**E**	11.6	**Yes**
		PM	73.6	**E**	98.6	**F**	25.0	**Yes**
8	San Vicente Boulevard & Santa Monica Boulevard	AM	56.8	**E**	58.9	**E**	2.1	No
		Noon	71.9	**E**	76.8	**E**	4.9	No
		PM	68.9	**E**	69.6	**E**	0.7	No
9	La Cienega Boulevard & Santa Monica Boulevard	AM	75.9	**E**	76.9	**E**	1.0	No
		Noon	79.4	**E**	81.6	**F**	2.2	No
		PM	74.7	**E**	75.6	**E**	0.9	No
10	Almont Drive & Melrose Avenue *	AM	13.6	B	13.7	B	0.1	No
		Noon	54.3	**F**	55.7	**F**	1.4	No
		PM	92.0	**F**	93.8	**F**	1.8	No
11	La Peer Drive & Melrose Avenue *	AM	1.3	A	1.6	A	0.3	No
		Noon	2.0	A	2.6	A	0.6	No
		PM	1.8	A	2.3	A	0.5	No
12	Robertson Boulevard & Melrose Avenue	AM	28.8	C	30.2	C	1.4	No
		Noon	28.3	C	35.7	D	7.4	No
		PM	51.6	D	53.5	D	1.9	No
13	San Vicente Boulevard & Melrose Avenue	AM	40.6	D	41.4	D	0.8	No
		Noon	21.4	C	21.6	C	0.2	No
		PM	37.9	D	38.2	D	0.3	No
14	La Cienega Boulevard & Melrose Avenue	AM	99.7	**F**	100.6	**F**	0.9	No
		Noon	69.3	**E**	70.1	**E**	0.8	No
		PM	104.3	**F**	105.4	**F**	1.1	No

Table 3.11-13
Future-with-Project Peak Hour Impact Summary

	Study Intersections	Peak	Future (2019) No Project		Future (2019) With Project		Change in V/C or Delay	Sig Impact?
		Hour	*V/C or Delay*	*LOS*	*V/C or Delay*	*LOS*		
15	Doheny Drive & Beverly Boulevard (A)	AM	78.4	**E**	79.9	**E**	1.5	No
		Noon	79.4	**E**	84.1	**F**	4.7	No
		PM	84.5	**F**	87.0	**F**	2.5	No
16	Robertson Boulevard & Beverly Boulevard	AM	58.1	**E**	58.9	**E**	0.8	No
		Noon	34.8	C	35.3	D	0.5	No
		PM	31.8	C	32.3	C	0.5	No
17	San Vicente Boulevard & Beverly Boulevard	AM	29.2	C	29.3	C	0.1	No
		Noon	27.1	C	27.2	C	0.1	No
		PM	41.3	D	41.9	D	0.6	No
City of Beverly Hills								
3	Palm Drive / Beverly Boulevard & Santa Monica Boulevard	AM	0.989	**E**	0.993	**E**	0.004	No
		Noon	1.019	**F**	1.029	**F**	0.010	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	PM	1.074	**F**	1.074	**F**	0.000	No
		AM	1.125	**F**	1.132	**F**	0.007	No
15	Doheny Drive & Beverly Boulevard (A)	Noon	1.131	**F**	1.142	**F**	0.011	No
		PM	1.090	**F**	1.103	**F**	0.013	No
18	Robertson Boulevard & Burton Way (A)	AM	1.105	**F**	1.110	**F**	0.005	No
		Noon	1.147	**F**	1.159	**F**	0.012	No
City of Los Angeles								
18	Robertson Boulevard & Burton Way (A)	AM	0.816	D	0.820	D	0.004	No
		PM	0.817	D	0.822	D	0.005	No

Note
LOS = Level of Service, V/C = Volume-to-Capacity Ratio
* Unsignalized Intersections
(A) Shared Intersection

Neighborhood Residential Street Segment Impacts. Twenty-four-hour traffic counts were collected along each study street segment and were used as the baseline volume for the ADT occurring along that street. Future-without-project traffic conditions resulting from ambient growth in the surrounding area and other pending or approved development projects were then added to the existing volumes. Traffic generated by the proposed project was added to the future-without-project volumes and compared to the future-without project-conditions to determine the incremental increase in daily traffic volumes along the study street segments. This incremental increase in ADT was compared to the City's thresholds, as shown in Table 3.11-14. As indicated in Table 3.11-14, the proposed project is not anticipated to create a significant traffic impact at any of the residential street segments in the study area.

Table 3.11-14
Future-with-Project Roadway Segment Impact Summary

Segment			Existing Daily Traffic Volumes	Future w/o Project Daily Traffic Volumes	Project Only	Future w/ Project Daily Traffic Volumes	Increase (%)	Significant Impact?
1	Hilldale Avenue	Between Norma Place & Keith Avenue	3,239	3,542	48	3,590	1.4%	No
2	Keith Avenue	Between Doheny Drive & Willey Lane	2,010	2,168	48	2,216	2.2%	No
3	Keith Avenue	Ramage Street & Robertson Boulevard	3,768	3,997	48	4,045	1.2%	No
4	Keith Avenue	Robertson Boulevard & Hilldale Avenue	3,860	4,093	48	4,141	1.2%	No
5	Robertson Boulevard	Keith Avenue & Santa Monica Boulevard	5,058	5,263	96	5,359	1.8%	No

Source: Appendix J

Construction

This discussion summarizes the potential traffic impacts that could be created by project construction trips, which consist of haul truck trips, delivery truck trips, and construction worker commute trips. To ensure a worst-case-scenario analysis, the truck trips and worker trips during the peak period of construction were used in the analysis. The impacts were analyzed using both existing conditions and future-without-project conditions. The peak period of construction is anticipated to be between 2017 and 2019. The year 2019 was used as the future-without-project baseline conditions.

Assumptions about the number of worker commute trips and truck trips during the peak period of construction were provided by the City and the project applicant. These assumptions were used to calculate construction trip generation, which is shown in Table 3.11-15. The truck trips were multiplied by a Passenger Car Equivalent factor of 2.5 to account for their additional length. It was assumed in the construction traffic modeling that trucks would travel to and from the site via US-101 at the nearest access points. It was assumed that construction workers would travel to and from the site via the north (towards US-101), south, and east.

During peak construction activities, employee and truck trips would total 775 trips on a daily basis, with 146 of those trips occurring during both the AM peak hour and the PM peak hour, and 46 occurring during the midday peak hour. The impacts of these additional trips to the study area intersections are shown in Table 3.11-16 (existing plus project construction) and Table 3.11-17 (future with and without project construction). As shown in these tables, the

construction of the proposed project would not result in significant traffic impacts under either existing conditions or 2019 conditions.

During construction, portions of Robertson Boulevard fronting the project site may be periodically closed. However, one lane in each direction would remain open at all times. These closures may result in an inconvenience to travelers along Robertson Boulevard but would not result in a significant, adverse impact because the closures would be temporary and intermittent, and two-way traffic would be maintained at all times.

Parking

As stated in Section 3.11.2, the proposed project would be required by Section 19.28.040 of the City's Municipal Code to have 999 parking spaces, as calculated based on the land uses proposed for the project site. (See Appendix J for the specific Municipal Code requirements and the associated calculations for required parking spaces). The proposed project would provide 1,151 parking spaces, resulting in a surplus of 153 spaces. The proposed project would also provide 7 loading spaces, which is in compliance with City requirements. The proposed project would include 62 bicycle parking spaces and four showers for cyclists, in compliance with Section 19.28.150 of the Municipal Code. As such, the proposed project would comply with City policy for vehicle parking spaces and bicycle parking spaces.

The proposed project would involve demolition of an existing parking lot that is privately owned and provides approximately 100 parking spaces that are rented to the public and nearby businesses. During construction, the use of these spaces would be lost, and users of that parking lot would need to park elsewhere. Nearby and adjacent public parking lots and on-street parking facilities would therefore be affected during construction as the existing users of this lot park elsewhere. However, these impacts would be confined to the temporary construction phase of the project. Furthermore, specific nearby parking lots would be identified in order to address the temporary parking shortage during construction. Upon completion of the proposed project, the surplus parking spaces provided by the project would cover the loss of the public parking lot. As such, the proposed project would comply with the City policy for parking.

Further, pursuant to PRC Section 21099(d)(1), because the proposed project is an employment center project located on an infill site within a transit priority area, any parking impacts of the project shall not be considered significant impacts on the environment.

Table 3.11-15
Construction Trip Generation Totals

Trip Generation	Average Daily Trips			Am Peak Hour						Midday Peak Hour						Pm Peak Hour					
				*Truck**		*Employee*		*Total*		*Truck**		*Employee*		*Total*		*Truck**		*Employee*		*Total*	
	*Trucks**	*Employee*	*Total*	*In*	*Out*	*In*	*Out*	*In*	*Out*	*In*	*Out*	*In*	*Out*	*In*	*Out*	*In*	*Out*	*In*	*Out*	*In*	*Out*
Field Personnel	0	400	400	0	0	100	0	100	0	0	0	0	0	0	0	0	0	0	100	0	100
Construction Truck	375	0	375	23	23	0	0	23	23	23	23	0	0	23	23	23	23	0	0	23	23
Total Trips	**375**	**400**	**375**	**23**	**23**	**100**	**0**	**123**	**23**	**23**	**23**	**0**	**0**	**23**	**23**	**23**	**23**	**0**	**100**	**23**	**123**

Source: Appendix J

Notes:

* Truck trips include a Passenger Car Equivalency (PCE) factor of 2.5.
Field Personnel - Assumed 50% of the construction work crew would travel to and from the site during AM and PM peak hours.
Trucks - Approximately 75 daily and nine peak hour construction truck trips in the construction period. Both multiplied by PCE factor. Truck trips are based on the number of truck trips that would occur during the peak period of construction activity.

Table 3.11-16
Construction Impacts (Existing-plus-Project Construction)

Study Intersections		Peak Hour	Existing (2015) Conditions		Existing (2015) with Construction		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
City of West Hollywood								
1	Doheny Drive & Sunset Boulevard	AM	27.6	C	27.6	C	0.0	No
		Noon	29.6	C	29.6	C	0.0	No
		PM	46.2	D	46.2	D	0.0	No
2	San Vicente Boulevard & Sunset Boulevard	AM	33.7	C	33.7	C	0.0	No
		Noon	21.2	C	21.2	C	0.0	No
		PM	69.6	**E**	70.4	**E**	0.8	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	115.9	**F**	115.9	**F**	0.0	No
		Noon	77.1	**E**	77.1	**E**	0.0	No
		PM	78.2	**E**	78.2	**E**	0.0	No
5	Almont Drive & Santa Monica Boulevard	AM	11.1	B	11.1	B	0.0	No
		Noon	13.4	B	13.4	B	0.0	No
		PM	15.5	B	15.5	B	0.0	No
6	La Peer Drive & Santa Monica Boulevard*	AM	0.4	A	0.4	A	0.0	No
		Noon	0.7	A	0.7	A	0.0	No
		PM	0.6	A	0.6	A	0.0	No
7	Robertson Boulevard & Santa Monica Boulevard	AM	25.8	C	27.4	C	1.6	No
		Noon	24.4	C	26.0	C	1.6	No
		PM	53.3	D	59.5	**E**	6.2	No
8	San Vicente Boulevard & Santa Monica Boulevard	AM	31.5	C	32.3	C	0.8	No
		Noon	22.9	C	23.4	C	0.5	No
		PM	32.0	C	33.0	C	1.0	No
9	La Cienega Boulevard & Santa Monica Boulevard	AM	50.1	D	51.8	D	1.7	No
		Noon	39.1	D	39.9	D	0.8	No
		PM	44.9	D	46.2	D	1.3	No
10	Almont Drive & Melrose Avenue*	AM	10.6	B	10.6	B	0.0	No
		Noon	12.2	B	12.2	B	0.0	No
		PM	21.7	C	21.7	C	0.0	No
11	La Peer Drive & Melrose Avenue*	AM	1.3	A	1.3	A	0.0	No
		Noon	1.8	A	1.8	A	0.0	No
		PM	1.6	A	1.6	A	0.0	No
12	Robertson Boulevard & Melrose Avenue	AM	19.6	B	19.6	B	0.0	No
		Noon	17.2	B	17.2	B	0.0	No
		PM	23.5	C	23.5	C	0.0	No
13	San Vicente Boulevard & Melrose Avenue	AM	30.2	C	31.8	C	1.6	No
		Noon	16.5	B	16.5	B	0.0	No
		PM	21.5	C	21.6	C	0.1	No

Table 3.11-16
Construction Impacts (Existing-plus-Project Construction)

Study Intersections		Peak Hour	Existing (2015) Conditions		Existing (2015) with Construction		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
14	La Cienega Boulevard & Melrose Avenue	AM	84.5	**F**	84.5	**F**	0.0	No
		Noon	48.9	D	48.9	D	0.0	No
		PM	83.3	**F**	83.3	**F**	0.0	No
15	Doheny Drive & Beverly Boulevard (A)	AM	53.7	D	53.9	D	0.2	No
		Noon	36.8	D	36.8	D	0.0	No
		PM	53.1	D	53.1	D	0.0	No
16	Robertson Boulevard & Beverly Boulevard	AM	38.6	D	38.7	D	0.1	No
		Noon	26.7	C	26.7	C	0.0	No
		PM	24.0	C	24.3	C	0.3	No
17	San Vicente Boulevard & Beverly Boulevard	AM	26.3	C	26.5	C	0.2	No
		Noon	24.5	C	24.5	C	0.0	No
		PM	28.2	C	33.9	C	5.7	No
City of Beverly Hills								
3	Palm Drive / Beverly Boulevard & Santa Monica Boulevard	AM	0.919	**E**	0.919	**E**	0.000	No
		PM	0.975	**E**	0.975	**E**	0.000	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	1.006	**F**	1.006	**F**	0.000	No
		PM	0.941	**E**	0.941	**E**	0.000	No
15	Doheny Drive & Beverly Boulevard (A)	AM	1.022	**F**	1.022	**F**	0.000	No
		PM	1.030	**F**	1.030	**F**	0.000	No
18	Robertson Boulevard & Burton Way (A)	AM	0.992	**E**	0.992	**E**	0.000	No
		PM	0.926	**E**	0.926	**E**	0.000	No
City of Los Angeles								
18	Robertson Boulevard & Burton Way (A)	AM	0.725	C	0.725	C	0.000	No
		PM	0.692	B	0.692	B	0.000	No

Source: Appendix J
Notes: LOS = Level of Service, V/C = Volume-to-Capacity Ratio
* Unsignalized Intersections
(A) Shared Intersection

Table 3.11-17
Construction Impacts (Future with and without Project Construction)

Study Intersections		Peak Hour	Future (2019) No Construction		Future (2019) With Construction		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
City of West Hollywood								
1	Doheny Drive & Sunset Boulevard	AM	37.9	D	37.9	D	0.0	No

Table 3.11-17
Construction Impacts (Future with and without Project Construction)

	Study Intersections	Peak Hour	Future (2019) No Construction		Future (2019) With Construction		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
		Noon	62.0	**E**	62.0	**E**	0.0	No
		PM	78.0	**E**	78.0	**E**	0.0	No
2	San Vicente Boulevard & Sunset Boulevard	AM	65.3	**E**	65.3	**E**	0.0	No
		Noon	78.4	**E**	78.4	**E**	0.0	No
		PM	117.6	**F**	117.7	**F**	0.1	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	159.9	**F**	159.9	**F**	0.0	No
		Noon	146.9	**F**	146.9	**F**	0.0	No
		PM	126.4	**F**	126.4	**F**	0.0	No
5	Almont Drive & Santa Monica Boulevard	AM	12.5	B	12.5	B	0.0	No
		Noon	20.1	C	20.1	C	0.0	No
		PM	19.2	B	19.2	B	0.0	No
6	La Peer Drive & Santa Monica Boulevard*	AM	0.4	A	0.4	A	0.0	No
		Noon	0.7	A	0.7	A	0.0	No
		PM	0.6	A	0.6	A	0.0	No
7	Robertson Boulevard & Santa Monica Boulevard	AM	48.8	D	49.8	D	1.0	No
		Noon	44.3	D	47.2	D	2.9	No
		PM	73.6	**E**	81.3	**F**	7.7	No
8	San Vicente Boulevard & Santa Monica Boulevard	AM	56.8	**E**	58.8	**E**	2.0	No
		Noon	71.9	**E**	76.0	**E**	4.1	No
		PM	68.9	**E**	74.0	**E**	5.1	No
9	La Cienega Boulevard & Santa Monica Boulevard	AM	75.9	**E**	78.5	**E**	2.6	No
		Noon	79.4	**E**	82.5	**F**	3.1	No
		PM	74.7	**E**	77.4	**E**	2.7	No
10	Almont Drive & Melrose Avenue*	AM	13.6	B	13.6	B	0.0	No
		Noon	54.3	**F**	54.3	**F**	0.0	No
		PM	92.0	**F**	92.0	**F**	0.0	No
11	La Peer Drive & Melrose Avenue*	AM	1.3	A	1.3	A	0.0	No
		Noon	2.0	A	2.0	A	0.0	No
		PM	1.8	A	2.3	A	0.5	No
12	Robertson Boulevard & Melrose Avenue	AM	28.8	C	28.8	C	0.0	No
		Noon	28.3	C	28.3	C	0.0	No
		PM	51.6	D	51.6	D	0.0	No
13	San Vicente Boulevard & Melrose Avenue	AM	40.6	D	45.0	D	4.4	No
		Noon	21.4	C	21.4	C	0.0	No
		PM	37.9	D	37.9	D	0.0	No
14	La Cienega Boulevard & Melrose Avenue	AM	99.7	**F**	99.9	**F**	0.2	No
		Noon	69.3	**E**	69.3	**E**	0.0	No
		PM	104.3	**F**	104.3	**F**	0.0	No

Table 3.11-17
Construction Impacts (Future with and without Project Construction)

Study Intersections		Peak Hour	Future (2019) No Construction		Future (2019) With Construction		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
15	Doheny Drive & Beverly Boulevard	AM	78.4	**E**	78.6	**E**	0.2	No
		Noon	79.4	**E**	79.4	**E**	0.0	No
		PM	84.5	**F**	85.3	**F**	0.8	No
16	Robertson Boulevard & Beverly Boulevard	AM	58.1	**E**	58.2	**E**	0.1	No
		Noon	34.8	C	34.8	C	0.0	No
		PM	31.8	C	32.3	C	0.5	No
17	San Vicente Boulevard & Beverly Boulevard	AM	29.2	C	29.5	C	0.3	No
		Noon	27.1	C	27.1	C	0.0	No
		PM	41.3	D	49.4	D	8.1	No
City of Beverly Hills								
3	Palm Drive / Beverly Boulevard & Santa Monica Boulevard	AM	0.989	**E**	0.989	**E**	0.000	No
		PM	1.074	**F**	1.077	**F**	0.003	No
4	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	1.125	**F**	1.125	**F**	0.000	No
		PM	1.090	**F**	1.090	**F**	0.000	No
15	Doheny Drive & Beverly Boulevard (A)	AM	1.105	**F**	1.107	**F**	0.002	No
		PM	1.160	**F**	1.160	**F**	0.000	No
18	Robertson Boulevard & Burton Way (A)	AM	1.067	**F**	1.067	**F**	0.000	No
		PM	1.031	**F**	1.031	**F**	0.000	No
City of Los Angeles								
18	Robertson Boulevard & Burton Way (A)	AM	0.816	D	0.816	D	0.000	No
		PM	0.817	D	0.817	D	0.000	No

Source: Appendix J
Notes: LOS = Level of Service, V/C = Volume-to-Capacity Ratio
* Unsignalized Intersections
(A) Shared Intersection

Summary

Construction activities associated with the proposed project would result in a less than significant impact to study area intersections. Specifically, construction-related vehicle traffic would not conflict with measures of effectiveness for the vehicular circulation system in the City of West Hollywood, City of Beverly Hills, or the City of Los Angeles under existing traffic conditions scenario (2015) or the future traffic conditions scenario (2019). Construction impacts would be **less than significant.**

Operation of the proposed project would not result in any potentially significant impacts to residential street segments, as determined using City of West Hollywood significance thresholds for impacts to roadway volume on neighborhood streets. However, operation of the proposed

project would result in a potentially significant impact at the intersection of Robertson Boulevard and Santa Monica Boulevard. As such, in the absence of mitigation the proposed project would conflict with measures of effectiveness for the performance of the circulation system at one intersection under City of West Hollywood thresholds. However, impacts would be reduced to a level below significance at this intersection with incorporation of MM-TRF-1. As such, impacts would be **less than significant with mitigation incorporated**. Refer to Section 3.11.7 below for a quantitative assessment of the effects of this mitigation.

Parking spaces available at the project site would exceed the requirements of the City's Municipal Code. Construction-related impacts to parking would be **less than significant**, as they would be temporary and alternate parking areas would be identified during construction**.** Furthermore, as described in Section 3.11.2, the proposed project is one of several types of projects whose parking impacts shall not be considered impacts on the environment (PRC Section 21099(d)(1)).

Threshold B: Would the project conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?

Two CMP arterial monitoring intersections are located within one mile of the project site. Based on the project trip generation and the distance of CMP location No. 161 (Santa Monica Boulevard and La Cienega Boulevard) from the project site, it is not expected that 50 or more new trips per hour would be added to this intersection (see Figures 3.11-5 and 3.11-7). Therefore, no further analysis of this intersection is required per the Los Angeles County CMP guidelines, indicating that the project trip generation falls below the thresholds established in the CMP and is, therefore, not anticipated to result in significant impacts at CMP location No. 161. However, more than 50 new trips per hour would be added to CMP location No. 160 (Doheny Drive and Santa Monica Boulevard/Melrose Boulevard), requiring further analysis per the Los Angeles County CMP guidelines (see Figures 3.11-5 and 3.11-7).

As shown in Table 3.11-18, under the existing-plus-project condition, the increase in traffic demand on the Doheny Drive and Santa Monica Boulevard/Melrose Boulevard intersection is less than 2% of intersection capacity; thus, the project would not cause a significant impact per CMP thresholds at this intersection under the existing-plus-project scenario. Under the future-with-project conditions (2019), traffic demand on this intersection would be less than 2% of intersection capacity; thus, the project would not cause a significant impact per CMP thresholds at this intersection under future-with-project conditions (see Table 3.11-19).

Table 3.11-18
Existing-plus-Project CMP Impact Summary

Study Intersections		Peak Hour	Existing (2015) Conditions		Existing (2015) with Project		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
CMP #160	Doheny Drive & Santa Monica Boulevard/Melrose Avenue (A)	AM	1.006	**F**	1.013	**F**	0.007	No
		PM	0.941	**E**	0.951	**E**	0.010	No

Source: Appendix J
Notes: LOS = Level of Service, V/C = Volume-to-Capacity Ratio
(A) Shared Intersection

Table 3.11-19
Future-with-Project CMP Impact Summary

Study Intersections		Peak Hour	Future (2019) No Project		Future (2019) With Project		Change in V/C or Delay	Sig Impact?
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*		
CMP #160	Doheny Drive & Santa Monica Boulevard/ Melrose Avenue (A)	AM	1.125	**F**	1.132	**F**	0.007	No
		PM	1.090	**F**	1.103	**F**	0.013	No

Source: Appendix J
Notes: LOS = Level of Service, V/C = Volume-to-Capacity Ratio
(A) Shared Intersection

Based on the project trip distribution and traffic assignment, the proposed project is expected to add less than 150 new trips per hour to the freeway segments near the project site. Therefore, no further analysis of CMP freeway monitoring stations is required, per the Los Angeles County CMP guidelines. Impacts to CMP freeway segments would be less than significant.

Due to the nature of the proposed project (i.e., hotel serving mostly tourists and leisure users), the demand on the transit system is expected to be largely negligible. Conservatively, it is anticipated that most hotel guests and visitors would drive to the site. As such, the CMP analysis did not take any trip credits for transit use, in order to prepare a conservative traffic impact analysis on the nearby intersections and roadways. Given these factors, no CMP transit impact analysis is required. Impacts to CMP freeway segments, transit facilities, and intersections would be **less than significant**.

Threshold D: Would the project substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?

The proposed project would not introduce new intersections or incompatible uses to the project area. However, hazards could potentially result due to vehicle delay and queuing at the proposed ingress/egress for the subterranean parking garage, increased pedestrian activity in the area, and

the temporary, intermittent creation of a pedestrian-only zone on Robertson Boulevard between the project site and West Hollywood Park. These topics are discussed below.

Vehicle Delays and Queuing

The proposed project would result in a net increase in the number vehicles that enter and exit the project site as compared to existing conditions. The proposed project would involve replacement of two existing driveways along La Peer Drive and one existing driveway along Robertson Boulevard. These existing driveways are associated with the three surface parking lots currently located on the project site. The proposed project would have a driveway along La Peer Drive, located approximately 40 feet south from the intersection of Santa Monica Boulevard and La Peer Drive, towards the northern end of the project site. The project's Robertson Boulevard driveway would be located approximately 360 feet south from the intersection of Santa Monica Boulevard and Robertson Boulevard. The driveway would be located in the approximate center of the project site fronting Robertson Boulevard. As such, the proposed project would involve a new driveway configuration on the site and would also result in an increased number of vehicles entering and exiting the driveways due to intensification of on-site land uses. No new striped left-turn pockets for vehicles entering the project site are being proposed for either of the driveways. The travel lanes along La Peer Drive and Robertson Boulevard would remain shared-left-through lanes, meaning that vehicles turning left would need to wait within the through-lane for a gap in opposing traffic. As such, the project would create the potential to increase vehicle delay and queueing and traffic delays at the driveways. In order to determine whether the project would have a significant impact relative to vehicle queuing and traffic delays associated with the proposed project driveways, KOA Corporation conducted an analysis of vehicle queuing to measure both on-site and off-site queuing issues and traffic delays at the driveways. The quantitative results of this study are shown in Appendix J. The study showed that expected vehicle delays at the project driveways would be 1–3 seconds (equating to LOS A) for all peak periods under both existing-plus-project traffic conditions and future-with-project traffic conditions. Furthermore, the vehicle queues due to project trips at all approaches to the driveways are expected to be one to two vehicles during the peak hours. As such, any queues associated with the proposed project would not be anticipated to cause any severe vehicle back-ups on either street or project driveways. The contribution of the project to roadway hazards associated with delay and queuing at the project driveways would therefore be **less than significant.**

Increased Pedestrian Activity

As characterized throughout this document and particularly in the Land Use and Planning section (Section 3.8), the proposed project has been designed to increase pedestrian activity within and around the project site. While this element of the project design is consistent with

and helps implement a variety of land use policies set forth in the General Plan and in the Streetscape Master Plan, the increased pedestrian activity and increased vehicular activity in the immediate vicinity of the project site would have the potential to increase hazards for both drivers and pedestrians. As such, KOA Corporation analyzed pedestrian circulation in the traffic impact analysis that was prepared for the proposed project (see Appendix J). As stated in the traffic impact analysis, the nearby signalized intersections of Santa Monica Boulevard/ Robertson Boulevard and Melrose Avenue/Robertson Boulevard have pedestrian signals and striped crosswalks that would continue to provide for safe pedestrian movements across these intersections. While the intersection of Santa Monica Boulevard and La Peer Drive is unsignalized, it provides crosswalks that would continue to allow for safe pedestrian movements across this intersection. While pedestrian-related hazards cannot be completely eliminated in any community, the existing sidewalk network, traffic signals at major intersections, and the pedestrian-oriented nature of the project were determined by KOA Corporation to provide a safe local pedestrian travel network. As such, impacts of the proposed project would be **less than significant.**

Temporary Closure of Robertson Boulevard

The proposed project would include installation of retractable bollards within Robertson Boulevard to create a pedestrian-only zone between the businesses on the west and east side of Robertson Boulevard. This would create a temporary, intermittent public gathering space and would provide increased space during festivals and special events that are held within the City, such as LGBT Pride and the Halloween carnival. This aspect of the proposed project would create one of the three public gathering spaces identified in the Streetscape Master Plan. The proposed public gathering space would change the design and traffic pattern of Robertson Boulevard and the Robertson Boulevard/Santa Monica Boulevard intersection. Potential hazardous impacts could include pedestrians exiting the gathering space into an operating lane of traffic or drivers making abrupt and/or unlawful turns when they reach the bollards. However, this new roadway element would be intermittent and temporary. The bollards would generally be raised during an event in the City, such as Halloween, meaning that the traffic patterns and number of pedestrians in the area would already be substantially altered relative to daily conditions. Additionally, increased law enforcement presence is generally in place during events such as Halloween and LGBT Pride. The temporary nature of the gathering space, its use during special occasions, and the presence of law enforcement during these occasions would increase the safety of the gathering space for both pedestrians and vehicles driving on Robertson Boulevard, and impacts would be **less than significant.**

Threshold F: Would the project conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?

As described in Section 3.11.2, the City has several adopted plans that set forth policies and programs for public transit, bicycle, and pedestrian facilities. These consist of the Mobility Element of the General Plan, the 2003 Bicycle and Pedestrian Mobility Plan, and the Streetscape Master Plan.

Public transit policies consist of encouraging the expansion of local and regional transit systems that serve the City, working with transit providers to improve the quality of transit stations, considering a requirement for development projects to include transit amenities and transit incentive programs, increasing the frequency of bus service, improving access to transit services, creating incentives for discretionary transit riders, publicizing transit options, and making bus travel times more competitive with automobile travel times (City of West Hollywood 2011). Most of the policies regarding transit involve actions that would be taken by the City and/or coordination between the City and regional transit providers. The proposed project would not interfere with any of these policies or efforts. The one policy that pertains to new development projects is "consider requiring development projects to include transit amenities and transit incentive programs," listed above and in Section 3.11.2. The proposed project would comply with this policy through preparation and implementation of a TDM Plan and installation of a display case/bulletin board providing bus and rail schedules, as well as relevant phone numbers including Metropolitan Transportation Authority, Metrolink, and local City transit services (see Section 2.4 for details on these features of the proposed project.) Furthermore, the project is located about one block west of the intersection of Santa Monica Boulevard and San Vicente Boulevard, which is identified as a "major transfer point" for public transit in the General Plan (City of West Hollywood 2011), which is also recognized as a Transit Priority Area under CEQA Section 21099. The proposed project would intensify land uses at an underutilized site near this "major transfer point." As such, it would provide additional services within walking distance of major transit stops. This would be consistent with the City's goals for increasing the ability of City residents and outside visitors to use transit to access services and employment opportunities. Implementation of the proposed project would not affect the operation or safety of any transit routes. As described under Threshold A, the proposed project would add vehicle trips to existing roads, some of which contain existing transit routes. However, impacts to all road segments and intersections analyzed in the study area were determined to be less than significant with the incorporation of mitigation. Further, for the purposes of transit system operations, the City is already characterized by high traffic volumes, and the addition of trips associated with the proposed project would not lead to an appreciable decrease in the effectiveness of the transit system relative to existing conditions.

Bicycle circulation policies involve implementation of bike lane designations, such as sharrow markings and bike lane striping; creation of bicycle amenities such as parking, showers, lockers, and storage; and, increased use of bicycling as a transportation method. The proposed project would not interfere with any of the City's goals for enhancing the bicycle network or promoting use of bicycles. The proposed project would provide bicycle parking and showers on site pursuant to the City's Municipal Code requirements. Additionally, the TDM Plan that would be prepared and implemented would promote the use of alternative transportation, including bicycling. The proposed project would not conflict with or hider the implementation of proposed plans to add sharrow markings or bicycle lane striping along Robertson Boulevard or to add sharrow markings along La Peer Drive. As described under Threshold A, the proposed project would add vehicle trips to existing roads, some of which contain existing or proposed bicycle facilities. However, for the purposes of bicycle facilities operation, the City is already characterized by high traffic volumes, and the addition of trips associated with the proposed project would not lead to an appreciable decrease in the effectiveness of bicycle facilities relative to existing conditions.

Pedestrian circulation policies involve encouraging people to walk more and drive less; providing more pedestrian amenities; identifying areas where pedestrian improvements can be made; improving walkability on major corridors and supporting private investment into pedestrian-oriented amenities; requiring new commercial development to provide for the construction of pedestrian rights-of-way to allow convenient and unimpeded circulation to, through, and within the property; and, requiring design measures within new development to provide connections to adjacent development (City of West Hollywood 2011). Enhancing pedestrian safety is a priority identified in the 2003 Bicycle and Pedestrian Mobility Plan (City of West Hollywood 2003). Additionally, the Streetscape Master Plan identifies a variety of pedestrian enhancements for the project area, including pedestrian paseos, widened sidewalks, public gathering spaces, pedestrian-scale lighting, street furniture, street trees, parkways in between the street and the sidewalk, and new sidewalk paving. The proposed project would be consistent with and would implement several design elements identified in the Streetscape Master Plan, such as one of the three identified public gathering spaces ("Robertson North") and one of the five identified potential pedestrian paseos. The proposed project would not interfere with the implementation of any other pedestrian improvements identified for Robertson Boulevard or La Peer Drive. The proposed pedestrian paseo would create an additional pedestrian connection between Robertson Boulevard and La Peer Drive, thereby shortening the existing block length between Melrose Avenue and Santa Monica Boulevard. As such, the proposed project would be consistent with goals of encouraging pedestrian mobility and providing additional pedestrian connections. As described under Threshold D, pedestrian safety is an existing concern. While the proposed project would promote additional pedestrian activity on the project site and nearby streets, it would also incorporate pedestrian-oriented amenities that would increase the pedestrian-friendly nature of the project area. As such, the proposed project would not substantially exacerbate existing pedestrian safety issues. As

described under Threshold D, the existing sidewalk network, traffic signals at major intersections, and the pedestrian-oriented nature of the project were determined to provide a safe local pedestrian travel network.

For the reasons described above, the proposed project would not conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, nor would it decrease the performance or safety of such facilities. Impacts would be **less than significant.**

3.11.6 Mitigation Measures

The proposed project would result in a potentially significant impact to transportation/traffic at the intersection of Robertson Boulevard and Santa Monica Boulevard due to conflicts with applicable policies establishing measure of effectiveness for the performance of the circulation system (i.e., Threshold A). The following mitigation measure is set forth to address the impact at this intersection:

MM-TRF-1 Prior to issuance of a Certificate of Occupancy by the City of West Hollywood (City), the applicant shall be responsible for widening the northbound approach to the intersection of Robertson Boulevard and Santa Monica Boulevard. The northbound approach shall be widened to one shared left/through lane and one exclusive right-turn lane, which shall be accomplished by shifting the center line to the west and removing two on-street parking spaces on the west side of Robertson Boulevard. By widening the northbound approach from one to two lanes, this improvement would provide additional capacity to serve the added vehicular demand as a result of the project.

3.11.7 Significance after Mitigation

Existing-plus-Project Conditions

With existing-plus-project conditions, a potentially significant impact was identified at the intersection of Robertson Boulevard and Santa Monica Boulevard during the PM peak hour under City of West Hollywood thresholds. However, MM-TRF-1 is provided to reduce impacts at this intersection. MM-TRF-1 would result in widening the northbound approach to the intersection, which would improve the LOS at this intersection from E to D and would reduce delay at this intersection. Table 3.11-20 shows the existing conditions at this intersection, the existing-plus-project conditions, and the existing-plus-project conditions with MM-TRF-1 incorporated. As shown in Table 3.11-20, upon implementation of MM-TRF-1, impacts would be reduced below a level of significance at this intersection. Therefore the proposed project's impacts to transportation/traffic would be less than significant with mitigation incorporated.

Future-with-Project Conditions

Under future-with-project conditions, a potentially significant impact was identified at the intersection of Robertson Boulevard and Santa Monica Boulevard during the midday and PM peak hours under City of West Hollywood thresholds. The improvements described in MM-TRF-1 would be implemented at this intersection, as described above. Table 3.11-21 shows the future-without-project, future-with-project, and future-with-project conditions with MM-TRF-1 incorporated. As shown in Table 3.11-21, upon incorporation of MM-TRF-1, impacts would be reduced below a level of significance at this intersection. Therefore the proposed project's impacts to transportation/traffic would be less than significant with mitigation incorporated.

Upon implementation of MM-TRF-1, impacts to transportation/traffic identified under Threshold A would be **less than significant with mitigation incorporated**.

Table 3.11-20
Existing-plus-Project Level of Service - Mitigated

Study Intersections		Peak Hour	Existing Conditions		Existing with Project		Change in V/C or Delay	Sig Impact?	Project with Mitigation			
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*			*V/C or Delay*	*LOS*	*Change in V/C or Delay relative to existing conditions*	*Sig Impact?*
7	Robertson Boulevard & Santa Monica Boulevard	PM	53.3	D	76.5	**E**	23.2	**Yes**	40.2	D	-13.1	No

Source: Appendix J
Note:
LOS = Level of Service, V/C = Volume-to-Capacity Ratio

Table 3.11-21
Future-with-Project - Mitigated

Study Intersections		Peak Hour	Future (2019) No Project		Future (2019) With Project		Change in V/C or Delay	Sig Impact?	Project with Mitigation			
			V/C or Delay	*LOS*	*V/C or Delay*	*LOS*			*V/C or Delay*	*LOS*	*Change in V/C or Delay relative to Future No Project condition*	*Sig Impact?*
7	Robertson Boulevard & Santa Monica Boulevard	Noon	44.3	D	55.9	**E**	11.6	**Yes**	44.0	D	-0.3	No
		PM	73.6	**E**	98.6	**F**	25.0	**Yes**	56.9	**E**	-16.7	No

Source: Appendix J
Note:
LOS = Level of Service, V/C = Volume-to-Capacity Ratio

3.11.8 References

City of West Hollywood. 2003. *Final West Hollywood Bicycle and Pedestrian Mobility Plan*. Adopted 2003. Accessed January 23, 2015. http://www.weho.org/city-hall/city-departments-divisions/community-development/long-range-and-mobility-planning/programs/bike-weho.

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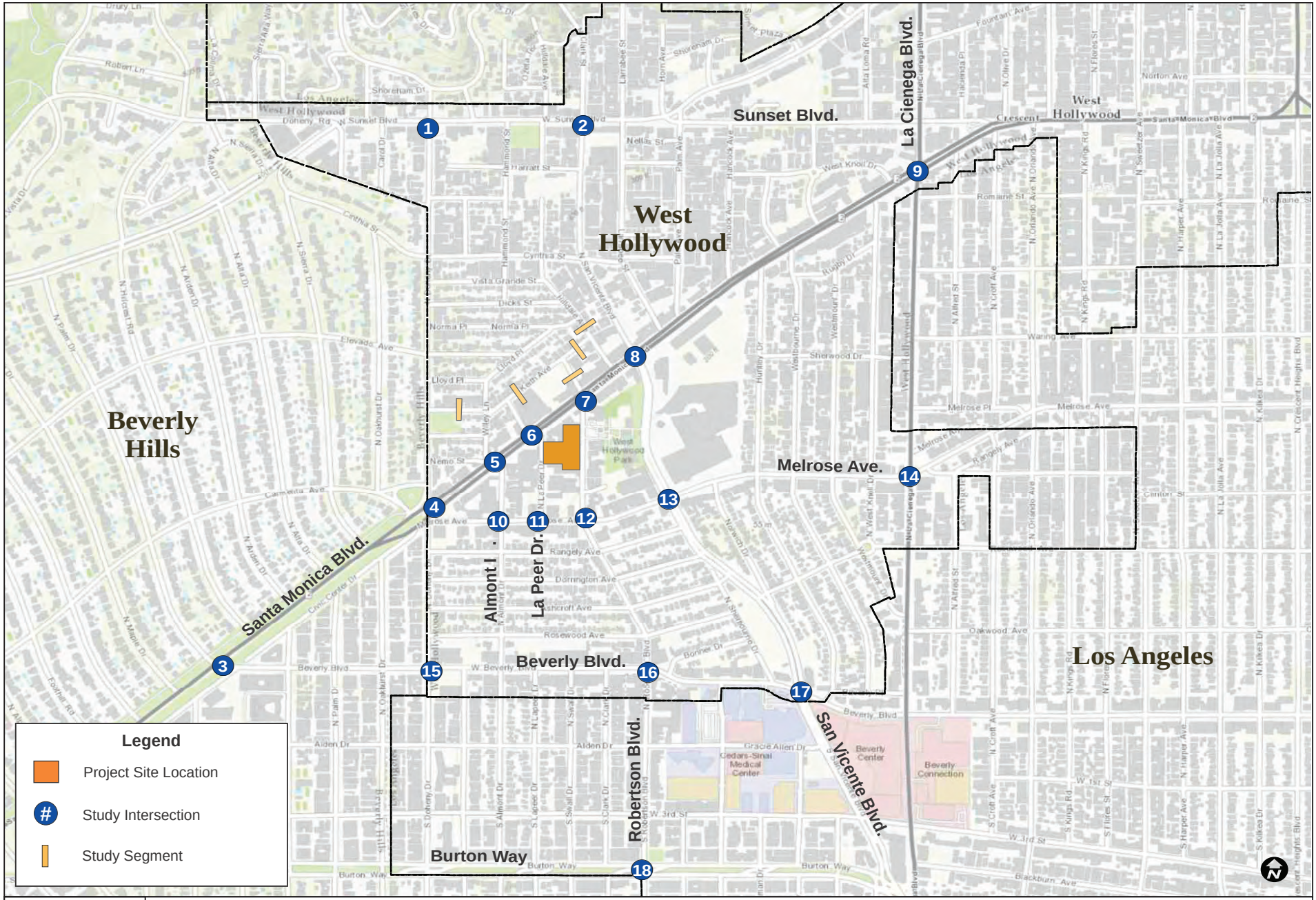

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SOURCE: KOA Corporation 2016

FIGURE 3.11-1

Traffic Impact Study Intersections

Robertson Lane Hotel Project

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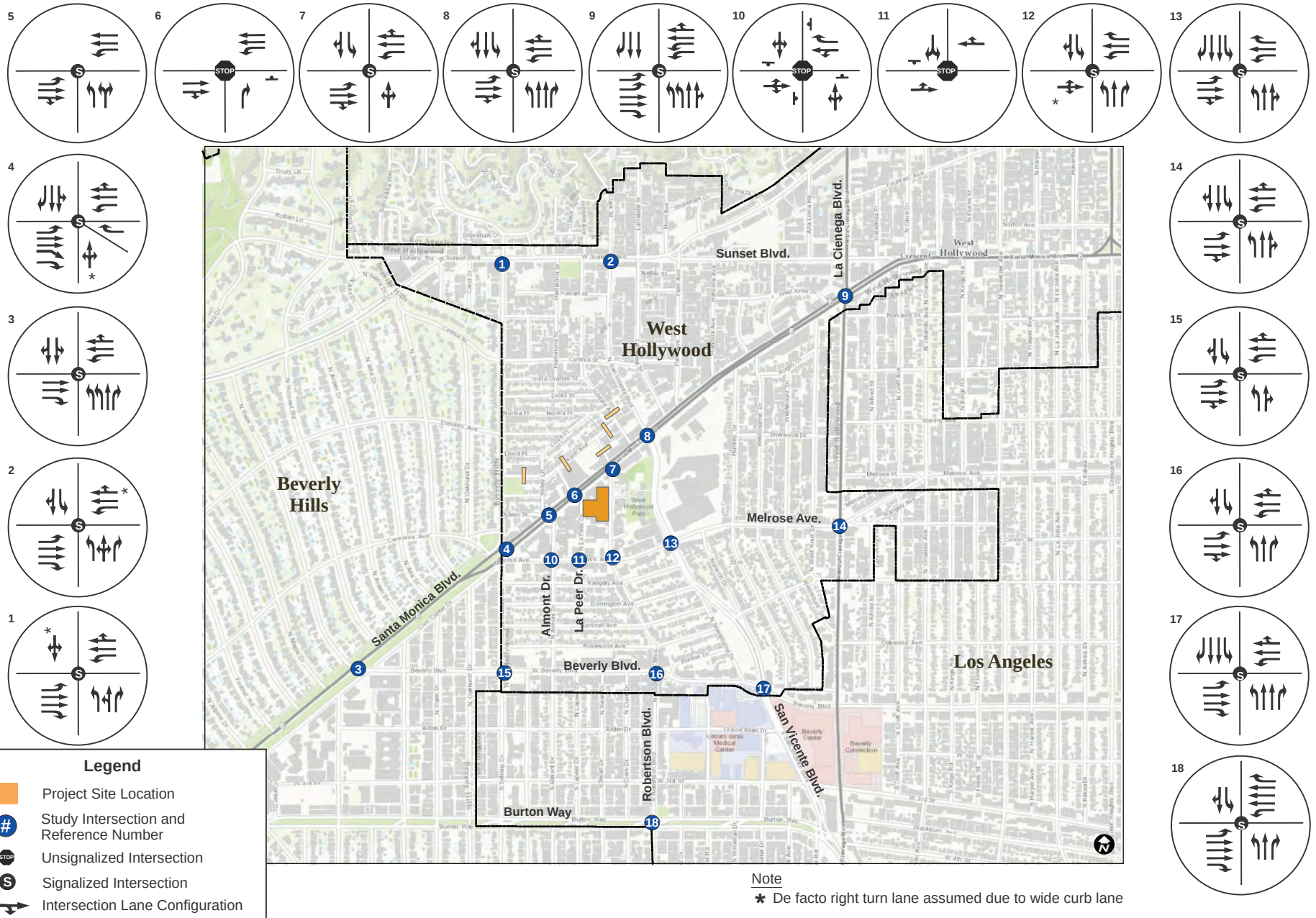

SOURCE: KOA Corporation 2016

FIGURE 3.11-2

Existing Intersection Lane Configuration

Robertson Lane Hotel Project

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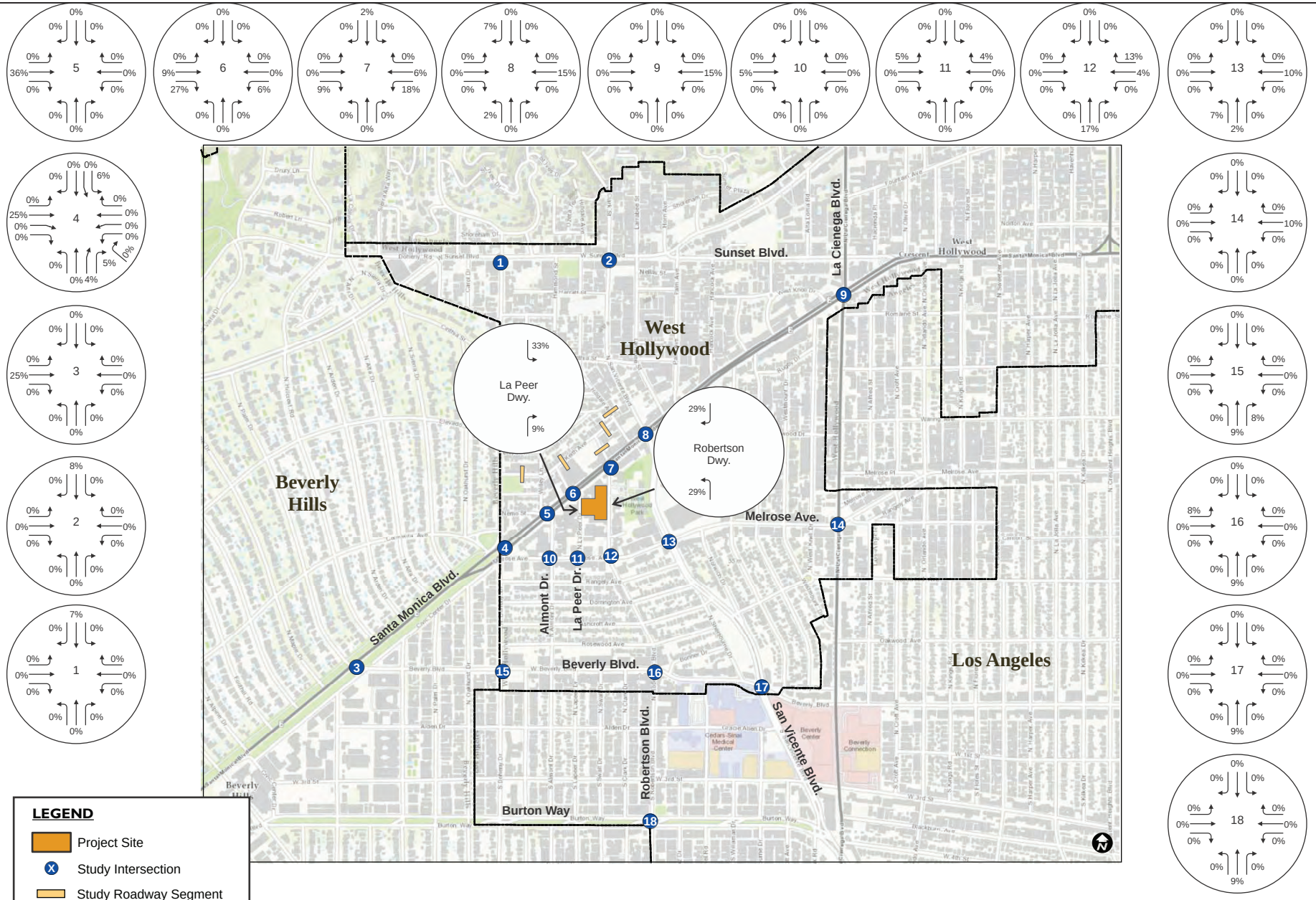

SOURCE: KOA Corporation 2016

FIGURE 3.11-3

Project Trip Distribution - Inbound Trips

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Robertson Lane Hotel Project

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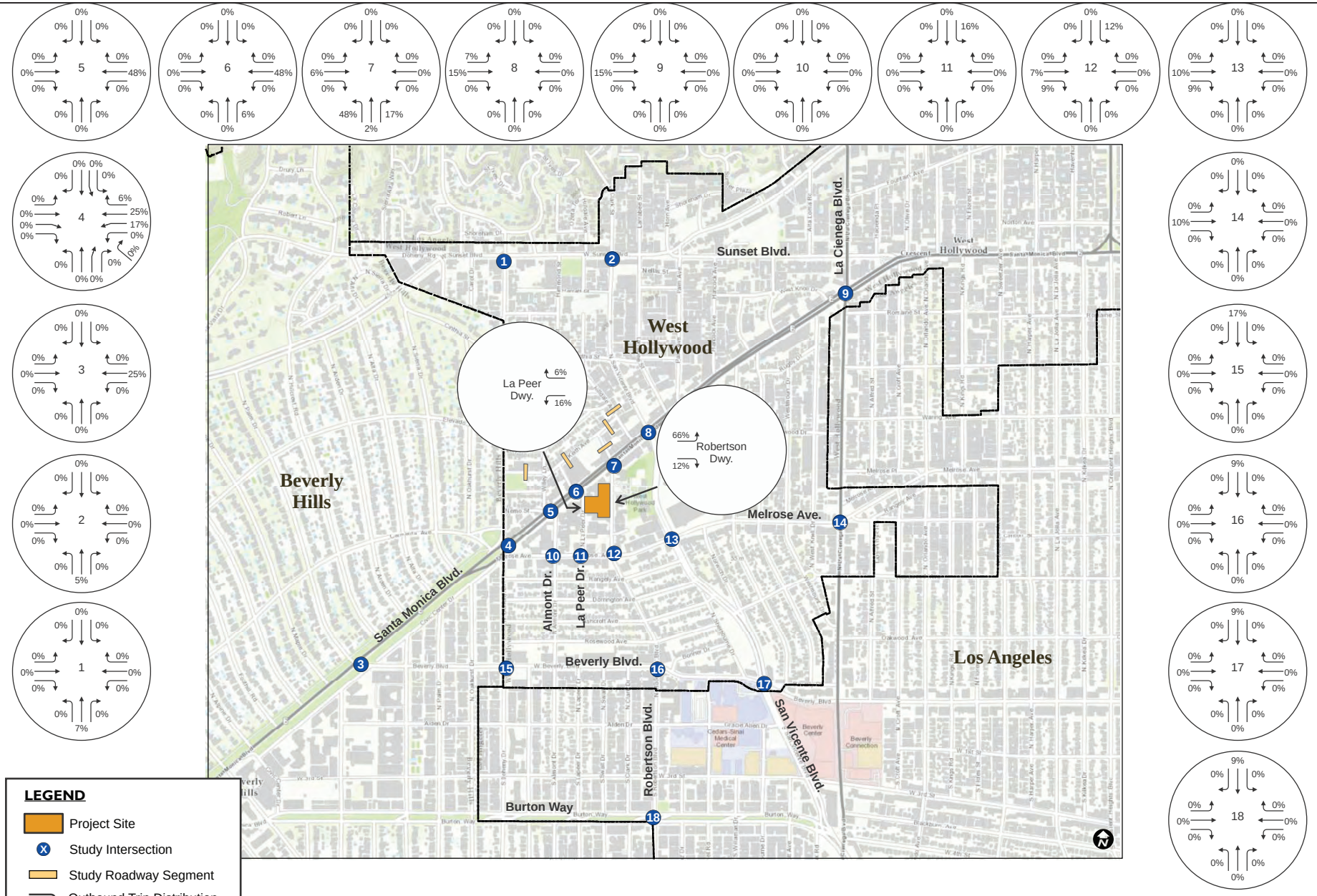

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SOURCE: KOA Corporation 2016

FIGURE 3.11-4

Project Trip Distribution - Outbound Trips

Robertson Lane Hotel Project

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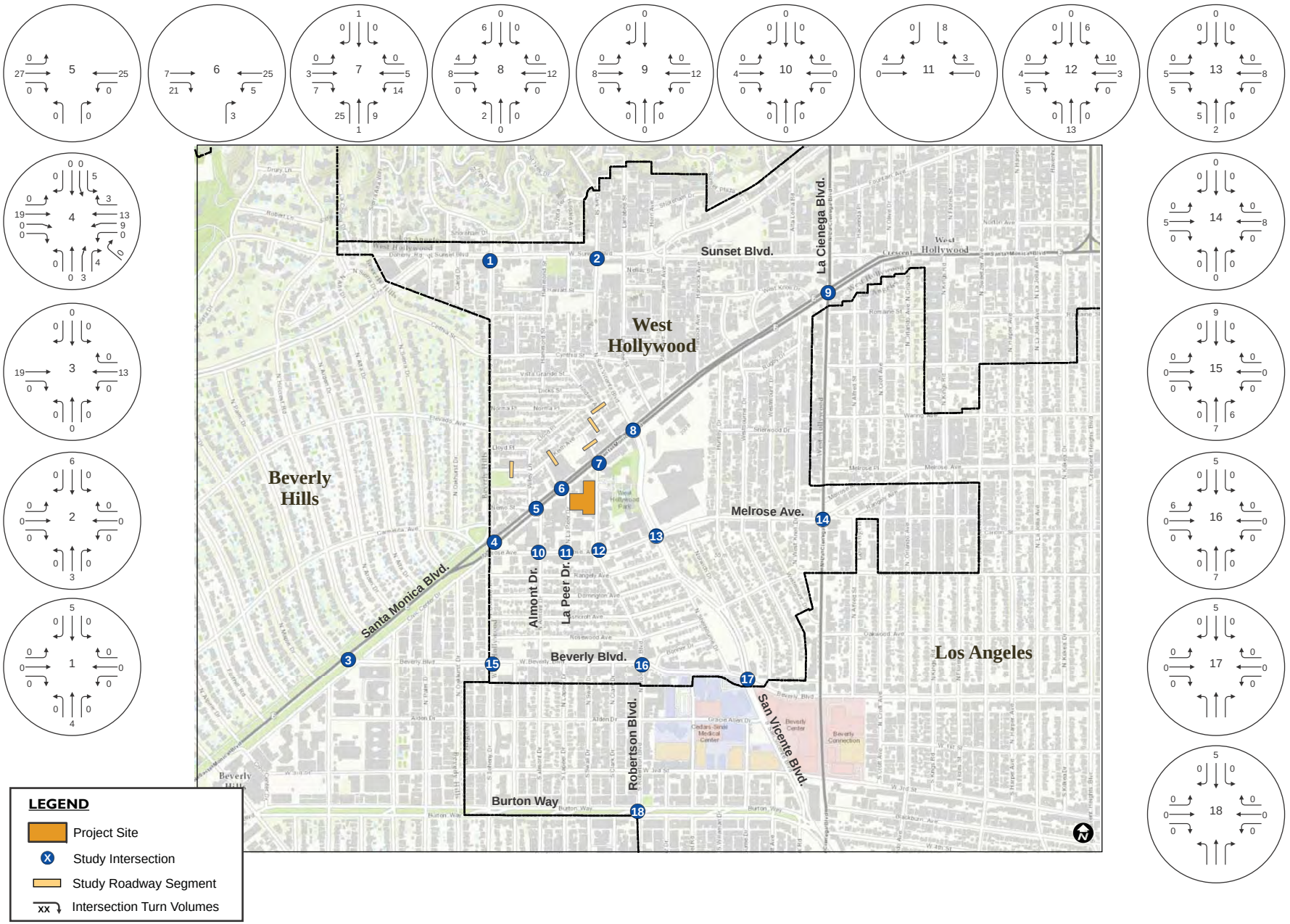

SOURCE: KOA Corporation 2016

FIGURE 3.11-5

Weekday AM Peak Hour Project Only Traffic Volumes

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Robertson Lane Hotel Project

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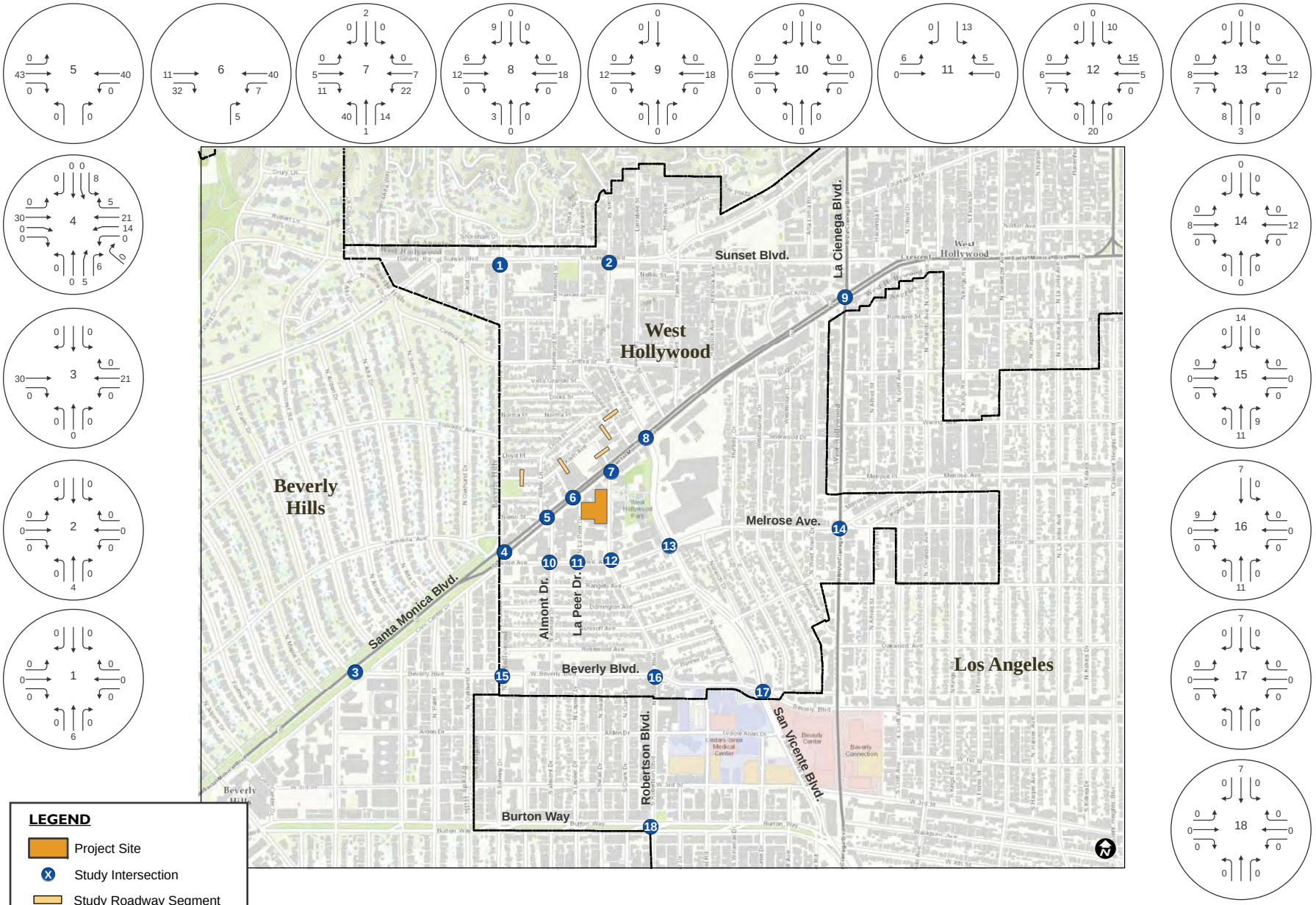

SOURCE: KOA Corporation 2016

FIGURE 3.11-6

Weekday Midday Peak Hour Project Only Traffic Volumes

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Robertson Lane Hotel Project

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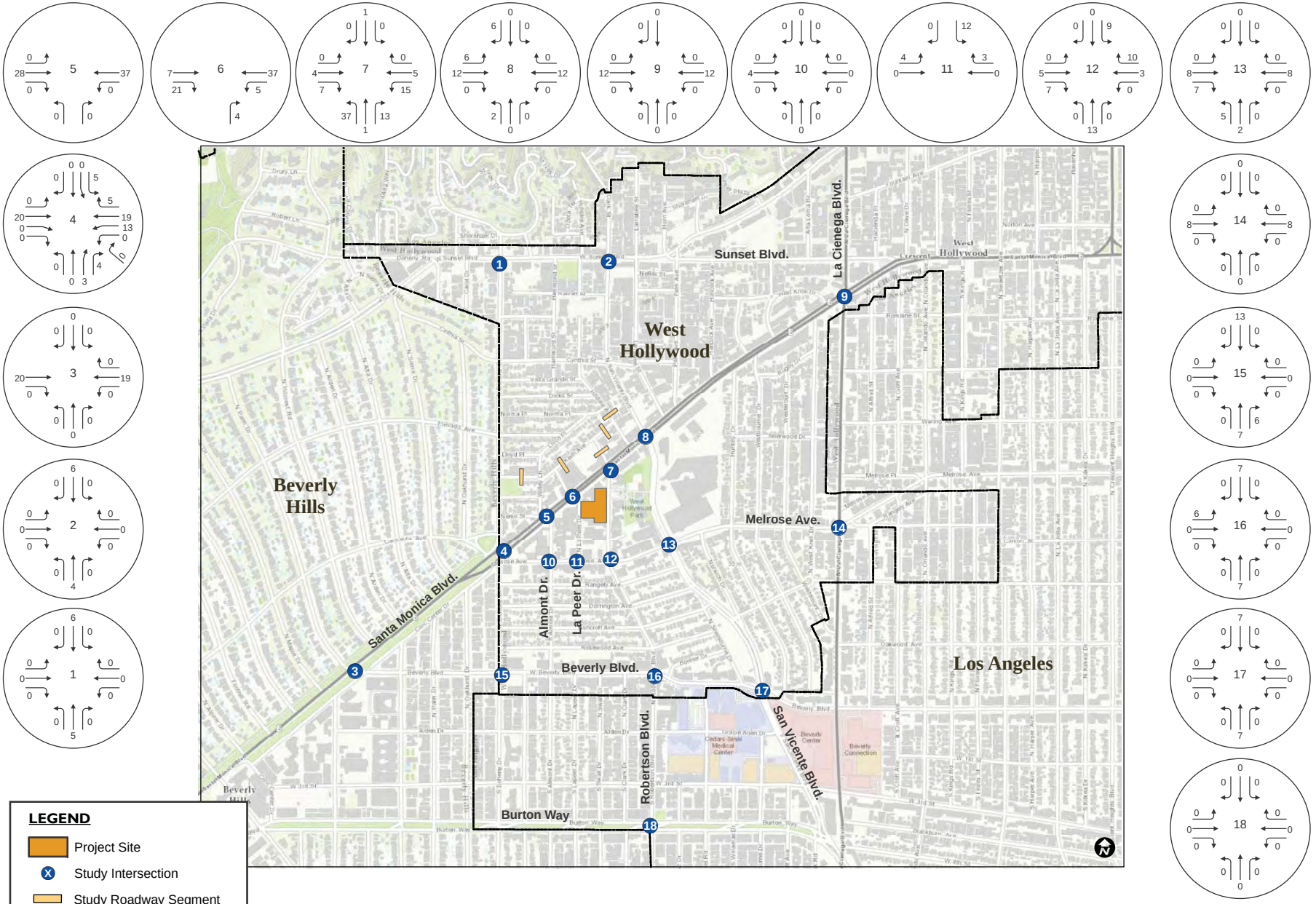

SOURCE: KOA Corporation 2016

FIGURE 3.11-7

Weekday PM Peak Hour Project Only Traffic Volumes

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Robertson Lane Hotel Project

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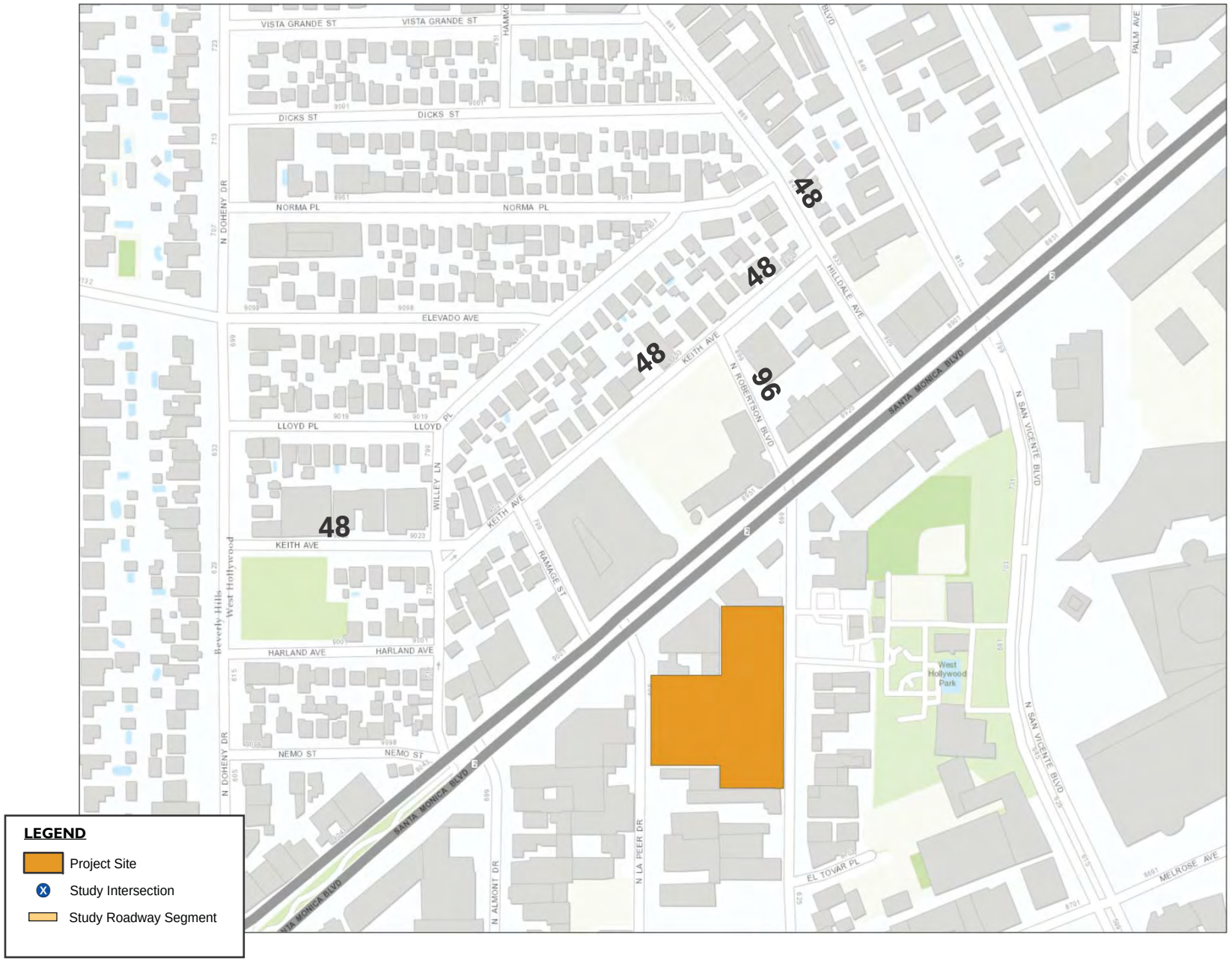

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SOURCE: KOA Corporation 201

FIGURE 3.11-8

Project Only Street Segment Daily Traffic Volumes

Robertson Lane Hotel Project

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