

Appendix L

Alternatives Trip Generation



**TABLE 1
ARTS CLUB WEST HOLLYWOOD
TRIP GENERATION SUMMARY**

Project Options	Trip Generation						
	Daily	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
<u>Base Scheme (Project)</u> 7,000 Arts Club Members with 46,009 sf office & 14,125 sf retail/museum	1,961	103	19	122	68	91	159
<u>Option 2 (8-Story Alternative)</u> 7,000 Arts Club Members with 46,009 sf office & 14,125 sf retail/museum	1,961	103	19	122	68	91	159
<u>Option 3 (7-Story Alternative)</u> 7,000 Arts Club Members with 30,076 sf office & 14,125 sf retail/museum	1,812	84	16	100	65	74	139
<u>Option 4 (3-Story Office Alternative)</u> 4,390 sf health/fitness club, 20,240 sf office & 10,120 sf retail	86	16	4	20	(7)	21	14

**TABLE 2
ARTS CLUB WEST HOLLYWOOD
BASE SCHEME (PROJECT)**

Land Use	Size	Daily	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
<u>Trip Generation Rates</u>								
<u>Arts Club Member-Only Uses</u> [a]								
Members/Guests[b]	per member	0.20	73%	27%	0.01	52%	48%	0.01
Employees [c]	per member	0.09	86%	14%	0.01	59%	41%	0.01
<u>Uses Open to the Public</u> [d]								
Museum (ITE 580)	per 1,000 sf	N/A	86%	14%	0.28	16%	84%	0.18
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [e]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Existing Uses to be Removed</u>								
Health Club/Fitness Club (ITE 492)	per 1,000 sf	32.93	50%	50%	1.41	57%	43%	3.53
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [e]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Proposed Project</u>								
<u>Arts Club Member-Only Uses</u>								
Members/Guests	7,000 members	1,428	31	11	42	44	40	84
Less 10% Non-Auto Modes [f]		(143)	(3)	(1)	(4)	(4)	(4)	(8)
Employees	7,000 members	651	36	6	42	37	26	63
Less 15% Non-Auto Modes [f]		(98)	(5)	(1)	(6)	(6)	(4)	(10)
Subtotal - Arts Club Member-Only Uses		1,838	59	15	74	71	58	129
<u>Uses Open to the Public</u>								
Museum	2,192 sf	N/A	1	0	1	0	0	0
Less 50% Internal Capture [g]		N/A	(1)	0	(1)	0	0	0
Office	46,009 sf	507	63	9	72	12	57	69
Less 15% Non-Auto Modes [f]		(76)	(9)	(1)	(10)	(2)	(9)	(11)
Specialty Retail	11,933 sf	529	8	6	14	14	18	32
Less 50% Internal Capture [g]		(265)	(4)	(3)	(7)	(7)	(9)	(16)
Less 15% Non-Auto Modes [f]		(40)	(1)	0	(1)	(1)	(1)	(2)
Subtotal - Uses Open to the Public		655	57	11	68	16	56	72
Total - Project Trips		2,493	116	26	142	87	114	201
<u>Existing Uses to be Removed</u>								
Health Club/Gym	5,250 sf	173	4	3	7	11	8	19
Less 15% Non-Auto Modes [f]		(26)	(1)	0	(1)	(2)	(1)	(3)
Office	4,000 sf	44	5	1	6	1	5	6
Less 15% Non-Auto Modes [f]		(7)	(1)	0	(1)	0	(1)	(1)
Specialty Retail	9,250 sf	410	7	4	11	11	14	25
Less 15% Non-Auto Modes [f]		(62)	(1)	(1)	(2)	(2)	(2)	(4)
Total - Existing Uses to be Removed		532	13	7	20	19	23	42
Total - Net New Project Trips		1,961	103	19	122	68	91	159

Notes

sf: square feet

[a] Empirical visitor trip generation rates developed for the member-only uses of the Arts Club based on member in/out person data provided by Arts Club London for February 2016 and employee projections for Arts Club West Hollywood provided by LLG Engineers.

[b] Empirical visitor trip generation rate based on total Arts Club membership.

[c] Empirical trip generation rate based on total projected membership of Arts Club West Hollywood.

[d] Trip generation rates from *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012) would be applied to the land uses open to the public.

[e] AM rate for specialty retail from *(Not So) Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region* (SANDAG, 2002), as no AM rate is available in *Trip Generation*.

[f] Based on recent studies and discussions with City of West Hollywood staff, a reduction was applied to account for trips made via non-auto travel modes (e.g., transit, walk, bike, rideshare, etc.)

[g] An internal capture reduction accounts for trips made between member-only uses and public uses.

**TABLE 3
ARTS CLUB WEST HOLLYWOOD
OPTION 2 (8-STORY ALTERNATIVE)**

Land Use	Size	Daily	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
<u>Trip Generation Rates</u>								
<u>Arts Club Member-Only Uses</u> [a]								
Members/Guests[b]	per member	0.20	73%	27%	0.01	52%	48%	0.01
Employees [c]	per member	0.09	86%	14%	0.01	59%	41%	0.01
<u>Uses Open to the Public</u> [d]								
Museum (ITE 580)	per 1,000 sf	N/A	86%	14%	0.28	16%	84%	0.18
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [e]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Existing Uses to be Removed</u>								
Health Club/Fitness Club (ITE 492)	per 1,000 sf	32.93	50%	50%	1.41	57%	43%	3.53
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [e]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Proposed Project</u>								
<u>Arts Club Member-Only Uses</u>								
Members/Guests	7,000 members	1,428	31	11	42	44	40	84
Less 10% Non-Auto Modes [f]		(143)	(3)	(1)	(4)	(4)	(4)	(8)
Employees	7,000 members	651	36	6	42	37	26	63
Less 15% Non-Auto Modes [f]		(98)	(5)	(1)	(6)	(6)	(4)	(10)
Subtotal - Arts Club Member-Only Uses		1,838	59	15	74	71	58	129
<u>Uses Open to the Public</u>								
Museum	2,192 sf	N/A	1	0	1	0	0	0
Less 50% Internal Capture [g]		N/A	(1)	0	(1)	0	0	0
Office	46,009 sf	507	63	9	72	12	57	69
Less 15% Non-Auto Modes [f]		(76)	(9)	(1)	(10)	(2)	(9)	(11)
Specialty Retail	11,933 sf	529	8	6	14	14	18	32
Less 50% Internal Capture [g]		(265)	(4)	(3)	(7)	(7)	(9)	(16)
Less 15% Non-Auto Modes [f]		(40)	(1)	0	(1)	(1)	(1)	(2)
Subtotal - Uses Open to the Public		655	57	11	68	16	56	72
Total - Project Trips		2,493	116	26	142	87	114	201
<u>Existing Uses to be Removed</u>								
Health Club/Gym	5,250 sf	173	4	3	7	11	8	19
Less 15% Non-Auto Modes [f]		(26)	(1)	0	(1)	(2)	(1)	(3)
Office	4,000 sf	44	5	1	6	1	5	6
Less 15% Non-Auto Modes [f]		(7)	(1)	0	(1)	0	(1)	(1)
Specialty Retail	9,250 sf	410	7	4	11	11	14	25
Less 15% Non-Auto Modes [f]		(62)	(1)	(1)	(2)	(2)	(2)	(4)
Total - Existing Uses to be Removed		532	13	7	20	19	23	42
Total - Net New Project Trips		1,961	103	19	122	68	91	159

Notes

sf: square feet

[a] Empirical visitor trip generation rates developed for the member-only uses of the Arts Club based on member in/out person data provided by Arts Club London for February 2016 and employee projections for Arts Club West Hollywood provided by LLG Engineers.

[b] Empirical visitor trip generation rate based on total Arts Club membership.

[c] Empirical trip generation rate based on total projected membership of Arts Club West Hollywood.

[d] Trip generation rates from *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012) would be applied to the land uses open to the public.

[e] AM rate for specialty retail from *(Not So) Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region* (SANDAG, 2002), as no AM rate is available in *Trip Generation*.

[f] Based on recent studies and discussions with City of West Hollywood staff, a reduction was applied to account for trips made via non-auto travel modes (e.g., transit, walk, bike, rideshare, etc.)

[g] An internal capture reduction accounts for trips made between member-only uses and public uses.

**TABLE 4
ARTS CLUB WEST HOLLYWOOD
OPTION 3 (7-STORY ALTERNATIVE)**

Land Use	Size	Daily	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
<u>Trip Generation Rates</u>								
<u>Arts Club Member-Only Uses</u> [a]								
Members/Guests[b]	per member	0.20	73%	27%	0.01	52%	48%	0.01
Employees [c]	per member	0.09	86%	14%	0.01	59%	41%	0.01
<u>Uses Open to the Public</u> [d]								
Museum (ITE 580)	per 1,000 sf	N/A	86%	14%	0.28	16%	84%	0.18
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [e]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Existing Uses to be Removed</u>								
Health Club/Fitness Club (ITE 492)	per 1,000 sf	32.93	50%	50%	1.41	57%	43%	3.53
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [e]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Proposed Project</u>								
<u>Arts Club Member-Only Uses</u>								
Members/Guests	7,000 members	1,428	31	11	42	44	40	84
Less 10% Non-Auto Modes [f]		(143)	(3)	(1)	(4)	(4)	(4)	(8)
Employees	7,000 members	651	36	6	42	37	26	63
Less 15% Non-Auto Modes [f]		(98)	(5)	(1)	(6)	(6)	(4)	(10)
Subtotal - Arts Club Member-Only Uses		1,838	59	15	74	71	58	129
<u>Uses Open to the Public</u>								
Museum	2,192 sf	N/A	1	0	1	0	0	0
Less 50% Internal Capture [g]		N/A	(1)	0	(1)	0	0	0
Office	30,076 sf	332	41	6	47	8	37	45
Less 15% Non-Auto Modes [f]		(50)	(6)	(1)	(7)	(1)	(6)	(7)
Specialty Retail	11,933 sf	529	8	6	14	14	18	32
Less 50% Internal Capture [g]		(265)	(4)	(3)	(7)	(7)	(9)	(16)
Less 15% Non-Auto Modes [f]		(40)	(1)	0	(1)	(1)	(1)	(2)
Subtotal - Uses Open to the Public		506	38	8	46	13	39	52
Total - Project Trips		2,344	97	23	120	84	97	181
<u>Existing Uses to be Removed</u>								
Health Club/Gym	5,250 sf	173	4	3	7	11	8	19
Less 15% Non-Auto Modes [f]		(26)	(1)	0	(1)	(2)	(1)	(3)
Office	4,000 sf	44	5	1	6	1	5	6
Less 15% Non-Auto Modes [f]		(7)	(1)	0	(1)	0	(1)	(1)
Specialty Retail	9,250 sf	410	7	4	11	11	14	25
Less 15% Non-Auto Modes [f]		(62)	(1)	(1)	(2)	(2)	(2)	(4)
Total - Existing Uses to be Removed		532	13	7	20	19	23	42
Total - Net New Project Trips		1,812	84	16	100	65	74	139

Notes

sf: square feet

[a] Empirical visitor trip generation rates developed for the member-only uses of the Arts Club based on member in/out person data provided by Arts Club London for February 2016 and employee projections for Arts Club West Hollywood provided by LLG Engineers.

[b] Empirical visitor trip generation rate based on total Arts Club membership.

[c] Empirical trip generation rate based on total projected membership of Arts Club West Hollywood.

[d] Trip generation rates from *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012) would be applied to the land uses open to the public.

[e] AM rate for specialty retail from *(Not So) Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region* (SANDAG, 2002), as no AM rate is available in *Trip Generation*.

[f] Based on recent studies and discussions with City of West Hollywood staff, a reduction was applied to account for trips made via non-auto travel modes (e.g., transit, walk, bike, rideshare, etc.)

[g] An internal capture reduction accounts for trips made between member-only uses and public uses.

**TABLE 5
ARTS CLUB WEST HOLLYWOOD
OPTION 4 (3-STORY OFFICE ALTERNATIVE)**

Land Use	Size	Daily	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
<u>Trip Generation Rates</u> [a]								
Health Club/Fitness Club (ITE 492)	per 1,000 sf	32.93	50%	50%	1.41	57%	43%	3.53
Office (ITE 710)	per 1,000 sf	11.03	88%	12%	1.56	17%	83%	1.49
Specialty Retail (ITE 826) [b]	per 1,000 sf	44.32	60%	40%	1.20	44%	56%	2.71
<u>Proposed Project</u>								
Health Club/Gym	4,390 sf	145	0	6	6	0	15	15
<i>Less 15% Non-Auto Modes</i> [c]		(22)	0	(1)	(1)	0	(2)	(2)
Office	20,240 sf	223	28	4	32	5	25	30
<i>Less 15% Non-Auto Modes</i> [c]		(33)	(4)	(1)	(5)	(1)	(4)	(5)
Specialty Retail	10,120 sf	449	7	5	12	12	15	27
<i>Less 20% Internal Capture</i> [d]		(90)	(1)	(1)	(2)	(2)	(3)	(5)
<i>Less 15% Non-Auto Modes</i> [c]		(54)	(1)	(1)	(2)	(2)	(2)	(4)
Total - Project Trips		618	29	11	40	12	44	56
<u>Existing Uses to be Removed</u> [e]								
Health Club/Gym	5,250 sf	173	4	3	7	11	8	19
<i>Less 15% Non-Auto Modes</i> [c]		(26)	(1)	0	(1)	(2)	(1)	(3)
Office	4,000 sf	44	5	1	6	1	5	6
<i>Less 15% Non-Auto Modes</i> [c]		(7)	(1)	0	(1)	0	(1)	(1)
Specialty Retail	9,250 sf	410	7	4	11	11	14	25
<i>Less 15% Non-Auto Modes</i> [c]		(62)	(1)	(1)	(2)	(2)	(2)	(4)
Total - Existing Uses to be Removed		532	13	7	20	19	23	42
Total - Net New Project Trips		86	16	4	20	(7)	21	14

Notes

sf: square feet

[a] Trip generation rates from *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012).

[b] AM rate for specialty retail from *(Not So) Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region* (SANDAG, 2002), as no AM rate is available in *Trip Generation*.

[c] Based on recent studies and discussions with City of West Hollywood staff, a reduction was applied to account for trips made via non-auto travel modes (e.g., transit, walk, bike, rideshare, etc.)

[d] An internal capture reduction accounts for trips made between uses.

[e] Existing uses includes Hustler use of 8,800 sf, office of 4,000 sf, gym of 5,250 sf, and 1,620 sf of non-traffic generating common area.