Eastside Traffic Calming Study

Prepared for: City of West Hollywood

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1. INTRODUCTION

This traffic calming study focused on identifying solutions to reduce cut-through traffic and speeds through the Eastside neighborhood area of the City of West Hollywood, bounded by:

- Fountain Avenue to the north
- Willoughby Avenue and Romaine Street to the south
- La Brea Avenue to the east
- Fairfax Avenue to the west

This study is part of a comprehensive approach to traffic calming undertaken by the City of West Hollywood across the City. In the Eastside neighborhood, the community raised concerns regarding cut-through traffic and speeding, particularly on streets between Santa Monica Boulevard and Fountain Avenue. The City worked with the community prior to initiating this traffic calming analysis, identifying concerns and determining that a comprehensive neighborhood-wide traffic calming study should be conducted. This plan was prepared to address traffic patterns within the neighborhood while minimizing the potential for trip diversion to other neighborhood streets. The study area land uses are primarily multi-family residential homes and some single family homes surrounded by heavily utilized commercial corridors. As a result, when congestion on the commercial corridors occurs, drivers may divert into the residential neighborhood to by-pass congestion and queues at busy intersections.

A series of steps were taken to determine community identified traffic issues, possible solutions, and recommendations. The process followed the City's traffic calming guidelines and focused on a grass-roots method for identifying solutions, as shown in **Figure 1**. Existing conditions data were collected to set the foundation for traffic conditions in the Eastside area. The data were presented at initial community meetings in October and November 2015. Community members discussed the traffic information and learned about potential traffic calming solutions. During the workshops, participants were encouraged to identify problems and potential treatments.



Figure 1: Projects Steps Taken

Fehr & Peers developed draft traffic calming solutions for the neighborhood, which integrated the comments from the community members and the data collected. These recommendations were then presented to the community at a meeting in February 2016, where community members were encouraged to share their thoughts about the recommendations. Fehr & Peers then prepared the final recommendations for the City based on input received at both of the community meetings. Community members are responsible for circulating petitions to gain support for the recommendations before individual traffic calming recommendations can be considered by the Transportation Commission and City Council.

This report outlines each of the key steps taken in the development of the Traffic Calming recommendations for the Eastside community.

2. EXISTING CONDITIONS

The Eastside community is bounded to the north by Fountain Avenue, to the south by Willoughby Avenue and Romaine Street, to the east by La Brea Avenue, and to the west by Fairfax Avenue. The project study area is illustrated in **Figure 3**.

Daily traffic volumes taken in 2014 on streets surrounding/within the study area are reported as vehicles per day (vpd) and are provided below rounded to the nearest hundred:

Highest volume roadways within the study area:

Santa Monica Boulevard: 45,500 vpd

Fountain Avenue: 35,600 vpd

• La Brea Avenue: 39,100 vpd

• Fairfax Avenue: 30,500 vpd

Neighborhood streets with over 2,000 vpd:

Gardner Street: 7,000 vpd

Willoughby Avenue: 5,400 vpd

Vista Avenue: 5,000 vpd

• Formosa Avenue: 2,700 vpd

Martel Avenue: 2,500 vpd

Curson Avenue: 2,200 vpd

Detroit Avenue: 2,200 vpd

Lexington Avenue: 2,100 vpd

• Orange Grove Avenue: 2,100 vpd





Figure 2. Sample Traffic Calming Devices

Traffic volumes for streets with less than 2,000 vpd are presented in **Figure 4**.

When traffic congestion builds on arterial streets, drivers sometimes divert onto the neighborhood streets within the Eastside community. A Citywide Engineering and Speed Survey was conducted in 2014 that collected daily traffic volumes and speeds for all streets within the city boundary. Based on the information collected, traffic volumes on the residential streets within Eastside are comparable to traffic volumes and speeds on residential streets throughout the City.





EASTSIDE NEIGHBORHOOD



EASTSIDE NEIGHBORHOOD

DAILY VEHICLE VOLUMES, 85TH PERCENTILE SPEED AND PEAK HOUR LEFT TURN COUNTS

As the Eastside neighborhood is located within an urbanized area, some drivers sometimes use residential streets in an attempt to avoid congestion. Some trips are due to drivers who are lost, others due to direction from navigation systems, and yet others are drivers who are familiar with the local street system. The goals of the traffic calming recommendations in this report are to manage the traffic regardless of its source, reduce cut-through volumes, and maintain 25 mph (85th percentile) speeds for all residential streets in the Eastside neighborhood.

Figure 4 illustrates the existing daily volumes within the neighborhood. As shown, daily traffic volumes range from a low of approximately 340 vpd on Greenacre Avenue to a high of 7,020 vpd on Gardner Street between Santa Monica Boulevard and Fountain Avenue. Daily traffic counts and 85th percentile speeds¹ were provided by the City as part of the Citywide Traffic Study. Peak hour volumes collected specifically for this project are provided in **Appendix A**.

Most streets within the Eastside community – with the exceptions of Fountain Avenue, Santa Monica Boulevard, Romaine Street, Willoughby Avenue, Fairfax Avenue and La Brea Avenue – are classified as residential streets with prima facie speed limits of 25 mph. As such, speed limit signs do not need to be posted for the speed limit to be enforced. Speed survey data collected citywide demonstrates that the 85th percentile speeds on the community's residential streets are generally at or below the speed limit. Although Willoughby Avenue and Romaine Street are classified as collectors by the City, they also maintain speed limits of 25 mph. However, several streets within the Eastside neighborhood do have 85th percentile speeds exceeding the posted or prima facie speed limit. Even on streets where the 85th percentile speeds are below the posted speed limit, some vehicles may travel at speeds that exceed the posted speed limit, causing concern amongst the residents. **Figure 4** illustrates the 85th percentile speeds for the Eastside community.

In addition, left turn counts were taken at several intersections along Santa Monica Boulevard and Fountain Avenue into the Eastside neighborhood. Turning counts were taken based on prevailing travel patterns (westbound in the AM peak period and eastbound in the PM peak period) to determine the prevalence of left turns from major streets onto neighborhood streets, which may be an indication of cut-through traffic. However, left-turn counts do not represent the number of cut-through drivers, as some drivers may have been accessing the neighborhood either as visitors or residents. The left-turn counts are shown in **Figure 4**.

Parking is permitted on both sides of all streets within the Eastside neighborhood with the exception of Romaine Street between Martel Avenue and Vista Street and in certain locations where angled parking exists. Permits are required for resident motorists to park on-street between 7:00 PM and 7:00 AM in most locations in residential areas. Parking restrictions vary by street, but for the most part, non-resident or commercial parking is restricted throughout the study areas. **Figure 5** displays average street widths within the study area and **Figure 6** shows the existing traffic control devices.

¹ 85th percentile speed is the speed at which 85% of the vehicles are traveling at that speed or less during an observation period. This speed is used to establish posted speed limits in accordance with the California Vehicle Code. Setting speeds lower than the 85th percentile speed can be considered a speed trap and speed limits may not be enforceable using radar speed detection.





Figure 5
EASTSIDE NEIGHBORHOOD
AVERAGE STREET WIDTH



EASTSIDE NEIGHBORHOOD TRAFFIC CONTROL TYPE BY INTERSECTION

OTHER CITY PROJECTS

The City is evaluating/considering development applications across the city, including projects in the Eastside. The following projects may produce additional transportation features that work in conjunction with the recommendations included in this Traffic Calming Study:

- **Development on the Eastside:** Several development projects are underway within the Eastside neighborhood:
 - 7300 Santa Monica Boulevard (under construction)
 - 7141 Santa Monica Blvd (under construction)
 - 1250 Fairfax Avenue (Approved)
 - 7811 Santa Monica Boulevard (under review)

As part of the City review process, new developments undergo a traffic impact analysis to quantify the level of traffic that a project will produce and appropriate mitigations the City may elect to implement.

- Eastside Community Plan: The Eastside Community Plan seeks to catalog and prioritize the needs of the Eastside neighborhood, develop implementation strategies, and make recommendations to City Council regarding implementation of the Plan.
- **Ped + Bike Mobility Plan Update:** The Plan Update will assess the City's pedestrian and bicycle network and facilities and develop recommendations to make West Hollywood a more inviting and comfortable place to walk and bike for residents and visitors alike.

3. COMMUNITY OUTREACH

MEETING #1: OCTOBER 15, 2015

The initial community meeting for the Eastside neighborhood was held on Monday, October 15, 2015 at 7:00 PM at the Plummer Park Community Center. The meeting was attended by approximately 20 residents. Notices for the meeting were mailed by City of West Hollywood staff to all addresses within the study area.

The workshop provided community members a venue to share their concerns about traffic speed and volume on residential streets in their community. Maps illustrating the existing traffic volumes and speeds in their neighborhood were provided for the participants to review and provide comments (**Figures 4, 5 and 6**).



Figure 7. Area of concern identified at community meeting.

The meeting began with a welcome by City staff and a brief presentation by Fehr & Peers. Residents provided feedback, identified concerns and proposed potential traffic calming solutions that could be installed in their community. The format included an open discussion amongst attendees of problems and ideas to improve conditions within the community. City staff and Fehr & Peers facilitated the discussion and documented the concerns and solutions that were raised. **Figures 7 and 8** depict feedback provided by meeting attendees.

Key issues raised by residents during the initial meeting include:

Traffic & Speeding in the Neighborhood

- Speeding/rude drivers in the neighborhood.
- Quality of life concern related to traffic in the neighborhood.
- Poinsettia Drive and Poinsettia Place as key cut-through streets with high speeds.
- Stop sign running at intersections throughout the neighborhood.
- Difficulty for residents from Greenacre Avenue when trying to exit the neighborhood, leading to residents cutting through an alley to Poinsettia Drive in order to exit at Fountain Avenue.
- High speeds and cut-through traffic on Detroit Avenue and Formosa Avenue between Fountain Avenue and La Brea Avenue.
- Congestion along Fountain Avenue and Santa Monica Boulevard causing people to turn into the neighborhood.

- Vehicles mistake Greenacre Avenue as a through street.
- High speeds on Vista Street north of Santa Monica Boulevard.
- High speeds on Vista Street south of Santa Monica Boulevard.
- High speeds on Spaulding Avenue north of Norton Avenue.

Development Concerns



Figure 8. Areas of concern and potential solutions provided by residents.

- New development on Santa Monica Boulevard may add traffic to the arterials and increase cut-through traffic.
- With the increase in trips from new development, additional signals maybe needed to help residents exit their local streets onto arterials.
- Construction fatigue related to new developments in the neighborhood.

<u>Driver Behavior/Enforcement</u>

- Additional enforcement for speeding is needed on neighborhood streets.
- Stop sign running at intersections throughout the neighborhood is frequent and dangerous.
- Visibility is a concern for vehicles turning onto Gardner Street and along the eastern portion of Lexington Avenue.

the conditions in the neighborhood. Several recommendations were made that the project team considered in developing the traffic calming plan including:

<u>Traffic Calming Ideas (within Neighborhood)</u>

- Adding a bulbout at the corner of Fountain Avenue & Formosa Avenue.
- Creating a cul-de-sac on Orange Grove Avenue between Fountain Avenue and Santa Monica Boulevard to eliminate the option of cut-through traffic.
- Installing a speed lump on Orange Grove Avenue between Fountain Avenue and Santa Monica Boulevard.
- Narrowing Vista Street south of Santa Monica Boulevard.
- Converting Vista Street north of Santa Monica Boulevard to one-way southbound south of Lexington Avenue and one-way northbound north of Lexington Avenue.
- Installing a traffic signal at Greenacre & Santa Monica Boulevard.
- Installing an all-way stop at the intersection of Hampton Avenue & Poinsettia Place.

<u>Traffic Flow Ideas (outside Neighborhood)</u>

- Narrowing Fountain Avenue between Ogden Drive and Spaulding Avenue to one lane in each direction.
- Reducing left turns from Fountain Avenue and Santa Monica Boulevard onto residential streets.

Participants were encouraged to mark up the maps provided and discuss their concerns with other members of their small groups.

MEETING #2: NOVEMBER 3, 2015

A second meeting was held at the Plummer Park Community Center to accommodate community members who were not able to attend the initial meeting due to conflicting City meetings. Seventeen community members attended the second meeting, of which eight were not present at the first meeting. Traffic concerns expressed at the second meeting were consistent with comments mentioned at the first meeting.

MEETING #3: FEBRUARY 29, 2016

A community meeting was held on February 29, 2016 at the Plummer Park Community Center to provide residents with an overview of the potential solutions that had been developed.

A brief presentation was given by the City and Fehr & Peers highlighting the recommended traffic calming treatments, as shown in **Figure 9**, and discussing the petition process. Following the presentation, participants were encouraged to ask questions and share their thoughts on the recommendations. There was general support for the recommendations in Figure 9 and residents asked that several additional solutions be analyzed that might alleviate the existing and potential traffic concerns in the Eastside neighborhood:

- Limiting access at the intersection of Poinsettia Place & Fountain Avenue so vehicles from Fountain Avenue would not be able to turn onto Poinsettia Place.
- Assessing the feasibility of eliminating left turns from Fountain Avenue and Santa Monica Boulevard at locations without turn pockets.
- Analyzing the type of signage and warning language that should be used near speed bumps and traffic circles.
- Evaluating the likely impact that installing pavement markings that imitate speed lumps would have on reducing vehicle speeds.

ELIMINATING SOUTHBOUND ACCESS AT POINSETTIA PLACE & FOUNTAIN AVENUE

Residents asked the project team to investigate the possibility of eliminating southbound access to Poinsettia Place from Fountain Avenue. Such a proposal would require drivers trying to access Poinsettia Drive or Poinsettia Place to do so via Santa Monica Boulevard. The partial closure at Poinsettia Place would require

vehicles to detour, either using adjacent residential streets or nearby arterials. Staff feels this is not an advisable treatment at this time for these reasons:

- Many drivers are likely to impact another residential street in order to travel southbound.
- Residents of Poinsettia Place and Poinsettia Drive would be significantly inconvenienced.

Staff recommends that the other treatments proposed for the neighborhood be implemented prior to this more aggressive approach being considered.

REDUCING LEFT TURNS FROM ARTERIAL TO NEIGHBORHOOD STREETS

Residents expressed concern that much of the congestion on Santa Monica Boulevard and Fountain Avenue can be attributed to vehicles turning left where there are no designated left-turn lanes. Residents asked that the project team investigate the feasibility of prohibiting left turns in locations without turn pockets, and how this might impact congestion. Adding additional left-turn pockets without removing parking is not possible at most intersections on Santa Monica Boulevard and Fountain Avenue. Prohibiting left turns at locations without turn pockets would greatly increase the difficulty of accessing several streets (Poinsettia Place, Spaulding Avenue, Ogden Drive and Orange Grove Avenue) that do not have left-turn pockets at the intersections with either Fountain Avenue or Santa Monica Boulevard. Finally, the streets with turn pockets would experience greater demand and congestion, increasing traffic volumes on residential streets. Shifting traffic from one residential street to another is not consistent with the City's Neighborhood Traffic Management Plan policies. Therefore, staff recommends this only be considered after the other proposals are implemented, as discussed in Chapter 4.

SIGNAGE AND PAVEMENT MARKINGS

Installing additional signage or pavement markings can help to alert motorist as they approach speed lumps or traffic circles, but should also be balanced with the aesthetic wishes of residents. Signage and pavement markings are low-cost supplements to other treatments, but their effectiveness varies based on context. Measures such as radar speed feedback signs, speed limit signs and pavement markings and signs announcing that motorist are entering a traffic calming area are discussed in more detail below. Due to both the low cost and relative ease at which they can be added or removed, staff recommends trial installations of additional signage and pavement markings to determine their effectiveness. Staff will work with adjacent residents during the design phase (if concepts are approved) on specific signage and marking treatments. Staff is willing to experiment on these items within the Eastside neighborhood.



Figure 9
EASTSIDE NEIGHBORHOOD

IMITATION SPEED LUMPS

Residents expressed concerns regarding the amount of noise created by vehicles driving over speed lumps. One alternative is to replace some speed lumps with pavement markings that look like speed lumps. This type of treatment is usually done in pairs, with one set of speed lumps when a driver first enters a residential street and an imitation speed lump later in the block. Pavement markings that imitate speed lumps are only effective at reducing speeds for motorists who are infrequent users of a street. Once a motorist realizes that the pavement markings are not accompanied by an actual speed lump, they will not reduce their speed. Therefore, these staff does not recommend installation of an imitation speed lump within the neighborhood.

Based on the comments received at the workshop, minor modifications to the traffic calming recommendations were made as summarized in the recommendations and conclusion sections of this report.

4. RECOMMENDATIONS & COST ESTIMATES

RECOMMENDATIONS

The recommendations for traffic calming in the Eastside community were developed based on the assessment of existing data collected, field observations and community input. Input from both community meetings helped the team identify the key traffic-related issues in the community.

Concerns were raised about traffic on the major arterials surrounding this neighborhood, but because the City's traffic calming program aims to reduce cut-through and speed on *residential streets* and is not designed to address traffic congestion on major arterials, the following recommendations are targeted towards the residential streets.

As a robust, vibrant, and economically thriving community, West Hollywood suffers from traffic generated within and moving through the City. Treatments are possible along Fountain Avenue, Santa Monica Boulevard, La Brea Avenue and Fairfax Avenue that may aid in reducing congestion and/or improving pedestrian safety. However, these are outside the scope of this plan and addressed in other City processes.

By installing traffic calming devices in the Eastside neighborhood, the attractiveness of cutting through would be reduced and therefore more vehicles would remain on the major arterials. The traffic calming tools identified will both slow traffic speeds and reduce the traffic volumes on the streets identified during the first community workshop.

Figures 10 and 11 show examples of traffic circles and speed lumps, the devices being recommended. Detailed descriptions of the recommendations and estimated costs to construct these devices are provided in in the following section of this report.



Figure 10. Example of a Speed Lump



Figure 11. Example of a Traffic Circle

Orange Grove Avenue: Orange Grove Avenue is a north/south street that extends through the Eastside neighborhood and carries 2,100 vpd between Santa Monica Boulevard and Fountain Avenue. The 85th percentile speed along Orange Grove Avenue in this area is 22 mph. Although the street is primarily residential, it does provide access to a school, public parking lot and egress for the SanFair Shopping Center (Whole Foods). However, the varying width of the street and on-street parking combined with the higher traffic volume warrant consideration for potential volume reducing measures. **Therefore, two sets of speed lumps are recommended between Fountain Avenue and Santa Monica Boulevard.**

Ogden Drive: Ogden Drive is a north/south street that extends through the Eastside neighborhood. The street currently carries 1,800 vpd. The 85th percentile speed along Ogden Drive in this area is 26 mph, which is just above the prima facie speed limit of 25 mph. The current 85th percentile speeds and the lack of traffic controls between Santa Monica Boulevard and Fountain Avenue warrant consideration for potential speed reducing devices. **Therefore, two sets of speed lumps are recommended between Fountain Avenue and Santa Monica Boulevard.**

Genesee Avenue: Genesee Avenue is a north/south street that extends through the Eastside neighborhood and carries 1,600 vpd between Lexington Avenue and Hampton Avenue. The 85th percentile speed along Genesee Avenue in this area is 22 mph. Community members indicated that the portion of Genesee Avenue between Hampton Avenue and Norton Avenue was an area of concern. **Therefore, two sets of speed lumps are recommended on Genesee Avenue between Hampton Avenue and Norton Avenue.**

Spaulding Avenue: Spaulding Avenue is a north/south street that extends through the Eastside neighborhood and carries 1,200 vpd between Lexington Avenue and Hampton Avenue. The 85th percentile speed along Spaulding Avenue in this area is 20 mph. Community members highlighted the portion of Spaulding Avenue between Fountain Avenue and Santa Monica Boulevard as a cut-through street. **Therefore, a traffic circle is recommended at the intersection of Spaulding Avenue & Lexington Avenue.**

Curson Avenue: Curson Avenue is a north/south street that extends through the Eastside neighborhood and carries 1,700 vpd between Lexington Avenue and Hampton Avenue. The 85th percentile speed along this portion of Curson Avenue in this area is 21 mph. Community members at the first meeting highlighted the intersections with Norton Avenue, Lexington Avenue and Hampton Avenue as areas of concern. **Therefore, traffic circles are recommended at the intersections of Curson Avenue & Norton Avenue and Curson Avenue & Hampton Avenue.**

Curson Avenue south of Santa Monica Boulevard carries 2,300 vpd with an 85th percentile speed of 26 mph, which is just above the prima facie speed limit of 25 mph. **Due to the high volumes and speeds along Curson Avenue, two sets of speed lumps are recommended between Santa Monica Boulevard and Willoughby Avenue.**

Gardner Street: Gardner Street is a north/south street that extends through the Eastside neighborhood and carries 7,000 vpd between Lexington Avenue and Hampton Avenue, the highest of any residential street in the study area. The 85th percentile speed along Gardner Street in this area is 26 mph, which is just above the prima facie speed limit of 25 mph. Community members highlighted the intersections with Lexington Avenue as an area of concern and the portion of Gardner Street between Santa Monica Boulevard and Fountain

Avenue as a cut-through street. Therefore, a traffic circle is recommended at the intersection of Gardner Street & Lexington Avenue.

Vista Street: Vista Street is a north/south street that extends through the Eastside neighborhood and carries 1,400 vpd between Lexington Avenue and Santa Monica Boulevard. The 85th percentile speed along Vista Street in this area is 22 mph. Community members highlighted the portion of Vista Street between Santa Monica Boulevard and Fountain Avenue as an area of concern. **Therefore, two sets of speed lumps are recommended on Vista Street between Santa Monica Boulevard and Fountain Avenue.**

Fuller Avenue: Fuller Avenue is a north/south street that extends through the Eastside neighborhood and carries 2,000 vpd between Fountain Avenue and Santa Monica Boulevard. The 85th percentile speed along Gardner Street in this area is 27 mph, which is just above the prima facie speed limit of 25 mph. **Due to the high volumes and speeds along Fuller Avenue, two sets of speed lumps are recommended between Fountain Avenue and Santa Monica Boulevard.**

Greenacre Avenue: Greenacre Avenue is a north/south street that extends north from Santa Monica Boulevard approximately 1,000 feet until a cul-de-sac at the end of the street. The street carries 300 vpd with an 85th percentile speed of 26 mph, which is just above the prima facie speed limit of 25 mph. **Due to the speeds along Greenacre Avenue, one set of speed lumps is recommended north of Santa Monica Boulevard.**

Poinsettia Drive: Poinsettia Drive is a north/south street that extends from Hampton Avenue to Santa Monica Boulevard and carries 1,400 vpd with an average speed of 25 mph. The street was highlighted by community members as a cut-through street with high speeds. **Therefore, one set of speed lumps is recommended on Poinsettia Drive between Santa Monica Boulevard and Hampton Avenue.**

Poinsettia Place: Poinsettia Place is a north/south street that extends through the Eastside neighborhood and carries 1,100 vpd between Hampton Avenue and Santa Monica Boulevard. The 85th percentile speed along Gardner Street in this area is 23 mph. Community members indicated that the street is a cut-through street with high speeds. In addition, the intersection between Poinsettia Place and Hampton Avenue was highlighted as an area of concern. **Therefore, one set of speed lumps is recommended on Poinsettia Place between Santa Monica Boulevard and Hampton Avenue. In addition, staff will move forward with the installation of all-way stop sign control at the intersection of Poinsettia Place & Hampton Avenue. The installation of stop signs does not require a petition process.**

Martel Avenue: Martel Avenue is a north/south street that extends south from Santa Monica Boulevard. The street carries 2,500 vpd with an 85th percentile speed of 24 mph. Due to the high volumes along Martel Avenue, one set of speed lumps is recommended between Romaine Street and Santa Monica Boulevard.

Table 1 summarizes the street segments where traffic calming treatments are being proposed.

TABLE 1: STREET SEGMENT VPD, 85TH PERCENTILE SPEED AND PROPOSED TREATMENTS

Street	Segment	Vehicles per Day	85 th Percentile Speed (mph)	Proposed Treatment
Orange Grove Avenue	Fountain Avenue to Santa Monica Boulevard	2,100	22	Two sets of speed lumps
Ogden Drive	Fountain Avenue to Santa Monica Boulevard	1,800	26	Two sets of speed lumps
Genesee Avenue	Hampton Avenue to Hampton Avenue	1,600	22	Two sets of speed lumps
Spaulding Avenue	Lexington Avenue to Hampton Avenue	1,200	20	Traffic Circles at Lexington Avenue
Curson Avenue	Norton Avenue to Hampton Avenue	1,700	21	Traffic Circles at Norton Avenue and Hampton Avenue
Curson Avenue	Santa Monica Boulevard to Willoughby Avenue	2,300	26	Two sets of speed lumps
Gardner Street	Lexington Avenue to Hampton Avenue	7,000	26	Traffic Circle at Lexington Avenue
Vista Street	Fountain Avenue to Santa Monica Boulevard	1,400	22	Two sets of speed lumps
Fuller Avenue	Fountain Avenue to Santa Monica Boulevard	2,000	27	Two sets of speed lumps
Greenacre Avenue	North of Santa Monica Boulevard	300	26	One set of speed lumps

Poinsettia Drive	Hampton Avenue to Santa Monica Boulevard	1,400	25	One set of speed lumps
Poinsettia Place	Hampton Avenue to Santa Monica Boulevard	1,100	23	One set of speed lumps
Martel Avenue	Romaine Street to Santa Monica Boulevard	2,500	24	One set of speed lumps

IMPLEMENTATION AND TESTING

Following the collection of petitions that demonstrate a majority community support, Transportation Commission review, and approval by City Council, elements of the traffic calming plan may be temporarily implemented in the community. These temporary measures will allow for evaluation of the effectiveness of the traffic calming measures, changes in traffic patterns as a result of implementation, and assessment of community support or concerns about the installed devices. The temporary traffic calming devices may be tested for a period of two to six months, followed by potential modification or relocation during the testing period as necessary in order to fully vet the impacts and benefits of each device.

During the testing period, the City will collect speed and traffic volume data near the location of the temporary installations. Should the implementation of the temporary traffic calming devices result in diversion on parallel or adjoining streets, the City will review the overall traffic calming plan and adjacent plans to determine if measures are planned for the community as a whole to offset those impacts. If diversion is occurring on routes where traffic calming is not planned, then additional traffic calming measures may be recommended and tested to reduce potential increases in traffic or speed on these local streets. The City will work with the community to resolve potential issues prior to installing permanent devices in the Eastside neighborhood.

COST ESTIMATES

Based on the final traffic calming recommendations outlined in this section, cost estimates were prepared for the study area. **Table 2** summarizes the estimated costs to construct the recommendations. The traffic calming elements identified in **Figure 10** have a collective construction cost of approximately **\$241,000** to install, which does not include costs to relocate utilities, acquire right-of-way, landscape or irrigate, or provide for long-term maintenance. **The cost does not include a 25% contingency.**

None of the devices recommended will likely need additional environmental review. Therefore, the estimated cost does not include environmental studies or final design costs. It is assumed that typical design drawings can be used to design and construct most of these elements.

To establish the costs of the traffic calming concept plan, typical costs were used for each of the devices recommended based on the following:

Neighborhood Traffic Circles: \$40,000 per intersection/\$50,000 including contingency

Speed Lumps: \$5,000 per lump/\$6,250 including contingency

Stop Sign: \$1,000 per intersection, \$1,250 including contingency

TABLE 2: FINAL TRAFFIC CALMING RECOMMENDATIONS AND ESTIMATED CONSTRUCTION COSTS

	Recommendation	Purpose	Anticipated Benefit	Estimated Base Cost	Estimated Cost with 25% Contingency
1.	Install neighborhood traffic circles and high-visibility crosswalks along Curson Avenue at Hampton Avenue and Norton Avenue, Spaulding Avenue at Lexington Avenue, and Gardner Street at Lexington Avenue (four total).	Narrow intersections and reduce traffic speeds through intersections. Existing stop signs will remain in place with circles.	Shown to improve safety while reducing speeds at intersections and between circles. Visual impedance helps discourage cutthrough traffic.	\$160,000	\$200,000
2.	Install speed lumps along Orange Grove Avenue (two), Ogden Drive (two), Genesee Avenue (two) Vista Street (two), Fuller Avenue (two), Greenacre Avenue (one), Poinsettia Drive (one), Poinsettia Place (one), Curson Avenue (two) and Martel Avenue (one). A total of 16 speed lumps are proposed.	Reduce traffic speed and discourage cut- through traffic.	Reduces speed, which will also discourage cut- through traffic. Speed lumps are more favorable than humps for emergency vehicles.	\$80,000	\$100,000
3.	Install all-way stop signs and road markings at the intersection of Poinsettia Place and Hampton Avenue.	Increase safety by requiring all vehicles at intersection to stop before proceeding.	Reduces speed for vehicles traveling northbound, which will also discourage cut-through traffic in this direction. All-way stop will also facilitate easier crossing for pedestrians.	\$1,000	\$1,250
TOTAL ESTIMATED RELATED COSTS			\$241,000	\$301,250	

OTHER MEASURES

In addition to the specific recommendations included in **Figure 10**, several supporting improvements could be installed, without a community survey or additional analysis, to address speeding and cut-through issues:

Radar Speed Feedback Signs: Radar speed feedback signs provide drivers an instant response to their existing speed along a roadway. Coupled with a speed limit sign, these devices inform the driver if he or she is exceeding the speed limit. Speed trailers or pole mounted devices, installed on a temporary or rotational basis, can be effective at slowing drivers down and increasing driver awareness of travel Figure 12. Speed Feedback Sign



speed. Long-term installation tends to be less effective, particularly in residential areas as drivers become accustomed to seeing the signs.

- Install Speed Limit Signs and Pavement Markings: Although the majority of the reported speeds within the community were within the 25 mph prima facie speed limit, installation of speed limit signs at key entry points would enforce the residential neighborhood speeds.
- Traffic Calmed Area Signs: In lieu of or in conjunction with speed limit signs, it is also feasible to install "Traffic Calming Devices Ahead" of "Traffic Calming Area" signs at key entry points to enforce the slower residential speeds desirable within the community.

Improve Traffic Signal Timing and Operations Surrounding



the Study Area: The City of West Hollywood and City of Los Angeles maintain the traffic signals surrounding the Eastside Figure 13. Traffic Calming Sign

community, and continually monitor performance to improve traffic flow. Continued monitoring is recommended to reduce the potential for cut-through traffic through Eastside.

Improve Pedestrian and Bicycle Access within the Eastside neighborhood: An additional way to decrease the traffic congestion surrounding the Eastside community is to reduce the reliance on autos and encourage more pedestrian and bicycle trips. The City is currently updating the Pedestrian & Bicycle Mobility Plan, which will provide specific recommendations for the Eastside.

Some of these improvements may be implemented as part of other City projects. Traffic signal improvements, timing and pedestrian treatments are not included in the Traffic Calming program and would therefore be funded through other City resources.

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5. NEXT STEPS

This report summarizes the traffic calming recommendations for the Eastside community. Approval of the plan, funding and implementation of the improvements are the subsequent steps of this project. As the planning process concludes with this report, City of West Hollywood staff will present the report to the Transportation Commission and City Council as an informational item.

Following the presentation to Transportation Commission and City Council, community members will be tasked with circulating petitions within their community for the recommended traffic calming devices. The majority of the residents within the sphere of influence of the traffic calmed area (51% or more) will need to sign the petition in order for the City Council to consider implementation of the devices within that area.

APPENDIX A:

TRAFFIC COUNTS























