

From: Miguel Nunez <M.Nunez@fehrandpeers.com>
Sent time: 11/19/2019 12:10:04 PM
To: Eduardo Hermoso <eduardo.hermoso@lacity.org>
Cc: Eddie Guerrero <eddie.guerrero@lacity.org>; Tom Gaul <T.Gaul@fehrandpeers.com>; Wes Pringle <wes.pringle@lacity.org>
Subject: RE: Revised MOU for Hollywood Center
Attachments: HC_MOU_TAG.pdf Draft HC.eml

Hi Eduardo,

I wanted to follow-up and offer a new set of options to touch base since you were not in the office yesterday. Are you free to talk at any of these times:

- Today at 1:30PM
- Tomorrow before 2PM
- Thursday at 9AM, 11AM, 1:30PM, or 2PM

I'm attaching the MOU and a draft document to assist in our discussion. Let me know what works for you. Thanks.

Regards,
Miguel

Miguel Núñez, AICP
Senior Associate

FEHR PEERS

Los Angeles

600 Wilshire Blvd, Suite 1050
Los Angeles, CA 90017
(213) 261-3050

From: Wes Pringle <wes.pringle@lacity.org>
Sent: Monday, November 18, 2019 7:48 AM
To: Miguel Nunez <M.Nunez@fehrandpeers.com>
Cc: Eddie Guerrero <eddie.guerrero@lacity.org>; Tom Gaul <T.Gaul@fehrandpeers.com>; Eduardo Hermoso <eduardo.hermoso@lacity.org>
Subject: Re: Revised MOU for Hollywood Center

Hi Miguel,

Eduardo Hermoso, copied here, will be reviewing the MOU.

Wes

On Thu, Nov 14, 2019 at 5:17 PM Miguel Nunez <M.Nunez@fehrandpeers.com> wrote:

Hi Wes and Eddie,

We are submitting a revised MOU for the Hollywood Center project. The prior MOU was approved in December 2018. This MOU switches to the new format and MVT metrics based on the anticipated timing of project approvals. Please review and let us know if you have any questions or comments. Thank you.

Regards,
Miguel

Miguel Núñez, AICP
Senior Associate

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Wes Pringle, P.E.

Transportation Engineer/Metro Development
Review/100 S. Main St, 9th Floor/Los Angeles, CA
90012

Los Angeles Department of Transportation
213.972.8482



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Transportation Assessment Memorandum of Understanding (MOU)

This MOU acknowledges that the Transportation Assessment for the following Project will be prepared in accordance with the latest version of LADOT's Transportation Assessment Guidelines:

I. PROJECT INFORMATION

Project Name: Hollywood Center

Project Address: 1720, 1749, 1750, and 1770 Vine Street, 1770 Ivar Avenue, 1733 North Argyle Avenue

Project Description: See Attachment A

LADOT Project Case Number: _____ Project Site Plan attached? (Required) Yes No

II. TRIP GENERATION

See Figures 1A-1D for site plans

Geographic Distribution: N _____ % S _____ % E _____ % W _____ %

Illustration of Project trip distribution percentages at Study intersections attached? (Required) Yes No

See Figures 2A, 2B, and 2C for distribution percentages developed with use of Los Angeles City Travel Demand Model

Trip Generation Rate(s): ITE 10th Edition / Other Senior Housing from LA TAG

Trip Generation Adjustment <i>(Exact amount of credit subject to approval by LADOT)</i>	Yes	No
Transit Usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Transportation Demand Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Existing Active Land Use	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Previous Land Use	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Internal Trip	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pass-By Trip	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Trip generation table including a description of the proposed land uses, ITE rates, estimated morning and afternoon peak hour volumes (ins/outs/totals), proposed trip credits, etc. attached? (Required) Yes No

	<u>IN</u>	<u>OUT</u>	<u>TOTAL</u>	
AM Trips	_____	_____	_____	See Tables 1A, 1B, and 1C
PM Trips	_____	_____	_____	

Daily Trips <u>3,866 (Residential Scenario); 4,505 (Hotel Scenario)</u> (From VMT Calculator)
--

III. STUDY AREA AND ASSUMPTIONS

Project Buildout Year: 2027/2040 Ambient Growth Rate: 0.4 % Per Yr.

Related Projects List, researched by the consultant and approved by LADOT, attached? See Table 2 and Figure 3
(Required) Yes No

Map of Study Intersections/Segments attached? Yes No

See Tables 3A-3B and Figure 4

STUDY INTERSECTIONS (May be subject to LADOT revision after access, safety and circulation analysis)

1 _____ 3 _____
2 _____ 4 _____

Is this Project located on a street within the High Injury Network? Yes No

IV. ACCESS ASSESSMENT


Is the project on a lot that is 0.5-acre or more in total gross area? Yes No

Is the project's frontage 250 linear feet or more along an Avenue or Boulevard as classified by the City's General Plan? Yes No

Is the project's building frontage encompassing an entire block along an Avenue or Boulevard as classified by the City's General Plan? Yes No

V. CONTACT INFORMATION

	<u>CONSULTANT</u>	<u>DEVELOPER</u>
Name:	<u>Fehr & Peers</u>	_____
Address:	<u>600 Wilshire Blvd, Suite 1050</u>	_____
Phone Number:	<u>(213) 261-3050</u>	_____
E-Mail:	<u>m.nunez@fehrandpeers.com</u>	_____

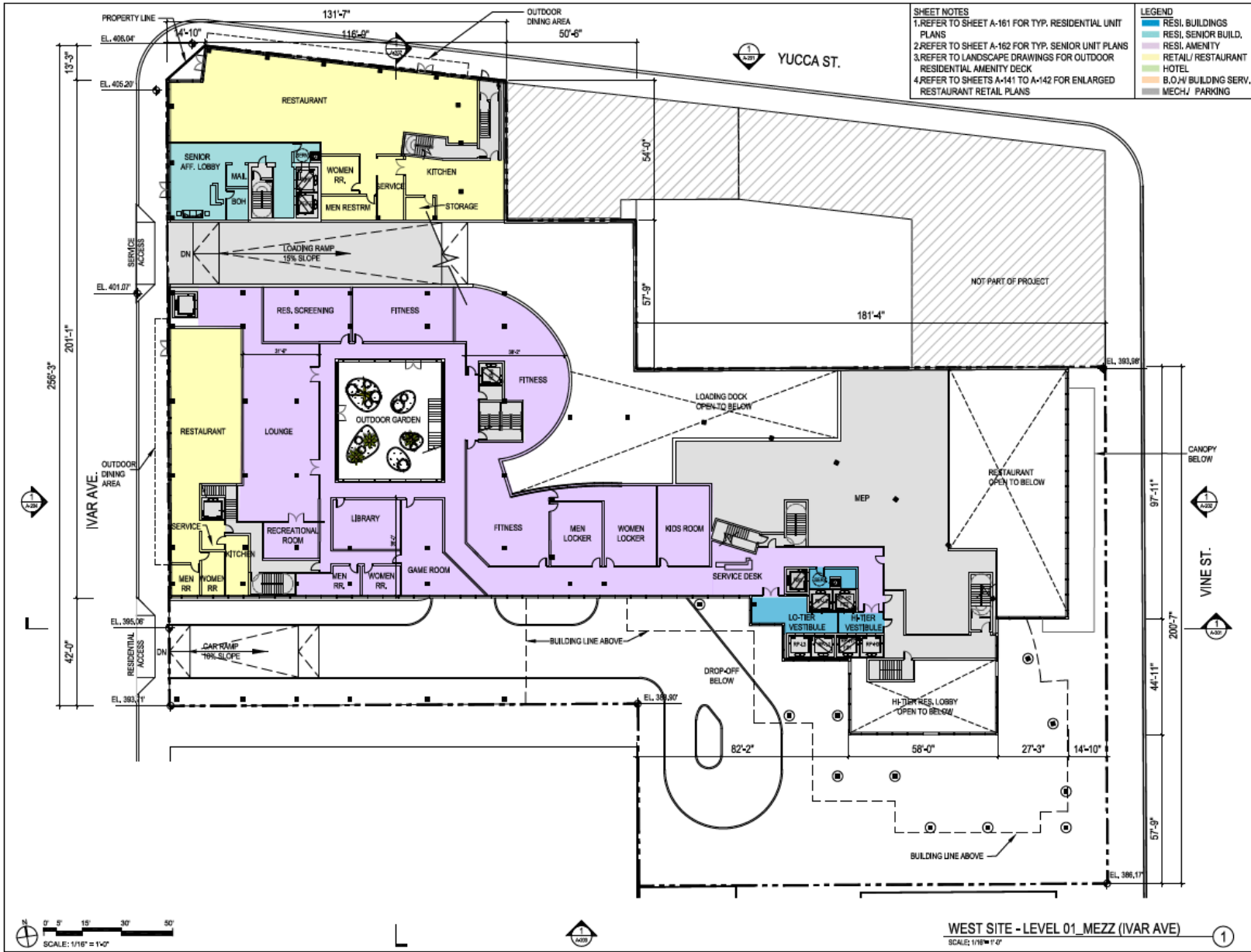
Approved by: x  _____ <div style="text-align: center; font-size: small;">Consultant's Representative</div>	_____ <div style="text-align: center; font-size: small;">Date</div>	11/11/19 x _____ <div style="text-align: center; font-size: small;">Date</div>	_____ <div style="text-align: center; font-size: small;">LADOT Representative</div>	_____ <div style="text-align: center; font-size: small;">*Date</div>
--	--	---	--	---

*MOUs are generally valid for two years after signing. If after two years a transportation assessment has not been submitted to LADOT, the developer's representative shall check with the appropriate LADOT office to determine if the terms of this MOU are still valid or if a new MOU is needed.

ATTACHMENT A: HOLLYWOOD CENTER PROJECT

The development would be comprised of a new mixed-use development (Project) on an approximately 4.46-acre site (Project Site) in the Hollywood Community Plan (Community Plan) area of the City of Los Angeles (City). The existing Capitol Records Complex, composed of the Capitol Records Building and the Gogerty Building, would be preserved although portions of its supporting parking area would be altered. Other existing uses on the Project Site would be removed in order to develop a mix of land uses, including residential uses (market-rate and senior affordable housing units), commercial uses, parking, and associated landscape and open space amenities. Four new buildings are proposed, including a 35-story “West Building,” a 46-story “East Building,” and two 11-story senior buildings set aside for extremely-low and very-low income households (one building on each site). The Project would include 1,005 residential dwelling units (872 market-rate units and 133 senior affordable housing units) totaling approximately 1,256,974 square feet of residential floor area, approximately 30,176 square feet of commercial floor area (retail and restaurant uses), approximately 120,175 square feet of common and private residential and publically accessible open space, 1,521 vehicle parking spaces, and 551 bicycle parking spaces. The Project would have a floor-area ratio (FAR) of 6.975:1, which includes the existing 114,303 square foot Capitol Records Complex.

Under a proposed Hotel Option associated with the East Site, in lieu of the East Building Residential development described above, the Hotel Option would replace 104 of the market-rate units with a 220 room hotel such that the proposed Project would contain 220 hotel rooms and 319 market-rate residential housing units (there would be no change to the building height and massing for the East Building). Under the Hotel Option, the senior housing building on the East Site would be reduced from 11 stories to 9 stories and would contain 48 affordable housing units. There would be no change to the West Site described above under the Hotel Option. Thus, under the Hotel Option, the Project would include 884 residential dwelling units (768 market-rate units and 116 senior affordable housing units) totaling approximately 1,112,287 square feet of residential floor area, a 220-room hotel totaling approximately 130,278 square feet of floor area, 30,176 square feet of other commercial floor area, 120,175 square feet of common and private residential and publically accessible open space, 1,521 vehicle parking spaces, and 554 bicycle parking spaces.



HOLLYWOOD CENTER

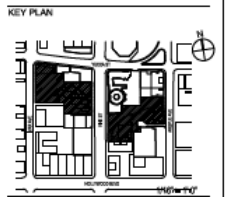
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NO.	DATE	ISSUANCE
1	APRIL 2018	ENTITLEMENT SUBMISSION



DRAWING TITLE:
 WEST SITE -
 LEVEL 01_MEZZ
 (IVAR)

DRAWING NO:
A-107

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Figure 1A
 Site Plan: West Site (Level 1, Mezzanine)

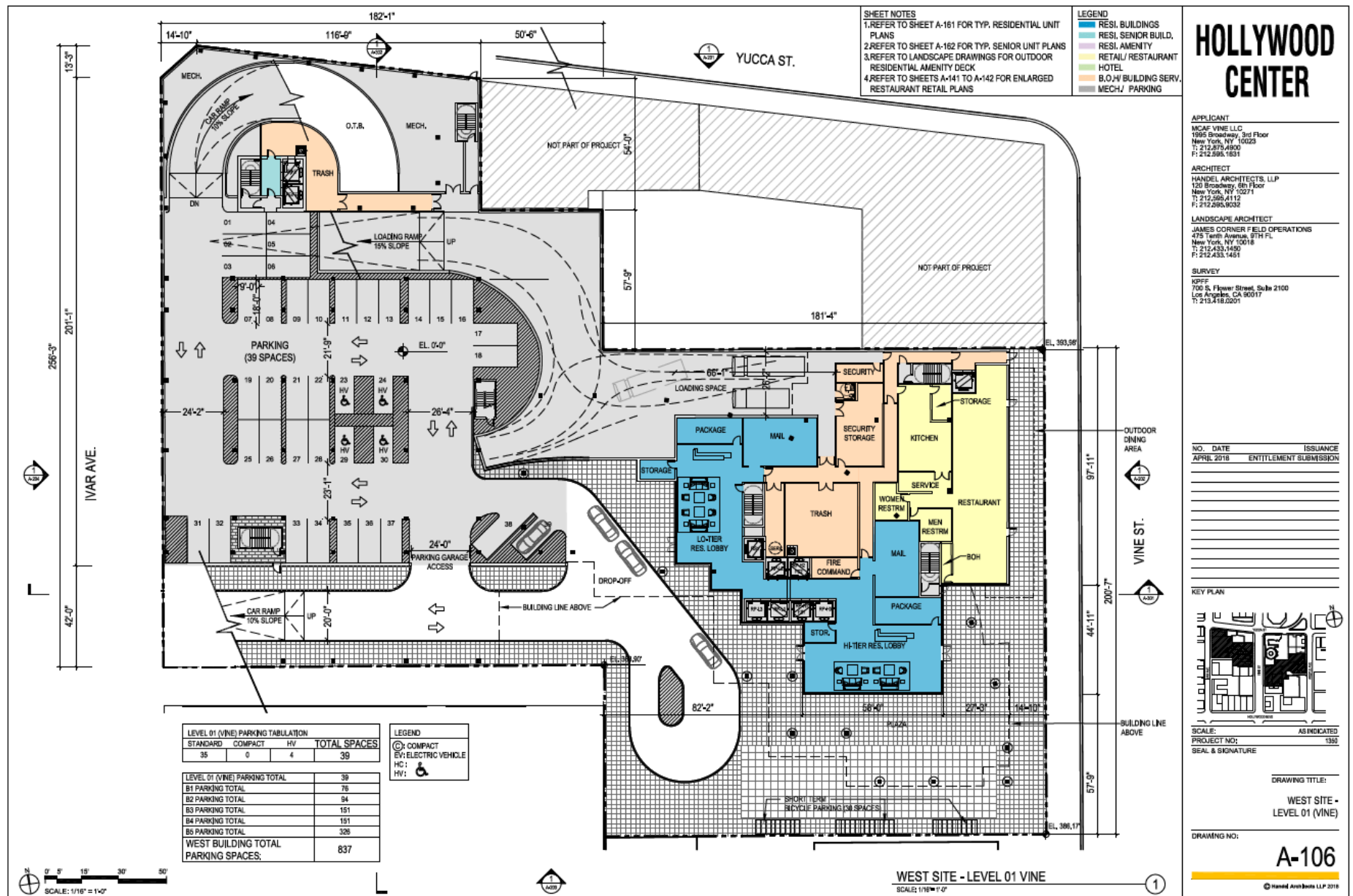
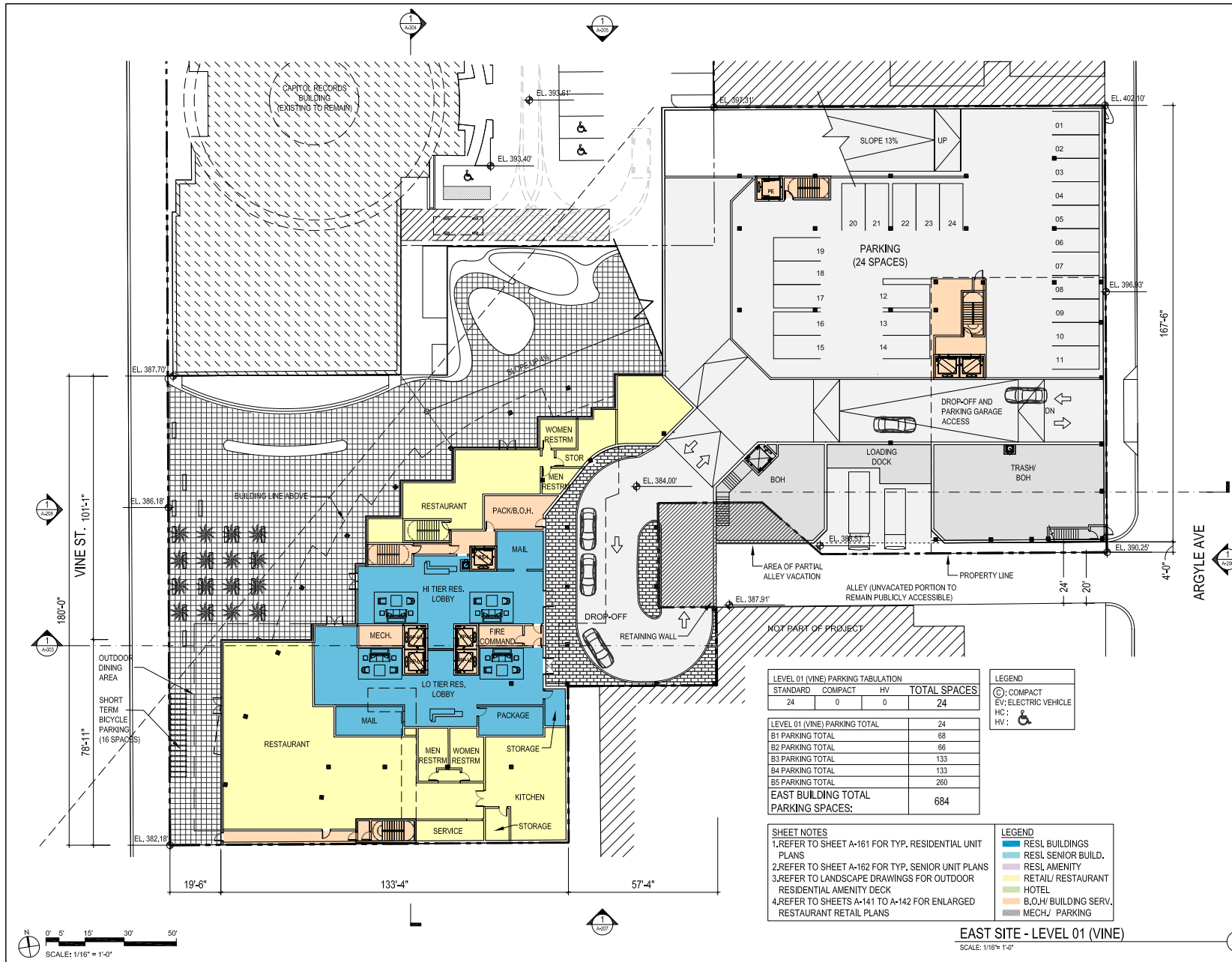


Figure 1B
 Site Plan: West Site (Level 1)



LEVEL 01 (VINE) PARKING TABULATION

STANDARD	COMPACT	HV	TOTAL SPACES
24	0	0	24
LEVEL 01 (VINE) PARKING TOTAL			
B1 PARKING TOTAL 68			
B2 PARKING TOTAL 66			
B3 PARKING TOTAL 133			
B4 PARKING TOTAL 133			
B5 PARKING TOTAL 280			
EAST BUILDING TOTAL PARKING SPACES: 684			

- SHEET NOTES**
1. REFER TO SHEET A-161 FOR TYP. RESIDENTIAL UNIT PLANS
 2. REFER TO SHEET A-162 FOR TYP. SENIOR UNIT PLANS
 3. REFER TO LANDSCAPE DRAWINGS FOR OUTDOOR RESIDENTIAL AMENITY DECK
 4. REFER TO SHEETS A-141 TO A-142 FOR ENLARGED RESTAURANT RETAIL PLANS

LEGEND

- ⊙: COMPACT
- EV: ELECTRIC VEHICLE
- HC: ♿
- HV: ♿

LEGEND

- RESI. BUILDINGS
- RESI. SENIOR BUILD.
- RESI. AMENITY
- RETAIL/ RESTAURANT
- HOTEL
- B.O.H./ BUILDING SERV.
- MECH./ PARKING

EAST SITE - LEVEL 01 (VINE)
SCALE: 1/16" = 1'-0"

HOLLYWOOD CENTER

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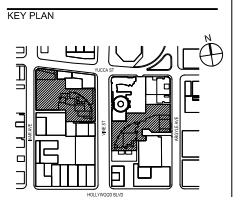
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NO. DATE ISSUANCE

1	APRIL 2018	ENTITLEMENT SUBMISSION
2	11/05/2019	ARGYLE ACCESS REDESIGN



SCALE: AS INDICATED
PROJECT NO: 1350
SEAL & SIGNATURE

DRAWING TITLE:
EAST SITE - LEVEL 01 (VINE)

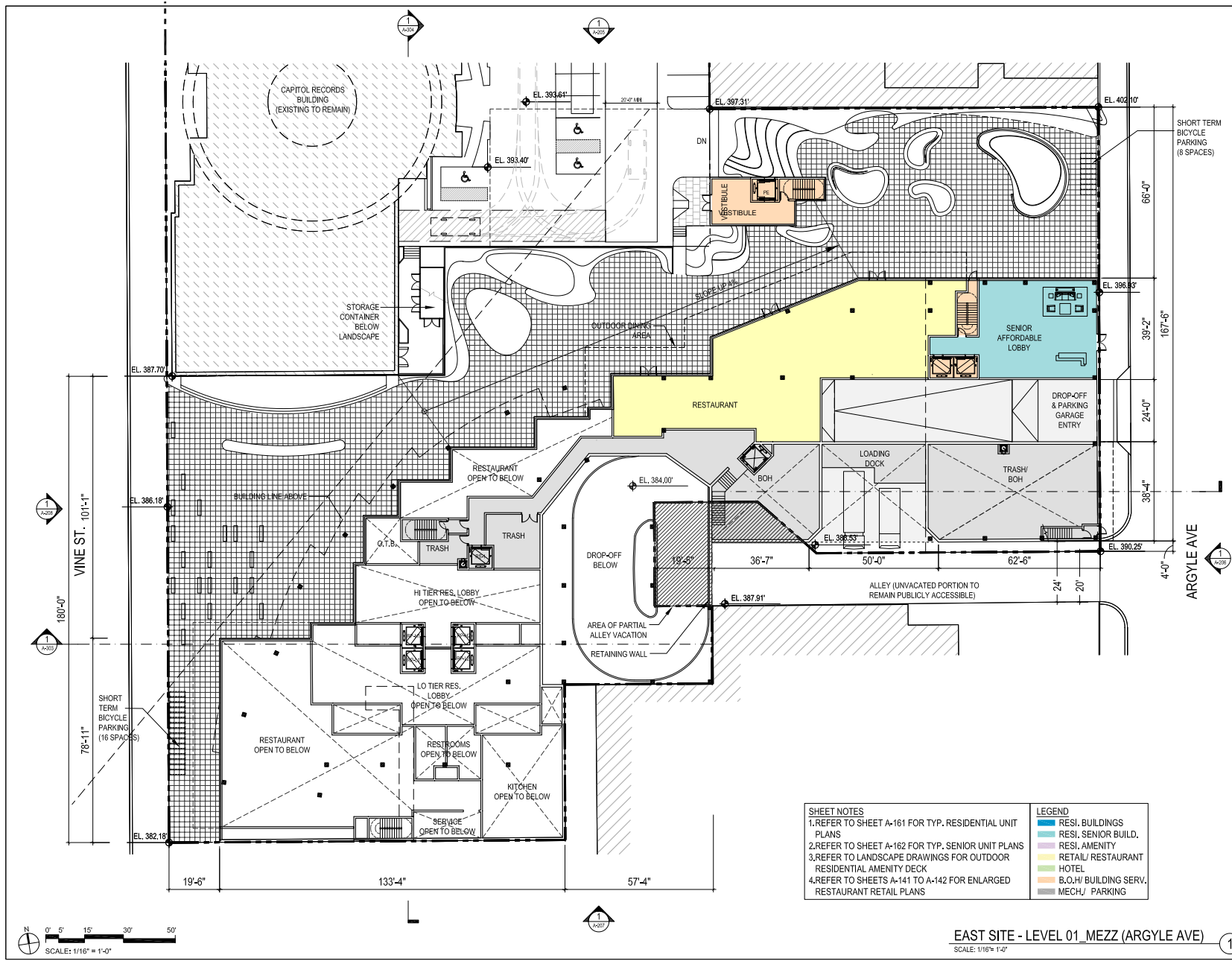
DRAWING NO:
A-126

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Source: Handel Architects



Figure 1C
Site Plan: East Site (Level 1)



HOLLYWOOD CENTER

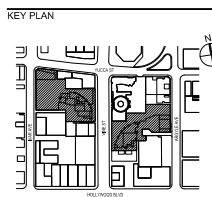
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1	APRIL 2018	ENTITLEMENT SUBMISSION
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SCALE: AS INDICATED
 PROJECT NO: 1350
 SEAL & SIGNATURE

DRAWING TITLE:
 EAST SITE -
 LEVEL 01_MEZZ
 (ARGYLE)

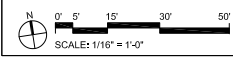
DRAWING NO:
A-127
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SHEET NOTES

- REFER TO SHEET A-161 FOR TYP. RESIDENTIAL UNIT PLANS
- REFER TO SHEET A-162 FOR TYP. SENIOR UNIT PLANS
- REFER TO LANDSCAPE DRAWINGS FOR OUTDOOR RESIDENTIAL AMENITY DECK
- REFER TO SHEETS A-141 TO A-142 FOR ENLARGED RESTAURANT RETAIL PLANS

LEGEND

- RESL. BUILDINGS
- RESL. SENIOR BUILD.
- RESL. AMENITY
- RETAIL/ RESTAURANT
- HOTEL
- B.O./H/ BUILDING SERV.
- MECH./ PARKING

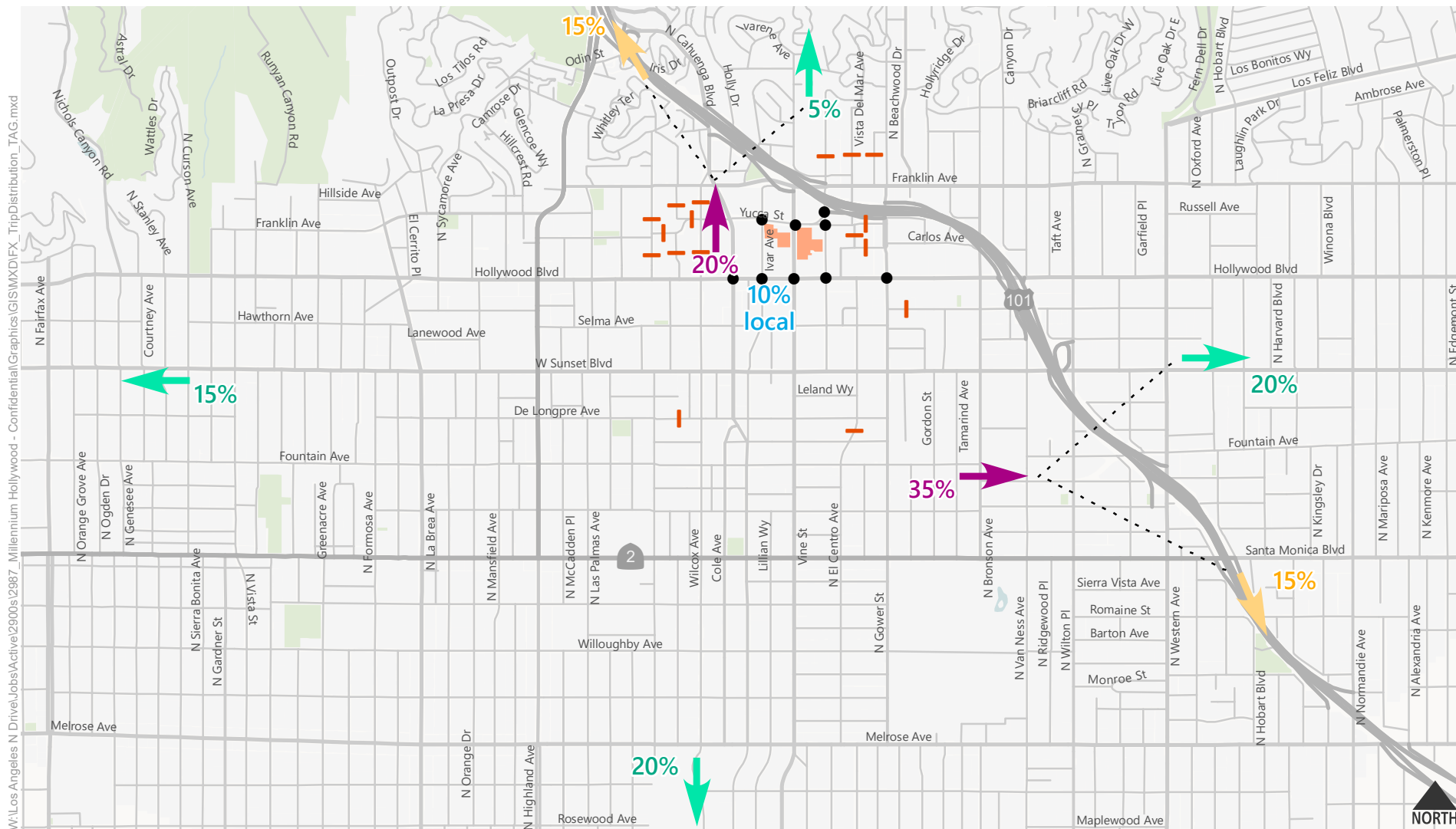


EAST SITE - LEVEL 01_MEZZ (ARGYLE AVE) ①
 SCALE: 1/16" = 1'-0"

Source: Handel Architects



Figure 1D
 Site Plan: East Site (Level 1, Mezzanine)

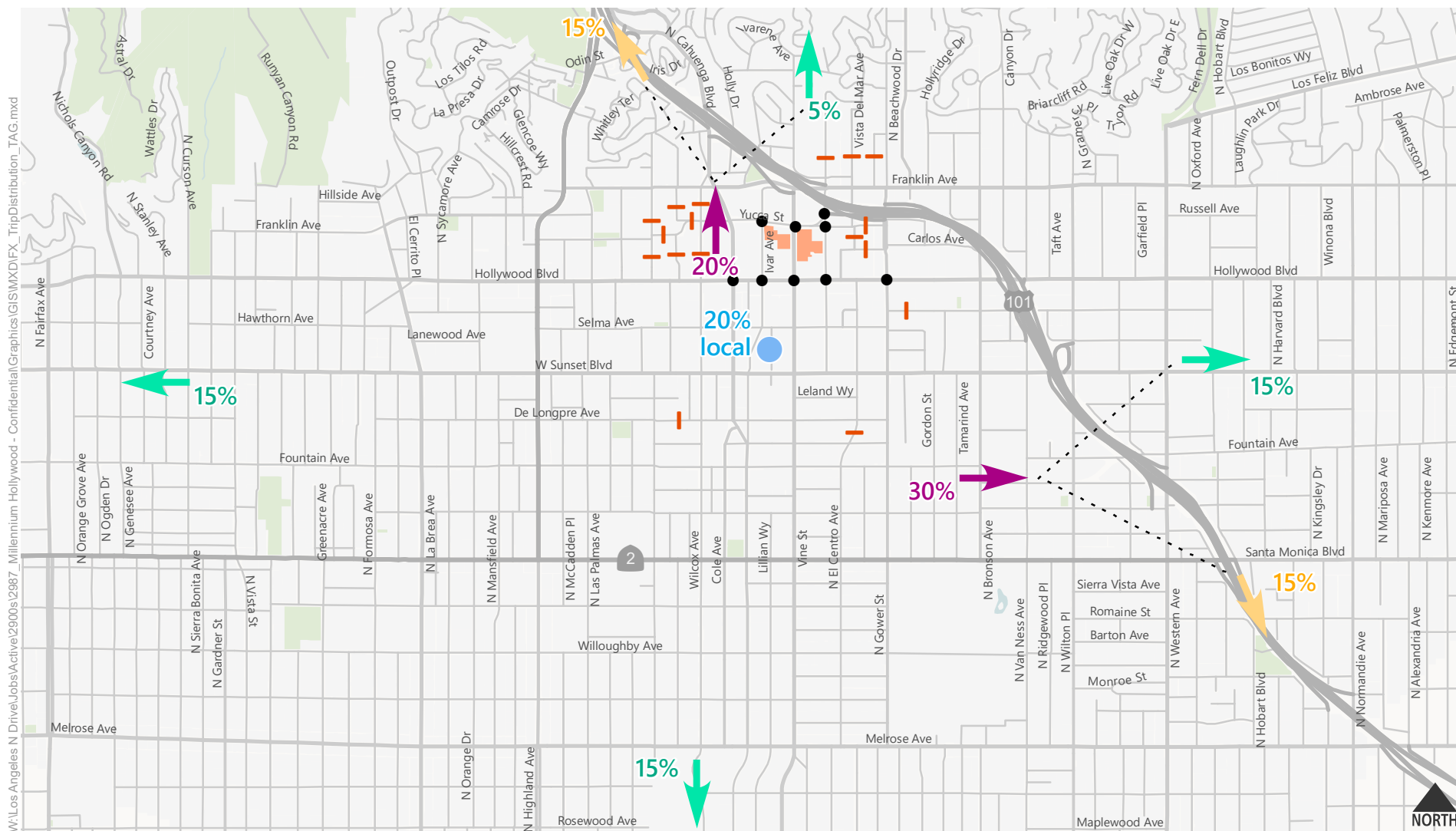


- Study Intersections
- Street Study Segment
- Project Site
- ← Initial Outbound Traffic Distribution
Initial Trip Distribution represents non-local traffic prior to being distributed to freeways or local streets.
- Local Traffic Distribution
- ← Final Street Traffic Distribution
- ← Final Freeway Traffic Distribution
Street, Freeway, and Local Traffic Distribution categories represent the total final trip distribution, summing to 100%.



Figure 2A

Residential Trip Distribution

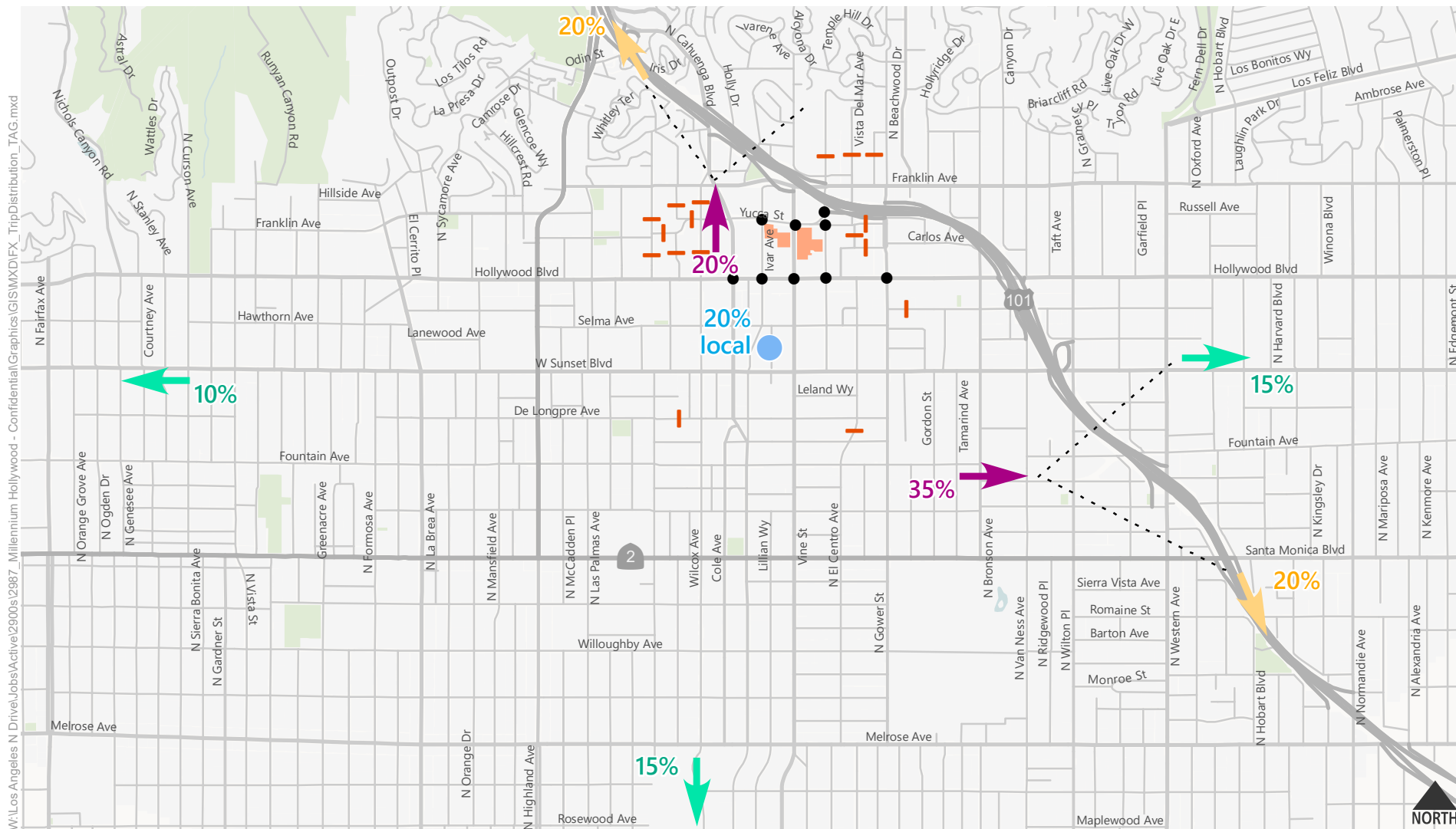


- Study Intersections
- Street Study Segment
- Project Site
- ← Initial Outbound Traffic Distribution
Initial Trip Distribution represents non-local traffic prior to being distributed to freeways or local streets.
- Local Traffic Distribution
- ← Final Street Traffic Distribution
- ← Final Freeway Traffic Distribution
Street, Freeway, and Local Traffic Distribution categories represent the total final trip distribution, summing to 100%.



Figure 2B

Commercial Trip Distribution



- Study Intersections
- Street Study Segment
- Project Site
- ← Initial Outbound Traffic Distribution
Initial Trip Distribution represents non-local traffic prior to being distributed to freeways or local streets.
- Local Traffic Distribution
- ← Final Street Traffic Distribution
- ← Final Freeway Traffic Distribution
Street, Freeway, and Local Traffic Distribution categories represent the total final trip distribution, summing to 100%.



Figure 2C

Hotel Trip Distribution

**TABLE 1A
HOLLYWOOD CENTER
TRIP GENERATION ESTIMATES - RESIDENTIAL SCENARIO**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]						Estimated Trip Generation						
			AM Peak Hour			PM Peak Hour			AM Peak Hour Trips			PM Peak Hour Trips			
			Rate	% In	% Out	Rate	% In	% Out	In	Out	Total	In	Out	Total	
PROPOSED PROJECT															
High-Rise Residential	222	872 du	0.21	12%	88%	0.19	70%	30%	22	161	183	116	50	166	
Less: Internal capture [b]				5%	20%				(1)	(32)	(33)	(23)	(10)	(33)	
Less: TDM Program [f]			16.7%			16.7%			(2)	(22)	(25)	(15)	(7)	(22)	
Net External High-Rise Res (before TNC adjustment)									18	107	125	78	33	111	
Added TNC - from transit			2.5%			2.5%			3	3	6	3	3	6	
Added TNC - from vehicles			2.5%			2.5%			3	0	3	1	2	3	
TNCs already in vehicle trip generation									0	3	3	2	1	3	
Total TNC									6	6	12	6	6	12	
Non-TNC									18	104	122	76	32	108	
Net External High-Rise Residential									24	110	134	82	38	120	
Senior Affordable Housing	[g]	133 du	0.12	38%	62%	0.15	52%	48%	6	10	16	10	10	20	
Less: Internal capture [b]				5%	20%				0	(2)	(2)	(2)	(2)	(4)	
Less: TDM Program [f]			14.6%			14.6%			(1)	(1)	(2)	(1)	(1)	(2)	
Net External Senior Affordable (before TNC adjustment)									5	7	12	7	7	14	
Added TNC - from transit			2.5%			2.5%			0	0	0	0	0	0	
Added TNC - from vehicles			2.5%			2.5%			0	0	0	0	0	0	
TNCs already in vehicle trip generation									0	0	0	0	0	0	
Total TNC									0	0	0	0	0	0	
Non-TNC									5	7	12	7	7	14	
Net External Senior Affordable Housing									5	7	12	7	7	14	
Fast Food Restaurant without drive-thru window	933	4.53 ksf	25.10	60%	40%	28.34	50%	50%	68	46	114	64	64	128	
Less: Internal capture [b]				14%	1%		7%	18%	(9)	0	(9)	(5)	(12)	(17)	
Less: TDM Program [f]			1.2%			1.2%			(1)	0	(1)	(1)	0	(1)	
Less: Transit/walk credit [c]			15%			15%			(10)	(6)	(16)	(9)	(8)	(17)	
Total Driveway Trips (before TNC adjustment)									48	40	88	49	44	93	
Added TNC - from transit			2.5%			2.5%			2	2	4	2	2	4	
Added TNC - from vehicles			2.5%			2.5%			1	1	2	1	1	2	
TNCs already in vehicle trip generation									1	1	2	1	1	2	
Total TNC									4	4	8	4	4	8	
Non-TNC (before pass-by adjustment)									47	39	86	48	43	91	
Total Driveway Trips									51	43	94	52	47	99	
Less: Pass-by from net trips [d]			50%			50%			(23)	(19)	(42)	(24)	(21)	(45)	
Non-TNC									24	20	44	24	22	46	
Net External Fast Food Restaurant									28	24	52	28	26	54	
High-Turnover Sit-Down Restaurant	932	25.65 ksf	9.94	55%	45%	9.77	63%	37%	140	115	255	158	93	251	
Less: Internal capture [b]				14%	1%		7%	18%	(19)	(1)	(20)	(12)	(17)	(29)	
Less: TDM Program [f]			1.2%			1.2%			(2)	(1)	(3)	(2)	(1)	(3)	
Less: Transit/walk credit [c]			15%			15%			(19)	(16)	(35)	(21)	(12)	(33)	
Total Driveway Trips (before TNC adjustment)									100	97	197	123	63	186	
Added TNC - from transit			2.5%			2.5%			5	5	10	5	5	10	
Added TNC - from vehicles			2.5%			2.5%			2	3	5	2	3	5	
TNCs already in vehicle trip generation									3	2	5	3	2	5	
Total TNC									10	10	20	10	10	20	
Non-TNC (before pass-by adjustment)									97	95	192	120	61	181	
Total Driveway Trips									107	105	212	130	71	201	
Less: Pass-by from net trips [d]			20%			20%			(19)	(19)	(38)	(24)	(12)	(36)	
Non-TNC									78	76	154	96	49	145	
Net External High-Turnover Sit-Down Restaurant									88	86	174	106	59	165	
Outdoor Performance Space	N/A [e]	350 seats	0.00	0%	0%	1.00	50%	50%	0	0	0	175	175	350	
Less: Internal capture [b]				0%	0%		12%	10%	0	0	0	(21)	(18)	(39)	
Less: Transit credit [c]			15%			15%			0	0	0	(24)	(23)	(47)	
Less: Walk credit [h]			15%			15%			0	0	0	(20)	(20)	(40)	
Net External Performance Space (before TNC adjustment)									0	0	0	110	114	224	
Added TNC - from transit			2.5%			2.5%			0	0	0	6	6	12	
Added TNC - from vehicles			2.5%			2.5%			0	0	0	3	3	6	
TNCs already in vehicle trip generation									0	0	0	3	3	6	
Total TNC									0	0	0	12	12	24	
Non-TNC									0	0	0	107	111	218	
Net External Outdoor Performance Space									0	0	0	119	123	242	
TOTAL DRIVEWAY TRIPS									187	265	452	390	286	676	
TOTAL EXTERNAL TRIPS									145	227	372	342	253	595	
Notes:															
The proliferation of shared mobility transportation network companies (TNCs), such as Lyft and Uber, in recent years is important to consider in a project of this size. In order to account for TNCs, it was assumed that TNCs would account for 5% of the vehicle trips generated by each land use. Available empirical evidence indicates that TNC trips replace both transit/bike/walk trips and private vehicle trips. Therefore, 2.5% of the TNC trips were considered to replace transit trips, which results in an additional vehicle trip in and out of the site that would not have been considered in the basic trip generation rates. The 2.5% of TNC trips attributed to the replacement of private vehicles result in an additional vehicle trip added only to the opposite movement of the vehicle trip already considered in the basic trip generation rates. TNC vehicles will have a loading/unloading zone inside of the project site and were included in the total project driveway trips.															
a. Source: Institute of Transportation Engineers (ITE), <i>Trip Generation, 10th Edition</i> , 2017, unless otherwise noted.															
b. Internal capture represents the percentage of trips between land uses that occur within the site. This percentage is informed by MXD 2.0 Mixed Use Trip Generation Methodology, which incorporated the findings of NCHRP Project 8-51 as described in "Improved Estimation for Internal Trip Capture for Mixed-use Developments," <i>ITE Journal</i> , August 2010.															
c. 15% credit to account for transit access to the project site. Source: LADOT's <i>Traffic Study Policies and Procedures</i> , December 2016.															
d. Pass-by credit based on Attachment I of LADOT's <i>Traffic Study Policies and Procedures</i> , December 2016.															
e. Performance space trip generation estimates based on performance schedules programmed for site, amount of space that will be allowed for performance watching (accounting for pedestrian circulation and walkways), and site patrons who may drive to utilize the ground floor open space amenity															
f. Credit for the TDM program has been calculated based on CAPCOA guidelines.															
g. Trip generation rate from empirical study "Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study", LADOT 2017.															
h. Walk credit is applied to reflect pedestrians walking in area who stop in to observe performance they see or hear when walking by or around project site.															

**TABLE 1B
HOLLYWOOD CENTER
TRIP GENERATION ESTIMATES - HOTEL SCENARIO**

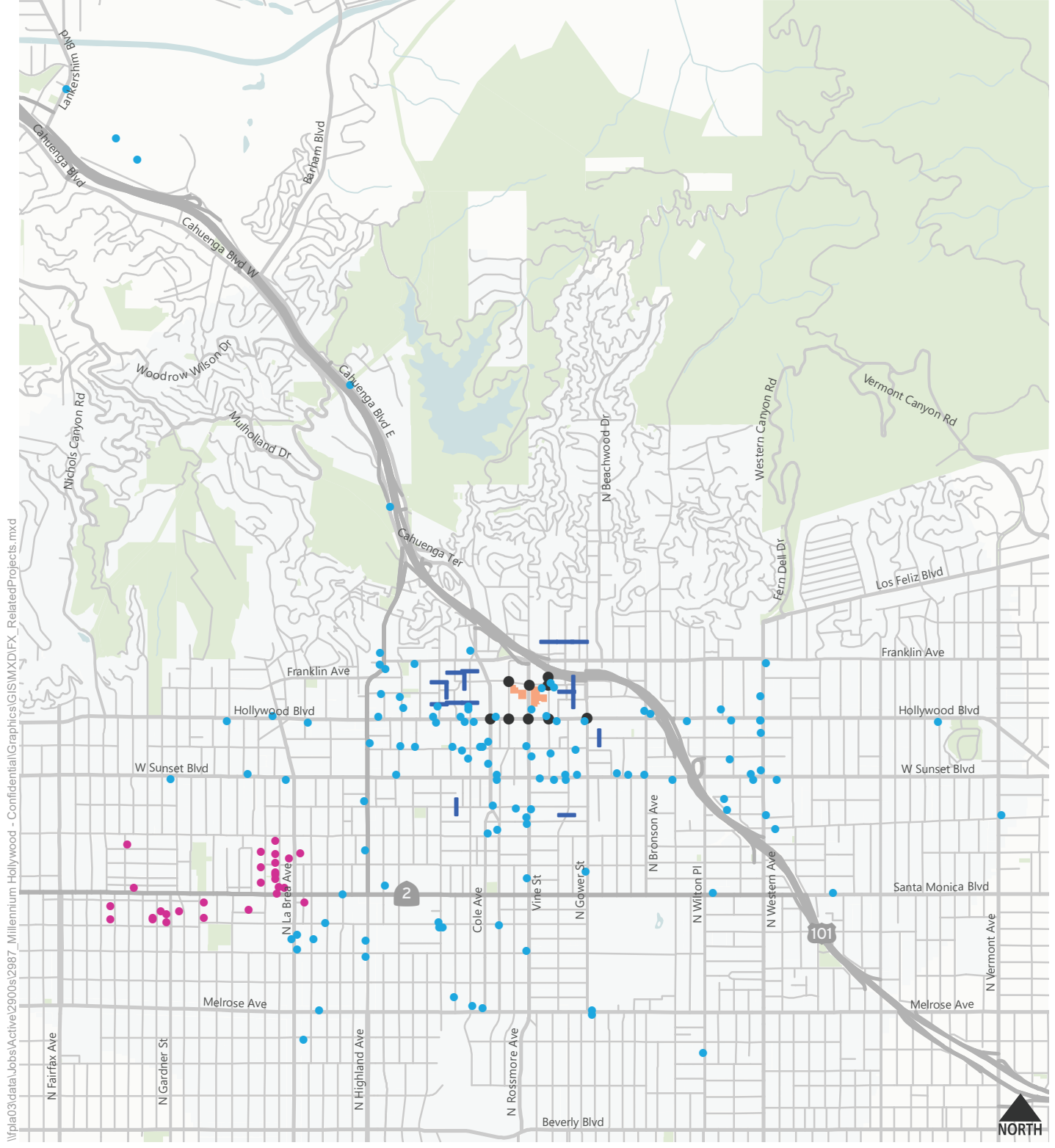
Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]						Estimated Trip Generation								
			AM Peak Hour			PM Peak Hour			AM Peak Hour Trips			PM Peak Hour Trips					
			Rate	% In	% Out	Rate	% In	% Out	In	Out	Total	In	Out	Total			
PROPOSED PROJECT																	
High-Rise Residential	222	768 du	0.21	12%	88%	0.19	70%	30%	19	142	161	102	44	146			
Less: Internal capture [b]									(1)	(28)	(29)	(20)	(10)	(30)			
Less: TDM Program [f]			16.7%			16.7%			(3)	(19)	(22)	(13)	(6)	(19)			
Net External High-Rise Res (before TNC adjustment)									15	95	110	69	28	97			
Added TNC - from transit			2.5%			2.5%			3	3	6	2	2	4			
Added TNC - from vehicles			2.5%			2.5%			2	0	2	1	2	3			
TNCs already in vehicle trip generation									0	2	2	2	1	3			
Total TNC									5	5	10	5	5	10			
Non-TNC									15	93	108	67	27	94			
Net External High-Rise Residential									20	98	118	72	32	104			
Senior Affordable Housing	[g]	116 du	0.12	38%	62%	0.15	52%	48%	5	9	14	9	8	17			
Less: Internal capture [b]				6%	20%		20%	23%	0	(2)	(2)	(2)	(2)	(4)			
Less: TDM Program [f]			14.6%			14.6%			(1)	(1)	(2)	(1)	(1)	(2)			
Net External Senior Affordable (before TNC adjustment)									4	6	10	6	5	11			
Added TNC - from transit			2.5%			2.5%			0	0	0	0	0	0			
Added TNC - from vehicles			2.5%			2.5%			0	0	0	0	0	0			
TNCs already in vehicle trip generation									0	0	0	0	0	0			
Total TNC									0	0	0	0	0	0			
Non-TNC									4	6	10	6	5	11			
Net External Senior Affordable Housing									4	6	10	6	5	11			
Hotel	310	220.0 keys	0.35	47%	53%	0.40	48%	52%	36	41	77	42	46	88			
Less: Internal capture [b]				3%	10%		50%	41%	(1)	(4)	(5)	(21)	(19)	(40)			
Less: TDM Program [f]			1.2%			1.2%			0	(1)	(1)	0	(1)	(1)			
Less: Transit/walk credit [c]			15%			15%			(5)	(6)	(11)	(3)	(4)	(7)			
Net External Hotel (before TNC adjustment)									30	30	60	18	22	40			
Added TNC - from transit			2.5%			2.5%			2	2	4	1	1	2			
Added TNC - from vehicles			2.5%			2.5%			1	1	2	1	0	1			
TNCs already in vehicle trip generation									1	1	2	0	1	1			
Total TNC									4	4	8	2	2	4			
Non-TNC									29	29	58	18	21	39			
Net External Hotel									33	33	66	20	23	43			
Fast Food Restaurant without drive-thru window	933	4.53 ksf	25.10	60%	40%	28.34	50%	50%	68	46	114	64	64	128			
Less: Internal capture [b]				13%	1%		12%	24%	(9)	(1)	(10)	(8)	(16)	(24)			
Less: TDM Program [f]			1.2%			1.2%			(1)	0	(1)	(1)	0	(1)			
Less: Transit/walk credit [c]			15%			15%			(9)	(6)	(15)	(8)	(7)	(15)			
Total Driveway Trips (before TNC adjustment)									49	39	88	47	41	88			
Added TNC - from transit			2.5%			2.5%			2	2	4	2	2	4			
Added TNC - from vehicles			2.5%			2.5%			1	1	2	1	1	2			
TNCs already in vehicle trip generation									1	1	2	1	1	2			
Total TNC									4	4	8	4	4	8			
Non-TNC (before pass-by adjustment)									48	38	86	46	40	86			
Total Driveway Trips									52	42	94	50	44	94			
Less: Pass-by from net trips [d]			50%			50%			(24)	(19)	(43)	(23)	(20)	(43)			
Non-TNC									24	19	43	23	20	43			
Net External Fast Food Restaurant									28	23	51	27	24	51			
High-Turnover Sit-Down Restaurant	932	25.65 ksf	9.94	55%	45%	9.77	63%	37%	140	115	255	158	93	251			
Less: Internal capture [b]				13%	1%		12%	24%	(18)	(1)	(19)	(19)	(23)	(42)			
Less: TDM Program [f]			1.2%			1.2%			(2)	(1)	(3)	(2)	(1)	(3)			
Less: Transit/walk credit [c]			15%			15%			(19)	(16)	(35)	(20)	(11)	(31)			
Total Driveway Trips (before TNC adjustment)									101	97	198	117	58	175			
Added TNC - from transit			2.5%			2.5%			5	5	10	4	4	8			
Added TNC - from vehicles			2.5%			2.5%			2	3	5	1	3	4			
TNCs already in vehicle trip generation									3	2	5	3	1	4			
Total TNC									10	10	20	8	8	16			
Non-TNC (before pass-by adjustment)									98	95	193	114	57	171			
Total Driveway Trips									108	105	213	122	65	187			
Less: Pass-by from net trips [d]			20%			20%			(19)	(19)	(38)	(22)	(11)	(33)			
Non-TNC									79	76	155	92	46	138			
Net External High-Turnover Sit-Down Restaurant									89	86	175	100	54	154			
Outdoor Performance Space	N/A	350 seats	0.00	0%	0%	1.00	50%	50%	0	0	0	175	175	350			
Less: Internal capture [b]				0%	0%		12%	10%	0	0	0	(21)	(17)	(38)			
Less: Transit credit [c]			15%			15%			0	0	0	(24)	(23)	(47)			
Less: Walk credit [h]			15%			15%			0	0	0	(20)	(20)	(40)			
Net External Performance Space (before TNC adjustment)									0	0	0	110	115	225			
Added TNC - from transit			2.5%			2.5%			0	0	0	6	6	12			
Added TNC - from vehicles			2.5%			2.5%			0	0	0	3	3	6			
TNCs already in vehicle trip generation									0	0	0	3	3	6			
Total TNC									0	0	0	12	12	24			
Non-TNC									0	0	0	107	112	219			
Net External Outdoor Performance Space									0	0	0	119	124	243			
TOTAL DRIVEWAY TRIPS									217	284	501	389	293	682			
TOTAL EXTERNAL TRIPS									174	246	420	344	262	606			

Notes:

- The proliferation of shared mobility transportation network companies (TNCs), such as Lyft and Uber, in recent years is important to consider in a project of this size. In order to account for TNCs, it was assumed that TNCs would account for 5% of the vehicle trips generated by each land use. Available empirical evidence indicates that TNC trips replace both transit/bike/walk trips and private vehicle trips. Therefore, 2.5% of the TNC trips were considered to replace transit trips, which results in an additional vehicle trip in and out of the site that would not have been considered in the basic trip generation rates. The 2.5% of TNC trips attributed to the replacement of private vehicles result in an additional vehicle trip added only to the opposite movement of the vehicle trip already considered in the basic trip generation rates. TNC vehicles will have a loading/unloading zone inside of the project site and were included in the total project driveway trips.
- a. Source: Institute of Transportation Engineers (ITE), *Trip Generation, 10th Edition*, 2017, unless otherwise noted.
- b. Internal capture represents the percentage of trips between land uses that occur within the site. This percentage is informed by MXD 2.0 Mixed Use Trip Generation Methodology, which incorporated the findings of NCHRP Project 8-51 as described in "Improved Estimation for Internal Trip Capture for Mixed-use Developments," *ITE Journal*, August 2010.
- c. 15% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- d. Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- e. Performance space trip generation estimates based on performance schedules programmed for site, amount of space that will be allowed for performance watching (accounting for pedestrian circulation and walkways), and site patrons who may drive to utilize the ground floor open space amenities.
- f. Credit for the TDM program has been calculated based on CAPCOA guidelines.
- g. Trip generation rate from empirical study "Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study", LADOT 2017.
- h. Walk credit is applied to reflect pedestrians walking in area who stop in to observe performance they see or hear when walking by or around project site.

**TABLE 1C
HOLLYWOOD CENTER PROJECT
TDM STRATEGIES**

TDM Strategy
Parking
Unbundle residential parking and price according to market rate
Unbundle commercial parking coupled with pricing workplace parking and parking cash-out
Contribute to LADOT Express Park program to upgrade local parking meter technology
Daily parking discount for Metro Commuters
Transit
Provide a location on-site at which to purchase Metro passes and display bus info
Transit subsidies (available to residents and commercial employees) up to 50% of the cost of a monthly pass
Provide parking spaces for monthly lease to non-resident Metro park n ride users
Provide discounted daily parking to non-resident Metro transit pass holders
Immediately adjacent Metro bus stop upgrades
Commute Trip Reductions
Commute trip reduction program:
o rideshare (carpool/vanpool) matching and preferential parking
o guaranteed ride home (e.g., monthly Uber/Lyft/taxi reimbursement)
o encourage alternative work schedules and telecommuting for project residents
Business center/work center for residents working at home
Shared Mobility
On-site car share
Rideshare matching
On-site bike share station with subsidized or free membership (residents, employees); on-site guest bike share service (hotel) (if/when public bike share comes to Hollywood)
Coordination with LADOT Mobility Hub program
Bicycle Infrastructure
Develop a bicycle amenities plan
Bicycle parking (indoors & outdoors)
Bike lockers, showers, and repair station
Convenient access to on-site bicycle facilities (wayfinding, etc.)
Contribution towards City's Bicycle Plan Trust Fund
Site Design
Integrated pedestrian network within and adjacent to site (transit, bike, ped friendly)
External and internal multimodal wayfinding signage
Education & Encouragement
Transportation information center, kiosks and/or other on-site measures such as providing a Tenant Welcome Package (all new residents receive information on available alternative modes and ways to access destinations)
Tech-enabled mobility: incorporating commute planning, on-demand rideshare matching, shared-ride reservations, real-time traffic/transit information, push notifications about transportation choices, interactive transit screens, etc.
Marketing and promotions (including digital gamification – participants can log trips for prizes, promotions, discounts for local merchants, incentives, etc.)
Management
On-site TDM program coordinator and administrative support
Conduct user surveys
Join future Hollywood Transportation Management Organization (TMO)



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- Los Angeles Related Projects
- Study Intersections
- Project Site
- West Hollywood Related Projects
- Study Segments



Figure 3
Related Projects

TABLE 2 : RELATED PROJECTS
HOLLYWOOD CENTER PROJECT

Project(a)	Project Address	Land Use	Size	Unit	Daily Total	AM Total	AM In	AM Out	PM Total	PM In	PM Out
	City of Los Angeles										
1	6230 W Yucca St	Mixed Use	-	-	473	32	5	27	38	26	12
		Office	13.4	KSF							
		Apartments	108.0	DU							
		Other	6.2	KSF							
		Other	8.0	DU							
2	1718 N Vine St	Other	216.0	Rooms	1,101	99	58	41	77	35	42
		Other	4.4	KSF							
3	1800 N Argyle Av	Other	225.0	Rooms	1,360	59	22	37	78	60	18
4	6220 W Yucca St	Apartments	191.0	DU	3,693	242	104	138	300	169	131
		Other	260.0	Rooms							
		Retail	7.0	KSF							
5	6225 W Hollywood Bl	Office	214.0	KSF	1,918	276	243	33	254	43	211
6	6200 W Hollywood Bl	Mixed Use	-	-	23,976	477	136	342	806	443	363
		Apartments	952.0	DU							
		Retail	190.8	KSF							
7	6381 W Hollywood Bl	Other	80.0	Other	1,020	-8	-19	11	66	62	4
		Other	15.3	KSF							
8	1601 N Vine St	Office	121.6	KSF	1,239	182	155	27	184	39	145
9	1723 N Wilcox Av	Apartments	68.0	DU	537	44	16	28	47	29	18
		Other	3.7	KSF							
10	1717 N Wilcox Av	Other	140.0	Rooms	1,244	89	54	35	92	49	43
		Retail	3.5	KSF							
11	6100 W Hollywood Bl	Apartments	209.0	DU	1,439	100	24	76	132	86	46
		Apartments	11.0	DU							
		Other	3.3	KSF							
12	6436 W Hollywood Bl	Apartments	220.0	DU	1,486	100	22	78	137	85	52
		Retail	8.8	KSF							
13	1615 N Cahuenga Bl	Other	10.3	KSF	294	3	2	1	24	17	7
14	1546 N Argyle Av	Apartments	276.0	DU	2,013	170	43	127	179	128	51
		Retail	9.0	KSF							
		Other	15.0	KSF							
		Other	27.0	KSF							
15	1540 N Vine St	Apartments	306.0	DU	3,049	136	57	78	294	158	136
		Retail	68.0	KSF							
16	6506 Hollywood Blvd	Drinking Place	12.3	KSF	1,179	0	0	0	118	78	40
		Restaurant	745.0	KSF							
17	6523 W Hollywood Bl	Office	4.1	KSF	547	-27	-16	-11	36	32	4
		Other	10.4	KSF							
18	1921 N Wilcox Av	Other	150.0	Rooms	1,233	60	34	26	91	51	40
		Other	3.5	KSF							
19	6417 W Selma Av	Other	182.0	Rooms	2,069	0	0	0	165	94	72
20	6124 W Selma Av	Other	20.6	KSF	1,574	18	11	7	121	101	20
		Retail	6.0	KSF							
21	6421 W Selma Av	Other	114.0	Rooms	1,227	70	43	27	100	56	44
		Other	5.0	KSF							
		Other	1.8	KSF							
22	1525 N Cahuenga Bl	Other	64.0	Rooms	469	22	10	12	34	20	14
		Office	1.5	KSF							
		Other	0.7	KSF							
23	6516 W Selma Av	Other	212.0	Rooms	2,241	121	71	50	189	105	84
		Other	2.3	KSF							
		Other	5.3	KSF							
		Other	5.8	KSF							
24	6250 Sunset Blvd	Apartments	200.0	DU	1,531	107	21	86	141	92	49
		Retail	4.7	KSF							
25	1719 Whitley Street(b)	Hotel	156.0	rooms	1,275	83	49	34	94	48	46
26	6201 W Sunset Bl	Apartments	731.0	DU	4,913	356	128	228	403	234	169
		Other	5.0	KSF							
		Retail	8.0	KSF							
		Other	1.0	KSF							
		Retail	13.0	KSF							
		Other	1.0	KSF							
27	1541 N Wilcox Av	Other	190.0	Rooms	2,058	133	76	57	157	82	75
		Other	-	KSF							
		Other	1.4	KSF							
		Other	-	KSF							
28	6230 W Sunset Bl	Apartments	200.0	DU	1,473	132	52	80	121	71	50
		Office	13.5	KSF							
		Other	13.5	KSF							
		Other	-	KSF							
		Retail	4.7	KSF							
29	6409 W Sunset Bl	Other	275.0	Rooms	1,285	77	51	26	113	53	60
		Retail	1.9	KSF							
30	1600 N Schrader Bl	Other	198.0	Rooms	1,666	98	58	40	143	80	63
		Other	2.4	KSF							
		Other	3.6	KSF							
31	6121 W Sunset Bl	Apartments	200.0	DU	6,327	688	477	211	682	254	428
		Office	422.5	KSF							
		Other	23.5	KSF							
		Other	2.0	KSF							
		Retail	16.5	KSF							
		Other	15.0	KSF							
		Mixed Use	-	Other							
32	6608 W Hollywood Bl	Other	-	-	1,292	15	13	2	195	129	66
33	6200 W Sunset Bl	Apartments	270.0	DU	1,778	123	26	97	135	100	35
		Other	2.5	KSF							
		Other	-	KSF							
		Other	2.5	KSF							
34	6611 W Hollywood Bl	Other	167.0	Rooms	81	43	23	20	6	-8	14
		Other	10.5	KSF							
		Other	5.4	KSF							
		Other	4.0	KSF							
		Other	1.6	KSF							
35	6400 W Sunset Bl	Apartments	200.0	DU	-59	90	14	76	-2	24	-26
		Other	4.0	KSF							
		Other	3.0	KSF							
36	6650 W Franklin Av	Apartments	68.0	DU	234	14	5	9	17	9	8
37	1717 N Bronson Av	Apartments	89.0	DU	436	33	6	27	40	26	14

TABLE 2: RELATED PROJECTS
HOLLYWOOD CENTER PROJECT

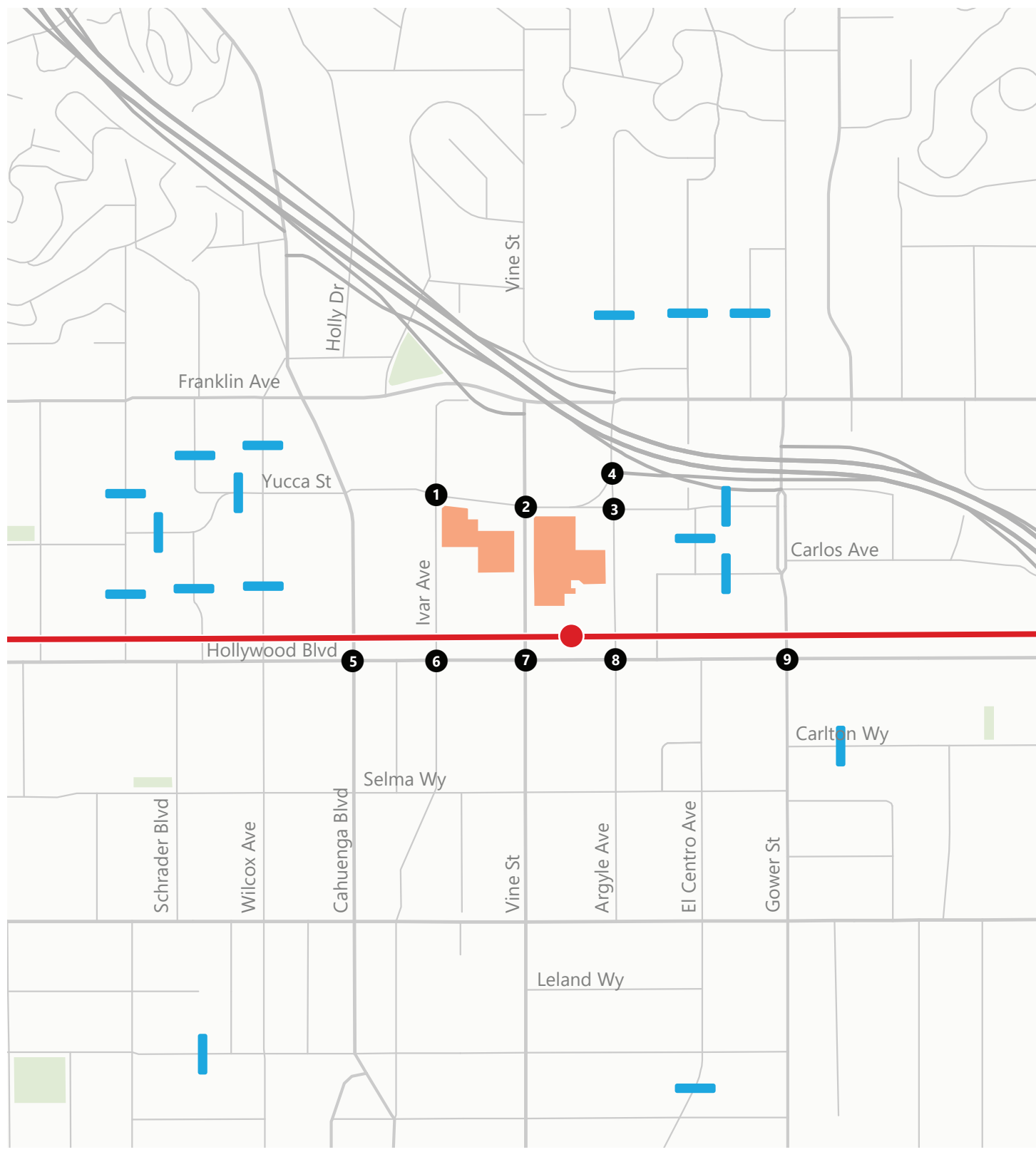
Project(a)	Project Address	Land Use	Size	Unit	Daily Total	AM Total	AM In	AM Out	PM Total	PM In	PM Out
38	Over 101 Freeway between Hollywood Boulevard and Santa Monica Boulevard(b)	Central Park	38.0	ac	4,078	109	60	49	329	187	142
		Ampitheater	500.0	seat							
		Offices/Concessions	7.5	KSF							
		Commercial	7.5	KSF							
		Restaurant	21.5	KSF							
		Café	0.8	KSF							
Bed & Breakfast Inn	5.0	rooms									
Community Center	30.0	KSF									
39	1360 N Vine St	Apartments	429.0	DU	4,486	230	66	164	295	123	172
		Other	55.0	KSF							
		Retail	5.0	KSF							
		Other	9.0	KSF							
40	6007 Sunset Boulevard	Residential	146.0	DU	1,717	86	34	52	76	50	26
		Retail	7.5	KSF							
		Restaurant	7.5	KSF							
41	6322 DeLongpre(b)	Office	223.7	KSF	6,471	532	367	165	693	265	428
		Apartments	250.0	du							
		Retail	33.0	KSF							
		Restaurant	9.1	KSF							
42	1400 N Cahuenga Bl	Other	220.0	Rooms	1,875	102	55	47	138	78	60
		Other	27.2	KSF							
		Other	1.4	KSF							
		Other	1.4	KSF							
43	1718 N Las Palmas Av	Apartments	195.0	DU	1,333	105	21	84	124	81	43
		Condominiums	29.0	DU							
		Retail	1.0	KSF							
44	1603 N Cherokee Av	Apartments	66.0	DU	439	34	7	27	41	26	15
45	1749 N Las Palmas Av	Apartments	71.0	DU	426	26	5	21	40	25	15
46	5939 W Sunset Bl	Apartments	299.0	DU	3,731	343	152	191	334	182	152
		Office	36.7	KSF							
		Retail	13.3	KSF							
47	1341 Vine Street	Hotel	100.0	rooms	5,596	622	445	177	636	204	432
		Office	282.5	KSF							
		Apartments	250.0	DU							
48	1313 N Vine St	Other	44.0	KSF	-79	13	15	-2	-59	-62	2
		Other	35.2	KSF							
49	1601 N Las Palmas Av	Apartments	86.0	DU	157	32	4	28	28	20	8
50	5901 W Sunset Bl	Retail	26.0	KSF	3,839	411	350	61	461	122	339
		Office	274.0	KSF							
51	1824 N Highland Av	Apartments	118.0	DU	667	51	10	41	62	40	22
52	6758 W Yucca street	Apartments	270.0	du	-138	-85	-17	-68	14	9	5
		Retail	8.5	KSF							
53	1311 Cahuenga Boulevard(b)	Apartments	375.0	du	3,775	220	56	164	344	204	140
		Retail	2.5	KSF							
54	1841 N Highland Av	Other	100.0	Rooms	694	48	29	19	50	26	24
55	6757 W Hollywood Blvd	Restaurant	17.7	KSF	1,220	10	5	5	52	35	17
56	1915 Highland Avenue(b)	Café and Market	18.0	KSF	769	17	11	6	67	32	35
57	1310 N Cole Av	Apartments	375.0	DU	224	30	24	6	30	7	23
		Other	2.5	KSF							
58	6701 W Sunset Bl	Mixed Use	-	KSF	14,833	879	381	498	1,281	733	548
59	5750 W Hollywood Bl	Apartments	161.0	DU	1,180	88	22	66	106	68	38
		Retail	6.0	KSF							
60	1610 N Highland Av	Apartments	248.0	DU	1,805	112	22	90	150	96	54
		Retail	12.8	KSF							
61	5800 W Sunset Bl	Office	535.4	KSF	2,690	404	356	48	378	64	314
62	1149 N Gower St	Apartments	21.0	DU	141	29	6	23	35	23	12
		Townhomes	36.0	DU							
		Other	-	Other							
63	1133 N Vine St	Other	112.0	Rooms	457	32	19	13	33	18	15
64	1717 Gramercy Place(b)	Students	350.0	stu	567	189	104	85	0	0	0
65	1411 N Highland Av	Apartments	76.0	DU	823	66	23	43	72	45	26
		Retail	2.5	KSF							
66	5600 W Hollywood Bl	Other	80.0	Rooms	604	38	22	16	44	22	22
67	5606 Harold Street(b)	Apartments	54.0	du	359	28	6	22	33	22	11
68	7046 Hollywood Blvd	Apartments	42.0	DU	279	21	4	17	26	17	9
69	5632 W De Longpre Av	Apartments	185.0	DU	800	-6	-31	25	69	50	19
70	1233 N Highland Av	Apartments	72.0	DU	714	38	11	27	66	38	28
		Retail	17.8	KSF							
71	1745 N Western Avenue(b)	Mixed Use	53.9	KSF	839	89	77	12	101	24	77
		Retail	5.7	KSF							
		Other	4.6	KSF							
72	5500 W Hollywood Bl	Other	1.0	KSF	441	12	6	6	37	22	15
		Other	1.0	KSF							
		Other	9.8	KSF							
73	5500 W Hollywood Bl	Mixed Use	-	-	1,267	40	-3	43	64	47	17
74	2580 Cahuenga B	Theatre	195.0	Rooms	610	35	34	1	61	18	43
		Restaurant	19.5	KSF							
		Hiking Train	1.5	KSF							
		Office	30.0	Employees							
75	1657 N Western Av	Apartments	91.0	DU	702	39	10	29	62	37	25
		Retail	39.4	KSF							
		Office	25.9	KSF							
		Other	16.0	DU							
76	5525 W Sunset Bl	Apartments	293.0	DU	2,562	186	61	125	226	143	83
		Other	2.2	KSF							
		Other	1.0	KSF							
		Other	25.1	KSF							
		Other	4.7	KSF							
		Office	1.0	KSF							
77	6677 W Santa Monica Bl	Mixed Use	-	-	1,420	289	123	166	261	153	108
		Apartments	695.0	DU							
		Other	4.0	KSF							
		Other	5.5	KSF							
78	1868 N Western Av	Retail	87.0	DU	39	1	-8	9	4	7	-3
79	6300 W Romaine St	Office	114.7	KSF	0	0	0	0	37	20	17
		Other	40.9	KSF							
		Studio	38.1	KSF							
		Studio	38.1	KSF							
80	5520 W Sunset Bl	Other	163.9	KSF	4,903	73	52	21	422	211	211
		Other	30.9	KSF							
81	1118 N McCadden	Other	100.0	DU	1,346	80	49	31	109	53	56
		Other	92.0	DU							
		Office	17.0	KSF							
		Other	29.7	KSF							
82	NWC Sunset & Western(b)	Grocery	29.2	KSF	2,562	186	61	125	226	143	83
		Restaurant	3.0	KSF							
		Retail	1.3	KSF							
83	6601 W Romaine St	Apartments	247.0	DU	808	92	88	4	51	12	39
84	956 N Seward St	Office	104.2	KSF	1,240	186	165	21	180	29	151
		Other	2.0	KSF							
85	7107 W Hollywood Bl	Apartments	410.0	DU	2,367	206	49	157	253	167	86
		Retail	5.0	KSF							
		Other	5.0	KSF							

TABLE 2 : RELATED PROJECTS
HOLLYWOOD CENTER PROJECT

Project(a)	Project Address	Land Use	Size	Unit	Daily Total	AM Total	AM In	AM Out	PM Total	PM In	PM Out
86	959 N Seward St	Office	237.6	KSF	2,337	336	297	39	310	58	252
87	7120 W Sunset Bl	Apartments Other	44.0 2.9	DU KSF	397	14	0	14	29	25	4
88	5420 W Sunset Bl	Apartments Retail Retail	735.0 59.1 36.7	DU KSF KSF	2,369	212	9	203	228	164	64
89	901 N Vine St	Apartments Other	76.0 3.0	DU KSF	-32	26	4	26	-4	-5	1
90	1350 N Western Av	Mixed Use Retail Other	204.0 7.3 7.0	DU KSF KSF	1,869	98	23	75	167	107	60
91	5661 W Santa Monica Bl	Apartments Retail	437.0 377.9	DU KSF	6,734	251	91	160	633	336	297
92	6901 W Santa Monica Bl	Apartments Other Retail	231.0 5.0 10.0	DU KSF KSF	1,010	78	0	78	84	86	19
93	6914 W Santa Monica Blvd	Condominiums Retail	374.0 15.0	DU KSF	2,279	108	18	90	186	125	61
94	5460 W Fountain Av	Apartments	75.0	DU	424	33	7	26	40	23	17
95	7219 W Sunset Bl	Other Other	93.0 2.8	Rooms KSF	761	45	27	18	56	27	29
96	927 N Highland Av	School Other	100.0 18.0	Enrollment Employees	155	3	4	-1	40	23	17
97	7300 W Hollywood Bl	Other	--	Other	294	79	48	32	29	9	20
98	7007 W Romaine Av	Office Retail	50.0 3.6	KSF KSF	572	71	63	8	74	17	57
99	859 N Highland Av	Other	0.8	KSF	330	41	21	20	18	9	9
100	733 N. Hudson Avenue	Apartments	46.0	du	306	23	5	18	29	19	10
101	712 N Wilcox Av	Apartments	100.0	DU	530	40	9	31	49	31	18
102	707 N Cole Av	Apartments	84.0	DU	398	31	6	25	36	24	12
103	5555 W Melrose Av	Other Other Other Other Other	21.0 1.9 635.5 638.1 64.2 3,234.4	KSF KSF KSF KSF KSF	9,830	925	712	213	1,033	297	736
104	926 Sycamore Av(b)	Retail Office	15.0 74.2	KSF KSF	2,068	187	133	54	266	27	239
105	5570 W Melrose Av	Apartments Retail	52.0 5.5	DU KSF	430	19	-1	20	31	21	10
106	936 N La Brea Av	Office Retail	33.2 19.9	KSF KSF	911	29	24	5	38	14	37
107	925 N La Brea Av	Retail Office	15.3 46.5	KSF KSF	735	69	58	11	85	24	61
108	904 N La Brea Av	Apartments Retail	169.0 40.0	DU KSF	2,072	93	25	68	186	83	103
109	2864 N Cahuenga Bl	Apartments	300.0	DU	1,895	145	30	115	176	114	62
110	5245 Santa Monica Boulevard(b)	Apartments	32.0	du	213	16	3	13	20	13	7
111	7510 W Sunset Blvd	Apartments Retail	236.0 30.0	DU KSF	4,288	105	21	84	124	81	43
112	6915 Melrose Ave	Condominiums Retail	13.0 7.5	DU KSF	398	14	2	12	96	35	54
113	525 Wilton Place(b)	Apartments	88.0	du	585	45	9	36	55	35	20
114	4900 W Hollywood Blvd	Apartments Retail	200.0 25.0	du KSF	1,585	99	24	75	145	89	56
115	7002 Clinton Street(b)	School	4.5	KSF	69	23	13	10	0	0	0
116	1300 N Vermont Ave(b)	Medical center	134.8	KSF	1,795	129	81	48	126	48	78
117	Universal Hilton(b)	Hotels Restaurant Spa	365.0 8.0 10.1	rooms KSF KSF	4,035	213	121	92	315	172	143
118	333 Universal Drive(b)	Hotel	551.0	rooms	4,502	172	120	292	169	163	331
119	NBC Universal(c)	--	--	--	19,139	1,760	1,271	489	1,698	307	1,391
Los Angeles Total Trips					242,592	16,402	8,760	7,642	20,867	9,697	11,170

City of West Hollywood											
1	5627 Fernwood Avenue(b)	Affordable housing	59.0	DU	392	30	6	24	37	24	13
2	1222 N La Brea Ave(b)	Apartments Retail	187.0 19.6	DU KSF	2901	216	43	173	275	179	96
3	1201 La Brea Ave(b)	Restaurant	4.6	KSF	412	4	0	4	34	23	11
4	1251 Detroit St (b)	Apartments	5.0	DU	33	3	1	2	3	2	1
5	1221 Detroit St (b)	Condominiums	10.0	DU	58	5	1	4	5	3	2
6	1201 Detroit St(b)	Condominiums	10.0	DU	58	5	1	4	5	3	2
7	1141 Detroit St (b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
8	1227 Formosa Ave(b)	Apartments	5.0	DU	29	2	0	2	3	2	1
9	1139 Detroit St (b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
10	7113 W Santa Monica Blvd(b)	Apartments Commercial	184.0 13.4	KSF KSF	2368	164	33	131	222	144	78
11	1040 N. La Brea(b)	Restaurant Residential Hotel	5.2 8.0 91.0	KSF DU Rooms	1267	56	29	27	89	47	42
12	1125 Detroit(b)	Apartments	22.0	DU	146	11	2	9	14	9	5
13	1159 Formosa Ave.(b)	Apartments	5.0	DU	33	3	1	2	3	2	1
14	7143 Santa Monica Blvd(b)	Apartments Retail	166.0 9.3	DU KSF	1501	93	22	71	137	83	54
15	1123 Formosa(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
16	1041 Formosa Ave (The Lot)(b)	Office/ Media Works	568.1	KSF	4700	665	585	80	635	108	527
17	1052 Martel Ave.(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
18	1016 Martel(b)	Apartments	11.0	DU	73	6	2	4	7	4	2
19	1035 Vista(b)	Townhome	4.0	DU	23	1	0	1	2	1	1
20	1027 Gardner St(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
21	1030 Sierra Bonita Ave.b(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
22	1236 Spaulding Ave(b)	Apartments	3.0	DU	20	1	0	1	2	1	1
23	1009 Gardner(b)	Condominiums	6.0	DU	35	3	1	2	3	2	1
24	1017 Sierra Bonita(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
25	1011 Sierra Bonita Ave.(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
26	7617 Santa Monica Blvd.(b)	Residential Retail Restaurant	71.0 4.8 4.4	DU KSF KSF	1075	44	10	34	95	59	36
27	1041 Spaulding Ave.(b)	Condominiums	14.0	DU	81	6	1	5	7	5	2
28	1013 Spaulding Ave.(b)	Condominiums	5.0	DU	29	2	0	2	3	2	1
West Hollywood Total Trips					15467	1,338	742	597	1,602	719	883

Notes
(a) Sources for the related projects and associated trip generation include information provided by LADOT on April 25th, 2018, information provided by city of West Hollywood on March 1st, 2018, Urbanized LA, and traffic impact studies for the Sunset and Gordon Mixed-Use Development (2016), Crossroads Hollywood Mixed-Use Development (2016),
(b) Trip Generation estimates based on ITE 9th Edition Trip Generation Manual.
(c) Trip Generation estimates based on NBC Universal EIR dated November, 2010.




-  Project Site
-  Street Study Segments
-  Study Intersections
-  Metro Red Line & Stations



Figure 4
Proposed Study Intersections & Street Segments

**TABLE 3A : STUDY INTERSECTIONS
HOLLYWOOD CENTER MIXED USE PROJECT**

ID	N/S Street Name	E/W Street Name
1	Ivar Ave	Yucca St
2	Vine St	Yucca St
3	Argyle Ave	Yucca St
4	Argyle Ave	I-101 SB on-ramp
5	Cahuenga Blvd	Hollywood Blvd
6	Ivar Ave	Hollywood Blvd
7	Vine St	Hollywood Blvd
8	Argyle Ave	Hollywood Blvd
9	Gower St	Hollywood Blvd

**TABLE 3B : STUDY SEGMENTS
HOLLYWOOD CENTER MIXED USE PROJECT**

ID	Street Name	Cross Street
1	Argyle Ave	north of Dix St
2	Vista Del Mar Ave	north of Dix St
3	Carmin Ave	north of Franklin Ave
4	Grace Ave	south of Franklin Ave
5	Wilcox Ave	south of Franklin Ave
6	Whitley Ave	south of Franklin Ave
7	Yucca St	east of Whitley Ave
8	Yucca St	west of Wilcox Ave
9	Vista Del Mar Ave	south of Yucca St
10	Yucca St	east of Vista Del Mar
11	Carlos Ave	east of Vista Del Mar
12	Whitley Ave	north of Hollywood Blvd
13	Hudson Ave	north of Hollywood Blvd
14	Wilcox Ave	north of Hollywood Blvd
15	Carlton Way	east of Gower St
16	De Longpre Ave	west of Hudson Ave
17	El Centro Ave	Afton Pl

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