

**From:** Alexander von Wechmar <a.vonwechmar@germantvfilms.com>  
**Sent time:** 07/30/2020 04:01:12 PM  
**To:** Tomas Carranza <tomas.carranza@lacity.org>  
**Cc:** Eddie Guerrero <eddie.guerrero@lacity.org>  
**Subject:** Re: Hollywood Center Project: VMT netric  
**Attachments:** Fig6 from Apx N-1 - Traffic Assessment-4.pdf

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Thank you, Tom.

Even with taking the new rules into account, it is quite remarkable that Fehr & Peers did not see a need to include the Franklin & Argyle intersection in their Traffic Assessment in light of the fact that the intersection provides access to a regional highway system (US-101) - an important factor, I suppose, for the VMT metric - and that it is located only one block north of the proposed development.

It is even more surprising considering that Fehr & Peers did choose to include in their Traffic Assessment the southbound access route to that very same regional freeway system and also two intersections (Hollywood & Cahuenga and Hollywood & Gower) that are both much further away from the project site than Franklin & Argyle (see "Study Intersections & Street Segments", Figure 6, attached).

Needless to say, we still hope that Fehr & Peers can be asked to study the impact the additional traffic generated by the proposed Project will have on Franklin & Argyle and on the access route to the northbound Hollywood Freeway. I think it would ease a lot of the opposition the project is facing.

Thank you, Tom, for taking the time to listen to our concerns and for helping us to have a better understanding of the new policies and regulations. It's much appreciated.

Best,

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

On 7/29/2020 2:49 PM, Tomas Carranza wrote:

Hi Alexander,

As of July 1, 2020, every city in California has to adapt to Senate Bill 743 which requires that the transportation metric used in environmental impact studies for land use & transportation projects change from LOS or delay to VMT. The State already officially revised the California Environmental Quality Act (CEQA) guidelines in December 2018 to replace LOS with VMT, and the City of Los Angeles followed suit on July 30, 2019 with adoption of new transportation impact thresholds. So, whether any agency agrees or not, it is now the law of the land.

VMT was chosen as the transportation CEQA metric because it is considered a better proxy to greenhouse gas emission reductions. LOS and delay were not delivering on safety, multi-modal access and sustainability goals, and the goal of SB743 (when signed by Governor Brown) was to develop a performance metric that promotes: the reduction of GHG emissions, multi-modal transportation networks, and a more sustainable diversity of land uses. When you measure delay/LOS impacts, mitigations would then focus on facilitating vehicle flows - like wider streets at the expense of narrow sidewalks.

Nonetheless, even though CEQA is very clear that VMT is the transportation metric used for transportation impact analysis, LADOT continues to require projects that exceed a certain daily trip threshold to include a circulation and operational analysis in the project's traffic impact study. However, with the changes to CEQA, this requirement is focused on the intersections within very close proximity to the project. Hollywood Center did include such an analysis in addition to the VMT study.

For more information on VMT and why it was selected, here are some informational videos from our website:

<https://ladot.lacity.org/media-releases/videos/development-review>

On Wed, Jul 29, 2020 at 10:25 AM Alexander von Wechmar <[a.vonwechmar@germantvfilms.com](mailto:a.vonwechmar@germantvfilms.com)> wrote:

Good morning, Tom,  
Someone in our neighborhood told me yesterday that she heard that the City's Planning Department intends to allow the VMT metric to be the only criterion by which the traffic impacts of the Hollywood Center Project are to be measured, and that they will not require any other criterion, such as LOS, to be equally applied.  
Does LADOT agree with that position?  
Thank you for letting me know your take on this,

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

On 6/5/2020 8:58 AM, Tomas Carranza wrote:

Received - thanks for sharing, Alexander.

On Thu, Jun 4, 2020 at 10:48 AM Alexander von Wechmar <[a.vonwechmar@germantvfilms.com](mailto:a.vonwechmar@germantvfilms.com)> wrote:

Good morning, Tom,

Thank you again very much for the opportunity to discuss with you the concerns we have about the Hollywood Center Project and the impact it potentially could have on traffic in our community,

After a failed attempt to understand the reasons why Fehr & Peers had concluded there was no need to cover the Franklin & Argyle intersection in their Traffic Assessment report, we decided to ask Brian Marchetti (KOA) for help. He has prepared a Technical Memorandum for us which we have submitted to the City's Planning Department, along with a Comment Letter. (Please see both attached.)

As to CalTrans, we eventually were able to connect with Reece Allen who we were told is in charge of Regional Planning for District 7 of the DOT. He offered to get us some answers from the Project Manager assigned to the Hollywood Center Project but, due to the epidemic and the short time that was left until Monday's deadline for Comments on the DEIR, we did not receive any new input from CalTrans, after all.

Thank you again, and best regards,

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

On 5/15/2020 9:50 AM, Alexander von Wechmar wrote:

Thank you, Tom.

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

On 5/14/2020 4:57 PM, Tomas Carranza wrote:

Hi Alexander,

It turns out that the developer's transportation consultant did have a few meetings with Caltrans to determine the extent of the analysis on the freeway system (including ramps). The project's transportation study can be found here: [Appendix N of the Draft EIR](#). The freeway system analysis can be found in Appendix I of the transportation study. That will show you the results of the freeway analysis. I haven't been able to connect with Caltrans staff - it's difficult with everyone working from home, but I think this information should help you drill down the extent of the freeway analysis.

On Thu, May 14, 2020 at 11:32 AM Alexander von Wechmar  
<[a.vonwechmar@germantvfilms.com](mailto:a.vonwechmar@germantvfilms.com)> wrote:

Hi Tom,

Thank you again very much for the opportunity to talk to you, Wes and Eduardo about the impact the additional traffic generated by a future Hollywood Center will have on the Franklin & Argyle intersection and the adjacent onramp to the Northbound Hollywood Freeway, and the major effects it will have on westbound traffic along the Franklin Corridor and on adjacent residential neighborhoods, such as ours.

In the course of our conversation you said you may be able to provide us with the name of an official at CalTrans whom we could talk to about the Hollywood Center Project. Considering that there are only two weeks left to submit a Comment to the Draft EIR, we now hope we can connect with that contact person at CalTrans as soon as possible.

With many thanks again for your input and advice in this matter,

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

On 5/11/2020 8:33 AM, Tomas Carranza wrote:

Good morning,  
OK - let's go with Tuesday at 1:30 PM. I'll send an invite soon with a call-in number.

On Mon, May 11, 2020 at 6:37 AM Alexander von Wechmar <[a.vonwechmar@germantvfilms.com](mailto:a.vonwechmar@germantvfilms.com)> wrote:  
Good morning, Tom,  
I just learned about a video conference that has been scheduled for Wednesday afternoon and that I am supposed to attend. If there is still a choice between the two days, Tuesday 1:30pm would be my preference.  
Thank you very much,

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

----- Forwarded Message -----

**Subject:**Re: Hollywood Center Project: redesign of freeway onramp at, Argyle  
**Date:**Sat, 9 May 2020 11:20:20 -0700  
**From:**Alexander von Wechmar  
<[a.vonwechmar@germantvfilms.com](mailto:a.vonwechmar@germantvfilms.com)>  
**Reply-To:**Alexander von Wechmar  
<[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)>  
**Organization:**German Television Films  
**To:**Tomas Carranza  
<[tomas.carranza@lacity.org](mailto:tomas.carranza@lacity.org)>

Hi Tom,  
1:30pm on either one of those two days would be fine on my end.

Just let me know which date would work best for you and Eddie.

Thank you, and have a pleasant weekend,

Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

On 5/8/2020 4:28 PM, Tomas Carranza wrote:

Hi Alexander,

My apologies for the late reply. My family and I are doing well and have adjusted to this new routine of working from home and remote learning. Unfortunately, the work days are so much longer since, on top of our regular assignments, we also have lots of pandemic-related work to deliver. Hope you're doing well too & staying safe. I have time to chat next week and would like to include Eddie Guerrero in our conversation since he has more background on the Hollywood Center project. How does next Tuesday or Wednesday afternoon work for you? At 1:30 PM?

On Mon, May 4, 2020 at 9:46 AM

Alexander von Wechmar

<[a.vonwechmar@germantvfilms.com](mailto:a.vonwechmar@germantvfilms.com)>

wrote:

Good morning, Tom,

I hope you and your family have been staying safe and healthy.

Would you possibly be available for a talk on the phone some time this week? I'd like to provide you with an update on our proposal for a signal at Franklin & Canyon but also - more urgently - talk to you about the Hollywood Center Project and plans for a redesign of the onramp to the northbound Hollywood Freeway at Argyle.

Please let me know if there is a day and time that would work for you.

Thank you,





Alexander

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Alexander von Wechmar  
THE OAKS HOMEOWNERS  
ASSOCIATION  
Phone (323) 467-9004  
[Alexander.von.Wechmar@oakshome.org](mailto:Alexander.von.Wechmar@oakshome.org)

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**Tomas Carranza, PE**  
Principal Transportation Engineer  
Transportation Planning & Land Use Review

Los Angeles Department of Transportation  
[213.972.5900](tel:213.972.5900)    

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**Tomas Carranza, PE**  
Principal Transportation Engineer  
Transportation Planning & Land Use Review

Los Angeles Department of Transportation  
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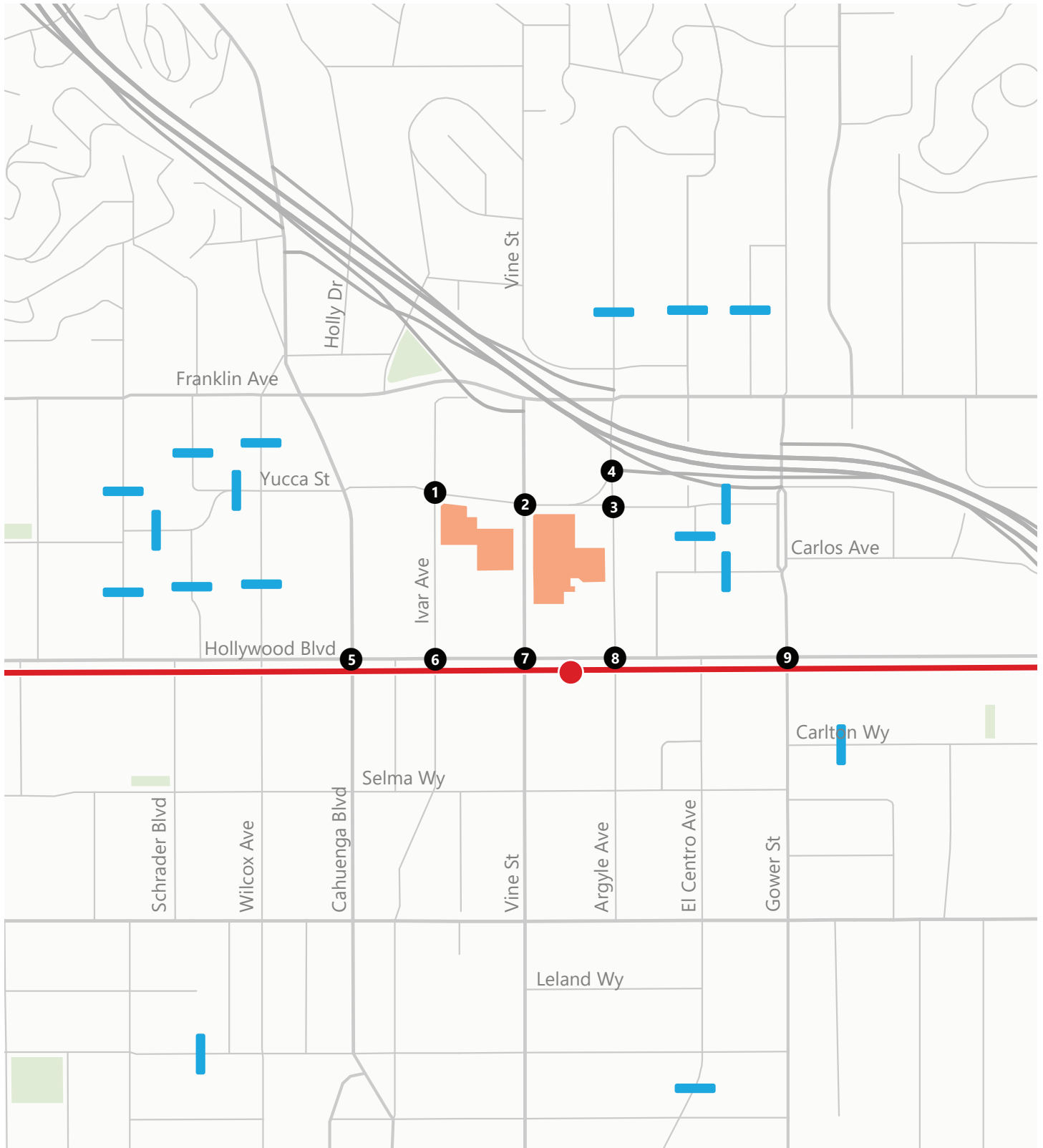
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-  Project Site
-  Street Study Segments
-  Study Intersections
-  Metro Red Line & Station Portal



Figure 6  
Study Intersections & Street Segments