

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

ABC Entertainment Center
DOT Case No. WLA 01-041

Date: July 11, 2002

To: Emily Gabel-Luddy, Associate Zoning Administrator
Department of City Planning

From: Jay W. Kim, Senior Transportation Engineer
Department of Transportation



Subject: **TRAFFIC ASSESSMENT FOR THE PROPOSED OFFICE COMMERCIAL MIXED-USE REDEVELOPMENT PROJECT AT 2020 AND 2040 AVENUE OF THE STARS**

EAF Case No. ENV-2001-4027-CU

Pursuant to the West Los Angeles Transportation Improvement and Mitigation Specific Plan Ordinance 171,492 (WLA TIMP), the Department of Transportation (DOT) has completed the traffic assessment for the proposed office commercial mixed-use redevelopment project. The site is located in Century City and is generally bounded by Century Park East to the east, Avenue of the Stars to the west, Constellation Boulevard to the north and Olympic Boulevard to the south. The project consists of an approximately 763,900 square-foot office building and 61,912 square feet of commercial and cultural uses. This traffic assessment is based on a traffic study prepared by Crain & Associates, received on May 31, 2002, and subsequent revisions received on June 18, 2002. After a careful review of the pertinent data, DOT has determined that the traffic study adequately describes the project-related traffic impacts of the proposed development.

DISCUSSION AND FINDINGS

The proposed mixed-use office, commercial and cultural use project is to be constructed on land previously occupied by a 1,751-seat cinema, the 2,250-seat Shubert Theatre, 332,856 square feet of office buildings and 262,530 square feet of commercial use. The trip generation estimates are based on rates from Appendix "A" of the WLA TIMP and formulas published by the Institute of Transportation Engineers (ITE) Trip Generation, 6th Edition, 1997.

Further, it should be noted that regarding the existing use credit, the WLA TIMP Section 4.C.2.(c), Project Trip Generation Calculation states, "LADOT shall grant a credit for each Trip generated by the existing use, if the existing use has been in place and operating for at least one year continuously during the four years immediately preceding the application for a building permit..." In recognition of the fact that the existing site has a very unique setting where the commercial uses are not visible from street traffic, and where parking is expensive, DOT has determined that the commercial uses which include restaurants, retail stores and a health club, would acquire a portion of their business from the on-site office tenant/visitor foot-traffic rather than outside vehicle trips, thereby creating some internal trip linkage. While DOT does not have a standard policy for internal trip reductions for proposed projects and generally does not utilize such trip reductions, an effort was made to

determine the appropriate amount of internal trips attributable to the existing site. Upon several field observations and a review of past DOT actions on the use of internal trip reductions, it was determined that, notwithstanding the existing project's entitlement, a 50% internal trip reduction, which is by far the highest reduction DOT has ever used, would be applied to the commercial uses of the existing project, as well as the proposed project to reflect the unique characteristics of the site.

Land Use	Size (sq. ft.)	Net Daily Trips	Net New AM Peak Hour Trips			Net New PM Peak Hour Trips		
		Total	In	Out	Total	In	Out	Total
Mixed-Use Office, Commercial and Cultural Use	825,812 sq. ft.	-11,357	101	-181	-80	-683	-216	-899

Due to the 101 net new a.m. in-bound peak hour trips that the project is estimated to generate, DOT has determined that the proposed project will have a significant traffic impact at the intersection of Avenue of the Stars and Santa Monica Boulevard (N). The applicant has proposed to mitigate the impact to a less than significant level by implementing a Transportation Demand Management (TDM) program for the project.

DOT recommends that the following Project Requirements be adopted as conditions of project approval in order to mitigate the project's traffic impacts to less than significant levels. In addition, these Requirements must be completed and/or guaranteed before the issuance of any building permits for the proposed project:

PROJECT REQUIREMENTS

A. Application Fee

Pursuant to Section 4.D of the WLA TIMP, the applicant shall submit \$25,000 for the application/traffic study review fee. This fee was submitted fully on July 10, 2002. No additional application fee is required.

B. Covenant and Agreement

Pursuant to Section 4.B of the WLA TIMP, the legal owner(s) of the property must sign and record a Declaration of Covenants and Agreements prior to issuance of any building permit, acknowledging the contents and limitations of this Specific Plan in a form designed to run with the land.

C. Highway Dedication and Physical Street Improvements

The applicant shall consult the Bureau of Engineering for any highway dedication or street widening requirements. The required street improvements must be guaranteed before the issuance of any building permit through the B-Permit process of the Bureau of Engineering, Department of Public Works. They must be constructed and completed prior to the issuance of any certificate of occupancy to the satisfaction of DOT and the Bureau of Engineering.

D. Transportation Demand Management (TDM)

The applicant has proposed to mitigate the traffic impact at the intersection of Avenue of the Stars and Santa Monica Boulevard (N) to a less than significant level by implementing a Transportation Demand Management (TDM) program for the project to reduce the total net office project trips by 5% (i.e. 47 a.m. and 42 p.m. peak hour trips). While DOT agrees with the concept of the preliminary proposed TDM measures as shown in Attachment A, details of the plan shall be submitted and approved prior to issuance of any building permits. In addition, the applicant shall be required to implement a Trip Cap Monitoring Program as part of the TDM Plan which shall include, but not limited to the elements as specified in Attachment B. The applicant shall execute and record a Covenant and Agreement to abide by the TDM requirement prior to issuance of any building permits. The covenant shall be recorded, shall run with the land and shall be binding upon any future owners, successors, heirs or assignees of the applicant.

Further, the project must comply with Section 12.26-J (Ordinance 168,700) of the Los Angeles Municipal Code which requires specific TDM and trip reduction measures before the issuance of any building permit.

E. Site Access and Internal Circulation

This determination does not include approval of the project's driveways, internal circulation, and parking scheme. Adverse traffic impacts could occur due to access and circulation issues. Final DOT approval shall be obtained prior to issuance of any building permits. This should be accomplished by submitting a detailed site/driveway plans, at a scale of at least 1" = 40', to DOT's West Los Angeles Development Review Section at 7166 W. Manchester Avenue, Los Angeles, 90045 as soon as possible but prior to submittal of building plans for plan check by the Department of Building and Safety.

If you have any questions regarding any of the foregoing, please contact me at (213) 485-1062.

C:\Documents and Settings\User\Desktop\WLA01041v2TA.wpd

Attachments

- c: Renee Schillaci, Fifth Council District
Francis Park, Latham & Watkins
Roy Nakamura, Crain & Associates
Mike Patonai, Bureau of Engineering
Mo Blorfroshan, DOT
Haripal Vir, DOT
Allyn Rifkin, DOT
Robert Takasaki, DOT
Esther Tam, DOT

Post-It™ brand fax transmittal memo 7671		# of pages ▶ 10	
To	Frances Park	From	J. Kim
Co.	Latham & Watkins	Co.	LADOT
Dept.		Phone #	213 485-1062
Fax #	(213) 891-8763	Fax #	213 485-1285

Attachment A

**PRELIMINARY PROJECT TRANSPORTATION
DEMAND MANAGEMENT (TDM) PROGRAM**

2000 Avenue of the Stars
Preliminary Project Transportation Demand Management (TDM) Program

TDM Program Measures

In addition to the TDM and bicycle measures required by City Ordinance Nos. 168700 and 167409, described below are additional measures that the project may implement, as necessary, to achieve the five percent (5%) reduction in peak-hour trips.

I. REQUIRED MEASURES

A. Building & Site Design Amenities

A.1 Preferential Parking for Employee Carpools and Vanpools – Designated area(s) that in total comprise 10 percent of the parking spaces required for the project. Two of these spaces shall be permanently identified with posted signs and/or pavement striping. The remainder would be so identified as dictated by demand. A minimum vertical clearance of 7 feet and 2 inches must be provided for parking and access ways to be used by vanpool vehicles.

A.2 Carpool/Vanpool Passenger Staging Area.

A.3 Direct and Safe Pedestrian Access – Access from each project building to the external pedestrian circulation system and nearby bus stops.

A.4 Bicycle Facilities.

A.4.a Bicycle Parking – Provided at a rate of two percent of the number of automobile parking spaces required of the project. The bicycle parking shall be located so that these spaces are closer to building entrances than the nearest off-street automobile parking spaces.

A.4.b Clothes Lockers – One locker per required bicycle parking space.

A.4.c Direct and Safe Bicycle Access.

A.4.d Showers – As outlined by Section 91.0705 of the City Municipal Code and/or specified by the City.

B. TDM Information & Services

B.1 Centralized Transportation Information Display(s) – The display(s) shall include information such as the availability of preferred carpool/vanpool parking and current routes and schedules for public transit serving the site.

II. ADDITIONAL MEASURES

The additional measures described below and/or other appropriate measures may be implemented by the project to further ensure an effective TDM program.

A. TDM Information & Services

A.1 On-Site Employee Transportation Coordinator (ETC) – This person will be responsible for maintaining the transportation display(s) and providing services such as on-site monthly transit pass sales, assistance with carpool/vanpool matching, oversight of the preferred carpool/vanpool parking program and other services as listed below. The ETC will be a visible resource on-site who employees can seek out for TDM-related assistance, and who can also coordinate resources and ideas with the Transportation Management Organization (TMO) planned as part of the Constellation Place project.

A.2 Carpool /Vanpool Matching – A ridematching service will be made available to help project employees seek carpool and/or vanpool partners. The ETC will facilitate employee ridematching using an in-house system (e.g., specialized spreadsheet and/or residential pin-point map with accompanying sign-up sheet), or by using an external system such as RideStar that is available through the Southern California Association of Governments (SCAG), or RideLinks that is available for purchase through a private company. The primary emphasis will be to match project employees with one another, given the primary objective to reduce the project's vehicular trip generation. The availability of this service will be advertised through the transportation display(s) in the context of information on preferred carpool/vanpool parking opportunities. Vanpool formation will also be further encouraged through the following actions:

A.2.a Vanpool Start-Up Assistance – The ETC will provide further assistance, as needed, to employers or employees attempting to initiate vanpool service at the project. Such assistance can include research of van leasing arrangements possible through companies such as VPSI, research of applicable tax credits

available to sponsoring employers or participating employees, and assistance with route development.

A.2.b Reimbursement of Driver Medical Exam Costs – For each new vanpool started at the project, the project will reimburse the lead driver plus one alternate driver a portion of or total direct cost they each pay for their initial medical exam required to operate the vanpool.

A.3 On-Site Transit Pass Sales – Monthly bus passes for transit services and agencies serving the project will be made available for purchase on-site, such as at the concierge's desk.

A.4 Personalized Transit Information – The transportation display(s) and on-site ETC will both advertise the availability of free automated transit trip planning that is available through two websites:

- "Metro Trip Planner" accessible through MTA's website at <http://www.mta.net>;
and
- "TranStar" accessible through the SCAG website at <http://www.scag.ca.gov/transit>.

Additionally, upon request, the on-site ETC will assist employees with these services and in obtaining and/or discussing the appropriate transit schedules needed for their commute.

A.5 New Business/Employee Commuter Benefits Flier/Packet – The ETC will prepare fliers and/or packets outlining some of the key TDM amenities and services that are made available by the project in support of alternative transportation. The fliers/packets will be distributed to employers within the project, for employers to post and/or disseminate to their employees.

A.6 Other Marketing – The annual state- and regional-level events of California Rideshare Week and Southern California Bike-to-Work Day will be advertised and potentially used as the setting for a site-specific marketing event and/or transportation fair.

B. Tenant TDM Provision

The building owner will issue a TDM provision with each office lease, which formally introduces tenants to the project TDM Program and requests that tenants participate in the following program(s):

- Enrollment in Free County Incentive Program – SCAG advertises two rideshare incentive programs, Rideshare Rewards and Club Metro, which are available to

employees whose employer is located within Los Angeles County and has fewer than 250 site employees. Rideshare Rewards encourages employees to try alternative commute modes by offering \$2 per day in gift certificates for Ralphs, Unocal or Target during their first three months of trial. Club Metro encourages employees to continue ridesharing beyond the trial period by offering a Club Metro rewards discount book to restaurants and other entertainment venues. Both programs are sponsored by the MTA and are free, but employers must first enroll in the programs.

The Tenant TDM Provision will also encourage tenants to consider alternative work hour schedules, if feasible, such as outlined below.

- Alternative Work Schedules – Examples of alternative work schedules include:
 - 1) compressed work week schedules, such as the 9/80 work schedule that allows employees to compress their work schedules into nine days to receive one specified day off every-other week;
 - 2) adjusting the typical start and end times of specific departments or offices to avoid the AM and PM peak periods;
 - and/or 3) offering employees the flexibility to adjust their designated work schedules by up to half an hour, upon supervisor or management approval, if needed to participate in a carpool, vanpool or public transit arrangement.

Attachment B

Transportation Demand Management (TDM)

The applicant shall implement the following TDM measures to reduce the Project-related vehicle trips to levels consistent with the Trip Cap Monitoring Program described below:

I. Transportation Demand Management (TDM) Plan

- A. The applicant shall submit to the Department of Transportation (DOT) for its review and approval a TDM Plan designed to reduce the total number of office peak-hour trips to and from the site to levels consistent with the Trip Cap Monitoring Program. The Plan may include a variety of measures to reduce vehicle trips including, but not limited to, encouraging ride-share strategies both on-site and off-site, such as carpools and vanpools, telecommuting and flexible work hours for employees (both permanent and temporary).
- B. The TDM Plan shall be maintained by the applicant and all successors in interest of the new building over the life of the Project.

II. Trip Cap Monitoring Program

- A. No sooner than the occupancy level reaches 80 percent of the office floor area for the Project and no later than the occupancy reaches 90 percent of the office floor area for the Project, the property owner shall implement a Trip Cap Monitoring Program.
- B. Allowable Trips

Allowable A.M. Peak Hour Trips*	Allowable P.M. Peak Hour Trips*
996**	1,119**

* The stated limitation may not be exceeded without penalties as provided in Section D herein.

** As the Project is on the same block and shares the same parking garage with the existing Century Plaza Towers, the applicant shall be required to submit appropriate procedures and methodologies, prior to the issuance of any certificate of occupancy for the Project, to be approved by DOT to ensure that the trips generated by the Project are properly identified, segregated and evaluated.

C. Measurement of Actual Trips and Monitoring

The measurements shall cover the peak periods between 7:00 - 9:00 AM and 4:00 - 7:00 PM, Tuesday through Thursday (excluding holidays), over a two-week period during the second and third weeks of October. They shall be conducted/derived on an annual basis utilizing the parking data collected from each access point to the property. The highest 60-minute internal count in each peak period from each day shall be averaged in determining the

compliance of the allowable trip cap. The property owner shall provide all necessary hardware and software for this Trip Cap Monitoring Program. All of the equipment shall be calibrated to ensure accuracy prior to the count survey. LADOT shall have the option to verify trip data by auditing the raw parking data or conducting an independent driveway count if deemed necessary, with staff and equipment costs reimbursed by the property owner.

D. Enforcement and Penalty

An Annual Report shall be submitted by the property owner to the Department of Transportation and the Department of City Planning no later than 30 days following each measurement period.

If the Annual Report indicates that the Allowable Trips have been exceeded, the applicant shall be given a one-year grace period to comply. If the Allowable Trips are exceeded consecutively for two reporting periods, the applicant shall be assessed a financial penalty based on the exceeded trips of the latest Annual Report based upon the formula set forth below, until such time that the trip generation is in compliance with the Program. The fee shall be paid in cash or by check within 90 days of notification by the Department of Transportation indicating that Trips have exceeded the Allowable Trips for two consecutive reporting periods, and shall be deposited in the Century City Transportation Management Fund for the purpose of promoting ride-share and subsidizing transit usage.

i) Calculation of Financial Penalties

Compare the 6-day average of Actual Trips with each corresponding category of Allowable Trips. For each Actual Trip that exceeds the applicable Allowable Trips, calculate the penalty by multiplying the annual cost (actual cost at the time of non-compliance) of a MTA base bus pass (\$42/month) plus the cost of an additional two-zone coverage (\$30/month), currently estimated to be at a total cost of \$864 per year for a two-zone pass. For each non-compliance reporting period after the grace period, the total penalty shall be the summation of cost of two-zone passes triggered by each trip that exceeds the trip cap.

The property owner shall submit a minimum of five Annual Reports. The Annual Reporting requirement shall be extended automatically for each non-compliant report. When five consecutive Annual Reports demonstrate continuous compliance with the peak-hour Allowable Trips requirements, the Project shall be deemed to have satisfied the Trip Cap Monitoring Program requirement and no further reporting by the property owner will be necessary.