



TECHNICAL MEMORANDUM

Date: July 23, 2018
To: Edgar Khalatian, Partner, Mayer Brown LLP
From: Tom Gaul, Miguel Nunez and Rachel Neumann
Subject: *ELDP Transportation Efficiency Analysis for the Hollywood Center Project*

Ref: LA17-2987

This study presents analysis to support the Environmental Leadership Development Project (“ELDP”) certification application for the Hollywood Center project (“Project”). To qualify for ELDP certification, a project must achieve 15% greater standard for transportation efficiency than a comparable project located on an infill site.

PROJECT LOCATION

The Project is located within the Hollywood Community Plan area and the Hollywood Redevelopment Plan area of the City of Los Angeles. The Project is located in a transit-rich environment, approximately 600 feet from the Metro Red Line Hollywood/Vine subway station, and amidst numerous rapid and local bus lines. The project site consists of 10 parcels generally bounded on the north by Yucca Street, on the west by Ivar Avenue, on the east by Argyle Avenue, and on the south by Hollywood Boulevard. Vine Street bisects the project site, which creates two development subareas referred to as the “West Site” and the “East Site” (“Project Site”). The East Site is developed with the Capitol Records Building and the Gogerty Building and a surface parking lot. The West Site is developed with a single-story building that was formerly an Enterprise car rental office and is currently leased and utilized by the American Musical and Dramatic Academy (AMDA) College and Conservatory of the Performing Arts and an adjoining surface parking lot. Land uses in the vicinity of the Project Site are comprised primarily of neighborhood-serving commercial, tourist and entertainment-related commercial uses, offices, hotels, medium- to high-density residential developments, and some lower-density residential housing, including single-family homes and courtyard apartment complexes.

PROJECT DESCRIPTION

This study analyzes two project scenarios. Both scenarios include high-rise residential, including senior affordable units, and ground floor retail and restaurant spaces. Planned publicly accessible paseos would provide contiguous pedestrian access through the Project Site from west to east to allow for people-watching and musical performances. The paseos would be landscaped and include bicycle parking. The difference between the scenarios is the inclusion of a hotel component in the second scenario. Specifically, the Residential Project Scenario includes 872 high-rise residential units, 133 senior affordable units, and 30,176 square feet of retail space (evaluated as 4,530 square feet of fast food restaurant space and 25,650 square feet of high-



turnover sit-down restaurant space for the purposes of this analysis). Performance space for up to 350 attendees will be programmed within the paseos. The Hotel Project Scenario includes 768 high-rise residential units, 116 affordable units, 220 hotel rooms, and 30,176 square feet of retail space (evaluated as 4,530 square feet of fast food restaurant space and 25,650 square feet of high-turnover sit-down restaurant space for the purposes of this analysis). As in the Residential Project Scenario, performance space for up to 350 attendees will be programmed within the paseos. The Hotel Project Scenario replaces 104 residential units with 220 hotel rooms (the Project would remain the same in all other regards, including the building's massing, the amount of parking and open space). In this study, the trip generation of the two scenarios described above is evaluated against a comparable project, which is defined as a project of the same size, capacity, and location type (See Governor's Office of Planning and Research AB900 Guidelines, dated January 2018).

SITE ACCESS AND CIRCULATION

The Project Site is surrounded by Yucca Street, Ivar Avenue, Vine Street, and Argyle Avenue. Regional vehicle access to the Project Site is provided by the Hollywood Freeway (US 101), which connects the San Fernando Valley and Downtown Los Angeles. Freeway ramps are located within one block from the Project Site.

The Project Site is located within a Transit Oriented District (TOD) and is accessible via multiple modes of public transportation. The Los Angeles County Metropolitan Transportation Authority ("Metro") and the Los Angeles Department of Transportation ("LADOT") operate an extensive system of rapid and local bus lines in the Hollywood community. The Metro Red Line Hollywood/Vine Station is located approximately 600 feet from the Project Site, and allows immediate access to the Metro Red Line subway, which provides high-capacity, high-frequency transit service along the high-density corridor through North Hollywood, Hollywood, and Downtown Los Angeles. Headways are 10 minutes during the peak hours, 12 minutes during the midday, and up to 18 minutes during the night. Bus transit access is provided to a number of Metro and LADOT bus routes at multiple stops located within one block of the Project Site. These bus routes include Metro Rapid Line 780, Metro Local Lines 180/181, 210, 212/312, 217, and 222, and LADOT DASH Hollywood, DASH Beachwood Canyon, and DASH Hollywood/Wilshire. Bicycle access to the Project Site is provided via routes with shared lane markings or "sharrows" on Yucca Street, Vine Street, and Wilcox Avenue.

Vehicular access to the Project Site would be provided by driveways located on Ivar Avenue, Yucca Street, and Argyle Avenue. Access to the West Site would be provided via a driveway on Ivar Avenue. Loading access to the West Site would also be provided via Ivar Avenue. Access to the East Site would be provided via a driveway on Argyle Avenue. Loading access to the East Site would also be provided via Argyle Avenue. The Yucca Street driveway, located between Vine Street and Argyle Avenue, also provides access to the East Site parking facilities, as well as direct access to the Capitol Records Building. There would be no vehicular access on Vine Street.

Pedestrian access to the Project Site would be provided via sidewalks around the perimeter of the Project Site, as well as a wide, landscaped paseo extending east-west through the Project Site. Residents, visitors, patrons, and employees arriving to the Project Site by bicycle would have the same access opportunities as pedestrians and would be able to utilize on-site bicycle parking



facilities. The paseo would be open to the public at all times. Free performances and other programming would be offered in the Paseo during daytime hours to members of the public.

PROJECT TRIP GENERATION

Trip generation rates published in *Trip Generation, 9th Edition* (Institute of Transportation Engineers, 2012) were used to calculate Project trip generation estimates for the proposed high-rise residential, hotel, fast food restaurant, and high-turnover sit-down restaurant land uses. The *9th Edition* rates were utilized because they provide a more conservative estimate of Project trip generation than the *10th Edition* rates. Regardless of which edition is utilized, there is no effect on the transportation efficiency comparison as uniform trip rates would be applied to both the proposed Project and the Comparable Project. Trip rates from a recent study conducted by LADOT on affordable housing trip generation in Los Angeles were utilized for the Project's senior affordable housing component (LADOT, *Local Affordable Housing Trip Generation Study*, 2017). Trip generation for the performance space was developed based on programmatic information provided by the Project applicant, assuming full attendance and a maximum of two performances daily, including one during the midday period and one during the afternoon peak hour. The total number of attendees was developed by factoring the amount of space where event watching would be allowed. Due to the availability of other amenities and the need to keep walk aisles clear, the attendance of events will be limited to 350 people. A total of 10 performances per week are planned, meaning some weekdays would only have one performance. Trip generation estimates for each scenario are presented in Tables 2A and 2B. As shown in Table 2A, as programmed, the Residential Project Scenario is estimated to generate approximately 6,346 net new daily weekday vehicle trips, including 461 morning peak hour vehicle trips and 632 afternoon peak hour vehicle trips. As shown in Table 2B, as programmed, the Hotel Project Scenario is estimated to generate approximately 7,279 net new daily weekday vehicle trips, including 528 morning peak hour vehicle trips and 665 afternoon peak hour vehicle trips.

A variety of trip and VMT related trip reduction credits were applied to the Project's gross trip generation estimates based on the Project's design, location, and programming. Those credits and the rationale for their inclusion are summarized below.

Internal Capture Reduction

Internal trip capture is the portion of vehicular trips generated by a mixed-use development that both begin and end within the development. An example of this would be residents or hotel guests eating dinner at one of the Project's restaurants. Indeed, the Project's restaurant uses have been oriented in a way that makes them easily accessible to the Project's visitors, hotel guests, and residents. Internal trip estimates were made for each of the Project's land uses based on the specific mix of uses and sizes within the Project utilizing Transportation Research Board (TRB) National Cooperative Highway Research Program (NCHRP) Report 684: Enhancing Internal Trip Capture Estimation for Mixed-Use Developments. This methodology is consistent with internal capture trip reductions previously applied and approved by LADOT, and is a best practice for determining internal capture reductions. The NCHRP methodology considers the specific mix and size of uses to determine internal trip capture rates by land use and analysis period.

**TABLE 2A
HOLLYWOOD CENTER PROJECT
RESIDENTIAL PROJECT SCENARIO
TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]									Estimated Trip Generation						
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	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	222,232	872 du	4.20	0.34	19%	81%	0.38	62%	38%	3,662	56	240	296	205	126	331		
Less: Internal capture [c]	[f]		9%		5%	20%			20%	(330)	(3)	(48)	(51)	(41)	(26)	(67)		
Less: TDM Program [h]			16.7%	16.7%			16.7%			(556)	(8)	(33)	(41)	(27)	(17)	(44)		
Net External Residential										2,776	45	159	204	137	83	220		
Senior Affordable Housing	[i]	133 du	1.72	0.12	38%	62%	0.15	52%	48%	229	6	10	16	10	10	20		
Less: Internal capture [c]			8%		5%	20%			20%	(18)	0	(2)	(2)	(2)	(2)	(4)		
Less: TDM Program [h]			14.6%	14.6%			14.6%			(31)	(1)	(1)	(2)	(1)	(1)	(2)		
Net External Residential										180	5	7	12	7	7	14		
Fast Food Restaurant without drive-thru window	933,934	4.53 ksf	496.12	43.87	60%	40%	26.15	51%	49%	2,246	119	80	199	60	58	118		
Less: Internal capture [c]	[b]		7%		15%	1%			14%	(157)	(18)	(1)	(19)	(8)	(15)	(23)		
Less: TDM Program [h]			1.2%	1.2%			1.2%			(25)	(1)	(1)	(2)	(1)	0	(1)		
Less: Transit/walk credit [d]			15%	15%			15%			(310)	(16)	(11)	(27)	(7)	(7)	(14)		
Total Driveway Trips										1,754	84	67	151	44	36	80		
Less: Pass-by from net trips [e]			50%	50%			50%			(877)	(46)	(30)	(76)	(20)	(20)	(40)		
Net External Fast Food										877	38	37	75	24	16	40		
High-Turnover Sit-Down Restaurant	932	25.65 ksf	127.15	10.81	55%	45%	9.85	60%	40%	3,261	152	125	277	152	101	253		
Less: Internal capture [c]			7%		15%	1%			14%	(228)	(23)	(1)	(24)	(21)	(26)	(47)		
Less: TDM Program [h]			1.2%	1.2%			1.2%			(36)	(2)	(1)	(3)	(1)	(1)	(2)		
Less: Transit/walk credit [d]			15%	15%			15%			(450)	(21)	(17)	(38)	(19)	(12)	(31)		
Total Driveway Trips										2,547	106	106	212	111	62	173		
Less: Pass-by from net trips [e]			20%	20%			20%			(509)	(23)	(19)	(42)	(21)	(14)	(35)		
Net External High-Turnover Restaurant										2,038	83	87	170	90	48	138		
Outdoor Performance Space	N/A	350 persons	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350		
Less: Internal capture [c]	[g]		6%		0%	0%			13%	(42)	0	0	0	(22)	(23)	(45)		
Less: Transit credit [d]			15%	15%			15%			(99)	0	0	0	(23)	(23)	(46)		
Less: Walk credit [j]			15%	15%			15%			(84)	0	0	0	(20)	(19)	(39)		
Net External Outdoor Performance Space										475	0	0	0	110	110	220		
TOTAL DRIVEWAY TRIPS										7,732	240	339	579	409	298	707		
TOTAL EXTERNAL TRIPS										6,346	171	290	461	368	264	632		

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 9th Edition*, 2012, unless otherwise noted.
- ITE land use code 933 for Fast Food Restaurant without drive through does not have a daily rate. The daily rate for land use code 934 - Fast Food Restaurant with Drive through was utilized instead. This is also more conservative since this land use generates a greater number of trips.
- 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.
- 15% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- For flexibility, the trip generation analysis uses the most conservative (highest) rates for high-rise apartments versus high-rise condominiums: ITE code 222 (high-rise apartment) for daily trips and ITE code 232 (high-rise condominium) for peak hour trips. Since the high-rise residences in the ITE database are generally in urban areas with transit service, no additional transit credit was taken to provide a conservative estimate.
- 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.
- Credit for the TDM program has been calculated based on *California Air Pollution Control Officers Association (CAPCOA)* guidelines.
- Trip generation rate from empirical study "Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study", LADOT 2017.
- 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 2B
HOLLYWOOD CENTER PROJECT
HOTEL PROJECT SCENARIO
TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]									Estimated Trip Generation							
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	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	222,232 [f]	768 du	4.20	0.34	19%	81%	0.38	62%	38%	3,226	50	211	261	181	111	292			
Less: Internal capture [c]			10%							(323)	(3)	(42)	(45)	(37)	(26)	(63)			
Less: TDM Program [h]										(485)	(7)	(29)	(36)	(24)	(14)	(38)			
Net External Residential			16.7%	16.7%			16.7%			2,418	40	140	180	120	71	191			
Senior Affordable Housing	[i]	116 du	1.72	0.12	38%	62%	0.15	52%	48%	200	5	9	14	9	8	17			
Less: Internal capture [c]			9%							(18)	0	(2)	(2)	(2)	(2)	(4)			
Less: TDM Program [h]										(27)	(1)	(1)	(2)	(1)	(1)	(2)			
Net External Residential			14.6%	14.6%			14.6%			155	4	6	10	6	5	11			
Hotel	310	220.0 keys	8.17	0.53	59%	41%	0.60	51%	49%	1,797	69	48	117	67	65	132			
Less: Internal capture [c]			10%							(180)	(3)	(4)	(7)	(25)	(18)	(43)			
Less: TDM Program [h]										(19)	(1)	0	(1)	(1)	0	(1)			
Less: Transit/walk credit [d]										(240)	(9)	(7)	(16)	(7)	(6)	(13)			
Net External Hotel			15%	15%			15%			1,358	56	37	93	34	41	75			
Fast Food Restaurant without drive-thru window	933,934 [b]	4.53 ksf	496.12	43.87	60%	40%	26.15	51%	49%	2,246	119	80	199	60	58	118			
Less: Internal capture [c]			9%							(202)	(17)	(2)	(19)	(11)	(18)	(29)			
Less: TDM Program [h]										(25)	(1)	(1)	(2)	(1)	0	(1)			
Less: Transit/walk credit [d]										(303)	(16)	(11)	(27)	(7)	(6)	(13)			
Total Driveway Trips										1,716	85	66	151	41	34	75			
Less: Pass-by from net trips [e]										(858)	(46)	(30)	(76)	(19)	(19)	(38)			
Net External Fast Food			50%	50%			50%			858	39	36	75	22	15	37			
High-Turnover Sit-Down Restaurant	932	25.65 ksf	127.15	10.81	55%	45%	9.85	60%	40%	3,261	152	125	277	152	101	253			
Less: Internal capture [c]			8%							(261)	(22)	(3)	(25)	(27)	(31)	(58)			
Less: TDM Program [h]										(36)	(2)	(1)	(3)	(1)	(1)	(2)			
Less: Transit/walk credit [d]										(445)	(20)	(17)	(37)	(17)	(12)	(29)			
Total Driveway Trips										2,519	108	104	212	107	57	164			
Less: Pass-by from net trips [e]										(504)	(23)	(19)	(42)	(20)	(13)	(33)			
Net External High-Turnover Restaurant			20%	20%			20%			2,015	85	85	170	87	44	131			
Outdoor Performance Space	N/A [g]	350 persons	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350			
Less: Internal capture [c]			6%							(42)	0	0	0	(22)	(23)	(45)			
Less: Transit credit [d]										(99)	0	0	0	(23)	(23)	(46)			
Less: Walk credit [j]										(84)	0	0	0	(20)	(19)	(39)			
Net External Outdoor Performance Space			15%	15%			15%			475	0	0	0	110	110	220			
TOTAL DRIVEWAY TRIPS										8,641	293	353	646	418	318	736			
TOTAL EXTERNAL TRIPS										7,279	224	304	528	379	286	665			

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 9th Edition*, 2012, unless otherwise noted.
- ITE land use code 933 for Fast Food Restaurant without drive through does not have a daily rate. The daily rate for land use code 934 - Fast Food Restaurant with Drive through was utilized instead. This is also more conservative since this land use generates a greater number of trips.
- 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.
- 15% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- For flexibility, the trip generation analysis uses the most conservative (highest) rates for high-rise apartments versus high-rise condominiums: ITE code 222 (high-rise apartment) for daily trips and ITE code 232 (high-rise condominium) for peak hour trips. Since the high-rise residences in the ITE database are generally in urban areas with transit service, no additional transit credit was taken to provide a conservative estimate.
- 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.
- Credit for the TDM program has been calculated based on *California Air Pollution Control Officers Association (CAPCOA)* guidelines.
- Trip generation rate from empirical study "Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study", LADOT 2017.
- 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.



Transit/Walk Reduction

The Project is located in a transit-rich environment, approximately 600 feet from the Metro Red Line Hollywood/Vine subway station, and amidst numerous rapid and local bus lines. LADOT traffic study guidelines allow a 15% trip reduction to be applied to developments located within a quarter-mile walking distance of a rail transit station or Rapid Bus stop, assuming that percentage of visitors may take transit and walk to the Project. US Census Journey to Work data indicates that the walk/bike/transit mode split for the census tract is approximately 30%. A blended trip generation rate based on ITE codes 232 and 233 – High Rise Apartments/Condo was utilized to develop trip generation estimates for the Project's residential component. The High-Rise rate assumes lower trip generation compared to other residential rates due to a number of factors, including transit access and walk trips. Due to this fact and in order to be conservative, no additional transit/walk trip credit was applied to the residential use.

Transportation Demand Management Reduction

A TDM program consists of strategies that are aimed at discouraging single-occupancy vehicle trips and encouraging alternative modes of transportation, such as carpooling, taking transit, walking, and biking. Strategies included in a typical TDM program address a wide range of transportation factors, including parking, transit, commute trips, shared mobility, bicycle infrastructure, site design, education and encouragement, and management. A list of the strategies included in the Project's TDM program are presented in Table 3.

TDM reductions for the Project were estimated based on the California Air Pollution Control Officers Association (CAPCOA) research and methodologies as described in *Quantifying Greenhouse Gas Mitigation Measures* (2010). Residential, senior affordable residential, and commercial land use TDM credits were calculated separately, as certain TDM measures are more appropriately employed in the commercial arena or vice versa. For example, for commercial tenants, vanpools and rideshare may be effective tools to reduce employee solo vehicle trips. However, vanpools would be difficult to implement for residents who are traveling from the Project to many disparate destinations. For residents, unbundling parking is more effective because residents are incentivized to reduce car ownership to save on condominium unit purchase price or monthly rental costs for a vehicular parking space. Additionally, the net effectiveness of commute trip reductions is reduced for the commercial land uses as those measures are only applicable to the work trips made by commercial land use employees, rather than the trips made by the commercial patrons. In the case of the Project's commercial land uses, employment trips are estimated to comprise 7.5% of all trips to those uses. Based on the CAPCOA research, it is estimated that the Project's TDM program would reduce residentially-generated trips by an estimated 16.7% for the market rate units and 14.6% for the senior affordable residential units, and would reduce trips generated by the commercial component by 1.2%. Based solely on the TDM program, the market rate residential and senior affordable residential land uses combined would be 16.6% more efficient than the comparable project for both the Residential Project Scenario and the Hotel Project Scenario. As discussed later in this memorandum, the total project trip efficiency is 21% for Residential Project Scenario and 20% for Hotel Project Scenario.

Table 3. TDM Program

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)



Existing Use Reduction

Existing uses of the Project Site are identified on page 1 of this study. Generally, when existing land uses are replaced by higher-density uses, the net new trip generation of the new project is credited because a portion of the new project's trips are replacing existing trips on the roadway network to the same site for the prior use. There is also a benefit to replacing an existing low-density use with a higher-density, mixed-use development. In the case of the Project, for the purposes of this analysis, in order to provide a conservative analysis, no credit has been applied for the removal of existing uses. This choice is additionally conservative, as application of an existing use credit would have the effect of increasing the proposed Project's transportation efficiency in comparison to the Comparable Project, for which no existing use can be identified due to that project's hypothetical nature.

PROJECT VEHICLE MILES TRAVELED

Trip Lengths

The City of Los Angeles Travel Demand Forecasting Model (TDF)¹ (2016) was used to determine the average trip lengths of each land use to calculate Project VMT. The Project VMT was calculated using average trip lengths by trip type and trip generation for each land use as shown in Table 2. The average trip length for each land use is the sum of the trip length of each trip type multiplied by the percentage of each trip type by land use. Trip type describes the purpose of the trip generated at each land use, such as residential trips (including home-to-work and home-to-other) and commercial trips (include commercial-customer, commercial-work, and commercial-non work). Trip lengths are based on the location and urbanization of the project area. As shown in Table 4, below, the average trip length in the Hollywood area as calculated by Los Angeles TDF varies by land use from 5.6 miles to 7.0 miles.

Table 4. Trip Lengths by Land Use (In Miles)

	High Rise Residential	Hotel	Fast Food Restaurant	High-Turnover Restaurant
Trip Length by Land Use	5.6	7.0	6.9	7.0

¹ The City of Los Angeles Travel Demand Forecasting Model provides the ability to evaluate the transportation system, use performance indicators for land use and transportation alternatives, provide information on regional pass-through traffic versus locally generated trips, and graphically display these results. The model captures planned growth in the Project Area and is sensitive to emerging land use trends through improved sensitivity to built environment variables. The model forecasts AM and PM peak period and daily vehicle and transit flows on the transportation network in the City and calculates trip origins and destinations for those vehicle flows, ultimately providing the trip lengths utilized here. The City's Travel Demand Forecasting Model was based on SCAG's regional model and was updated and recalibrated in 2016.



Project VMT

Estimated Project trip generation and VMT are summarized in Table 5, below. The Residential Project Scenario is estimated to generate a net total of 6,346 daily trips, 461 morning peak hour trips and 632 afternoon peak hour trips. This corresponds to a net total of 39,882 daily VMT, 2,908 morning peak hour VMT, and 3,990 afternoon peak hour VMT. The Hotel Project Scenario is estimated to generate a net total of 7,279 daily trips, 528 morning peak hour trips, and 665 afternoon peak hour trips. This corresponds to a net total of 46,930 daily VMT, 3,412 morning peak hour VMT, and 4,266 afternoon peak hour VMT.

**Table 5. Project Trips and VMT
Residential Project
Scenario**

Land Use	Trip Lengths by Land Use	Trips			VMT		
		Daily	AM	PM	Daily	AM	PM
Residential	5.6	2,776	204	220	15,554	1,143	1,233
Senior Affordable Residential	5.6	180	12	14	1,009	67	78
Hotel	7.0	0	0	0	0	0	0
Fast Food Restaurant	6.9	877	75	40	6,026	515	275
High-Turnover Restaurant	7.0	2,038	170	138	14,173	1,182	960
Performance Space	6.7	475	0	220	3,119	0	1,445
Project Total		6,346	461	632	39,882	2,908	3,990

Hotel Project Scenario

Land Use	Trip Lengths by Land Use	Trips			VMT		
		Daily	AM	PM	Daily	AM	PM
Residential	5.6	2,418	180	191	13,548	1,009	1,070
Senior Affordable Residential	5.6	155	10	11	868	56	62
Hotel	7.0	1,358	93	75	9,485	650	524
Fast Food Restaurant	6.9	858	75	37	5,896	515	254
High-Turnover Restaurant	7.0	2,015	170	131	14,013	1,182	911
Performance Space	6.7	475	0	220	3,119	0	1,445
Project Total		7,279	528	665	46,930	3,412	4,266



COMPARABLE PROJECT

In order to assess the Project's transportation efficiency based on trips and VMT, a baseline called the Comparable Project has been established. The Comparable Project and the Project are assumed to share the same size, mix of land uses, capacity, and location type. For the purposes of this study, it was assumed that the Comparable Project is a similarly-sized high-rise development located in the Hollywood area. As two scenarios are currently under consideration for the Project, two matching Comparable Projects were developed reflecting the different mixes of residential units and hotel.

Per Assembly Bill 246, the ELDP statute, "transportation efficiency" refers to the comparison between the number of vehicle trips by employees, visitors, or customers of the residential, retail, commercial, sports, cultural, entertainment, or recreational use project divided by the total number of employees, visitors, and customers to the proposed Project versus the Comparable Project. For the purpose of this study, both the Comparable Project and the Project were granted pass-by trip reductions, which account for existing trips in the area that are "passing by" on their way to another destination. The Comparable Project was granted a lower transit credit because while both the Project and the Comparable Project are located in Hollywood, and the Comparable Project is located on an infill site, the Comparable Project is not located within a quarter-mile of a major transit stop. Nor does the Comparable Project benefit from a mixed-use design that allows and promotes "internal capture".

Trip generation estimates for the Comparable Residential Project Scenario and Comparable Hotel Project Scenario are presented in Tables 6A and 6B. As shown in Table 6A, the Comparable Residential Project Scenario is estimated to generate approximately 7,987 net new daily weekday vehicle trips, 643 morning peak hour vehicle trips, and 860 afternoon peak hour vehicle trips. As shown in Table 6B, the Comparable Hotel Project Scenario is estimated to generate approximately 9,097 net new daily weekday vehicle trips, 704 morning peak hour vehicle trips and 933 afternoon peak hour vehicle trips.

Trip length data for the Comparable Project was obtained from the City of Los Angeles travel demand model. VMT associated with the Comparable Project are summarized in Table 7. As shown, the Comparable Residential Project Scenario is estimated to generate 49,600 daily VMT, including 3,978 VMT in the morning peak hour, and 5,380 VMT in the afternoon peak hour. The Comparable Hotel Project Scenario is estimated to generate 58,053 daily VMT, including 4,465 VMT in the morning peak hour, and 5,954 VMT in the afternoon peak hour.

**TABLE 6A
HOLLYWOOD CENTER PROJECT
COMPARABLE RESIDENTIAL PROJECT SCENARIO
TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]						Estimated Trip Generation								
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips			
				Rate	% In	% Out	Rate	% In	% Out		In	Out	Total	In	Out	Total	
COMPARABLE PROJECT																	
High-Rise Residential	222,232	894 du	4.20	0.34	19%	81%	0.38	62%	38%	3,755	58	246	304	211	129	340	
Net Residential										3,755	58	246	304	211	129	340	
Family Affordable Housing	[f]	111 du	4.08	0.50	40%	60%	0.34	55%	45%	453	22	34	56	21	17	38	
Net External Residential										453	22	34	56	21	17	38	
Fast Food Restaurant without drive-thru window	933,934	4.53 ksf	496.12	43.87	60%	40%	26.15	51%	49%	2,246	119	80	199	60	58	118	
Less: Transit/walk credit [e]			10%	10%			10%			(225)	(12)	(8)	(20)	(6)	(6)	(12)	
Total Driveway Trips										2,021	107	72	179	54	52	106	
Less: Pass-by [b]	[c]		50%	50%			50%			(1,123)	(54)	(36)	(90)	(27)	(26)	(53)	
Net Quality Restaurant										898	53	36	89	27	26	53	
High-Turnover Sit-Down Restaurant	932	25.65 ksf	127.15	10.81	55%	45%	9.85	60%	40%	3,261	152	125	277	152	101	253	
Less: Transit/walk credit [e]			10%	10%			10%			(326)	(15)	(13)	(28)	(15)	(10)	(25)	
Total Driveway Trips										2,935	137	112	249	137	91	228	
Less: Pass-by [b]			20%	20%			20%			(587)	(30)	(25)	(55)	(28)	(18)	(46)	
Net High-Turnover Restaurant										2,348	107	87	194	109	73	182	
Outdoor Performance Space	[d]	350 seats	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350	
Less: Internal capture [e]			6%	0%	0%	0%	0%	13%	13%	(42)	0	0	0	(22)	(23)	(45)	
Less: Transit credit [e]			10%	10%			10%			(66)	0	0	0	(16)	(15)	(31)	
Less: Walk credit [g]			10%	10%			10%			(59)	0	0	0	(14)	(13)	(27)	
Net External Outdoor Performance Space										533	0	0	0	123	124	247	
TOTAL DRIVEWAY TRIPS										9,697	324	464	788	546	413	959	
TOTAL TRIPS										7,987	240	403	643	491	369	860	

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 9th Edition*, 2012, unless otherwise noted.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.
- 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.
- 10% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Trip generation rate from empirical study "*Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study*", LADOT 2017.
- 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 6B
HOLLYWOOD CENTER PROJECT
COMPARABLE HOTEL PROJECT SCENARIO
TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]						Estimated Trip Generation								
			Daily Rate	AM Peak Hour		PM Peak Hour		Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips					
				Rate	% In	% Out	Rate		% In	% Out	In	Out	Total	In	Out	Total	
COMPARABLE PROJECT																	
Apartments	222,232	786 du	4.20	0.34	19%	81%	0.38	62%	38%	3,301	51	216	267	185	114	299	
Net Residential										3,301	51	216	267	185	114	299	
Family Affordable Housing	[f]	98 du	4.08	0.50	40%	60%	0.34	55%	45%	400	20	29	49	18	15	33	
Net External Residential										400	20	29	49	18	15	33	
Hotel	310	220.0 keys	8.17	0.53	59%	41%	0.60	51%	49%	1,797	69	48	117	67	65	132	
Less: Transit/walk credit [e]			10%	10%			10%			(180)	(7)	(5)	(12)	(7)	(6)	(13)	
Net Hotel										1,617	62	43	105	60	59	119	
Fast Food Restaurant without drive-thru window	933,934	4.53 ksf	496.12	43.87	60%	40%	26.15	51%	49%	2,246	119	80	199	60	58	118	
Less: Transit/walk credit [g]			10%	10%			10%			(225)	(12)	(8)	(20)	(6)	(6)	(12)	
Total Fast Food Driveway Trips										2,021	107	72	179	54	52	106	
Less: Pass-by [b]	[c]		50%	50%			50%			(1,123)	(54)	(36)	(90)	(27)	(26)	(53)	
Net Fast-Food Restaurant										898	53	36	89	27	26	53	
High-Turnover Sit-Down Restaurant	932	25.65 ksf	127.15	10.81	55%	45%	9.85	60%	40%	3,261	152	125	277	152	101	253	
Less: Transit/walk credit [e]			10%	10%			10%			(326)	(15)	(13)	(28)	(15)	(10)	(25)	
Total High-Turnover Restaurant Driveway Trips										2,935	137	112	249	137	91	228	
Less: Pass-by [b]			20%	20%			20%			(587)	(30)	(25)	(55)	(28)	(18)	(46)	
Net High-Turnover Restaurant										2,348	107	87	194	109	73	182	
Outdoor Performance Space	[d]	350 seats	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350	
Less: Internal capture [e]			6%	0%	0%	0%	0%	13%	13%	(42)	0	0	0	(22)	(23)	(45)	
Less: Transit credit [e]			10%	10%			10%			(66)	0	0	0	(16)	(15)	(31)	
Less: Walk credit [g]			10%	10%			10%			(59)	0	0	0	(14)	(13)	(27)	
Net External Outdoor Performance Space										533	0	0	0	123	124	247	
TOTAL DRIVEWAY TRIPS										10,807	377	472	849	577	455	1,032	
TOTAL TRIPS										9,097	293	411	704	522	411	933	

ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 9th Edition*, 2012, unless otherwise noted.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.
- 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.
- 10% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Trip generation rate from empirical study "*Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study*", LADOT 2017.
- 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 7. Comparable Project Generated Trips and VMT by Period
Comparable Residential Project Scenario

Land Use	Trip Lengths by Land Use	Trips			VMT		
		Daily	AM	PM	Daily	AM	PM
Residential	5.6	3,755	304	340	21,039	1,703	1,905
Senior Affordable Residential	5.6	453	56	38	2,538	314	213
Hotel	7.0	0	0	0	0	0	0
High Quality Restaurant	6.9	898	89	53	6,171	612	364
High-Turnover Restaurant	7.0	2,348	194	182	16,329	1,349	1,266
Performance Space	6.7	533	0	247	3,523	0	1,633
Project Total		7,987	643	860	49,600	3,978	5,380

Comparable Hotel Project Scenario

Land Use	Trip Lengths by Land Use	Trips			VMT		
		Daily	AM	PM	Daily	AM	PM
Residential	5.6	3,301	267	299	18,496	1,496	1,675
Senior Affordable Residential	5.6	400	49	33	2,241	275	185
Hotel	7.0	1,617	105	119	11,294	733	831
High Quality Restaurant	6.9	898	89	53	6,171	612	364
High-Turnover Restaurant	7.0	2,348	194	182	16,329	1,349	1,266
Performance Space	6.7	533	0	247	3,523	0	1,633
Project Total		9,097	704	686	58,053	4,465	5,954

COMPARISON OF PROJECT TO COMPARABLE PROJECT

Project Trips and VMT are compared to the Comparable Project in Table 8. Compared to the Comparable Residential Project Scenario, the Residential Project Scenario is estimated to generate 1,641 fewer daily trips, 182 fewer morning peak hour trips, and 228 fewer afternoon peak hour trips. This corresponds to 9,719 fewer daily VMT, 1,070 fewer morning peak hour VMT, and 1,390 fewer afternoon peak hour VMT. The Residential Project Scenario is estimated to result in 20% lower daily VMT, 27% lower morning peak hour VMT, and 26% lower afternoon peak hour VMT compared to the Comparable Residential Project Scenario. Compared to the Comparable Hotel Project Scenario, the Hotel Project Scenario is estimated to generate 1,818 fewer daily trips, 176 fewer morning peak hour trips, and 268 fewer afternoon peak hour trips. This corresponds to 11,123 fewer daily VMT, 1,053 fewer morning peak hour VMT, and 1,688 fewer afternoon peak hour VMT. The Hotel Project Scenario is estimated to result in 19% lower daily VMT, 24% lower morning peak hour VMT, and 28% lower afternoon peak hour VMT compared to the Comparable Hotel Project Scenario.



**Table 8. Trip and VMT Comparison
Residential Project Scenario**

	Trips			VMT		
	Daily	AM	PM	Daily	AM	PM
Project	6,346	461	632	39,882	2,908	3,990
Comparable Project	7,987	643	860	49,600	3,978	5,380
Trip/VMT Reduction	-1,641	-182	-228	-9,719	-1,070	-1,390
Percent Trip/VMT Reduction	-21%	-28%	-27%	-20%	-27%	-26%

Hotel Project Scenario

	Trips			VMT		
	Daily	AM	PM	Daily	AM	PM
Project	7,279	528	665	46,930	3,412	4,266
Comparable Project	9,097	704	933	58,053	4,465	5,954
Trip/VMT Reduction	-1,818	-176	-268	-11,123	-1,053	-1,688
Percent Trip/VMT Reduction	-20%	-25%	-29%	-19%	-24%	-28%

The Project's location in the dense, infill, transit-friendly Hollywood environment, its integrated mixed-use design resulting in internal trip capture, and its proposed TDM strategies would reduce the Project's estimated daily trips by 21% and its estimated daily VMT by 20% as compared to the Comparable Project for the Residential Project Scenario. For the Hotel Project Scenario, the Project's estimated daily trips would be reduced by 20% and its estimated daily VMT by 19% as compared to the Comparable Project for the same scenario. Based on the TDM program alone, the efficiency of the residential land uses would be 16.6% more efficient than the comparable project for both the Residential Project Scenario and Hotel Project Scenario. Therefore, both proposed Project scenarios would result in at least 15% greater transportation efficiency as compared to a comparable project, as required for the application for Environmental Leadership Development Project.

ITE TRIP GENERATION COMPARISON – 9TH EDITION VS. 10TH EDITION

As previously discussed, trip generation rates published in *Trip Generation, 9th Edition*, were used to calculate Project trip generation estimates for the proposed Project land uses. The Institute of Transportation Engineers released an update to their *Trip Generation* manual in September 2017 (*10th Edition*). Trip rates published in ITE's *9th Edition* (2012) were utilized for calculation of trip generation because utilizing *9th Edition* results in a higher estimated trip generation, which provides a more conservative analysis. Specifically, *10th Edition* offers lower trip generation rates for high-rise residential land uses for the daily, morning peak hour, and afternoon peak hour periods, for hotel land uses for the morning peak hour period, for fast food restaurant land uses for the daily and morning peak hour periods, and for high-turnover sit-down restaurant land uses for the daily, morning peak hour, and afternoon peak hour periods. For example, utilizing the *9th*



Edition to estimate trip generation, the Residential Project Scenario is estimated to generate 6,346 daily trips, 461 AM peak hour trips, and 632 PM peak hour trips, whereas utilizing the *10th Edition* for the same scenario is estimated to generate 4,434 daily trips, 335 AM peak hour trips, and 530 PM peak hour trips. The Hotel Project Scenario is estimated to generate 7,279 daily trips, 528 AM peak hour trips, and 665 PM peak hour trips with *9th Edition*, while utilizing *10th Edition* the same scenario is estimated to generate 5,118 daily trips, 378 AM peak hour trips, and 551 PM peak hour trips. Regardless of which edition is utilized, the transportation efficiency comparison presented in this memo would remain consistent with the application of ITE *9th Edition* or *10th Edition* trip rates to both the proposed Project and the Comparable Project for the uses described above. This analysis is presented with the application of ITE *9th Edition* trip generation rates. Appendix A contains the trip generation estimates, VMT, and ELDP efficiency comparison for *10th Edition*.



Appendix A

ITE Trip Generation 10th Edition

	RESIDENTIAL SCENARIO			HOTEL SCENARIO		
	Hollywood Center	Comparable Project	% Reduction	Hollywood Center	Comparable Project	% Reduction
<i>Trips</i>						
Daily	4,434	5,534	-20%	5,118	6,344	-19%
AM	335	473	-29%	378	512	-26%
PM	530	693	-24%	551	746	-26%
<i>VMT</i>						
Daily	28,508	35,136	-19%	33,566	41,177	-18%
AM	2,141	2,955	-28%	2,465	3,269	-25%
PM	3,428	4,448	-23%	3,600	4,854	-26%

The table above provides the trip generation and VMT ELDP transportation efficiency comparison for identical proposed and comparable projects based on ITE *10th Edition* trip generation rates. Subsequent tables display the detailed trip generation estimates in support of this *10th Edition* analysis.

**TABLE 2A - APPENDIX A
HOLLYWOOD CENTER PROJECT
RESIDENTIAL PROJECT SCENARIO
ITE 10TH EDITION TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]									Estimated Trip Generation						
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	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	2.07	0.21	12%	88%	0.19	70%	30%	1,805	22	161	183	116	50	166		
Less: Internal capture [c]			9%		5%	20%		20%	21%	(162)	(1)	(32)	(33)	(23)	(10)	(33)		
Less: TDM Program [g]										(274)	(3)	(22)	(25)	(15)	(7)	(22)		
Net External Residential			16.7%	16.7%			16.7%			1,369	18	107	125	78	33	111		
Senior Affordable Housing	[h]	133 du	1.72	0.12	38%	62%	0.15	52%	48%	229	6	10	16	10	10	20		
Less: Internal capture [c]			8%		5%	20%		20%	21%	(18)	0	(2)	(2)	(2)	(2)	(4)		
Less: TDM Program [g]										(31)	(1)	(1)	(2)	(1)	(1)	(2)		
Net External Residential			14.6%	14.6%			14.6%			180	5	7	12	7	7	14		
Fast Food Restaurant without drive-thru window	933,934	4.53 ksf	346.23	25.10	60%	40%	28.34	50%	50%	1,567	68	46	114	64	64	128		
Less: Internal capture [c]	[b]		7%		16%	2%		13%	24%	(110)	(11)	(1)	(12)	(9)	(15)	(24)		
Less: TDM Program [g]			1.2%	1.2%			1.2%			(17)	(1)	0	(1)	(1)	0	(1)		
Less: Transit/walk credit [d]			15%	15%			15%			(216)	(9)	(6)	(15)	(8)	(7)	(15)		
Total Driveway Trips										1,224	47	39	86	46	42	88		
Less: Pass-by from net trips [e]			50%	50%			50%			(612)	(26)	(17)	(43)	(22)	(22)	(44)		
Net External Fast Food										612	21	22	43	24	20	44		
High-Turnover Sit-Down Restaurant	932	25.65 ksf	112.18	9.94	55%	45%	9.77	63%	37%	2,877	140	115	255	158	93	251		
Less: Internal capture [c]			7%		16%	2%		13%	24%	(201)	(22)	(2)	(24)	(21)	(22)	(43)		
Less: TDM Program [g]			1.2%	1.2%			1.2%			(32)	(2)	(1)	(3)	(1)	(1)	(2)		
Less: Transit/walk credit [d]			15%	15%			15%			(397)	(19)	(15)	(34)	(20)	(11)	(31)		
Total Driveway Trips										2,247	97	97	194	116	59	175		
Less: Pass-by from net trips [e]			20%	20%			20%			(449)	(21)	(18)	(39)	(22)	(13)	(35)		
Net External High-Turnover Restaurant										1,798	76	79	155	94	46	140		
Outdoor Performance Space	N/A	350 seats	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350		
Less: Internal capture [c]	[f]		6%		0%	0%		13%	13%	(42)	0	0	0	(22)	(22)	(44)		
Less: Transit credit [d]			15%	15%			15%			(99)	0	0	0	(23)	(23)	(46)		
Less: Walk credit [i]			15%	15%			15%			(84)	0	0	0	(20)	(19)	(39)		
Net External Outdoor Performance Space										475	0	0	0	110	111	221		
TOTAL DRIVEWAY TRIPS										5,495	167	250	417	357	252	609		
TOTAL EXTERNAL TRIPS										4,434	120	215	335	313	217	530		

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 10th Edition*, 2017, unless otherwise noted.
- ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.
- 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.
- 15% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- 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.
- Credit for the TDM program has been calculated based on CAPCOA guidelines.
- Trip generation rate from empirical study "Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study", LADOT 2017.
- 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 2B - APPENDIX A
HOLLYWOOD CENTER PROJECT
HOTEL PROJECT SCENARIO
ITE 10TH EDITION TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]									Estimated Trip Generation					
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	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	2.07	0.21	12%	88%	0.19	70%	30%	1,590	19	142	161	102	44	146	
Less: Internal capture [c]			10%		5%	20%			20%	23%	(159)	(1)	(28)	(29)	(21)	(10)	(31)
Less: TDM Program [g]			16.7%	16.7%			16.7%				(239)	(3)	(19)	(22)	(13)	(6)	(19)
Net External Residential											1,192	15	95	110	68	28	96
Senior Affordable Housing	[h]	116 du	1.72	0.12	38%	62%	0.15	52%	48%	200	5	9	14	9	8	17	
Less: Internal capture [c]			9%		5%	20%			20%	21%	(18)	0	(2)	(2)	(2)	(2)	(4)
Less: TDM Program [g]			14.6%	14.6%			14.6%				(27)	(1)	(1)	(2)	(1)	(1)	(2)
Net External Residential											155	4	6	10	6	5	11
Hotel	310	220.0 keys	5.49	0.35	47%	53%	0.40	48%	52%	1,208	36	41	77	42	46	88	
Less: Internal capture [c]			10%		4%	8%			39%	28%	(121)	(2)	(3)	(5)	(16)	(13)	(29)
Less: TDM Program [g]			1.2%	1.2%			1.2%				(13)	0	(1)	(1)	0	(1)	(1)
Less: Transit/walk credit [d]			15%	15%			15%				(161)	(5)	(6)	(11)	(4)	(5)	(9)
Net External Hotel											913	29	31	60	22	27	49
Fast Food Restaurant without drive-thru window	933,934 [b]	4.53 ksf	346.23	25.10	60%	40%	28.34	50%	50%	1,567	68	46	114	64	64	128	
Less: Internal capture [c]			8%		15%	2%			17%	29%	(125)	(10)	(1)	(11)	(11)	(19)	(30)
Less: TDM Program [g]			1.2%	1.2%			1.2%				(17)	(1)	0	(1)	(1)	0	(1)
Less: Transit/walk credit [d]			15%	15%			15%				(214)	(9)	(6)	(15)	(8)	(7)	(15)
Total Driveway Trips											1,211	48	39	87	44	38	82
Less: Pass-by from net trips [e]			50%	50%			50%				(606)	(26)	(18)	(44)	(21)	(20)	(41)
Net External Fast Food											605	22	21	43	23	18	41
High-Turnover Sit-Down Restaurant	932	25.65 ksf	112.18	9.94	55%	45%	9.77	63%	37%	2,877	140	115	255	158	93	251	
Less: Internal capture [c]			8%		15%	2%			17%	29%	(230)	(21)	(3)	(24)	(27)	(27)	(54)
Less: TDM Program [g]			1.2%	1.2%			1.2%				(32)	(2)	(1)	(3)	(1)	(1)	(2)
Less: Transit/walk credit [d]			15%	15%			15%				(392)	(19)	(15)	(34)	(18)	(11)	(29)
Total Driveway Trips											2,223	98	96	194	112	54	166
Less: Pass-by from net trips [e]			20%	20%			20%				(445)	(21)	(18)	(39)	(21)	(12)	(33)
Net External High-Turnover Restaurant											1,778	77	78	155	91	42	133
Outdoor Performance Space	N/A [f]	350 seats	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350	
Less: Internal capture [c]			6%		0%	0%			13%	13%	(42)	0	0	0	(22)	(22)	(44)
Less: Transit credit [d]			15%	15%			15%				(99)	0	0	0	(23)	(23)	(46)
Less: Walk credit [i]			15%	15%			15%				(84)	0	0	0	(20)	(19)	(39)
Net External Outdoor Performance Space											475	0	0	0	110	111	221
TOTAL DRIVEWAY TRIPS										6,169	194	267	461	362	263	625	
TOTAL EXTERNAL TRIPS										5,118	147	231	378	320	231	551	

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 10th Edition*, 2017, unless otherwise noted.
- ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.
- 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.
- 15% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- 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.
- Credit for the TDM program has been calculated based on CAPCOA guidelines.
- Trip generation rate from empirical study "*Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study*", LADOT 2017.
- 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 6A - APPENDIX A
HOLLYWOOD CENTER PROJECT
COMPARABLE RESIDENTIAL PROJECT SCENARIO
ITE 10TH EDITION TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]						Estimated Trip Generation							
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips		
				Rate	% In	% Out	Rate	% In	% Out		In	Out	Total	In	Out	Total
COMPARABLE PROJECT																
High-Rise Residential	222	894 du	2.07	0.21	12%	88%	0.19	70%	30%	1,851	23	165	188	119	51	170
Net Residential										1,851	23	165	188	119	51	170
Family Affordable Housing	[g]	111 du	4.08	0.50	40%	60%	0.34	55%	45%	453	22	34	56	21	17	38
Net External Residential										453	22	34	56	21	17	38
Fast Food Restaurant without drive-thru window	933,934	4.53 ksf	346.23	25.10	60%	40%	28.34	50%	50%	1,567	68	46	114	64	64	128
Less: Transit/walk credit [f]			10%	10%			10%			(157)	(7)	(4)	(11)	(7)	(6)	(13)
Total Driveway Trips										1,410	61	42	103	57	58	115
Less: Pass-by [b]	[c]		50%	50%			50%			(784)	(31)	(21)	(52)	(29)	(29)	(58)
			346.23	25.10	0.60	0.40	28.34	0.50	0.50	626	30	21	51	28	29	57
High-Turnover Sit-Down Restaurant	932	25.65 ksf	112.18	9.94	55%	45%	9.80	63%	37%	2,877	140	115	255	158	93	251
Less: Transit/walk credit [f]			10%	10%			10%			(288)	(14)	(12)	(26)	(16)	(9)	(25)
Total Driveway Trips										2,589	126	103	229	142	84	226
Less: Pass-by [b]			20%	20%			20%			(518)	(28)	(23)	(51)	(28)	(17)	(45)
Net High-Turnover Restaurant										2,071	98	80	178	114	67	181
Outdoor Performance Space	[d]	350 seats	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350
Less: Internal capture [e]			6%		0%	0%		13%	13%	(42)	0	0	0	(22)	(23)	(45)
Less: Transit credit [f]			10%	10%			10%			(66)	0	0	0	(16)	(15)	(31)
Less: Walk credit [h]			10%	10%			10%			(59)	0	0	0	(14)	(13)	(27)
Net External Outdoor Performance Space										533	0	0	0	123	124	247
TOTAL DRIVEWAY TRIPS										6,836	232	344	576	462	334	796
TOTAL TRIPS										5,534	173	300	473	405	288	693

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 10th Edition*, 2017, unless otherwise noted.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.
- 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.
- Internal capture represents the percentage of trips between land uses that occur within the site.
- 10% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Trip generation rate from empirical study *"Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study"*, LADOT 2017.
- 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 6B - APPENDIX A
HOLLYWOOD CENTER PROJECT
COMPARABLE HOTEL PROJECT SCENARIO
ITE 10TH EDITION TRIP GENERATION ESTIMATES**

Land Use	ITE Land Use Code	Size	Trip Generation Rates [a]						Estimated Trip Generation								
			Daily Rate	AM Peak Hour			PM Peak Hour			Daily Trips	AM Peak Hour Trips			PM Peak Hour Trips			
				Rate	% In	% Out	Rate	% In	% Out		In	Out	Total	In	Out	Total	
COMPARABLE PROJECT																	
High-Rise Residential	222	786 du	2.07	0.21	12%	88%	0.19	70%	30%	1,627	20	145	165	104	45	149	
Net Residential										1,627	20	145	165	104	45	149	
Family Affordable Housing	[g]	98 du	4.08	0.50	40%	60%	0.34	55%	45%	400	20	29	49	18	15	33	
Net External Residential										400	20	29	49	18	15	33	
Hotel	310	220.0 keys	5.49	0.35	47%	53%	0.40	48%	52%	1,208	36	41	77	42	46	88	
Less: Transit/walk credit [ff]			10%	10%			10%			(121)	(4)	(4)	(8)	(4)	(5)	(9)	
Net Hotel										1,087	32	37	69	38	41	79	
Fast Food Restaurant without drive-thru window	933,934	4.53 ksf	346.23	25.10	60%	40%	28.34	50%	50%	1,567	68	46	114	64	64	128	
Less: Transit/walk credit [g]			10%	10%			10%			(157)	(7)	(4)	(11)	(7)	(6)	(13)	
Total Fast Food Driveway Trips										1,410	61	42	103	57	58	115	
Less: Pass-by [b]	[c]		50%	50%			50%			(784)	(31)	(21)	(52)	(29)	(29)	(58)	
Net Fast-Food Restaurant										626	30	21	51	28	29	57	
High-Turnover Sit-Down Restaurant	932	25.65 ksf	112.18	9.94	55%	45%	9.80	63%	37%	2,877	140	115	255	158	93	251	
Less: Transit/walk credit [g]			10%	10%			10%			(288)	(14)	(12)	(26)	(16)	(9)	(25)	
Total High-Turnover Restaurant Driveway Trips										2,589	126	103	229	142	84	226	
Less: Pass-by [b]			20%	20%			20%			(518)	(28)	(23)	(51)	(28)	(17)	(45)	
Net High-Turnover Restaurant										2,071	98	80	178	114	67	181	
Outdoor Performance Space	[d]	350 seats	2.00	0.00	0%	0%	1.00	50%	50%	700	0	0	0	175	175	350	
Less: Internal capture [e]			6%		0%	0%		13%	13%	(42)	0	0	0	(22)	(23)	(45)	
Less: Transit credit [ff]			10%	10%			10%			(66)	0	0	0	(16)	(15)	(31)	
Less: Walk credit [h]			10%	10%			10%			(59)	0	0	0	(14)	(13)	(27)	
Net External Outdoor Performance Space										533	0	0	0	123	124	247	
TOTAL DRIVEWAY TRIPS										7,646	259	356	615	482	367	849	
TOTAL TRIPS										6,344	200	312	512	425	321	746	

Notes:

- Source: Institute of Transportation Engineers (ITE), *Trip Generation, 10th Edition*, 2017, unless otherwise noted.
- Pass-by credit based on Attachment I of LADOT's *Traffic Study Policies and Procedures*, December 2016.
- ITE does not provide a daily rate for land use code 933. The daily rate for land use code 934 was utilized instead.
- 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.
- 10% credit to account for transit access to the project site. Source: LADOT's *Traffic Study Policies and Procedures*, December 2016.
- Trip generation rate from empirical study "*Infill and Complete Streets Study - Tasks 2.1B & 2.1C Local Trip Generation Study*", LADOT 2017.
- 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.