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January 10, 2017

Councilmember Jose Huizar, Chair
Councilmember Marqueece Harris-Dawson
Councilmember Gilbert A. Cedillo
Councilmember Mitchell Englander
Councilmember Felipe Fuentes

Planning and Land Use Management Committee
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: City Planning Case Nos: CPC-2015-896-GPA-VZC-HD-MCUP-ZV-DB-SPR,
VTT-74131-2A and ENV-2015-897-EIR

Council File Nos: 16-1368-S2, 16-1368

Project Address:
333 S. La Cienega Boulevard

**PROPOSED MIXED USE PROJECT LOCATED AT 333 S. LA CIENEGA
BOULEVARD --- TRAFFIC STUDY PEER REVIEW**

I am a Transportation/Planner Engineer with over 40 years of experience in reviewing Development Projects for Traffic Impacts within the context of City of Los Angeles and State of California Environmental Regulations. **Attachment 1** of this letter is a summary of my professional experience, which includes my former position with the City of Los Angeles Department of Transportation (LADOT) as the Chief of the Bureau of Planning and Land Use Development. At the request of the Beverly Wilshire Homes Association, I have completed an Independent Peer Review of the Traffic Study (dated March 17, 2016) and subsequent material analyzing an amended, slightly smaller project (dated October 13, 2015) prepared by the Applicant's Traffic Consultant – The Mobility Group. Those reports are part of the initial Draft Environmental Impact Report (DEIR) and the Final Environmental Impact Report (FEIR) prepared in support of the proposed project.

Following are my detailed review comments:

1. The Traffic studies misrepresent the operation of the traffic signal at 3rd/La Cienega. Thus the conclusion about that Level of Service (LOS) for this intersection being LOS C with and without the project implying that traffic conditions are “acceptable” consistent with the Community Plan is misleading and fallacious. The Traffic studies analyzed the intersection with no adjustment for “opposed” left turn phases (see **Attachments 2 and 3**). In a field review of the intersection I observed that the left turn traffic signals for both the north/south and the east/west traffic controls operated separately. Thus the traffic signal allocation of traffic flow during the peak hours has resulted in significantly more congestion than implied by LOS C. Correcting for the left turn phasing, by adding the code #3 to the LADOT evaluation sheet, predicted LOS E/F for this intersection - a much worse level of congestion which is consistent with my field observations (see **Attachment 4**).
2. The use of the trip rate for a "Super Market" for what is likely to be a high end /specialty food market grossly understates the trip generation potential of the proposed project. My review of the base data in the Institute of Transportation Engineer (ITE) Trip Generation Handbook, cited in the Traffic studies, indicates that the average size of the sites surveyed for the Land Use Category 850 - Supermarket have an average size of 56,000 square feet. The proposed “supermarket” is expected to be approximately 27,000 square feet, a totally different kind of market.

In a similar development case processed by the City of Burbank, the applicant was required to survey Whole Foods Markets (including the one at SM/Fairfax) to evaluate the trip potential of a high end/specialty food market (see **Appendix A**). That survey yielded a PM peak hour trip rate of 15.16 vehicles per 1,000 square feet compare to the Supermarket rate used in the project Traffic study -- 9.98 vehicles per 1,000 square feet. **Attachment 5** summarizes my application of the Whole Foods market rate to the trip generation calculation and compares it to that which was presented in the project Traffic study. The conclusion is that the actual number of PM peak hour trips for the amended project could be 75% higher than evaluated in the Traffic study.

3. **Attachment 4** is a revision to the PM Peak Hour capacity analysis for the amended project impacts at 3rd/La Cienega, using the adjustments described in the above two findings – i.e., using the correct left turn phasing assumption and using the Whole Foods trip generation for the Supermarket. The conclusion is that at LOS E/F there would be a significant traffic impact during the PM Peak Hour at the intersection 3rd/La Cienega. The Traffic Study must be corrected for these identified errors in the analysis. The same error would surely apply to other intersections as well as to 3rd/La Cienega. **The project must examine traffic mitigation measures for the impact at 3rd/La Cienega and at other intersections as appropriate; and the City must re-circulate the DEIR.**

4. The DEIR summarily dismisses the likelihood that there would be traffic impacts on adjacent residential streets from the project – based upon the conclusion that the surrounding arterials are not projected to be congested. LADOT Traffic Study policies describe the parameters of thresholds for residential street impacts and when it might be appropriate for review of impacts. An analysis of residential impacts is warranted if adjacent arterials are congested and if residential streets would present a logical by-pass route. The minimum threshold for residential impacts would be an addition of 120 vehicles per hour.

Attachment 6 is a map showing the project location and the proximity of residential streets within the Beverly Wilshire Homes Association: Blackburn Avenue, Orlando Avenue, and 4th Street. The congestion from the traffic impact at 3rd/La Cienega could logically cause diverted traffic to these residential streets. According to Table B.2 of Attachment B to the Applicant's Traffic study, the Total Daily Trips for the amended project is estimated to be 1,947 vehicles per day. If only 10% of the daily traffic would divert to an Orlando- Blackburn or 4th Street route – the impact would be 195 vehicles per day – significantly above the 120 vehicles per day threshold. **The possibility of a residential traffic impact requires that the Traffic Study be augmented with an analysis of the residential street conditions and impacts.**

5. LADOT Traffic Study Policies allow up to a 15% transit discount for a project proximate to a Rapid Bus line. While the project is in-fact adjacent to Metro Line 705 Rapid Bus line, it seems illogical that the luxury components of the project (i.e.: homes with 24:7 on-call drivers; a “quality” restaurant; and a high end/specialty Supermarket) would lend itself to significant walking and public transit use.

Again, referring to LADOT policies, the granting of the full 15% transit/pedestrian credit must be evidenced by transit and pedestrian improvements. Reviewing the staff report on the project, it appears that the applicant has offered to install a pedestrian traffic signal and cross walk across Blackburn Avenue and to install a bus transit shelter for the Rapid Bus line stop on La Cienega Boulevard. While these are documented in the FINDINGS section of the staff report, there are no supporting conditions of approval that would compel the applicant to follow through on these measures. **The project must be conditioned to install the traffic signal, cross walk and transit shelter to the satisfaction of LADOT to ensure the allowance of the 15% transit/pedestrian credit.**

6. The Traffic Study assumes the geographic distribution project trips to be 20% north; 30% south; 15% east; and 35% to west. There is no evidence presented justifying this assumption. The assertion that only 15% of the traffic is oriented to the east understates the potential impact to the Beverly Wilshire Homes Association, the residential neighborhood to the east. **The Traffic Study must be updated to justify the geographic distribution of project trips.**

Based upon my review of the Traffic Analyses, I would conclude that the Traffic Study is inadequate and wrongly concludes “no significant” traffic impact.

The Los Angeles City Council should not certify the FEIR until the Traffic Study is corrected and appropriate traffic mitigation measures are identified. The FEIR should be re-circulated as appropriate and the approval of the requested project zone change and vesting tentative tract map should be conditioned to include appropriate measures.

Very truly yours,



Allyn D. Rifkin, PE

Attachment 1 – Allyn D. Rifkin, PE statement of qualifications

Attachment 2 – PM Peak Hour LOS Analysis at 3rd/La Cienega – Original Project

Attachment 3 – PM Peak Hour LOS Analysis at 3rd/La Cienega – Amended Project

Attachment 4 – Revised PM Peak Hour LOS Analysis at 3rd/La Cienega – Amended Project

Attachment 5 – Comparative PM Peak Hour Trip Generation Analysis – Amended Project

Attachment 6 – Project Location Map

ATTACHMENT 1

**Allyn Rifkin, P.E.
Experience and Qualifications**

Mr. Rifkin has over 30 years of experience in the field of transportation engineering and planning. Included in that experience are assignments in both the private and public sectors, ranging from consultant for developers to research for the Automobile Club of Southern California. Until recently, he was the Chief of the Los Angeles Department of Transportation's Bureau of Planning and Land Use Development, responsible for managing a staff of 38 professionals and serving as the key department liaison between the development community and City Council on traffic mitigation and transportation planning issues. He supervised the completion of numerous project EIRs for the City of Los Angeles. His latest projects focused on transit oriented development along various rail alignments in the Los Angeles area. As a private consultant, Mr. Rifkin has worked closely with residential neighborhood associations and developers to negotiate consensus on traffic mitigation measures in association with proposed development projects. Other consultant efforts of interest include assistance to the Eagle Rock neighborhood in the formation of the Colorado Boulevard Pilot Community Parking program and to County Supervisor Yaroslavsky in the initial proposal to convert Olympic and Pico Boulevards into a one-way pair.

Professionally, Allyn is a registered professional engineer (PE) in the State of California. He is active in the Urban Land Institute (ULI) and the Institute of Transportation Engineers (ITE), and has served as the president of the ITE'S largest Chapter of ITE, the Southern California Chapter, with over 1,100 members. In addition to serving on the ITE National Transit and Transportation Planning committees, he has been instrumental on national steering committees for the ITE Trip Generation Committee and the Urban Goods Movement Committee. He has lectured extensively on the topics of traffic impact mitigation and on neighborhood traffic controls.

His college education began with a B.S. in Systems Engineering at UCLA and led to an M.S. in Transportation Engineering at Northwestern University. Rifkin is nationally recognized for his expertise in travel demand forecasting. His more recent work has involved traffic plans to relieve congestion in various hot spots of development in Southern California including the South Coast Plaza area of Orange County, Downtown Los Angeles, Westwood, the LAX Transportation Corridor (the initial area in Los Angeles to adopt a traffic impact mitigation fee), and Warner Center.

He was involved in the creation of five transportation trust funds with current balances exceeding \$23 million for transportation improvements. In his role as mediator of development traffic impact Mr. Rifkin launched a neighborhood traffic safety program currently exceeding \$1.5 million in neighborhood traffic controls and negotiated pedestrian safety mitigations from the Los Angeles Unified School District.

ATTACHMENT 2
PM Peak Hour LOS Analysis at 3rd/La Cienega – Original Project

LADOT SHOULD BE #3 FOR OPPOSED PHASING
Moving LA Forward

Level of Service Worksheet
333 S La Cienega - PM Peak Hour



I/S #:	North-South Street: East-West Street:	La Cienega Boulevard 3rd Street	Year of Count:		Ambient Growth: (%)		Conducted by:		Date:		
			2015	2017	Peak Hour:	PM	Eric Ji	3/11/2015	Project:	333 S La Cienega	
Right Turns: FREE-1, NKTOR-2 or OLA-3T ATSAC-1 or ATSAC-ATCS-2T Overside Capacity			Projection Year:		Peak Hour:		Reviewed by:		Project:		
Opposed Phasing: NIS-1, EW-2 or Both-3T			2017		PM		Eric Ji		3/11/2015		
No. of Phases			0		4		4		4		
Right Turns: FREE-1, NKTOR-2 or OLA-3T			0		0		0		0		
ATSAC-1 or ATSAC-ATCS-2T			0		0		0		0		
Overside Capacity			1		2		2		2		
MOVEMENT	EXISTING CONDITION		EXISTING PLUS PROJECT		FUTURE CONDITION W/O PROJECT		FUTURE CONDITION W/ PROJECT		FUTURE W/ PROJECT W/ MITIGATION		
	No. of Lanes	Lane Volume	Project Traffic	Total Volume	Total Volume	No. of Lanes	Total Volume	Added Volume	Total Volume	No. of Lanes	Lane Volume
NORTHBOUND	Left-Through	104	57	104	57	2	106	0	106	2	58
	Through-Right	1090	432	1090	432	2	1277	165	1277	2	495
	Right-Through-Right	205	205	205	205	1	208	-1	208	1	208
	Left-Through-Right	0	0	0	0	0	0	0	0	0	0
	Left-Right	0	0	0	0	0	0	0	0	0	0
SOUTHBOUND	Left-Through	146	80	146	80	2	153	4	153	2	84
	Through-Right	957	360	970	366	2	1112	136	1122	2	418
	Right-Through-Right	122	122	129	129	0	125	1	132	0	132
	Left-Through-Right	0	0	0	0	0	0	0	0	0	0
	Left-Right	0	0	0	0	0	0	0	0	0	0
EASTBOUND	Left-Through	159	159	172	172	1	168	6	168	1	178
	Through-Right	761	381	771	386	2	789	13	797	2	399
	Right-Through-Right	78	78	89	89	1	80	39	119	1	90
	Left-Through-Right	0	0	0	0	0	0	0	0	0	0
	Left-Right	0	0	0	0	0	0	0	0	0	0
WESTBOUND	Left-Through	179	179	185	185	1	182	-1	186	1	186
	Through-Right	558	347	565	350	1	580	11	587	1	365
	Right-Through-Right	135	135	135	135	0	143	5	143	0	143
	Left-Through-Right	0	0	0	0	0	0	0	0	0	0
	Left-Right	0	0	0	0	0	0	0	0	0	0
CRITICAL VOLUMES			North-South: 512	North-South: 512	North-South: 579	North-South: 579	North-South: 579	North-South: 585	North-South: 585	North-South: 579	North-South: 579
			East-West: 1072	East-West: 1085	East-West: 1156	East-West: 1164	East-West: 1164	East-West: 1164	East-West: 1164	East-West: 1164	East-West: 1164
			SUM: 0.780	SUM: 0.788	SUM: 0.841	SUM: 0.847	SUM: 0.847	SUM: 0.847	SUM: 0.847	SUM: 0.847	SUM: 0.847
VOLUME/CAPACITY (V/C) RATIO:			0.710	0.718	0.741	0.741	0.741	0.741	0.741	0.741	0.741
V/C LESS ATSAC/ATCS ADJUSTMENT:			0.710	0.718	0.741	0.741	0.741	0.741	0.741	0.741	0.741
LEVEL OF SERVICE (LOS):			C	C	C	C	C	C	C	C	C

PROJECT IMPACT
Change in v/c due to project: 0.006
Significant impacted? NO
Fully mitigated? NO

Change in v/c after mitigation: 0.006
Fully mitigated? N/A

PM Peak Hour - Project Type: Take off Existing TG

ATTACHMENT 3

PM Peak Hour LOS Analysis at 3rd/La Cienega – Amended Project



LADOT
Moving LA Forward

SHOULD BE #3 FOR OPPOSED PHASING

Level of Service Worksheet
333 S La Cienega - PM Peak Hour

I/S #:	North-South Street: East-West Street:	La Cienega Boulevard 3rd Street	Year of Count: Projection Year:	Ambient Growth: (%): Peak Hour:		Conducted by: Reviewed by:	Date: Project:	10/5/2015 333 S La Cienega	
				2015	2017			Eric Ji	
Opposed Phasing: NB-1, EW-2 or Both-3? Right Turns: FREE-TURN, W/TOR-2 or OLA-3? ATSAC-1 or ATSAC+ATCS-2? Override Capacity	EXISTING PLUS PROJECT		EXISTING CONDITION W/O PROJECT		EXISTING CONDITION W/O PROJECT		FUTURE W/O PROJECT W/ MITIGATION		
	Project Traffic	Lane Volume	Total Volume	No. of Lanes	Total Volume	No. of Lanes	Total Volume	No. of Lanes	
NORTHBOUND	Left	104	57	106	2	106	2	58	
	Left-Through	0	0	0	0	0	0	0	
	Through-Right	1090	432	1277	2	1277	2	495	
	Right	205	205	-1	1	208	1	208	
SOUTHBOUND	Left-Through-Right	146	80	153	2	153	2	84	
	Left-Through	957	365	136	1	1121	2	417	
	Through-Right	122	128	1	1	131	1	131	
	Left-Through-Right	159	159	6	0	165	0	165	
EASTBOUND	Left-Through	761	381	789	2	789	2	399	
	Through-Right	78	101	80	0	131	1	102	
	Right	179	179	1	0	180	0	180	
	Left-Through-Right	159	159	6	1	165	1	166	
WESTBOUND	Left-Through	558	347	580	1	586	1	365	
	Through-Right	135	135	5	1	143	1	143	
	Right	179	179	1	0	186	1	186	
	Left-Through-Right	179	179	1	0	182	0	182	
CRITICAL VOLUMES		North-South: East-West: SUM:	512 560 1072	North-South: East-West: SUM:	579 577 1156	North-South: East-West: SUM:	579 585 1164	North-South: East-West: SUM:	579 585 1164
VOLUME/CAPACITY (V/C) RATIO: V/C LESS ATSAC/ATCS ADJUSTMENT: LEVEL OF SERVICE (LOS):		0.780 0.710 C	0.841 0.715 C	0.841 0.741 C	0.841 0.741 C	0.847 0.747 C	0.847 0.747 C	0.847 0.747 C	

PROJECT IMPACT

Change in v/c due to project: **0.006** Δv/c after mitigation: **0.006**
 Significant impacted? **NO** Fully mitigated? **N/A**

ATTACHMENT 4

Revised PM Peak Hour LOS Analysis at 3rd/La Cienega – Amended Project



Level of Service Worksheet
(Circular 212 Method)



IS #:	North-South Street:	East-West Street:	La Cienega Blvd 3rd Street	Year of Count:	2015	Ambient Growth: (%)	1	Conducted by:	RT/PG	Date:	1/4/2017	Project: d w whole foods 333 S. La				
													Projection Year:	2017	Peak Hour:	PM
16																
	No. of Phases			4	3	4	4									
	Opposed Ø'ing: NS-1, E/W-2 or Both-3?			3	3	4	4									
	Right Turns: FREE-1, NRTOR-2 or OLA-3?			NB-- 0	0	NB-- 0	0	NB-- 0	0	NB-- 0	0	0				
				EB-- 0	0	EB-- 0	0	EB-- 0	0	EB-- 0	0	0				
	ATSAC-1 or ATSAC+ATCS-2?			1	1	2	2									
	Override Capacity			0	0	0	0									
MOVEMENT	EXISTING CONDITION			EXISTING PLUS PROJECT			FUTURE CONDITION W/O PROJECT			FUTURE CONDITION W/ PROJECT			FUTURE W/ PROJECT W/ MITIGATION			
	Volume	No. of Lanes	Lane Volume	Project Traffic	Total Volume	No. of Lanes	Total Volume	Added Volume	No. of Lanes	Total Volume	Added Volume	No. of Lanes	Total Volume	Added Volume	No. of Lanes	Total Volume
NORTHBOUND																
Left-Through	104	2	57	0	104	2	106	0	106	0	2	58	0	106	2	58
Through-Right	1090	2	432	0	1090	2	1277	165	1277	2	495	0	1277	2	495	0
Right	205	1	205	0	205	1	208	-1	208	0	208	0	208	0	208	0
Left-Through-Right		0				0				0	0			0	0	
Left-Right		0				0				0	0			0	0	
SOUTHBOUND																
Left	146	2	80	0	146	2	153	4	153	2	84	0	153	2	84	0
Left-Through		0				0				0	0			0	0	
Through-Right	957	2	360	16	973	2	1112	136	1112	2	412	16	1128	2	421	0
Right	122	1	122	11	133	1	125	1	125	0	125	11	136	0	136	0
Left-Through-Right		0				0				0	0			0	0	
Left-Right		0				0				0	0			0	0	
EASTBOUND																
Left	159	1	159	12	171	1	168	6	168	1	168	12	180	1	180	0
Left-Through		0				0				0	0			0	0	
Through-Right	761	2	381	14	775	2	789	13	789	2	395	14	803	2	402	0
Right	78	1	78	89	167	1	80	0	80	0	51	89	169	1	140	0
Left-Through-Right		0				0				0	0			0	0	
Left-Right		0				0				0	0			0	0	
WESTBOUND																
Left	179	1	179	7	186	1	182	-1	182	1	182	7	189	1	189	0
Left-Through		0				0				0	0			0	0	
Through-Right	558	1	347	11	569	1	580	11	580	1	362	11	591	1	367	0
Right	135	0	135	0	135	0	143	5	143	0	143	0	143	0	143	0
Left-Through-Right		0				0				0	0			0	0	
Left-Right		0				0				0	0			0	0	
CRITICAL VOLUMES	North-South: 792	East-West: 728	800	North-South: 907	East-West: 757	916	North-South: 916	East-West: 769	916	North-South: 916	East-West: 769	916	North-South: 916	East-West: 769	916	916
	SUM: 1520	SUM: 1540	1540	SUM: 1664	SUM: 1664	1685	SUM: 1685	SUM: 1685	1685	SUM: 1685	SUM: 1685	1685	SUM: 1685	SUM: 1685	1685	1685
VOLUME/CAPACITY (V/C) RATIO:	1.105	1.120	1.120	1.210	1.225	1.225	1.225	1.225	1.225	1.225	1.225	1.225	1.225	1.225	1.225	1.225
V/C LESS ATSAC/ATCS ADJUSTMENT:	1.035	1.050	1.050	1.110	1.110	1.110	1.110	1.110	1.110	1.110	1.110	1.110	1.110	1.110	1.110	1.110
LEVEL OF SERVICE (LOS):	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F

Version: 11 Beta; 8/4/2011

REMARKS:

CRITICAL VOLUMES

VOLUME/CAPACITY (V/C) RATIO:

V/C LESS ATSAC/ATCS ADJUSTMENT:

LEVEL OF SERVICE (LOS):

PROJECT IMPACT

Change in v/c due to project: **0.015** Δv/c after mitigation: **0.015**

Significant impacted? **YES** Fully mitigated? **NO**

3RD LA CIENEGA - CORRECTED PHASING and Whole Foods

ATTACHMENT 5
Comparative PM Peak Hour Trip Generation Analysis – Amended Project

rtpg 1-4-17

Trip Generation Analysis

**333 S. LA CIENEGA
 Revised Project
 Modified Super Market**

SOURCE: ITE - TRIP GENERATION MANUAL - 9TH EDITION

PM Peak

Land Use Assumptions	Source & Code	Quantity	Units	PM Peak Hour					
				Trip Rate			Total Trips		
				In	Out	Total	In	Out	Total
EXISTING USES									
Department Store	ITE 875	47,676	SF	0.95	0.92	1.87	-45	-44	-89
Transit/Walk Reduction - 15%							7	7	13
Pass-by Reduction - 50%							19	19	38
NET RETAIL							-19	-19	-38
TOTAL EXISTING							-19	-19	-38
PROPOSED USES									
Apartments	ITE 220	145	DU	0.40	0.22	0.62	60	29	90
Transit/Walk Reduction - 15%							-9	-4	-13
NET RETAIL									
Super Market	see NOTE	27,685	SF	7.58	12.08	15.16	210	334	544
Internal Trip Reduction - 5%							-10	-17	-27
Transit/Walk Reduction - 15%							-29	-48	-78
Pass-by Reduction - 40%							-67	-108	-176
NET SUPERMARKET							102	162	263
Restaurant	ITE 931	3,370	SF	5.02	2.47	7.49	17	8	25
Internal Trip Reduction - 5%							-1	0	-1
Transit/Walk Reduction - 15%							-2	-1	-4
Pass-by Reduction - 10%							-1	-1	-2
NET RESTAURANT							11	7	18
TOTAL PROPOSED							163	195	357
TOTAL NET							144	176	320

Note : PM Peak hour Supermarket rates from City of Burbank
 - based on average of 3 So Calif Whole Foods Mkts

increase over previous trip assignments

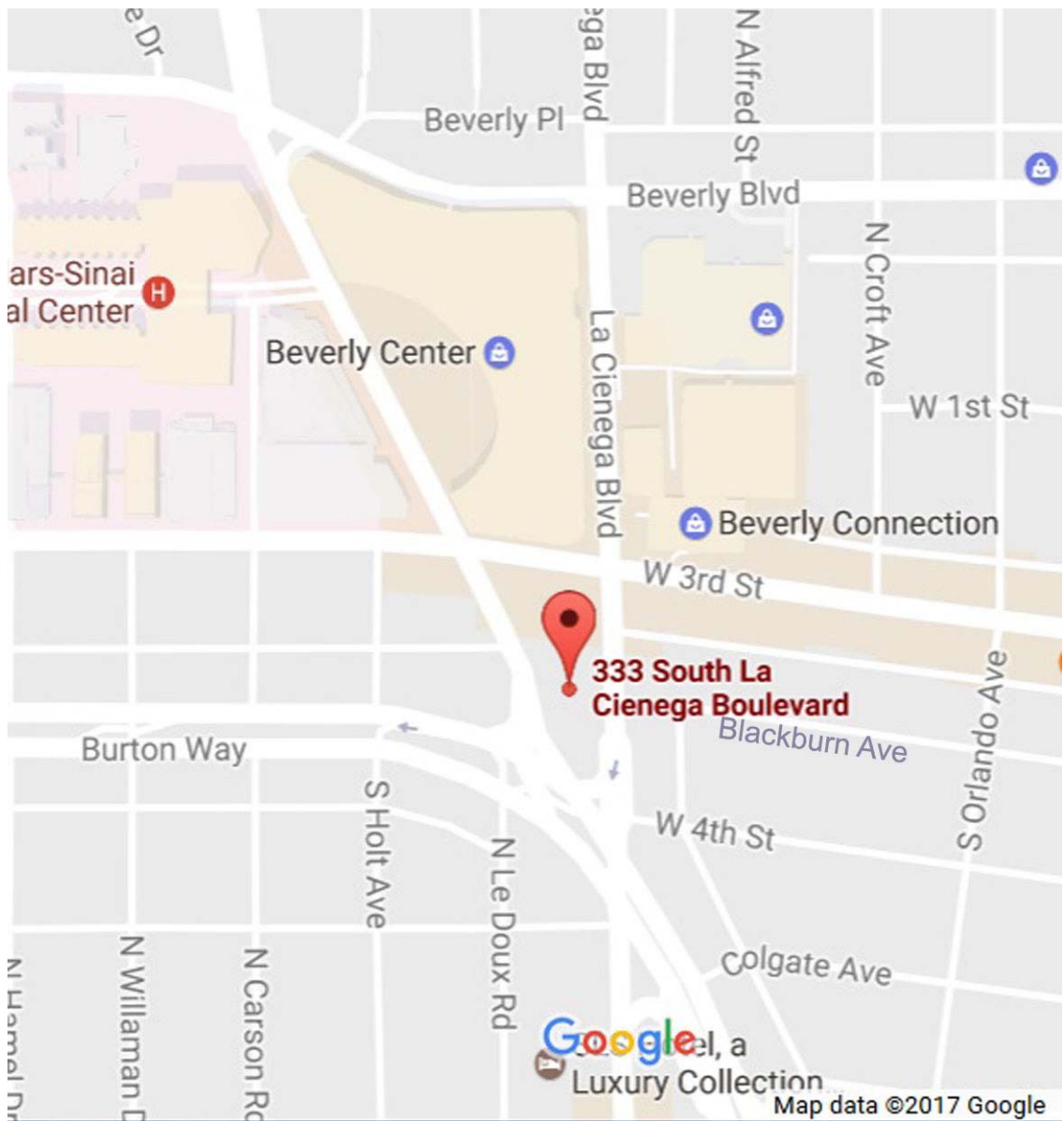
DEIR SCENARIO

114	77	191
adjustment factor		1.68

REVISED ALTERNATIVE

107	76	183
adjustment factor		1.75

ATTACHMENT 6
Project Location Map



3. FUTURE TRAFFIC CONDITIONS

PROJECT TRAFFIC

The development of traffic generation estimates for the proposed project involves the use of a three-step process, trip generation, trip distribution, and traffic assignment. For the purposes of this report, the terms "traffic" and "trips" generally refer to vehicle trips.

Project Traffic Generation

The proposed project consists of residential apartments and a high-end grocery store. Per City direction, empirical data was collected to properly develop trip rates based on the possibility that trip generation rates from the Institute of Transportation Engineers (ITE) underestimate trip making characteristics of high-end grocery stores that tend to operate longer hours and provide food service options that attract more patrons for shorter trips, relative to typical grocery stores. In conjunction with the City of Burbank, three sites were chosen for the empirical trip generation study:

- Whole Foods West Los Angeles (11666 National Boulevard, Los Angeles, CA)
- Whole Foods Pasadena (465 South Arroyo Parkway, Pasadena, CA)
- Whole Foods Beverly Hills (239 N. Crescent Drive, Beverly Hills, CA)

Surveys were conducted at all three Whole Foods Market (WFM) locations from 7:00 to 10:00 AM and 4:00 to 7:00 PM on Tuesday, Wednesday, and Thursday, November 5 to 7, 2013. At each location the WFM does not share parking with another use and the driveways provide exclusive access to WFM parking. At all three store locations, cars were counted at driveways as they entered and left the market's parking facilities. Additionally, the trip generation study collected information on the number of vehicles that were observed to park on street and patronize the WFM, thereby accounting for trips generated that may not have utilized the stores exclusive parking facility. The trip generation estimates are provided in Table 3.

The proposed project will replace existing land uses. As such, the total number of proposed project trips has been reduced by the number of trips associated with the existing land uses. This reduction eliminates double counting of the number of net new vehicles expected on the roadway.

The total number of project trips was also reduced by the expected internal capture of the proposed project. Internal capture refers to trips generated by mixed use developments where trips to or from two land uses in the proposed project are made by just one vehicle trip entering or leaving the project site. Such trips may include those made by residents patronizing the on-site retail before or after their commute to work. Internal capture results in a lower number of total vehicles entering and leaving the project site, which in turn reduces the total number of vehicles on the roadway network.



TABLE 3 TALARIA AT BURBANK PROJECT TRIP GENERATION ESTIMATES																
Land Use	Size	ITE Code	Daily Rate	Peak Hour			PM Peak Hour			Daily Trips	Estimated Trip Generation					
				Rate	% In	% Out	Rate	% In	% Out		AM Peak Hour			PM Peak Hour		
										In	Out	Total	In	Out	Total	
Proposed Land Uses																
Retail - Supermarket [a] Less 40% Pass-By Credit [g] Less 10% Internal Capture [h] Less 5% Walk/Bike Credit [i] Retail - Supermarket less credits	42.96 ksf	850	102.2	7.58	53%	47%	12.08	49%	51%	4,392 (1757) (264) (119) 2,253	173 (69) (10) (5) 89	153 (61) (10) (4) 78	326 (130) (20) (9) 167	254 (102) (15) (2) 130	265 (106) (16) (7) 136	519 (208) (31) (14) 266
Apartment [b]	241.00 DU	220	6.65	0.51	20%	80%	0.62	65%	35%	1,584	24	98	122	98	52	150
PROPOSED PROJECT TRIP ESTIMATES										3,837	113	176	289	228	188	416
Existing Land Uses																
General Office Building [c]	21.00 ksf	710	11.03	1.56	88%	12%	1.49	17%	83%	(232)	(29)	(4)	(33)	(5)	(26)	(31)
Single Family Detached House [d]	2.00 DU	210	9.52	0.75	25%	75%	1.00	63%	37%	(19)	(1)	(1)	(2)	(1)	(1)	(2)
Apartment [b]	41.00 DU	220	6.65	0.51	20%	80%	0.62	65%	35%	(273)	(4)	(17)	(21)	(16)	(9)	(25)
Church [e]	12.00 ksf	560	9.11	0.56	62%	38%	0.55	48%	52%	(109)	(4)	(3)	(7)	(3)	(4)	(7)
Drinking Place [f]	1.83 ksf	925	--	--	--	--	11.34	66%	34%	--	n/a	n/a	n/a	(14)	(7)	(21)
TRIP CREDITS FOR EXISTING LAND USES TO BE REMOVED										(633)	(38)	(25)	(63)	(39)	(47)	(86)
TOTAL PROJECT TRIP GENERATION ESTIMATE										3,205	75	151	226	189	141	330

Notes:

- [a] Trip generation rate was calculated based on empirical data collected at three (3) Whole Foods stores in 2013. The trip generation rate presented is the average of the rates observed at the three stores.
- [b] Source: Trip Generation, Ninth Edition, Institute of Transportation Engineers (ITE), 2012. The average trip generation rate was used for trip generation purposes.
- [c] Source: Trip Generation, Ninth Edition, Institute of Transportation Engineers (ITE), 2012. The average trip generation rate was used for trip generation purposes.
- [d] Source: Trip Generation, Ninth Edition, Institute of Transportation Engineers (ITE), 2012. The average trip generation rate was used for trip generation purposes.
- [e] Source: Trip Generation, Ninth Edition, Institute of Transportation Engineers (ITE), 2012. The average trip generation rate was used for trip generation purposes.
- [f] Source: Trip Generation, Ninth Edition, Institute of Transportation Engineers (ITE), 2012. The average trip generation rate was used for trip generation purposes.
- [g] Given the large number of retail trips made as intermediate stops on the way from an origin to a primary trip destination without a route diversion, a pass-by trip credit of 40% was applied.
- [h] Given the large number of proposed retail trips that could be made by on-site residents without a vehicle trip, an internal trip credit of 10% was applied.
- [i] Given the number of residences and employment locations within a 1/2 mile of the project site, a bike/walk trip credit of 5% was applied.