



MEMORANDUM

Date: October 15, 2013
To: Brian Silveira
From: Tamar Fuhrer, AICP & Anjum Bawa, AICP

Subject: *Transportation Assessment of 1414 Main Street*

LA13-2628.00

This memorandum summarizes a trip generation assessment conducted for the proposed mixed-use residential/commercial project located at 1414 Main Street in the Venice community of Los Angeles, California. Provided below is a brief summary of the proposed components followed by a technical assessment of traffic associated with the new components and discussion on parking and access.

PROJECT DESCRIPTION

The proposed project is located at 1414 Main Street in the Venice community of Los Angeles, California. The project is situated at the southeast corner of the intersection of Horizon Avenue and Main Street. The project would replace two existing 10-unit apartment buildings and two single family homes. The new components include a combination of residential and commercial land use as follows:

- 26 condominium units
- 4,567 square feet of retail use
- 1,184 square feet of restaurant use

The parking proposed for this project will be composed of an automated parking facility with 242 spaces, which will be provided via the adjacent alley. Figure 1 shows a conceptual site plan.

PROJECT TRIP GENERATION

Trip generation rates adopted in the Venice Coastal Specific Plan (City of Los Angeles, 2004) and rates recommended in the Trip Generation, 9th Edition (Institute of Transportation Engineers [ITE], 2012), were used to estimate trips associated with the project. For the purpose of this analysis, trip generation rates for apartments were used to estimate trips for the proposed residential component. This allows the analysis to be conservative since ITE recommended rates for apartment are higher than for condominium. Pass-by trip credit was applied to the commercial components of the project, per City of Los Angeles Traffic Impact Study guidelines (May 2012). Internal trip capture credit was also applied to the commercial uses to account for trips that are expected to occur within proposed new components, without an external vehicle trip being generated.

| TABLE 1 1414 MAIN STREET TRIP GENERATION | | | | | | | |
|---|---------------|------------------------|--------------------|---------------------|---------------------------|---------------------|---------------------------|
| Land Use | KSF/DU | Daily Trip Rate | Daily Trips | AM Trip Rate | AM Peak Hour Trips | PM Trip Rate | PM Peak Hour Trips |
| Existing Land Use | | | | | | | |
| Condominiums ¹ | 26 (DU) | 5.81 | 151 | .44 | 11 | .52 | 14 |
| Retail ² | 1.184 (KSF) | 42.7 | 51 | 0.96 | 1 | 7.9 | 9 |
| <i>Internal Capture³</i> | | | (5) | | (0) | | (1) |
| <i>Pass-by from net trips⁴</i> | | | (23) | | (0) | | (4) |
| <i>Net external retail</i> | | | 23 | | 1 | | 4 |
| Restaurant ² | 4.567 (KSF) | 89.95 | 411 | 0.81 | 4 | 7.5 | 34 |
| <i>Internal Capture³</i> | | | (41) | | (0) | | (3) |
| <i>Pass-by from net trips⁴</i> | | | (37) | | (0) | | (3) |
| <i>Net external restaurant</i> | | | 333 | | 4 | | 28 |
| Project Total | | | 507 | | 16 | | 46 |
| Existing Land Use Credit | | | | | | | |
| Apartments ¹ | 20 (DU) | 6.65 | 133 | .51 | 10 | .62 | 12 |
| Single Family Residential ¹ | 2 (DU) | 9.52 | 19 | .75 | 2 | 1.00 | 2 |
| Total Existing Use Credit | | | 152 | | 12 | | 14 |
| Net Incremental Trips | | | 355 | | 4 | | 32 |

Notes:

¹ *Trip Generation (9th Ed.)*, Institute of Transportation Engineers (ITE), 2012. Rate 230 for condominiums; 220 for apartments; 210 for single family dwelling units. For retail land use, the ITE rate (820) was used for daily and AM trip generation only.

² The trip Generation rate from the Venice Coastal Zone Specific Plan (City of Los Angeles), 2004 was used for the PM peak hour for the retail land use. The specific rate used was "shopping center less than 50,000 square feet" for retail and "low turnover (sit down restaurant)" for restaurant.

³ A 10% internal capture credit was applied to both retail and restaurant trips.

⁴ Pass-by reduction of 50% per City of Los Angeles Traffic Study Guidelines (Los Angeles Department of Transportation, May 2012), Appendix H for Shopping Center less than 50,000 square feet for retail and 10% for restaurant.

As shown in Table 1, the project is expected to generate 355 daily trips, including four trips (during the AM peak hour , and 32 trips during the PM peak hour.

SITE ACCESS

Project's proposed vehicular access is consistent with Section 10.F.5(a) of the Venice Coastal Specific Plan (adopted December 2, 2003), which states the following:

"Driveways and vehicular access to Venice Coastal Development Projects shall be provided from alleys, unless the Department of Transportation determines that it is not Feasible."

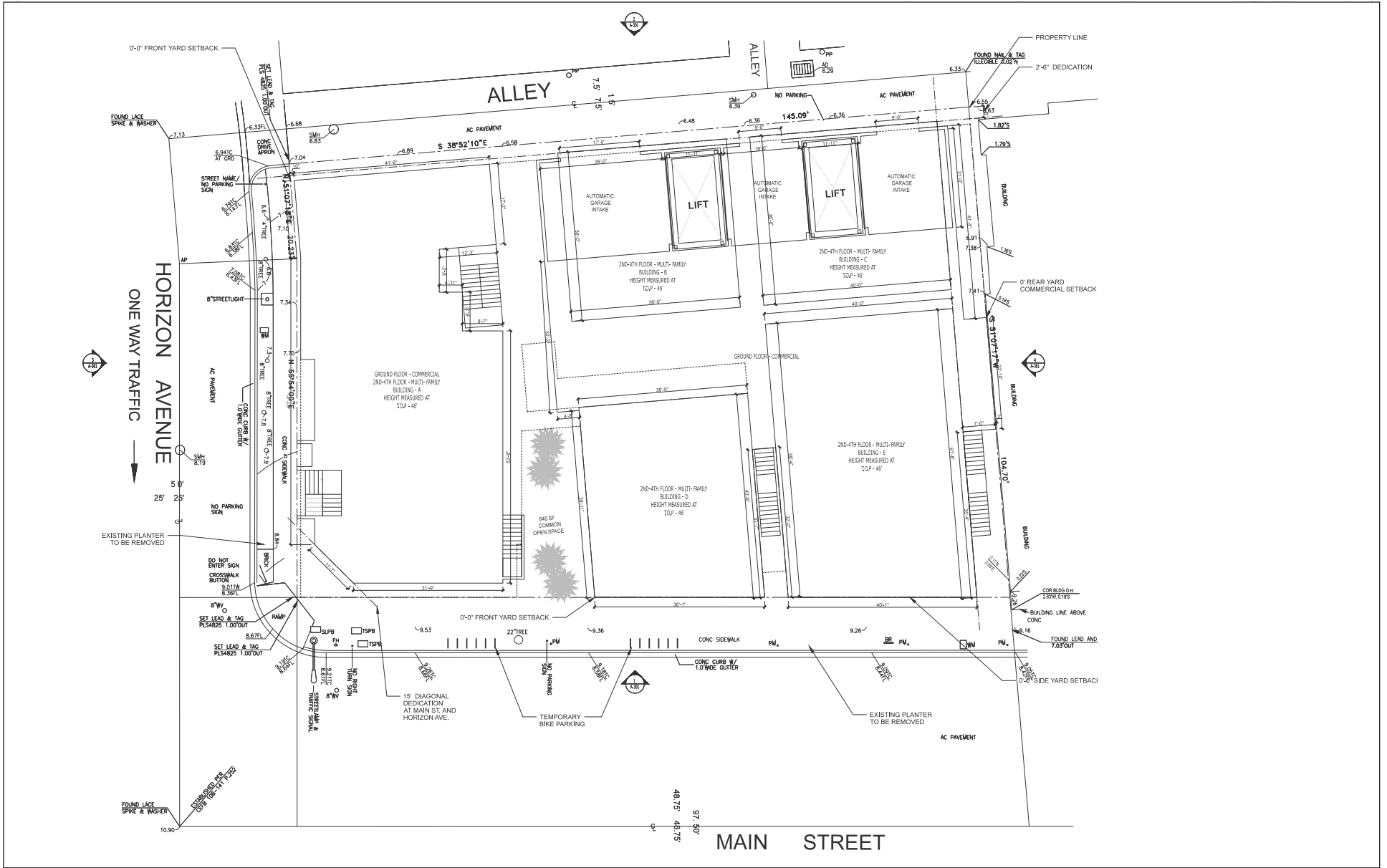
Vehicular access to the project will be from the alley adjacent to the project site, which runs parallel to Main Street. Motorists will be able to enter the alley via Horizon Avenue or Market Street depending on their direction of approach. Horizon Avenue is a one-way street with westbound access only so, motorists traveling on Main Street will likely use Market Street to access the project parking. During egress, motorist will be able to use both Horizon Avenue and Market Street to turn on to Main Street.

Trip Distribution on Adjacent Streets and Intersections

Using the aforementioned information regarding available access from adjacent street, trips associated with the project were distributed through the adjacent street network using the following sub-regional distribution:

- North – 30%
- South – 20%
- West – 10%
- East – 40%

Figure 2 shows distribution of project trips on adjacent streets. As shown, a maximum of 11 trips are expected to be added during the PM peak hour to the intersection of Main Street and Horizon Street. During the same peak hour, a total of 29 trips are expected to be added to the intersection of Main Street & Market Street.



Not to Scale

