

# MEMORANDUM

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To: Dustin Peterson  
The Athens Group  
Ocean Avenue, LLC Owner's Representative

Date: July 29, 2019

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From: David S. Shender, P.E.  
Linscott, Law & Greenspan, Engineers

LLG Ref: 5-15-0178-1

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Subject: **Addendum Trip Generation Study Conducted in Conjunction with  
the Proposed Miramar Hotel Redevelopment  
City of Santa Monica, California**

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## Executive Summary

Linscott, Law & Greenspan, Engineers (“LLG”) previously prepared a trip generation study<sup>1</sup> (the “Trip Generation Study”) for the proposed Miramar Hotel Redevelopment project (the “Project”) located in the City of Santa Monica (“City”). The purpose of the Trip Generation Study was to compare weekday daily, weekday morning (AM) and afternoon (PM) peak hour, Saturday daily and Saturday mid-day (MD) peak hour trip generation from existing operations on the Project site with future Project trips using applicable site-specific and comparable development empirical data. This analysis was based on recently-conducted trip generation surveys as requested by the City as part of the Environmental Impact Report process. The Trip Generation Study was submitted to the City of Santa Monica for review and comment.

In response to comments and feedback from the City and F&P, this Addendum Trip Generation Study has been prepared to address the following:

- (1) Transportation Network Company (TNC) Trips. The surveys conducted at the existing hotel for the Trip Generation Study document trips to and from the site by various modes of travel, including TNC trips (e.g., Uber and Lyft, as well as taxis). In the initial Trip Generation Study dated March 19, 2019, each TNC trip is counted as one vehicle trip generated by the use (e.g., hotel guestrooms, restaurants, spa and fitness facilities) based on the understanding that the TNC driver would have generated a preceding or subsequent fare at or in close proximity to the hotel. The City and F&P directed use of a more conservative approach assuming that each arrival or departure via a TNC vehicle would actually generate two trips (e.g., the TNC arriving to drop-off a hotel guest would then immediately generate a departure trip assuming the TNC vehicle leaves without a new fare). Accordingly, the trip generation rates derived in this Addendum Trip Generation Study have been adjusted to assume two vehicle trips per arriving or departing TNC trip.

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<sup>1</sup> *Trip Generation Study Conducted in Conjunction with the Proposed Miramar Hotel Development*, Linscott, Law & Greenspan, Engineers, March 19, 2019.

LINSCOTT  
LAW &  
GREENSPAN

engineers

Engineers & Planners  
Traffic  
Transportation  
Parking

Linscott, Law &  
Greenspan, Engineers  
20931 Burbank Boulevard  
Suite C  
Woodland Hills, CA 91367  
818.835.8648 T  
818.835.8649 F  
www.llgengineers.com

Pasadena  
Irvine  
San Diego  
Woodland Hills

- (2) Retail Trip Rates. The initial Trip Generation Study dated March 19, 2019 provided derived trip rates for the retail component at the existing hotel based on the actual trip generation survey data. It is noted that the retail component is located within the existing hotel and is used primarily by hotel guests (i.e., the retail use does not face out to the street and nor does it have a separate walk-in entrance from the streets adjacent to the existing hotel). Therefore, the trip generation rates for the existing hotel are significant below the rates established in the City's Travel Demand Forecasting Model<sup>2</sup> (TDFM). The City and F&P noted some of the Project retail components will be different (i.e., will primarily face onto Wilshire Boulevard, and will have separate walk-in entrances from the street. Because of its greater visibility and accessibility, the City and F&P noted that the retail component at the Project may generate more external vehicle trips per square foot of floor area than the retail component at the existing hotel. Accordingly, the City and F&P directed use of the retail trip rates provided in the City's TDFM for purposes of forecasting vehicle trips associated with the retail component at the Project, which are more conservative (i.e., generate more vehicle trips) than the retail trips rates derived from the trip generation survey data.
- (3) Residential Trip Rates. The initial Trip Generation Study dated March 19, 2019 provided derived trip rates for market-rate and affordable residential uses based on driveway counts conducted at three existing nearby market-rate and three affordable residential projects. These actual trip rates were lower than the trip rates provided for residential uses in the TDFM. The City and F&P directed use of the market-rate and affordable trip rates provided in the City's TDFM, which is more conservative (i.e., generate more vehicle trips) than the residential trip rates derived from the nearby residential project survey data. Accordingly, the trip generation forecasts provided in the in the Addendum Trip Generation Study for the market-rate and affordable residential elements of the Project utilize the trip rates provided in the City's TDFM document.

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<sup>2</sup> *Santa Monica Travel Demand Forecasting Model Trip Generation Rates*, Fehr & Peers, October 2011.

- (4) Bungalow Trip Rates. The initial Trip Generation Study dated March 19, 2019 provided derived trip rates for the Bungalow component at the existing hotel. As explained in the Trip Generation Study, the Bungalow will be replicated in the Project in terms of floor area and use. Further, as documented in the Trip Generation Study, the Bungalow trip generation characteristics are unique to this use (i.e., not the same as the other food and beverage uses within the existing hotel) and it is reasonable to assume that the Bungalow's current vehicle trip generation will remain the same as part of the Project.

After reviewing the initial Trip Generation Study, the City and F&P directed completion of a supplemental survey of trip generation at the existing Bungalow whereby: a) arriving patrons be surveyed to determine total count and travel mode (similar to the prior surveys); b) departing patrons be counted (without conducting verbal surveys of travel mode); and c) the travel mode splits determined for the arriving patrons be applied to the counted departing patrons. It was determined by the City and F&P that the supplemental transportation surveys focus to the weekday PM peak hour and Saturday MD peak hour (i.e., in lieu of conducting surveys over a 24-hour period as was conducted with the Trip Generation Study) because the focus of the transportation analysis are the weekday and Saturday peak hours.<sup>3</sup> The supplemental transportation surveys conducted at the Bungalow for this Addendum Trip Generation Study are detailed in a following section.

#### **A. Supplemental Bungalow Trip Generation Study**

The Traffic Solution was retained to conduct the supplemental transportation survey at the Bungalow for the three hour weekday PM peak period starting at 4:30 PM and ending at 7:30 PM on Wednesday June 19, 2019, as well as a four hour weekend peak period starting at 1:00 PM and ending at 5:00 PM, the Saturday MD peak period on Saturday June 22, 2019. All of the trip generation surveyor technicians engaged by the Traffic Solution were deployed at the single point of entry and exit for customers at the Bungalow. Three technicians were stationed at the entry/exit location to engage arriving guests to Bungalow during the peak period surveys and one technician was stationed at the entry/exit location to count departing guests from Bungalow for the peak period surveys.

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<sup>3</sup> As noted in the Trip Generation Study, the Bungalow is closed during the weekday morning (AM) peak hour and thus, no surveys are required during this period.

All guests arriving to the Bungalow were interviewed and respondents stated that they were arriving by either: (a) driving and parking with the on-site valet; (b) driving and parking at an off-site location; (c) using a TNC; (d) using a third-party private car and were counted as vehicular trips; or (e) arriving by transit. The Traffic Solution technicians also documented non-vehicular travel, such as by bike, scooter or walking (except to an off-site vehicle). Additionally, the Traffic Solution also requested information from the arriving guests regarding their City of origin for their trip to the Bungalow. Finally, all departing Bungalow guests were counted during the peak period surveys, but not separately interviewed as previous attempts to interview departing guests from this use had been deemed unreliable.

Results from the surveys were collected in 15-minute increments over the three-hour peak period on Wednesday, June 19, 2019 and the four-hour peak period on Saturday, June 22, 2019. Results were then consolidated into a spreadsheet and allocated among six classifications: onsite car; off-site car; TNC; transit; walk; other. The survey data has been transmitted to the City and F&P for their review and use.

## **B. Supplemental Bungalow Trip Generation Study Results**

This section summarizes the results of the supplemental on-site Bungalow trip generation surveys conducted on Wednesday June 19, 2019 and Saturday June 22, 2019. As a point of information, the supplemental trip generation surveys by Traffic Solution occurred during the summer month of June, with the hotel guestroom occupancy at 88% on Wednesday June 19, 2019 and 97% on Saturday June 22, 2019 – both higher than the hotel’s average occupancy rate of about 87%.

*Table A* and *Table B* provide a summary of the peak hour data for the supplemental trip generation surveys conducted at the Bungalow during Wednesday, June 19, 2019 and Saturday, June 22, 2019, respectively. It is noted that the peak hour trip generation data for the Bungalow was derived for 6:30 – 7:30 PM during the weekday and 2:00 – 3:00 PM on a weekend to correspond with the peak hours of the existing hotel as documented in the initial Trip Generation Study dated March 19, 2019. As shown in *Table A* and *Table B*, the travel modes derived from the surveys of arriving patrons were applied to the count of departing patrons for the purpose of determining outbound vehicle trips generated. As previously stated, patrons arriving or departing via a TNC resulted in two vehicle trips generated in this study (e.g., a patron arriving at the Bungalow via a TNC was counted as two vehicle trips).

TABLE A  
ON-SITE SURVEYS  
MIRAMAR HOTEL - THE BUNGALOW  
WEDNESDAY, JUNE 19, 2019 [1]

19-Jul-19

Mode of Transportaion	Inbound				Outbound	
	Number of People	Number of Vehicles	AVR	Mode Split	Number of People	Number of Vehicles
On-Site Vehicle	13	5	2.60	16.46%	8	3
Off-Site Vehicle	16	8	2.00	20.25%	9	5
Uber, Etc. [2]	21	22	1.91	26.58%	12	13
Transit	1	--	--	1.27%	1	--
Walk, Etc.	28	--	--	35.44%	16	--
<b>Total</b>	<b>79</b>	<b>35</b>	<b>--</b>	<b>--</b>	<b>46</b>	<b>21</b>

[1] Hotel peak hour occurred from 6:30 PM to 7:30 PM.

[2] Vehicles doubled to account for Uber, Etc. trips arriving and/or leaving after dropping off/picking up patrons.

TABLE B  
ON-SITE SURVEYS  
MIRAMAR HOTEL - THE BUNGALOW  
SATURDAY, JUNE 22, 2019 [1]

19-Jul-19

Mode of Transportaion	Inbound				Outbound	
	Number of People	Number of Vehicles	AVR	Mode Split	Number of People	Number of Vehicles
On-Site Vehicle	4	3	1.33	1.31%	1	1
Off-Site Vehicle	53	20	2.65	17.38%	12	5
Uber, Etc. [2]	196	132	2.97	64.26%	46	32
Transit	0	--	--	0%	0	--
Walk, Etc.	52	--	--	17.05%	12	--
<b>Total</b>	<b>305</b>	<b>155</b>	<b>--</b>	<b>--</b>	<b>71</b>	<b>38</b>

[1] Hotel peak hour occurred from 2:00 PM to 3:00 PM.

[2] Vehicles doubled to account for Uber, Etc. trips arriving and/or leaving after dropping off/picking up patrons.

### C. Updated Trip Generation Analysis

*Table C*<sup>4</sup> has been prepared to provide an updated analysis of vehicle trips generated by the components of the existing hotel during the weekday AM and PM peak hours, as well as the Saturday MD peak hour based on: i) the updated trip generation data for the Bungalow based on the supplemental transportation surveys as described above; and ii) counting each arrival or departing patron or employee using the TNC travel mode as two vehicle trips. In addition, as indicated above, *Table C* utilizes the City's TDFM rates for the Project's retail and residential components (instead of being based on the prior empirical data utilized in the initial Trip Generation Study dated March 19, 2019) as the City and F&P have indicated that they feel that both of these components of the Project are not unique compared with other retail and residential uses in the City, and therefore, should not have separate, project-specific trip generation rates. As shown in *Table C*, the components of the existing hotel generate 171 vehicle trips during the weekday AM peak hour, 141 vehicle trips during the weekday PM peak hour, and 321 vehicle trips during the Saturday MD peak hour.

*Table D*<sup>5</sup> provides the updated derivation of the peak hour trip generation rates for the components of the existing hotel based on the supplemental Bungalow transportation data and the doubling of the TNC vehicle traffic counts as previously described.

The updated trip generation forecast for the Project during the weekday AM and PM peak hours, as well as the Saturday MD peak hour, is provided in *Table E*.<sup>6</sup> The peak hour trip rates provided in *Table E* have been updated from the Trip Generation Study based on the following: i) the City's TDFM trip rates are utilized for the retail component of the hotel, as well as for the market-rate and affordable residential elements of the Project; ii) use of the updated trip rates for the hotel components provided in *Table D* (except for the retail use). *Table E* also reflects the updated calculation of peak hour vehicle trips generated by the existing hotel as summarized in *Table C*.

As shown in *Table E*, the Project is forecast to generate 250 vehicle trips during the weekday AM peak hour, 219 vehicle trips during the weekday PM peak hour, and 413 vehicle trips during the Saturday MD peak hour. When compared to the calculated vehicle trips generated by the existing hotel, the Project is forecast to result in 79 net new vehicle trips during the weekday AM peak hour, 78 net new vehicle trips during the weekday PM peak hour, and 92 net new vehicle trips during the Saturday MD peak hour.

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<sup>4</sup> The trip counts in *Table C* replace the corresponding peak hour data provided in Table 2 of the Trip Generation Study.

<sup>5</sup> The trip rates in *Table D* replace the corresponding peak hour data provided in Table 3 of the Trip Generation Study.

<sup>6</sup> The trip forecasts for the Project in *Table E* replace the corresponding peak hour data provided in Table 5 of the Trip Generation Study.

Table C  
THIRD PARTY VEHICLE COUNTS [1], [2]  
MIRAMAR HOTEL

19-Jul-19

EXISTING LAND USE	WEEKDAY		SATURDAY
	AM PEAK HOUR [3]	PM PEAK HOUR [3]	MD PEAK HOUR [3]
<i>Hotel</i>			
Hotel Guest	71	16	48
Meeting Room	24	17	4
Loading Dock	<u>32</u>	<u>0</u> [4]	<u>0</u> [4]
<b>Subtotal</b>	127	33	52
<i>Restaurant</i>			
The FIG / Pool Café	13	5	9
The Bungalow	0 [4]	56	193
Lobby Lounge	<u>5</u>	<u>5</u>	<u>5</u>
<b>Subtotal</b>	18	66	207
<i>Spa</i>	3	5	4
<i>Retail</i>	0 [4]	0 [4]	2
<i>Employee</i>	23	37	56
<b>TOTAL</b>	<b>171</b>	<b>141</b>	<b>321</b>

- [1] On-site vehicle counts derived from surveys conducted by The Traffic Solution on Saturday, September 22, 2018 and Thursday, September 27, 2018, supplemented with surveys of The Bungalow conducted during the weekday PM peak period and Saturday MD peak period on Wednesday, June 19, 2019 and Saturday, June 22, 2019, respectively.
- [2] AM, PM, and MD peak hours determined to be 9:00 - 10:00 AM, 6:30 - 7:30 PM, and 2:00 - 3:00 PM, respectively.
- [3] The Bungalow and Retail are closed during the AM peak hour.
- [4] '0' value indicates no vehicle trips counted during this peak hour.

Table D  
DERIVATION OF VEHICLE TRIP RATES [1]  
MIRAMAR HOTEL

19-Jul-19

EXISTING LAND USE	EXISTING SIZE	WEEKDAY				SATURDAY	
		AM PEAK HOUR		PM PEAK HOUR		MD PEAK HOUR	
		TRIPS	RATE	TRIPS	RATE	TRIPS	RATE
<i>Hotel</i>	301 Keys	127	0.42 / Key	33	0.11 / Key	52	0.17 / Key
<i>Restaurant</i>							
The FIG / Pool Café	3,338 GSF	13	3.89 / KSF	5	1.50 / KSF	9	2.70 / KSF
The Bungalow	7,005 GSF	0 [2]	0.00 / KSF	56	7.99 / KSF	193	27.55 / KSF
Lobby Lounge	3,256 GSF	5	1.54 / KSF	5	1.54 / KSF	5	1.54 / KSF
<i>Spa</i>	5,569 GSF	3	0.54 / KSF	5	0.90 / KSF	4	0.72 / KSF
<i>Retail</i>	1,235 GSF	0 [2]	0.00 / KSF	0	1.23 / KSF [3]	2	1.62 / KSF
<i>Employee</i>	282 Emp.	23	0.08 /Emp.	37	0.13 /Emp.	56	0.20 / Emp.

[1] Vehicle trip generation for the existing components of the Miramar Hotel derived based on Third Party Vehicle Counts provided in Table C.

[2] The Bungalow and Retail are closed during the AM peak hour.

[3] While no trips were counted for existing Retail use in PM peak hour (See Table C), PM peak hour trip rate conservatively estimated based on derived MD peak hour rate hereon (1.62) and adjusted using proportion of PM to MD Retail trip rates provided in City's TDFM, Table 14 (2.01/2.64).

Table E  
**VEHICLE TRIP GENERATION FORECAST**  
**MIRAMAR HOTEL REDEVELOPMENT**

25-Jul-19

PROPOSED LAND USE	PROPOSED SIZE	WEEKDAY				SATURDAY	
		AM PEAK HOUR		PM PEAK HOUR		MD PEAK HOUR	
		RATE	TRIPS	RATE	TRIPS	RATE	TRIPS
<i>Hotel [1]</i>	312 Keys	0.42 / Key	131	0.11 / Key	34	0.17 / Key	53
<i>Restaurant</i>							
Restaurant [1]	8,504 GSF	3.89 / KSF	33	1.50 / KSF	13	2.70 / KSF	23
The Bungalow [1]	7,005 GSF	0.00 / KSF	0	7.99 / KSF	56	27.55 / KSF	193
Lobby Lounge [1]	4,199 GSF	1.54 / KSF	7	1.54 / KSF	7	1.54 / KSF	7
<i>Spa [1]</i>	12,500 GSF	0.54 / KSF	7	0.90 / KSF	11	0.72 / KSF	9
<i>Retail [2]</i>	6,600 GSF	1.38 / KSF	9	2.06 / KSF	14	2.65 / KSF	18
<i>Employee [1]</i>	387 Emp.	0.08 / Emp.	31	0.13 / Emp.	50	0.20 / Emp.	77
<i>Market-Rate Residential [2]</i>	60 Units	0.36 / Unit	22	0.39 / Unit	23	0.37 / Unit	22
<i>Affordable Residential [2]</i>	48 Units	0.21 / Unit	10	0.23 / Unit	11	0.22 / Unit	11
<b>PROPOSED PROJECT TRIPS</b>			<b>250</b>		<b>219</b>		<b>413</b>
<b>EXISTING SITE TRIPS</b>			<b>(171)</b>		<b>(141)</b>		<b>(321)</b>
<b>NET NEW TRIPS</b>			<b>79</b>		<b>78</b>		<b>92</b>

[1] See Table D for trip rates derived for ancillary uses at existing Miramar Hotel.

[2] Trip generation rates for retail and residential uses derived by the City of Santa Monica based on the City of Santa Monica Travel Demand Forecasting Model.

**Ocean Avenue LLC**  
c/o MSD Capital, L.P.  
100 Wilshire Boulevard, Suite 1700  
Santa Monica, California 90401

# Transmittal

DATE: 3-19-19

TO: Rachel Kwok

FROM: Dustin Peterson, Owner's Representative

CC: Roxanne Tanemori  
Luci Hise-Fisher  
Jay Ziff

RE: Miramar Redevelopment Project (the "Project")  
Trip Generation Report

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Dear Rachel,

As a follow up to the City's request for an on-site survey and applicant prepared trip generation report please find attached a Trip Generation Study for the Project prepared by Linscott Law & Greenspan ("LLG"), dated March 19, 2019. This study includes extensive surveys and empirical information about trip generation rates at the existing Miramar hotel, as well as comparable affordable rental units and market-rate luxury condominium units in Santa Monica.

This empirical study was completed at the request of the City to address anticipated trip generation impacts of the Project, in relation to both current trips from existing hotel operations as well as to the changes in vehicular trips anticipated in the Downtown Community Plan ("DCP") environmental impact report. Because the Project is both consistent with, and smaller than, the buildout of the project site anticipated in the DCP, Project-related trips are within the trip counts anticipated by the DCP.

The results of the various empirical trip studies discussed in the attached report were applied to calculate trips for the Project. Based upon the conservative assumptions utilized by LLG and described in detail in the attached report, the Project would generate a small incremental increase of some types of trips above existing hotel operations. Though not addressed in the LLG report, we note that this incremental increase is in turn a very small fraction of the incremental increase anticipated for the overall DCP area.

The empirical study methodology did not include any reduction in trips based on the Project's mandatory compliance with the Transportation Demand Management Ordinance, or with any additional trip reductions resulting from implementation of any additional TDM measures that may be included in the Development Agreement or that the DCP requires for the Project. Because these TDM measures were not factored into the study, the study methodology therefore overstates trips for the Project. While we would be pleased to the update prior estimates of the DCP trip increment used by the Project based on this

empirical data, it appears more accurate to update the DCP increment analysis based on a post-TDM implementation methodology, which we anticipate will show that the Project will cause a net decrease in trips – even utilizing the conservative assumptions described in the LLG report.

Please feel free to call me at 310-899-4184 or e-mail me at [dpeterson@athensdevco.com](mailto:dpeterson@athensdevco.com) with any questions on the attached.

# MEMORANDUM

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To: Dustin Peterson  
The Athens Group  
Ocean Avenue, LLC Owner's Representative

Date: March 19, 2019

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From: David S. Shender, P.E.  
Linscott, Law & Greenspan, Engineers

LLG Ref: 5-15-0178-1

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Subject: **Trip Generation Study Conducted in Conjunction with the Proposed  
Miramar Hotel Redevelopment  
City of Santa Monica, California**

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## Executive Summary

Linscott, Law & Greenspan, Engineers (“LLG”) has prepared this trip generation study for the proposed Miramar Hotel Redevelopment project (the “Project”) located in the City of Santa Monica (“City”). The purpose of the study is to compare weekday daily, weekday morning (AM) and afternoon (PM) peak hour, Saturday daily and Saturday mid-day (MD) peak hour trip generation from existing operations on the Project site with future Project trips using applicable site-specific and comparable development empirical data. This analysis is based on three sets of recently-conducted extensive trip generation surveys as requested by the City as part of the Environmental Impact Report process:

- (1) Surveys of existing hotel site non-residential trip generation rates by activity (e.g., hotel guestrooms, restaurants, spa and fitness facilities) conducted by hotel staff on Thursday, September 13 and Saturday, September 15, 2018<sup>1</sup> (attached as Exhibit A).
- (2) Surveys of existing hotel site non-residential trip generation rates by activity conducted by Traffic Solution, a professional consultant, on Saturday, September 22 and Thursday, September 27, 2018 (attached as Exhibit B).
- (3) Surveys of trip generation rates conducted by Counts Unlimited, a professional consultant, for three existing market-rate luxury condominium and three existing affordable multi-family rental buildings in the City and near the Project site on Thursday, October 4, Saturday, October 6, Thursday, November 29 and Saturday, December 1, 2018 respectively (attached as Exhibit C and Exhibit D).

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<sup>1</sup> Due to employee availability, surveys at the hotel valet entrance on September 15 were conducted from 6:30 AM to 9:30 PM and do not include data from 9:30 PM to 6:30 AM at that location. However, these counts were adjusted by 61 vehicle trips based on the Thursday count data to account for the employee unavailability.

All non-residential counts were taken during periods of higher than average occupancy at the hotel. Therefore, they are more conservative than conditions during normal occupancy. Existing non-residential activity daily and peak hour trip rates were also analyzed by using the highest, most conservative on-site trip counts, which were compiled by Traffic Solution. The Traffic Solution data was also used to calculate trip generation rates per the appropriate independent variable (i.e., guestroom key, employee and square foot) for specific activities to estimate future daily and peak hour trips from the proposed non-residential components of the Project. Future daily and peak hour trips from the proposed market-rate luxury condominium and affordable rental units were estimated by using the trip generation rates derived from the Counts Unlimited surveys.

Based on the empirical survey data and trip generation rates derived by LLG, the Project would result in a relatively modest increase of about 59 weekday AM hour trips, 60 weekday PM peak hour trips, and 73 Saturday MD peak hour trips compared with existing hotel conditions. In addition to the point above about counts being taken during periods of higher than average occupancy at the hotel, these results are conservative because:

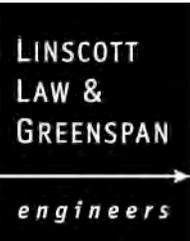
- While LLG collected data in two sets of site-specific vehicular trip generation surveys for on-site non-residential uses, we elected to use exclusively the data from the survey which reflected the higher trip generation factors.
- The results do not include vehicular use reductions that have been and are likely to continue to be achieved by state, regional and local policies, including the City's aggressive Traffic Demand Management ("TDM") requirements for employers and new development (which would be anticipated as part of the Development Agreement for this Project) and non-vehicular transit programs.
- The analysis also does not consider the likely expansion of scooter, electrical bicycle and other non-vehicular third-party transit options.
- The analysis does not account for reductions in local street traffic that would occur from expanding the on-site parking capacity from 167 to 477 spaces, which would reduce peak period valet traffic to and from off-site parking locations as well as on-street employee parking.

## **A. Project Overview**

The Project site consists of two parcels: (1) The “Hotel Parcel” located on the block bounded by Wilshire Boulevard to the south, California Avenue to the north, Ocean Avenue to the west, and Second Street to the east; and (2) the “Second Street Parcel” located across Second Street from the Hotel Parcel. Existing hotel, meeting room, dining, restaurant, bar, hotel guest-serving retail, and spa and fitness uses currently occur on the Hotel Parcel. A 64-space parking lot serving the existing hotel is located on the Second Street Parcel. Sixty (60) additional spaces are also available to the existing hotel at 120 Wilshire Boulevard on nights and weekends.

The Project would result in the redevelopment of and changes to existing Hotel Parcel uses, the addition of 60 market rate multi-family luxury condominium units within the Hotel Parcel, and the construction of a minimum of 30 and a maximum of 48 affordable multi-family rental units on the Second Street Parcel in a 100 percent affordable housing building. Hotel parking, including the spaces currently used on the existing Second Street Parcel, would be increased from the existing 167 spaces to 428 striped parking spaces, with the capacity to park an additional 49 vehicles through the use of aisle parking, all on the Hotel Parcel. Sixty (60) additional spaces on nights and weekends at 120 Wilshire Boulevard will also continue to be available.

As summarized below, the Project would add 11 new hotel guestrooms and increase total indoor and outdoor restaurant space by about 5,166 square feet, the lobby lounge by about 943 square feet, and spa and fitness facilities by about 6,931 square feet. Meeting room facilities would be reduced by about 5,040 square feet from existing levels. On-site retail would increase by about 5,365 square feet and would primarily serve hotel guests and pedestrian traffic. The Project will also include 60 new market rate luxury condominium units.



<u>Miramar Hotel Parcel Project Components</u>	<u>Existing Site</u>	<u>Proposed Project</u>	<u>Net New</u>
<b><u>HOTEL PARCEL PROJECT COMPONENTS</u></b>			
<b>Area</b>			
Guest Rooms	<b>301</b>	<b>312</b>	<b>11</b>
Food/Beverage Outlets – Customer Serving Indoor and Outdoor Space (sf)	<b>13,599</b>	<b>19,708</b>	<b>6,109</b>
Restaurant Outlets			
Restaurant (Indoor – 3-Meal, Café, Pool Café)	2,088	5,800	3,712
Restaurant (Outdoor – 3-Meal, Café, Pool Café)	<u>1,250</u>	<u>2,704</u>	<u>1,454</u>
Restaurant Sub-total	3,338	8,504	5,166
Bar Outlets			
Bungalow (Indoor)	3,185	3,185	0
Bungalow (Outdoor)	<u>3,820</u>	<u>3,820</u>	<u>0</u>
Bungalow Sub-total	7,005	7,005	0
Lobby Lounge (Indoor)	2,106	2,350	244
Lobby Lounge (Outdoor)	<u>1,150</u>	<u>1,849</u>	<u>699</u>
Lobby Lounge Sub-total	3,256	4,199	943
Meeting Space (sf)	<b>18,040</b>	<b>13,000</b>	<b>-5,040</b>
Retail (sf)	<b>1,235</b>	<b>6,600</b>	<b>5,365</b>
Spa/Fitness (sf)			
Spa Lockers and Treatment Rooms	3,369	10,000	6,631
Fitness and Exercise Spaces	2,200	2,500	300
Market-Rate Luxury Condominium Units (Hotel Parcel)	N/A	60	60

## **B. Trip Generation Study Approach**

The proposed Project will modify existing hotel uses, and also construct new market-rate condominium units on the Hotel Parcel and affordable multi-family rental units on the Second Street Parcel. As in many jurisdictions, the City has developed trip generation rates for certain general classes of land uses in conjunction with a Transportation Demand Forecasting Model<sup>2</sup> (“TDFM”) and also uses adjusted, generic trip generation rates developed by the Institute of Transportation Engineers (“ITE”) and other sources to analyze potential project transportation impacts under the California Environmental Quality Act (“CEQA”). Many of the trip generation rates in the TDFM model do not reflect the unique attributes and characteristics of the uses in the Project and were developed many years ago prior to the arrival of the Expo Light Rail in Santa Monica, widespread availability of dock-less mobility devices and other first mile/last mile connectors, bike share, enhancements to the City’s pedestrian and bicycle paths, and increasing TDM requirements for employers and new development. For example, the City’s trip generation rates for hotels were developed based on traffic counts and surveys conducted approximately 10 years ago.

Recent site and use-specific empirical data is preferable (when available) over modeled and other generalized trip generation models. Focused, recent surveys of trip generation rates and levels associated with the same or closely comparable land uses located within or in close proximity to a project site allow for a significantly more refined and accurate assessment.

Consistent with these considerations, and to enhance the City’s analysis of the Project’s potential transportation impacts, on-site surveys were conducted in September 2018 (at the City’s request) to calculate daily and peak hour trip generation rates for existing non-residential activities on the Project site. The on-site survey results were also used to estimate the number of trips attributable to the proposed Project’s future non-residential uses. There are no residential uses on the existing Project site. Consequently, surveys of existing, comparable market-rate luxury condominium and affordable multi-family rental buildings in the City and located near the Project were conducted in November and December 2018 to provide empirical trip generation data for these land uses. The following sections describe the on-site non-residential and residential trip generation survey methodologies in more detail.

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<sup>2</sup> *Santa Monica Travel Demand Forecasting Model Trip Generation Rates*, Fehr & Peers, October 2011.

1. *On-Site non-residential trip generation surveys.*

Two sets of trip generation surveys were conducted for the on-site non-residential activities. The first set of surveys was conducted by existing hotel and on-site facility staff on Thursday, September 13 and Saturday, September 15, 2018. The second set of surveys was conducted by Traffic Solution, a professional consultant, on Saturday, September 22 and Thursday, September 27, 2018. While activities at the hotel were not identical during the two sets of surveys, and trip generation data can therefore be anticipated to vary, the results were largely consistent. As described below, LLG elected to use the more conservative data set.

(a). *Hotel staff on-site trip generation surveys.*

The first set of surveys was conducted with hotel staff to provide initial trip generation data and to identify methodologies and staffing requirements that could be implemented to enhance subsequent surveys conducted by professional, third-party consultants. The surveys were conducted for 24 hours beginning at 6:30 AM on Thursday, September 13 and Saturday, September 15, 2018. The survey locations and staff deployment at each location was as follows:

- Surveys were conducted by valet staff at the Wilshire Boulevard main valet entrance to the hotel;<sup>3</sup>
- Surveys were conducted by the Bungalow Lounge staff at the Bungalow Lounge entrance;
- Surveys were conducted by the Fig Restaurant host at the Fig Restaurant entrance;
- Surveys were conducted by the Exhale Spa desk attendant at the Spa entrance;
- Surveys were conducted by security staff at the employee entrance; and
- Surveys were conducted by hotel employees at the facility loading dock.

Non-employee survey respondents and employees surveyed by hotel security staff who stated that they were arriving or leaving by: (a) valet parking at the hotel (there is no self-parking on-site); (b) driving and parking at an off-site location; (c) using a transportation network company (“TNC”) such as Uber, Lyft or a taxi; or (d) using a third-party private car, were counted as vehicular trips. Loading dock staff also counted each truck arrival and departure from the loading dock as a vehicular trip. The surveys documented non-vehicular travel, such as by bike, scooter or walking (except to or from an off-site vehicle). Finally, the surveys identified the primary purpose for each guest visit, such as staying at the hotel, dining or drinking, using the spa and fitness facilities, or attending a meeting.

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<sup>3</sup> Due to employee availability, valet location surveys were not conducted during Saturday from 9:30 PM to 6:30 AM.

Survey results from each survey location were collected in 30-minute increments over each 24-hour survey period, consolidated into a spreadsheet and allocated among six classifications: hotel guestrooms;<sup>4</sup> employees; the Fig Restaurant; the Bungalow Lounge; the spa and fitness facility; and the loading dock. A summary of the survey data is attached as Exhibit A of this memorandum (which includes *Figure 1* identifying the location of the count technicians). Data for the 24-hour period starting at 6:30 AM on Thursday were tabulated by LLG to identify the total weekday daily and AM and PM peak hour vehicle trip generation rates. The weekday AM and PM peak hours represent the highest hourly number of trips recorded by the Thursday survey during the City's peak AM period (7:00-10:00 AM) and peak PM period (4:30-7:30 PM). Data for the 24-hour period starting at 6:30 AM on Saturday was tabulated by LLG to identify the total Saturday daily and MD peak hour trip generation rates. The Saturday MD peak hour represents the highest hourly number of trips recorded during the City's peak weekend MD period (1:00-5:00 PM).

(b). *Traffic Solution on-site trip generation surveys.*

Traffic Solution, a professional third-party consultant, was retained to conduct a second set of on-site surveys for a 24-hour period starting at 6:00 AM on Saturday, September 22 and on Thursday, September 27, 2018. All of the trip generation surveyor technicians were engaged by Traffic Solution and no hotel staff (except for loading dock vehicle counts) was utilized. Based on the initial set of surveys conducted by hotel staff, technicians were deployed at on-site entrance and departure locations to ensure adequate coverage as follows:

- Three technicians were stationed at the valet entrance to the hotel on Wilshire Boulevard from 6:00 AM to 12:00 AM, and one technician was stationed at this location from 12:00 AM to 6:00 AM during the Thursday survey;
- Due to an outdoor event during the Saturday survey, the main valet entrance was moved to Ocean Avenue. For the period of the event, two of three technicians assigned to the regular valet entrance on Wilshire Boulevard were stationed at the Ocean Avenue entrance, and one technician remained at the Wilshire Boulevard entrance. Three technicians were otherwise present from 6:00 AM to 12:00 AM at the Wilshire Boulevard entrance, and one technician was stationed at this location from 12:00 AM to 6:00 AM during the Saturday survey;
- One technician was stationed at the entrance on Ocean Avenue from 6:00 AM to 2:00 AM;
- Three technicians were stationed at all times during the Bungalow Lounge operating hours of 5:00 PM to 2:00 AM on Thursday and 12:00 PM to 2:00 AM on Saturday;

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<sup>4</sup> Guests/patrons associated with the meeting room, lobby lounge, and retail uses are included in the count of Hotel guestroom.

- One technician was stationed at all times at the Second Street entrance;
- One technician was stationed at all times at the employee entrance; and
- Due to the limited number of trips and relative ease of identifying incoming and outgoing deliveries, loading dock trips were documented by hotel staff.

Non-employee and employee survey respondents who stated that they were arriving or leaving by: (a) valet parking at the hotel; (b) driving and parking at off-site locations; (c) using a TNC; or (d) using a third-party private car were counted as vehicular trips. Loading dock staff also counted each truck arrival and departure from the loading dock as a vehicular trip. The Traffic Solution technicians documented non-vehicular travel, such as by bike, scooter or walking (except to an off-site vehicle). The surveys further identified the primary purpose for each guest visit, such as staying at the hotel, dining or drinking at a specific outlet, using the spa and fitness facilities, or attending a meeting.

Results from each location were collected in 15-minute increments over the 24-hour survey periods, consolidated into a spreadsheet and allocated among nine classifications: hotel guestrooms; meeting rooms; employees; the Fig Restaurant (operating daily from 7:00 AM to 2:00 PM and 5:00 PM to 10:00 PM); the Bungalow Lounge (see hours above); the spa and fitness facility (operating from 6:00 AM to 9:00 PM weekdays and 8:00 AM to 9:00 PM weekends); the Lobby Lounge (operating daily from 5:00 AM to 2:00 AM); guest-serving retail (operating from 10:00 AM to 6:00 PM daily); and the loading dock. A summary of the survey data is attached as Exhibit B of this memorandum (which includes *Figure 2* identifying the location of the count technicians). Data for the 24-hour period starting at 6:00 AM on Thursday were tabulated by LLG to identify the total weekday daily and AM and PM peak hour vehicle trip generation rates. The weekday AM and PM peak hours represent the highest hourly number of trips recorded by the Thursday survey during the City's peak AM period (7:00-10:00 AM) and peak PM period (4:30-7:30 PM). Data for the 24-hour period starting at 6:00 AM on Saturday was tabulated by LLG to identify the total Saturday daily and MD peak hour trip generation rates. The Saturday MD peak hour represents the highest hourly number of trips recorded during the City's peak weekend MD period (1:00-5:00 PM).

2. *Counts Unlimited multi-family residential trip generation surveys.*

As discussed above, the proposed Project would result in the development of 60 market-rate multi-family luxury condominium units on the Hotel Parcel, and a maximum of 48 affordable rental units on the Second Street Parcel. No residential units currently exist on the Project site. Three existing 100 percent market-rate luxury condominium and three existing 100 percent affordable multi-family rental buildings located in the City were identified (based on their similarity to the Project's proposed residential components) to estimate trip generation rates for the market-rate luxury condominium units on the Hotel Parcel and the affordable rental units on the Second Street Parcel. Counts Unlimited, a professional consultant, was retained to conduct the trip generation surveys at each of the six locations.

The three market-rate multi-family luxury condominium buildings were selected based on their similarity with and proximity to the market-rate luxury condominium units to be constructed on the Hotel Parcel and include the following:

- A 91-unit luxury condominium building adjacent to the Hotel Parcel located at 101 California Street;
- A 59-unit luxury condominium building at the north end of Ocean Avenue at 101 Ocean Avenue; and
- A 22-unit luxury condominium building along Ocean Avenue, located north of the Miramar Hotel.

Vehicle trip generation for the market-rate luxury condominium buildings was surveyed by Counts Unlimited for a 24-hour period starting at 12:01 AM on Thursday, October 4 and on Saturday October 6, 2018. The data consisted of vehicle entries and exits from each project observed by survey technicians and by automated photographic records of entry or exit from each development's vehicular access points during the survey period. The total number of vehicle entries and exits were summarized in 15-minute increments and for the 24-hour period survey period at each location. A summary of the survey data is attached as Exhibit C of this memorandum (which includes **Figure 3** identifying the location of the observed multi-family luxury condominium buildings). Data for the 24-hour period starting at 12:01 AM on Thursday was tabulated by LLG to identify the total weekday daily and AM and PM peak hour vehicle trip generation rates. The weekday AM and PM peak hours represent the highest hourly number of trips recorded by the Thursday survey during the City's peak AM period (7:00-10:00 AM) and peak PM period (4:30-7:30 PM). Data for the 24-hour period starting at 12:01 AM on Saturday was tabulated by LLG to identify the total Saturday daily and MD peak hour trip generation rates. The Saturday MD peak hour represents the highest hourly number of trips recorded during the City's peak weekend MD period (1:00-5:00 PM).

Three Community Corporation buildings were selected based on their similarity with and proximity to the affordable rental units to be constructed on the Second Street Parcel and include the following:

- A 41-unit affordable rental building located near downtown Santa Monica at 1424 Broadway;
- A 32-unit affordable rental building located just north of downtown Santa Monica and near the Project site at 1144 5<sup>th</sup> Street; and
- A 32-unit affordable rental building just south of downtown Santa Monica at 430 Pico Boulevard.

Vehicle trip generation for the affordable rental buildings was surveyed by Counts Unlimited for a 24-hour period starting at 12:01 AM on Thursday, November 29 and Saturday, December 1, 2018. The data consisted of vehicle entries and exits from each project observed by survey technicians and by automated photographic records of entry or exit from each development's vehicular access points during the survey period. The total number of vehicle entries and exits were summarized in 15-minute increments and for the 24-hour period survey period at each location. A summary of the survey data is attached as Exhibit D of this memorandum (which includes *Figure 4* identifying the location of the observed affordable rental buildings). Data for the 24-hour period starting at 12:01 AM on Thursday were tabulated by LLG to identify the total weekday daily and AM and PM peak hour vehicle trip generation rates. The weekday AM and PM peak hours represent the highest hourly number of trips recorded by the Thursday survey during the City's peak AM period (7:00-10:00 AM) and peak PM period (4:30-7:30 PM). Data for the 24-hour period starting at 12:01 AM on Saturday was tabulated by LLG to identify the total Saturday daily and MD peak hour trip generation rates. The Saturday MD peak hour represents the highest hourly number of trips recorded during the City's peak weekend MD period (1:00-5:00 PM).

### **C. Trip Generation Study Results**

This section summarizes the results of the on-site non-residential and residential trip generation surveys conducted from September to December 2018, including: (1) the on-site non-residential surveys by hotel staff; (2) the on-site non-residential surveys by Traffic Solution; (3) trip generation rates derived for non-residential on-site activities by LLG based on the Traffic Solution data results; (4) trip generation rates derived by LLG from the existing market-rate luxury condominium and affordable rental building surveys by Counts Unlimited; and (5) a comparison of existing and future Project daily and peak hour trip generation using the empirical data and the generation rate derived by LLG from the on-site non-residential and residential surveys.

1. *Hotel staff on-site non-residential survey results*

The trip generation surveys by hotel staff occurred on Thursday September 13 and Saturday September 15 when hotel occupancy was at 96 percent and 93 percent of capacity, respectively, higher than the average occupancy rate of about 87 percent.

Meeting space use on September 13 included the following:

- A dinner meeting of 30 hotel guests from 7:00 PM to 9:30 PM in the Wilshire I & II meeting rooms;
- A meeting of 30 hotel guests from 8:00AM to 5:00 PM in the Wilshire III & IV meeting rooms;
- A 171-person event for hotel guests from 8:00 AM to 5:00 PM in the Starlight Ballroom;
- A meeting of 12 hotel guests from 8:00 AM to 5:00 PM in the Jones Library; and
- A lunch meeting of 10 hotel guests from 12:00 PM to 1:30 PM in the Stateroom.

Meeting space use on September 15 included the following:

- A meeting of 30 hotel guests from 8:00 AM to 5:00 PM in the Wilshire I, II and III meeting rooms;
- A dinner meeting of 30 hotel guests from 3:00 PM to 5:00 PM in the Wilshire IV meeting room; and
- A wedding event of about 126 attendees, mainly non-hotel guests, from 6:00 PM to 7:30 PM on Front Drive and from 7:30 PM to 11:30 PM in the Wedgewood Ballroom.

**Table 1** (on the next page) summarizes the daily and peak hour results of the surveys. The data show that existing on-site non-residential activities generated 1,150 vehicle trips during the Thursday (weekday) count and 2,353 vehicle trips during the Saturday count. Based on the analysis of the survey data collected by the hotel staff, the highest one-hour periods of vehicle traffic generated by the on-site non-residential uses were as follows: AM peak hour, 7:00 – 8:00 AM; PM peak hour, 5:30 – 6:30 PM; and MD peak hour, 3:00 – 4:00 PM. During the weekday, there were 91 AM peak hour trips and 96 PM peak hour trips. There were 267 peak MD hour trips on Saturday. As discussed above, due to employee availability, surveys at the valet entrance were not conducted from 9:30 PM to 6:30 AM during the Saturday survey.

Table 1  
VEHICLE COUNTS [1]  
MIRAMAR HOTEL

17-Mar-19

EXISTING LAND USE	WEEKDAY			SATURDAY	
	DAILY	AM PEAK HOUR [2]	PM PEAK HOUR [2]	DAILY	MD PEAK HOUR [2]
<i>Hotel</i>					
Hotel Guest	399	23	38	416 [5]	20
Meeting Room [3]	0	0	0	0	0
Loading Dock	<u>77</u>	<u>14</u>	<u>0</u>	<u>26</u>	<u>0</u>
<b>Subtotal</b>	476	37	38	442	20
<i>Restaurant</i>					
The FIG / Pool Café	58	5	8	148	0
The Bungalow	347	0 [4]	29	1,432	212
Lobby Lounge [3]	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>Subtotal</b>	405	5	37	1,580	212
<i>Spa</i>	80	13	12	143	8
<i>Retail</i> [3]	0	0 [4]	0	0	0
<i>Employee</i>	189	36	9	188	27
<b>TOTAL</b>	<b>1,150</b>	<b>91</b>	<b>96</b>	<b>2,353</b>	<b>267</b>

[1] On-site vehicle counts derived from surveys conducted by Miramar Hotel Staff on Thursday, September 15, 2018 and Saturday, September 17, 2018.

[2] AM, PM, and MD peak hours determined to be 7:00 - 8:00 AM, 5:30 - 6:30 PM, and 3:00 - 4:00 PM, respectively.

[3] Patrons associated with the Meeting Room, Lobby Lounge, and Retail were counted as a Hotel Guest.

[4] The Bungalow and Retail are closed during the AM peak hour.

[5] Hotel Guest data after 9:30 P.M. not available on Saturday.

2. *Traffic Solution on-site non-residential survey results.*

The trip generation surveys by Traffic Solution occurred on Thursday September 27 and Saturday September 22 when hotel occupancy was at 96 percent and 97 percent of capacity, respectively, higher than the average occupancy rate of about 87 percent.

Meeting space use on September 27 included the following:

- A meeting of 10 hotel guests from 8:00 AM to 5:00 PM in the Ocean I meeting room;
- A reception and silent auction event of about 250 attendees, mainly non-hotel guests, on the Front Drive from 6:30 PM to 9:30 PM and in the Starlight Ballroom from 9:30 PM to 11:30 PM; and
- A meeting of 16 non-hotel guests from 8:00 AM to 5:00 PM in The Study.

Meeting space use on September 22 included the following:

- A breakfast meeting of 30 hotel guests from 9:00 AM to 11:00 AM in the Wilshire I & II meeting rooms;
- A meeting of 30 hotel guests from 8:00 AM to 5:00 PM in the Wilshire III meeting room; and
- A wedding event of about 158 attendees, equivalent hotel guests and non-hotel guests, from 5:00 PM to 6:45 PM on Front Drive and from 6:45 PM to 10:00 PM in the Starlight Ballroom.

**Table 2** (on the next page) summarizes the daily and peak hour results of the surveys. The data show that existing on-site non-residential activities generated 1,853 vehicle trips during the Thursday (weekday) count and 3,555 vehicle trips during the Saturday count. Based on the analysis of the survey data collected by Traffic Solution, the highest one-hour periods of vehicle traffic generated by the on-site non-residential uses were as follows: AM peak hour, 9:00 – 10:00 AM; PM peak hour, 6:30 – 7:30 PM; and MD peak hour, 2:00 – 3:00 PM. During the weekday, there were 138 AM peak hour trips and 107 PM peak hour trips. There were 263 peak MD hour trips on Saturday.

Table 2  
THIRD PARTY VEHICLE COUNTS [1]  
MIRAMAR HOTEL

18-Mar-19

EXISTING LAND USE	WEEKDAY			SATURDAY	
	DAILY	AM PEAK HOUR [2]	PM PEAK HOUR [2]	DAILY	MD PEAK HOUR [2]
<i>Hotel</i>					
Hotel Guest	470	49	12	1,099	40
Meeting Room	151	18	16	112	4
Loading Dock	<u>48</u>	<u>32</u>	<u>0</u> [4]	<u>15</u>	<u>0</u> [4]
<b>Subtotal</b>	669	99	28	1,226	44
<i>Restaurant</i>					
The FIG / Pool Café	121	10	4	193	8
The Bungalow	700	0 [3]	35	1,410	149
Lobby Lounge	<u>58</u>	<u>4</u>	<u>3</u>	<u>116</u>	<u>5</u>
<b>Subtotal</b>	879	14	42	1,719	162
<i>Spa</i>	81	3	3	99	3
<i>Retail</i>	3	0 [3]	0 [4]	18	2
<i>Employee</i>	221	22	34	493	52
<b>TOTAL</b>	<b>1,853</b>	<b>138</b>	<b>107</b>	<b>3,555</b>	<b>263</b>

[1] On-site vehicle counts derived from surveys conducted by The Traffic Solution on Saturday, September 22, 2018 and Thursday, September 27, 2018.

[2] AM, PM, and MD peak hours determined to be 9:00 - 10:00 AM, 6:30 - 7:30 PM, and 2:00 - 3:00 PM, respectively.

[3] The Bungalow and Retail are closed during the AM peak hour.

[4] '0' value indicates no vehicle trips counted during this peak hour.

3. *Trip generation rates for non-residential activities.*

As discussed above, the proposed Project includes and will result in changes in the amount of existing on-site non-residential activities surveyed by hotel staff and Traffic Solution. The survey data can be used to compare existing trips with future trips from on-site non-residential activities by calculating generation rates per the appropriate independent variable (i.e., guestroom keys, employee and square feet) of each activity. This approach characterizes on-site trip generation rates with a higher level of detail and accuracy than can be achieved by using more general modeled or broadly defined land use categories. Trip rates associated with each of the primary food and beverage facilities on the Hotel Parcel, including the Fig Restaurant, the Bungalow Lounge and the Lobby Lounge, for example, vary significantly because each facility operates at different hours and is designed to serve and attract a different mix of hotel guests and non-hotel patrons. Activity-specific trip rates reflecting actual on-site conditions can also be identified for guestroom keys, each employee, guest-serving retail, meeting rooms, spa and fitness facilities, and loading dock activities based on the surveys.

LLG found both data sets to be largely consistent but elected to utilize the Traffic Solution survey data to conservatively calculate trip generation rates for existing on-site activities. The Traffic Solution surveys were conducted by a professional traffic consultant and identified higher daily and peak period trip counts than the hotel staff surveys. In addition, the survey results were allocated to nine distinct on-site activities compared with six for the hotel staff survey. As a result, the Traffic Solution data represents a more detailed and conservative trip dataset.

**Table 3** (on the next page) provides the derivation of vehicle trip generation rates for the uses at the existing hotel. The trip rates are generally derived by applying the number of counted trips to the size of the selected independent variable for the individual components (e.g., number of keys for the hotel and amount of floor area for the restaurant, retail, and spa uses).

**Table 3**  
**DERIVATION OF VEHICLE TRIP RATES [1]**  
**MIRAMAR HOTEL**

18-Mar-19

EXISTING LAND USE	EXISTING SIZE	WEEKDAY						SATURDAY			
		DAILY		AM PEAK HOUR		PM PEAK HOUR		DAILY		MD PEAK HOUR	
		TRIPS	RATE	TRIPS	RATE	TRIPS	RATE	TRIPS	RATE	TRIPS	RATE
<i>Hotel</i>	301 Keys	669	2.22 / Key	99	0.33 / Key	28	0.09 / Key	1,226	4.07 / Key	44	0.15 / Key
<i>Restaurant</i>											
The FIG / Pool Café	3,338 GSF	121	36.25 / KSF	10	3.00 / KSF	4	1.20 / KSF	193	57.82 / KSF	8	2.40 / KSF
The Bungalow	7,005 GSF	700	99.93 / KSF	0 [2]	0.00 / KSF	35	5.00 / KSF	1,410	201.29 / KSF	149	21.27 / KSF
Lobby Lounge	3,256 GSF	58	17.81 / KSF	4	1.23 / KSF	3	0.92 / KSF	116	35.63 / KSF	5	1.54 / KSF
<i>Spa</i>	5,569 GSF	81	14.54 / KSF	3	0.54 / KSF	3	0.54 / KSF	99	17.78 / KSF	3	0.54 / KSF
<i>Retail</i>	1,235 GSF	3	2.43 / KSF	0 [2]	0.00 / KSF	0	1.23 / KSF [3]	18	14.58 / KSF	2	1.62 / KSF
<i>Employee</i>	282 Emp.	221	0.78 / Emp.	22	0.08 / Emp.	34	0.12 / Emp.	493	1.75 / Emp.	52	0.18 / Emp.

[1] Vehicle trip generation for the existing components of the Miramar Hotel derived based on Third Party Vehicle Counts provided in Table 2.

[2] The Bungalow and Retail are closed during the AM peak hour.

[3] While no trips were counted for existing Retail use in PM peak hour (See Table 2), PM peak hour trip rate conservatively estimated based on derived MD peak hour rate hereon (1.62) and adjusted using proportion of PM to MD Retail trip rates provided in City's TDFM, Table 14 (2.01/2.64).

Specific notes regarding the methodology for calculating the trip rates are provided below:

- Hotel. The hotel trip rates include vehicle counts related to hotel guestrooms, meeting rooms, loading dock as shown in **Table 2**. It is noted that the Project includes a reduction in the amount of meeting room floor area as compared to the existing hotel. Therefore, the inclusion of vehicle trips associated with the meeting room component results in a conservative derivation of vehicle trips that may be generated by the Project (i.e., the number of hotel keys is proposed to increase but the amount of meeting room floor area is proposed to decrease).
- Restaurant. Trip generation rates were derived for the three primary restaurant components: the Fig Restaurant, the café and the pool café as well as for the two bar/lounge uses: Bungalow bar/lounge; and the Lobby Lounge. Separate trip rates were derived because the vehicle counts indicate that the different restaurant venues in the Miramar Hotel have varying trip generation characteristics depending on the venue and the hotel versus non-hotel guest usage. For example, the Bungalow, which is being replicated in the new plan (at the exact same size and square footage in the Project) can be considered a “destination” bar/lounge, and thus generates a relatively higher number of externally-generated vehicle trips as compared to the other restaurant venues at the existing hotel with higher numbers of hotel guest usage. It is appropriate to consider the varying trip generation characteristics of the restaurant and bar/lounge venues in forecasting future trips for the Project.
- Retail. As shown in **Table 2**, no vehicle trips were counted for the existing on-site retail use during the weekday PM peak hour. This is not unexpected due to the relatively small size of the existing retail use (1,235 square feet) and the fact that nearly all patrons of the retail use are likely hotel guests (and therefore, the retail use alone does not generate external vehicle trips). However, in consideration that the Project proposes an increase in the size of the retail component to 6,600 square feet, which may result in some externally-generated vehicle trips, a trip generation rate was derived for the retail use during the PM peak hour. This was done by using the Saturday MD peak hour trip rate calculated from the Traffic Solution counts (shown in **Table 2** as 1.62 trips per 1,000 square feet of retail floor area) and applying the proportion of weekday PM peak hour and Saturday MD peak hour trip rates as provided in the City’s TDFM document (utilizing Table 14 therein, which most closely replicates the characteristic of the Project site). This results in 1.23 trips per 1,000 square feet of retail floor area during the PM peak hour, a conservative forecast of the future vehicle trips that may be generated by the Project’s on-site retail component.

- Employees. While not typical for trip generation forecasts,<sup>5</sup> trip rates were separately derived for employees at the Existing Site to be maximally conservative. The total number of daily employees for the Project is expected to increase from 282 average daily employees in the existing hotel to 387 average daily employees in the Project. Empirical data from the Miramar Hotel trip survey was applied to the existing and proposed employee counts for purposes of deriving the trip rates for employees.

**Table 3** summarizes the trip generation rates by guestroom, employee and by area for the nine non-residential on-site activities surveyed by Traffic Solution. Daily and peak hour PM and AM rates are shown for Thursday (weekday) periods. Daily and peak hour MD rates are shown for Saturday. Certain of the results reflect differences in facility operating hours on the site. No trips are generated in the AM peak hour, for example, at the Bungalow Lounge or on-site retail facilities because neither operates during the weekday AM peak hour.

4. *Trip generation rates for market-rate and affordable multi-family housing.*

**Table 4** (on the next page) summarizes the number of trips and trip generation rates derived from three 100 percent market-rate luxury condominium and three 100 percent affordable rental building surveys conducted by Counts Unlimited in October, November and December 2018. Daily and AM/PM peak hour trip totals for Thursday (weekday) periods, and daily and MD peak hour trip totals for Saturday are shown for each location. A “weighted average” trip generation rate was derived for market-rate luxury condominium and affordable rental units by dividing the sum of the daily and peak hour trip counts at each location by the total number of units. Conservatively, the peak hour counts shown for each site may vary by hour. For example, the observed PM peak hour at 603 Ocean Avenue was 4:30 PM – 5:30 PM while the observed PM peak hour at 101 California Avenue was 5:30 – 6:30 PM. Average daily and peak hour AM and PM trip generation rates are shown for Thursday (weekday) periods, and average daily and MD peak hour rates are shown for Saturday for each set of market-rate luxury condominium and affordable rental units.

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<sup>5</sup> Typically, trip generation rates – such as those published in the City’s TDFM document, as well as in the *Trip Generation Manual* published by the Institute of Transportation Engineers – include trips generated at the analyzed land uses from all populations: e.g., staff, guests/visitors, service vehicles, etc. However, for these trip generation surveys, it was feasible to document employee trip patterns separately. Thus, trip generation rates for employees have been provided separately for analysis purposes.

Table 4  
 THIRD-PARTY VEHICLE COUNTS [1]  
 AND  
 DERIVATION OF VEHICLE TRIP RATES  
 MARKET-RATE AND AFFORDABLE RESIDENTIAL

19-Mar-19

EXISTING LAND USE	EXISTING SIZE	WEEKDAY						SATURDAY			
		DAILY		AM PEAK HOUR		PM PEAK HOUR		DAILY		MD PEAK HOUR	
		TRIPS	RATE	TRIPS	RATE	TRIPS	RATE	TRIPS	RATE	TRIPS	RATE
<i>Market Rate</i> [2]											
603 Ocean Avenue	22 Units	69		9		7		43		6	
101 California Avenue	91 Units	211		19		21		164		10	
101 Ocean Avenue	<u>59</u> Units	<u>72</u>		<u>7</u>		<u>11</u>		<u>51</u>		<u>4</u>	
<b>Weighted Average</b>	172 Units	352	2.05 / Unit	35	0.20 / Unit	39	0.23 / Unit	258	1.50 / Unit	20	0.12 / Unit
<i>Affordable</i> [3]											
430 Pico Boulevard	32 Units	109		7		10		189		24	
1144 5th Street	32 Units	103		10		12		118		13	
1424 Broadway	<u>41</u> Units	<u>121</u>		<u>10</u>		<u>11</u>		<u>152</u>		<u>11</u>	
<b>Weighted Average</b>	105 Units	333	3.17 / Unit	27	0.26 / Unit	33	0.31 / Unit	459	4.37 / Unit	48	0.46 / Unit

[1] Residential vehicle counts conducted by Counts Unlimited.

[2] Market Rate traffic counts conducted on Thursday, October 4 and Saturday, October 6, 2018.

[3] Affordable traffic counts conducted on Thursday, November 29 and Saturday, December 1, 2018.

5. *Analysis of existing and future Project daily and peak hour trip generation.*

**Table 5** (on the next page) compares existing Project site trips with the daily and peak hour trips that would occur from Project buildout based on the non-residential generation rates summarized in **Table 3** and the market-rate luxury condominium and affordable multi-family rental generation rates summarized in **Table 4**. The analysis of future trip generation rates are summarized in the row labeled as “Proposed Project Trips” in **Table 5**. At full buildout, the Project would generate 2,551 daily weekday vehicle trips and 4,617 daily vehicle trips on Saturday. During the weekday, 197 AM peak hour trips and 167 PM peak hour trips would occur. On Saturday there would be 340 MD peak hour trips.

Table 5  
VEHICLE TRIP GENERATION FORECAST [1]  
MIRAMAR HOTEL REDEVELOPMENT

19-Mar-19

PROPOSED LAND USE	PROPOSED SIZE	WEEKDAY						SATURDAY			
		DAILY		AM PEAK HOUR		PM PEAK HOUR		DAILY		MD PEAK HOUR	
		RATE	TRIPS	RATE	TRIPS	RATE	TRIPS	RATE	TRIPS	RATE	TRIPS
<i>Hotel</i>	312 Keys	2.22 / Key	693	0.33 / Key	103	0.09 / Key	28	4.07 / Key	1,270	0.15 / Key	47
<i>Restaurant</i>											
Restaurant	8,504 GSF	36.25 / KSF	308	3.00 / KSF	26	1.20 / KSF	10	57.82 / KSF	492	2.40 / KSF	20
The Bungalow	7,005 GSF	99.93 / KSF	700	0.00 / KSF	0	5.00 / KSF	35	201.29 / KSF	1,410	21.27 / KSF	149
Lobby Lounge	4,199 GSF	17.81 / KSF	75	1.23 / KSF	5	0.92 / KSF	4	35.63 / KSF	150	1.54 / KSF	7
<i>Spa</i>	12,500 GSF	14.54 / KSF	182	0.54 / KSF	7	0.54 / KSF	7	17.78 / KSF	222	0.54 / KSF	7
<i>Retail</i>	6,600 GSF	2.43 / KSF	16	0.00 / KSF	0	1.23 / KSF	8	14.58 / KSF	96	1.62 / KSF	11
<i>Employee</i>	387 Emp.	0.78 / Emp.	302	0.08 / Emp.	31	0.12 / Emp.	46	1.75 / Emp.	677	0.18 / Emp.	70
<i>Market-Rate Residential</i>	60 Units	2.05 / Unit	123	0.20 / Unit	12	0.23 / Unit	14	1.50 / Unit	90	0.12 / Unit	7
<i>Affordable Residential</i>	48 Units	3.17 / Unit	152	0.26 / Unit	13	0.31 / Unit	15	4.37 / Unit	210	0.46 / Unit	22
<b>PROPOSED PROJECT TRIPS</b>		<b>2,551</b>		<b>197</b>		<b>167</b>		<b>4,617</b>		<b>340</b>	
<b>EXISTING SITE TRIPS</b>		<b>(1,853)</b>		<b>(138)</b>		<b>(107)</b>		<b>(3,555)</b>		<b>(267)</b>	
<b>NET NEW TRIPS</b>		<b>698</b>		<b>59</b>		<b>60</b>		<b>1,062</b>		<b>73</b>	

[1] See Table 3 for trip rates derived for hotel and ancillary uses. See Table 4 for trip rates derived for residential uses.

**Table 5** also compares the Project's future trips at full buildout with existing trip generation on the Project site documented by Traffic Solution. The existing trips are summarized in the row labeled "Existing Site Trips." The net difference between existing and future trips is summarized in the row labeled "Net New Trips" in **Table 5**. At full buildout, and using the conservative assumptions described herein, the analysis indicates that the Project would result in a net increase of 698 daily weekday vehicle trips and 1,062 daily vehicle trips on Saturday compared with existing levels. The Project would result in modest weekday increases of 59 AM peak hour trips and 60 PM peak hour trips and 73 peak MD hour trips on Saturday.

#### **D. Summary and Conclusion**

For the Project's non-residential uses, site-specific vehicular trip generation rates by activity were documented in two sets of surveys conducted by hotel staff and Traffic Solution, a professional consultant, in September 2018. The Traffic Solution data represents the most conservative and detailed data and was compiled by LLG to identify weekday and Saturday daily and peak hour trip generation for existing non-residential on-site activities. LLG also calculated trip generation rates per guestroom key, employee and by square foot for on-site uses based on the Traffic Solution data to facilitate the estimation of future Project trips.

Since the existing hotel does not have residential uses, trip generation surveys were conducted in October, November and December 2018 by Counts Unlimited, a professional consultant, for three 100 percent market-rate luxury condominium and three existing 100 percent affordable multi-family rental buildings. All are located in the City and are representative of the Project's proposed market-rate luxury condominiums on the Hotel Site and affordable rental units on the Second Street Parcel. Based on the Counts Unlimited data, LLG calculated average weekday and Saturday daily and peak hour trip generation rates for the market-rate luxury condominiums and affordable multi-family rental units to facilitate the estimation of future Project trips.

The non-residential and residential trip generation rates derived by LLG from the empirical surveys were used to compare existing Project site weekday and Saturday daily and peak hour trips with future trips at Project buildout. The analysis indicates that the Project would result in a relatively modest increase of about 59 weekday AM peak hour, 60 weekday PM peak hour, and 73 Saturday MD peak hour trips compared with existing Project site trips.

In addition to using the more conservative of the two available data sets, these results are conservative for several reasons:

- First, future trip generation rates derived from the empirical non-residential and residential surveys were not adjusted to account for ongoing and significant City, regional and state policies and programs to substantially reduce vehicular use. The City is implementing ambitious TDM programs for employers and new development, (which would be anticipated in the Development Agreement for this Project) and are commonly incorporated as mandatory mitigation measures in conjunction with City project approvals, to address roadway congestion and greenhouse gas emissions from transit activities. A vehicular use reduction of about 20 percent to 30 percent from current levels over the next several years, a level generally consistent with, if not at the lower end of current state and local policy objectives, would significantly reduce the number of daily and peak hour Project trips suggested in *Table 5*.
- Second, the City has also experienced a rapid increase in the deployment and use of third-party non-vehicular transportation options, including on-demand electric scooters and bicycles. These novel transportation options are currently being utilized for transit throughout downtown Santa Monica. Electric scooters and bicycles also facilitate the so-called “last mile” travel between existing train and bus stops in the Project vicinity to local destinations, including the Project site, and further encourage mass transit in lieu of vehicular use. The continued growth of non-vehicular third-party transit options is anticipated to further reduce the Project’s future vehicle trip generation rates.
- Finally, the analysis does not consider reductions in local traffic near the Project site that would occur from increasing the number of hotel parking spaces from approximately 167 (including the existing Second Street Parcel) to 428 striped spaces and the capacity to park an additional 49 vehicles by valet attendants in drive aisles, all on-site. In addition, the 60 spaces at 120 Wilshire will continue to be available to hotel valet on nights and weekends. As documented by LLG in a 2014 report<sup>6</sup> submitted to the City (see Exhibit E of this memorandum), under existing conditions about 100 peak period trips are generated on streets adjacent to the Project site by valets moving vehicles to an off-site parking structure (Second Street Parcel or 120 Wilshire) when on-site lots are full. In addition, many hotel employees drive to locations near the Project site, transit local streets, and utilize on-street parking in the City. Project development would substantially increase available on-site facility guest and employee parking and reduce local street traffic from valet and employee use below current levels.

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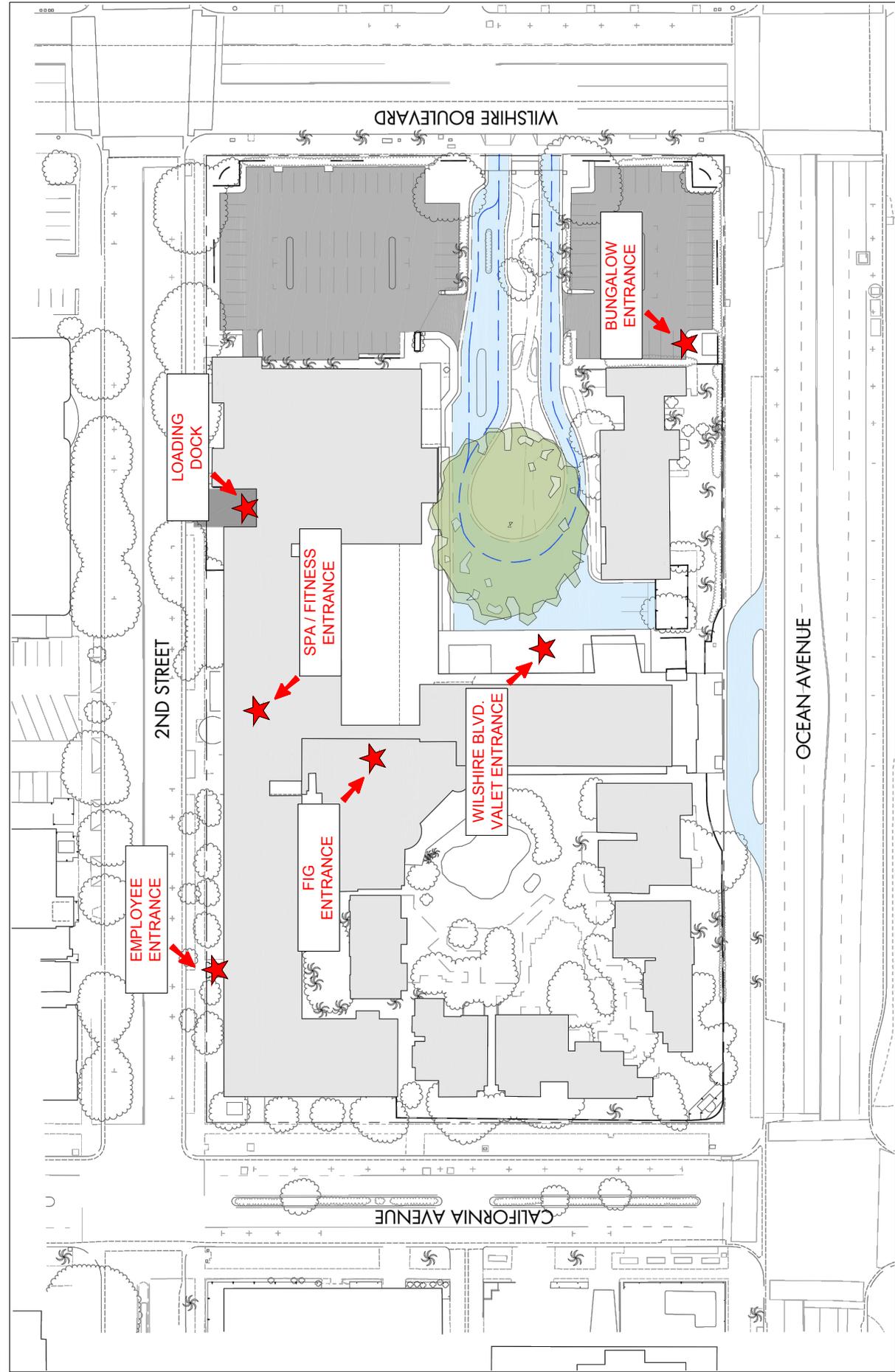
<sup>6</sup> The 2014 report identifies Project construction of 484 on-site parking spaces which was subsequently refined in the current proposal to include 428 striped spaces with capacity for additional 49 vehicles, or 477 on-site spaces.

### EXHIBIT LIST

- Exhibit A** On-Site Trip Generation Survey Data Summary, Hotel Staff, September 2018
- Exhibit B** On-Site Trip Generation Survey Data Summary, Traffic Solution, September 2018
- Exhibit C** Market-Rate Multi-Family Luxury Condominium Trip Generation Data, Counts Unlimited, October 2018
- Exhibit D** Affordable Multi-Family Rental Unit Trip Generation Data, Counts Unlimited, November and December 2018
- Exhibit E** Documentation of Existing Miramar Hotel Valet Operations, LLG, 2014

## EXHIBIT A

### ON-SITE TRIP GENERATION SURVEY DATA, HOTEL STAFF, SEPTEMBER 2018



NOT TO SCALE

MAP SOURCE: PCPA  
 ★ LOCATION OF SURVEY TECHNICIANS

**FIGURE 1**  
**LOCATION OF MIRAMAR HOTEL STAFF**  
**SURVEY TECHNICIANS**

<b>Trip Survey Summary - Thursday 9-13-18 Employee Survey [1]</b>			
	Daily	AM Peak Hour	PM Peak Hour
		(7:00-8:00)	(5:30 - 6:30)
	Car Trips	Car Trips	Car Trips
The Fig	58	5	8
Exhale	80	13	12
Valet	399	23	38
The Bungalow	347	0	29
Security	189	36	9
Loading Dock	77	14	0

<b>Trip Summary</b>			
Total Trips	1150	91	96

[1] Survey data to be transmitted to City in separate Excel file.

<b>Trip Survey Summary - Saturday 9-15-18 Employee Survey [1]</b>		
	Daily	Peak Hour
	Car Trips	(3:00-4:00 PM)
		Car Trips
The Fig	148	0
2nd Street Entrance	143	8
Front Door [2]	416	20
The Bungalow	1432	212
Security	188	27
Loading Dock	26	0

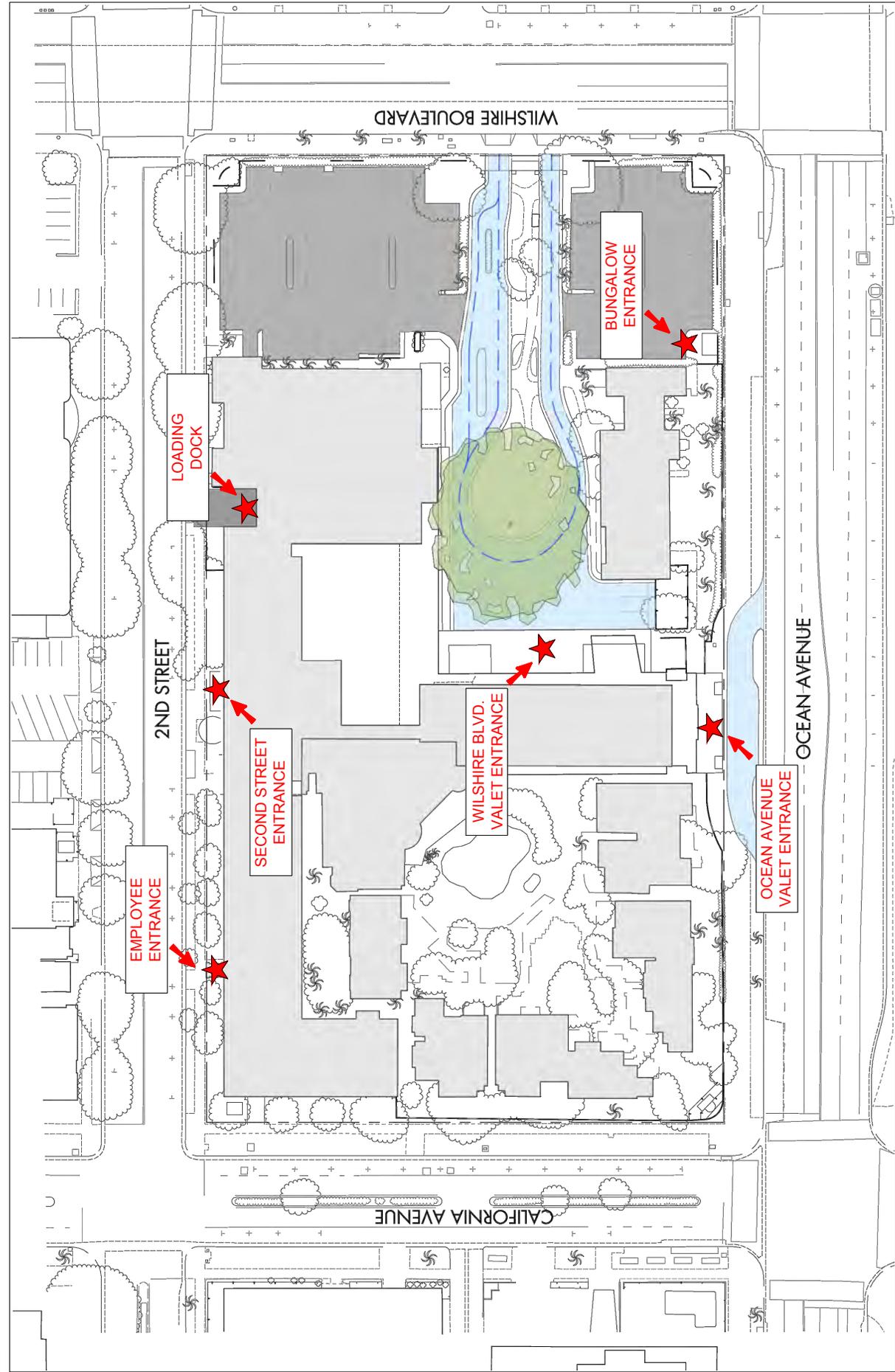
<b>Trip Summary</b>		
Total Trips	2353	267

[1] Survey data to be transmitted to City in separate Excel file.

[2] Adjusted with 61 Car Trips from Thursday Counts to account for information for Saturday Counts after 9:30 PM being unavailable.

## EXHIBIT B

### ON-SITE TRIP GENERATION SURVEY DATA, TRAFFIC SOLUTION, SEPTEMBER 2018



MAP SOURCE: PCPA  
 ★ LOCATION OF SURVEY TECHNICIANS



NOT TO SCALE

FIGURE 1  
 LOCATION OF THIRD PARTY  
 CONSULTANT SURVEY TECHNICIANS

<b>Trip Survey Summary - Saturday 9-22-18 Third Party Survey [1]</b>		
	Daily Car Trips	Saturday Peak Hour (2:00 - 3:00 PM) Car Trips
The Fig	193	8
Spa	99	3
Retail	18	2
Lounge	116	5
Hotel Guest	1099	40
Meeting Room	112	4
The Bungalow [2]	1410	149
Employee	493	52
Loading Dock	15	0

<b>Trip Summary</b>		
Total Trips	3555	263

[1] Survey data to be transmitted to City in separate Excel file.

[2] Inbound survey data for The Bungalow was doubled to account for outbound trips.

<b>Trip Survey Summary - Thursday 9-27-18 Third Party Survey [1]</b>			
	Daily	AM Peak Hour	PM Peak Hour
		(9:00 - 10:00 AM)	(6:30 - 7:30 PM)
	Car Trips	Car Trips	Car Trips
The Fig	121	10	4
Spa	81	3	3
Retail	3	0	0
Lounge	58	4	3
Hotel Guest	470	49	12
Meeting Room	151	18	16
The Bungalow [2]	700	0	35
Employee	221	22	34
Loading Dock	48	32	0

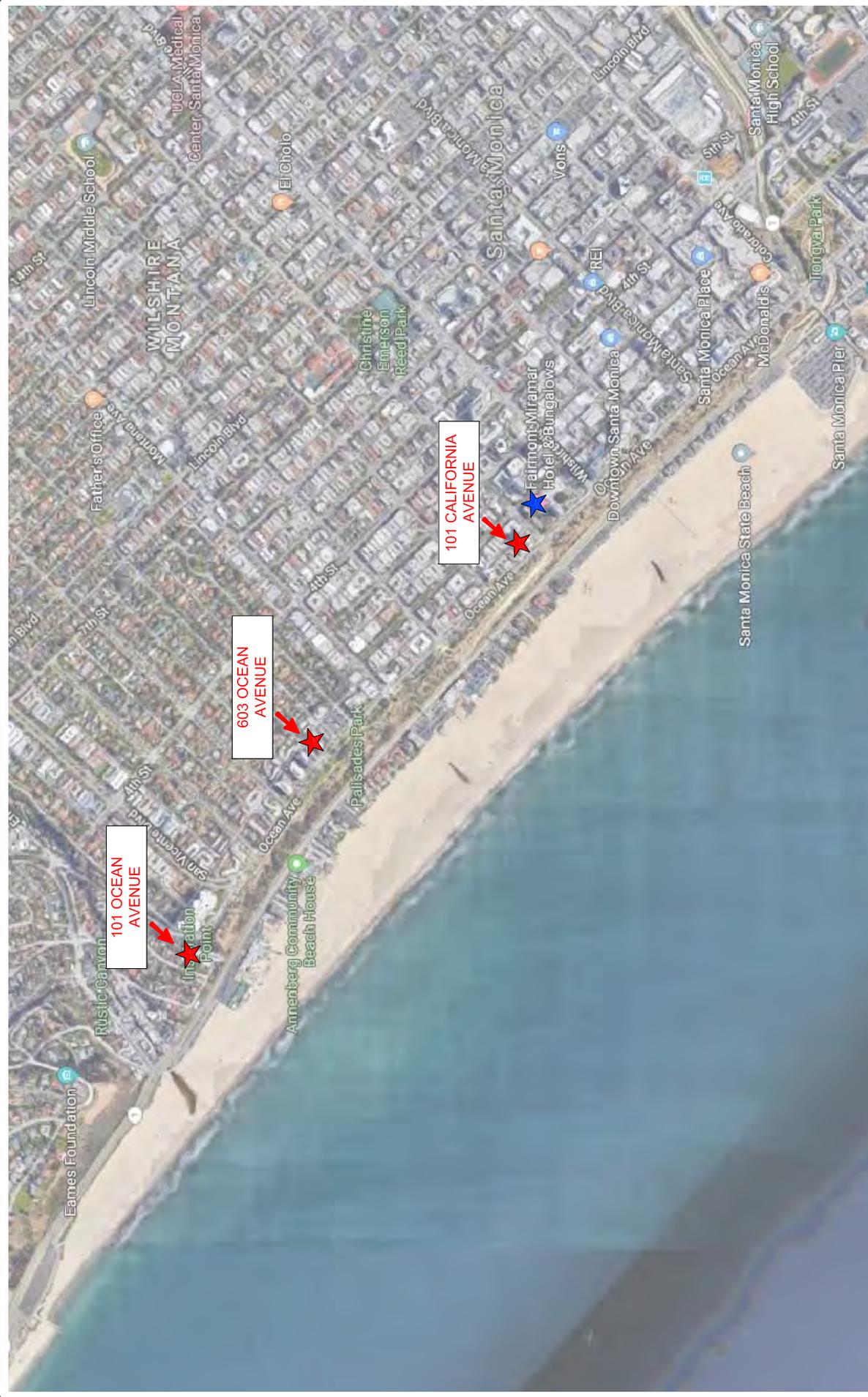
<b>Trip Summary</b>			
Total Trips	1853	138	107

[1] Survey data to be transmitted to City in separate Excel file.

[2] Inbound survey data for The Bungalow was doubled to account for outbound trips.

## EXHIBIT C

### MARKET-RATE MULTI-FAMILY HOUSING TRIP GENERATION DATA, COUNTS UNLIMITED, OCTOBER 2018



**NOT TO SCALE**

MAP SOURCE: GOOGLE MAPS  
 PROJECT SITE   
 SURVEY SITE 

**FIGURE 3**  
**MARKET-RATE LUXURY CONDOMINIUM SURVEY SITES**

Summary of Residential Driveway Counts [1]						
	Units	Daily	Thursday		Daily	Saturday
			AM Peak Hour	PM Peak Hour		MD Peak Hour
			7:15 - 8:15 AM	4:30 - 5:30 PM		2:15 - 3:15 PM
603 Ocean Avenue	22	69	9	7	43	6
<i>Rate</i>		<i>3.14</i>	<i>0.41</i>	<i>0.32</i>	<i>1.95</i>	<i>0.27</i>
			7:15 - 8:15 AM	4:45 - 5:45 PM		3:00 - 4:00 PM
101 California Avenue	91	211	19	21	164	10
<i>Rate</i>		<i>2.32</i>	<i>0.21</i>	<i>0.23</i>	<i>1.80</i>	<i>0.11</i>
			7:00 - 8:00 AM	5:30 - 6:30 PM		2:15 - 3:15 PM
101 Ocean Avenue	59	72	7	11	51	4
<i>Rate</i>		<i>1.22</i>	<i>0.12</i>	<i>0.19</i>	<i>0.86</i>	<i>0.07</i>

[1] Survey data to be transmitted to City in separate Excel file.

## EXHIBIT D

### AFFORDABLE MULTI-FAMILY HOUSING TRIP GENERATION DATA, COUNTS UNLIMITED, NOVEMBER AND DECEMBER 2018



NOT TO SCALE

MAP SOURCE: GOOGLE MAPS  
 PROJECT SITE  
 SURVEY SITE

**FIGURE 4**  
**AFFORDABLE APARTMENT BUILDING SURVEY SITES**

Summary of Residential Driveway Counts [1]						
	Units	Daily	Thursday		Saturday	
			AM Peak Hour	PM Peak Hour	Daily	Peak Hour
			8:15 - 9:15 AM	5:30 - 6:30 PM	2:30-3:30	
430 Pico Ave.	32	109	7	10	189	24
<i>Rate</i>		<i>3.41</i>	<i>0.22</i>	<i>0.31</i>	<i>5.91</i>	<i>0.75</i>
			8:45 - 9:45 AM	4:45 - 5:45 PM	2:15-3:15	
1424 Broadway Ave.	41	121	10	11	152	11
<i>Rate</i>		<i>2.95</i>	<i>0.24</i>	<i>0.27</i>	<i>3.71</i>	<i>0.27</i>
			9:00 - 10:00 AM	5:45 - 6:45 PM	4:00 - 5:00 PM	
1144 5th Street	32	103	10	12	118	13
<i>Rate</i>		<i>3.22</i>	<i>0.31</i>	<i>0.38</i>	<i>3.69</i>	<i>0.41</i>

[1] Survey data to be transmitted to City in separate Excel file.

# EXHIBIT E

## DOCUMENTATION OF EXISTING MIRAMAR HOTEL VALET OPERATIONS, LLG, 2014

# MEMORANDUM

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To: Mr. Dustin Peterson  
Mr. Jay Newman  
The Athens Group

Date: September 5, 2014

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From: David S. Shender, P.E.  
Linscott, Law & Greenspan, Engineers

LLG Ref: 5-09-3802-1

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Subject: **Documentation of Existing Miramar Hotel Valet Operations**

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This memorandum has been prepared by Linscott, Law & Greenspan, Engineers (LLG) to summarize the documentation of existing valet operations at the Miramar Hotel located in the City of Santa Monica. The documentation was conducted for purposes of demonstrating improved traffic conditions adjacent to the site based on enhanced on-site parking and other circulation benefits provided in conjunction with the Miramar Revitalization Project (the "Project").

Specifically, this memorandum provides the following:

- A discussion of the existing valet operations, circulation, and on-site and off-site parking lots;
- Documentation of the existing observed valet trip generation during the weekday morning and afternoon peak periods as well as the weekend midday peak period; and
- A forecast of future operating conditions after completion of the Project.

Based on our analysis, the Project would improve the operating conditions of the surrounding street network and benefit traffic flow through improved on-site parking, as well as relocating the primary vehicle access to the Miramar Hotel to 2<sup>nd</sup> Street from Wilshire Boulevard.

## **Project Background**

The existing Miramar Hotel site is bounded by California Avenue to the north, Wilshire Boulevard to the south, 2<sup>nd</sup> Street to the east, and Ocean Avenue to the west. The location of the Project site and the general vicinity are shown in *Figure 1*.

Vehicular access to the existing Miramar Hotel valet service and on-site parking lots is provided via one driveway along Wilshire Boulevard located mid-block between 2<sup>nd</sup> Street and Ocean Avenue. The Wilshire Boulevard driveway accommodates full vehicular access (i.e., left-turn and right-turn ingress and egress movements). According the Land Use & Circulation Element (LUCE) adopted by the City of Santa Monica, mid-block access points along Wilshire Boulevard are discouraged. Additionally, due to the driveway's close proximity to the Ocean Avenue / Wilshire



Engineers & Planners  
Traffic  
Transportation  
Parking

Linscott, Law &  
Greenspan, Engineers  
20931 Burbank Boulevard  
Suite C  
Woodland Hills, CA 91367  
818.835.8648 T  
818.835.8649 F  
www.llgengineers.com

Pasadena  
Irvine  
San Diego  
Woodland Hills

Boulevard intersection (approximately 140 feet), vehicles entering and exiting the Hotel driveway often impede the flow of through traffic along Wilshire Boulevard. As shown in **Figure 2**, vehicles turning left into and out of the Project site during peak periods often impede the flow of westbound and eastbound traffic along Wilshire Boulevard. It is anticipated that with the relocation of the Hotel's main driveway to 2<sup>nd</sup> Street, as well as providing an additional employee driveway along California Avenue, the operating conditions on the street network and at the intersections surrounding the Project site would be greatly improved. Another benefit of this would be that the existing on-street parking supply around the Hotel can be utilized by nearby residents and patrons of the neighboring businesses, thus decreasing the number of vehicles circulating the street network looking for parking.

Currently, there are 103 total vehicle parking spaces provided at the two on-site parking lots. In addition, there are 64 vehicle parking spaces provided at the 2<sup>nd</sup> Street lot located at 1127 2<sup>nd</sup> Street, just east of the hotel site. Located immediately south of the Miramar Hotel at 120 Wilshire Boulevard is an office building parking garage that can provide an additional 60 vehicle parking spaces from 5:00 PM to 6:00 AM on weekdays, and throughout the entire day on weekends. Self-parking is not allowed at any of the on-site or off-site parking lots. The existing Miramar Hotel site plan and location of its parking lots are shown in **Figure 3**.

Currently the on-site parking supply at the Miramar Hotel is insufficient to accommodate the parking demands generated by hotel guests, visitors, and employees. Hotel employee vehicles are not permitted to park on-site and therefore must circulate around the neighborhoods surrounding the hotel in order to find parking. Additionally, vehicles operated by hotel valet attendants must circulate around the neighboring roadways to move vehicles between the hotel site and the off-site parking areas. Thus, during busy periods at the hotel, each arriving valet vehicle generates two vehicle "trips" on the local roadway system: one trip related to the arriving vehicle, and a second trip for the valet attendant to drive back onto the street system to deliver the car to one of the off-site lots. Further, a departing guest also generates two vehicle trips: one trip for the valet attendant to return the car from one of the off-site lots, and a second trip related to the guest leaving the site.

The Project site plan is illustrated in **Figure 4**. Features of the Project include:

- A new primary on-site subterranean garage providing approximately 378 parking spaces, with vehicular access to and from 2<sup>nd</sup> Street;
- A secondary on-site parking garage providing approximately 106 parking spaces, with vehicular access to and from California Avenue; and
- Closure of the existing Wilshire Boulevard driveway.

As noted above, the on-site parking supply will increase substantially from 167 parking spaces to approximately 484 on-site parking spaces. The substantial increase in on-site parking alleviates the need to maintain the existing off-site parking lot on the west side of 2<sup>nd</sup> Street across from the hotel. Agreements to utilize the 60 spaces at the office building on the south side of Wilshire Boulevard will be maintained to accommodate any “overflow” parking that might be needed, but its use by the hotel valet attendants is expected to diminish significantly as compared to current condition.

In summary, the Project feature to significantly increase the on-site parking supply will substantially reduce the number of current vehicles utilizing the streets surrounding the hotel, primarily related to trips by valet attendants transporting cars to and from the off-site lots. Also, by providing sufficient on-site parking for hotel employee vehicles, a further reduction of vehicle trips that circulate around the neighboring street network would result. Thus, the purpose of this study is to quantify the potential number of vehicle trips that may be eliminated as a result of the Project based on the enhanced on-site parking supply to be provided in conjunction with the Project.

### **Current Hotel Event Valet Operations**

The Miramar Hotel has several meeting and event spaces that are used throughout the year for various occasions. During these times, additional vehicle traffic is generated and distributed throughout the surrounding street network. Typically, hotel guests and visitors access the hotel valet using the Wilshire Boulevard driveway. Once these vehicles are dropped-off, the valet attendant will drive the vehicle to one of the on-site parking lots, the off-site 2<sup>nd</sup> Street parking lot, or the office building parking structure (if available).

Approximately 60 times throughout the year, the hotel’s Wilshire Boulevard driveway entrance is closed in order to accommodate special events held at the hotel’s motor court (i.e., “under the Fig Tree” events). Additionally, the motor court is closed approximately five times throughout the year for repair and maintenance purposes. During this time, hotel staff members are stationed at the Wilshire Boulevard driveway entrance and redirect hotel guest and visitor vehicles to the hotel’s Ocean Avenue valet driveway. Once incoming vehicles arrive at the Ocean Avenue valet driveway, the valet attendant will take the vehicles, exit the valet area back onto Ocean Avenue, turn right at California Avenue and again at 2<sup>nd</sup> Street, and drive to either the off-site 2<sup>nd</sup> Street parking lot, the on-site parking lots, or the office building parking structure (if available).

## Peak Period Driveway Counts

### Weekday Morning and Afternoon Driveway Counts

Manual driveway counts were conducted at the Miramar Hotel in order to document the existing trip generation characteristics at the site associated with valet operations coinciding with an event at the hotel. Specifically, driveway traffic counts were conducted at the hotel on Wednesday, June 11, 2014 during the morning peak period (7:00 – 9:00 AM) and afternoon peak period (4:00 – 6:00 PM), to match the methodology used by the City of Santa Monica for purposes of determining the peak hour of traffic at intersections evaluated in conjunction with traffic impact studies prepared for development projects.

During the weekday morning peak period, the hotel's Wilshire Boulevard driveway was open and available for use by hotel guests and visitors. However, during the weekday afternoon peak period, the hotel's Wilshire Boulevard driveway was closed to accommodate an event being held at the front motor court. During this time, hotel guest and visitor vehicles were directed to the Ocean Avenue valet driveway. Therefore, the driveway counts were conducted at the Ocean Avenue valet during the weekday afternoon from 4:00 PM to 6:00 PM. From this traffic count data, the peak one hour of valet trip generation was determined for the weekday morning and afternoon peak hours. The weekday morning and afternoon driveway counts conducted at the Miramar Hotel are summarized in *Tables 1* and *2*, respectively.

As shown in *Figure 5*, during the weekday AM peak hour (8:00 – 9:00 AM), 83 trips (53 inbound, 30 outbound) were observed at the Wilshire Boulevard driveway. Of these trips, it was determined 22 trips (8 inbound, 14 outbound) were vehicles operated by hotel valet attendants traveling to or from the off-site 2<sup>nd</sup> Street parking lot. This accounts for approximately 27% of all inbound and outbound trips generated by the hotel during the weekday AM peak hour that would be removed if all parking and circulation were to occur on-site, as the Project proposes. *Figure 5* also illustrates the vehicle circulation pattern around the Project site during typical hotel events.

Similarly, as shown in *Figure 6*, during the weekday PM peak hour (5:00 – 6:00 PM), 200 trips (106 inbound, 94 outbound) were observed at the Ocean Avenue valet driveway. As previously mentioned, the Wilshire Boulevard driveway was closed to accommodate an event held at the front motor court. Any vehicles entering or exiting the Wilshire Boulevard driveway were associated with valet operations occurring off Ocean Avenue. During the weekday PM peak hour, it was determined 97 trips (17 inbound, 80 outbound) were vehicles traveling either to or from the on-site/off-site parking lots. This accounts for 49% of all inbound and outbound trips during the PM peak hour that would be removed from the surrounding street network after

completion of the proposed Project. *Figure 6* also illustrates the vehicle circulation pattern when the front motor court is closed for events.

It is important to note that with completion of the Project, “under the Fig Tree” special events will continue to be accommodated at the hotel, but will no longer require the need to cause the circulation of additional vehicles on the streets surrounding the property. Following completion of the Project, vehicles would enter the primary 2<sup>nd</sup> Street driveway at all times, thereby eliminating the additional valet attendant trip generation and traffic management issues related to the current Fig Tree events when vehicle drop-off and pick-up is moved to the hotel’s Ocean Avenue driveway.

Assuming the motor court is open and vehicles can enter/exit the Project site to access the main valet station, it was determined that 74 trips (7 inbound, 67 outbound) were vehicles traveling either to or from the off-site parking lots only. This accounts for 37% of all inbound and outbound trips generated by the hotel during the weekday PM peak hour that would be removed from the surrounding street network after completion of the proposed Project. This analysis presents a more conservative estimate by determining only the number of vehicles that would be removed from the surrounding street network after completion of the Project in a typical non-motor court event during the weekday PM peak hour.

#### *Weekend Midday Driveway Counts*

In addition to the analysis of the weekday morning and afternoon peak hour vehicle traffic, a weekend midday analysis of vehicle traffic associated with the valet operations at the Miramar Hotel was also conducted. Manual driveway counts were conducted at the Project site in order to document the existing trip generation characteristics associated with valet operations coinciding with an event at the hotel. The weekend midday count was conducted on Saturday, August 23, 2014 during the midday peak period (1:00 – 5:00 PM) to match the methodology used by the City of Santa Monica for purposes of determining the peak hour of traffic at intersections evaluated in conjunction with traffic impact studies prepared for development projects.

During the weekend midday peak period, the hotel’s Wilshire Boulevard driveway was closed to accommodate an event being held at the front motor court. All hotel guest and visitor vehicles were directed to the Ocean Avenue valet driveway and those vehicles were parked at either the Main Lot or one of the off-site lots. Accordingly, the driveway counts were conducted at the Ocean Avenue valet during the weekend midday from 1:00 PM to 5:00 PM. From this traffic count data, the peak one hour of valet trip generation was determined for the weekend midday peak hour. The weekend midday driveway count is summarized in *Table 3*.

As shown in **Figure 7**, during the weekend midday peak hour (2:15 – 3:15 PM), 118 trips (59 inbound, 59 outbound) were observed at the Ocean Avenue valet driveway. Similar to the weekday PM conditions, since the Wilshire Boulevard driveway was closed to accommodate an event held at the front motor court, vehicles entering or exiting the Wilshire Boulevard driveway were associated with valet operations occurring off Ocean Avenue. During the weekend midday peak hour, it was determined 44 trips (13 inbound, 31 outbound) were vehicles traveling either to or from the on-site/off-site parking lots. This accounts for 37% of all inbound and outbound trips during the midday peak hour that would be removed from the surrounding street network after completion of the proposed Project. It should also be noted that the events taking place during the Saturday peak period were medium sized, and the percentage of valet trips would increase if the size of the events were increased.

As previously mentioned, events will continue to be held at the front motor court of the Hotel after completion of the Project and vehicles will enter the Project's main driveway located on 2<sup>nd</sup> Street. Assuming the motor court is open and vehicles can enter/exit the Project site to access the main valet station, it was determined that 36 trips (10 inbound, 26 outbound) were vehicles traveling either to or from the off-site parking lots only. This accounts for 31% of all inbound and outbound trips generated by the hotel during the weekend midday peak hour that would be removed from the surrounding street network after completion of the proposed Project. As before, this analysis presents a more conservative estimate by determining only the number of vehicles that would be removed from the surrounding street network after completion of the Project in a typical non-motor court event during the weekend midday peak hour.

### Summary

This analysis was conducted of the existing valet operations at the Miramar Hotel during events to document the potential number of vehicle trips that may be removed from the street system following completion of the Project. Driveway counts were conducted at the hotel during the weekday AM, weekday PM, and weekend midday peak periods, consistent with the methodology used by the City of Santa Monica for purposes of conducting traffic counts at intersections for traffic impact studies related to development projects.

Based on the traffic counts, the peak one hour period of traffic (by both valet attendants and others) at the hotel driveways was determined, and is summarized in the following tables:

**Miramar Hotel  
 Vehicle Driveway Counts  
 Weekday AM and PM Peak Hours**

Weekday AM Peak Hour				Weekday PM Peak Hour			
Total In	Valet In	Total Out	Valet Out	Total In	Valet In	Total Out	Valet Out
53	8	30	14	106	7	94	67

**Miramar Hotel  
 Vehicle Driveway Counts  
 Weekend Midday Peak Hour**

Weekend MD Peak Hour			
Total In	Valet In	Total Out	Valet Out
59	10	59	26

As summarized in the tables above, the Project would essentially eliminate all of the “Valet” trips currently using the local street system adjacent to the hotel (22 weekday AM peak hour trips, 74 weekday PM peak hour trips, and 36 weekend midday peak hour trips). Based on the count conducted, the valet trips comprise approximately 27% of the total weekday AM peak hour trips, 37% of the total weekday PM peak hour trips, and 31% of the total weekend midday peak hour trips. The removal of these valet trips will improve the operations (Levels of Service) at the four intersections surrounding the site:

- Wilshire Boulevard / 2<sup>nd</sup> Street
- Wilshire Boulevard / Ocean Avenue
- California Avenue / 2<sup>nd</sup> Street
- California Avenue / Ocean Avenue

With the removal of the valet attendant trips associated with the Project, traffic operations will be improved at these intersections during all times as compared to current conditions, but especially for those occasions when a special event is held at the motor court. Additionally, by providing employees with on-site parking, employee vehicles would no longer need to circulate around the Hotel site to find parking, resulting in a further reduction of vehicle traffic associated with the Hotel on the surrounding street network.

cc: File



# FIGURE 1 VICINITY MAP

MIRAMAR HOTEL PROJECT

MAP SOURCE: GOOGLE MAPS



**NOT TO SCALE**

LINSCOTT, LAW & GREENSPAN, engineers



EASTBOUND LEFT-TURN (INBOUND)



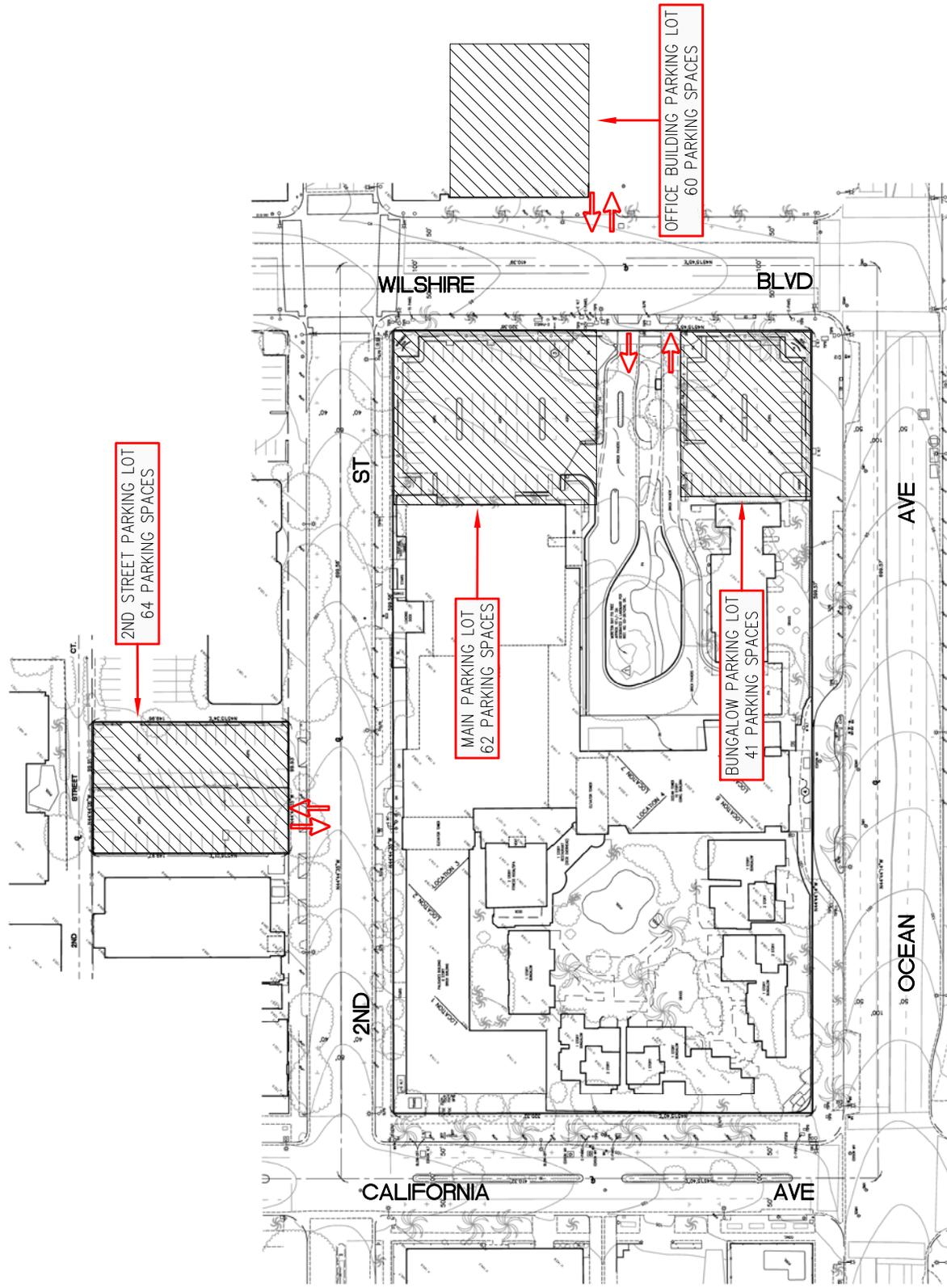
SOUTHBOUND LEFT-TURN (OUTBOUND)



NOT TO SCALE

LINSCOTT, LAW & GREENSPAN, engineers

## FIGURE 2 WILSHIRE BOULEVARD DRIVEWAY LEFT-TURN ENTERING AND EXITING VEHICLES MIRAMAR HOTEL PROJECT



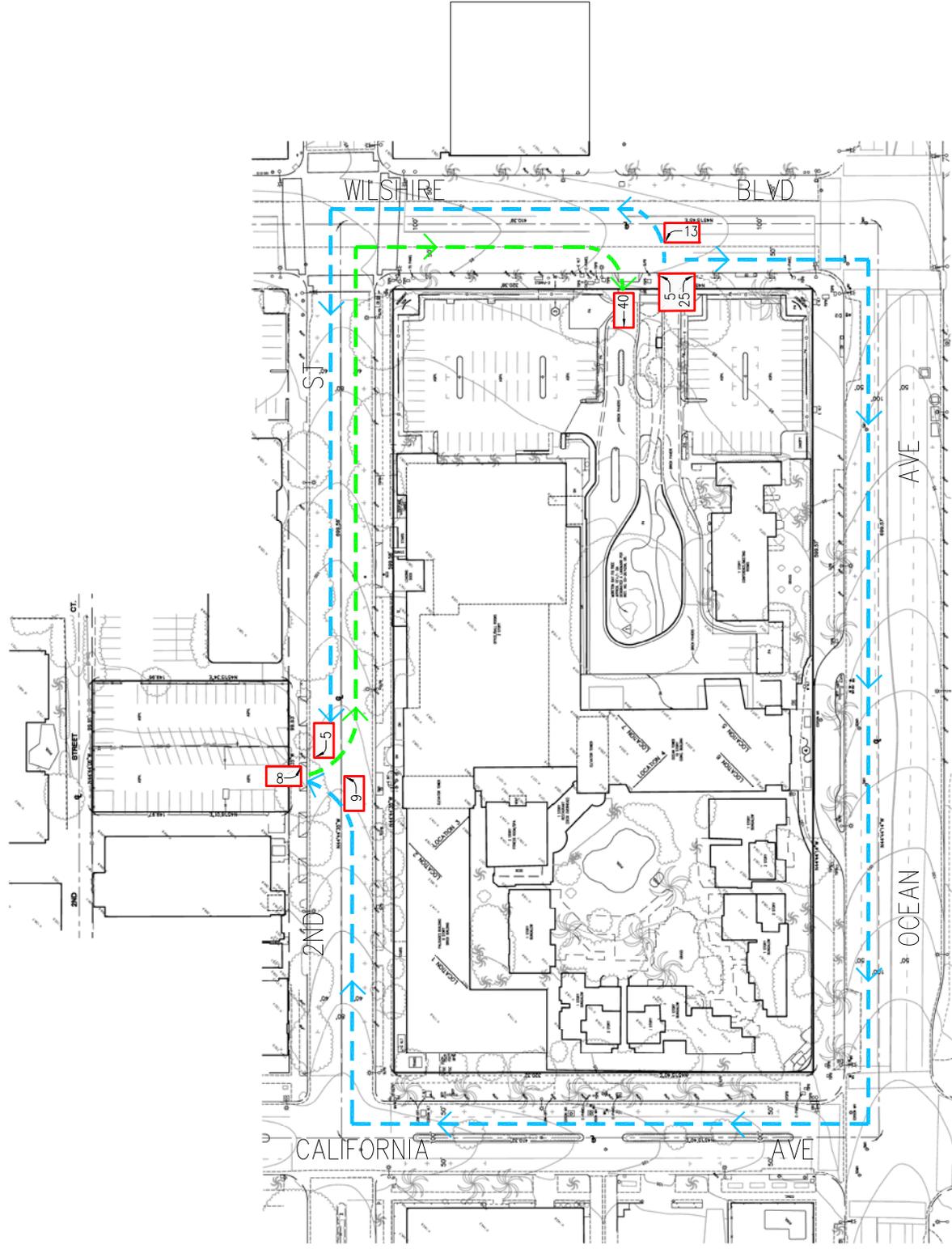
**FIGURE 3**  
**EXISTING PROJECT SITE PLAN**

SOURCE: FUSCOE ENGINEERING



**NOT TO SCALE**



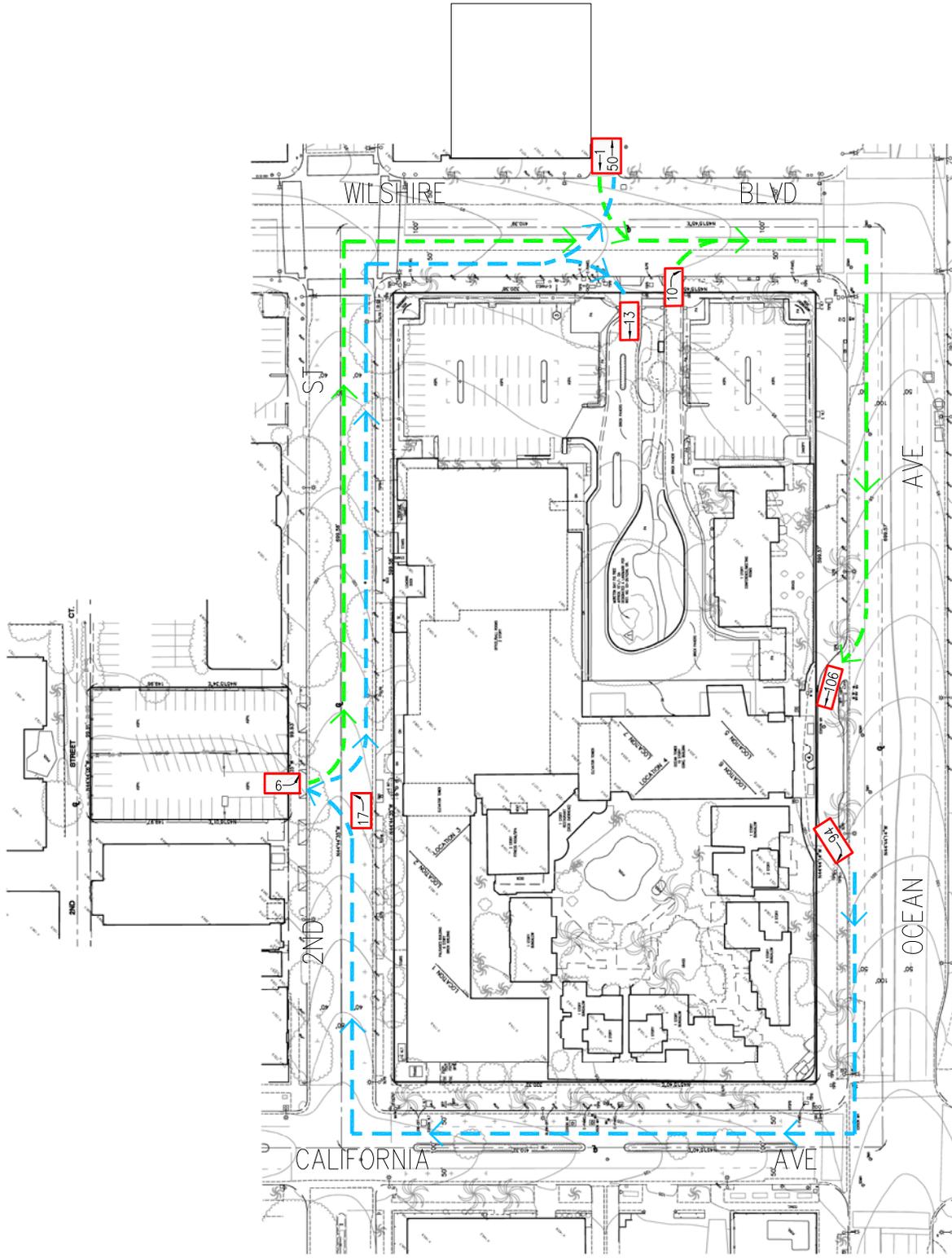


**FIGURE 5**  
**DRIVEWAY TRAFFIC VOLUMES**  
 WEEKDAY AM PEAK HOUR  
 MIRAMAR HOTEL PROJECT

INBOUND VALET (FROM PARKING LOT)  
 OUTBOUND VALET (TO PARKING LOT)

**NOT TO SCALE**



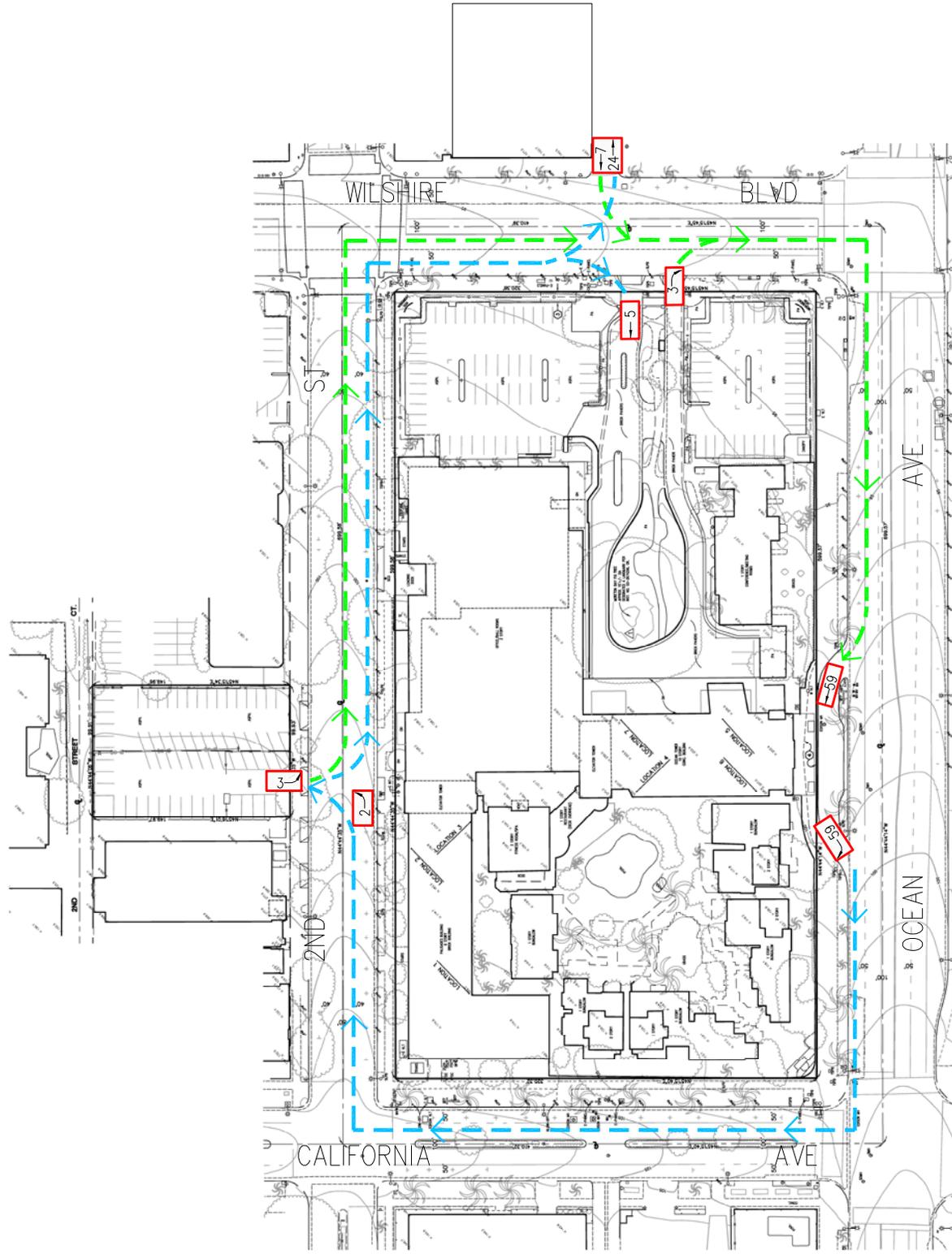


**FIGURE 6**  
**DRIVEWAY TRAFFIC VOLUMES**  
 WEEKDAY PM PEAK HOUR  
 MIRAMAR HOTEL PROJECT

INBOUND VALET (FROM PARKING LOT)  
 OUTBOUND VALET (TO PARKING LOT)

NOT TO SCALE





**FIGURE 7**  
**DRIVEWAY TRAFFIC VOLUMES**  
 WEEKEND MIDDAY PEAK HOUR  
 MIRAMAR HOTEL PROJECT

--- INBOUND VALET (FROM PARKING LOT)  
 --- OUTBOUND VALET (TO PARKING LOT)

**NOT TO SCALE**

LINSCOTT, LAW & GREENSPAN, engineers

**TABLE 1  
DRIVEWAY TRAFFIC COUNTS - WEEKDAY AM  
MIRAMAR HOTEL PROJECT**

Time	Inbound Trips From			Outbound Trips To			Overall Total
	2nd Street Lot (Valet)	Other	Total	2nd Street Lot (Valet)	Other	Total	
7:00 AM	3	8	11	0	2	2	13
7:15 AM	2	6	8	0	0	0	8
7:30 AM	2	10	12	1	1	2	14
7:45 AM	1	8	9	0	3	3	12
8:00 AM	2	10	12	5	1	6	18
8:15 AM	4	14	18	5	6	11	29
8:30 AM	0	14	14	3	3	6	20
8:45 AM	2	7	9	1	6	7	16
<b>Total</b>	<b>16</b>	<b>77</b>	<b>93</b>	<b>15</b>	<b>22</b>	<b>37</b>	<b>130</b>

\*counts conducted at Wilshire Boulevard driveway

Peak Hour Analysis	Inbound Trips Arriving From			Outbound Trips Going To			Overall Total
	2nd Street Lot (Valet)	Other	Total	2nd Street Lot (Valet)	Other	Total	
8:00-9:00	8	45	53	14	16	30	83

Total Peak Hour Valet Trips to or from 2nd Street  
 Total Peak Hour Trips  
 Percentage

22
83
27%

**TABLE 2  
DRIVEWAY TRAFFIC COUNTS - WEEKDAY PM  
MIRAMAR HOTEL PROJECT**

Time	Inbound Trips Arriving From				Outbound Trips Going To				Overall Total		
	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)	Other	Total	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)		Other	Total
4:00 PM	2	3	0	10	15	5	4	0	4	13	28
4:15 PM	1	0	0	18	19	9	4	0	3	16	35
4:30 PM	2	3	0	10	15	5	6	0	2	13	28
4:45 PM	5	3	0	18	26	6	4	0	7	17	43
5:00 PM	2	3	0	20	25	4	3	11	7	25	50
5:15 PM	2	0	1	23	26	1	5	12	2	20	46
5:30 PM	1	3	0	25	29	2	2	15	3	22	51
5:45 PM	5	0	0	21	26	6	7	12	2	27	53
<b>Total</b>	<b>20</b>	<b>15</b>	<b>1</b>	<b>145</b>	<b>181</b>	<b>38</b>	<b>35</b>	<b>50</b>	<b>30</b>	<b>153</b>	<b>334</b>

\*counts conducted at Ocean Avenue valet

Peak Hour Analysis	Inbound Trips Arriving From				Outbound Trips Going To				Overall Total		
	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)	Other	Total	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)		Other	Total
5:00-6:00	10	6	1	89	106	13	17	50	14	94	200

Total Peak Hour Valet Trips to or from all on-site or off-site lots

97
200
49%

Total Peak Hour Valet Trips to or from all off-site lots

74
200
37%

**TABLE 3  
DRIVEWAY TRAFFIC COUNTS - WEEKEND MIDDAY  
MIRAMAR HOTEL PROJECT**

Time	Inbound Trips Arriving From				Outbound Trips Going To				Overall Total		
	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)	Other	Total	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)		Other	Total
1:00 PM	2	4	1	10	17	0	3	4	9	16	33
1:15 PM	2	0	0	9	11	0	3	6	2	11	22
1:30 PM	1	0	0	10	11	1	1	3	5	10	21
1:45 PM	1	1	1	12	15	2	2	1	10	15	30
2:00 PM	1	1	0	12	14	1	1	4	7	13	27
2:15 PM	2	1	3	13	19	1	2	6	4	13	32
2:30 PM	0	1	1	8	10	2	0	6	7	15	25
2:45 PM	0	1	1	10	12	1	0	1	7	9	21
3:00 PM	1	0	2	15	18	1	0	11	10	22	40
3:15 PM	0	0	2	14	16	3	1	5	7	16	32
3:30 PM	0	1	0	9	10	1	0	8	6	15	25
3:45 PM	0	0	2	5	7	0	1	3	8	12	19
4:00 PM	1	0	5	12	18	0	0	4	7	11	29
4:15 PM	0	2	1	13	16	1	0	5	6	12	28
4:30 PM	0	0	0	8	8	0	2	3	8	13	21
4:45 PM	0	0	1	12	13	1	1	1	6	9	22
<b>Total</b>	<b>11</b>	<b>12</b>	<b>20</b>	<b>172</b>	<b>215</b>	<b>15</b>	<b>17</b>	<b>71</b>	<b>109</b>	<b>212</b>	<b>427</b>

\*counts conducted at Ocean Avenue valet

Peak Hour Analysis	Inbound Trips Arriving From				Total	Outbound Trips Going To				Overall Total	
	On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)	Other		On-Site Lots (Valet)	2nd Street Lot (Valet)	Office Lot (Valet)	Other		Total
2:15-3:15	3	3	7	46	59	5	2	24	28	59	118

Total Peak Hour Valet Trips to or from all on-site or off-site lots  
Total Peak Hour Trips  
Percentage

44
118
37%

Total Peak Hour Valet Trips to or from all off-site lots  
Total Peak Hour Trips  
Percentage

36
118
31%