





- **Overview of the RSC Transportation Assessment Process**

- How is the Transportation Assessment conducted in the City of LA?
- Who is the Lead Agency?
- What does the Transportation Assessment Review?
- Site Plan overview
- CEQA analysis
- Non-CEQA analysis

- **Committee Questions**

- Transportation Demand Management (TDM)
- Project Parking
- Project Access and Alley Improvements

- **What's Next**

- Overview of Transportation Assessment Findings – under LADCP review

# PROJECT OVERVIEW



# RADFORD TODAY EXISTING



**EXISTING PROGRAM AREA: 1,180,000 SF**

Total Site Area  
55 Acres

# RADFORD STUDIO CENTER **PROPOSED**



<b>Sound Stage</b>	<b>450K SF</b>
<b>Production Support</b>	<b>300K SF</b>
<b>Production Office</b>	<b>725K SF</b>
<b>Creative Office</b>	<b>700K SF</b>
<b>Retail</b>	<b>25K SF</b>

**TOTAL**      **2,200,000 SF**

# PROJECT ACCESS & PARKING



# ACCESS & PARKING EXISTING



# ACCESS & PARKING PROPOSED





# TRANSPORTATION ASSESSMENT PROCESS





- How is the Transportation Assessment (aka Traffic Study) conducted in the City of LA?
- What does the Transportation Assessment review?
- Who is the Lead Agency?
- Who owns, reviews, defends the Transportation Assessment?

## Part I - CEQA

**GOAL: Reduce Greenhouse Gas**

TOPICS:

- T-1 Plan Consistency
- T-2 Vehicle Miles Traveled (VMT)
- T-3 Geometric Design Hazards & Freeway Safety Hazards

## Part II - NON-CEQA

**GOAL: Identify Operational Impacts**

TOPICS:

- A Pedestrian, Bike, & Transit
- B Project Access, Safety, Circulation, & Level of Service
- C Residential Cut-Through & NTMP
- D Construction

# TRANSPORTATION ASSESSMENT ELEMENTS



1. Existing and Future Conditions
2. Study Area (LADOT Rules)
3. Intersection and Segment Traffic Counts
  - Tuesday through Thursday
  - Schools in Session
  - No Holidays
4. Related Projects
5. Background Growth



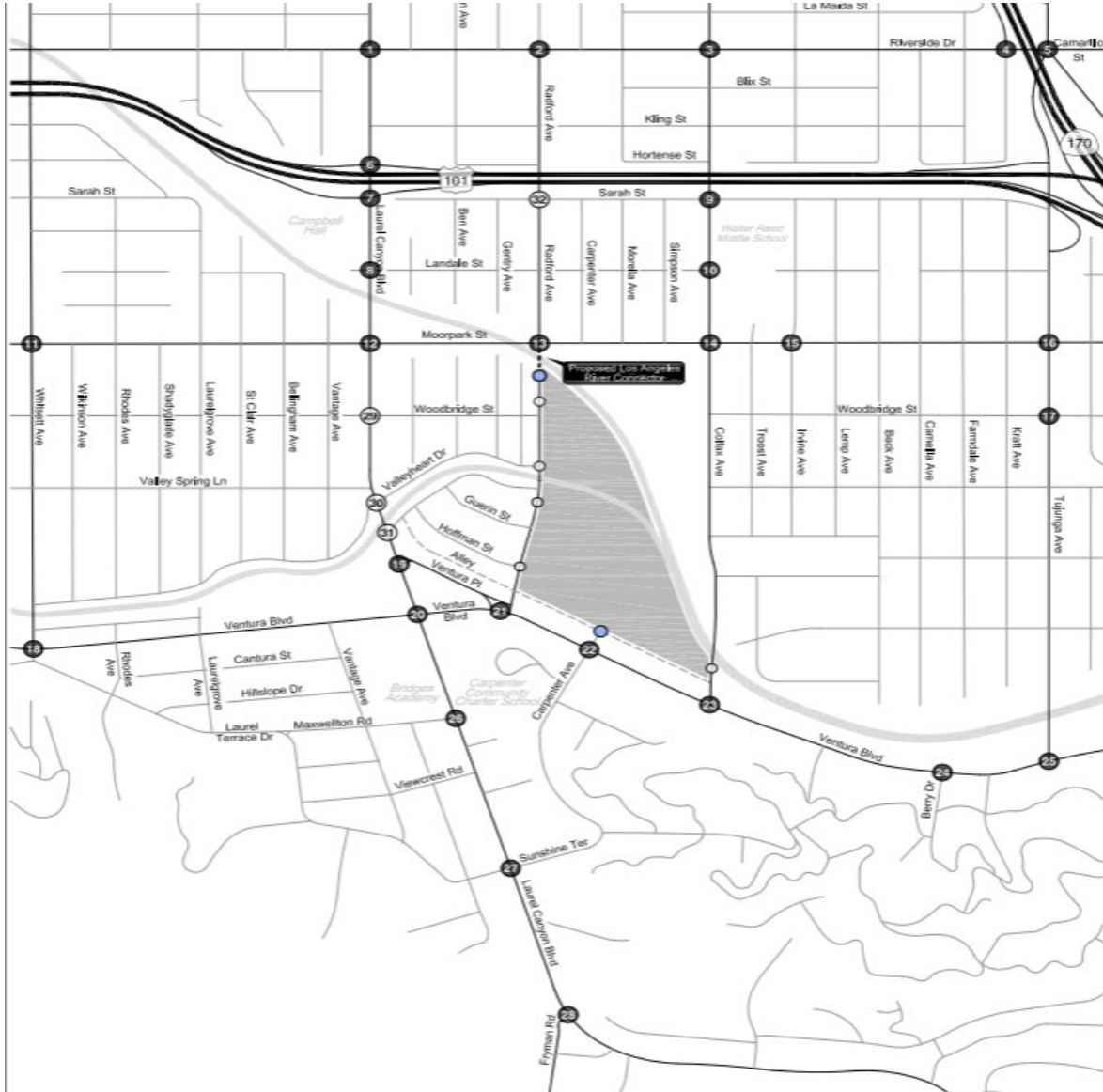
# RADFORD TRANSPORTATION ASSESSMENT OVERVIEW



# OUR NEIGHBORS

Radford





## Weekday Traffic Count Data:

- March and November 2023
- AM Peak Period: 7AM-10AM
- PM Peak Period: 3 PM- 6PM

# TRANSPORTATION ASSESSMENT - STUDY INTERSECTIONS



## Signalized Intersections

Laurel Canyon & Riverside	Radford & Riverside	Colfax & Riverside	SR170 Southbound O/R & Riverside	Tujunga & Riverside/ Camarillo	Laurel Canyon & US101 (N & S Ramps)
Laurel Canyon & Landale	Colfax & Sarah	Colfax & Landale	Whitsett & Moorpark	Laurel Canyon & Moorpark	Radford & Moorpark
Colfax & Moorpark	Irvine & Moorpark	Tujunga & Moorpark	Tujunga & Woodbridge	Whitsett & Ventura	Laurel & Ventura Pl
Laurel & Ventura Blvd	Ventura Pl/ Radford & Ventura Blvd	Capenter & Ventura Blvd	Colfax & Ventura Blvd	Berry & Ventura Blvd	Tujunga & Ventura Blvd
Laurel Canyon & Maxwellton	Laurel Canyon and Laurel Terrace/ Sunshine Terrace	Laurel Canyon & Fryman			

## Unsignalized Intersections

Laurel Canyon & Woodbridge	Laurel Canyon & Valleyheart (N & S)	Radford & Sarah			
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# PROJECT TRIP GENERATION

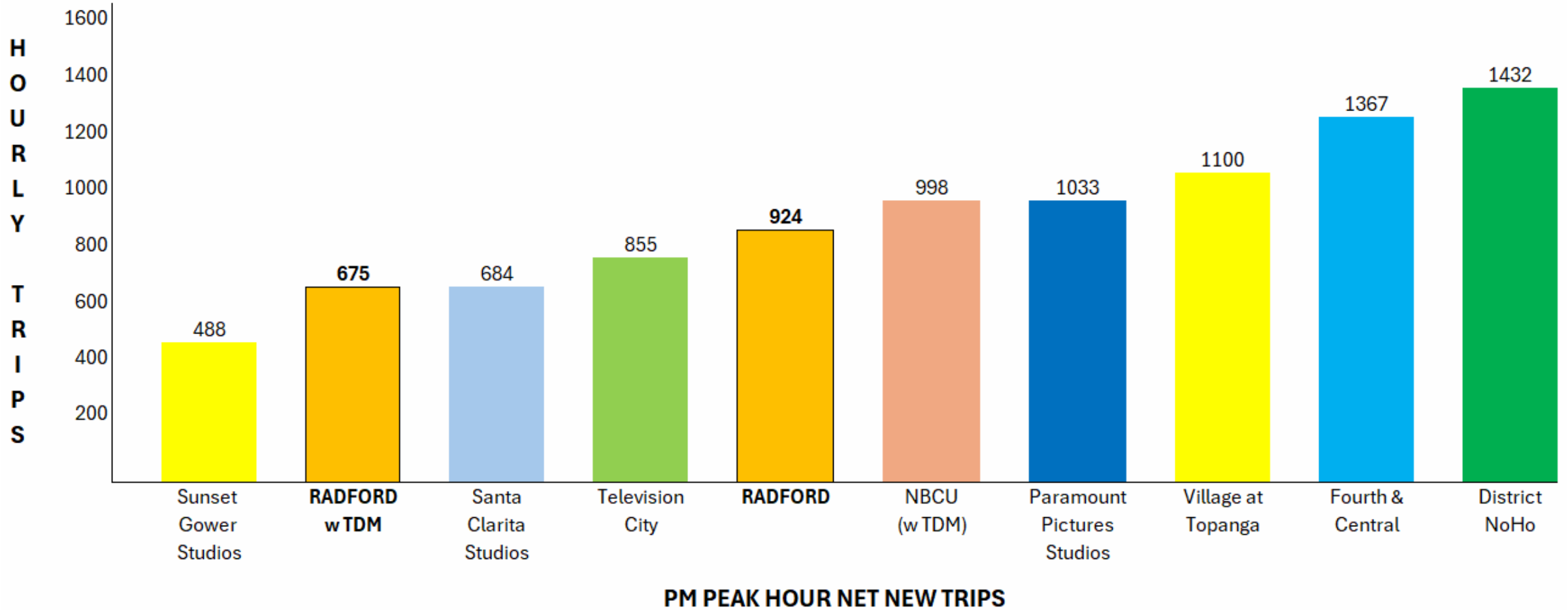


Land Use	ITE Land Use [a]	Rate	Morning Peak Hour			Afternoon Peak Hour		
			In	Out	Total	In	Out	Total
<b>Trip Generation Rates</b>								
Sound Stage	(b)	per ksf	63%	37%	0.20	40%	60%	0.43
Production Support	(b)	per ksf	65%	35%	0.61	45%	55%	0.57
Production Office	(b)	per ksf	62%	38%	0.66	45%	55%	0.63
General Office Building	710 [c]	per ksf	88%	12%	1.52	17%	83%	1.44
High-Turnover (Sit-Down) Restaurant	932	per ksf	55%	45%	9.57	61%	39%	9.05
<b>Proposed Project</b>								
Sound Stage	(b)	450.00 ksf	57	33	90	78	116	194
Production Support	(b)	300.00 ksf	119	64	183	77	94	171
Production Office	(b)	725.00 ksf	297	182	479	206	251	457
Creative Office	710	700.00 ksf	785	107	892	142	693	835
Transit/Walk-In Reduction [d]	10%		(79)	(11)	(90)	(14)	(69)	(83)
Retail [e]	932	25.00 ksf	131	108	239	138	88	226
Internal Capture Reduction [f]	50%		(66)	(54)	(120)	(63)	(44)	(113)
Transit/Walk-In Reduction [d]	10%		(7)	(5)	(12)	(7)	(4)	(11)
Pass-by Reduction [g]	20%		(12)	(10)	(22)	(12)	(8)	(20)
<b>Total - Proposed Project</b>		<b>2,200.0 ksf</b>	<b>1,225</b>	<b>414</b>	<b>1,639</b>	<b>539</b>	<b>1,117</b>	<b>1,656</b>
Total - Project Driveway Trips (no Pass-By) [h]			1,237	424	1,661	551	1,125	1,676
<b>Existing Uses</b>								
Sound Stage	(b)	359.73 ksf	45	27	72	62	93	155
Production Support	(b)	255.51 ksf	101	55	156	66	80	146
Production Office	(b)	450.06 ksf	184	113	297	128	156	284
Creative Office	710	113.81 ksf	152	21	173	28	136	164
Transit/Walk-In Reduction [d]	10%		(15)	(2)	(17)	(3)	(14)	(17)
<b>Total - Existing Uses</b>		<b>1,179.11 ksf</b>	<b>467</b>	<b>214</b>	<b>681</b>	<b>281</b>	<b>451</b>	<b>732</b>
<b>Total - Net New Project</b>			<b>758</b>	<b>200</b>	<b>958</b>	<b>258</b>	<b>666</b>	<b>924</b>

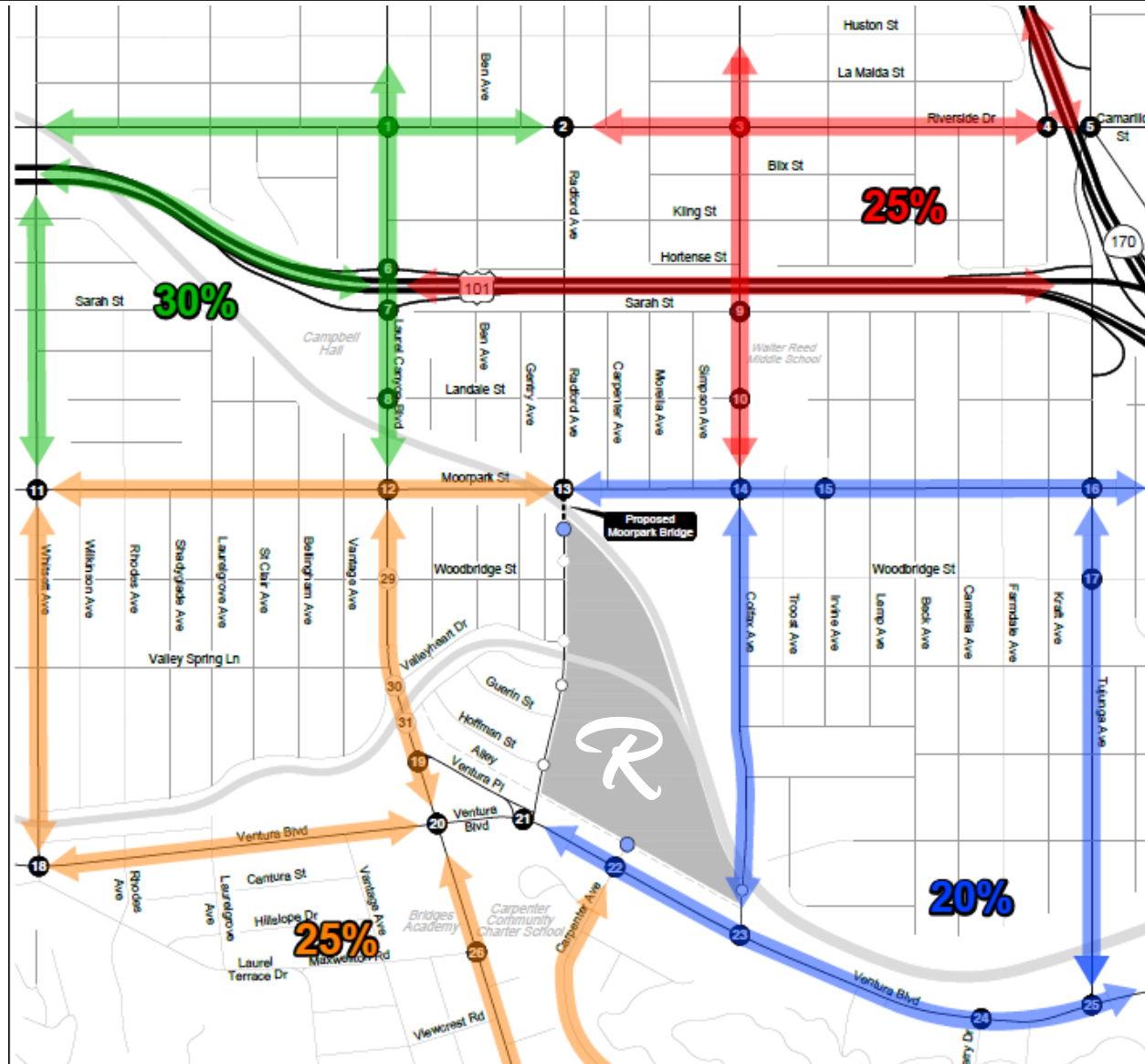
## Project Peak Hour Trips

	<u>AM Peak Hour</u>	<u>PM Peak Hour</u>
Future Buildout	1,639	1,656
Less Existing	<u>681</u>	<u>732</u>
<b>Net New Trips</b>	<b>958</b>	<b>924</b>

# PROJECT TRIP GENERATION COMPARISON



# FUTURE PROJECT TRIP DISTRIBUTION - REGIONAL



# PROJECT TRIP DISTRIBUTION - LOCAL



Existing Trip Distribution- Inbound & Outbound

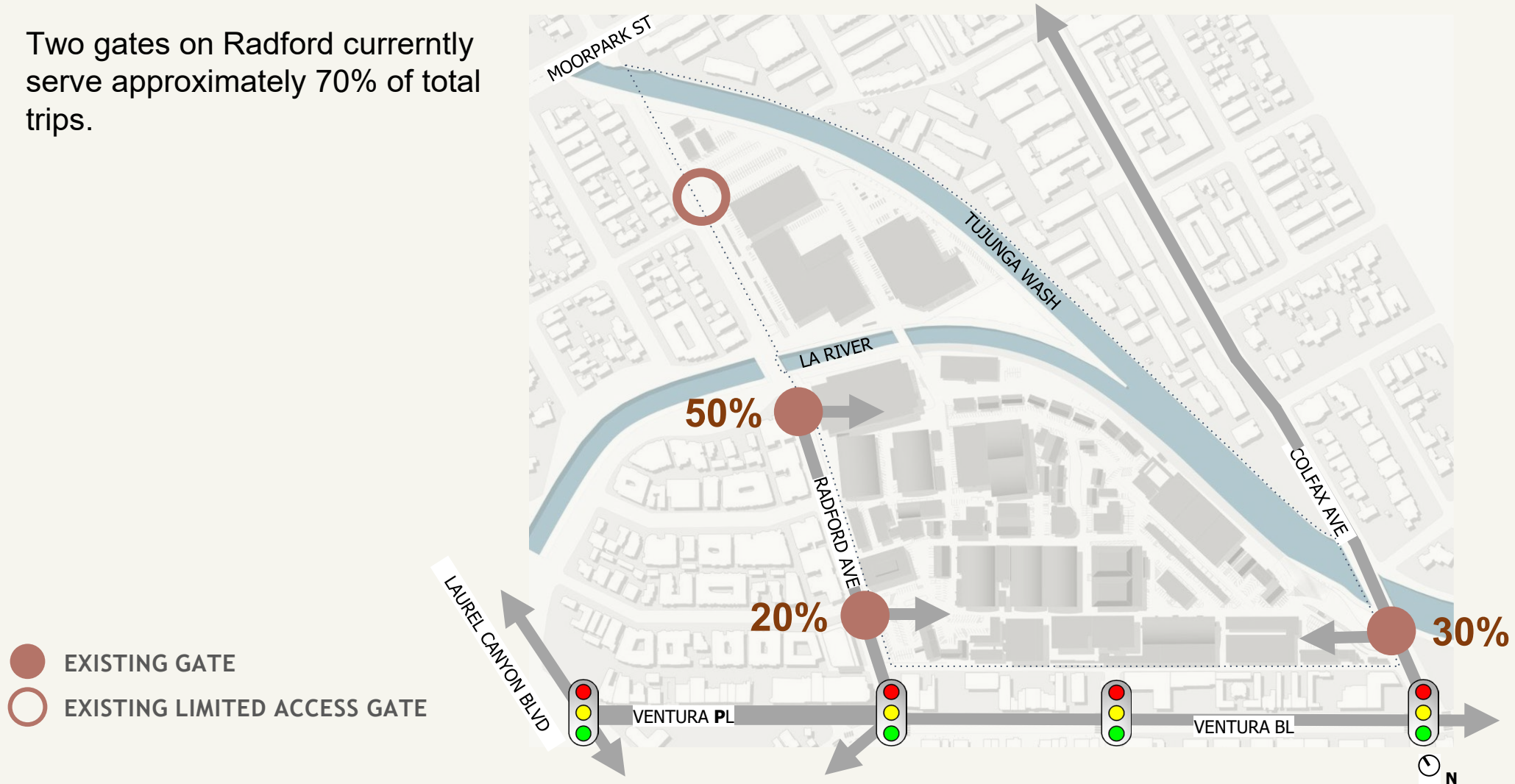


Proposed Trip Distribution- Inbound & Outbound

# ACCESS DISTRIBUTION EXISTING

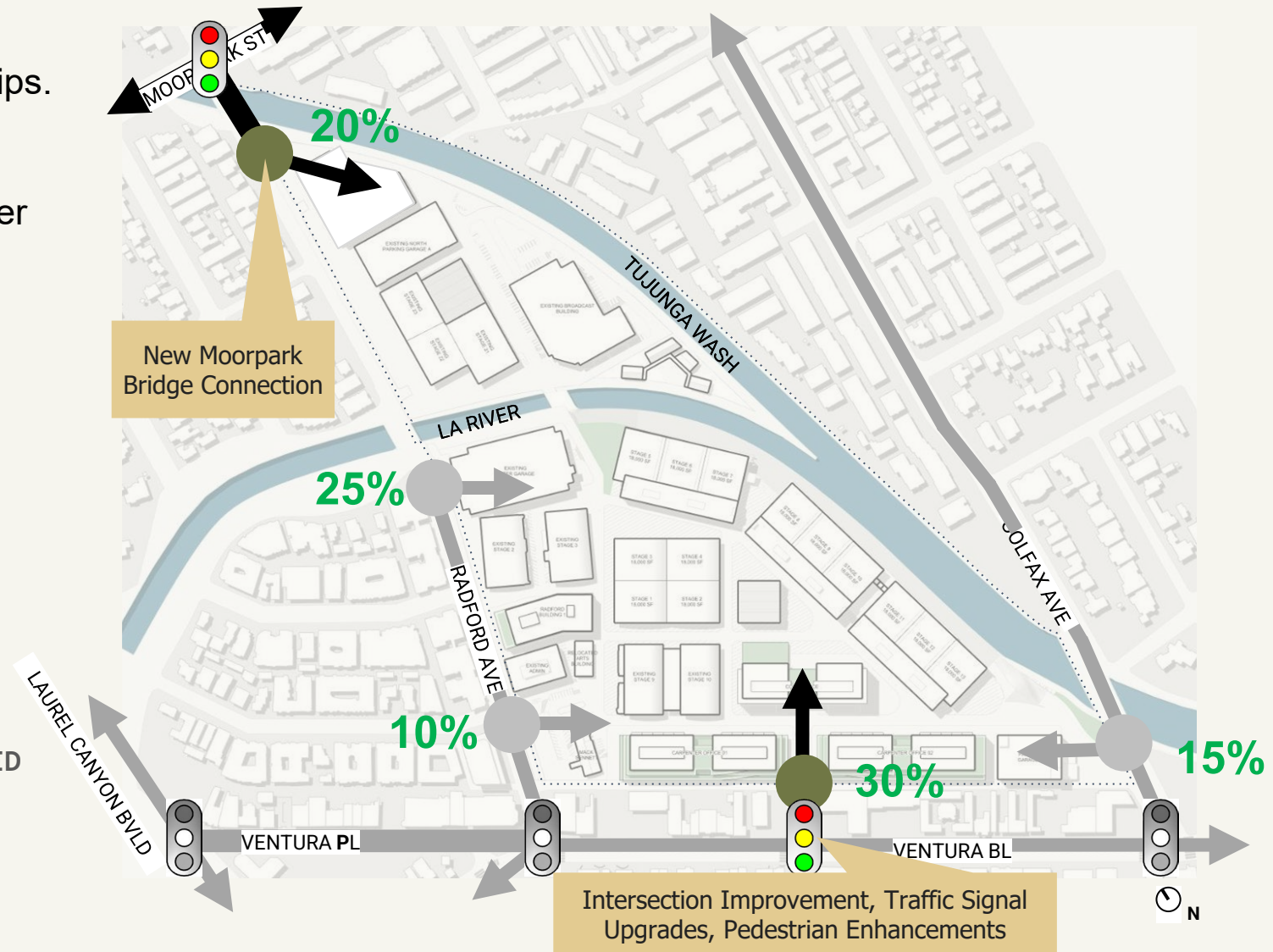


- Two gates on Radford currently serve approximately 70% of total trips.



# ACCESS DISTRIBUTION PROPOSED

- Two new signalized gates will serve 50% of the total future trips.
- Three existing gates will serve approximately the same number of trips as they do today.



# TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM





## How can 8,000 employees fit into 6,050 parking spaces?

- 15% trip reduction through TDM
- Can TDM work for office and studio employees?
- How do we get there?



# PROJECT MOBILITY EXISTING



## Public Transit & Bike Lanes

Radford is located close to both the Universal City and North Hollywood Metro stations, as well as local bus lines and bike lanes.



## Proposed Mobility Improvements

### Site Access & Internal Circulation Improvements

#### Gateway Improvements

- Improve Efficiency & Minimize Queuing
- Multiple Points of Ingress & Egress
- Existing Gateways – Unsignalized
- New Gateways – Signalized

#### Neighborhood Connectivity Improvements

- Radford Mobility Connection

### Parking

- Fully Accommodated On-Site
- Interconnected Parking Structures (*refer to below grade parking plan*)

# PROJECT MOBILITY FEATURES & PROGRAMS

*Radford*



RSC Shuttle Program



Shared-Ride Pickup Dropoff Areas



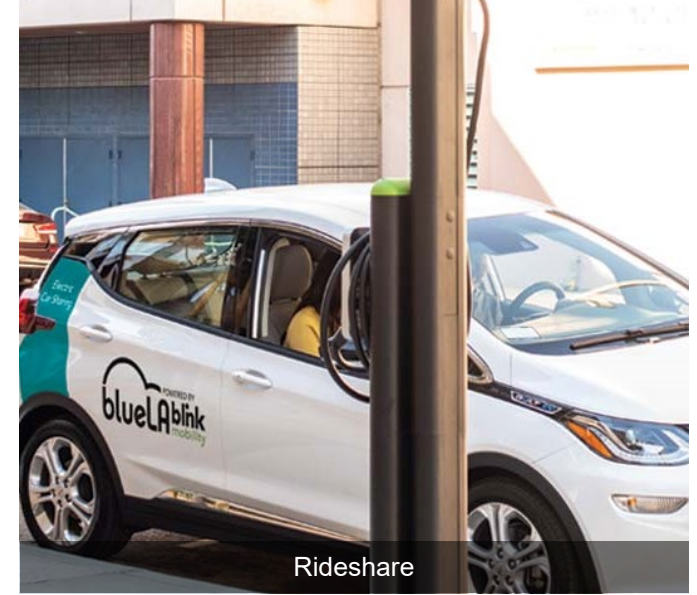
METRO Employer Pass Program



METRO Vanpool Program



METRO Bike-Share for Business



Rideshare



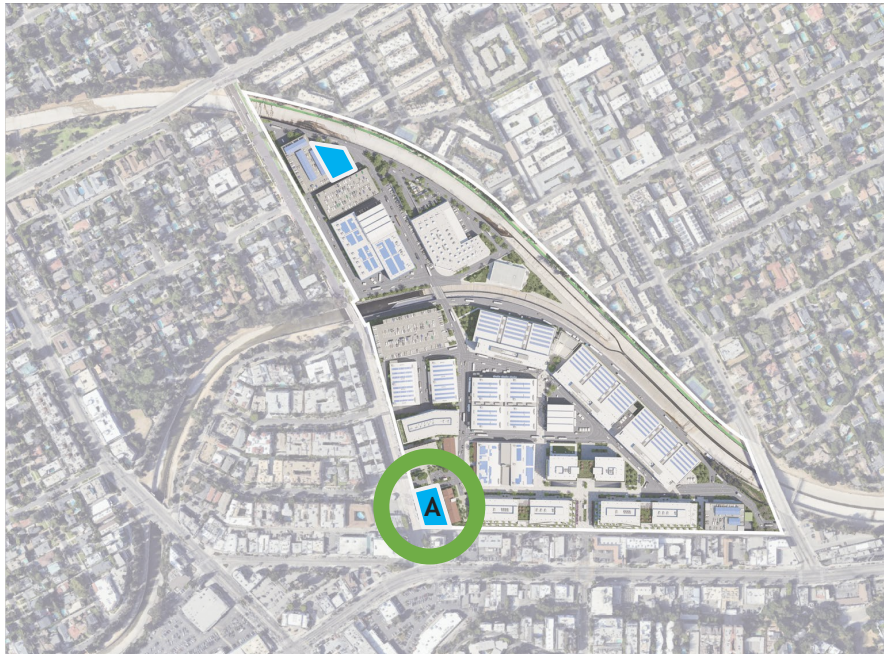
- Mobility Hubs
- On-Site Coordinator
- Carpool
- Educational Programs
- Shuttle to Rail Station
- Transportation Info Centers
- On-Site Bike Facilities
- Pedestrian Facilities
- Guaranteed Ride Home
- Bike Connectors

# ONSITE MOBILITY HUB - SOUTH LOT



## Mobility Hub Elements & Features

- Transportation information center/kiosks
- Carpool and vanpool parking and loading
- Shuttle loading
- Bicycle showers and lockers



# ONSITE MOBILITY HUB - NORTH LOT



## Mobility Hub Elements & Features

- Transportation information center/kiosks
- Carpool and vanpool parking and loading
- Shuttle loading
- Bicycle showers and lockers



# PROJECT TDM TRIP REDUCTIONS PROPOSED



Land Use	ITE Land Use [a]	Rate	Morning Peak Hour			Afternoon Peak Hour		
			In	Out	Total	In	Out	Total
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Production Office	[b]	725.00 ksf	297	182	479	206	251	457
Creative Office	710	700.00 ksf	706	96	802	128	624	752
Retail [e]	932	25.00 ksf	46	39	85	50	32	82
<b>Total - Proposed Project</b>		<b>2,200.00 ksf</b>	<b>1,225</b>	<b>414</b>	<b>1,639</b>	<b>539</b>	<b>1,117</b>	<b>1,656</b>
<b>TDM Program Reduction [b]</b>								
Sound Stage	[b]	15%	(9)	(5)	(14)	(12)	(17)	(29)
Production Support	[b]	15%	(18)	(10)	(27)	(12)	(14)	(26)
Production Office	[b]	15%	(45)	(27)	(72)	(31)	(38)	(69)
Creative Office	710	15%	(106)	(14)	(120)	(19)	(94)	(113)
Retail	932	15%	(7)	(6)	(13)	(8)	(5)	(12)
<b>Total - TDM Program Reduction</b>			<b>(185)</b>	<b>(62)</b>	<b>(246)</b>	<b>(82)</b>	<b>(168)</b>	<b>(249)</b>
<b>Total - Existing Uses [c]</b>		<b>1,179.11 ksf</b>	<b>(467)</b>	<b>(214)</b>	<b>(681)</b>	<b>(281)</b>	<b>(451)</b>	<b>(732)</b>
<b>Total - Net New Project with TDM Program Reduction</b>			<b>573</b>	<b>138</b>	<b>712</b>	<b>176</b>	<b>498</b>	<b>675</b>

## TDM Trip Reduction

Condition	AM Peak	PM Peak
Future Buildout	1,639	1,656
TDM Reduction	<u>-246</u>	<u>-249</u>
<b>Fut. With TDM</b>	<b>1,393</b>	<b>1,407</b>
Less Existing	<u>-681</u>	<u>-732</u>
<b>Net New w TDM</b>	<b>712</b>	<b>675</b>



## HOW WE MEASURE SUCCESS

### Annual Tracking

- Driveway Traffic Counts
- Compare to EIR Totals

### Responsibility

- Developer Reports to LADOT

### Penalties

- Added Strategies



# SUCCESSFUL TDM PROGRAMS IN LOS ANGELES



## Employer Pass (E Pass) Survey Results from Southern California Studio Project

Results show reduced drive alone trips from 59% to 14% and increased transit trips from 29% to 60%

- 32% of 1500 are new riders
- 120% growth in active riders
- 165% increase in quarterly boardings



Los Angeles



Hollywood



Santa Monica



Playa Vista



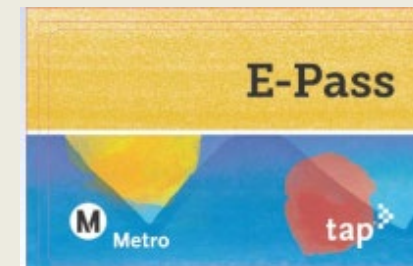
Burbank



Burbank

## Metro E-Pass Program Participants

1. City of Hope
2. Providence St John Ctr.
3. CaliFame, Inc.
4. Caltech
5. City of Santa Monica
6. LA Christian Health Ctr.
7. Los Angeles LGBT Ctr.
8. NBCUniversal
9. Netflix
10. Santa Monica Malibu School District
11. Sheraton LAX Gateway
12. Skirball Cultural Center
13. UCLA
14. USC
15. Wilshire Associates



# EXISTING TDM PROGRAMS- GOOGLE STUDIOS



Office

Parking

**TDM Driver:** employee attraction, reduced parking

**Estimated Employees:** 1,000

## Program elements

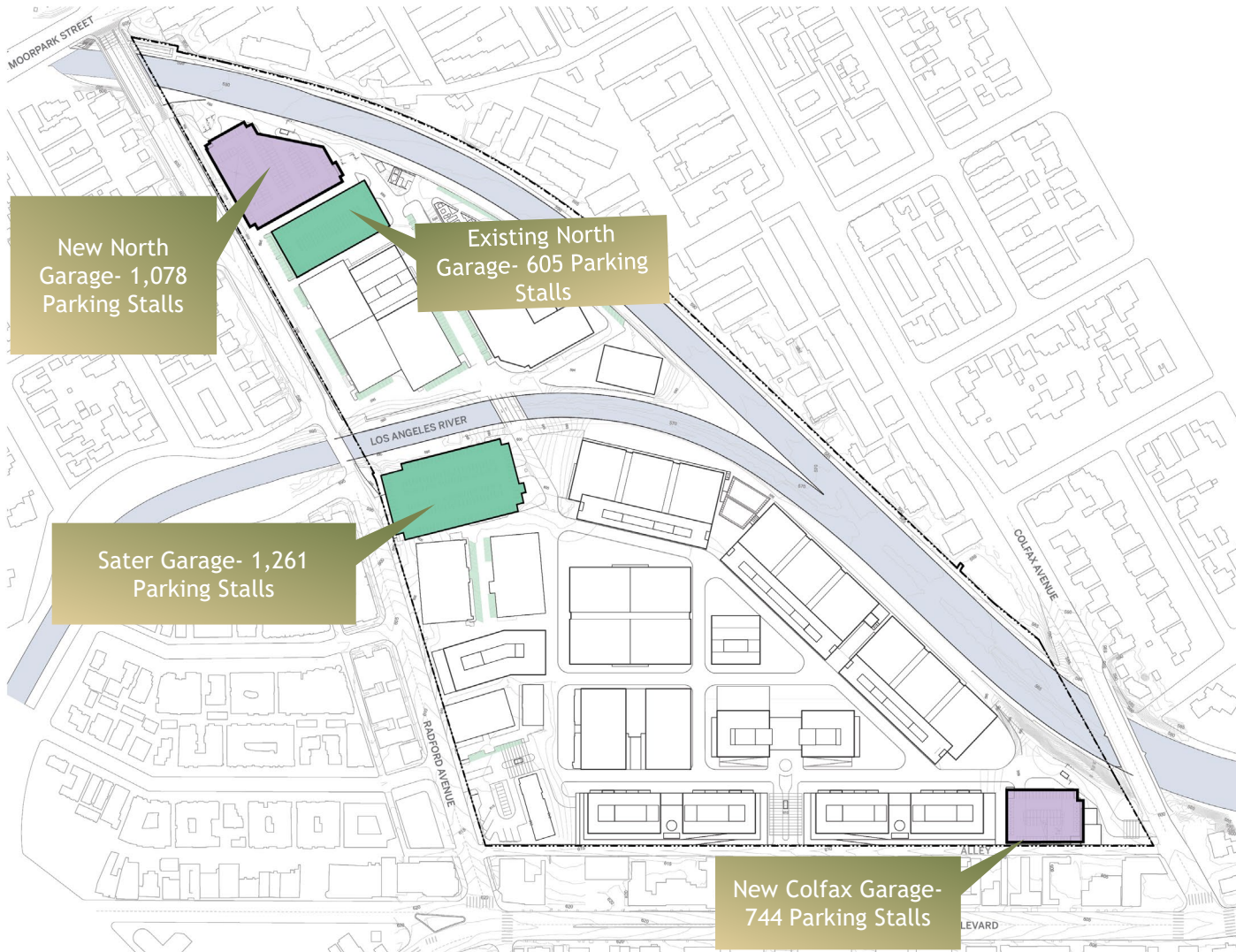
- Shuttle connector
- Vanpools
- Lyft for campus connections
- Guaranteed ride home
- LAX drop-off/pick-up
- Bike parking/charging
- Bike share
- Pre-tax transit passes



# PROJECT PARKING



# PROVIDING ADEQUATE STUDIO PARKING



## On-Site Parking

- 2,170 existing stalls to remain
- 3,880 proposed new stalls

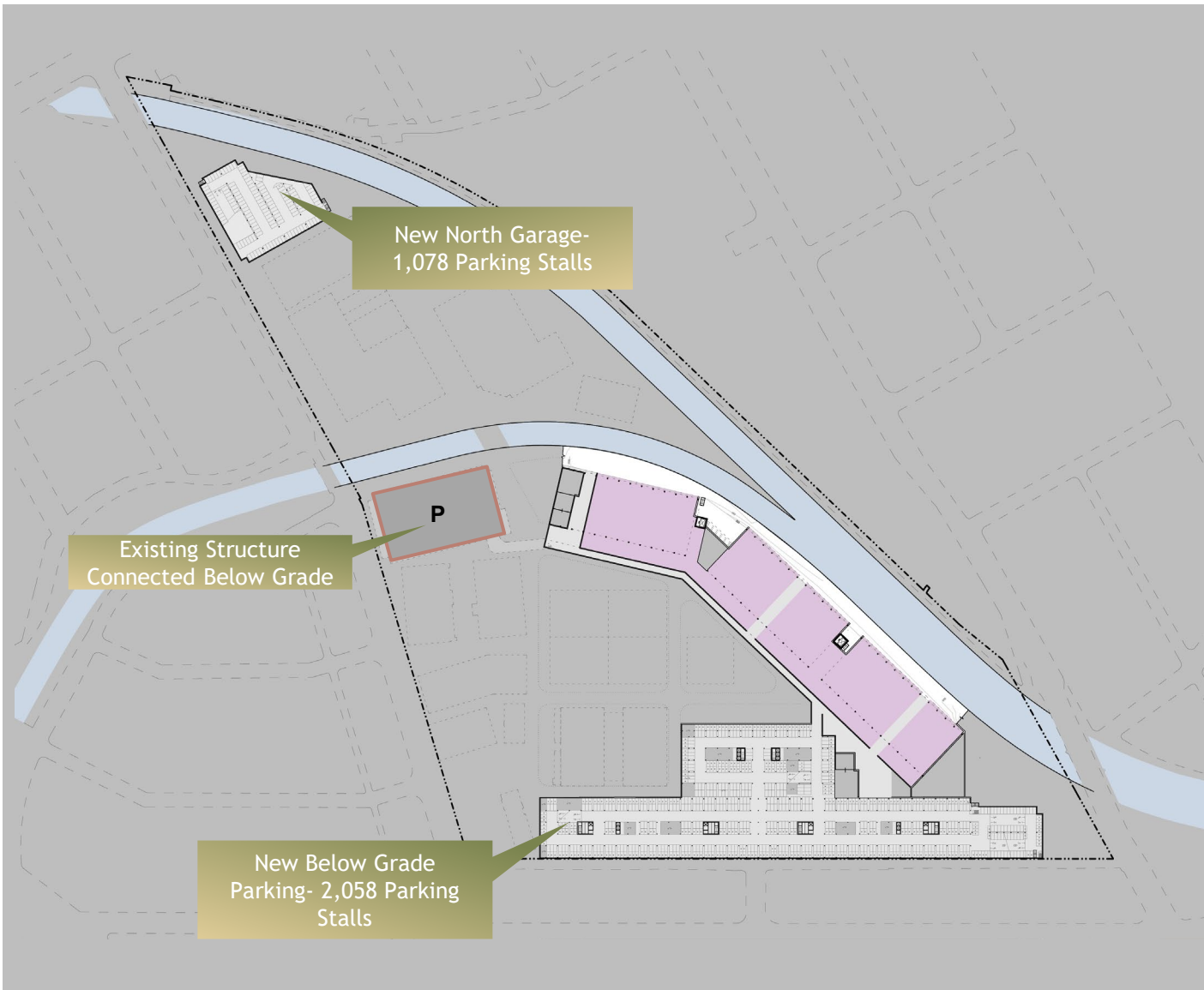
## North Lot

- Existing parking structure to remain
- New parking structure with 5 levels above grade and 2 levels below grade at the Moorpark Gate

## South Lot

- Existing parking structure to remain
- New subterranean parking with 3 levels of below grade parking directly accessible from the Carpenter Gate.
- New parking structure with 6 levels above grade at Colfax Gate

# PROVIDING ADEQUATE STUDIO PARKING



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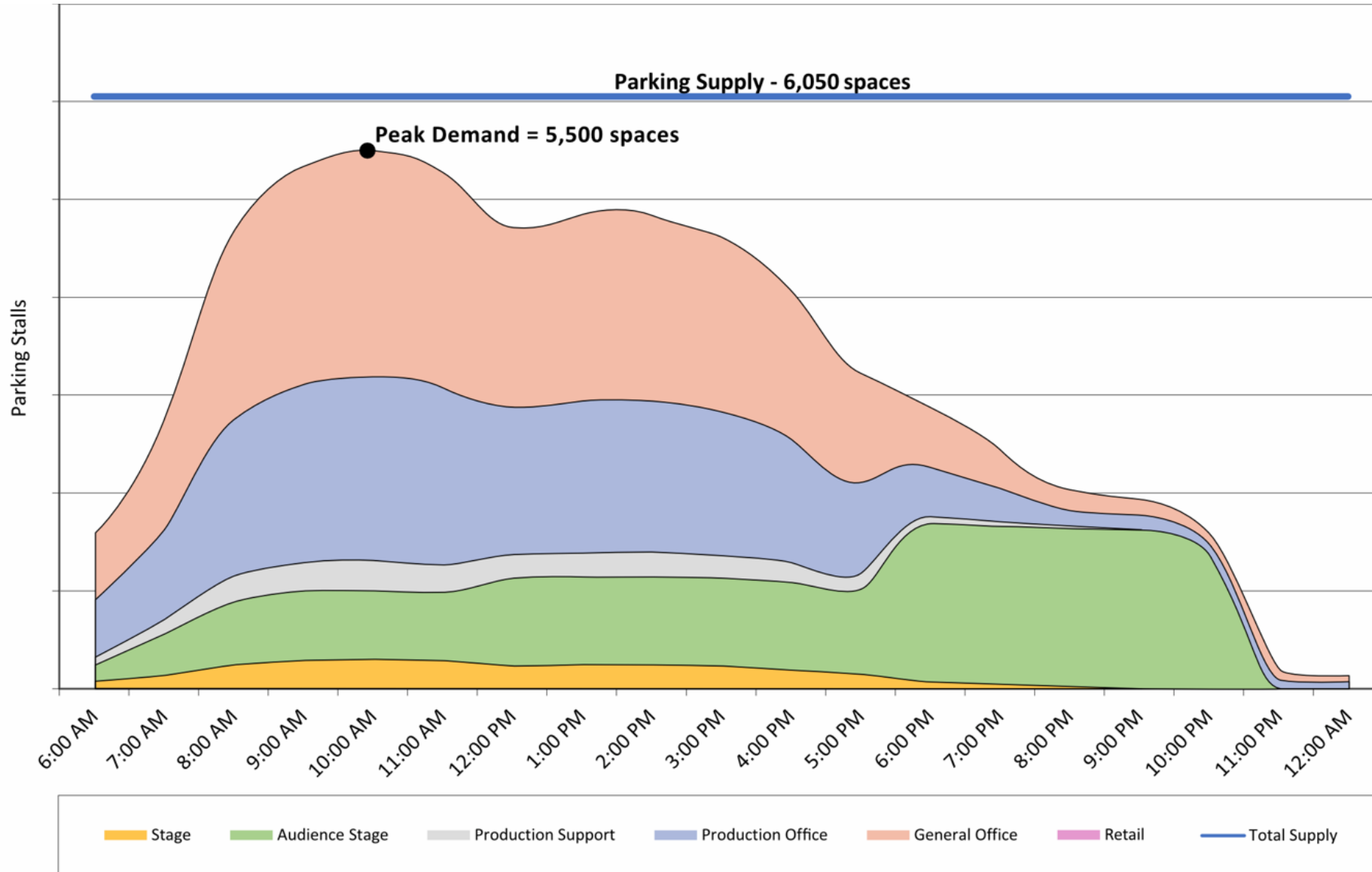
## South Lot

- Existing parking structure to remain
- New subterranean parking with 3 levels of below grade parking directly accessible from the Carpenter Gate.
- New parking structure with 6 levels above grade at Colfax Gate



- 1. Not all employees/visitors drive alone to the site**
- 2. Not all people are on-site at the same time of day.**

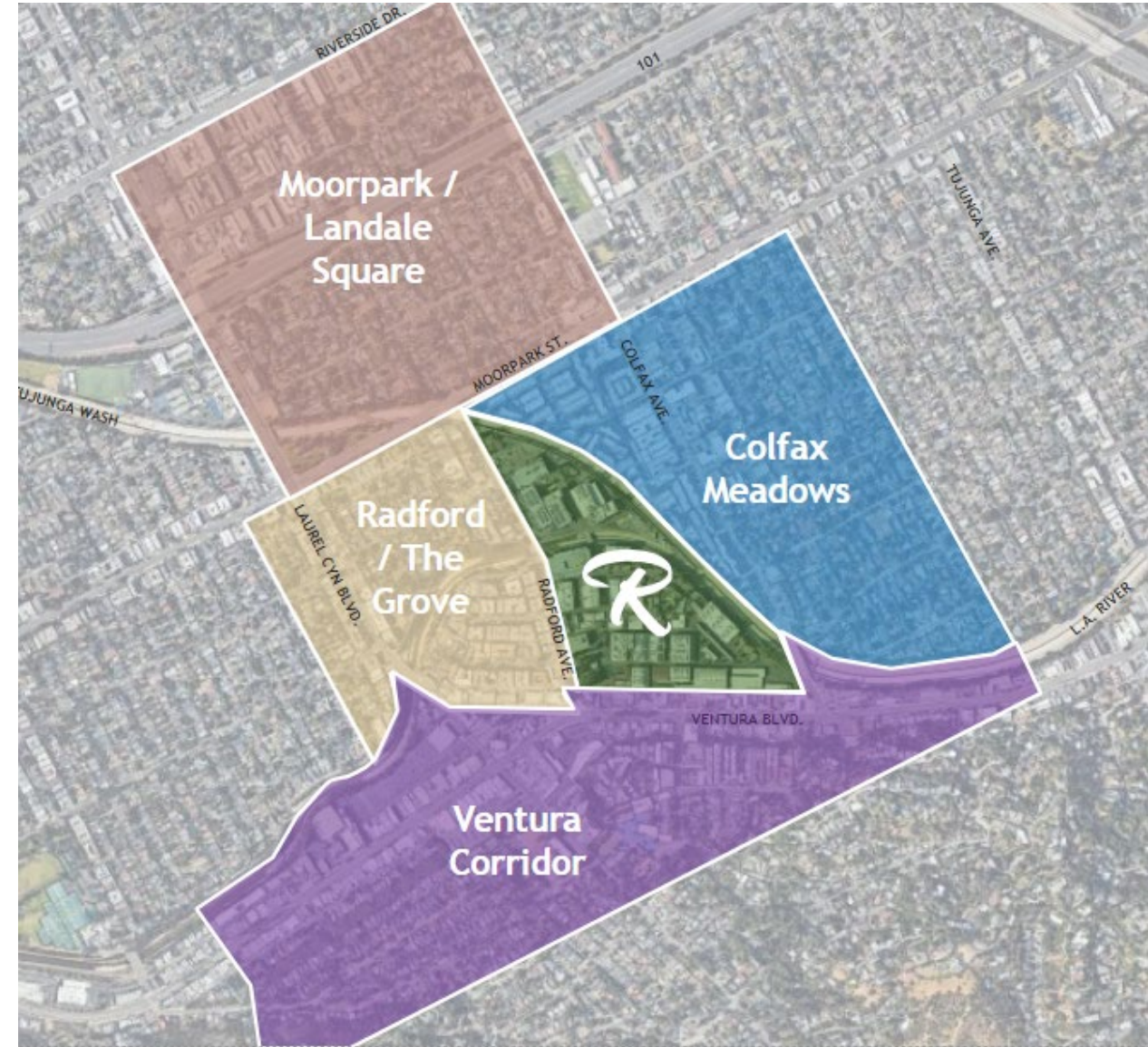
# MANAGING PEAK PARKING DEMAND PATTERNS



# ENSURING SEAMLESS OPERATIONS WITH THE NEIGHBORHOOD

*Radford*

- 1. Eliminate spillover parking.**
  - Enough parking on-site
- 2. Audience members will have pre-event parking passes.**
  - Assignment to specific gates
- 3. Employee vehicles will have Vehicle ID for easy enforcement of residential parking permit zones.**
- 4. Studio provides point of operations contact.**





# PROJECT ALLEY IMPROVEMENTS

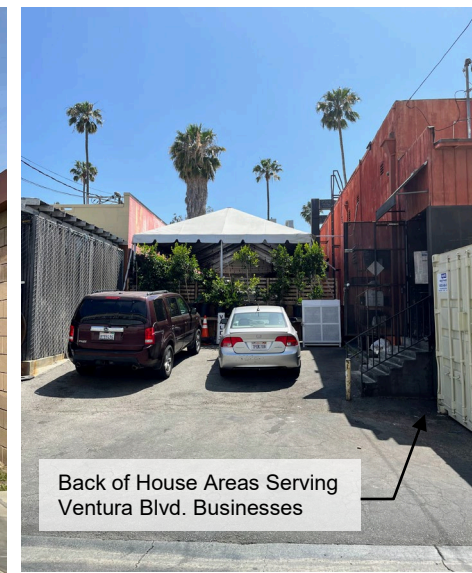
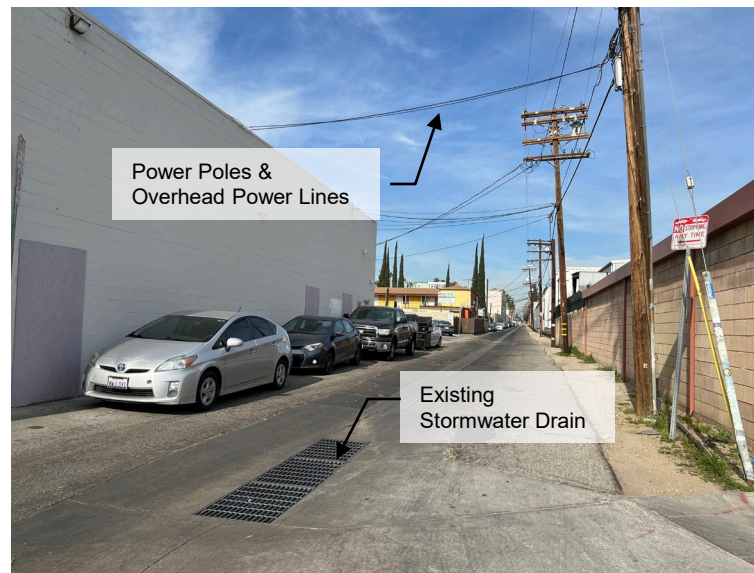
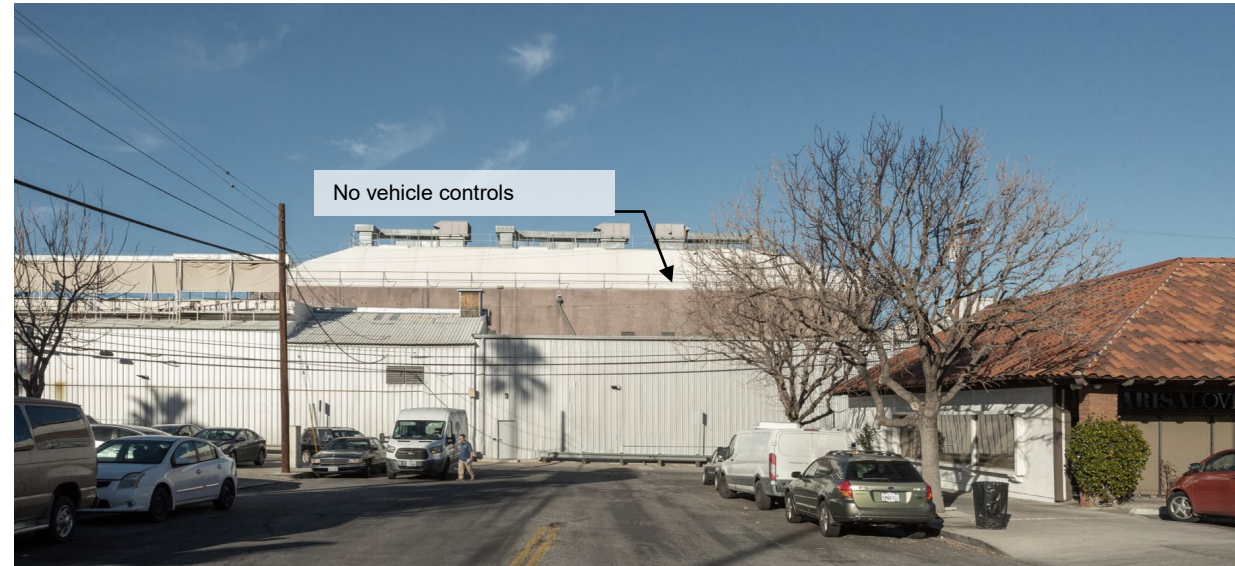


# VENTURA ALLEY - CURRENT FUNCTION & OPERATIONS



- Fully dedicated Public ROW – 30 feet
- Function – to serve Ventura Blvd businesses (back of house, loading, trash, parking, utility connections)
- Loss of alley parking would be a severe blow for businesses

# VENTURA ALLEY EXISTING



# VENTURA ALLEY IMPROVEMENTS - COMMITTEE IDEAS

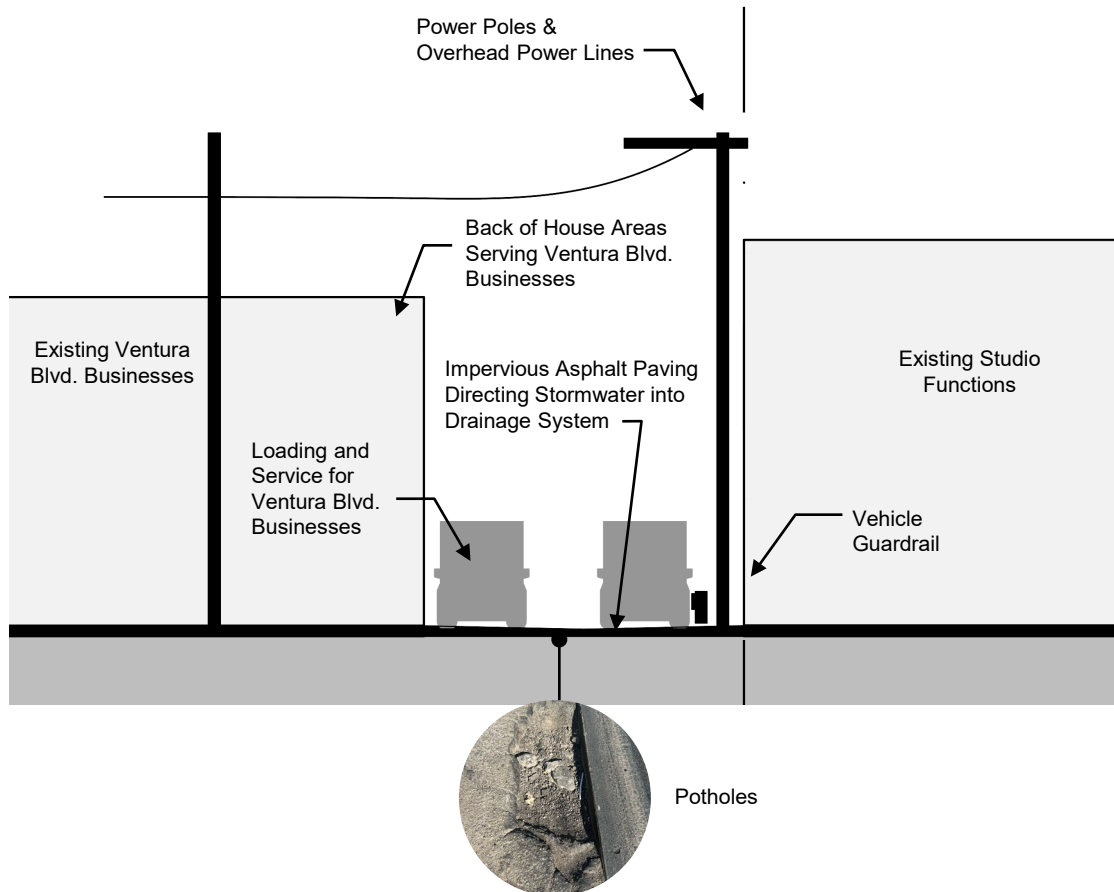


- Upgrade to a Street
- Widen the Alley
- Closed for a Pedestrian Zone
- Pocket Park
- Amenities like Ventura Place
- Reduce Parking on Alley
- Underground Utilities
- Pedestrian Path
- Landscaping
- Speed Controls
- Replicate Alley from Radford to Valleyheart

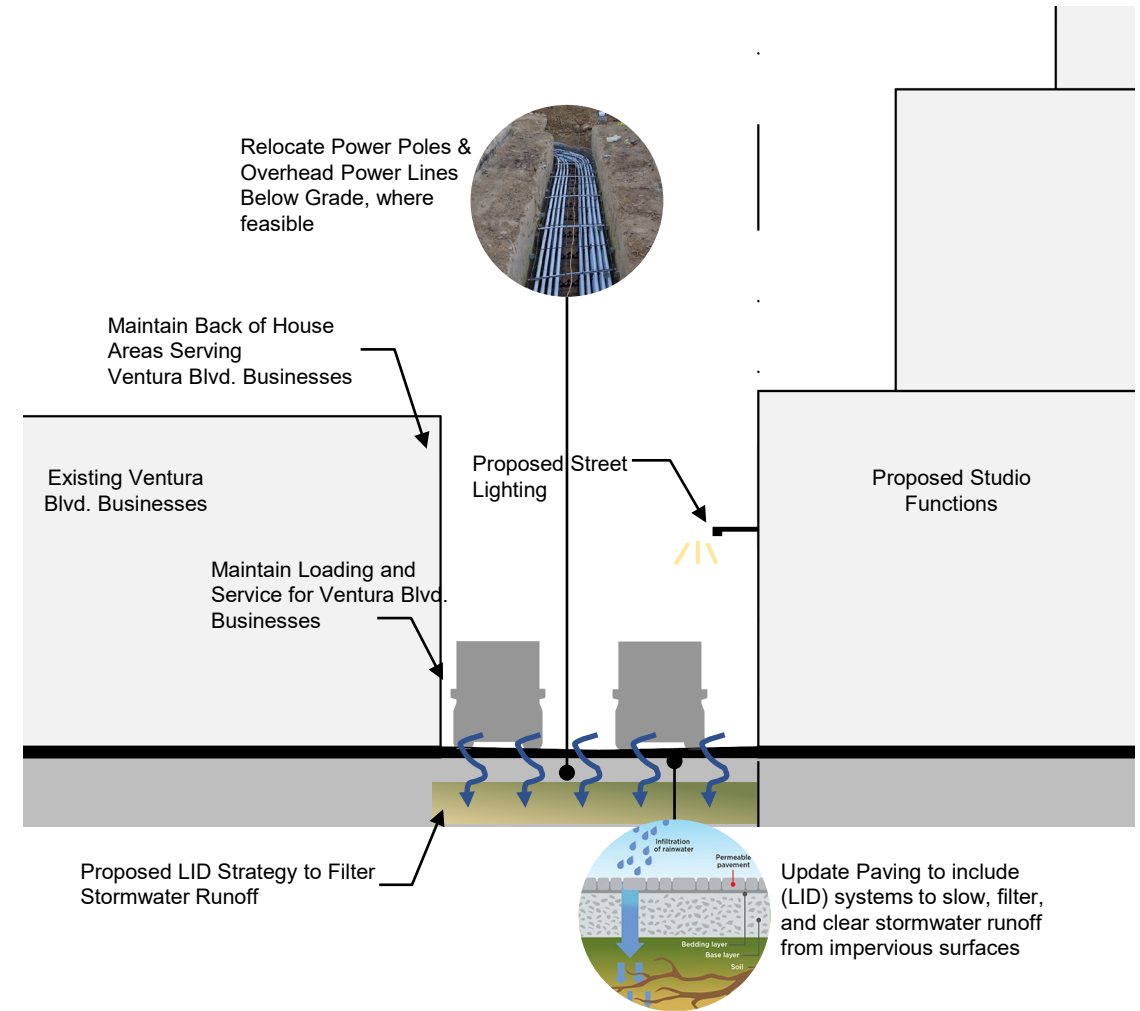
# VENTURA ALLEY IMPROVEMENTS PROPOSED



Existing Alley Section  
30' Fully Dedicated Alley

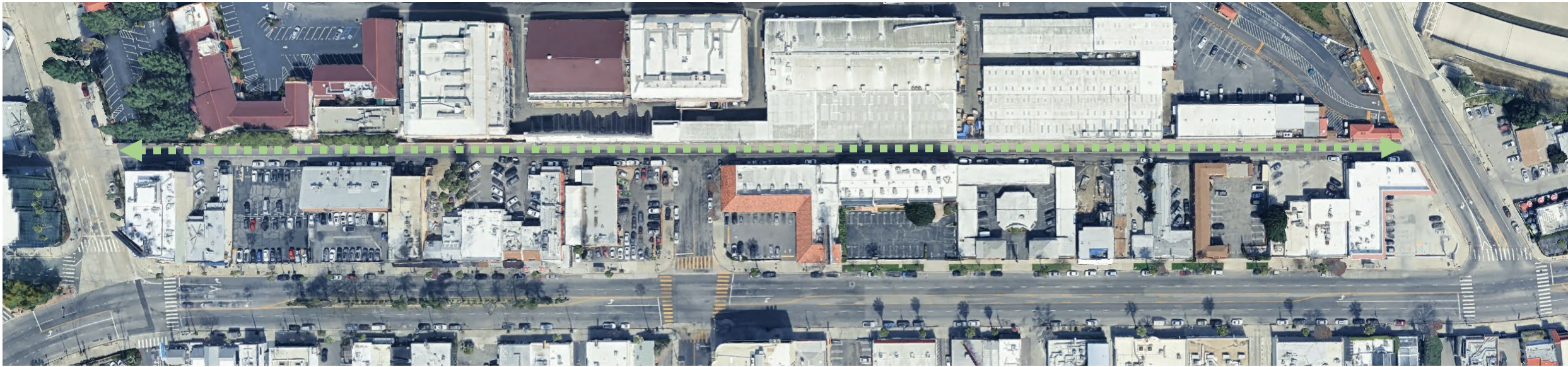


Improved Alley Section  
30' Fully Dedicated Alley



# VENTURA ALLEY - RELATED PROJECT IMPROVEMENTS

*Radford*



- New Carpenter Gate will add cross-traffic and make the alley less desirable for through traffic.
- New four-way stop at Carpenter Gate/Alley will serve as a speed reduction and safety measure.
- Project will improve sidewalks along Carpenter between the Project Site and Ventura Blvd and increase pedestrian activity along the Ventura and Carpenter corridors – again, reducing the desirability of the alley as a through route.
- Speed humps were evaluated but found to be inappropriate because of the truck usage of the alley.

- **Transportation Assessment** - How the Transportation Assessment (aka Traffic Study) is conducted in the City of LA and what went into the Radford Studio Center Transportation Assessment
- **Parking** - We are parked to industry standards based on demand analysis and have the flexibility to accommodate peak demands.
- **Access** - Increased studio access distributes and improves circulation
- **TDM** - We are proposing a robust TDM and have proactively commenced early meetings with the community
- **Alley** – Improvements will be provided and need to be coordinated with local business will who utilize the corridor

AD HOC AREAS OF FOCUS FOR NEXT PRESENTATION  
(tentatively October 9)

- Overview of Transportation Assessment Findings
  - CEQA
  - Non-CEQA
- Proposed Improvement Program



