



TOM BRADLEY  
MAYOR

December 4, 1975

CITY TRAFFIC ENGINEER  
S. E. (SAM) TAYLOR

IN REPLY PLEASE REFER TO  
OUR REFERENCE

DEPARTMENT OF TRAFFIC  
ROOM 1200, CITY HALL  
LOS ANGELES, CALIF. 90012  
483-2255

CWP 75-381  
Century City

Mr. Calvin S. Hamilton, Director  
Department of City Planning  
Room 561C, City Hall  
Los Angeles, CA 90012

Attention Mr. Bob Rogers

Dear Mr. Hamilton:

Century City Specific Plan

The attached report is in response to your request for a traffic analysis to be used in the preparation of a specific plan for Century City (including the Twentieth Century-Fox property).

Briefly, the report concludes that the street system now serving Century City and the surrounding area does not meet the needs of the area, nor will it in the future. As a consequence, it is recommended that further intensification of land use in Century City and the surrounding area be halted or that alternate uses be found that do not add to the existing peak-hour congestion.

Very truly yours,

H. M. Gilman  
Traffic Engineer  
City-Wide Planning Coordination Section

APPROVED BY:

L. L. Clearwater  
Senior Traffic Engineer  
Program Development Division

WFC:dk

cc w/attach:

Councilman Zev Yaroslavsky  
Western District Office  
Mr. G. W. Skiles  
Mr. M. F. Huber

EXHIBIT R

Century City Area Traffic Study

Approved by:

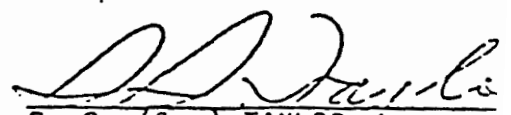
  
S. S. (Sam) TAYLOR  
General Manager

Table I

Land Use Facts - Existing and Under Construction

<u>Building</u>	<u>Office Area</u>	<u>Retail Area</u>	<u>Other</u>
Welton Becket	130,000		
Gateway West	270,000		
Gateway East	270,000		
1900 Avenue of Stars	527,000		
1901 Avenue of Stars	450,000		
Century City North	527,000		
Northrop	225,000		
Property Research	306,000		
Shareholders	472,000		
Century Park Plaza	308,000		
NCR	47,000		
Auto Club	26,000		
Prudential Savings	46,000		
Century City Hospital			165,000
Century City Medical (198 beds)			222,000
ABC Entertainment Center	200,000	300,000	3,000 seat
Theme Towers	2,072,000		
Century Square		500,000	
Bullocks <sup>1</sup>		130,000	
Century Plaza Hotel			800 room
Misc. (Sr. Pico, etc.)		40,000	
	<hr/>	<hr/>	<hr/>
Total Gross footage	5,876,000	970,000	387,000
Total Net leasable (85% gross)	5,000,000	825,000	323,000

<sup>1</sup>Under construction

Table II

## Potential 24-hour Trips Generated by Century City Development

Land Use	Trip Generation Factor (Trips/Unit)	1975 Trips <sup>3</sup>				1976 Trips <sup>4</sup>		1990 Trips		
		Units <sup>1</sup>	Partially Occupied <sup>2</sup>	Fully Occupied	Units <sup>1</sup>	Partially Occupied <sup>2</sup>	Fully Occupied	Units <sup>1</sup>	Partially Occupied <sup>2</sup>	Fully Occupied
Comm. Office	12	3,233	29,900	38,800	5,000	46,200	60,000	13,274	123,200	160,000
Med. Office	43	187	6,500	8,400	187	6,500	8,400	187	6,500	8,400
Retail	45	714	28,900	32,100	825	33,400	37,100	935	37,800	42,000
Hotel	9	800 rooms	6,500	7,200	800 rooms	6,500	7,200	1,500 rooms	12,200	13,500
Hospital	26	136	2,700	3,500	136	2,700	3,500	136,000	3,500	3,500
Apartments	7	786 units	4,000	5,500	786 units	4,000	5,500	6,500	33,200	45,500
Industrial	32	76 acres	2,200	2,400	76 acres	2,400	2,400	-8-	-8-	-8-
			80,700	97,900		99,300	124,100		216,400	272,900

<sup>1</sup>Net Square footage in thousands, except where otherwise noted.

<sup>2</sup>All office, residential, and hospital space 77% occupied; other uses 90% occupied.

<sup>3</sup>Excludes Theme Towers and Bullocks

<sup>4</sup>Includes Theme Towers and Bullocks

There are differences between the values noted by the Planning Department and those used in this report. Those differences are the result of separating the medically-oriented facilities from the commercial office use, as well as apportioning the uses contained in the ABC Entertainment Center instead of designating the building entirely as retail use.

All land uses considered in this report are as follows:

<u>Use</u>	<u>1975</u>	<u>1976</u>	<u>1990</u>
Commercial Office	3,233,000	5,000,000	13,274,000
Medical Office	187,000	187,000	187,000
Retail	714,000	825,000	935,000
Hotel	800 rooms	800 rooms	1,500 rooms
Hospital	136,000	136,000	136,000
Apartments	786 units	786 units	6,500 units
Industrial (Fox)	76 acres	76 acres	-9-

### Trip Generation

The following trip generation factors are used in this report:

<u>Land Use</u>	<u>Factor (trips per day)</u>
Commercial Office	12 trips per $10^3$ net leasable sq. ft. <sup>1</sup>
Medical Office	43 trips per $10^3$ net leasable sq. ft. <sup>2</sup>
Retail	45 trips per $10^3$ net leasable sq. ft. <sup>1</sup>
Hotel (w/convention facility)	9 trips per room <sup>3</sup>
Hospital	26 trips per $10^3$ net sq. ft. <sup>4</sup>
Apartments	7 trips per dwelling unit <sup>3</sup>
Industrial (Fox property)	32 trips per gross acre <sup>3</sup>

<sup>1</sup>Source: Century City Traffic Circulation and Parking Study, De Leuw Cather and Company, April, 1963.

<sup>2</sup>Source: Sixth Progress Report on Trip Ends Generation Research Counts, State of California, Division of Highways, District 04, December, 1970.

<sup>3</sup>Source: Trip Generation by Land Use, Maricopa Association of Governments, Maricopa County, Arizona, April, 1974.

<sup>4</sup>Source: Third Progress Report on Traffic Generators, State of California, Department of Transportation, District II, December, 1973.

Applying these factors to the land uses previously noted, the estimated traffic generated by existing and future Century City development is as shown in Table II.

The "Partially Occupied" column in this table represents the existing 77 per cent occupancy rate for Century City office space<sup>1</sup> applied to the office, residential, and medical uses. The remainder of the uses in this column were considered to be occupied to 90 per cent of the net leasable space.

### Existing Century City Traffic

Table III compares the ADT (Average Daily Traffic)<sup>2</sup> crossing the four screenlines immediately surrounding the Century City area (see Figure 1). The location of these screenlines is such that all traffic entering, leaving, and/or passing through the Century City is counted. From this table, it can be seen that traffic in the area around Century City has been growing at an average rate of 4 per cent per year since 1966.

The cordon around Century City is currently crossed by 277,000 vehicles per day. Generation estimates for this area (within the cordon) account for 81,000 trips per day. This indicates that 55 per cent of the traffic inside the Century City cordon is actually through traffic with origins and destinations outside the area. Similarly, if a cordon including Wilshire Boulevard is examined, the portion of total traffic which is through traffic increases to 64 per cent.

It is important to note that were the existing land uses "fully occupied" as noted in Table II, approximately 17,000 additional trips would be crossing the screenlines noted in Table III. This would be the same volume increase as the increase in Century City traffic experienced between 1973 and 1975, or would be equal to the total daily trips now on the south roadway of Santa Monica Boulevard near Century City (see Table III).

### Peak Hour Characteristics

From the 24-hour automatic counts used to compile the 1975 ADT's shown in Table III, peak-hour factors as a percentage of the ADT, are as shown in Table IV.

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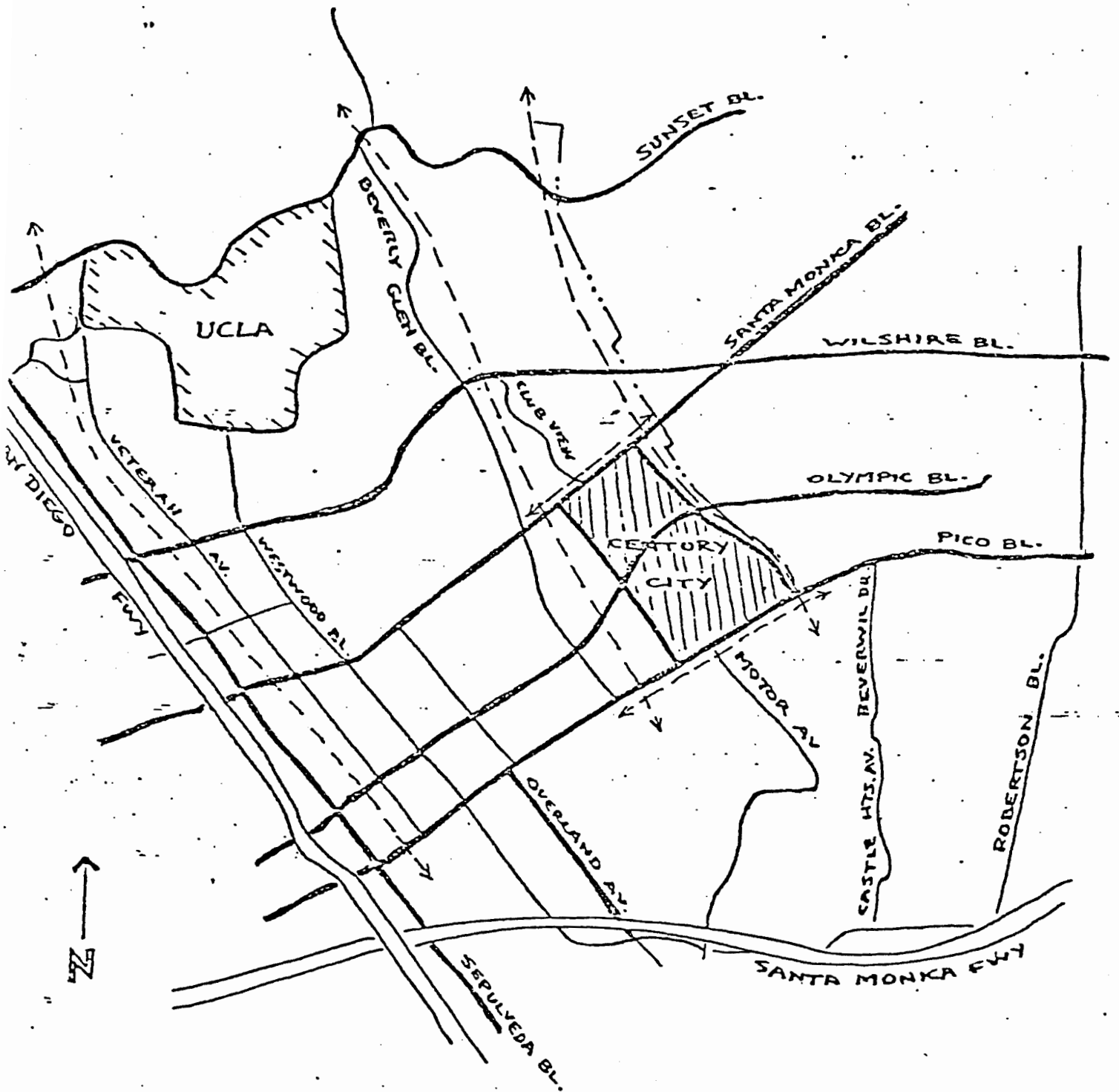
<sup>1</sup>Proposed Environmental Impact Report for A Proposed Specific Plan and Zone Change on the Twentieth Century-Fox Studio Property, Department of City Planning, City of Los Angeles, Page 196, May 8, 1974.

<sup>2</sup>For this report, available typical weekday traffic volumes for earlier years have been assumed to represent ADT.

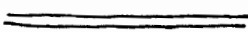
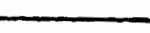
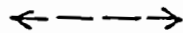

Table III

## Existing Century City Area Traffic Volume Trends

Screenline/Street	1966 ADT	1970 ADT	1973 ADT	1975 ADT	1995 ADT	Ava. Annual Change *		
						66-75	73-75	75-95
<u>East-West Travel</u>								
1. <u>N-S Screenline E/O Century Park East</u>								
Santa Monica Bl. (N-Rdwy)	28,000	36,000	35,000	36,000	52,000	3	0	2
Santa Monica Bl. (S-Rdwy)	11,000	14,000	19,000	17,000	23,000	6	-5	2
Olympic Bl.	32,000	38,000	41,000	44,000	57,000	4	4	2
Pico Bl.	25,000	27,000	29,000	32,000	44,000	3	5	2
Total	96,000	115,000	125,000	129,000	176,000	4	2	2
2. <u>N-S Screenline W/O Century Park West</u>								
Santa Monica Bl. (N-Rdwy)	27,000	31,000	34,000	36,000	51,000	4	3	2
Santa Monica Bl. (S-Rdwy)	12,000	13,000	14,000	17,000	22,000	5	11	1
Olympic Bl.	28,000	37,000	36,000	42,000	55,000	6	8	2
Pico Bl.	24,000	25,000	28,000	30,000	48,000	3	4	3
Total	91,000	106,000	112,000	125,000	176,000	4	6	2
<u>North-South Travel</u>								
1. <u>E-W Screenline N/O Santa Monica Bl.</u>								
Club View Dr.	2,000	3,000	3,000	4,000	8,000	11	16	5
2. <u>E-W Screenline S/O Pico Bl.</u>								
Motor Ave.	12,000	16,000	18,000	19,000	27,000	7	3	2
Total All Screenlines	201,000	240,000	258,000	277,000	387,000	4	4	2



LEGEND:

- FREEWAY 
- MAJOR HIWAY 
- SCREENLINE 
- CITY LIMIT 

CENTURY CITY  
AREA

FIGURE 1.

Table IV  
 Peak-Hour Factors For Century City Generated Traffic  
 As a Percentage of 24-Hour Volume

Location	AM Peak Hour		PM Peak Hour	
	N- or E-bnd	S- or W-bnd	N- or E-bnd	S- or W-bnd
<u>W/O Century Park West</u>				
Santa Monica Bl. (N-Rdwy)	4.3	2.5	2.5	4.6
Santa Monica Bl. (S-Rdwy)	7.1	1.5	2.3	7.1
Olympic Bl.	7.5	2.5	3.1	6.7
Pico Bl.	5.4	2.7	3.5	6.2
Avg.	<u>6.1</u>	<u>2.3</u>	<u>2.9</u>	<u>6.2</u>
<u>E/O Century Park East</u>				
Santa Monica Bl. (N-Rdwy)	3.1	4.0	3.9	4.2
Santa Monica Bl. (S-Rdwy)	4.0	2.2	4.3	4.1
Olympic Bl.	5.8	2.5	4.1	6.1
Pico Bl.	4.8	3.5	4.3	5.3
Avg.	<u>4.4</u>	<u>3.1</u>	<u>4.2</u>	<u>4.9</u>
Motor Ave.	7.9	2.1	3.6	6.6
Club View Dr.	2.4	9.6	9.5	4.0

Generally, the morning peak hour at Century City starts at 8:15 and the evening peak hour starts at 5:00. Most factors shown above are in accord with established metropolitan average values except for Olympic Boulevard, Motor Avenue, and Club View Drive and the south roadway of Santa Monica Boulevard, which carry an unusually high percentage of traffic during both peak hours.

### Area-Wide Traffic

Table V presents a comparison of traffic growth trends across the screenlines shown in Figure 1 for the principal east-west routes along the corridor serving Century City and the West Los Angeles area. This corridor is generally the same as that intended to be served by the now deleted Beverly Hills (Route 2) Freeway. As with the smaller Century City area, traffic between Veteran Avenue and the Beverly Hills City Limits in this corridor has experienced an average annual increase of nearly 4 per cent (3.8 per cent) since 1966.

### Intra-Area Circulation System

Quantative data relative to the roadway system internal to Century City was not available for this report. However, observations have indicated that except for occasional congestion at local driveways, the internal roadway system is adequate for the existing development.

It is anticipated that the opening of new streets or improvement of existing streets within Century City will be accomplished when applicable as part

Existing and Future Area East-West Traffic Volume Trends  
(Volume to Nearest Thousand)

Screenline/Street	1966 ADT	1973 ADT	1975 ADT	1995 ADT	Avg. Annual Change %		
					66-75	73-75	75-95
<b>1. N-S Screenline E/O Century Park East</b>							
Sunset Bl.	22,000	28,000	29,000	45,000	3.5	1.8	2.8
Wilshire Bl.	35,000	43,000	44,000	63,000	2.9	1.2	3.8
Santa Monica Bl. (N-Rdwy)	28,000	36,000	36,000	52,000	3.1	0	2.2
Santa Monica Bl. (S-Rdwy)	11,000	19,000	17,000	23,000	3.9	-5.3	1.8
Olympic Bl.	32,000	41,000	44,000	57,000	4.2	3.7	1.5
Pico Bl.	25,000	29,000	32,000	44,000	3.1	5.2	1.9
Total	153,000	196,000	202,000	284,000	3.6	1.5	2.0
<b>2. N-S Screenline E/O Beverly Glen Bl.</b>							
Sunset Bl.	23,000	35,000	40,000	57,000	8.2	6.3	2.2
Wilshire Bl.	36,000	48,000	44,000	66,000	2.5	-4.2	2.5
Santa Monica Bl. (N-Rdwy)	27,000	34,000	36,000	51,000	3.7	2.9	2.1
Santa Monica Bl. (S-Rdwy)	12,000	13,000	17,000	22,000	4.6	15.4	1.5
Olympic Bl.	27,000	36,000	41,000	55,000	5.8	6.9	1.7
Pico Bl.	24,000	29,000	30,000	48,000	2.8	1.7	3.0
Total	149,000	195,000	208,000	299,000	4.4	3.3	2.2
<b>3. N-S Screenline W/O Veteran Ave.</b>							
Sunset Bl.	27,000	33,000	31,000	52,000	1.7	-3.0	3.4
Montana Ave.	10,000*	13,000	13,000	20,000	3.3	0	2.7
Levering Ave.	3,000*	4,000	4,000	7,000	3.7	0	3.8
Wilshire Bl.	64,000	77,000	96,000	103,000	5.6	12.3	3.6
Ohio Ave.	10,000*	14,000	19,000	22,000	4.4	17.9	0.8
Santa Monica Bl. (N-Rdwy)	30,000	37,000	34,000	50,000	1.5	-4.1	2.4
Santa Monica Bl. (S-Rdwy)	8,000	4,000	10,000	13,000	2.8	7.5	1.5
Olympic Bl.	28,000	35,000	38,000	49,000	4.0	4.3	1.5
Pico Bl.	24,000	29,000	28,000	43,000	1.9	0	2.7
Total	204,000	245,000	273,000	359,000	3.8	5.7	1.6

\*Estimated

of the normal tract map or zone change approval process and that these improvements will be sufficient to maintain the adequacy of the internal circulation system.

#### Internal-External Circulation System Interface

For this study, it was assumed that Century Park West will eventually be extended from Olympic Boulevard southerly to Pico Boulevard. Presumably this would occur as part of the redevelopment of the Twentieth Century-Fox property.

While this is desirable with respect to internal traffic, the junctions at Pico and Olympic Boulevards can be expected to reduce the capacity of these streets by approximately 10 per cent if the currently proposed designs are implemented. These designs are (1) an at-grade intersection at Olympic Boulevard, and (2) an at-grade tee intersection at Pico Boulevard.

The Department has long pointed out the drawback of these designs and again recommends, this time as part of the Century City Specific Plan, that the future extension of Century Park West require grade separation at Olympic Boulevard and that the opening at Pico Boulevard be aligned with Motor Avenue.

#### Highway Improvements and Deficiencies

Probable improvements to the streets serving Century City are restricted, by the West Los Angeles District Plan, to Santa Monica and Pico Boulevards. As shown in Table VI, these improvements would provide capacity for about 1,300 directional peak-hour trips.

Similarly, the 100,000-plus daily trips that were to have been accommodated by the Beverly Hills Freeway are equal to the daily trips now carried by both roadways of Santa Monica Boulevard and Olympic Boulevard combined. Or, put another way, the total estimated growth to 1995 across the screen-lines surrounding Century City (see Table III) could have been accommodated by the freeway. Now, virtually all this growth must be accommodated by the existing streets with corresponding increase in peak-hour congestion.

#### Transit and Other Travel Modes

Like the Beverly Hills Freeway, rapid transit was advocated to provide a transportation alternate for Century City. Like the Beverly Hills Freeway, transit for Century City, at least for the time period under discussion, is now defunct; there are no serious proposals for a transit line west of La Brea Avenue. Consequently, the Department considers any discussion of rapid transit relative to Century City to be delusive.

Historically, as shown below, the single passenger auto is the overwhelming mode of travel used by employees working in Century City and the surrounding communities:

Table VI

## Route 2 Corridor East-West Travel Demand-Capacity Comparison

Screenline <sup>1</sup>	Peak Hour Directional Volume (vph) <sup>2</sup>	Existing Capacity		Planned Capacity <sup>4</sup>	
		Capacity (vph) <sup>3</sup>	Deficiency (%)	Capacity (vph) <sup>3</sup>	Deficiency (%)
<b>1. EXISTING TRAFFIC</b>					
N-S E/O Century Park East	9,700	8,700	12	8,700	12
N-S E/O Beverly Glen D1.	11,000	9,300	18	10,300	None
N-S W/O Veteran Ave.	14,100	11,100	27	11,400	None
<b>2. 1995 TRAFFIC</b>					
N-S E/O Century Park East	136,000	8,700	56	8,700	56
N-S E/O Beverly Glen D1.	15,500	9,300	67	10,300	50
N-S W/O Veteran Ave.	18,300	11,100	65	11,400	61

<sup>1</sup>Screenline limits are Sunset Boulevard to Pico Boulevard:

<sup>2</sup>1995 peak-hour projections obtained by using existing peak hour-to-ADT ratio for total screenline and applying to 1995 screenline totals shown in Table IV.

<sup>3</sup>Capacity estimated by assuming 700 vehicles per hour for Olympic Boulevard and Improved Santa Monica Boulevard; 600 vehicles per lane per hour for remaining roadways.

<sup>4</sup>Planned capacity assumes future improvement of Pico Boulevard and Santa Monica Boulevard only. Santa Monica Boulevard improvement per draft of Route 2 Cooperative Transportation Study, California Department of Transportation, June, 1975.

<u>Employee Mode of Travel</u>	<u>1966<sup>1</sup></u>	<u>Per Cent</u>	<u>1972<sup>2</sup></u>
		<u>1968<sup>1</sup></u>	
Auto Driver	81.5	90.0	88.5
Auto Passenger	10.0	4.0	4.8
Bus	5.6	3.0	4.0
Walk & Other	2.9	3.0	2.7
Total	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In 1972 an average vehicle occupancy of 1.1 persons per auto was noted for Century City<sup>2</sup>, compared with an average occupancy of 1.36 in 1972 and 1.37 in 1974 for autos entering Downtown Los Angeles<sup>3</sup>.

Although data concerning mode-of-travel and vehicle occupancy are not available for this year, there is no indication of any significant change in the characteristics of employee travel.

#### Summary of Findings and Conclusions

The results of this analysis are as follows:

1. Primary access to Century City is via three major east-west surface streets. Existing peak-hour directional capacity of these streets is already deficient, varying from 12 to 27 per cent depending upon location.
2. Century City traffic has been growing at an average annual rate of 4 per cent since 1966.
3. Future growth at a 2 per cent annual average rate is expected until 1995.
4. Future traffic growth, even with the street improvements permitted by the approved West Los Angeles District Plan, will result in the capacity of these streets being exceeded by 56 to 61 per cent by 1995.
5. North-south access to Century City is limited to two local residential streets.

<sup>1</sup>Source: Century City Traffic Circulation and Parking Study, De Leuw Cather and Company, April, 1968.

<sup>2</sup>Source: Century City Traffic Study Report, Linscott Associates, September, 1972.

<sup>3</sup>Source: May, 1974 Downtown Los Angeles Cordon Count, Department of Traffic City of Los Angeles.

6. There are no plans to improve these streets; nor is there a realistic alternate north-south route (i.e., Robertson Boulevard is so out-of-route as to be unattractive to drivers between Century City and the Santa Monica Freeway).
7. The planned-for adjuncts to the surface street system are no longer extant; that is, the Beverly Hills Freeway and rapid transit. Without the planned-for transportation system, the original level of development for the entire area, including Century City, can no longer be accommodated.
8. Not only will additional development burden the street system, but simply an increase in the occupancy rate in the existing development would be equivalent to up to the past two years' traffic growth in the Century City area.
9. From the above, it can be concluded that the street system serving the Century City area is now and will remain deficient in capacity, and that planned improvements to this system will not remedy the situation.
10. The existing level of service of the street system also serving adjacent communities is no better, and in some cases worse, than in the Century City area. Westbound Wilshire and Santa Monica Boulevards in Beverly Hills, westbound Wilshire Boulevard in Westwood, and westbound Santa Monica Boulevard at the Santa Monica Freeway in West Los Angeles during the evening peak hour are examples of even poorer service than that found in the Century City area at the same time.

From these, it would appear that further development in the entire area, including Century City, would be contrary to objectives stated in the Concept, City-Wide, and District plans. Each of these proposes, in essence, that a transportation system, coordinated with land use, should adequately accommodate the area's travel needs and that land should not be developed if the traffic generated exceeds the capacity of the system.

#### Recommendations

Based on the above findings, the Department can only recommend that either (1) no further development be permitted in the entire area, including Century City, or that (2) the area's street system be improved in accordance with the Department's recommendations relative to the West Los Angeles District Plan.<sup>1</sup> The following were included in the Traffic Department recommendations but did not appear in that Plan: the retention of Motor Avenue as a designated secondary highway, the improvement of Overland Avenue between Pico and Olympic Boulevards, and the construction of a new north-south route utilizing Beverwil Drive.

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<sup>1</sup>Update of West Los Angeles District Plan Traffic Analysis, Department of Traffic Staff Report, December 5, 1973.

With respect to the internal roadway system the Department recommends that when and if Century Park West is opened between Pico and Olympic Boulevards, a grade separation be required at Olympic Boulevard and that the roadway be aligned with Motor Avenue at Pico Boulevard. These steps are required to minimize the further reduction of capacity on Olympic and Pico Boulevards.


PROGRAM DEVELOPMENT DIVISION: L. L. Clearwater, Senior Traffic Engineer


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M. F. Huber, Traffic Engineering Associate

Submitted by:

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