DRAFT

West Hollywood West

Traffic Calming Study

Prepared for:
City of West Hollywood

March 2015

Prepared by:

FEHR PEERS

OC14-0308

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1.0 INTRODUCTION

This study focused on identifying solutions to reduce cut-through traffic and speeds through two key study areas within the City of West Hollywood:

- **Study Area 1**: bound to the north by Melrose Avenue and to the south by Beverly Boulevard. The western boundary is Doheny Drive and the eastern boundary is San Vicente.
- **Study Area 2:** also bound to the north by Melrose Avenue and to the south by Beverly Boulevard. Study Area 2 is immediately east of Study Area 1 and is bound to the west by San Vicente Boulevard and to the east by La Cienega Boulevard.

This neighborhood was selected for evaluation in response to concerns raised by the community regarding cut through traffic and speeding. The City worked with the community prior to initiating this traffic calming analysis to identify concerns and determined a neighborhood-wide traffic calming study should be conducted that would develop a comprehensive plan. By looking at the two neighborhoods collectively, a plan would be prepared to address traffic patterns through the community as a whole, which minimizes the potential for trip diversion that may occur when traffic calming measures are implemented on a single street in the larger neighborhood. The two study areas encompass a small neighborhood of primarily single family residential homes, which are surrounded by heavily utilized commercial corridors. As a result, when congestion on the commercial corridors occurs, trips divert into the residential neighborhood to by-pass congestion and queues at busy intersections.

A series of steps were taken to determine the community issues, possible solutions and recommendations. The process undertaken followed the City's traffic calming guidelines and focused on a grass-roots method for identifying solutions within the community. Existing conditions data was collected to set the foundation for traffic conditions within the two study areas. The data was presented to the community at the Initial Workshop. Community members discussed the traffic information and learned about potential traffic calming solutions. During the workshops, participants were encouraged to help develop solutions for their neighborhood that will address their concerns.

Fehr & Peers developed the DRAFT traffic calming solutions for the neighborhood, which integrated the recommendations from the community members and data collected. Recommendations were then presented

to the community at a second workshop, where community members were encouraged to share their thoughts about the recommendations. Fehr & Peers then prepared the FINAL recommendations for the City based on input received at both of the workshops and at a final community meeting. The third and final community outreach meeting was held in January 2015 to explain to the community members the process for proceeding with circulating petitions and to discuss any further concerns or recommendations on the plan. Community members are responsible for circulating petitions to gain support for the recommendations before individual traffic calming the recommendations can be considered by the Transportation Commission and City Council.

This report outlines each of the key steps taken in the development of the Traffic Calming recommendations for the West Hollywood West community.

2.0 EXISTING CONDITIONS

The West Hollywood West community is bound to the north by Melrose Avenue, to the south by Beverly Boulevard, to the east by La Cienega Boulevard and to the west by Doheny Drive. San Vicente Boulevard runs north-south and divides the West Hollywood West study area into two parts: Study Area 1 (west of San Vicente) and Study Area 2 (east of San Vicente). The project Study Areas are illustrated in **Figure 1**.

Overall, the West Hollywood West community is bound by high volume roadways. Daily traffic volumes on streets surrounding the study area are reported as vehicles per day (vpd) and are provided below:

- Melrose Avenue: 21,203 vpd
- San Vicente Boulevard: 21,220 vpd
- Beverly Boulevard: 25,679 vpd
- La Cienega Boulevard: 30,258 vpd (City of Los Angeles)
- Doheny Drive: 18,552 vpd

When traffic congestion builds on these major arterials, drivers occasionally divert onto the local streets within the West Hollywood West neighborhood. A City-wide Engineering and Speed Survey was conducted in 2014 that collected daily traffic volumes and speeds for all streets within the city boundary, which are illustrated in **Figure 2.** Based on the information collected, traffic volumes on the residential streets within West Hollywood West are comparable to traffic volumes and speeds on residential streets throughout the City.

Sample Traffic Calming Improvement

As West Hollywood West is located within an urbanized area, it is anticipated that some traffic will pass through the residential areas. Some trips are due to drivers who are lost, others due to navigation, others are seasoned cut-through drivers. Regardless the purpose of the cut-through traffic, the goal of the traffic calming recommendations in this report was to manage the traffic, reduce cut-through and maintain 25 mph speeds for all residential streets in the West Hollywood West neighborhood.

Figures 3 and 4 illustrate the existing daily directional volumes within Study Area 1 and Study Area 2, respectively. As shown, daily traffic volumes within the community range from a low of approximately 331 vpd on Westbourne Drive south of Rosewood Avenue to a high of 4,242 vpd on Rosewood Avenue west of

Huntley Drive. Daily traffic counts and 85th percentile speeds were provided by the City as part of the City-wide Traffic Study. Peak hour volumes collected specifically for this project are provided in **Appendix A**.

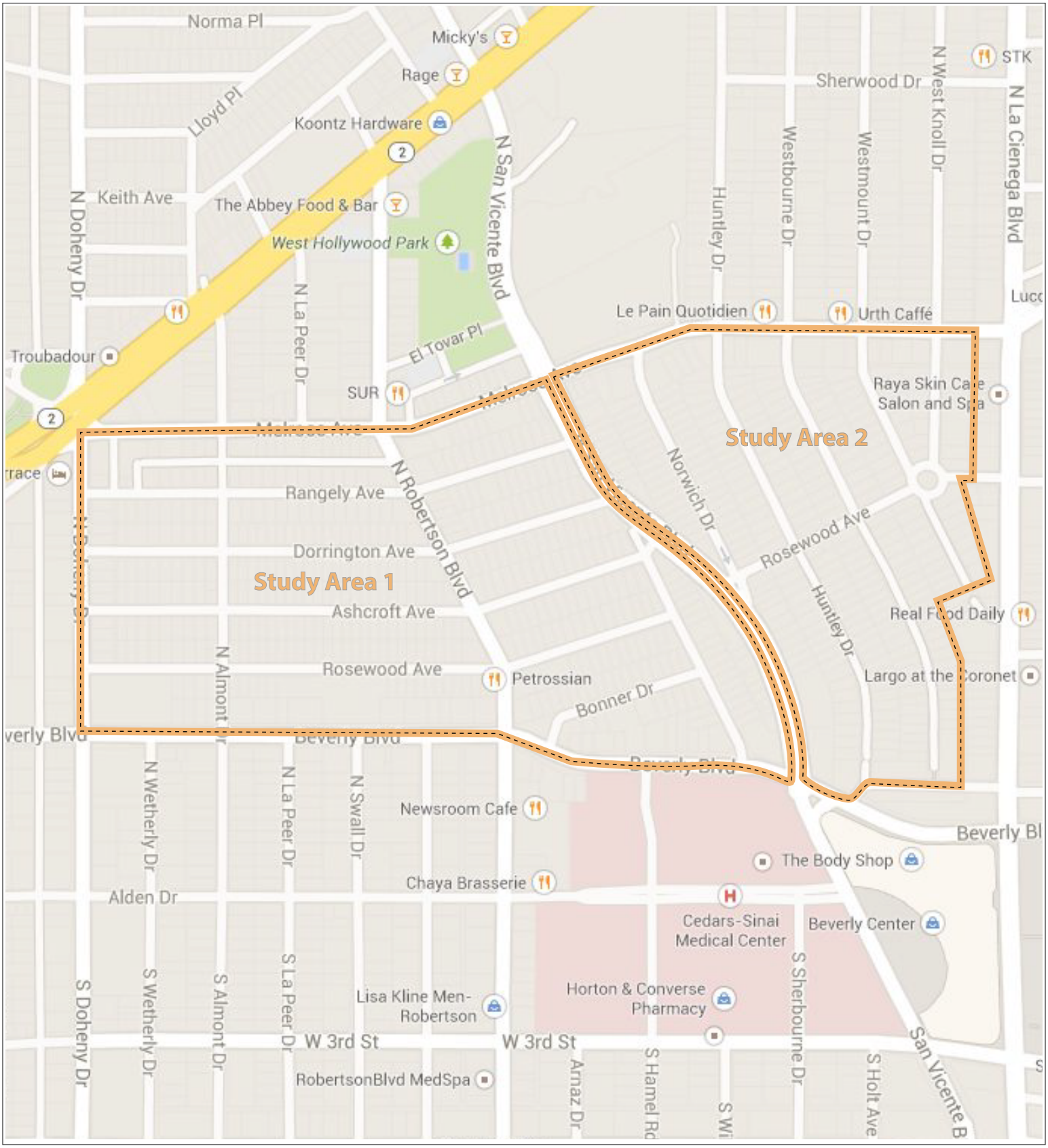
All streets within the West Hollywood West community are classified as residential streets with prima facie speed limits of 25 mph. As such, speed limit signs do not need to be posted for the speed limit to be enforced. Speed survey data collected citywide demonstrates that the 85th percentile speeds[1] within the community are within an acceptable range of the prima facie speed limit. However, some of the vehicles traveling along the roads in the West Hollywood West community travel at speeds that exceed the posted speed limit causing concern amongst the residents. **Figures 5 and 6** illustrate the 85th percentile speeds for the West Hollywood West Community for Study Area 1 and Study Area 2 respectively.

Parking is permitted on both sides of all streets within the West Hollywood West neighborhood. Permits are required to park on-street throughout the day. Parking restrictions vary street by street, but for the most part, non-resident or commercial parking is restricted throughout the study areas.

A field review of the existing traffic patterns showed that Rosewood Avenue, Norwich Drive, Huntley Drive and West Knoll Drive are the most common cut-through routes within the West Hollywood West neighborhood. **Figure 7** illustrates these cut-through routes along with the travel patterns associated with each:

- Approximately 15% of traffic traveling eastbound on Beverly Boulevard cuts through Bonner Drive or Sherbourne Drive to travel eastbound on Rosewood Avenue
- Approximately 35% of traffic traveling northbound on San Vicente Boulevard make a northbound right turn onto Rosewood Avenue, then either continue eastbound on Rosewood Avenue or turn left onto one of the parallel north-south streets to reach Melrose Avenue
- Approximately 10% of traffic traveling eastbound on Melrose Ave cuts through the neighborhood, mostly distributed among Norwich Drive, Huntley Drive, or West Knoll Drive to reach Rosewood Avenue. From Rosewood Avenue, the majority of the vehicles cutting through continue to travel eastbound.

[1] 85th percentile speed is the speed at which 85% of the vehicles are travel or less during an observation period. This speed is use to establish posted speed limits in accordance with the California Vehicle Code. Setting speeds lower than the 85th percentile speed can be considered a speed trap and speed limits may not be enforceable using radar speed detection.



Neighborhood Boundary

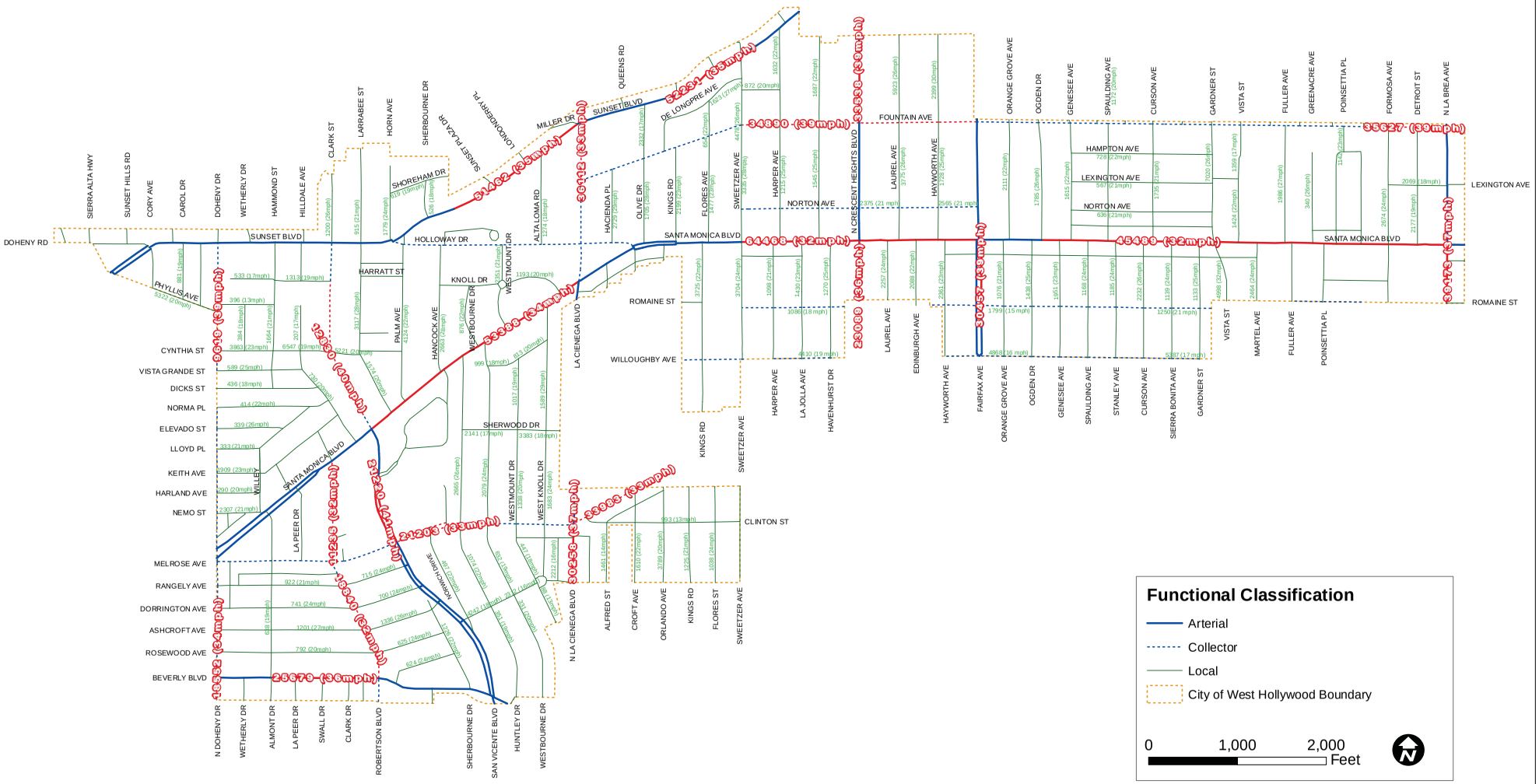
N

Not to Scale

STUDY AREAS

FIGURE 1

City of West Hollywood Daily Traffic Volumes and 85th Percentile Speeds



Source: City of West Hollywood, Sept 2014

FIGURE 2: CITYWIDE SPEED AND VOLUME DATA

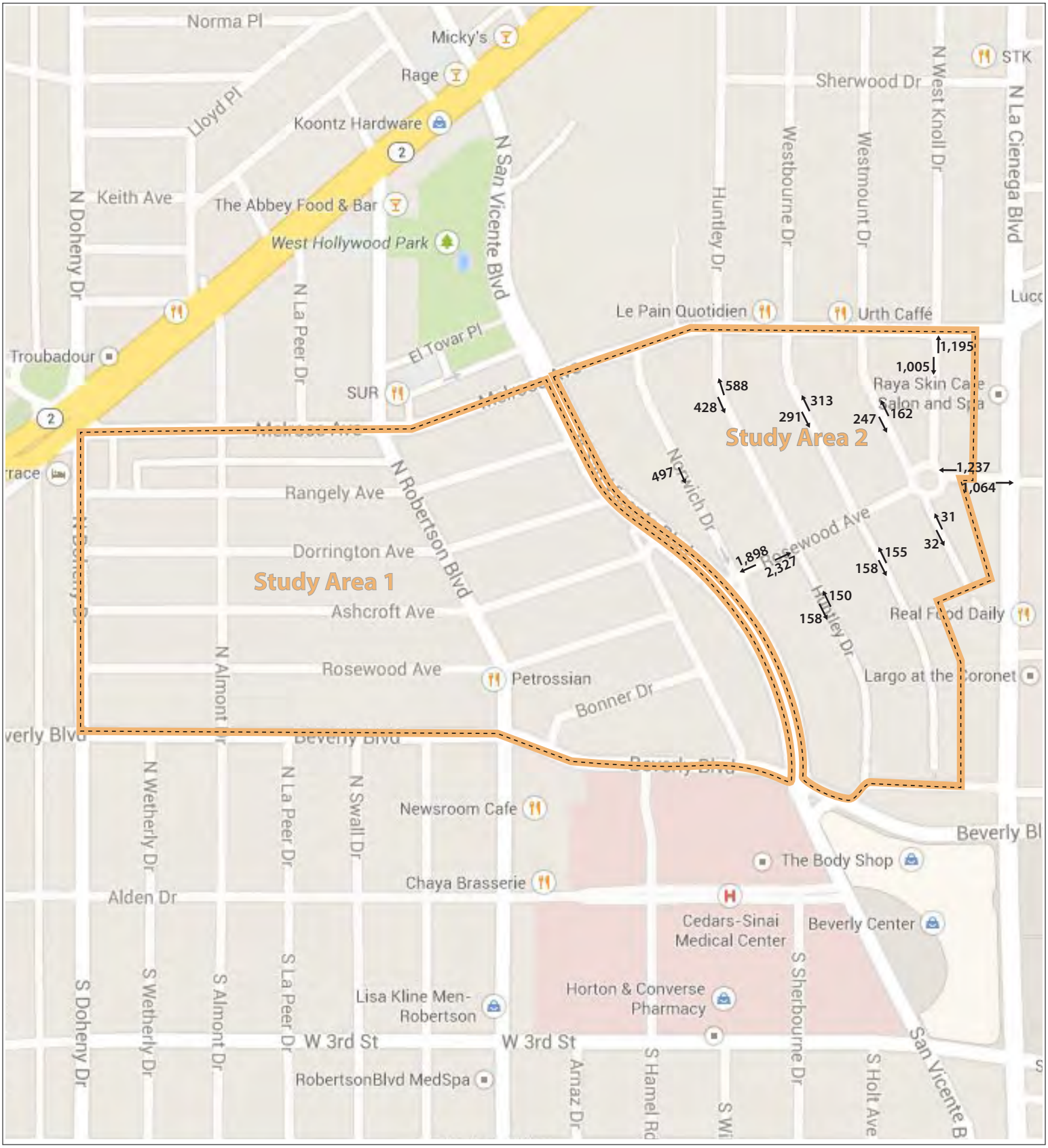
Neighborhood Boundary

N

Not to Scale

STUDY AREA 1
AVERAGE DAILY TRAFFIC

FIGURE 3



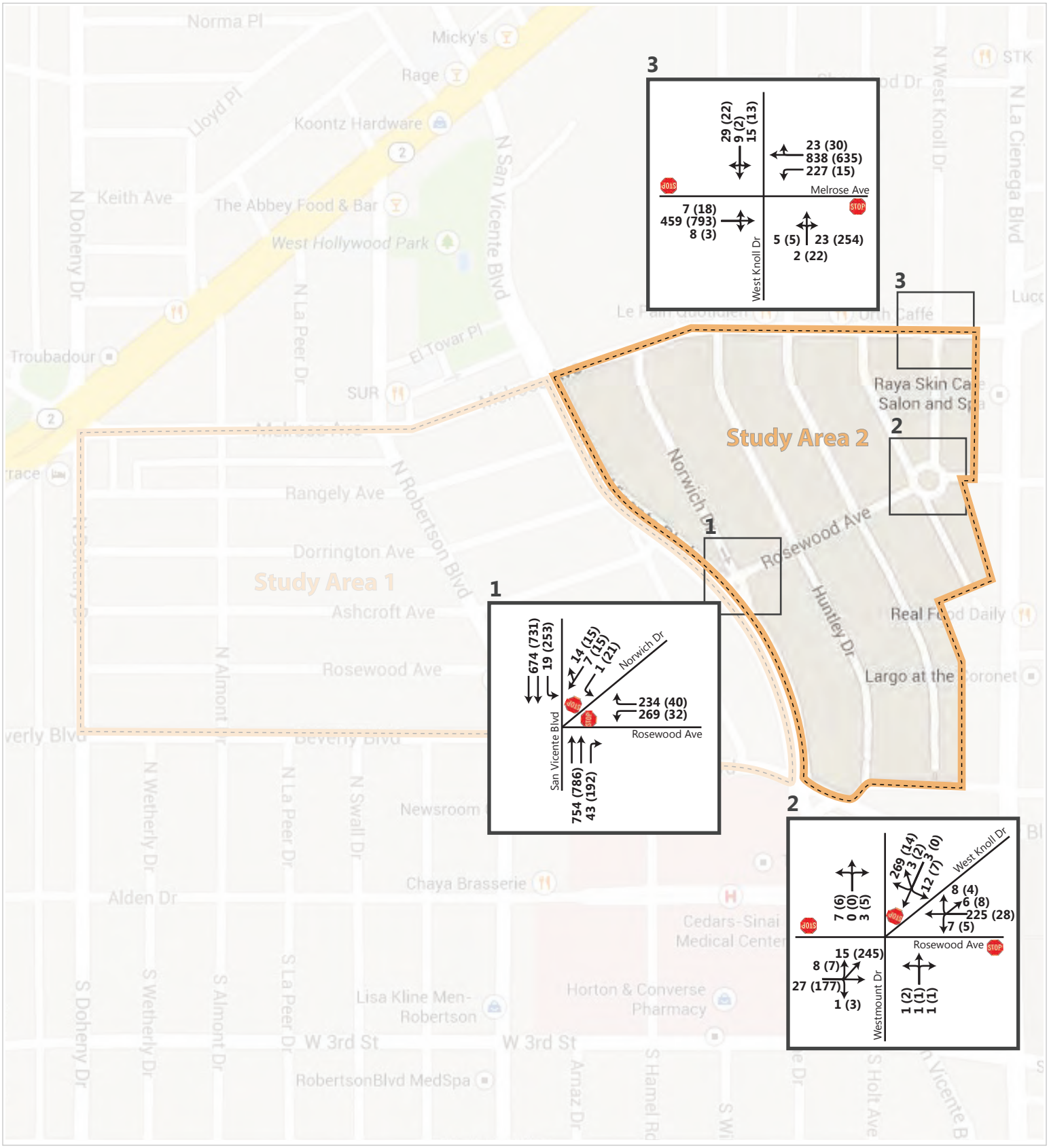
Neighborhood Boundary

N

Not to Scale

STUDY AREA 2
AVERAGE DAILY TRAFFIC

FIGURE 4A

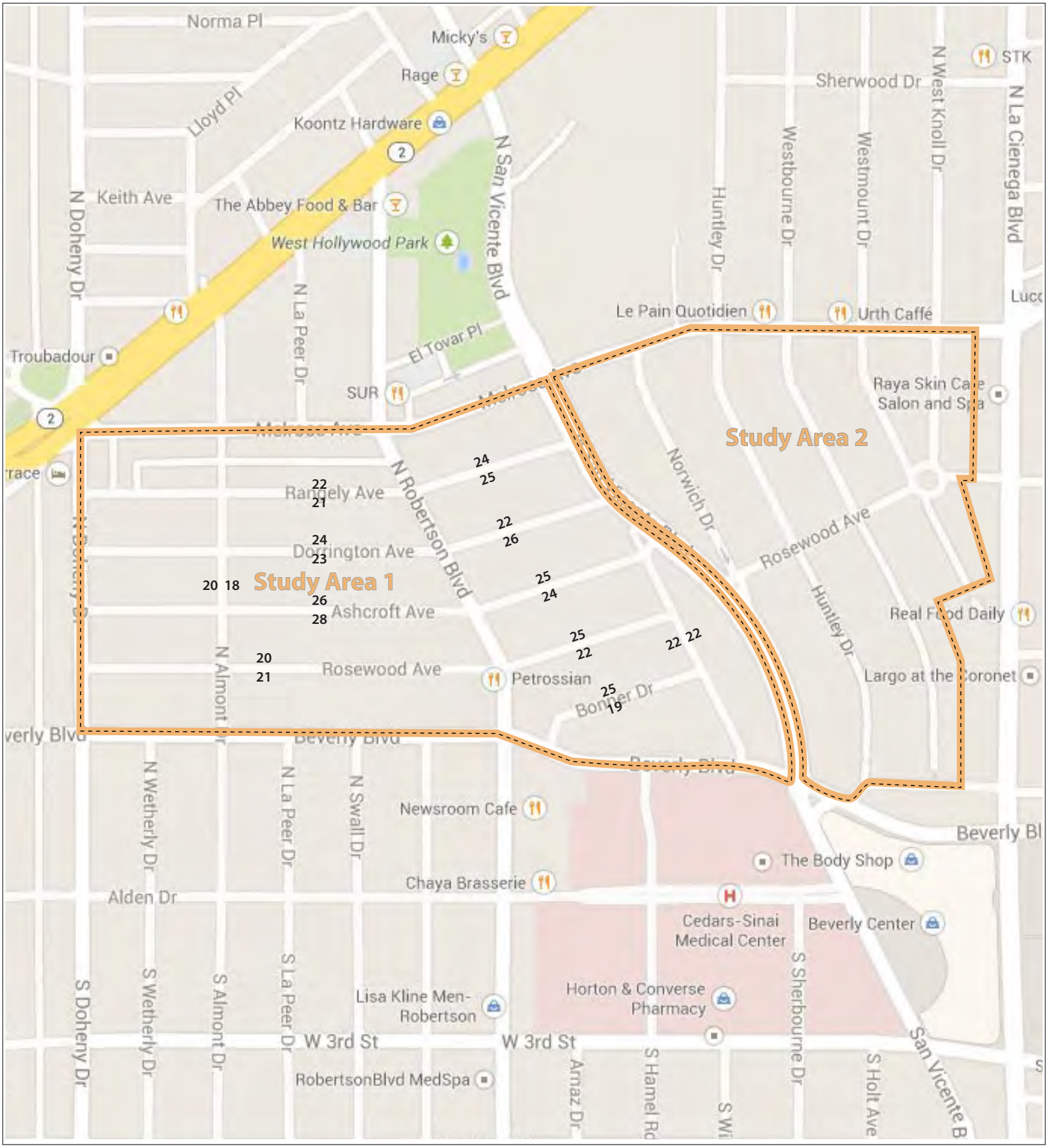


Neighborhood Boundary
AM (PM)

N
Not to Scale

STUDY AREA 2
PEAK HOUR TRAFFIC VOLUMES

FIGURE 4B



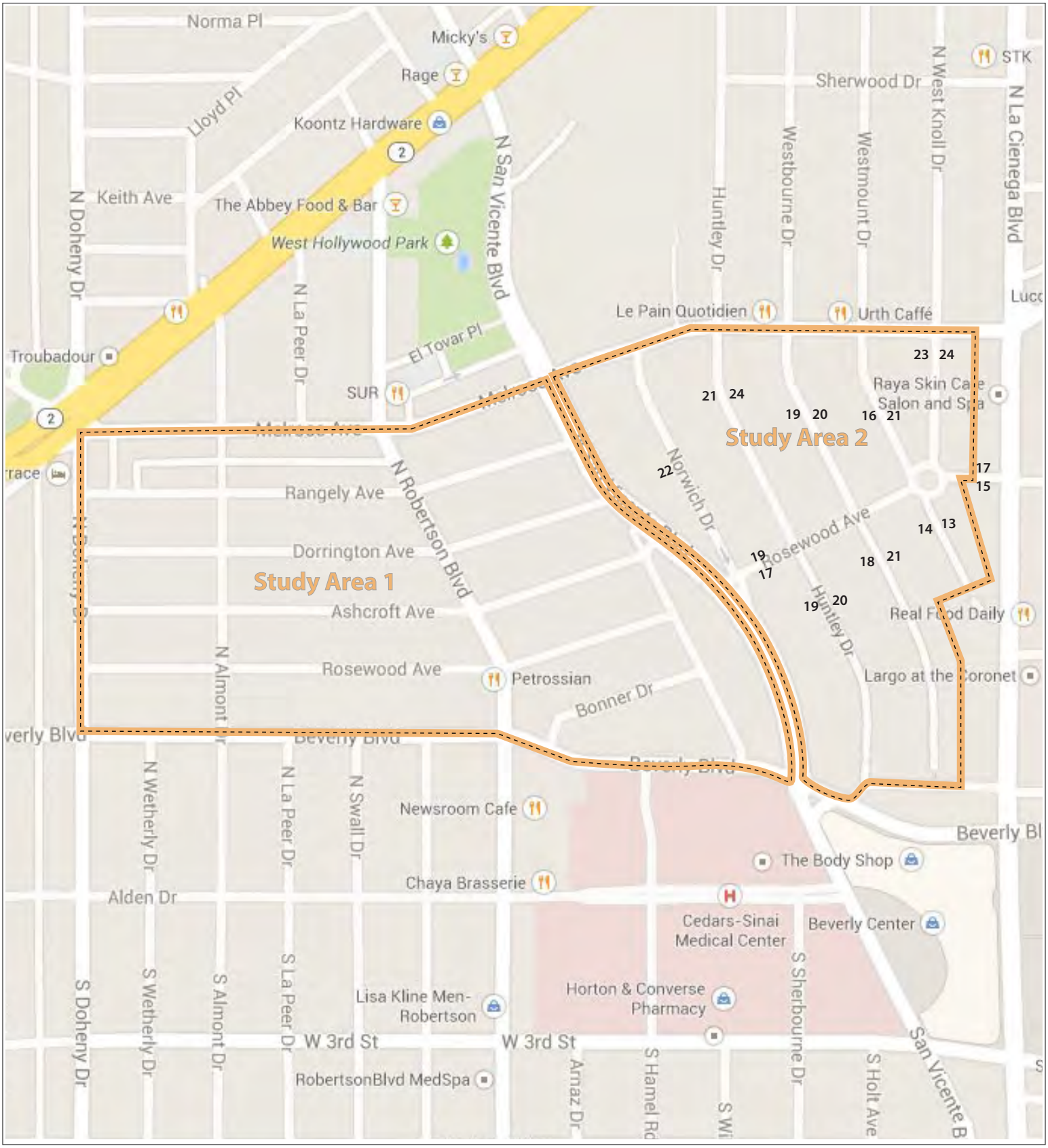
Neighborhood Boundary

N

Not to Scale

STUDY AREA 1
85TH PERCENTILE SPEED

FIGURE 5



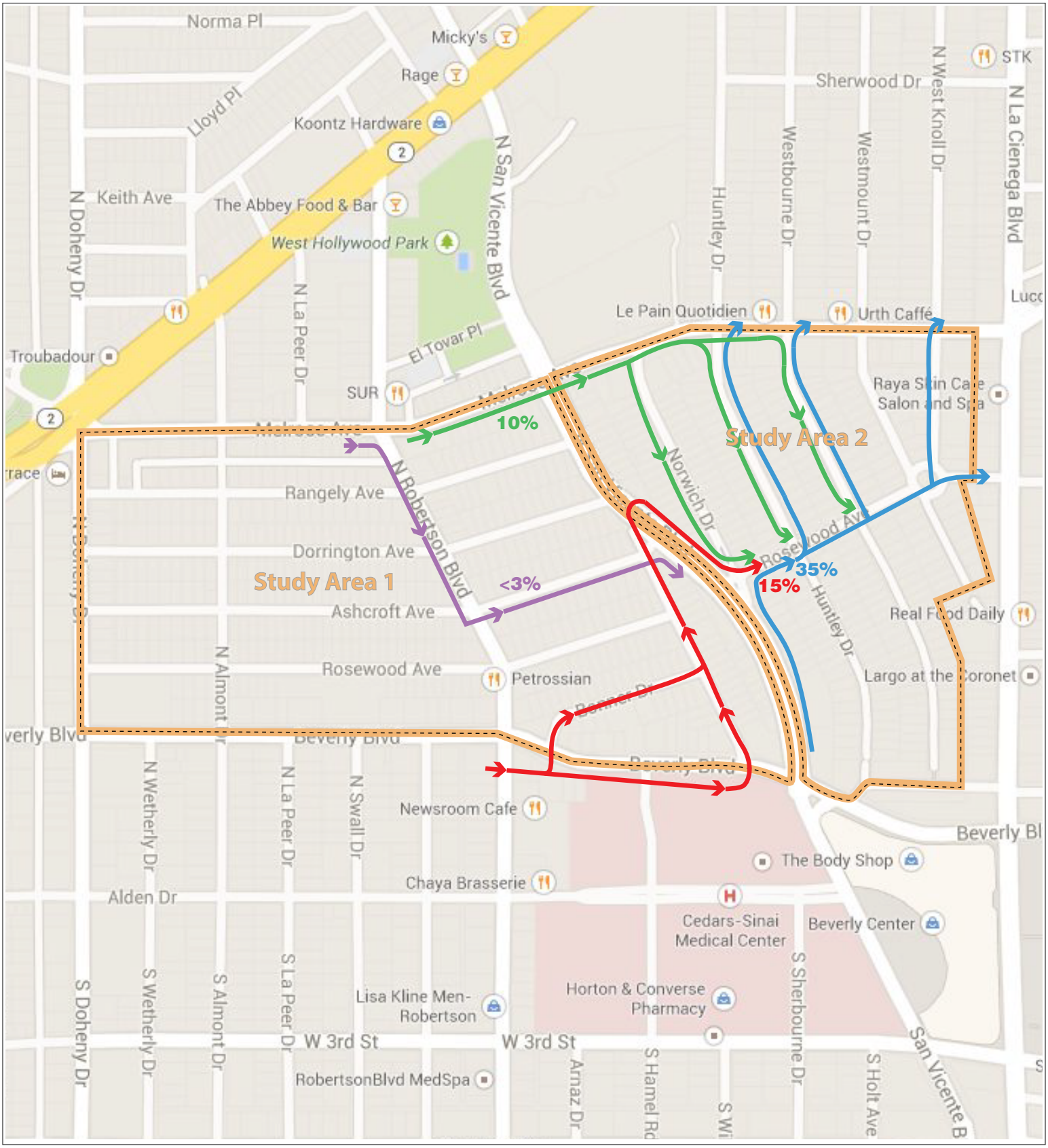
Neighborhood Boundary

N

Not to Scale

STUDY AREA 2
85TH PERCENTILE SPEED

FIGURE 6



Neighborhood Boundary

N

Not to Scale

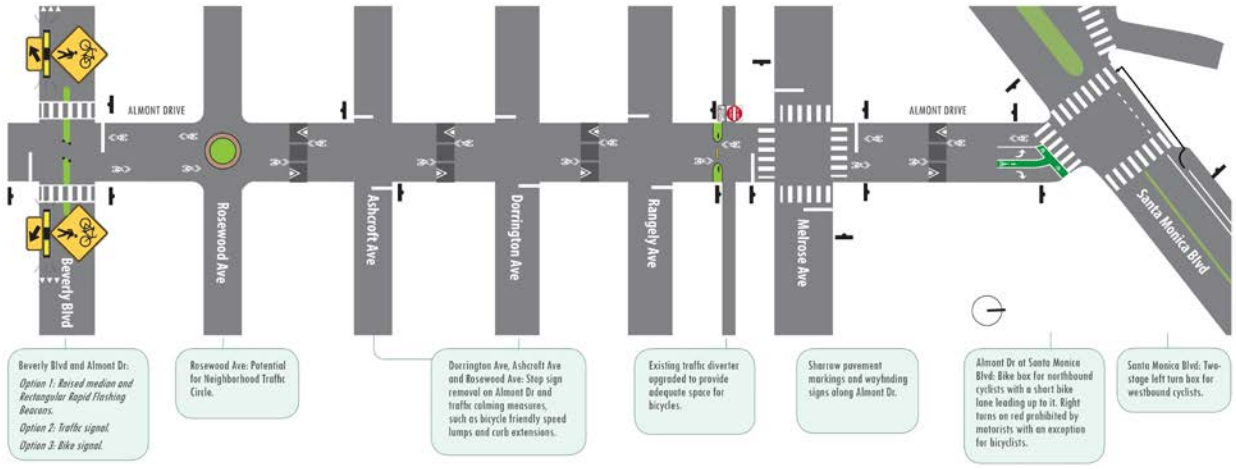
FIELD OBSERVATIONS

FIGURE 7

Other City Projects

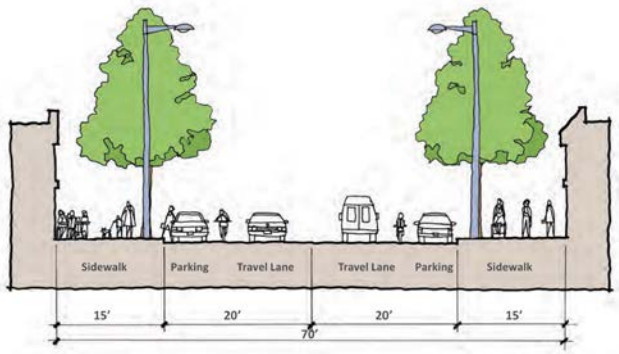
The City of West Hollywood is currently preparing a number of studies and evaluating / considering development applications have been files that will work collectively with the recommendations included in the Traffic Calming Study:

- **Pedestrian & Bicycle Mobility Plan:** In 2013, the City initiated an effort to update their Pedestrian and Bicycle Master Plan. As a result, several key projects were developed to improve the walking and bicycling environment through the City. One of the recommendations that stemmed from the Pedestrian & Bicycle Mobility Plan process was a proposal for a Greenway Street on Almont Avenue:



The recommended traffic circles included in the DRAFT Traffic Calming Scenarios along Almont Drive are key elements of creating this low speed, low volume environment and compliment the Greenway improvements.

- **West Hollywood Design District Streetscape Project:** The West Hollywood Design District Streetscape Master Plan (2011) is a plan designed to improve the overall aesthetics and mobility of the commercial district known as the West Hollywood Design District. This commercial district (formerly known as the Avenues) includes the West Hollywood segments of Beverly Boulevard, Robertson Boulevard, Melrose Avenue, and segments of Almont and La Peer Drives. The goal of the Design District Streetscape Master Plan is to strengthen the economic vitality of the district by improving the pedestrian environment, adding bicycle infrastructure, public gathering spaces, and landscaping, while improving the overall aesthetics and functionality of the streets. The project includes design features to correct hazardous traffic conditions while encouraging walking and cycling

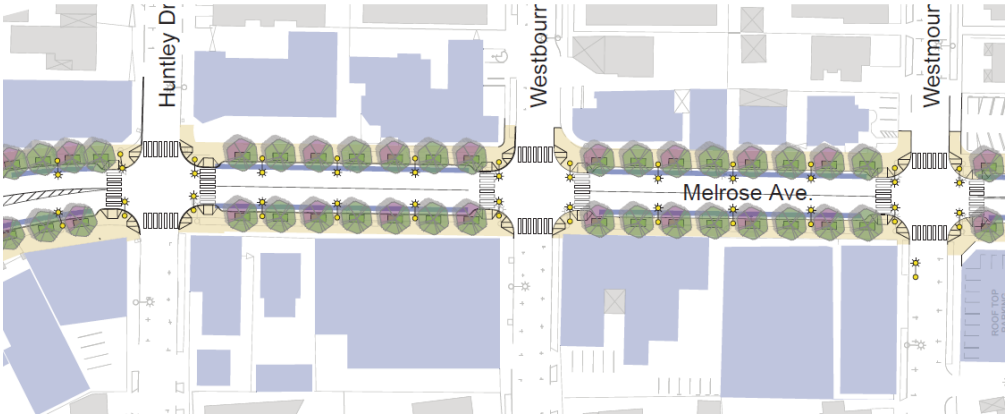


Typical Melrose Avenue cross section from San Vicente Boulevard to Doheny Drive. Cross section shows 15-foot wide sidewalks on both sides of the street and sharrow markings to encourage bicycling.

throughout the district. Recommendations stemming from that study include improvements along Melrose Avenue that include:

- Traffic signal modifications at La Cienega Boulevard (westbound double left turns)
- Wider sidewalks
- Sharrow markings for bicycles
- Removal of center turn lane from Huntley Avenue to West Knoll Drive
- Make roadway width consistent
- Parallel curbside parking
- Curb extensions at most corners
- Crosswalks at West Knoll Drive
- New street trees
- New lighting
- Gateway medians at La Cienega Boulevard

The features planned for the project were evaluated in a traffic impact analysis report prepared for the Design District Streetscape Plan dated March 2013. The results of the study show that there will be minor changes in delay with the planned improvements, but overall the intersections will operate at acceptable levels of service with the planned improvements.



Melrose Streetscape Concept

- **Melrose Triangle Development:** The proposed project would demolish the existing buildings and structures on the project site (bounded by Santa Monica Boulevard, Almont Street and Melrose Avenue) and would construct a mixed-use commercial and residential development. As shown on the project site plan, the development would consist of three primary structures, referred to as Buildings A (the Gateway Building), B1 (the Boulevard Building), and B2 (the Avenue Buildings). Building A would be a single structure on the southwest corner of the project site. Buildings B1 and B2 would be a series of buildings around a central landscaped courtyard. Portions of three buildings would surround a broad paseo running through the center of the project site, which would allow pedestrian access between Santa Monica Boulevard and Melrose Avenue. A traffic impact study was conducted

for this project as part of the development review process. The developer of the project agreed to contribute funds to aid in paying for traffic calming in the West Hollywood West community to offset potential traffic impacts associated with the project.

Melrose Triangle Conceptual Site Plan

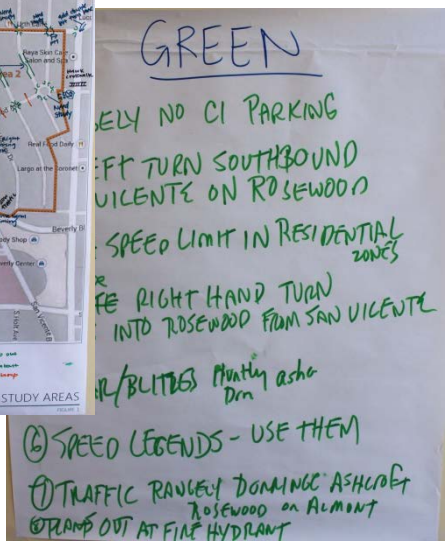
3.0 COMMUNITY OUTREACH

MEETING #1: JUNE 16, 2014

The first of three community meetings was held on June 16, 2014 at the West Hollywood Public Library Community Meeting Room. The meeting was attended by approximately 40 residents of the West Hollywood West neighborhood. Notices for the meeting were mailed by City of West Hollywood staff to all addresses within the study areas.

Participants were introduced to the traffic calming project by City staff and the Fehr & Peers team. A brief presentation was provided that gave an overview of the Neighborhood Traffic Management Program as well as a description of potential traffic calming tools. Following the presentation, participants were encouraged to work in small groups to develop traffic calming solutions. Each small group of 10 to 12 people was provided a map of the study area, a traffic calming toolbox, and markers. They worked collectively to identify key areas in the community where they have concerns about traffic speed or cut-through traffic.

Based on this discussion, the group was encouraged to identify potential solutions keeping in mind the cost to install various devices and the benefit each device would provide their community. At the end of the 45 minute small group session, the four groups reported back their ideas and concerns. A summary of the comments received from each of the four participating groups is provided in **Appendix B.** In addition, the appendix includes a consolidated list of comments based on the input received during the small group discussion and maps illustrating key areas of concern that were used to develop the final recommendations. The community consistently expressed concerns regarding traffic speed and volume along:



- Rosewood Avenue
- Huntley Drive
- Norwich Drive
- Ashcroft Avenue
- West Knoll Drive

Traffic diversion from La Cienega Boulevard and Melrose Avenue were also consistent concerns amongst the residents participating in the small group discussion. Access across San Vicente Boulevard for both pedestrian and bicyclists was consistently discussed. It was noted that concepts have been developed in the past to address pedestrian and bicycle access across San Vicente including a median island and signalized pedestrian crossings.

Detailed suggestions from the community workshop are provided in **Appendix C**, which includes recommendations ranging from street closures to speed lumps, from turn restrictions to new traffic signals. Recommendations and input received from the community were considered in developing the recommendations included in the Traffic Calming Plan, discussed in the following chapter. However, not all recommendations could be integrated either due to feasibility, cost or physical constraints. **Appendix D** includes a brief discussion on each of the community recommendations considered in the development of the final recommendations.

MEETING #2: OCTOBER 1, 2014

The second community meeting was held on October 1, 2014 at the West Hollywood Public Library Community Meeting Room. The meeting was attended by 17 residents of the West Hollywood West community. By show of hands, approximately half of the attendees had previously participated in the first workshop.

A brief presentation was given by the City and the consultant team, highlighting the elements of the Recommended Traffic Calming Scenarios. Following the presentation, participants were encouraged to ask questions and share their thoughts on the recommendations.

Based on this discussion, there is an overall concern that traffic is diverting in the neighborhood due to traffic congestion on the surrounding major arterials. There was also a concern that new development planned around the neighborhood would result in more traffic diverting through the neighborhood. Several of the participants felt that there should be a higher priority on addressing the traffic on the major arterials prior to installing traffic calming in the neighborhood.

Comments received specific to the traffic calming devices recommended included:

- Consider chicanes instead of speed lumps on Dorrington. Some concerns were raised regarding property value decreases associated with speed lumps.
- Some opposition raised regarding the proposed median closure on San Vicente at Rosewood Street.
- Recommendation to remove the channelized right turn lane from northbound San Vicente onto Rosewood Streets (westbound).

A summary of all written comments received during the workshop are provided in **Appendix E**.

Based upon the comments received at the workshop minor modifications to the traffic calming recommendations were made as summarized in the recommendations and conclusion sections of this report.

MEETING #3: JANUARY 2015

The third and final community meeting was held in January 2015 and was attended by approximately 30 members of the community. The meeting was noticed using a detailed flyer that included a summary of all recommendations for both Study Area 1 and Study Area 2.

At this meeting, City staff and the consultant presented the recommended traffic calming elements to the community. Following the presentation, community members asked questions regarding the project process, elements of the plan, and details of the next steps.

Petition areas were defined for this meeting and presented to the community. The petition areas were defined for each of the traffic calming recommendations. The extent of the petition area boundary is based on the type and location of traffic calming devices recommended and the potential to impact traffic patterns when implemented.

During the meeting staff explained to the community members that following the traffic calming meeting, it would be the responsibility of the community to circulate the petitions and achieve a minimum 51% support. Detailed addresses within the petition boundary were presented and were made available to the community members at the meeting.

Flyer Distributed for Traffic Calming Meeting, January 2015

4.0 RECOMMENDATIONS, COST ESTIMATES & PHASING

RECOMMENDATIONS

The recommendations for traffic calming for the West Hollywood West community were developed based on the assessment of existing data collected, field observations and community input. Two workshops were conducted that both identified the key traffic related issues in the community and discussed concerns about traffic on the major arterials surrounding this neighborhood. The City's traffic calming program aims to reduce cut-through and speed on residential streets in the City and is not designed to address traffic congestion on major arterials.

As a robust, vibrant, and economically thriving community, West Hollywood has increasingly become a hub of activity. The result of this success is traffic. Potential solutions along Melrose Avenue, Robertson Boulevard, San Vicente Boulevard and La Cienega Boulevard that would aid in reducing congestion or improving pedestrian safety and visibility are outside the scope of this plan and addressed through other City processes as described above. However, these improvements would be funded through the Capital Improvement Program, not through neighborhood traffic calming.

By installing traffic calming in the West Hollywood West neighborhood, the attractiveness of cutting through would be reduced and therefore traffic would remain on the major arterials. The traffic calming tools identified will both maintain slower traffic speeds and reduce the traffic volumes on the key focus areas identified during the first community workshop.

Figure 8 illustrates the FINAL Recommended Traffic Calming Scenarios for the West Hollywood West community. Detailed descriptions of the recommendations and estimated costs to construct are provided in in the following section of this report.

- **Ashcroft Avenue:** Ashcroft Avenue currently carries the highest east-west traffic volume on the west side of San Vicente Boulevard with volumes ranging from 1,160 to 1,280 vpd. This higher volume raised several concerns among the community members who participated in the first community workshop. Speed was also identified as a concern; however, the 85th percentile speeds reported range from 24 mph to 28 mph.

Ashcroft Avenue

- **Dorrington Avenue:** No specific community concerns were raised regarding traffic conditions along Dorrington Avenue. However, as a parallel route to Ashcroft Avenue, traffic calming installed on Ashcroft Avenue may result in a shift in cut-through traffic to Dorrington Avenue. Therefore, measures were identified to offset potential diverted traffic to this corridor. Volumes along Dorrington Avenue range from 670 to 730 vpd.

Dorrington Avenue

- **Almont Avenue:** Almont Avenue is a north-south connection from Melrose Avenue to Beverly Boulevard through Study Area 1. Although traffic volume is relatively low at approximately 620 vpd, measure to reduce the potential for using Almont Avenue as a by-pass to Robertson Boulevard, San Vicente Boulevard and Doheny Drive are considered in this traffic calming plan.

- **Huntley Drive:** Huntley Drive is a north-south street that extends through Study Area 2 and carries 1,010 vpd north of Rosewood Drive and approximately 310 vpd south of Rosewood Drive. This significant difference in volume is attributed to the cul-de-sac at the southern end of Huntley Drive. The 85th percentile speeds along Huntley Drive north of Rosewood Avenue range from 19 to 24 mph, which are within the prima facie speed limit of 25 mph. However, the narrow road width and on-street parking combined with the higher traffic volume warrant consideration for potential volume reducing measures.

Rosewood Avenue

West Knoll Drive

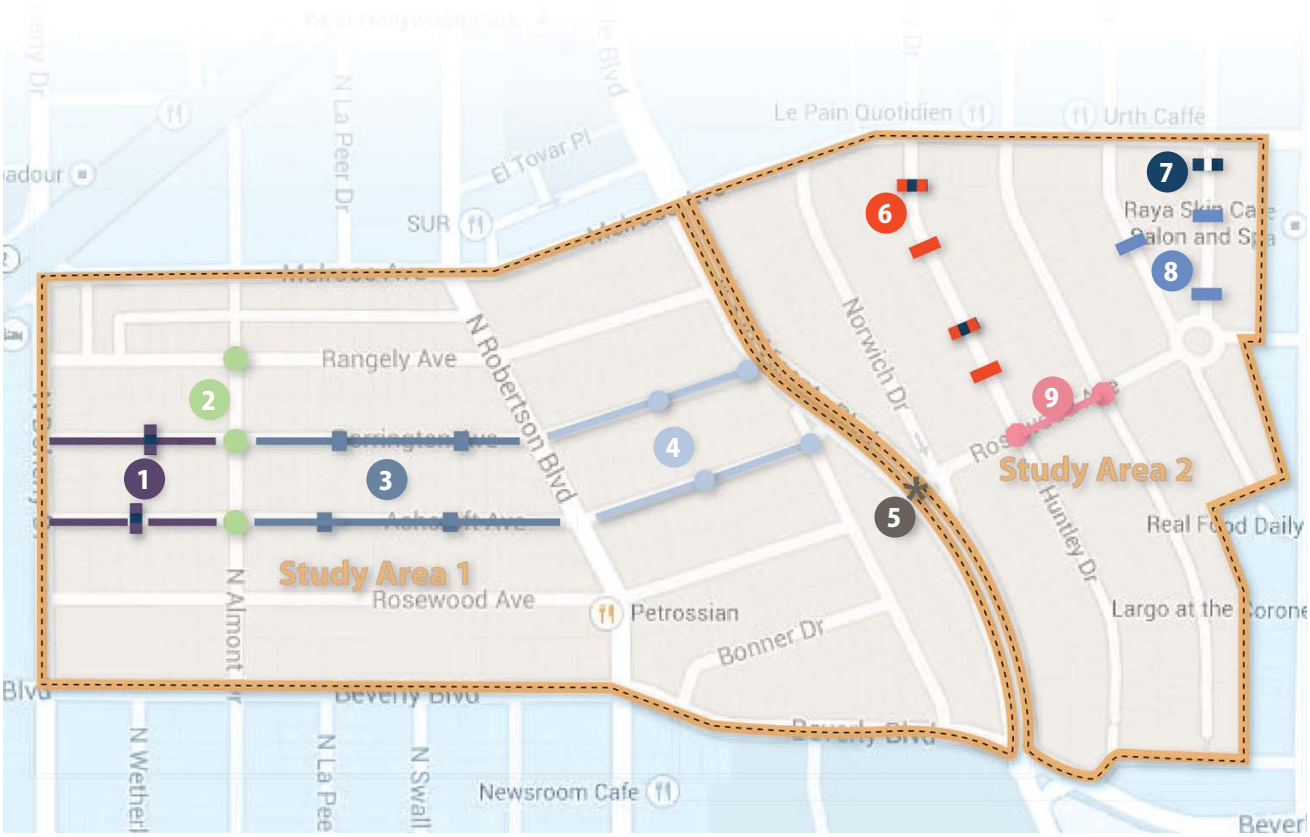
- **Rosewood Avenue:** Rosewood Avenue connects San Vicente Boulevard with La Cienga Boulevard and intersects with all north-south streets in Study Area 2. Field observations indicate that this corridor carries the highest volume of cut-through traffic, particularly in the p.m. peak. Drivers were observed using Rosewood Avenue to bypass traffic queues on San Vicente Boulevard. Traffic volumes on Rosewood Avenue support this observation with over 4,200 vpd along the corridor. Traffic patterns suggest that approximately half of these vehicles disperse in the neighborhood, the remaining half enter/exit the neighborhood at La Cienga Boulevard and West Knoll Drive. Measures were recommended to reduce the non-resident related traffic through the community.

- **West Knoll Drive:** West Knoll Drive currently carries over 2,100 vehicles per day and connects Study Area 2 to Melrose Avenue via the roundabout at Rosewood. This short street carries the highest north-south traffic volume in Study Area 2. Field observations indicate this is a preferred route of cut-through traffic to and from Melrose Drive from San Vicente Boulevard. Measures to reduce speed and travel time along this corridor were recommended.

IMPLEMENTATION AND TESTING

Following the circulation of petitions that demonstrate a majority community support, Transportation Commission review and approval by City Council, elements of the traffic calming plan may be temporarily implemented in the community to evaluate the effectiveness of the traffic calming measure, to assess potential diversion or modification of traffic patterns as a result of implementation and to gauge community approval or concerns about the installed device. The temporary traffic calming devices may be tested for a period of two to six months and may be slightly modified or relocated during the testing period as necessary to fully vet the impacts and benefits of the device.

During the testing period, the City will collect speed and traffic volume data near the location of the temporary installation. Should the implementation of the temporary traffic calming device result in diversion on parallel or adjoining streets, the City will review the overall traffic calming plan to determine if measures are planned for the community as a whole that will offset those impacts. If diversion is occurring on routes where traffic calming is not planned, such as Rosewood Avenue west of San Vicente, Rangely Avenue west of San Vicente, and Westmount Drive north of Rosewood Drive, then additional traffic calming measures may be recommended and tested to reduce potential increases in traffic or speed on these local streets. The City will work with the community to resolve potential issues prior to installing permanent devices in Study Area 1 or Study Area 2.



	RECOMMENDATION	BENEFIT	POTENTIAL ISSUES
1	Install speed lumps on Ashcroft and Dorrington from Doheny Drive to **Almont Drive** at 200' spacing	Reduce traffic speed and discourage cut through traffic by as much as 20%.	Neighbors expressed concerns about potential property value impacts.
2	Install neighborhood traffic circles along Almont Drive at Rangley, Dorrington & Ashcroft	Narrow intersections and reduce traffic speeds and cut through traffic (5 to 15%) through intersections.	Existing stop signs should remain in place with circles. No impacts on parking or right-of-way.
3	Install landscaped chicanes along Ashcroft & Dorrington from **Almont Drive** to **Robertson Boulevard**	Reduce traffic speed and cut through traffic by 5 to 10%.	This measure will result in a loss of 2 to 4 parking spaces depending on location and design.
4	Install midblock choker on Ashcroft & Dorrington between Robertson & San Vicente. Add curb extensions at Dorrington / San Vicente & at Ashcroft/ Sherbourne/San Vicente	Midblock chokers can result in traffic volume reduction by as much as 20% with traffic speed reductions up to 15%.	Midblock choker may result in loss of parking. Potential drainage issues associated with curb extensions will need to be evaluated.
5	Restrict southbound left turns from San Vicente Boulevard onto Rosewood Avenue.	Reduces southbound left turn volume into the neighborhood by over 300 vehicles per day.	Diversion of traffic onto north-south streets from Melrose Avenue.
6	Alternate landscape midblock bulb-outs & speed lumps along Huntley Drive between Melrose Avenue and Rosewood Avenue. Speed lumps spaced approximately every 300 -400'.	Varying the treatments along the corridor will maintain slower speed. Speed lumps are effective at reducing speeds and discouraging cut through traffic by as much as 20%.	Potential drainage issues at bulbout locations will need further evaluation. Neighbors concerned about loss in property values associated with speed humps.
7	Install landscaped bulbouts & speed lumps immediately south of alley along West Knoll Drive.	Narrowing the travel way will discourage cut through traffic and reduce turning speeds at intersections.	Potential drainage issues will need further evaluation.
8	Install speed lumps on Westmount Drive from Melrose to Rosewood roundabout at 200' spacing.	Decrease in traffic speed by as much as 25% with volume reduction as much as 7-10%.	Neighbors expressed concerns about potential property value impacts.
9	Install neighborhood traffic circles on Rosewood Avenue at Huntley Avenue & at Westbourne Drive. Maintain existing stop signs.	Reduce cut through traffic by 5-10% and speed through intersections by 10-15%.	Existing stop signs should remain in place with circles. No impacts on parking or right-of-way.

Future solutions that do not require a petition will be evaluated and implemented as part of future capital projects outside of the Neighborhood Traffic Management Program. These include a pedestrian/bicycle traffic signal at San Vicente/Ashcroft and La Cienega/Rosewood, traffic signal improvements on Melrose Avenue, and bulb-outs along Robertson Boulevard.

N

Not to Scale

FINAL
West Hollywood West
Traffic Calming Solutions

FIGURE8

COST ESTIMATES

Based on the final traffic calming recommendations outlined in this section, cost estimates were prepared for the two study areas. **Table 1** summarizes the estimated costs to construct the recommendations. The traffic calming elements identified in Figure 8 have a collective construction cost of approximately $652,450 to install, which does not include costs to relocate utilities, acquire right-of-way, landscape or irrigate or provide for long-term maintenance. The cost does include a 25% contingency.

None of the devices recommended will likely need additional environmental review, therefore, the estimated cost do not include environmental studies or final design costs. It is assumed that typical design drawings can be used to design and construct most of these elements.

To establish the costs of the traffic calming concept plan, typical costs were used for each of the devices recommended based on the following:

- Neighborhood Traffic Circles: $40,000 per intersection
- Speed Lumps: $5,000 per lump
- Chicanes: $30,000 (3 curb extensions, alternating sides)
- Midblock Bulbouts $10,000 per location
- Intersection Bulbouts $15,000 per corner
- New Marked Crosswalk with Beacons $12,000 per crosswalk
- Median Improvements/Turn Restriction $150 per linear foot (10' wide median)
- Install cul-de-sac (existing location) $75,000 to $100,000

Detailed cost estimate information is provided in **Appendix F.**

Table 1
FINAL Traffic Calming Recommendations and Estimated Construction Costs

	Recommendation	Purpose	Anticipated Benefit	Estimated Cost
Study Area 1 Recommendations				
1.	Install speed lumps on Ashcroft and Dorrington from Doheny Drive to Almont Drive at 200' spacing	Reduce traffic speed and discourage cut-through traffic.	Reduce speed by as much as 20% (4-5 mph) along corridor depending on design	$25,000
2.	Install neighborhood traffic circles along Almont Drive at Rangley , Dorrington and Ashcroft	Narrow intersections and reduce traffic speeds through intersections. Existing stop signs should remain in place with circles.	Reduce cut-through traffic by 5-10% and traffic speed through intersections by 10-15%.	$150,000
3.	Install chicanes along Ashcroft and Dorrington from Almont Drive to Robertson Boulevard	Reduce traffic speed and cut-through traffic. This measure will result in a loss of parking.	Reduce speed by as much as 5% and volume by as much as 10%.	$75,000
4.	Install midblock choker on Ashcroft and Dorrington between Robertson and San Vicente. Add curb extensions at Dorrington / San Vicente and at Ashcroft / Sherbourne/San Vicente	Narrowing the travel way resulting in near one-way traffic will result in reduced traffic speeds and reduce potential cut-through traffic. May result in a a loss of parking.	One-way slow down points can result in traffic volume reduction by as much as 20% with traffic speed reductions up to 15%.	$100,000
5.	Restrict left turns from San Vicente Boulevard to Rosewood Avenue using signage	Reduce cut-through traffic by restricting southbound access into Study Area 2 from San Vicente Boulevard.	Potential negative impact: diversion of traffic onto north-south streets from Melrose Avenue.	$40,000
	Install permanent cul-de-sac on Almont Street	Improve quality of an existing traffic calming feature	No change in traffic patterns, but improved aesthetics	$75,000-100,000
			TOTAL ESTIMATED STUDY AREA 1 RELATED COSTS	**$465,000**

Table 1
FINAL Traffic Calming Recommendations and Estimated Construction Costs

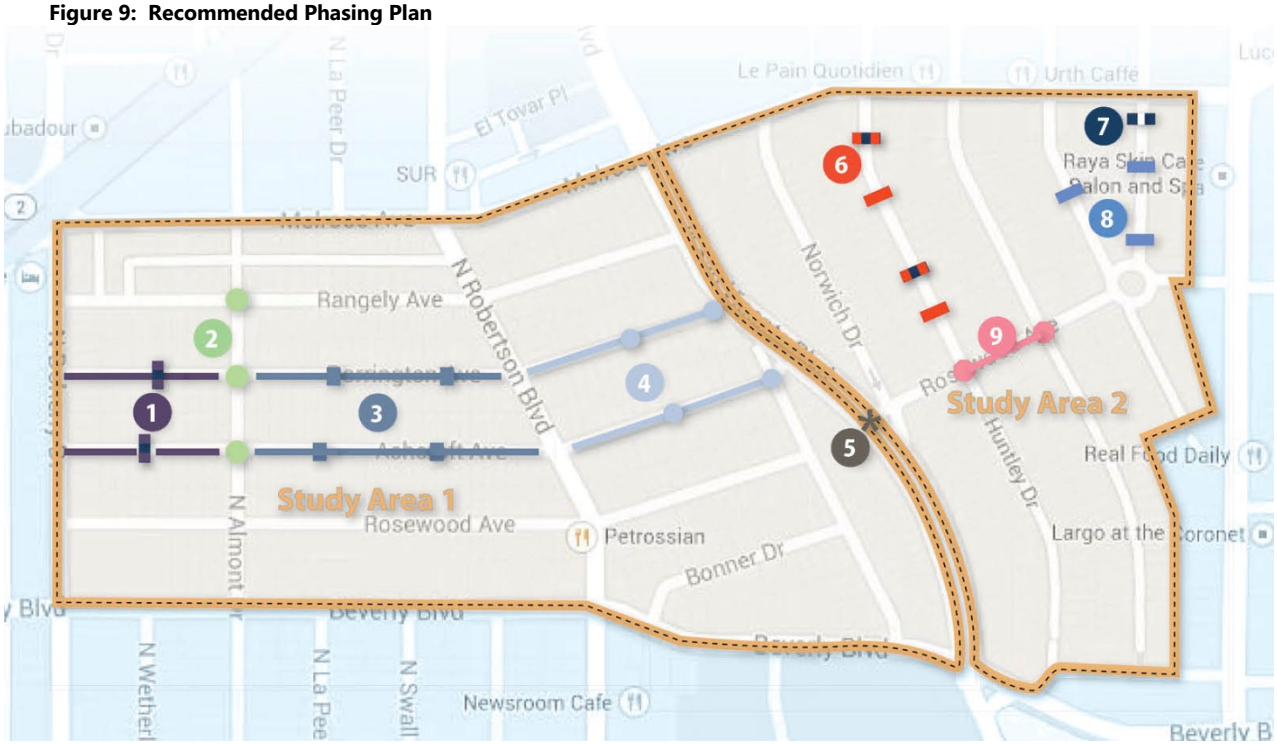
	Recommendation	Purpose	Anticipated Benefit	Estimated Cost
Study Area 2 Recommendations				
6.	Alternate landscape midblock bulb-outs and speed lumps along Huntly Drive between Melrose Drive and Rosewood Avenue. Speed lumps spaced approximately every 300-400 feet.	Varying the treatments along the corridor will maintain driver awareness. Speed lumps are effective at reducing speeds and discouraging cut-through traffic.	Reduce speed by as much as 20% and discourage cut-through traffic by as much as 10%.	$56,250
7.	Install landscaped bulbouts and speed lumps immediately south of alley along Westmount Drive.	Narrowing the travel way will discourage cut-through drivers from entering the residential neighborhood by creating a more noticeable transitions from commercial to residential areas.	This is measure is intended to address potential traffic diversion issues associated with the speed lumps recommended on West Knoll Drive (#15)	$12,500
8.	Install speed lumps on Westmount Drive from Melrose to Rosewood at 200' spacing	Reduce potential for cut-through traffic.	Decrease in traffic speed by as much as 25% with volume reduction as much as 7-10%.	$18,750
9.	Install neighborhood traffic circles on Rosewood Avenue at Huntley Avenue and at Westbourne Drive. Maintain existing stop signs.	Narrow intersections and reduce traffic speeds through intersections. Existing stop signs should remain in place with circles.	Reduce cut-through traffic by 5-10% and speed through intersections by 10-15%.	$100,000
			TOTAL ESTIMATED STUDY AREA 2 RELATED COSTS	**$187,500**

PHASING

The City of West Hollywood budgets approximately $50,000 to $100,000 per year for the installation of traffic calming devices in neighborhoods throughout the city as a result of traffic calming studies such as this. As demonstrated in Table 1, the cost to implement the West Hollywood West traffic calming plan exceeds the annual budget for installation. Therefore, it is reasonable to assume that these improvements will be installed over time.

As the improvements will likely be phased, it is recommended that the areas with the highest level of cut-through traffic be addressed first. Then future phases of traffic calming can be rolled out as funding and neighborhood support become available. **Figure 9** illustrates the recommended phasing plan based on the improvements identified in the Final Recommended Traffic Calming Scenario figure.

Figure 9: Recommended Phasing Plan



Phase A: Improvement 9, Traffic Circles on Rosewood $100,000
Phase B: Improvement 3, Landscaped Chicanes on Ashcroft & Dorrington $75,000
Phase C: Improvement 6, Medians and Curb Extensions on Ashcroft & Dorrington $56,200
Phase D: Improvement 4,Midblock Choker & Curb Extensions on Ashcroft & Dorrington $100,000
Phase E: Improvement 8, Speed Lumps on West Knolls and Westmount $18,750
Phase F: Improvement 5, Left Turn Restriction on San Vicente $40,000
Phase G: Improvement 2, Traffic Circles on Almont $150,000
Phase H: Improvement 1, Speed Lumps on Ashcroft & Dorrington $25,000
Phase I: Improvement 7, Curb Extension on West Knoll $12,500

OTHER MEASURES

In addition to the detailed recommendations included in Figure 8, several supporting improvements could be installed, without a community survey or additional analysis, to address speeding and cut-through issues:

- **Utilize Radar Speed Feedback Signs**: Radar speed feedback signs provide drivers an instant response to their existing speed along a roadway. Coupled with a speed limit sign, these devices inform the driver if he or she is exceeding the speed limit. Speed trailers or pole mounted devices, installed on a temporary or rotational basis, can be effective at slowing drivers down and increasing driver awareness of travel speed. Long term installation tends to be less effective, particularly in residential areas as drivers become accustomed to seeing the signs.

- **Install Speed Limit Signs & Pavement Markings:** Although the majority of the reported speeds within the community were within the 25 mph prima facie speed limit, installation of speed limit signs at key entry points such as Ashcroft Avenue, Rosewood Avenue and Huntley Avenue would enforce the residential neighborhood speeds.

- **Traffic Calmed Area Signs:** In lieu of or in conjunction with speed limit signs, it is also feasible to install "Traffic Calmed Area" signs at key entry points to enforce the slower residential speeds desirable within the community.

- **Improve Existing Traffic Calming Treatments:** An existing cul-de-sac is located on Almont Street. It was installed using planters to close off vehicular access. It is recommended that this improvement be made permanent through the installation of curbs, landscape and drainage improvements (as appropriate).

- **Improve Traffic Signal Timing and Operations Surround the Study Area:** City of West Hollywood and City of Los Angeles maintain the traffic signals surrounding the West Hollywood West community. Both cities maintain the traffic signals and continually monitor performance to improve traffic flow. It is recommended that this monitoring continue to reduce the potential for cut through traffic through West Hollywood West. Left turning vehicles typically experience the highest delay and create queues at signalized intersections, particularly when left turn phasing is not provided. Left turning vehicles at the intersection of Melrose Drive and San Vicente Boulevard typically experiences high delays due to high traffic volume and a lack of gaps to allow

left turning vehicles to make their move. Therefore, it is recommended that the signal be modified to include left turn arrows to reduce delay and improve traffic flow.

- **Improve Pedestrian and Bicycle Access within West Hollywood West:** One way to reduce the traffic congestions surrounding the West Hollywood West community is to reduce the reliance on autos and encourage more pedestrian and bicycle trips. Two recommendations are provided to improve pedestrian and bicycle connectivity: a new traffic signal at Almont Street and San Vicente Boulevard and a new pedestrian crossing at Rosewood Avenue and La Cienega Boulevard.

Traffic signal improvements, timing and pedestrian treatments are not included in the Traffic Calming program and would therefore be funded through other City resources. These recommendations, along with their associated costs, are summarized in **Table 2**.

Table 2
Additional Traffic Improvement Measures Not Related to Traffic Calming
(Potentially Funded Through CIP)

Recommendation	Purpose	Anticipated Benefit	Estimated Cost
Improve signal timing along Melrose Avenue to minimize cut-through traffic	Cut-through traffic tends to occur when traffic queues form at signalized intersections. Minimizing delays on major arterials will reduce dependence on alternative routes.	N/A: results will depend upon success of signal timing improvements.	$31,250
Install left turn phasing at Melrose Avenue / San Vicente Boulevard	Lack of left turn phase results in higher delays for left turning vehicles, particularly during peak periods. Left turn phases will ensure that left turning vehicles are served during each signal cycle.	N/A: additional analysis of left turn phasing and signal timing will be necessary to determine overall benefit.	$9,375
Install pedestrian activated flashing beacons at existing marked crosswalks at the intersection of La Cienega Boulevard / Rosewood Avenue	Improving the visibility of the pedestrian crossing reduces traffic speeds particularly during high pedestrian volume times of the day.	N/A: effectiveness depends upon presence of pedestrians and beacon activation.	$30,000
Install traffic signal at San Vicente Boulevard/Ashcroft Avenue	Improve pedestrian access across San Vicente Boulevard. Traffic signal warrants will need to be conducted to aid in justifying the signal.	Improved pedestrian access across San Vicente.	$250,000
		TOTAL ESTIMATED CIP RELATED COSTS	**$321,125**

5.0 NEXT STEPS

This report summarizes the traffic calming recommendations for the West Hollywood West community. Approval of the plan, funding and implementation of the improvements are the subsequent steps of this project. As the planning process concludes with this report, City of West Hollywood staff will present the report to the Transportation Commission and City Council as an informational item.

Following the presentation to Transportation Commission and City Council, community members will be tasked with circulating petitions within their community for the recommended traffic calming devices. The majority of the residents within the sphere of influence of the traffic calmed area (51% or more) will need to sign the petition in order for the City Council to consider implementation of the devices within that area.

As described in Section 4 of this report, the traffic calming devices can be installed in a series of phases, with areas experiencing the greatest level of cut-through traffic be installed first. The spheres of influence for the traffic calmed areas within the West Hollywood West community for each of the phased areas are provided in **Appendix G**.