

# Appendix E

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Trip Generation Assessment



## MEMORANDUM

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To: City of West Hollywood Date: August 27, 2025

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Subject: **Trip Generation Assessment for the Proposed 9160-9176 Sunset Boulevard Project**

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This memorandum has been prepared by Linscott, Law & Greenspan, Engineers (“LLG”) to provide a Trip Generation Assessment for the proposed office project (“Project”) located at 9160-9176 Sunset Boulevard (“Project Site”) in the City of West Hollywood (“City”).

A traffic study<sup>1</sup> (“2022 Traffic Study”) was prepared in accordance with the City’s Transportation Study Guidelines<sup>2</sup> (“Guidelines”) to evaluate the Project’s transportation impacts under the California Environmental Quality Act (“CEQA”). In addition, the 2022 Traffic Study includes a non-CEQA driveway and circulation analysis. The 2022 Traffic Study is included as an appendix to the Draft Environmental Impact Report<sup>3</sup> (“DEIR”) for the Project, which was circulated for public review and comment.

The development analyzed in the 2022 Traffic Study included a five-story, 52,999 square-foot mixed-use building comprised of 45,107 square feet of office floor area [inclusive of 8,187 square feet of elevator shafts, halls, service and mechanical equipment rooms, and stairways (“BOH/MEP/Core + Shafts”)] and 7,892 square feet of high-turnover restaurant floor area.

It is understood that the DEIR for the Project will be recirculated for public review and comment. No changes to the Project’s floor areas are proposed in conjunction with the recirculation of the DEIR. This Trip Generation Assessment has been prepared to address the following items:

- Updated Trip Generation Forecast. The trip generation forecast included in the 2022 Traffic Study was based on the following uses and floor areas:
  - Office: 36,920 square feet
  - High-Turnover Restaurant: 7,892 square feet

While the Project’s proposed floor area has not changed, the trip generation forecast in the 2022 Traffic Study did not account for the 8,187 square feet of BOH/MEP/Core + Shafts area. While such areas are not typically associated with additional vehicle trips beyond the primary uses, it is generally standard to input

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<sup>1</sup> *Transportation Study for the Sunset Blvd. Commercial Project*, Omar Sarsour, September 2022.

<sup>2</sup> *City of West Hollywood Transportation Study Guidelines*, City of West Hollywood, April 2021.

<sup>3</sup> *Environmental Impact Report for the 9160-9176 Sunset Boulevard Project*, City of West Hollywood, October 2022.



all floor area as defined by the local zoning ordinance to calculate daily trips. Accordingly, because BOH/MEP/Core + Shafts areas are included in the City's definition of gross floor area per Section 19.90.020(F) of the City's Municipal Code, this Trip Generation Assessment includes an updated trip generation forecast for the Project to account for the BOH/MEP/Core + Shafts area.

- **Updated Trip Generation Rates.** The trip generation forecast included in the 2022 Traffic Study was prepared using trip rates provided in the Institute of Transportation Engineers' ("ITE") *Trip Generation Manual*, 10<sup>th</sup> Edition.<sup>4</sup> Subsequent to the preparation of the 2022 Traffic Study, ITE released multiple updates of their *Trip Generation Manual* publication. This Trip Generation Assessment includes an updated trip generation forecast for the Project, prepared utilizing rates provided in the recently released ITE *Trip Generation Manual*, 12<sup>th</sup> Edition.<sup>5</sup>

### Updated Project Trip Generation

The 2022 Traffic Study included a trip generation forecast for the Project and is included in Table 4.0-1 therein. The trip generation forecast included in the 2022 Traffic Study was prepared using trip rates provided in the ITE *Trip Generation Manual*, 10<sup>th</sup> Edition. Trip generation forecasts for the weekday morning ("AM") and afternoon ("PM") peak hours, as well as over a 24-hour daily basis were included in the 2022 Traffic Study. The trip generation forecast provided for the Project in Table 4.0-1 of the 2022 Traffic Study does not include the Project's 8,187 square feet of BOH/MEP/Core + Shafts area. In addition, the trip generation forecast provided for the Project in Table 4.0-1 of the 2022 Traffic Study does not include reductions for the prior use on the Project Site (an automotive dealership that closed permanently in May 2021), nor does it include internal capture or pass-by trip credits.

This updated forecast in this Trip Generation Assessment also does not include reductions for the prior use on the Project Site or internal capture or pass-by trip credits. However, as discussed above, the updated trip generation forecast has been revised to include the BOH/MEP/Core + Shafts area and utilizes rates provided in the ITE *Trip Generation Manual*, 12<sup>th</sup> Edition. The following trip generation rates were used to forecast the traffic volumes expected to be generated by the Project:

- **Office:** ITE Land Use Code 710 (General Office Building) trip generation average rates were used to forecast the traffic volumes expected to be generated by the office component of the Project (including the BOH/MEP/Core + Shafts area).

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<sup>4</sup> Institute of Transportation Engineers, *Trip Generation Manual*, 10<sup>th</sup> Edition, Washington, D.C., 2017.

<sup>5</sup> Institute of Transportation Engineers, *Trip Generation Manual*, 12<sup>th</sup> Edition, Washington, D.C., 2025.



- Restaurant: ITE Land Use Code 932 (High-Turnover [Sit-Down] Restaurant) trip generation average rates were used to forecast the traffic volumes expected to be generated by the restaurant component of the Project.

The trip generation forecast for the Project is summarized in *Table 1* below.

**Table 1**  
**Project Trip Generation Rates and Forecast [A]**

ITE Land Use Code / Project Description	Daily 2-Way	AM Peak Hour			PM Peak Hour		
		Enter	Exit	Total	Enter	Exit	Total
<b><u>Generation Rates:</u></b>							
▪ 710: General Office Building (TE/1,000 GSF [B])	7.83	88%	12%	1.24	16%	84%	1.18
▪ 932: High-Turnover (Sit-Down) Restaurant (TE/1,000 GSF [B])	103.75	55%	45%	8.97	61%	39%	9.18
<b><u>Project Generation Forecasts:</u></b>							
▪ Office (45,107 GSF)	353	49	7	56	8	45	53
▪ Restaurant (7,892 GSF)	819	39	32	71	44	28	72
<b>NET INCREASE DRIVEWAY TRIPS</b>	<b>1,172</b>	<b>88</b>	<b>39</b>	<b>127</b>	<b>52</b>	<b>73</b>	<b>125</b>
<b>NET DEIR PROJECT TRIPS [C]</b>	<b>1,245</b>	<b>80</b>	<b>41</b>	<b>121</b>	<b>55</b>	<b>65</b>	<b>120</b>
<b>NET DIFFERENCE (CURRENT PROJECT – DEIR PROJECT)</b>	<b>(73)</b>	<b>8</b>	<b>(2)</b>	<b>6</b>	<b>(3)</b>	<b>8</b>	<b>5</b>

[A] Source: ITE *Trip Generation Manual*, 12<sup>th</sup> Edition, 2025.  
 [B] TE/1,000 GSF = Trip ends per 1,000 square feet of gross floor area.  
 [C] From Table 4.0-1 of 2022 Traffic Study

As presented in *Table 1*, the Project is expected to generate 127 new vehicle trips (88 inbound trips and 39 outbound trips) during the weekday AM peak hour. During the weekday PM peak hour, the Project is expected to generate 125 new vehicle trips (52 inbound trips and 73 outbound trips). Over a 24-hour period, the Project is forecasted to generate 1,172 new daily vehicle trip ends (approximately 586 inbound trips and 586 outbound trips) during a typical weekday.

*Table 2* below compares the new weekday (daily, AM peak hour, and PM peak hour), trip generation for the Project as evaluated in the 2022 Traffic Study and in this Trip Generation Assessment.



**Table 2**  
**Trip Generation Comparison**  
**2022 Traffic Study vs. 2025 Trip Generation Assessment**

<b>Period</b>	<b>2022 Traffic Study</b>	<b>2025 Trip Generation Assessment</b>	<b>Net Difference</b>
Weekday Daily	1,245	1,172	-73
Weekday AM Peak Hour	121	127	6
Weekday PM Peak Hour	120	125	5

### **Conclusions**

This memorandum provides a Trip Generation Assessment for the proposed office project located at 9160-9176 Sunset Boulevard in the City of West Hollywood. The conclusions of the Trip Generation Assessment are as follows:

- The trip generation forecast for the Project has been updated to: 1) include the 8,187 square feet of BOH/MEP/Core + Shafts area; and 2) utilize current ITE trip generation rates (12<sup>th</sup> Edition).
- The Project is expected to generate 127 new vehicle trips (88 inbound trips and 39 outbound trips) during the weekday AM peak hour. During the weekday PM peak hour, the Project is expected to generate 125 new vehicle trips (52 inbound trips and 73 outbound trips). Over a 24-hour period, the Project is forecasted to generate 1,172 new daily vehicle trip ends (approximately 586 inbound trips and 586 outbound trips) during a typical weekday.
- When compared to the trip generation forecast included in the 2022 Traffic Study, the Project is forecasted to generate 73 fewer weekday daily trips, six (6) additional weekday AM peak hour trips, and five (5) additional weekday PM peak hour trips.

cc: File