

LA County Traffic Trips Table for Marina del Rey - Underestimated by 86%
as of August 8, 2011

Table 1. Total Traffic Trips per LA County using their Outdated/Incorrect Traffic Trips

A. Land Use Category and Unit of Measure		B. Development Potential Per Amended LCP(1)	C. Trip Rate Per Amended LCP(2)	D. Traffic Trips (Col B*C)	Notes
Hotel Rooms	Units	505	0.353	178.3	Custom trip rate for Hotels established by LA County for the Marina in 1989/91
Congregate Care	Units	15	0.17	2.6	
Seniors Accommodation	Units	114	0.17	19.4	Custom trip rate for Apartments established by LA County for the Marina in 1989/91 (3) From Table 2, page G-12 of Appendix G, <i>Transportation Improvement Program</i>
Apartments	Units	1825	0.326	595.0	
Retail	Sq Ft	273741	4.44	1215.4	
Govt Office	Sq Ft	26000	2.21	57.5	
Library	Sq Ft	3000	4.74	14.2	
Restaurant Seats	Units	1323	0.25	330.8	
Dry Stack	Units	345	0.048	16.6	
				2430	

(1) Sourced from Page 8-20 of 2010 Land Use Plan as amended by LA County Board of Supervisors on February 2, 2011

(2) Trip Rates for Retail/Office/Library are per 1,000 Sq Ft. Trips Rates sourced from Page 11-11 of 2010 Land Use Plan as amended by LA County Board of Supervisors on February 2, 2011

(3) This number is inconsistent with the Certified Land Use Plan and is not indicated where or how it was derived

Table 2. Total Traffic Trips per We ARE Marina del Rey using Updated/Correct Traffic Trips

A. Land Use Category and Unit of Measure		B. Development Potential Per Amended LCP (1)	C. Trip Rate Per Amended LCP	D. Traffic Trips (Col B*C)	Notes
Hotel Rooms	Units	505	0.59	298.0	From ITE Trip Generation, 8th Edition versus outdated custom rate
Congregate Care	Units	15	0.17	2.6	
Seniors Accommodation	Units	114	0.17	19.4	From ITE Trip Generation, 8th Edition versus outdated custom rate Correct Custom trip rate for Retail 50,000 sq ft established by LA County for the Marina in 1991 Correct Custom trip rate for Retail 50,000 sq ft established by LA County for the Marina in 1991 Correct Custom trip rate for Retail 150,000 sq ft established by LA County for the Marina in 1991
Apartments	Units	1825	0.62	1131.5	
Retail 53k MDZ1 (1)(2)	Sq Ft	53000	13	689.0	
Retail 42k MDZ2 (1)	Sq Ft	42000	13	546.0	
Retail 178k MDZ3 (1)(3)	Sq Ft	178741	7.87	1406.7	
Govt Office	Sq Ft	26000	2.21	57.5	
Library	Sq Ft	3000	4.74	14.2	
Restaurant Seats	Units	1323	0.25	330.8	
Dry Stack	Units	345	0.048	16.6	
				4512	

(1) Trip Rates for Retail/Office/Library are per 1,000 Sq Ft. Sourced from Page 8-20 of 2010 Land Use Plan as amended by LA County Board of Supervisors on February 2, 2011

(2) Multiple Parcels make up total number, therefore a 50,000 sq ft trip rate was used

(3) Multiple Parcels make up total number, therefore a 150,000 sq ft trip rate was used

Table 3. Comparison of Total Traffic Trip (Table 1 vs Table 2)

A. Land Use Category and Unit of Measure		B. Development Potential Per Amended LCP(1)	C. Traffic Trips Per LA County	D. Traffic Trips Per WAM	E. Underestimated Traffic Trips
Hotel Rooms	Units	505	178.3	298.0	(120)
Congregate Care	Units	15	2.6	2.6	0
Seniors Accommodation	Units	114	19.4	19.4	0
Apartments	Units	2044	595.0	1131.5	(537)
Retail	Sq Ft	273741	1215.4		1215
Retail 53k MDZ1 (3)	Sq Ft	53000		689.0	(689)
Retail 42k MDZ2 (3)	Sq Ft	42000		546.0	(546)
Retail 178k MDZ3 (3)	Sq Ft	178741		1406.7	(1407)
Govt Office	Sq Ft	26000	57.0	57.0	0
Library	Sq Ft	3000	14.0	14.0	0
Restaurant Seats	Units	1323	331.0	331.0	0
Dry Stack	Units	345	18.0	18.0	0
			2431	4513	(2083)

Underestimated by **86%**