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October 20, 2020

Mr. Norman R. Haynie
Sea View Terrace
22741 Pacific Coast Highway, Suite 400
Malibu, CA 90265

RE: Supplemental Transportation Assessment for Proposed Malibu Sea View Hotel
(22729 & 22741 Pacific Coast Highway, Malibu CA)

Dear Mr. Haynie,

Overland Traffic Consultants (OTC) has prepared this supplemental transportation assessment for the development of a proposed 39 - room boutique hotel project (Malibu Sea View Hotel) to be located at 22729 & 22741 Pacific Coast Highway in the City of Malibu (Project). An aerial photo of Project's location is shown on Figure 1.

The focus of this review is to evaluate the Project pursuant to the updated California Environmental Quality Act (CEQA) criteria for analyzing transportation impacts for the preparation of the Project's Initial Study. An Initial Study is a preliminary analysis used to determine if the Project may have a significant effect upon the environment.

To address the Project's potential transportation impacts, this evaluation considers both the State of California SB 743 CEQA criteria and the City of Malibu's Traffic Memorandum and Traffic Impact Analysis Guidelines, Revised December 2019.

Malibu Sea View Hotel

The proposed hotel project consists of the reuse, removal, and modification of the existing commercial building(s) located at 22729 - 41 Pacific Coast Highway.

The existing uses at 22741 Pacific Coast Highway to be removed include medical office (2,185 s.f.), a hair salon (1,781 s.f.), a health spa (1,439 s.f.), specialty gym (757 s.f.), general office (6,068 s.f.), wellness and lifestyle club and an auto detailing / hand wash business.



FIGURE 1

1/2017

AERIAL PHOTO OF PROJECT LOCATION

 **Overland Traffic Consultants, Inc.**

24325 Main Street #202, Santa Clarita, CA 91321
(661) 799 - 8423, otc@overlandtraffic.com

The proposed Malibu Sea View Hotel will provide 39 rooms, a reception / registration office, ancillary spa, and small restaurant.

The City of Malibu has previously approved additional retail floor area (2,742 s.f.) on the lower parcel in place of the auto detailing / hand wash business. However, this approved retail will only be constructed if the Malibu Sea View Hotel project is not constructed.

Hotel Parking and Vehicle Access

The hotel will provide 74 marked parking spaces with the 17 valet spaces by parking in the driveway aisles for a total of 91 parking spaces located in 3 on - site parking areas. All on-site parking will be valet parked by a professional valet service.

No changes are proposed to the existing driveways leading to the upper and lower parking levels. To avoid vehicles re - entering Pacific Coast Highway from the lower level, the site has been designed to provide an on - site access connection between the lower and upper parking levels. This internal connection will permit vehicles entering the lower parking area where the hotel registration is located and access the upper parking level without re - entering Pacific Coast Highway.

Left - turn site access to and from Pacific Coast Highway is provided by an existing median left - turn lane. A signalized crosswalk is located on Pacific Coast Highway approximately 240 feet to the east of the project site for pedestrians to safely access the public beach and the businesses on the ocean side. Lastly, a Metro bus stop for Line 534 is located on Pacific Coast Highway adjacent to the proposed Project site.

Hotel Project Traffic Generation

Traffic generated by the proposed hotel and the existing commercial uses has been estimated using traffic generation rates based on use and size in addition to information provided by the applicant.

The main source of the traffic rates per use are based on studies developed by the Institute of Transportation Engineers (ITE) and published in the Trip Generation Handbook



10th Edition. This publication of traffic data is the industry standard for estimating the traffic generation for common commercial development projects.

This ITE database is constantly updated as indicated by the release of the 10th Edition. Updates are released as businesses ideas are newly formed and emerge. The existing commercial site has two unique businesses: the Eco Auto Spa auto detailing / car wash business and the Rafi Lounge wellness and lifestyle club. For these uses, traffic has been estimated from the activity levels provided by the applicant.

Table 1 shows the ITE daily and peak hour traffic used to estimate the traffic volume for the Initial Study environmental review.

**Table 1
Traffic Generation Rates
(Weekday and Saturday)**

| Code | Description | Daily Traffic | Weekday | | | | | | Saturday | | | |
|------|---|---------------|--------------|------|-------|--------------|------|-------|---------------|-------------------|------|-------|
| | | | AM Peak Hour | | | PM Peak Hour | | | Daily Traffic | Mid-day Peak Hour | | |
| | | | In | Out | Total | In | Out | Total | | In | Out | Total |
| 310 | Boutique Hotel per room | 8.36 | 0.28 | 0.19 | 0.47 | 0.31 | 0.29 | 0.60 | 8.19 | 0.40 | 0.32 | 0.72 |
| 820 | Retail (per 1,000 s.f.) | 37.75 | 0.58 | 0.36 | 0.94 | 1.83 | 1.98 | 3.81 | 46.12 | 2.34 | 2.16 | 4.50 |
| 918 | Spa/Salon (per 1,000 square feet) * | 21.14 | 1.00 | 0.21 | 1.21 | 0.25 | 1.20 | 1.45 | 52.06 | 1.83 | 3.25 | 5.08 |
| 492 | Fitness Club (per 1,000 square feet) | 32.93 | 0.67 | 0.64 | 1.31 | 1.97 | 1.48 | 3.45 | 20.87 | 1.56 | 1.63 | 3.19 |
| 720 | Medical Offices (per 1,000 square feet) | 34.80 | 2.17 | 0.61 | 2.78 | 0.97 | 2.49 | 3.46 | 8.57 | 1.77 | 1.33 | 3.10 |
| 710 | General Office (per 1,000 square feet) | 9.74 | 1.00 | 0.16 | 1.16 | 0.18 | 0.97 | 1.15 | 2.21 | 0.29 | 0.24 | 0.53 |

* Spa weekday & Saturday trip rate adjusted based on ratio of retail and salon peak hour trip rates.

Daily traffic consists of both inbound and outbound trips.

AM Peak Hour is typically defined as the peak consecutive hour during the 6-9 AM peak period.

PM Peak Hour is typically defined as the peak consecutive hour during the 4-7 PM peak period.

Saturday Mid-day Peak Hour is typically defined as the peak hour during the 11 AM - 3 PM peak period.



Table 2 shows the estimated weekday and Saturday traffic volume for the existing and proposed Project. As shown in Table 2, it is estimated that the Malibu Sea View Hotel Project would decrease daily site generated traffic by 108 weekday vehicle trips with 44 fewer morning peak hour trips and 42 fewer afternoon peak hour trips. Saturday traffic would decrease by 63 daily trips and decrease by 8 mid – day peak hour trips.

Table 2
Estimated Net Project Traffic Generation

| Proposed Hotel | Size | Daily Traffic | Weekday | | | | | | Saturday | | | |
|---|-------|---------------|--------------|-----|-------|--------------|-----|-------|---------------|-------------------|-----|-------|
| | | | AM Peak Hour | | | PM Peak Hour | | | Daily Traffic | Mid-day Peak Hour | | |
| | | | In | Out | Total | In | Out | Total | | In | Out | Total |
| Boutique Hotel per room | 39 | 326 | 11 | 7 | 18 | 12 | 11 | 23 | 319 | 16 | 12 | 28 |
| Existing Tenants | | | | | | | | | | | | |
| Spa/Salon (per 1,000 square feet) | 3,220 | 68 | 3 | 1 | 4 | 1 | 4 | 5 | 168 | 6 | 10 | 16 |
| Fitness Club (per 1,000 square feet) | 757 | 25 | 1 | 0 | 1 | 1 | 1 | 2 | 16 | 1 | 1 | 2 |
| Medical Offices (per 1,000 square feet) | 2,185 | 76 | 5 | 1 | 6 | 2 | 5 | 7 | 19 | 4 | 3 | 7 |
| General Office (per 1,000 square feet) | 6,068 | 59 | 6 | 1 | 7 | 1 | 6 | 7 | 13 | 2 | 1 | 3 |
| Wellness and Lifestyle Club * | N/A | 160 | 20 | 20 | 40 | 20 | 20 | 40 | 120 | 2 | 2 | 4 |
| Auto Detailing and Hand Wash ** | N/A | 46 | 2 | 2 | 4 | 2 | 2 | 4 | 46 | 2 | 2 | 4 |
| Existing Tenants Total | | 434 | 37 | 25 | 62 | 27 | 38 | 65 | 382 | 17 | 19 | 36 |
| Net Hotel Project | | -108 | -26 | -18 | -44 | -15 | -27 | -42 | -63 | -1 | -7 | -8 |

* Wellness and Lifestyles Club estimates based on Yoga and Tai Chi class and special events attendance.

** Auto detailing and hand wash based on employees (3) and cars serviced per day (20).

Project Traffic Comparison with Existing Uses and Approved Retail (No Hotel Project)

If the Hotel Project is not constructed, the approved retail will replace the auto spa on the lower parcel. Table 3 below provides the traffic volume comparison which shows the approved retail will add more traffic than generated by the Auto Spa being removed thereby increasing site generated traffic.

Table 3
Traffic Comparison of Malibu Sea View Hotel Project and Alternative No Hotel Project

| With Approved Retail | Size | Daily Traffic | Weekday | | | | | | Saturday | | | |
|-------------------------------------|------------|---------------|--------------|-----|-------|--------------|-----|-------|---------------|-------------------|-----|-------|
| | | | AM Peak Hour | | | PM Peak Hour | | | Daily Traffic | Mid-day Peak Hour | | |
| | | | In | Out | Total | In | Out | Total | | In | Out | Total |
| Existing Tenant Total Less Auto Spa | | 388 | 35 | 23 | 58 | 25 | 36 | 61 | 336 | 15 | 17 | 32 |
| Approved Retail (22729 PCH) | 2,742 s.f. | 104 | 2 | 1 | 3 | 5 | 5 | 10 | 126 | 6 | 6 | 12 |
| Site Total With Approved Retail | | 492 | 37 | 24 | 61 | 30 | 41 | 71 | 462 | 21 | 23 | 44 |

| Comparison of Proposed Hotel vs Existing Tenants + Approved Retail | Daily Traffic | Weekday | | | | | | Saturday | | | |
|--|---------------|--------------|------|-------|--------------|------|-------|---------------|-------------------|------|-------|
| | | AM Peak Hour | | | PM Peak Hour | | | Daily Traffic | Mid-day Peak Hour | | |
| | | In | Out | Total | In | Out | Total | | In | Out | Total |
| Boutique Hotel Trips | 326 | 11 | 7 | 18 | 12 | 11 | 23 | 319 | 16 | 12 | 28 |
| Site Total With Approved Retail | 492 | 37 | 24 | 61 | 30 | 41 | 71 | 462 | 21 | 23 | 44 |
| Net Change in Trips with Approved Retail | -166 | -26 | -17 | -43 | -18 | -30 | -48 | -143 | -5 | -11 | -16 |
| Net Project Percent Change in Trips | -34% | -70% | -71% | -70% | -59% | -73% | -68% | -31% | -24% | -48% | -37% |

CEQA (SB 743) Evaluation

A 2013 law, State of California Senate Bill 743 (SB 743) effective July 2020, required the state to find a new way to measure the environmental impacts of traffic. As a result of SB 743, new CEQA guidelines for evaluating transportation impacts for land use projects no longer focus on measuring automobile delay and congestion levels of service (LOS). Instead, SB 743 directed lead agencies to revise transportation assessment guidelines to include a transportation performance metric that promotes: the reduction of greenhouse gas emissions, the development of multimodal networks, and access to diverse land uses.

The California Office of Planning and Research (OPR) led the work to design and implement the changes called for by SB 743. OPR also provides a Technical Advisory Report as a resource for the public to use at their discretion to interpret SB 743.

The new criteria for assessing a land development project's transportation impact is the vehicles miles traveled (VMT) performance metric. VMT refers to the amount and distance of automobile travel attributable to a project.

The City of Malibu has not established VMT analysis procedures at this time; therefore, the Project's VMT impact has been assessed based on guidance from the OPR's Technical Advisory. The Technical Advisory provides the following screening criteria for certain land development projects that may be presumed to result in a less than significant VMT impact.

OPR's Project VMT Screening Recommendations

OPR presumes that certain types of projects will either reduce VMT or any additional VMT they produce would be "less than significant" and as such they are exempt from having to produce a transportation analysis. Many agencies use "screening thresholds" to quickly identify when a project should be expected to cause a less-than-significant impact without conducting a detailed study.

To assist agencies with screening land development projects for VMT, OPR's [Technical Advisory on Evaluating Transportation Impacts in CEQA](#) ¹report provides the following recommended thresholds of significance to evaluate a project's VMT impact:

- Projects that decrease vehicle miles traveled in the project area compared to existing conditions should be presumed to have a less than significant transportation impact.
- Absent substantial evidence indicating that a project would generate a potentially significant level of VMT, projects that generate or attract fewer than 110 trips per day generally may be assumed to cause a less-than-significant transportation impact.

Project's VMT Analysis



Table 2 shows that removing the existing commercial uses and constructing the proposed Malibu Sea View Hotel would decrease the traffic generated by the site and fall below the 110 daily trip threshold recommended by the OPR criterion listed above. No substantial evidence indicates that Malibu Sea View Hotel Project would generate a potentially significant level of VMT.

City of Malibu Traffic Memorandum and Traffic Impact Analysis Guidelines (Dec 2019)

The City has not yet adopted the VMT methodology for the new transportation performance metrics identified by SB 743. However, level of service will continue to play a significant role in assessing the transportation performance and compliance with the City's General Plan and may be required in addition to analysis required by SB743.

Therefore, pursuant to the City of Malibu Guidelines, development projects that have the potential to affect or substantially affect the City of Malibu's current transportation system may be required to prepare either a Traffic Memorandum (TM) for smaller projects or a Traffic Impact Analysis (TIA) for larger projects as determined by the City's Public Works Department (City).

The City's criterion provided in the guidelines document as listed below are considered by the Public Works Department when making the determination for conducting further analysis.

1. Does the project generate 5 to 29 new AM, Midday, or PM peak-hour vehicle trips?

Response: No - The Malibu Sea View Hotel Project's peak – hour traffic estimates are below the peak hour threshold.

2. Does the project generate 50 to 299 new daily vehicle trips?



Response: No - The existing commercial uses currently at the site generate more traffic than the proposed Malibu Sea View Hotel Project.

3. Does the project affect an intersection or a roadway segment?

Response: No – The Malibu Sea View Hotel Project generates less traffic and does not create any significant project-related traffic changes that would affect any nearby intersection or roadway segments.

4. Does the project affect public safety?

Response: No project-related changes are proposed for the site access that would negatively affect public safety. In fact, the new internal vehicle connection between the lower and upper parcels would improve vehicle access for the Malibu Sea View Hotel.

5. Does the project change the off-site transportation system or connections to it?

Response: No changes are proposed for the site access that would negatively affect public safety.

¹ Technical Advisory on Evaluating Transportation Impacts in CEQA, State of California Governor's office of Planning and Research, December 2018.

Conclusions

This supplemental analysis has been conducted to identify and evaluate the potential impacts of the proposed Project based on the VMT methodology set forth in the OPR's Technical Advisory Report and the City of Malibu Traffic Memorandum and Traffic Impact Analysis Guidelines.

According to the screening criteria in the OPR Technical Advisory Report, the proposed Malibu Sea View Hotel Project satisfies the screening criteria for small redevelopment projects and can be presumed to result in a less than significant VMT impact.

An evaluation of the City of Malibu Traffic Impact Guides criterion for further analysis shows that the Malibu Sea View Hotel Project's trip generation and site plan review shows that no significant access, safety, or circulation impacts would be created by the approval of the Malibu Sea View Hotel Project.

No further Project transportation analysis would be warranted following the OPR and City of Malibu guidance criterion set forth in this evaluation.

Please call me if you have questions.

Sincerely,


Jerry T. Overland

