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February 26, 2017

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

RECEIVED
MAR 01 2018
PLANNING DEPT.

RE: Traffic Assessment for Proposed Malibu Terrace Inn
(22729 - 41 Pacific Coast Highway, Malibu CA)

Dear Mr. Haynie,

As requested, Overland Traffic Consultants has prepared this traffic assessment to assist in the development of a proposed 36 - room boutique hotel project (Malibu Terrace Inn) to be located at 22729 – 41 Pacific Coast Highway in the City of Malibu. The project site is shown on Figure 1, Aerial Photo of Project Location and Figure 2, Street Map of Project Location.

The focus of this traffic assessment is to estimate the change in traffic generated by the removal of the existing commercial uses and development of a small boutique hotel on the project site. A second calculation has been done to show the traffic generation if the hotel was not constructed and the approved retail was built at 22729 Pacific Coast Highway.

Using the City of Malibu criteria set forth below, it has been determined that the proposed Malibu Terrace Inn project would reduce traffic since the existing mix of commercial uses generates more traffic volume than estimated for the proposed 36 - room hotel; notwithstanding the approved retail on the auto spa /car wash facilities at 22729 Pacific Coast Highway site will also generate traffic if constructed.

No public safety hazards associated with this project have been identified by this review of the project site plan and traffic generation. Therefore, it has been concluded that no additional traffic analysis should be necessary for the project’s environmental review.



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

Malibu Terrace Inn

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 proposed Malibu Terrace Inn will provide 36 rooms, a reception/ registration office and an 850 - square foot wine tasting / restaurant. 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.), a specialty gym (757 s.f.), preparatory tutoring school (2,880 s.f.) and general office (3,188 s.f.). The auto spa /car wash facilities at 22729 Pacific Coast Highway will also be removed, and the proposed 2,742 s.f. retail use which has been approved by the City of Malibu will not be constructed.

Hotel Parking and Vehicle Access

The hotel will provide 68 marked parking spaces with the potential to add approximately 39 valet spaces by parking in the driveway aisles. The current site plans illustrating the Pacific Coast Highway access and parking areas with the valet parking layout are shown on Figure 3. A complete set of project site plans showing all the hotel terrace levels and building cross - sections are attached.

No changes are proposed to the existing driveway leading to the upper parking level. 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. Furthermore, all on-site parking will be valet parked by a professional valet service.

Left - turn access to and from Pacific Coast Highway is provided by an existing median left - turn lane. A Pacific Coast Highway signalized crosswalk is located 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.

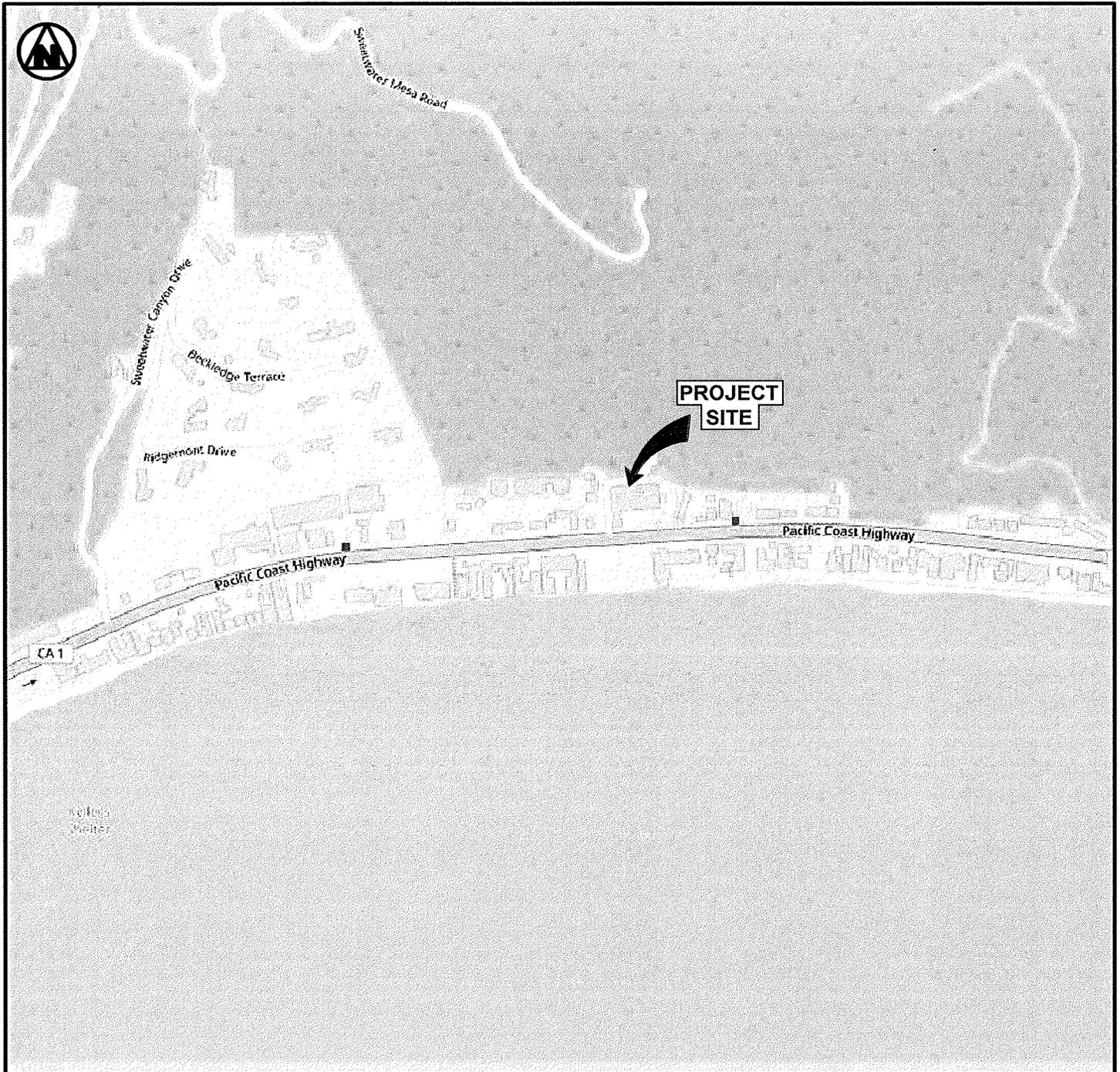


FIGURE 2

1/2017

STREET MAP OF PROJECT LOCATION



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VICINITY MAP

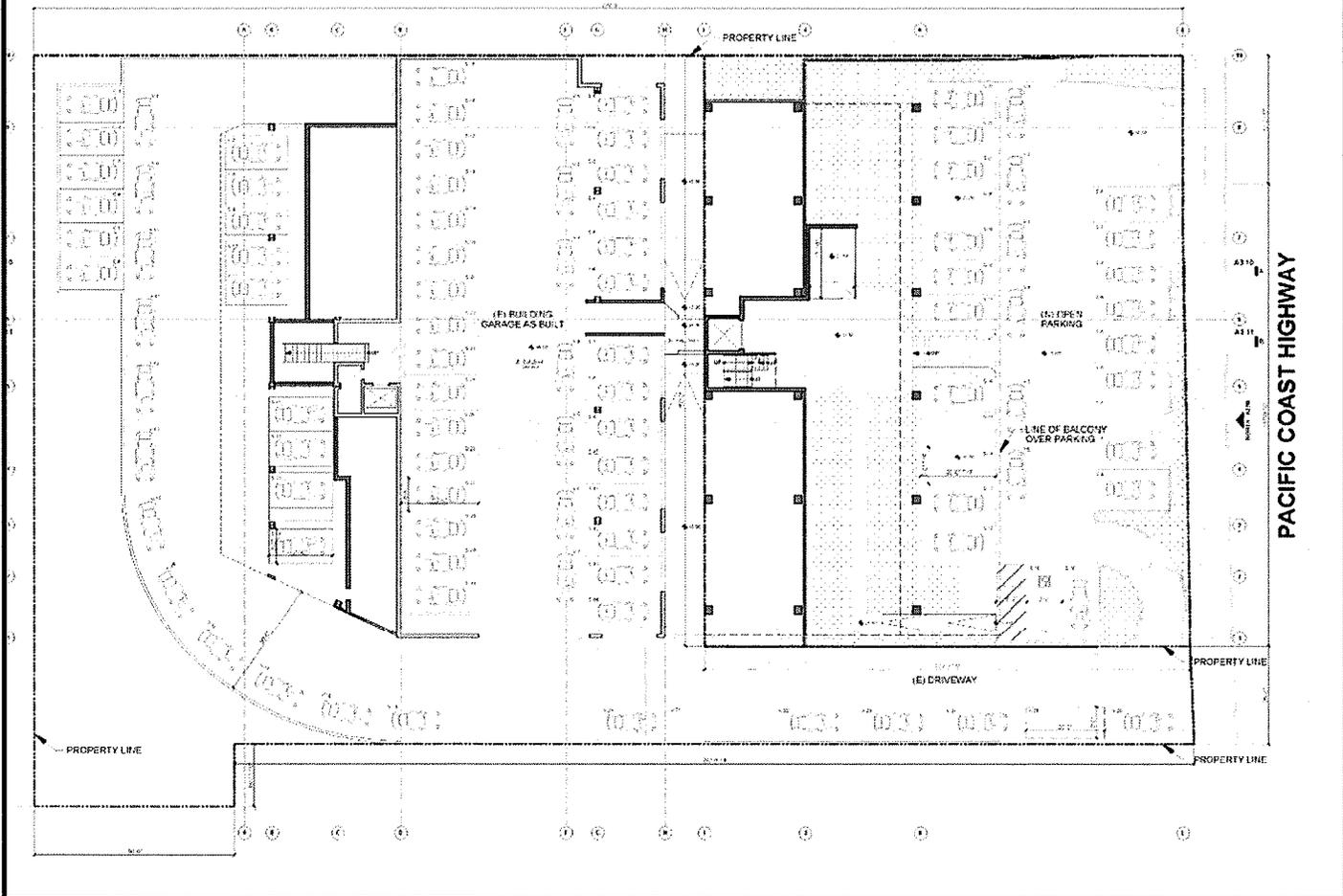


FIGURE 3

2/2018

**PROJECT SITE PLAN
STREET LEVEL**



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City of Malibu Traffic Study Criteria

Pursuant to the City of Malibu Traffic Study Guidelines, a Traffic Impact Analysis (TIA) is required when a project has the potential to substantially affect the City's roadways. A TIA may be required for any proposed development for which at least one of the following criteria is satisfied:

1. The project will generate 30 or more new AM or PM peak-hour vehicle trip-ends; or
2. The project will generate 300 or more new daily vehicle trip-ends; or
3. The project will substantially affect an intersection or a roadway segment already operating at an unacceptable level of service as identified by the General Plan or City staff; or
4. The project is inconsistent with the General Plan land use, zoning designation, or could potentially generate substantially greater levels of traffic than contemplated by the General Plan; or
5. The project may create a hazard to public safety; or
6. The project will substantially change the off-site transportation system or connections to it.

Note: A vehicle trip-end is defined as either an origin or destination of a trip. The AM peak-hour is typically defined as the peak consecutive hour during the 7-9 am peak period, and the PM peak-hour is typically defined as the peak consecutive hour during the 4-6 pm peak period. Both are on a weekday (Tuesday-Thursday).

Hotel Project Traffic Generation

Standard trip generation rates have been used to compare the traffic generated by the existing commercial uses and the future hotel. The source of the traffic rates per land use are based on studies developed by the Institute of Transportation Engineers (ITE) and published in the Trip Generation Handbook. This publication of traffic data has become the industry standard for estimating the traffic generation for land use development projects as part of the environmental review. Table 1 shows the daily and peak hour traffic rates used to estimate the traffic for the existing uses and proposed hotel project.

Table 1
Trip 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.)	42.70	0.60	0.36	0.96	1.78	1.93	3.71	49.97	2.51	2.31	4.82	
918	Spa/Salon (per 1,000 square feet) *	24.32	1.21	0.00	1.21	0.25	1.20	1.45	51.91	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	
826	Preparatory School (per 1,000 square feet) **	44.32	0.88	0.53	1.33	1.19	1.52	2.71	42.04	2.65	2.31	5.09	
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.

** Specialty Retail – AM rates 3% daily 60/40 per SANDAG.

** Specialty Retail – Mid-day rates based on ratio of retail Saturday peak hour rates

Applying the trip rates in Table 1 with the sizes associated with the existing uses and proposed hotel provides the traffic volume estimates to determine the potential change caused by the hotel project, as shown below in Table 2.

Table 2
Estimated Net Project Traffic Generation

Proposed	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	36 rooms	301	10	7	17	11	11	22	295	14	12	26	
Existing													
Spa/Salon (per 1,000 square feet)	3,220 s.f.	78	4	0	4	1	4	5	167	6	10	16	
Fitness Club (per 1,000 square feet)	757 s.f.	25	1	0	1	2	1	3	16	1	1	2	
Medical Offices (per 1,000 square feet)	2,185 s.f.	76	5	1	6	2	6	8	19	4	3	7	
Preparatory School (per 1,000 square feet) *	2,880 s.f.	100	2	2	4	4	4	8	121	8	7	15	
General Office (per 1,000 square feet)	3,188 s.f.	31	3	1	4	1	3	4	7	1	1	2	
Subtotal		310	15	4	19	10	18	28	330	20	22	42	
Net Hotel Project		-9	-5	3	-2	1	-7	-6	-35	-6	-10	-16	

Net Project Traffic Volume – Table 2 shows that removing the existing commercial uses and constructing the proposed Malibu Terrace Inn would result in a net reduction in site-generated traffic.

It is estimated that the Malibu Terrace Inn project would decrease traffic by 9 weekday vehicle trips with 2 fewer morning peak hour trips and 6 fewer afternoon peak hour trips. Saturday traffic would decrease by 35 daily trips and 16 mid – day trips.

Pursuant to the City of Malibu Traffic Study Guidelines, projects generating less than 30 additional vehicle trips during a single peak hour or 300 daily vehicle trips generally do not require any traffic analysis. Therefore, we have concluded that the proposed Malibu Terrace Inn project would not require a Traffic Impact Analysis (TIA) using these threshold standards since it would generate less traffic than the existing commercial uses being removed.

Traffic Estimate for the Existing Uses and Approved Retail (no hotel)

A second comparison of the potential site – generated traffic was calculated if the Malibu Terrace Inn project was not constructed and the approved retail was construction on the lower street frontage in place of the auto spa /car wash facilities at 22729 Pacific Coast Highway. Using the existing traffic estimates provided in Table 2 together with the approved retail traffic shows what the site would generate if the hotel is not constructed and the retail project is built. Table 3 below provides that estimate of traffic generation for the site.

Table 3
Estimated Site Traffic Generation
Existing Uses + Approved Retail

Existing + Approved Retail	Size	Daily Traffic	AM Peak Hour			PM Peak Hour			Daily Traffic	Mid-day Peak Hour		
			In	Out	Total	In	Out	Total		In	Out	Total
Existing Total	(above)	301	15	4	19	10	18	28	330	20	22	42
Approved Retail	2,742 s.f.	117	2	1	3	5	5	10	137	7	6	13
Existing + Approved Retail		418	17	5	22	15	23	38	467	27	28	55

As shown, the site would generate 418 weekday vehicle trips with 22 morning peak hour trips and 38 afternoon peak hour trips. Saturday traffic is estimated to be 467 vehicle trips and 55 mid – day trips

Reduce Site Generated Traffic with the Malibu Terrace Hotel Project

A comparison of the potential site – generated traffic for the proposed Malibu Terrace Inn project and the existing condition + the approved retail is shown in Table 4.

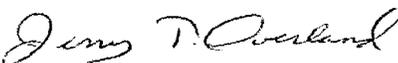
Table 4
Comparison of Site Traffic Generation
Existing Uses + Approved Retail

Comparison of Proposed Hotel vs Existing + Approved Retail	Size	Daily Traffic	AM Peak Hour			PM Peak Hour			Daily Traffic	Mid-day Peak Hour		
			In	Out	Total	In	Out	Total		In	Out	Total
Boutique Hotel	36 rooms	301	10	7	17	11	11	22	295	14	12	26
Existing + Approved Retail		418	17	5	22	15	23	38	467	27	28	55
Trip Difference		-117	-7	2	-5	-4	-12	-16	-172	-13	-16	-29
Percent Change		-28%	-41%	40%	-23%	-27%	-52%	-42%	-37%	-48%	-57%	-53%

Table 4 shows that would proposed Malibu Terrace Inn project would decrease traffic by 117 weekday vehicle trips (28% reduction) with 5 fewer morning peak hour trips (23% reduction) 16 fewer afternoon peak hour trips (42% reduction). Saturday traffic would decrease by 172 daily trips (37% reduction) and 29 mid – day trips (53% reduction).

Please call me if you have questions.

Sincerely,


Jerry T. Overland