

S.C.R.T.D. LIBRARY

CORDON COUNT



HE
372
.H64
H64

HOLLYWOOD Central Business District

AUGUST 1976

S.C.R.T.D. LIBRARY

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

TABLE OF CONTENTS

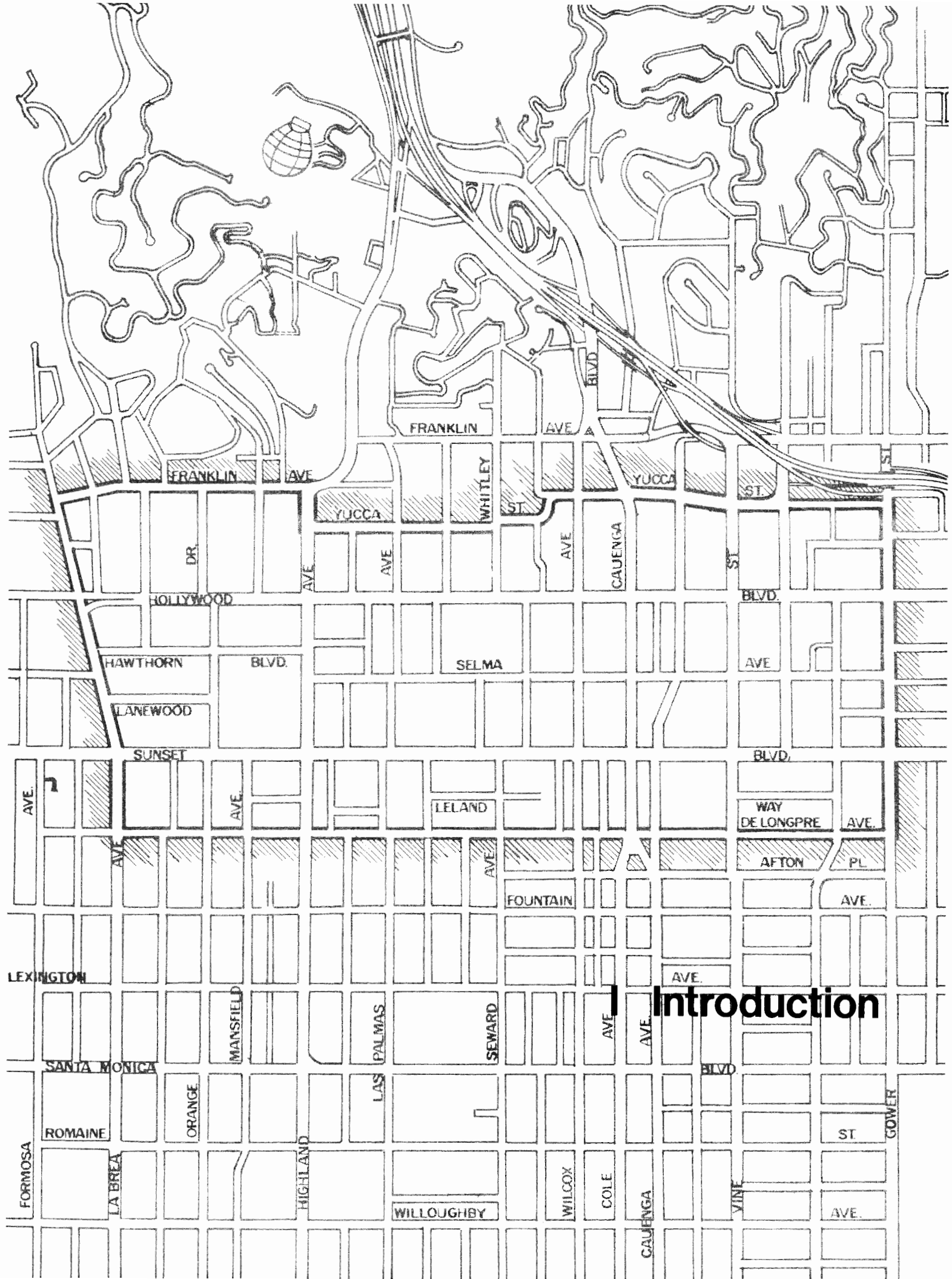
	<u>Page No.</u>
Abstract	i
I. Introduction	4
Purpose and Description of Study	5
Cordon Count Procedure	6
II. Summary Data - 1976 Cordon Count	7
III. Transportation Characteristics - Hollywood CBD	20
General Comments	
Summary Data on Vehicles and Person Trips	
Commuter Period Travel Data	
Automobile Occupancy Data	
Accumulation of Vehicles and Persons in Cordon Area	
Cordon Vehicular Volumes - August vs. October	
Correlation of Cordon Area Trip Destinations and Volumes with Land Use Intensity	
Travel Mode Patterns	
IV. Summary Observations on Cordon Travel Patterns	39

List of Tables

		<u>Page No.</u>
Table 1	16-Hour Summary 1976 Cordon Count Data	9
Table 2	Summary of Vehicles by Location	15
Table 3	Summary of Persons by Location	16
Table 4	Summary of Vehicles by Half-Hour Periods	17
Table 5	Summary of Persons by Half-Hour Periods	18
Table 6	Passenger Vehicle Occupancy Data by Two-Hour Increments-Inbound Autos	30
Table 7	Comparison of Automobile Occupancy Data for Hollywood CBD with Downtown Los Angeles and Westwood-UCLA Cordon Studies	32
Table 8	Comparison of Person Trip Volumes by Four Hour Increments Crossing Hollywood CBD - Downtown Los Angeles and Westwood-UCLA Cordon Study Boundaries	35

List of Plates

		<u>Page No.</u>
Plate 1	Map of Cordon Area 16-Hour Vehicles	8
Plate 2	Vehicle Classification and Mode of Transportation Entering Cordon Area	10
Plate 3	Vehicles Entering and Leaving Cordon Area	11
Plate 4	Accumulation of Vehicles in Cordon Area	12
Plate 5	Persons Entering and Leaving Cordon Area	13
Plate 6	Accumulation of Persons in Cordon Area	14
Plate 7	24-Hour Traffic Flow Map	19
Plate 8	Vicinity Map	29
Plate 9	Comparison of Auto and Auto Passenger Volumes- Single Occupant (drivers) vs. Two or More Occupants - 8 to 9 AM, 5 to 6 PM and 7 to 8 PM.	31
Plate 10	Comparison of Hourly Volumes (16 Stations)- August vs. October - 1976	33
Plate 11	Area Size-Development Density-Person Destination and Trip Rates-For Hollywood CBD vs. Downtown Los Angeles Cordon Study Areas	34
Plate 12	Proportionate Travel Mode Patterns for Hollywood CBD Cordon Area by Two-Hour Increments	36
Plate 13	Proportionate Bus Passenger Trip Distribution by Two-Hour Increments Crossing Downtown - Hollywood CBD and Westwood-UCLA Cordon Areas	37
Plate 14	Travel Mode Trip Rates (16 Hour) Per Acre Density of Non-Residential Development for Downtown - Hollywood CBD and Westwood-UCLA Cordon Areas	38



Introduction

Purpose and Description of Study

The Hollywood Central Business District (CBD) Cordon Count was conducted to provide data on travel characteristics for this community business center. The travel characteristics include classification by type of vehicle and mode of transportation for person-trips.

Similar cordon count studies are conducted bi-annually of the Downtown Los Angeles business district by the Department of Traffic. The initial cordon study of an area other than the Downtown CBD was conducted of the Westwood-UCLA complex in 1975.

The cordon area study data as contained in this report represents conditions for a typical Wednesday in August, 1976, for the 16-hour period from 6:00 a.m. to 10:00 p.m.

The cordon count study method provides statistical data on the magnitude of the daily volume of vehicles and persons entering and leaving the cordon area involved. It also provides data on the concentration of vehicles and persons within the cordon area at half-hour intervals for the 16-hour study period.

The boundaries of the subject cordon area are Gower Street, De Longpre Avenue, La Brea Avenue, and Franklin Avenue - Yucca Street.

The cordon area which encompasses an area of approximately 0.7 square miles, contains over nine million gross square feet on non-residential building floor area. This includes, in addition to normal retail and business oriented facilities, such development as a hospital, a public high school and elementary school, a parochial school, and numerous studios or production facilities for entertainment related industries. Within the cordon area there are also an estimated 4,500 dwelling units.

Comparison of data indicates that travel characteristics for the Hollywood CBD cordon area are similar in some aspects but dissimilar in many other aspects from the travel characteristics of either the Downtown Los Angeles or Westwood-UCLA cordon areas. These variations in travel demands can only be determined from the comprehensive data provided by the cordon study procedure.

Data from these cordon counts and future studies of other community business districts will thus provide a valuable resource for evaluation of various transportation facilities in relation to local as well as regional service demands.

Cordon Count Procedure

For this cordon study, the procedure developed for the Downtown Cordon Study was utilized. This procedure provides a method using automatic counters to secure cordon count data. Machine counts are supplemented by manual sampling counts of vehicle type, occupancy and pedestrians. Transit bus and passenger data were furnished by the Southern California Rapid Transit District (SCRTD).

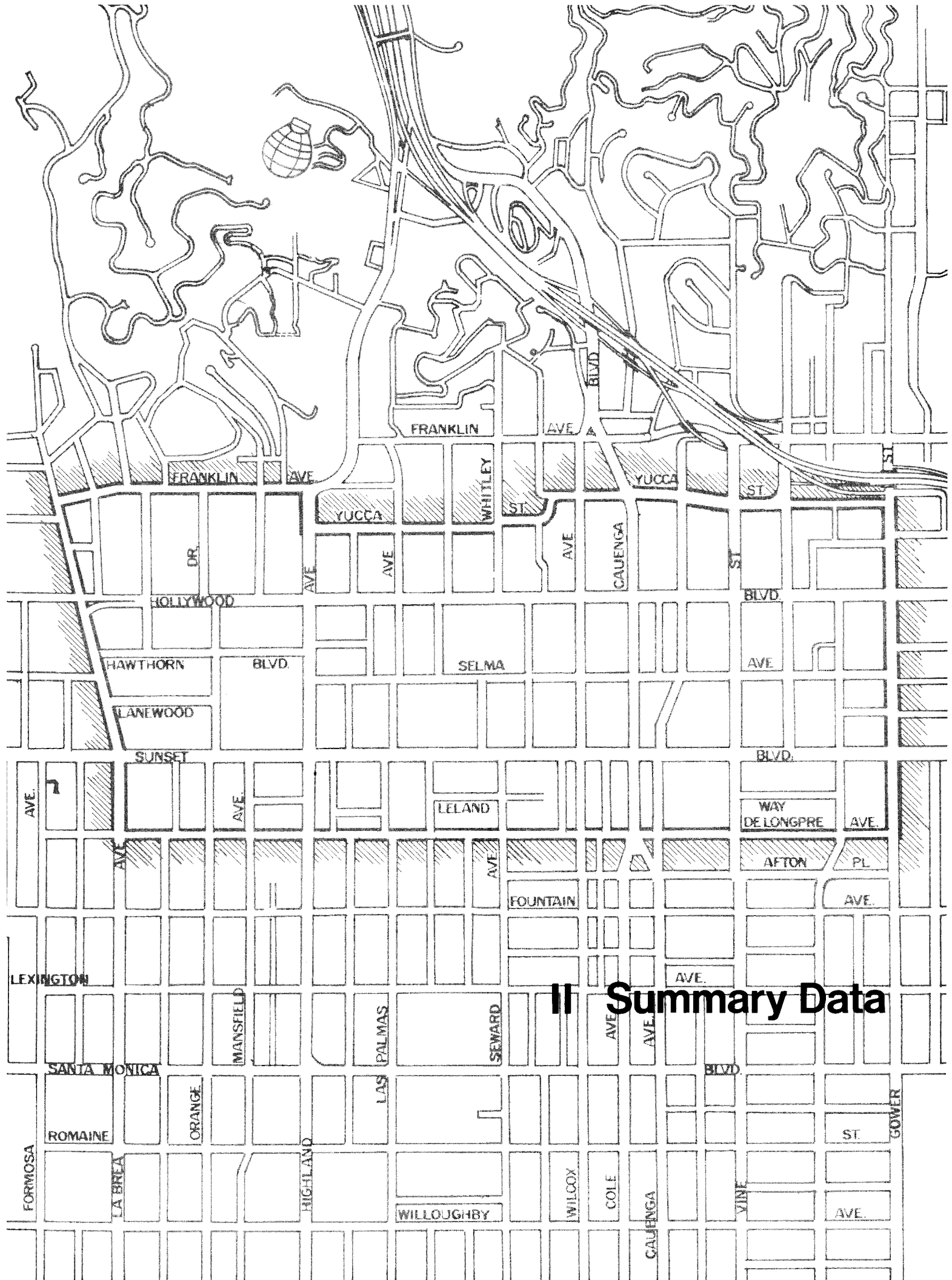
Basic data on vehicle- and person-trips are processed by location and by half-hour periods. These data provide the primary source for the preparation of most of the tables and plates included in this report.

The machine counts and full study period manual counts were made on successive Wednesdays in August. Reference to the term "accumulation of vehicles (or persons) crossing cordon boundaries" refers to the number accumulated during the hours of the study, i.e., excludes initial vehicle or person accumulation prior to 6:00 a.m. The total within the area, including vehicles or persons prior to the beginning of the study, is designated by the term "accumulation."

Initial accumulation figures for the cordon area were derived from detailed analysis of various data collected from field inventories, appropriate data from the 1970 Census and other resource data for the involved area.

To date there have been no previous studies conducted of the Hollywood CBD cordon area providing the comprehensive data on vehicle classification or person-trip magnitude included in this study. Data from a 1970 study report on parking supply and usage for the Hollywood CBD area provided a major resource for historical background data in relation to the magnitude of vehicle accumulation noted from the cordon count study.

It should be noted that the boundaries of the cordon area were selected so as to exclude stations on Gower Street, La Brea Avenue and Franklin Avenue. Travel flow for these streets were thus included in the study data only for the traffic turning onto one of the cordon area streets.



II Summary Data

Total Vehicles 6am to 10pm
inbound 173,147
outbound 168,919

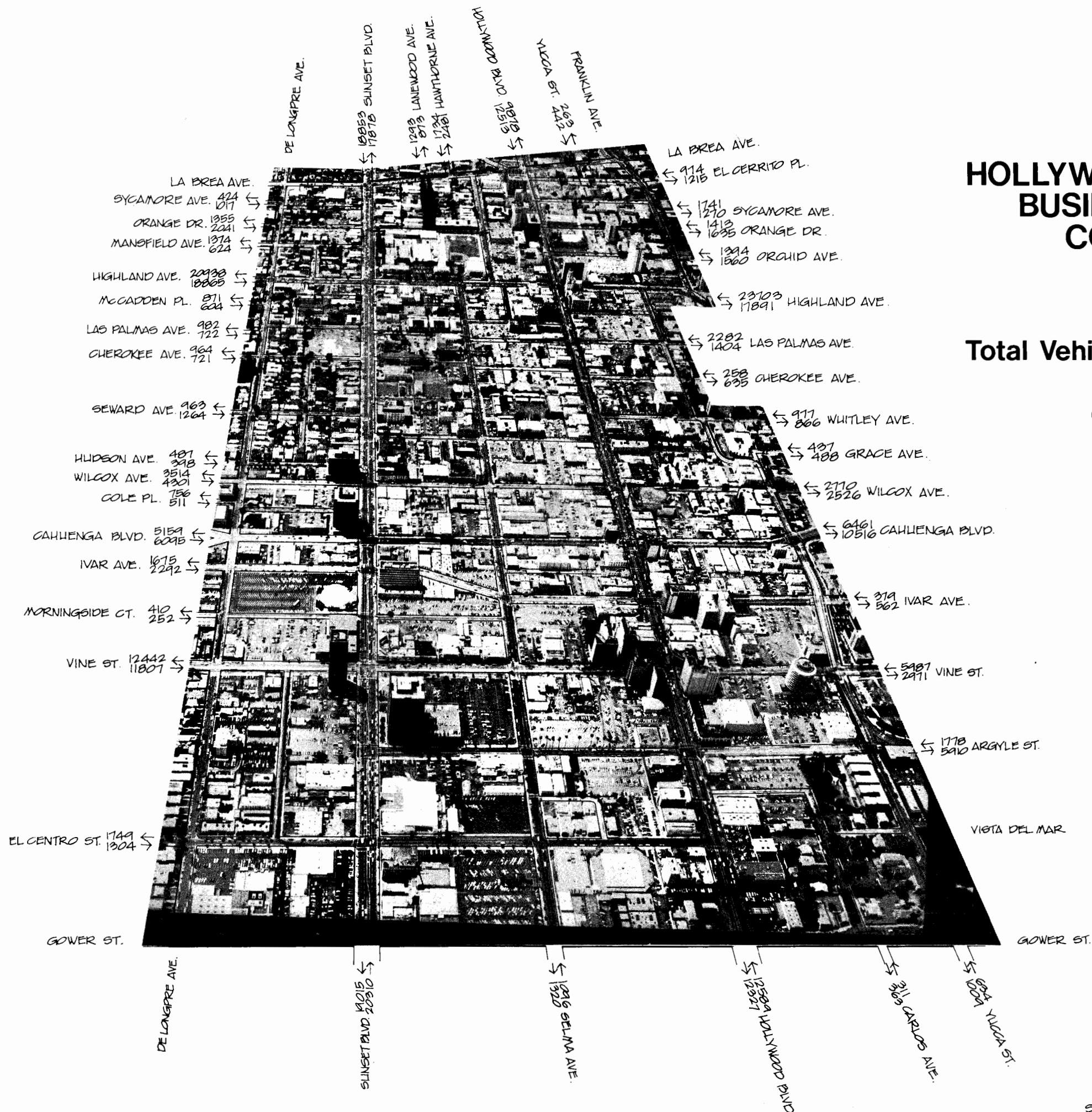
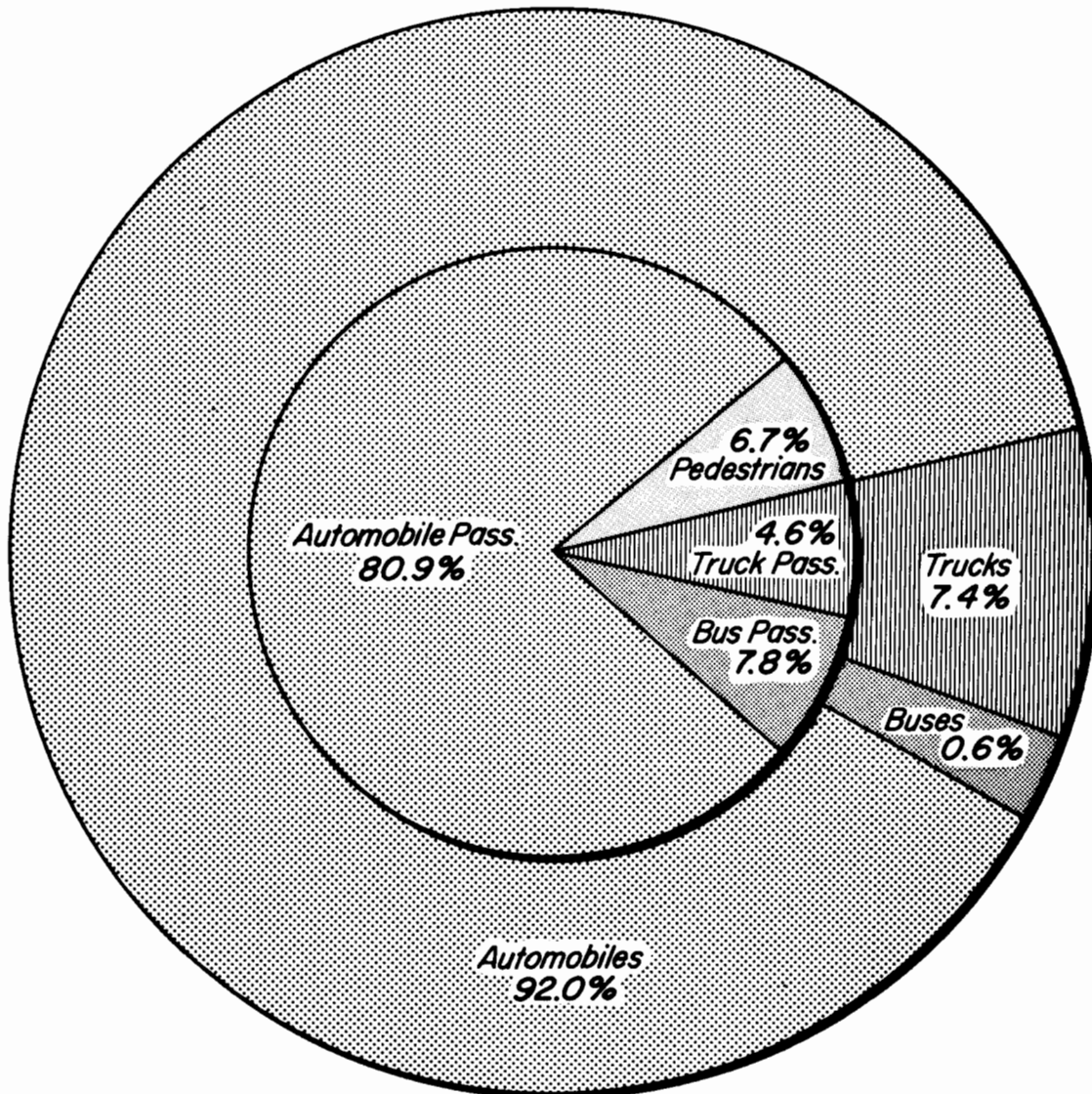


TABLE I
 Sixteen-Hour Summary
 1976 Cordon Count Data
 August, Wednesday

<u>Vehicles</u>	<u>In</u>	<u>Out</u>
Passenger Cars	159,228	155,447
Trucks and Other Vehicles	12,853	13,409
Buses	<u>1,066</u>	<u>1,063</u>
Grand Total - Vehicles	173,147	168,919

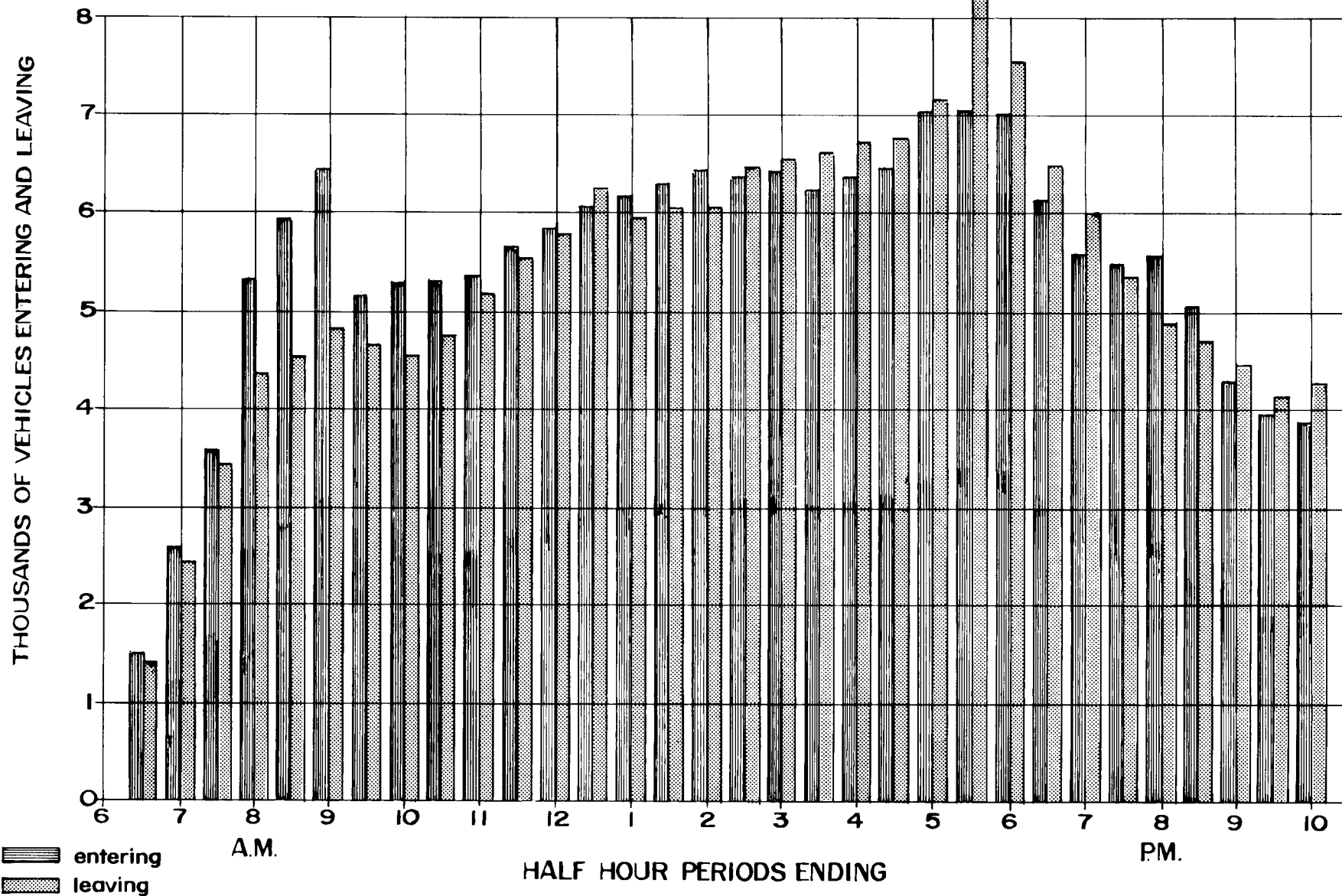
<u>Persons</u>	<u>In</u>	<u>Out</u>
Auto Passengers	223,953	215,460
Other Vehicle Passengers	12,853	13,409
Bus Passengers	21,483	20,627
Pedestrians	<u>18,666</u>	<u>18,388</u>
Grand Total - Persons	276,955	267,884

CLASSIFICATION OF VEHICLES AND MODE OF TRANSPORTATION
ENTERING CORDON AREA



AUGUST 1976

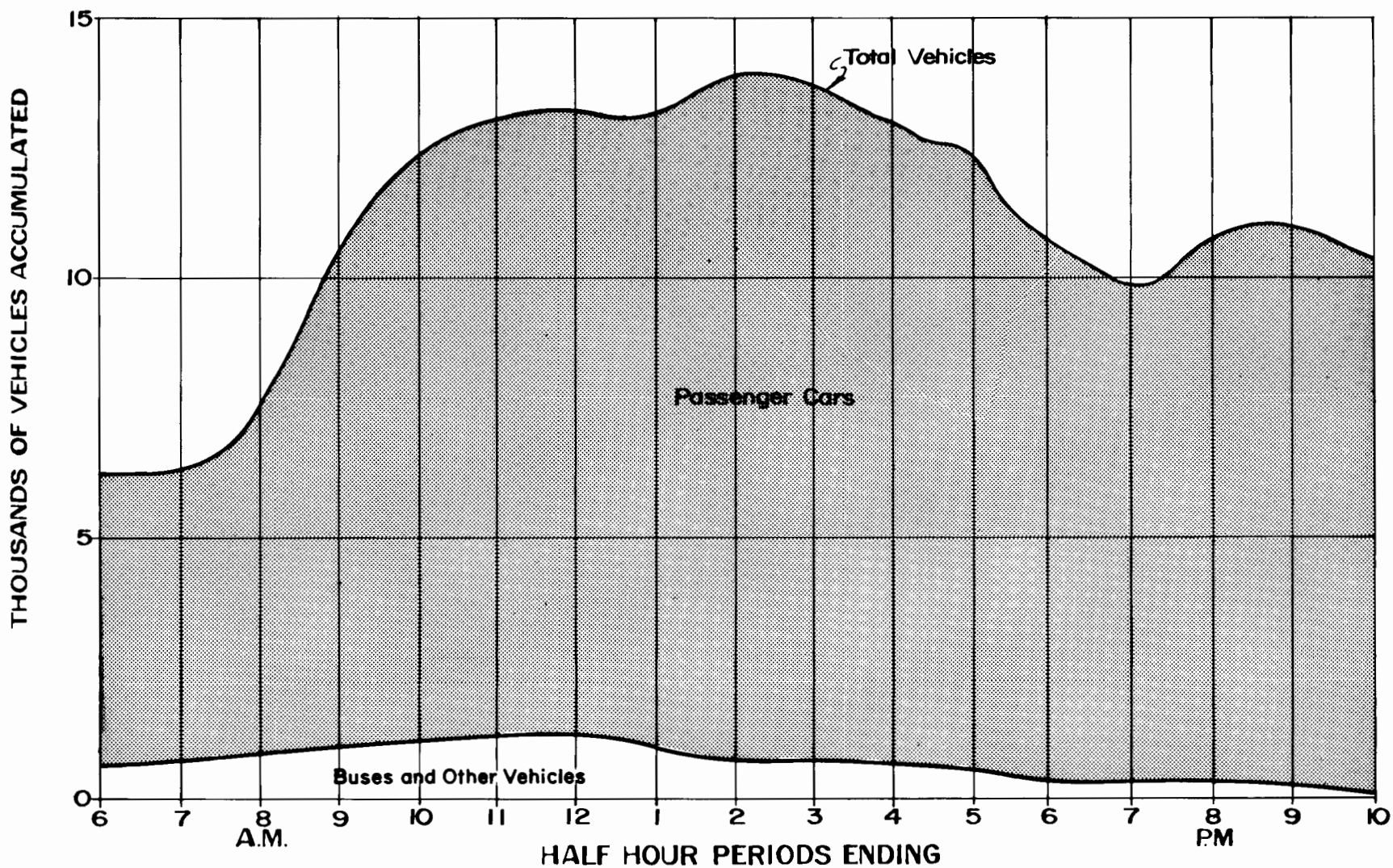
DAVID 9-77



VEHICLES ENTERING AND LEAVING CORDON AREA, AUGUST 1976

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

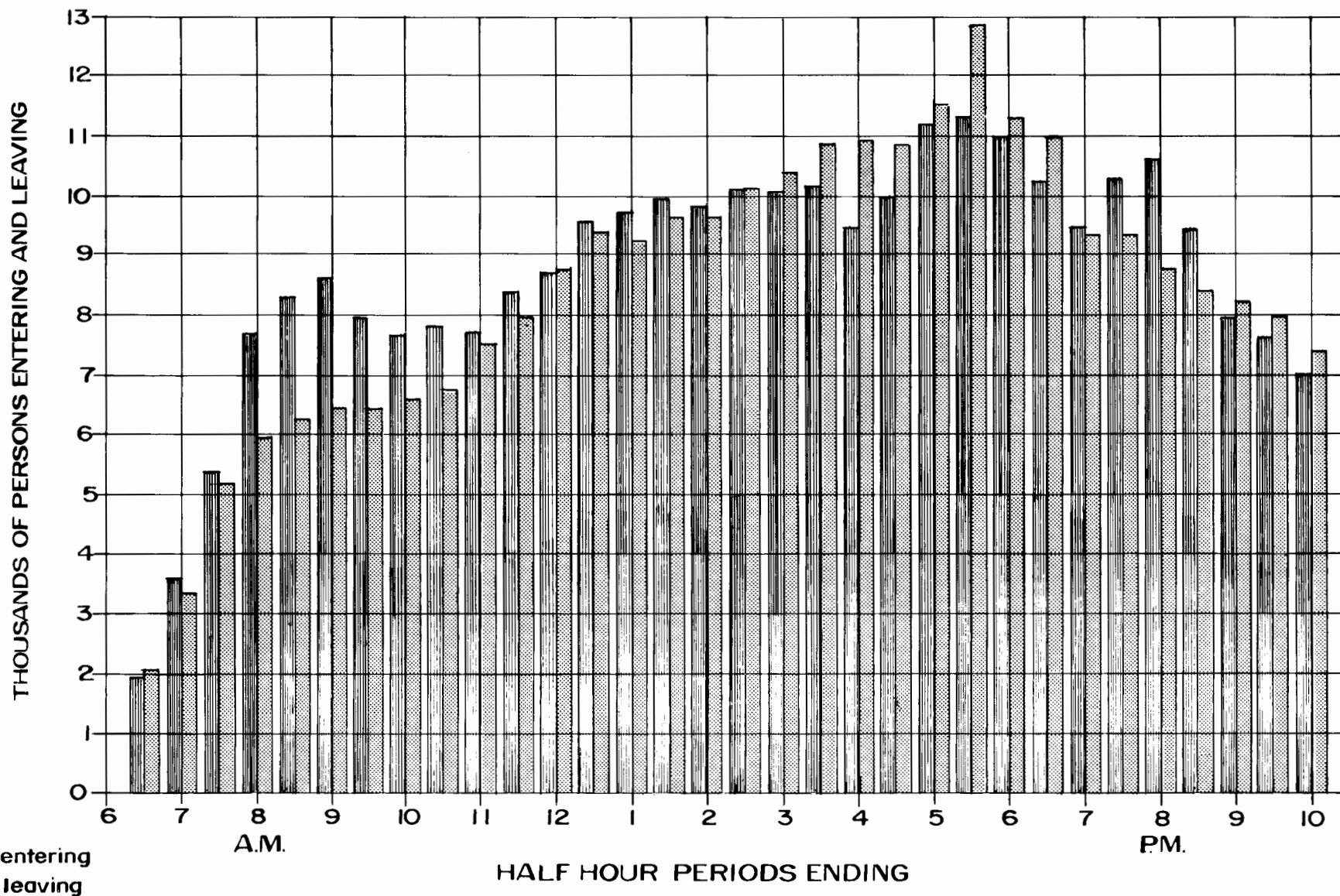
PLATE
3



VEHICLES ACCUMULATED IN CORDON AREA AUGUST 1976

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

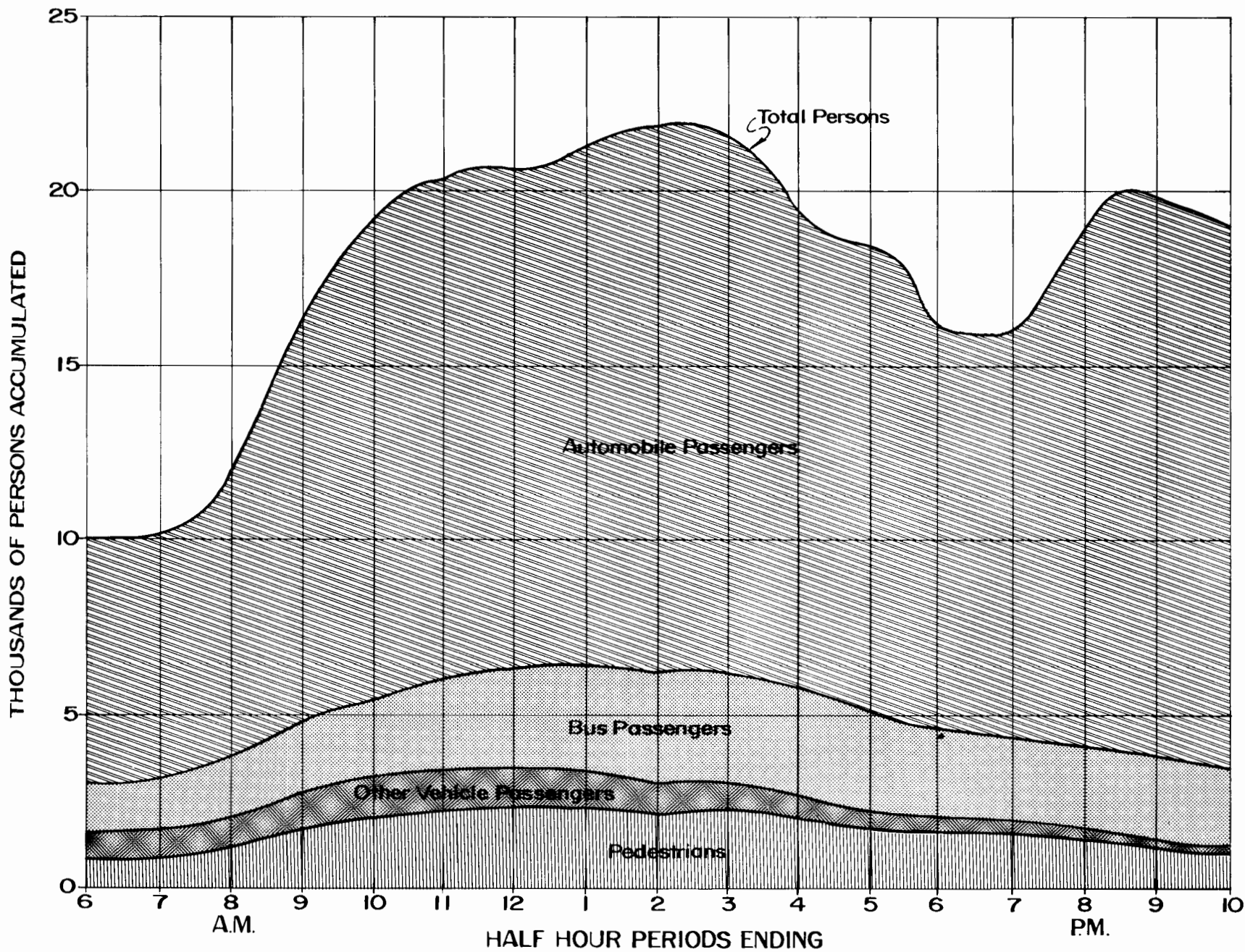
PLATE
4



PERSONS ENTERING AND LEAVING CORDON AREA, AUGUST 1976

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

PLATE
5



PERSONS ACCUMULATED IN CORDON AREA AUGUST 1976

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

PLATE
6

TABLE 2

SUMMARY OF VEHICLES BY LOCATION
HOLLYWOOD CENTRAL BUSINESS DISTRICT - AUGUST, 1976

6AM-10PM

	PASSENGER CARS		TRUCKS AND OTHER VEHICLES		BUSES		TOTAL VEHICLES	
	IN	OUT	IN	OUT	IN	OUT	IN	OUT
EAST BOUNDARY								
WEST OF GOWER ST. ON								
YUCCA ST.	580	952	54	57	0	0	634	1009
CAROL AVE.	287	337	24	26	0	0	311	363
HOLLYWOOD BLVD.	11812	11516	586	628	191	183	12589	12327
SELMA AVE.	1083	1278	13	42	0	0	1096	1320
SUNSET BLVD.	18644	17413	1594	1535	72	67	20310	19015
SUB TOTAL	32406	31496	2271	2288	263	250	34940	34034
SOUTH BOUNDARY								
NORTH OF DE LONGPRE AVE. ON								
EL CERRITO ST.	1119	1567	185	182	0	0	1304	1749
VINE ST.	11003	11447	726	915	78	180	11807	12442
MORNINGSIDE CT.	219	350	33	60	0	0	252	410
IVAR AVE.	2148	1553	144	122	0	0	2292	1675
CAHUENGA BLVD.	5595	4695	500	464	0	0	6095	5159
COLE PL.	185	744	26	12	0	0	511	756
WILCOX AVE.	3997	3280	304	234	0	0	4301	3514
HUDSON AVE.	369	426	29	61	0	0	398	487
SEWARD AVE.	1134	900	130	63	0	0	1264	963
CHEROKEE AVE.	581	863	140	101	0	0	721	964
LAS PALMAS AVE.	666	909	56	73	0	0	722	982
MC CADDEN PL.	535	814	69	57	0	0	604	871
HIGHLAND AVE.	17638	19030	1118	1800	109	108	18865	20938
MANSFIELD AVE.	523	1291	101	83	0	0	624	1374
ORANGE DR.	1915	1250	126	105	0	0	2041	1355
SYCAMORE AVE.	970	369	47	55	0	0	1017	424
SUB TOTAL	48897	49488	3734	4387	187	188	52818	54063
WEST BOUNDARY								
EAST OF LA BREA AVE. ON								
SUNSET BLVD.	17643	16412	1144	1396	66	70	18853	17878
LANEWOOD AVE.	1270	850	23	23	0	0	1293	873
HAWTHORN AVE.	1655	2323	79	158	0	0	1734	2481
HOLLYWOOD BLVD.	11529	8906	677	658	307	314	12513	9878
YUCCA ST.	432	258	10	5	0	0	442	263
SUB TOTAL	32529	28749	1933	2240	373	384	34835	31373
NORTH BOUNDARY								
SOUTH OF FRANKLIN AVE. - NORTH OF YUCCA ST. ON								
EL CERRITO PL.	968	1209	6	6	0	0	974	1215
SYCAMORE AVE.	1732	1260	9	10	0	0	1741	1270
ORANGE DR.	1302	1488	111	147	0	0	1413	1635
ORCHID AVE.	1291	1370	103	190	0	0	1394	1560
HIGHLAND AVE.	20946	15675	2629	2094	128	122	23703	17891
LAS PALMAS AVE.	2158	1334	124	70	0	0	2282	1404
CHEROKEE AVE.	225	609	33	26	0	0	258	635
WHITLEY AVE.	915	810	62	56	0	0	977	866
GRACE AVE.	429	477	8	11	0	0	437	488
WILCOX AVE.	2513	2242	257	284	0	0	2770	2526
CAHUENGA BLVD.	5852	9452	566	1019	43	45	6461	10516
IVAR AVE.	355	545	24	17	0	0	379	562
VINE ST.	5362	2756	625	215	0	0	5987	2971
ARGYLE AVE.	1348	5487	358	349	72	74	1778	5910
SUB TOTAL	45396	44714	4915	4494	243	241	50554	49449
GRAND TOTAL	159228	154447	12853	13409	1066	1063	173147	168919

TABLE 3

SUMMARY OF PERSONS BY LOCATION
HOLLYWOOD CENTRAL BUSINESS DISTRICT - AUGUST, 1976 6AM-10PM

	AUTO PASSENGERS		PASSENGERS IN OTHER VEHICLES		BUS PASSENGERS		PEDESTRIANS		TOTAL PERSONS	
	IN	OUT	IN	OUT	IN	OUT	IN	OUT	IN	OUT
EAST BOUNDARY										
WEST OF GOWER ST. ON										
YUCCA ST.	871	1500	54	57	0	0	50	69	975	1626
CAROLAS AVE.	445	519	24	26	0	0	104	118	573	663
HOLLYWOOD BLVD.	18868	18325	586	628	5705	4922	1308	959	26467	24834
SELMA AVE.	1482	1760	13	42	0	0	333	186	1828	1988
SUNSET BLVD.	26236	24008	1594	1535	1497	1528	907	877	30234	27948
SUB TOTAL	47902	46112	2271	2288	7202	6450	2702	2209	60077	57059
SOUTH BOUNDARY										
NORTH OF DE LONGPRE AVE. ON										
EL CENTRO ST.	1488	2040	185	182	0	0	184	683	1857	2905
VINE ST.	14861	15484	726	915	1405	1639	1201	1269	18193	19307
MORNINGSIDE CT.	276	450	33	60	0	0	102	61	411	571
IVAR AVE.	2799	2043	144	122	0	0	128	84	3071	2249
CAHUENGA BLVD.	7211	5981	500	464	0	0	207	211	7918	6656
COLE PL.	625	937	26	12	0	0	133	77	784	1026
WILCOX AVE.	5149	4225	304	234	0	0	329	339	5782	4798
HUDSON AVE.	475	557	29	61	0	0	87	102	591	720
SEWARD AVE.	1512	1210	130	63	0	0	188	147	1830	1420
CHEROKEE AVE.	764	1135	140	101	0	0	423	307	1327	1543
LAS PALMAS AVE.	893	1198	56	73	0	0	337	261	1286	1532
MC CADDEN PL.	696	1066	69	57	0	0	259	294	1024	1417
HIGHLAND AVE.	25248	25567	1118	1800	2091	1948	490	598	28947	29913
MANSFIELD AVE.	678	1772	101	83	0	0	220	192	999	2047
ORANGE DR.	2541	1715	126	105	0	0	124	114	2791	1934
SYCAMORE AVE.	1287	514	47	55	0	0	149	178	1483	747
SUB TOTAL	66503	65894	3734	4387	3496	3587	4561	4917	78294	78785
16 WEST BOUNDARY										
EAST OF LA BREA AVE. ON										
SUNSET BLVD.	25446	22791	1144	1396	721	760	481	584	27792	25531
LANEWOOD AVE.	1570	1216	23	23	0	0	180	218	1773	1457
HAWTHORN AVE.	2073	3380	79	158	0	0	398	481	2550	4019
HOLLYWOOD BLVD.	17428	14765	677	658	5908	5237	900	895	24913	21555
YUCCA ST.	534	356	10	5	0	0	39	41	583	402
SUB TOTAL	47051	42508	1933	2240	6629	5997	1998	2219	57611	52964
NORTH BOUNDARY										
SOUTH OF FRANKLIN AVE. - NORTH OF YUCCA ST. ON										
EL CERRITO PL.	1625	2067	6	6	0	0	1096	601	2727	2674
SYCAMORE AVE.	2729	2084	9	10	0	0	699	720	3437	2814
ORANGE DR.	2017	2502	111	147	0	0	677	808	2805	3457
ORCHID AVE.	2021	2246	103	190	0	0	2050	2295	4174	4731
HIGHLAND AVE.	28114	21151	2629	2094	2919	2975	596	469	34258	26689
LAS PALMAS AVE.	3181	1842	124	70	0	0	1057	1351	4362	3263
CHEROKEE AVE.	325	832	33	26	0	0	440	252	798	1110
WHITLEY AVE.	1358	1112	62	56	0	0	749	696	2169	1864
GRACE AVE.	622	636	8	11	0	0	419	319	1049	966
WILCOX AVE.	3329	2925	257	284	0	0	572	602	4158	3811
CAHUENGA BLVD.	7626	12137	566	1019	523	528	447	442	9162	14126
IVAR AVE.	615	722	24	17	0	0	86	77	625	816
VINE ST.	7233	3590	625	215	0	0	56	35	7914	3840
ARGYLE AVE.	1802	7100	358	349	714	1090	461	376	3335	8915
SUB TOTAL	62497	60946	4915	4494	4156	4593	9405	9043	80973	79076
GRAND TOTAL	223953	215460	12853	13409	21483	20627	18666	18388	276955	267884

TABLE 4

SUMMARY OF VEHICLES BY HALF HOUR PERIODS
HOLLYWOOD CENTRAL BUSINESS DISTRICT - AUGUST, 1976

6AM - 10PM

TIME PERIOD ENDING	PASSENGER CARS			TRUCKS OTHER VEHICLES			BUSES			TOTAL VEHICLES		
	IN	OUT	ACCUM	IN	OUT	ACCUM	IN	OUT	ACCUM	IN	OUT	ACCUM
			5500			700			50			6250
630	1180	1205	5475	226	180	746	26	29	47	1432	1414	6268
700	2088	2027	5536	378	346	778	40	34	53	2506	2407	6367
730	3086	2888	5734	426	388	816	51	51	53	3563	3327	6603
800	4638	3708	6664	535	445	906	45	48	50	5218	4201	7620
830	5282	3886	8060	535	501	940	46	48	48	5863	4435	9048
900	5668	4213	9515	634	530	1044	37	38	47	6339	4781	10606
930	5111	4104	10522	432	418	1058	33	32	48	5576	4554	11628
1000	4674	3960	11236	474	482	1050	30	30	48	5178	4472	12334
1030	4611	4129	11718	531	479	1102	31	31	48	5173	4639	12868
1100	4729	4579	11368	510	491	1121	29	27	50	5268	5097	13039
1130	5030	4896	12002	533	494	1160	31	33	48	5594	5423	13210
1200	5191	5144	12049	511	517	1159	29	27	50	5731	5683	13258
1230	5570	5724	11895	362	423	1098	31	31	50	5963	6178	13043
1300	5694	5319	12260	386	529	955	28	28	50	6098	5876	13265
1330	5732	5413	12579	419	502	872	32	35	47	6183	5950	13498
1400	5815	5375	13019	484	507	849	31	33	45	6330	5915	13913
1430	5736	5746	13009	473	528	794	37	32	50	6246	6306	13853 ✓
1500	5841	5918	12932	492	550	736	35	30	55	6368	6498	13723
1530	5496	5854	12574	607	659	684	37	40	47	6135	6553	13305
1600	5606	5951	12229	590	618	656	37	31	53	6233	6600	12938
1630	5757	6000	11986	561	626	591	38	40	51	6356	6666	12628
1700	6386	6416	11956	520	596	515	43	41	53	6949	7053	12524
1730	6512	7679	10789	392	464	443	50	50	53	6954	8193	11285
1800	6452	6931	10310	382	483	342	51	44	60	6885	7458	10712
SUB TOTAL	121875	117065		11393	11751		873	863		134141	129679	
1830	5633	5950	9993	349	361	330	41	46	55	6023	6357	10378
1900	5105	5507	9591	280	284	326	32	34	53	5417	5825	9970
1930	5150	5007	9734	183	204	305	28	28	53	5361	5239	10092
2000	5300	4507	10527	138	220	223	24	22	55	5462	4749	10805
2030	4749	4321	10955	143	187	179	22	20	57	4914	4528	11191
2100	4049	4200	10804	132	150	161	14	19	52	4195	4369	11017
2130	3690	3886	10608	127	136	152	19	16	55	3836	4038	10815
2200	3677	4004	10281	108	116	144	13	15	53	3798	4135	10478
SUB TOTAL	37353	37382		1460	1658		193	200		39006	39240	
GRAND TOTAL	159228	154447		12853	13409		1066	1063		173147	168919	

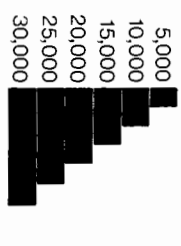
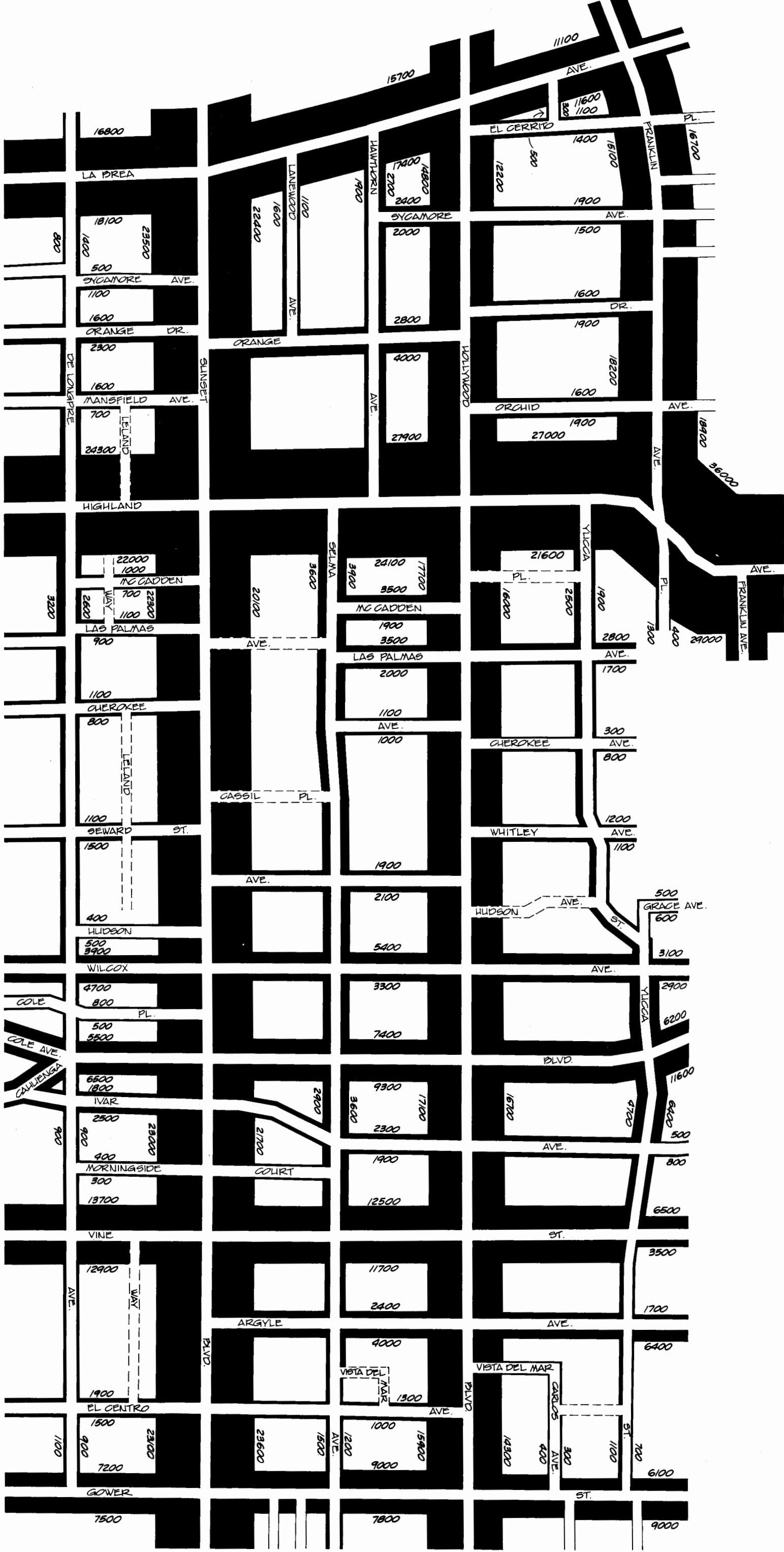
TABLE 5

SUMMARY OF PERSONS BY HALF HOUR PERIODS

HOLLYWOOD CENTRAL BUSINESS DISTRICT - AUGUST, 1976

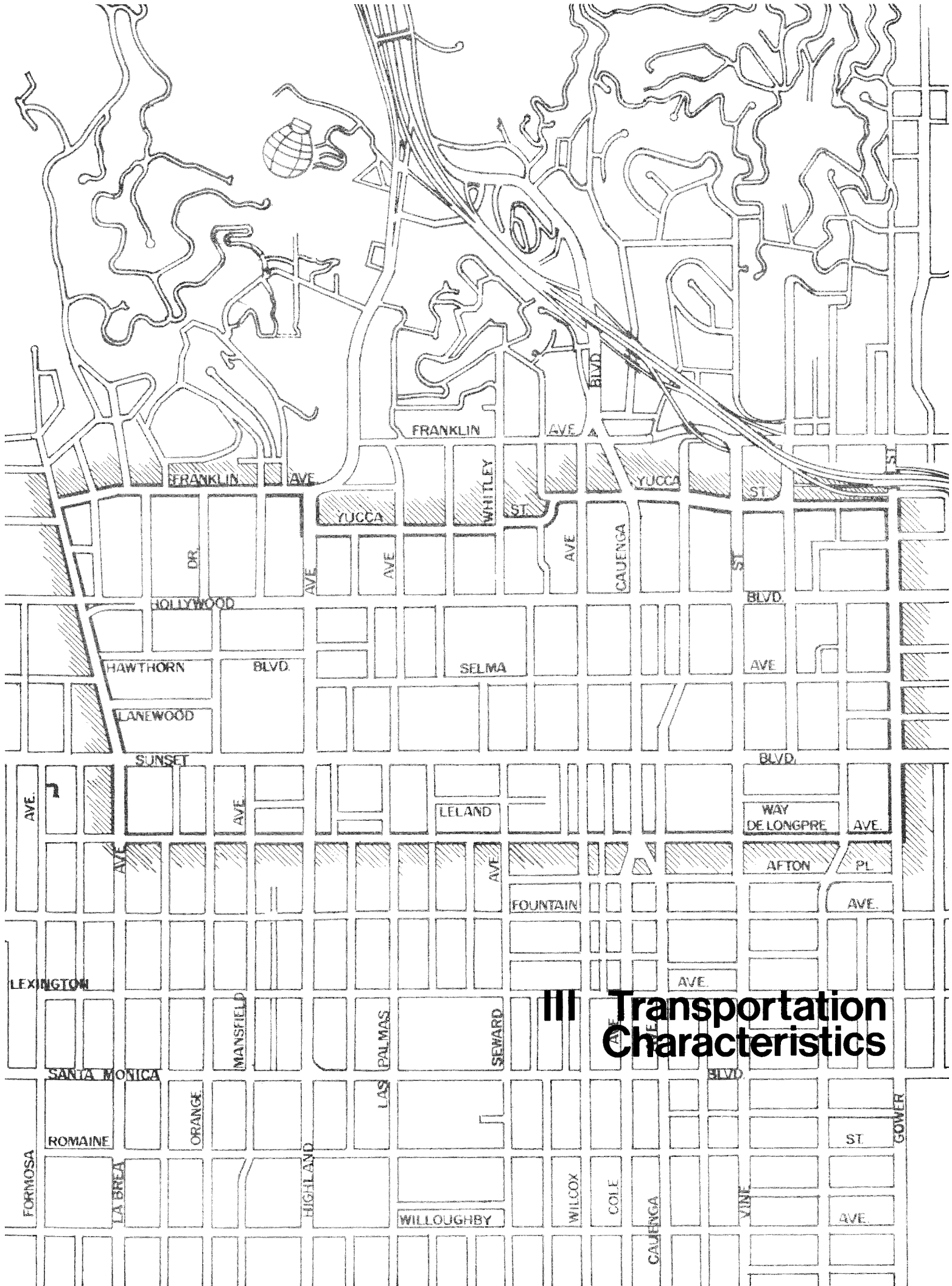
6AM - 10PM

TIME PERIOD ENDING	AUTO PASSENGERS			PASSENGERS IN OTHER VEHICLES			BUS PASSENGERS			PEDESTRIANS			TOTAL PERSONS		
	IN	OUT	ACCUM	IN	OUT	ACCUM	IN	OUT	ACCUM	IN	OUT	ACCUM	IN	OUT	ACCUM
			7000			700			1500			800			10000
630	1392	1472	6920	226	180	746	292	364	1428	84	58	826	1994	2074	9920
700	2453	2397	6976	378	346	778	486	449	1465	176	99	903	3493	3291	10122
730	3711	3630	7057	426	388	816	904	821	1548	263	168	998	5304	5007	10419
800	5600	4424	8233	525	445	906	958	828	1678	418	238	1178	7511	5935	11995
830	6244	4602	9875	535	501	940	1014	841	1851	495	284	1389	8288	6228	14055
900	6603	5038	11440	634	530	1044	748	530	2069	605	301	1693	8590	6399	16246
930	6246	4981	12705	432	418	1058	676	561	2184	608	410	1891	7962	6370	17838
1000	6097	5151	13651	474	482	1050	596	476	2304	451	334	2008	7618	6443	19013
1030	5969	5404	14216	531	479	1102	745	492	2557	494	379	2123	7739	6754	19998
1100	6199	6092	14323	510	491	1121	571	526	2602	487	388	2222	7767	7497	20268
1130	6533	6370	14486	533	494	1160	734	551	2785	573	528	2267	8373	7943	20698
1200	6794	6942	14338	511	512	1159	621	606	2800	595	604	2258	8521	8664	20555
1230	7693	7691	14340	362	423	1098	770	583	2987	692	628	2322	9517	9325	20747
1300	7822	7376	14786	366	529	955	662	540	3109	767	687	2402	9637	9132	21252
1330	8095	7560	15321	419	502	872	660	611	3158	793	930	2265	9967	9603	21616
1400	8042	7693	15670	484	507	849	651	617	3192	648	749	2164	9825	9566	21875
1430	8003	8063	15610	473	528	794	839	776	3255	766	672	2258	10081	10039	21917
1500	8058	8252	15416	492	550	736	615	707	3163	757	797	2218	9922	10306	21533
1530	7896	8348	14964	607	659	684	774	902	3035	798	815	2201	10075	10724	20884
1600	7233	8490	13707	590	618	656	807	817	3025	739	902	2038	9369	10827	19426
1630	7818	8197	13328	561	626	591	921	1041	2905	691	863	1866	9991	10727	18690
1700	8691	8633	13386	520	596	515	1104	1214	2795	854	974	1746	11169	11417	18442
1730	9008	10305	12089	392	464	443	1217	1380	2632	572	599	1719	11189	12748	16883
1800	8751	9479	11361	382	483	342	1070	1097	2605	695	684	1730	10898	11743	16038
SUB TOTAL	160951	156590		11393	11751		18435	17330		14021	13091		204800	198762	
1830	8399	8301	11459	349	361	330	723	785	2543	545	646	1629	10016	10093	15961
1900	8049	7951	11557	280	284	326	544	555	2532	552	601	1580	9425	9391	15995
1930	9034	7872	12719	183	204	305	490	533	2489	585	674	1491	10292	9283	17004
2000	9470	7332	14857	138	220	223	316	391	2414	637	662	1466	10561	8605	18960
2030	8262	7077	16042	143	187	179	307	242	2479	623	737	1352	9335	8243	20052
2100	7025	7010	16057	132	150	161	257	291	2445	578	726	1204	7992	8177	19867
2130	6564	6830	15791	127	136	152	261	300	2406	648	720	1132	7600	7986	19481
2200	6199	6497	15493	108	116	144	150	200	2356	477	531	1078	6934	7344	19071
SUB TOTAL	63002	58870		1460	1658		3048	3297		4645	5297		72155	69122	
GRAND TOTAL	223953	215460		12853	13409		21483	20627		18666	18388		276955	267884	



TRAFFIC FLOW MAP
HOLLYWOOD CENTRAL BUSINESS DISTRICT
Weekday 24 Hour Count
August 1976

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer



III Transportation Characteristics

Transportation Characteristics of the Hollywood CBD Cordon Area

General Comments

In reviewing the following data and analyses comments, cognizance should be made of two factors which have a significant influence on the travel characteristics for the Hollywood CBD cordon area. One, the diversified nature of the development within the cordon area, which includes a hospital, an elementary and a high school, numerous residential units, and substantial entertainment related industries in addition to the normal retail and service oriented facilities usually located in a business district. Second, the geographical location of the cordon area, at the crossroads of regional highway routes which serve not only trips generated or attracted by the developments within the cordon area, but also accommodate a portion of the existing extensive travel demands (1) between the San Fernando Valley area or eastern extremity of Santa Monica Mountain range and the Downtown area and (2) between the San Fernando Valley area and the area within or contiguous to the easterly portion of the Wilshire Corridor. Geographic orientation of a study area is shown on Plate 8.

Summary Data on Vehicle and Person Trips

Processing of the myriad information collected for the cordon count study through a computer program (which provides the most accurate and efficient manner for performing the multiplicity of necessary computations) results in the comprehensive, detailed data on vehicle and person trips, Tables 2 through 5. Data shown on Table 1 or graphically illustrated on Plates 1 through 6 are derived primarily from the four computer tables.

As indicated by these data, a total of 342,066 vehicles crossed the cordon boundaries during the 16-hour study period, 6:00 a.m. to 10:00 p.m. During the 16-hour study period, a total of 544,839 persons entered and left the cordon area.

Of the total persons entering the cordon area, 80.9 percent arrived in automobiles, 7.8 percent in transit vehicles, 4.6 percent in trucks, and the remainder 6.7 percent entered on foot.

At the peak vehicle accumulation period, 2:00 p.m., there were a total of 13,913 vehicles within the cordon area. Peak accumulation of persons occurred at 2:30 p.m., at which time there were a total of 21,917 persons within the cordon area.

Commuter Period Travel Data

As derived from the half-hour increment volumes noted on Table 4, directional peak hour vehicular volumes for the cordon area were as follows:

	<u>Inbound</u>	<u>Outbound</u>
A.M. Peak Hour (8:00 - 9:00)	12,202	9,218
P.M. Peak Hour (5:00 - 6:00)	13,839	15,651

During the morning peak hour there were a total of 16,878 persons entering the cordon area. The volume of bus passengers, 1762, represented approximately 10.5 percent of the total inbound during the morning peak hour.

Cordon area accumulation data indicates a substantially higher net influx of persons during the morning commuter hours, 7:00 to 9:00 a.m., than the net outflow during the 2-hour afternoon commuter period, 4:00 to 6:00 p.m.

These data indicated a net influx of 6,124 in the a.m. compared to a net outflow of 3,388 persons in the p.m. period. The lower volume for the net outflow in the afternoon was not due to outbound person trips being of a lower magnitude than would be expected (in relation to inbound for the a.m. period) but due primarily to the above normal volume of inbound person trips. This pattern of substantial inbound trips continued until 8:30 p.m., and resulted in a net influx of 4,091 persons during the 2-hour period from 6:30 to 8:30 p.m.

Automobile Occupancy Data

Review of the summary data for inbound volumes indicates a general overall increasing automobile occupancy factor from 6:00 a.m. to 10:00 p.m. As noted from the comparative data by 2-hour increments on Table 6, the low and high occupancy factors occurred during the initial and final two hour increments, 1.20 from 6:00 to 8:00 a.m. and 1.74 person per automobile for the period from 8:00 to 10:00 p.m. Based on data from the numerous occupancy counts made for the cordon study, the proportionate volume of inbound automobiles by number of occupants for the 2-hour increments are also shown on Table 6. As these data indicate, the proportion of automobiles with two or more occupants represented only approximately 15 percent of the total inbound automobiles during the initial two hour increment, 6:00 to 8:00 a.m. During the final 2-hour increment, 8:00 to 10:00 p.m., automobiles with two or more occupants, however, represented nearly half of the total inbound automobiles during the involved period.

To provide additional insight into the variations on automobile occupancy, data were compiled for three hourly increments, 8:00 - 9:00 a.m., 5:00 - 6:00 p.m. and 7:00 - 8:00 p.m. These data as graphically illustrated on Plate 9, reveals that for the three hourly periods, the lowest volume of inbound automobiles was recorded for the hour from 7:00 - 8:00 p.m., but conversely, the volume of inbound automobile passengers was higher during this hour than for either of the other two hours. The volume of automobile passengers in relation to the volume of automobiles is of course directly dependent on this composition of the number of occupants in each automobile. This composition varies considerably for each hour as is reflected in the average occupancy factors, 1.17, 1.37 and 1.77 persons per automobile for the hourly periods, 8:00 - 9:00 a.m., 5:00 - 6:00 p.m. and 7:00 - 8:00 p.m., respectively. This composition is more directly evident from the comparative data on the proportion of inbound volume for each hourly period, as shown on the bottom portion of Plate 9. The extreme in composition of automobile occupancy is reflected in the comparison which indicates that the volume of persons in single-occupant automobiles (driver only) represented 73 percent of the total inbound automobile passengers for the hour from 8:00 to 9:00 a.m., whereas conversely, 71 percent of the total inbound automobile passengers during the hour from 7:00 to 8:00 p.m. arrived in automobiles with two or more passengers.

Comparison with data from most recent cordon count studies of Downtown Los Angeles and the Westwood-UCLA Complex indicates the pattern of occupancy factors by four-hour increments for the Hollywood CBD cordon area more closely parallels factors for the Downtown Los Angeles cordon area, as shown on Table 7. The most significant variation in occupancy factors for these two cordon areas is the opposing pattern for the normal daytime business hours 6:00 a.m. - 6:00 p.m., in contrast to the evening hours, 6:00 to 10:00 p.m. During the daytime hours, the occupancy factor for the Downtown Los Angeles cordon area is higher than the Hollywood CBD factor for the involved period, averaging 1.36 vs. 1.32 persons per automobile. For the evening hours there is an opposing pattern, average of 1.60 and 1.69 persons per automobile for the Downtown Los Angeles and Hollywood CBD cordon areas, respectively.

Accumulation of Vehicles and Persons in Cordon Area

The volume of vehicles accumulated within the subject cordon area is of course dependent primarily on the magnitude of automobiles since these represent 90 percent or more of the total vehicle accumulation. Consequently, the automobile passenger accumulation is also a significant factor in the total person accumulation.

As is indicated on Plate 4, cordon area vehicle accumulation increased in the greatest magnitude during the period from 8:00 to 10:00 a.m. Between 10:00 a.m. and 5:00 p.m., accumulation of vehicles remained relatively stable. Subsequent to 5:00 p.m. vehicle accumulation dropped slightly, then peaked to a high at 8:30 p.m., slightly above the magnitude of the 6:00 p.m. vehicle accumulation. This accumulation, compared to available data from a 1970 parking study report¹, revealed a generally similar pattern (in relation to proportionate values of peak accumulation) for the daytime business hours, 6:00 a.m. to 6:00 p.m., and an opposing pattern for the evening hours, as indicated by the following vehicle accumulation data:

Total Vehicle Accumulation

	<u>Cordon Study - 1976</u>		<u>Parking Study - 1970</u>	
	<u>Number</u>	<u>% of Peak</u>	<u>Number*</u>	<u>% of Peak</u>
10:00 a.m.	12,334	89%	10,104	85%
2:00 p.m.	13,913	Base 100	11,852	Base 100
6:00 p.m.	10,712	77%	7,557	64%
8:00 p.m.	10,478	75%	9,790	83%

*Modified data to correspond to cordon study area.

¹"Hollywood Central Business District - Parking Study Report, July, 1970"
Associated Parking Consultant.

The preceding indicates that in 1970 the vehicle parking accumulation at 8:00 p.m. was substantially higher than the 6:00 p.m. accumulation and almost reached the magnitude observed at 10:00 a.m. This was not the case in 1976 for vehicle accumulation, but interestingly enough, corresponded to the pattern of person accumulation in 1976. The magnitude of persons accumulated within the cordon area in 1976 at 8:00 p.m. totalled 18,960 persons, or approximately 87 percent of the total accumulation at the peak period, 21,875 persons, and nearly identical to the 19,013 person accumulation at 10:00 a.m. The increasing magnitude of person accumulation between 6:30 and 8:30 p.m. without a corresponding increase in vehicle accumulation was due primarily to higher passenger vehicle occupancy values as was noted in the preceding section on "Automobile Occupancy Data."

Cordon Vehicular Volumes - August vs. October

Traffic volume counts made for the cordon study were conducted during the month of August when the highest volume of regional tourist travel occurs. To provide some insight for comparison with vehicular volume travel activity during school session periods, automatic machine counts were made during the month of October on two major thoroughfares on each of the four cardinal boundaries of the cordon area. These 16 cordon stations accommodated nearly 70 percent of the total vehicular volume crossing the cordon boundaries during the 16-hour study period in August.

Comparison of volume count data for these 16 stations revealed nearly identical vehicular volumes crossing the cordon boundaries overall for the 16-hour study period (6:00 a.m. - 10:00 p.m.) in August and October. The vehicular volume total for the 16-hour period in October was three-tenths of one percent greater than the recorded August volume.

More detailed study and analyses by hourly increments indicated two distinct variations in traffic flow patterns in the comparison of data for August and October. First, directional peak traffic period flows, entering volume during the period from 6:00 to 10:00 a.m. and outbound vehicular volumes from 3:00 to 7:00 p.m., in October were higher for the majority of the hourly increments and at the same level for the remainder than the direction flow for the corresponding periods in August. Second, and conversely, hourly volumes in the evening period, 7:00 to 10:00 p.m., for both entering and leaving traffic were greater in August than in October. For the remaining intervening period, 10:00 a.m. to 3:00 p.m., there were no unique patterns evident from the comparative data. Volume of vehicles across the cordon boundaries during the 5-hour period on the 16 stations in August was six-tenths of one percent greater than the October volume for the corresponding period. The relative differences in vehicular volumes in October compared to August for the other periods noted above were as follows:

Inbound - 6:00 to 10:00 a.m. - +7.0%

Outbound - 3:00 to 7:00 p.m. - +2.5%

In and Out 7:00 to 10:00 p.m. - -9.2%

In more general overall totals, thus, the preceding tends to indicate that vehicular volumes for the Hollywood CBD cordon area during school session

period (October data) compared to summer tourist periods (August data) are approximately 2 percent greater for the normal daytime business hours, 6:00 a.m. to 6:00 p.m., but approximately 5 percent less for the evening hours, 6:00 to 10:00 p.m. For the overall 16-hour cordon study period, 6:00 a.m. to 10:00 p.m., vehicular travel activity entering and leaving the Hollywood CBD cordon area during October was apparently of the same general magnitude as the vehicular volume recorded for the cordon study in August.

The variations in hourly volumes of traffic entering and leaving the Hollywood CBD cordon area (for the 16 station counts) in August compared to October is graphically illustrated on Plate 10.

Correlation of Cordon Area Trip Destinations and Volumes with Land Use Intensity

The volume of trips which are attracted (have a destination) to a compact retail and business oriented center is dependent on many factors, including, but not necessarily limited to such factors as: type and intensity of land use, available transportation services and socioeconomic factors.

Cordon area person trip destinations represent the major portion of the persons accumulated within the cordon area at the peak accumulation period. Correlation of the peak accumulation data with building intensity to derive destination rates thus provides the means for comparison with such rates for business activity centers.

Data on non-residential building development included in the Hollywood Central District Parking Study Report¹ revealed a total of slightly over nine million square feet of gross floor space within the cordon area. Based on factors derived from previous studies, this would translate into approximately 8.4 million square feet of net rentable floor area (NRFA) in non-residential development within the cordon area.

In terms of land area size, the Downtown Los Angeles cordon area (1.1 square miles) is slightly larger than either the Hollywood CBD cordon area (0.7 square miles) or the Westwood-UCLA cordon area (0.8 square miles). The intensity of non-residential building area within the Downtown cordon area is, however, substantially greater than the intensity within either the Hollywood CBD or Westwood-UCLA cordon areas (Downtown - 49.4; Hollywood CBD - 8.4; and Westwood-UCLA - 7.5 million square feet of NRFA). In terms of density per acre thus both the Hollywood CBD and Westwood-UCLA cordon areas have approximately one-fourth the building density of the Downtown cordon area, 19,000 and 15,000 vs. 70,000 NRFA, respectively.

The relative difference in floor space intensity is also reflected in person destinations (peak accumulation) per acre. The data from the cordon studies indicates person destination factors of 50 per acre for both the Hollywood CBD and Westwood-UCLA cordon areas compared to a factor of 200 person destinations per acre for the Downtown cordon area.

¹Ibid.

In terms of person destinations (by all modes) per 1,000 square feet of NRFA, the cordon study data indicate that the Hollywood CBD factor of 2.6 is only slightly lower than the Downtown factor, 3.1, but considerably less than the factor of 4.1 person destinations for the Westwood-UCLA cordon area.

Comparison of person destinations by the auto mode only reveals a reverse pattern of a higher factor for the Hollywood CBD than the Downtown cordon area factor, 1.9 vs. 1.7 person destinations per 1,000 square feet of NRFA. The factor of 3.3 persons destinations for the Westwood-UCLA cordon area was considerably higher than the factors for the other two cordon areas.

The preceding reflects previously observed travel patterns which have indicated that differences in the magnitude of auto travel to concentrated commercial centers are considerably less than those relating to travel by all modes. Stated another way, the proportion of person trips by public transportation generally becomes greater as the density of development increases.

The difference in travel rates for the Hollywood CBD cordon area compared to the Downtown or Westwood-UCLA cordon areas due to variations in travel modes and land use intensity is also reflected in the comparison of total 16-hour volume of person-trips across the cordon study boundaries. Total trips entering and leaving a cordon area includes through travel trips which have neither origin or destination within the study area as well as trips which have an origin or destination within the cordon area. Comparison of the 16-hour person trip rates for the Hollywood CBD cordon area with the Downtown and Westwood-UCLA cordon area rates indicates the following patterns:

	<u>16-Hour Trip Rates</u>		
	<u>Downtown</u>	<u>Hollywood</u>	<u>Westwood-UCLA</u>
Person Trips/Acre - by All Modes	1,740	1,210	640
Person Trips/Acre - by Auto Mode	1,110	980	550
Person Trips/1,000 Sq. Ft. NRFA by All Modes	25	65	40

In connection with the destination rates, it should be noted that the campus of the University of California at Los Angeles encompasses 411 acres or approximately 85 percent of the Westwood-UCLA cordon study area. The University had an enrollement of nearly 30,000 students and a personnel staff of 12,000 at the time of the study in May, 1975. The academic facilities on the campus would, of course, permit a considerably higher concentration of persons per square feet of floor space than the major types of building use (retail, office, etc.) presently developed in the Hollywood CBD or Downtown cordon areas. At the time of the study in May 1975, assignable square feet of floor space on the campus totalled 5 million square feet, or approximately two-thirds of the total floor space within the cordon study area.

The conditions relative to area size, intensity of development and cordon destinations and trip rates for the Hollywood CBD compared to the Downtown and Westwood-UCLA cordon areas are graphically illustrated on Plate 11.

Analysis of cordon data by four-hour increments further tends to indicate that the nature and intensity of development have a varying effect on the daily distribution of travel patterns.

As shown on Table 8, the proportion of the 16-hour person-trips during the periods involving primarily commuter traffic (6:00 to 10:00 a.m. and 2:00 to 6:00 p.m.) crossing the Hollywood CBD and Westwood-UCLA cordon boundaries is less than the proportion for these periods for the Downtown Cordon area, especially in the morning period (which does not include the degree of shopping and other non-work trips that occur during the afternoon commuter period).

For the daytime shopping period, 10:00 a.m. to 2:00 p.m., the proportion of person trips accommodated during this period is almost identical for the three cordon areas.

There is, however, a significant difference in regard to the proportion of persons entering and leaving the Downtown cordon area in relation to the other two cordon areas during the evening period, 6:00 to 10:00 p.m., or hours which involve primarily social or entertainment related type trips. The proportion of the 16-hour volume of person-trips crossing either the Hollywood-CBD or Westwood-UCLA cordon area boundaries during the evening period is almost double the proportionate value recorded for the Downtown area.

For the Hollywood CBD, the imbalance between inbound and outbound flows during the evening period resulted in a material increase in person accumulation within the cordon area as is depicted on Plate 6.

Travel Mode Patterns

To provide some insight into the proportionate distribution by the various travel modes, an analysis was made to derive comparisons by two-hour increments. For this purpose, automobile passenger and truck passenger volumes were combined to provide a total of private motor vehicle passengers. Volume data for the other two modes, transit passengers and pedestrians, were compiled separately.

This analysis revealed that the proportionate distribution patterns of motor vehicle passengers and pedestrian trips entering and leaving the Hollywood CBD cordon area were very similar to the proportionate distribution pattern for the total person trips, as graphically illustrated on Plate 12.

The proportionate distribution pattern by two-hour increments for bus passenger trips as shown on this plate, however, varied considerably from the total person trip distribution pattern.

Comparison was also made of the proportionate distribution of bus passenger trips for the Hollywood CBD cordon area with the distribution patterns by this mode for the Downtown and Westwood-UCLA cordon study areas. This comparison revealed the normal higher proportionate travel activity during both the morning and afternoon peak traffic periods for the Downtown and Westwood-UCLA cordon areas, but a higher proportionate volume of bus passenger travel only during the afternoon peak period for the Hollywood CBD cordon area. For the daytime non-peak traffic hours, the proportionate two-hour incremental bus passenger trips crossing the Hollywood CBD cordon boundaries varied from

lower to higher values in relation to the proportionate volumes for the respective periods recorded across the Downtown and Westwood-UCLA cordon boundaries. The proportionate bus passenger distributions by two-hour increments for the 3 cordon area are graphically illustrated on Plate 13.

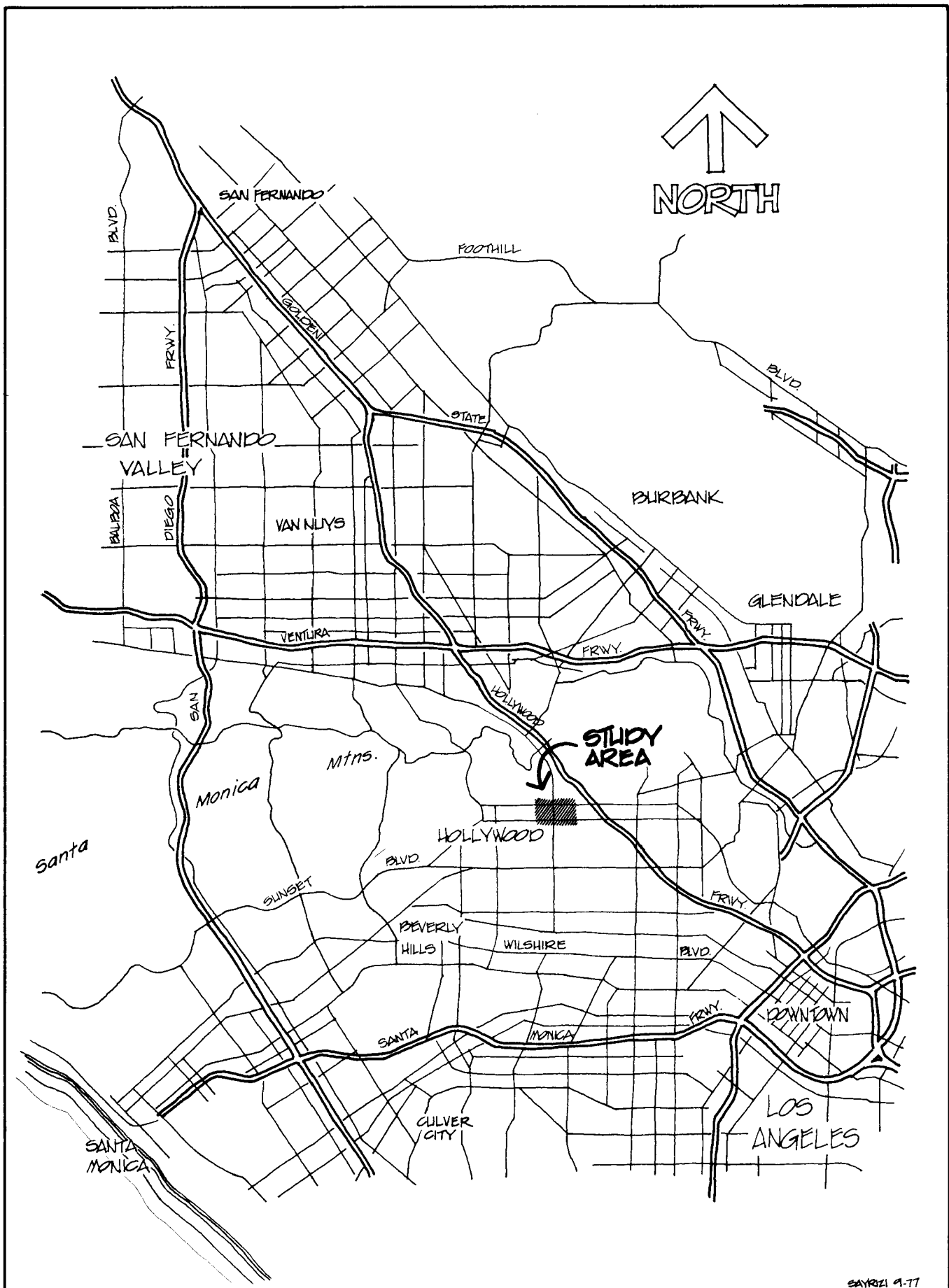
More detailed study on cordon data further revealed substantial variations in the magnitude of travel by all modes for the Hollywood CBD cordon area in relation to the respective travel mode patterns for the Downtown or Westwood-UCLA cordon areas. To provide comparative detail, 16-hour volume rates were calculated for total person trips and by the separate travel modes across each of the cordon boundaries on the basis of area size in conjunction with intensity of non-residential development for the respective cordon areas.

As graphically illustrated on Plate 14, in terms of acre density of development (non-residential), the magnitude of person trips for the 16-hour study period across the Hollywood CBD cordon area in motor vehicles (excluding transit) is in the range from 50 to 70% greater than the motor vehicle passenger trip rates (per acre density) for the Downtown or Westwood-UCLA cordon area.

In terms of acre density of development, the public transportation (bus passengers) mode trip factor for the Hollywood CBD cordon area is approximately half the magnitude of the Downtown cordon area transit factor and nearly three times greater than the bus passenger trip rate for the Westwood-UCLA cordon area.

Pedestrian trips, per acre density of development, for the Hollywood CBD cordon area are approximately double the density rates for this mode for the other two cordon areas.

It must be noted that in terms of absolute values, the 16-hour volume crossing the Downtown cordon boundaries for total person trips and for the separate modes, other than public transportation, is generally double the volume crossing Hollywood CBD cordon boundaries and three to four times greater than the Westwood-UCLA cordon trip volumes. The volume of person trips by public transportation for the Hollywood CBD and Westwood-UCLA cordon area approximately 13 percent and 4 percent, respectively, of the magnitude of the 16-hour volume crossing the Downtown cordon boundaries by this mode.



SAYRE 9-77

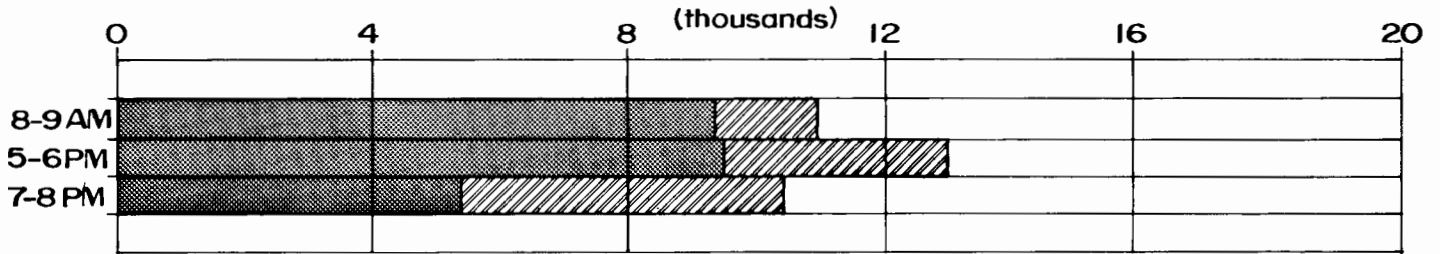
TABLE 6

Passenger Vehicle Occupancy Data
 By Two-Hour Increments - Inbound Auto's
 for
 Hollywood Central Business District Cordon Area
 August 1976

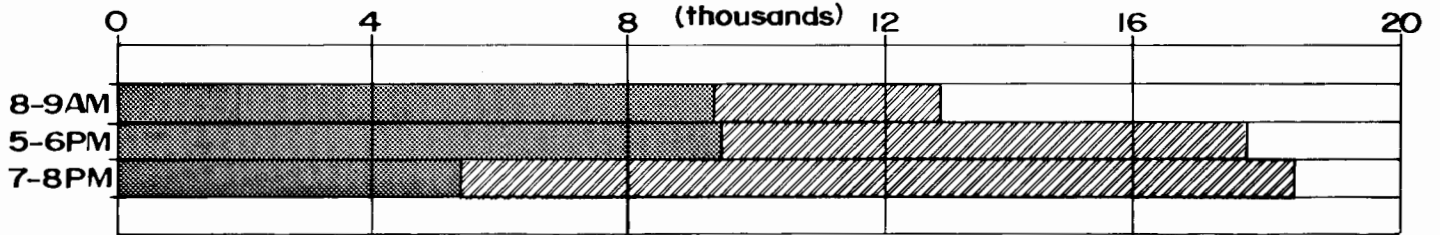
	Percent of Inbound Auto's - By Occupancy				Average Occupancy Per Auto
	One	Two	Three	4 or More	
6 - 8 A	84.50	13.10	1.81	0.59	1.20
8 - 10 A	82.68	14.55	1.77	1.00	1.21
10A - 12N	76.21	18.55	3.74	1.50	1.30
12N - 2P	70.68	22.76	4.32	2.24	1.39
2 - 4 P	70.81	22.36	4.12	2.71	1.38
4 - 6 P	72.86	20.98	3.77	2.39	1.36
6 - 8 P	57.87	29.74	6.81	5.58	1.65
8 - 10 P	54.23	32.00	7.96	5.81	1.74
16 Hour	70.80	22.07	4.34	2.79	1.41

COMPARISON OF AUTO AND AUTO PASSENGER VOLUME SINGLE OCCUPANT (DRIVER) Vs. TWO OR MORE OCCUPANTS

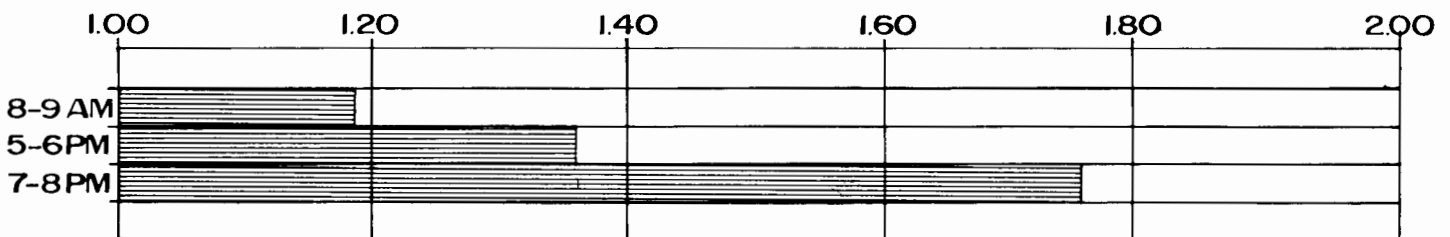
NUMBER OF INBOUND AUTOMOBILES



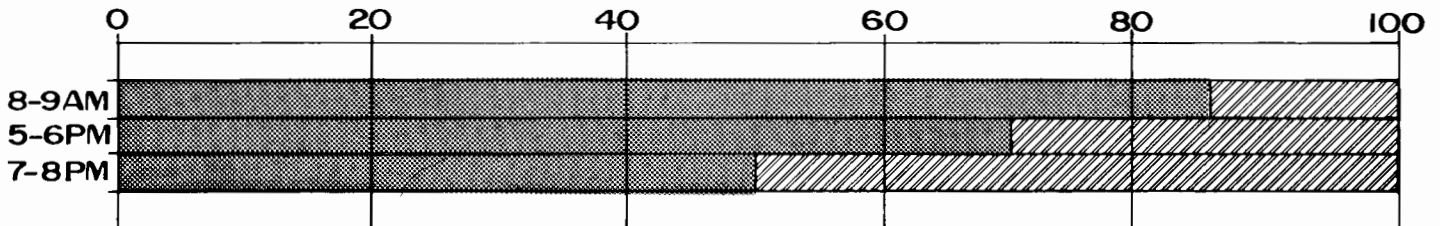
NUMBER OF INBOUND AUTOMOBILE PASSENGERS



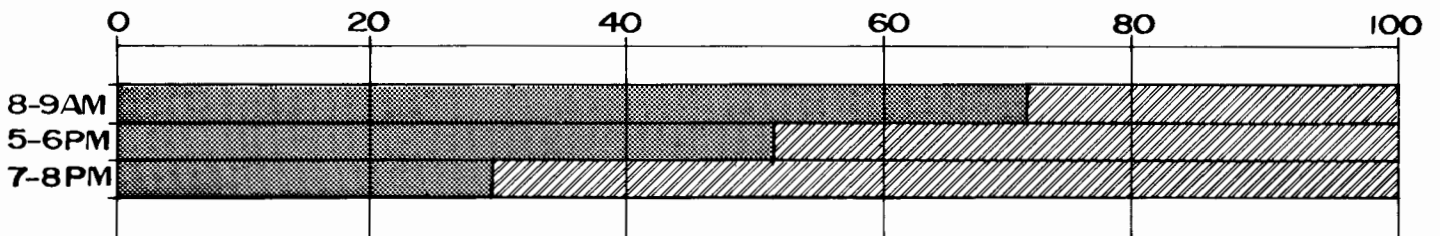
AVERAGE OCCUPANCY PER INBOUND AUTOMOBILE



PERCENT OF TOTAL INBOUND AUTOMOBILES



PERCENT OF TOTAL INBOUND AUTOMOBILE PASSENGERS



SINGLE OCCUP. 

TWO OR MORE OCCUP. 

TABLE 7

Comparison of Automobile Occupancy Data
For Hollywood CBD Cordon Area
With Downtown Los Angeles and Westwood-UCLA Cordon Studies

	Proportion (%) of Inbound Automobiles					
	Downtown Los Angeles ¹		Hollywood CBD ²		Westwood - UCLA ³	
	Driver Only	2 or More Occupancy	Driver Only	2 or More Occupancy	Driver Only	2 or More Occupancy
6 - 10A (4 Hrs.)	74.61	25.39	83.34	16.66	81.77	18.23
10A - 2P (4 Hrs.)	70.33	29.67	73.27	26.73	79.58	20.42
2 - 6P (4 Hrs.)	71.21	28.79	71.91	28.09	77.19	22.81
6A - 6P (12 Hrs.)	72.34	27.66	75.39	24.61	79.50	20.50
6 - 10P (4 Hrs.)	61.54	38.46	56.31	43.69	69.07	30.93
6A - 10P (16 Hrs.)	70.89	29.11	70.80	29.20	77.36	22.64

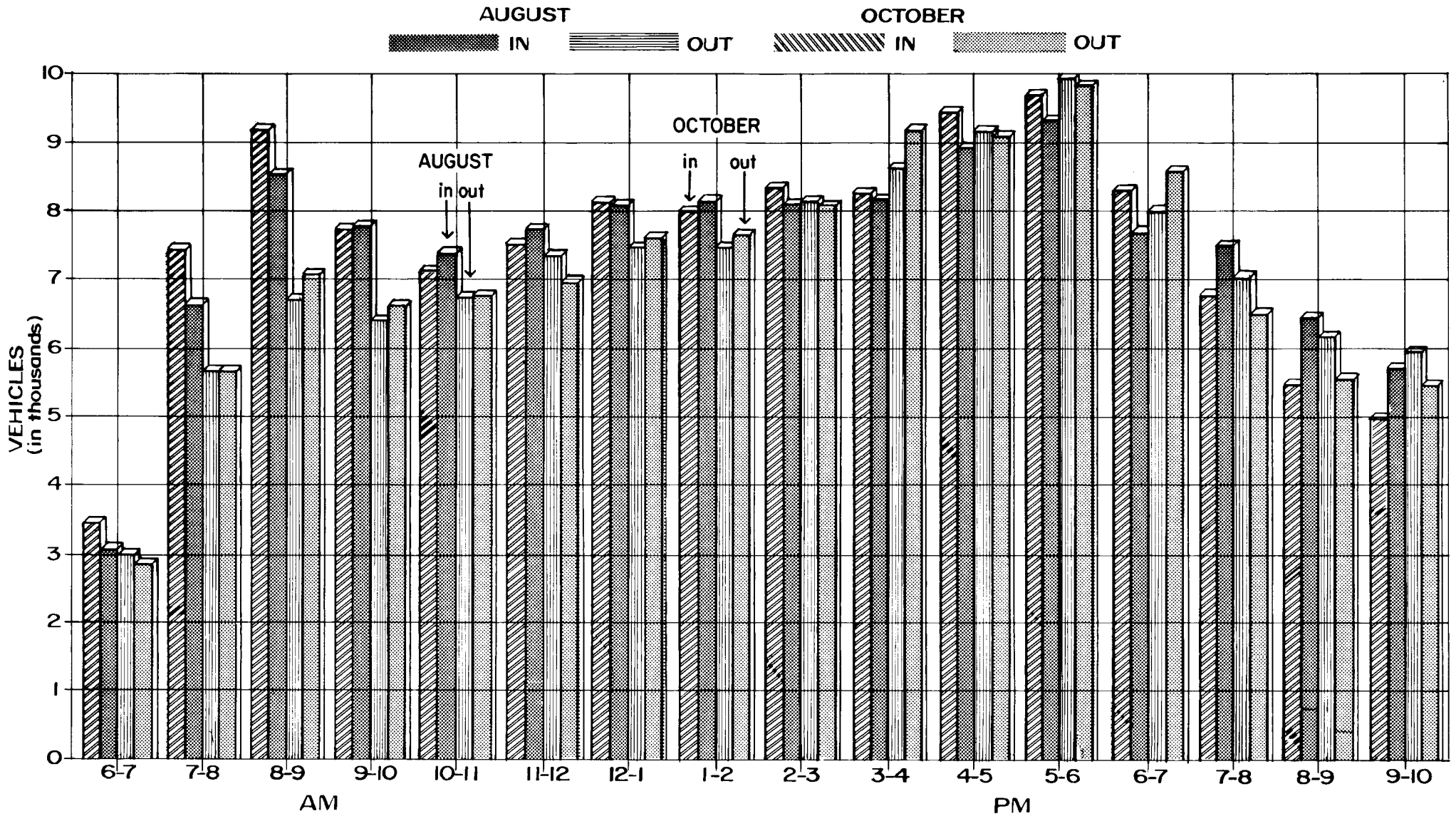
Average Occupancy Per Automobile Inbound			
	Downtown Los Angeles	Hollywood CBD	Westwood-UCLA
6 - 10A (4 Hrs.)	1.31	1.21	1.21
10A - 2P (4Hrs.)	1.39	1.35	1.27
2 - 6P (4 Hrs.)	1.39	1.37	1.30
6A - 6P (12 Hrs.)	1.36	1.32	1.26
6 10P (4 Hrs.)	1.60	1.69	1.38
6A - 6P (16 Hrs.)	1.39	1.41	1.28

1 - May, 1976

2 - August, 1976

3 - May, 1975

COMPARISON OF HOURLY VOLUMES (16 STATIONS)-AUGUST vs. OCTOBER



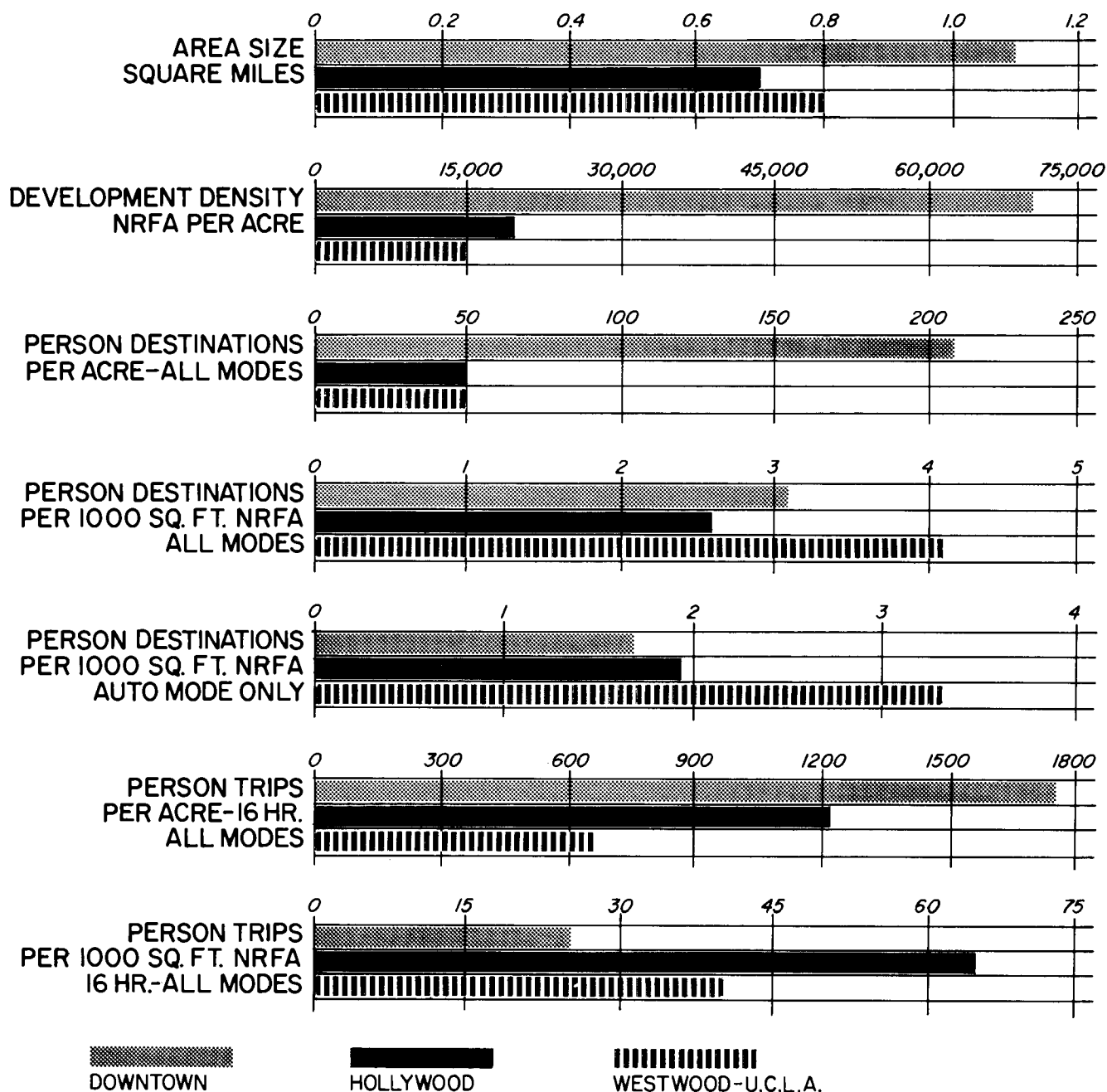
HOLLYWOOD CBD CORDON COUNT AUGUST 1976

City of Los Angeles
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

PLATE
10

AREA SIZE - DEVELOPMENT DENSITY

PERSON DESTINATION AND TRIP RATES FOR HOLLYWOOD C.B.D. vs DOWNTOWN LOS ANGELES & WESTWOOD-U.C.L.A. CORDON STUDY AREAS



NRFA-NET RENTABLE FLOOR AREA (NON-RESIDENTIAL)

PERSON DESTINATIONS-AT PEAK ACCUMULATION PERIOD

DOWNTOWN-MAY 1976 HOLLYWOOD-AUG.1976 WESTWOOD-U.C.L.A.-MAY 1975

DAYRIZI 9-77

TABLE 8

Comparison of Person Trip Volumes
By Four Hour Increments
Crossing Hollywood CBD - Downtown Los Angeles
and Westwood-UCLA Cordon Study Boundaries

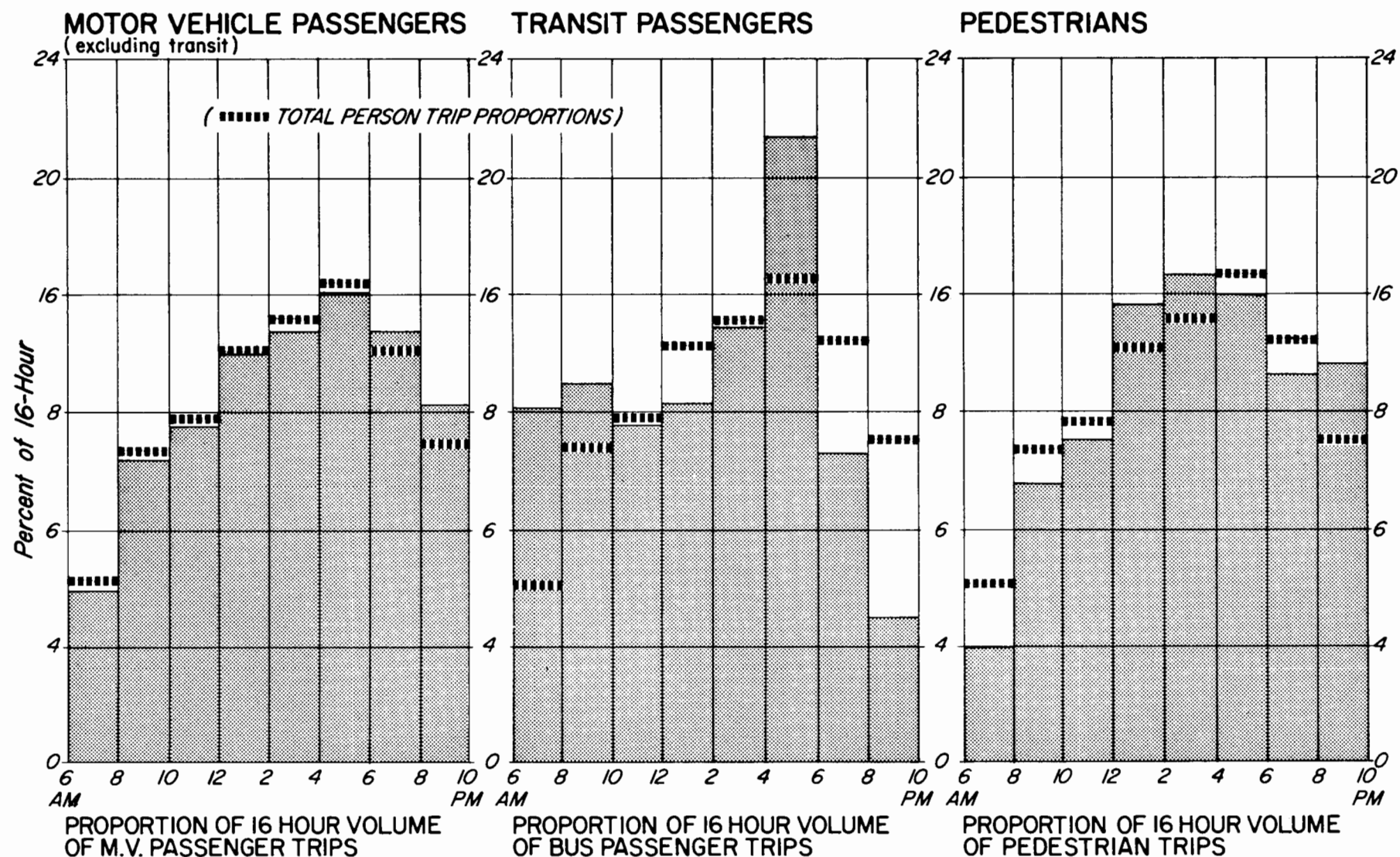
	Volume of Person Trips		
	Downtown Los Angeles ¹	Hollywood CBD ²	Westwood-UCLA ³
6 AM - 10 AM	339,161	92,507	59,309
10 AM - 2 PM	299,032	139,830	79,341
2 PM - 6 PM	429,169	171,255	100,345
6 PM - 10 PM	168,487	141,277	70,487
16 Hours	1,235,849	544,839	309,482

	Proportion of 16-Hour Volume		
	Downtown Los Angeles ¹	Hollywood CBD ²	Westwood-UCLA ³
6 AM - 10 AM	27%	17%	19%
10 AM - 2 PM	24%	26%	26%
2 PM - 6 PM	35%	31%	32%
6 PM - 10 PM	14%	26%	23%

1 - May 1976

2 - August 1976

3 - May 1975



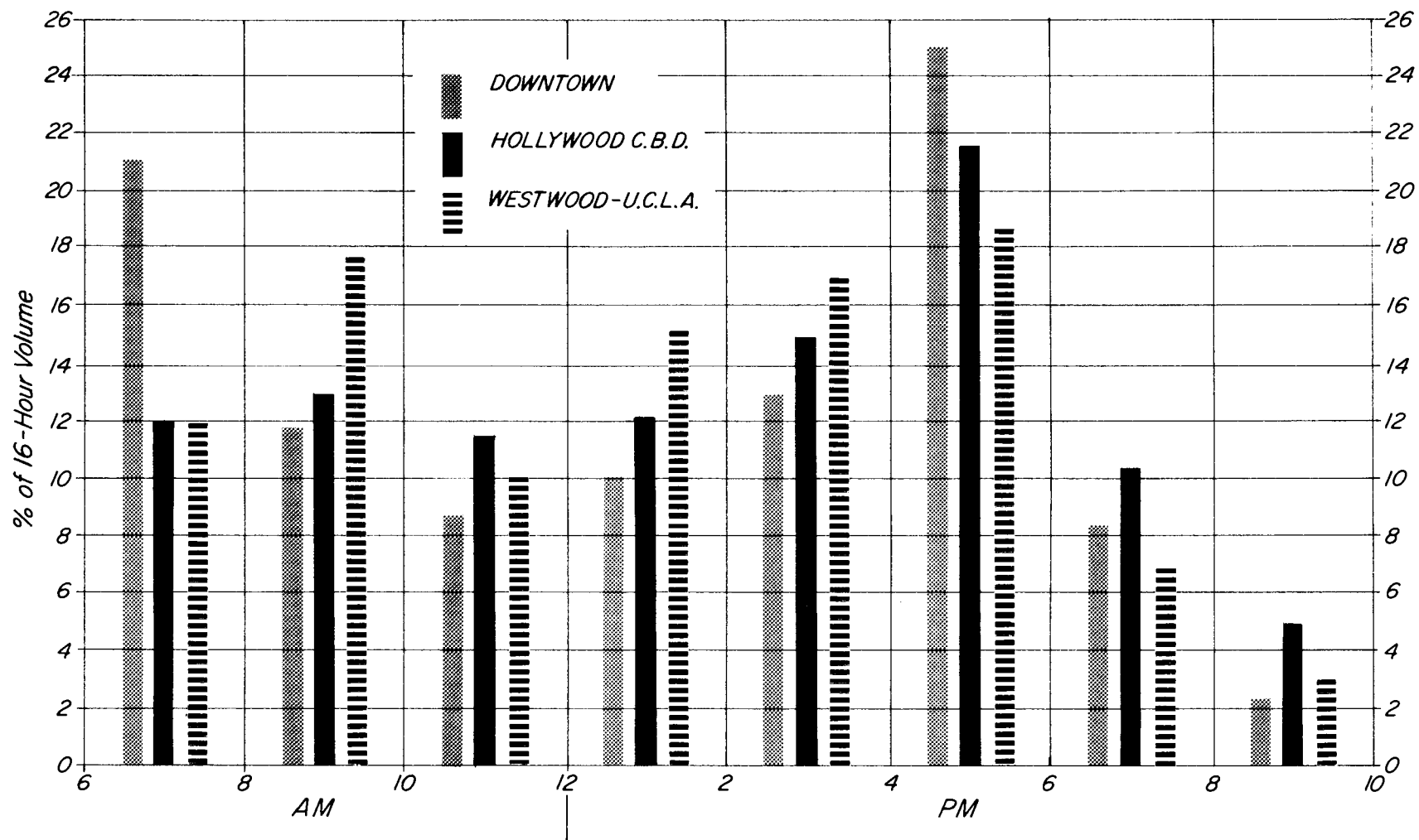
PROPORTIONATE TRAVEL MODE PATTERNS FOR HOLLYWOOD C.B.D. CORDON AREA BY TWO-HOUR INCREMENTS

SAVIZI 9.17

HOLLYWOOD CBD CORDON COUNT 1976

CITY OF LOS ANGELES
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

Plate 12



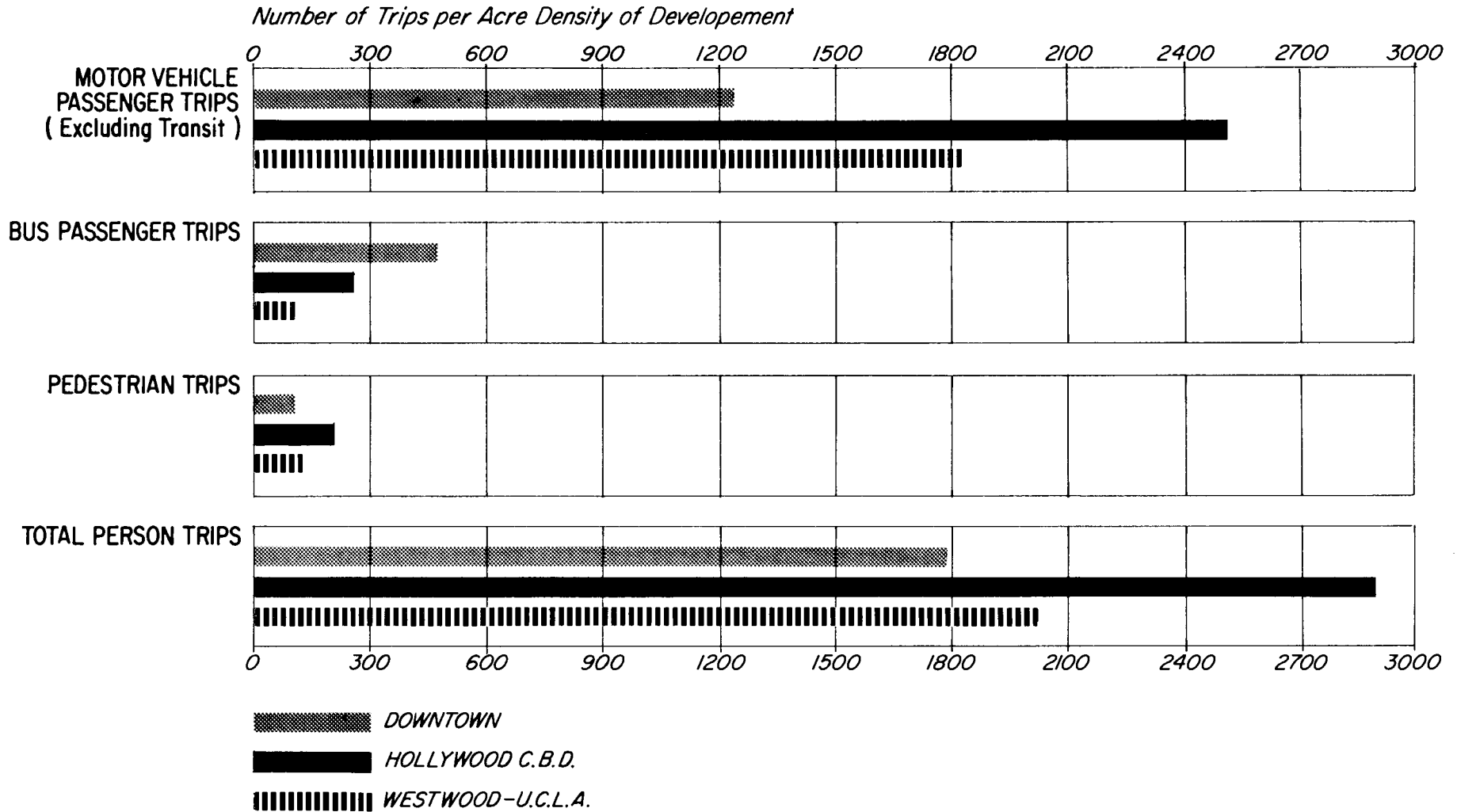
PROPORTIONATE BUS PASSENGER TRIP DISTRIBUTION BY TWO-HOUR INCREMENTS OF 16-HOUR BUS PASSENGER TRIPS CROSSING RESPECTIVE DOWNTOWN, HOLLYWOOD C.B.D., & WESTWOOD-U.C.L.A. CORDON AREAS

DATE: 9-77

HOLLYWOOD CBD CORDON COUNT 1976

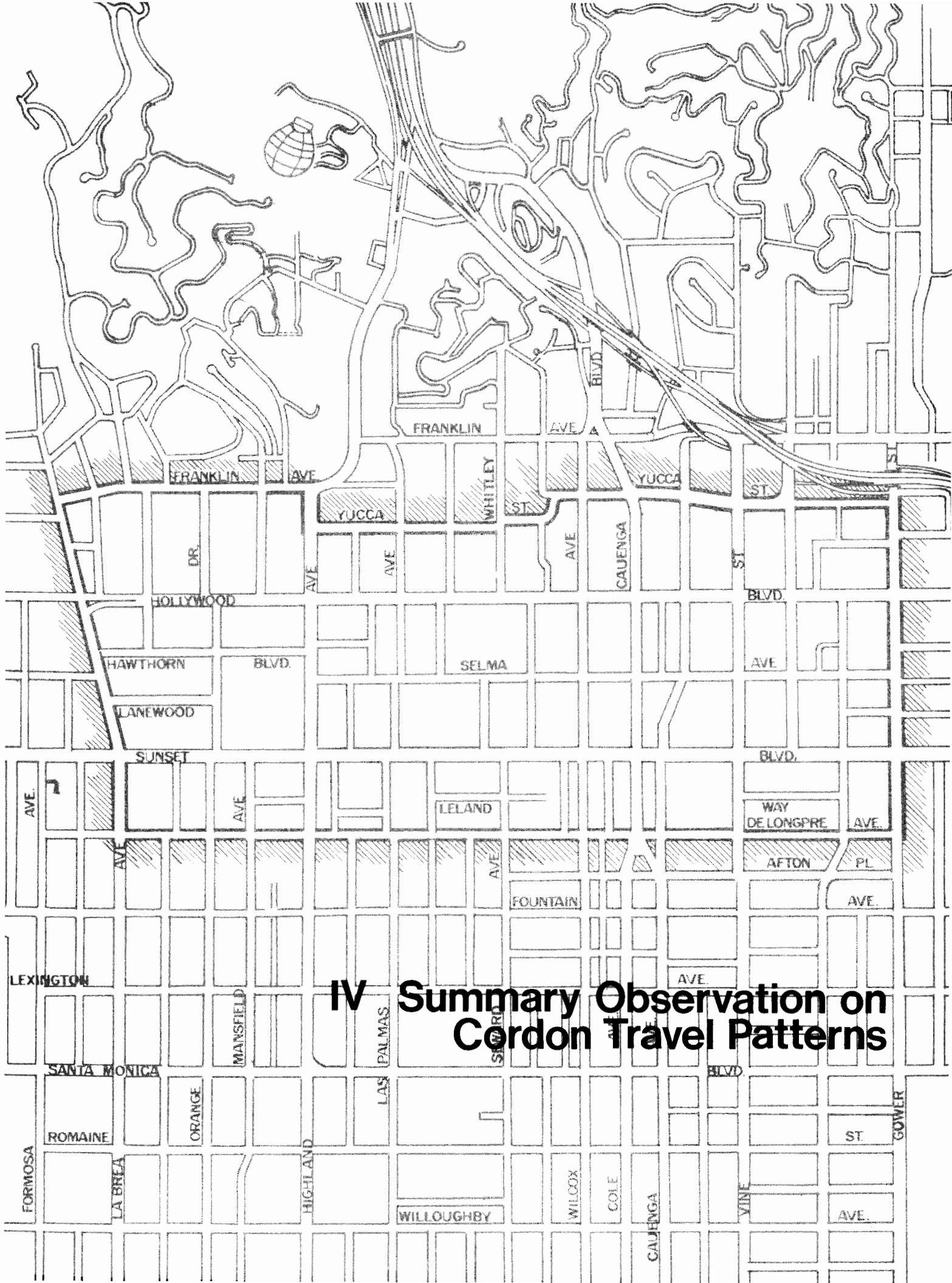
CITY OF LOS ANGELES
DEPARTMENT OF TRAFFIC
G.W. Skiles, Acting City Traffic Engineer

Plate 13



TRAVEL MODE TRIP RATES (16 Hour) PER ACRE DENSITY (100's of square feet)
OF NON-RESIDENTIAL DEVELOPMENT

SAYRIZI 9-77



IV Summary Observation on Cordon Travel Patterns

Summary Observations on Cordon Travel Patterns

Travel activity patterns for the Hollywood CBD cordon area vary in numerous aspects from the travel patterns of either the Downtown Los Angeles or Westwood-UCLA cordon areas, as evidenced from cordon study data for each of the areas.

In terms of some of the major activity patterns, the Hollywood CBD cordon area varies from either of the other two cordon areas in regard to:

- (1) The volume of vehicle and person trips crossing the cordon boundaries,
- (2) The magnitude of accumulation within the cordon area for both vehicles and persons,
- (3) Passenger vehicle occupancies, and
- (4) Proportion of travel by the various modes.

One of the significant determinants in the variations in travel patterns for each of the cordon areas is the geographic location, especially as it relates to transportation routes and services.

Differences in type and intensity of land use development is also an important factor affecting variations in travel mode activity.

The two preceding factors, singularly and in combination, have a considerable influence on the proportion of travel to a business district accommodated by public transportation. The relative extent of this influence is indicated by summary data from cordon count studies. Inbound transit passengers, for the 16-hour study periods, as a proportion of the total inbound persons, represented approximately 26 percent, 3 percent, and 4 percent for the Downtown, Hollywood CBD, and Westwood-UCLA cordon areas, respectively.

Development patterns for the Hollywood CBD have been affected to a certain extent by conditions as they affect automobile travel, since this mode accommodated approximately 81 percent of the total 16-hour volume of persons entering the cordon study area.

The nature of land use development presently existing within this cordon area in turn, has resulted in some unique travel patterns. Compared to travel activity data for other cordon studies, the Hollywood CBD cordon area travel patterns do not reflect the normal pattern of materially higher volumes or substantial imbalance in directional flows for peak period vehicular traffic flows. Additionally, for the evening hours, person accumulation and to a lesser degree, passenger vehicle occupancies for the Hollywood CBD cordon area are of a different intensity than those observed for other cordon study areas.

Data from the subject study should, thus, be a valuable resource for use in planning considerations for the involved area.

ABSTRACT

Hollywood Central Business District Cordon Count Study

- o The cordon count, as the name implies, is a study providing data on the volume of vehicles and persons entering and leaving a cordoned area, in this instance involving the Hollywood Central Business District (CBD).
- o The Hollywood CBD cordon area, which encompasses an area of 0.7 square miles, is developed with a wide spectrum of commercial uses involving the major portion of the area and with multiple-residential uses on the remainder along portions of the periphery of the area.
- o The Hollywood CBD cordon area is located 5 miles northwesterly of Downtown Los Angeles at the southerly base of and near the easterly extremity of the Santa Monica Mountain range.

Summary Data - 1976 Cordon Count

- o During the 16-hour study period, 6 AM to 10 PM, a total of 342,066 vehicles crossed the cordon boundaries at the 80 stations providing access for vehicles entering and leaving the cordon area.
- o At these access stations, a total of 544,839 persons entered and left the cordon area during the 16-hour period.
- o Of the total persons entering the cordon area, 80.9 per cent arrived in automobiles, 7.8 per cent in transit vehicles, 4.6 per cent in trucks and other vehicles, and the remainder 6.7 per cent, entered on foot.
- o At the peak accumulation period, 2:30 PM, there were approximately 13,900 vehicles and 21,900 persons within the cordon area.
- o Of the peak person accumulation total (persons having a destination within the cordon area), approximately 15 per cent were accommodated by public transportation (transit passengers).
- o For the 16-hour study period, there was an average occupancy of 1.41 persons per automobile entering the cordon area.
- o Peak accumulation of persons within the cordon area during the evening hours (6 to 10 PM) was nearly of the same magnitude as the highest study period accumulation recorded at 2:30 PM.
- o Occupancy factor for the evening hours was considerably higher than the morning factor, 1.69 person per inbound automobile in the period from 6 to 10 PM compared to 1.21 person per inbound automobile from 6 to 10 AM.

S.C.R.T.D. LIBRARY