



Century City Area Neighborhood Traffic Management Project

CALMING STREETS FOR A LIVABLE COMMUNITY

DO YOU DRIVE ON NEIGHBORHOOD STREETS ADJACENT TO CENTURY CITY?

If so, you will encounter new “traffic calming” measures and traffic control devices. These changes are part of an effort to improve traffic safety and the quality of life in the residential neighborhood adjacent to Century City, bounded by Pico, Robertson, Overland, and the 10 Freeway. These neighborhood traffic calming measures help reduce the effects of traffic generated by new land development in Century City, and are funded by the developers. The traffic calming measures were determined through a collaborative process involving the affected neighborhood associations, the developers, the Council Office, and the Department of Transportation. Thereafter, the City Council adopted the neighborhood traffic management plan that comprised these measures.

WHY TRAFFIC CALMING?

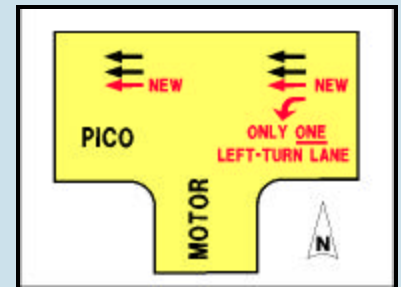
Traffic calming measures are intended to reduce cut-through traffic volume and speeding on local residential streets. Often, heavy traffic is a primary detractor of the quality of life in Southern California neighborhoods, bringing a host of problems such as aggressive and unsafe driving behavior. Residential streets are often narrow, with homes close to the roadway and children present. Such streets are not designed to carry high traffic volumes or accommodate high speeds. The City of Los Angeles has adopted traffic calming policies for local residential streets, to improve traffic safety and discourage commuters from using neighborhood streets. Concurrent traffic flow improvements are also employed to encourage commuter traffic to stay on the arterial streets, which are meant to carry “through” traffic.

HOW DOES IT AFFECT ALL DRIVERS?

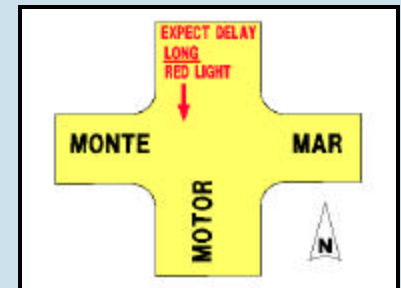
Starting in January, 2004, traffic calming measures will be implemented to decrease the

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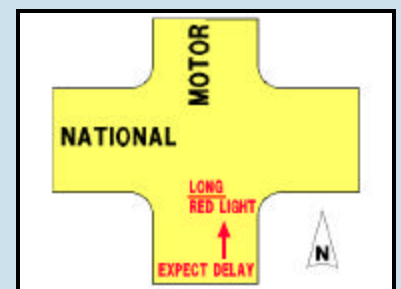
WHAT ARE SOME OF THE CHANGES?



PICO AT MOTOR: One of the two westbound to southbound left turn lanes will be converted into a new westbound through lane.



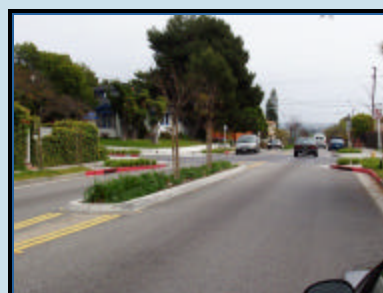
MOTOR SOUTH OF PICO (AT MONTE MAR): The southbound “green” time will be significantly shortened during the evening peak hours, which will result in additional delay heading into the neighborhood.



MOTOR AT NATIONAL: The northbound “green” time will be significantly shortened during the morning peak hours, which will result in additional delay heading into the neighborhood.



VARIOUS NEIGHBORHOOD STREETS: New stop signs, reduction in the number of traffic lanes, new bike lanes, speed humps, and other speed reduction strategies will be implemented. (Example shown.)



VARIOUS NEIGHBORHOOD STREETS: Landscaped islands and curb bumpouts, and special crosswalk pavement will be constructed. (Example shown.)

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attractiveness of taking neighborhood cut-through routes by using traffic calming measures to increase travel times through the neighborhood and/or decrease the likelihood of speeding. Both commuters and residents alike WILL EXPERIENCE DELAY on the neighborhood cut-through routes, especially in the direction of the general commute pattern during the morning or afternoon peak periods.

WHAT ABOUT THE ARTERIAL STREETS? On the other hand, the City is concurrently implementing changes to improve traffic flow on the arterial streets surrounding Century City (like Pico, Overland south of Pico, and Robertson). Some of the improvements are:

- Pico Boulevard Striping Change**
An additional westbound traffic lane will be added on Pico Boulevard from Avenue of the Stars to Fox Hills Drive, to join with the three westbound lanes west of Fox Hills Drive.
- Overland Avenue and Pico Boulevard Signal Timing Change**
During the afternoon peak hours, the green time for the left-turn arrow will be increased so that more WESTBOUND to SOUTHBOUND left turns can be made from Pico to Overland.
- Robertson Boulevard and Pico Boulevard Right Turn Arrow**
A new right turn arrow will be installed to help motorists make the EASTBOUND to SOUTHBOUND right turn from Pico to Robertson.
- Pico Boulevard, Robertson Boulevard, and Overland Avenue (south of Pico) Signal Timing**
Traffic signals will be monitored and synchronization will be fine-tuned to facilitate

FOR MORE INFORMATION:

Call the Department of Transportation (LADOT) Neighborhood Traffic Management Information Line at (213) 977-6464. Also, visit our website to view the project map.

Website: www.lacity.org/LADOT/

movement in the heaviest directions during the peak hours, especially for the directions heading to and from the freeway system.

- Santa Monica Boulevard Transit Parkway Project**

The reconstruction of Santa Monica Boulevard is scheduled to be completed by September, 2005. The project is 2.5 miles long and extends from the San Diego Freeway to the Beverly Hills City Limit. The existing median will be removed, and "Big" and "Little" Santa Monica Boulevards will be combined into one roadway with three eastbound and three westbound lanes. Carpool lanes will be added to the San Diego Freeway On-Ramps. Bicycle lanes will be added for both directions. There will be a landscaped median island, and 1,000 trees will be planted. The traffic signal system will be upgraded and bus priority features will be constructed in anticipation of a future MTA Metro Rapid Bus Line on Santa Monica Boulevard.

RESPECT FOR THE NEIGHBORHOOD

Everyone who uses public streets is at times a commuter or a resident of the area. While everyone needs to travel to and from work, commuters can also appreciate living in a neighborhood with safe and tranquil streets, and in a suitable environment for children, pets, pedestrians and bicyclists. You can help by doing the following:



Use freeways and major highways as much as possible.



Carpool, take the bus, ride a bicycle, or walk.



Drive at the speed limit.



Obey traffic signals and stop signs.



Watch for children and pedestrians.