

1. Introduction

This report documents a traffic analysis of the proposed Los Angeles Entertainment District project in the City of Los Angeles. The project is located in downtown Los Angeles, adjacent to STAPLES Center, as shown in Figure 1.

Project Description

The total proposed development program for the L.A. Entertainment District project amounts to 4 million GSF, to include the following:

Table 1. Project Description

Land Use	Olympic Properties	Figueroa Properties	Total
Hotel	1,060,000 GSF (1,200 rooms)	530,000 GSF (600 rooms)	1,590,000 GSF (1,800 rooms)
Entertainment/ Retail/Restaurant/Theater	580,000 GSF (7,000 seats)	535,000 GSF	1,115,000 GSF
Office	75,000 GSF	90,000 GSF	165,000 GSF
Health Club	125,000 GSF	NA	125,000 GSF
Medical Office (may include Sports Medicine)	NA	135,000 GSF	135,000 GSF
Residential	NA	870,000 GSF (800 DU's)	870,000 GSF (800 DU's)
Total	1,840,000 GSF	2,160,000 GSF	4,000,000 GSF

As shown in Figure 1, the Olympic Properties include the project components to be located on the two blocks bounded by Cherry Street to the west, Olympic Boulevard to the north, Figueroa Street to the east, and 11th Street to the south (the Olympic West and Olympic East Parcels), and the south end of the block bounded by Georgia Street, Olympic Boulevard, and Francisco Street (Olympic North Parcel).

The Figueroa Properties include the project components to be located on three separate blocks as follows:

- South end of the block bounded by Figueroa Street, Olympic Boulevard, and Flower Street (Figueroa North Parcel).
- Block bounded by Figueroa Street, Olympic Boulevard, Flower Street, and 12th Street (Figueroa Central Parcel).
- Block bounded by Figueroa Street, 12th Street, Flower Street and Pico Boulevard, except southern edge (Figueroa South Parcel).

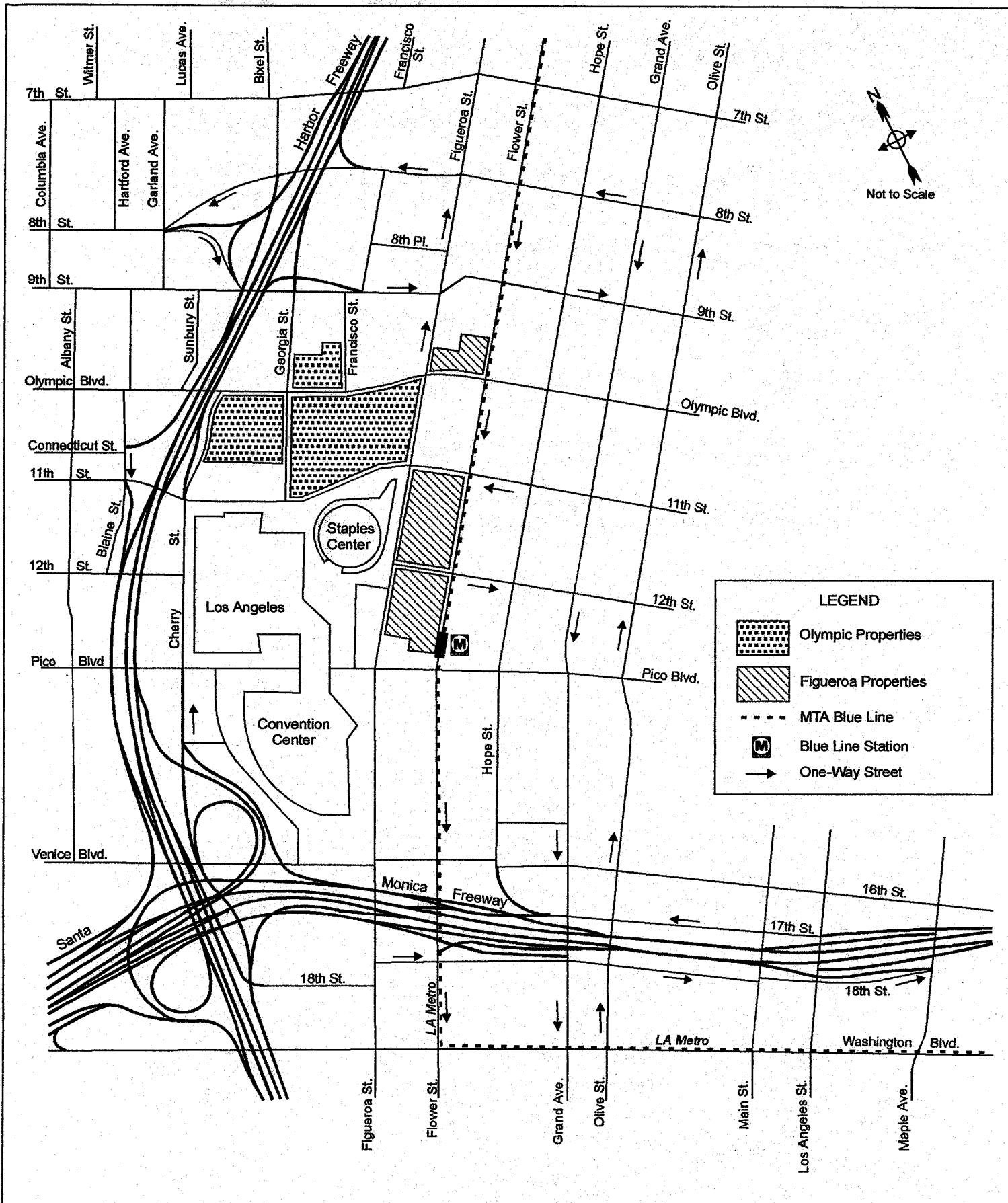


Figure 1
Project Location

Los Angeles Entertainment District

The Mobility Group
Transportation Strategies & Solutions

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Study Scope

The scope for the analysis in this study was determined in conjunction with the City of Los Angeles Department of Transportation, and includes geographic coverage, methodologies, input assumptions, analysis and findings. Due to the mixed-use nature of the project, the analysis addresses the following time periods:

- PM weekday peak hour
- Saturday evening peak hour

The study of traffic impacts is conducted for the weekday PM peak hour and for the Saturday evening peak hour because those are times when the retail and entertainment land uses in the project generate the greatest volume of traffic, and when other activities in the vicinity (e.g., downtown commuting, STAPLES Center, and the Convention Center) are also generating large volumes of traffic.

The study includes an analysis of:

- Existing Conditions
- Future Without Project Conditions
- Future With Project Conditions
- Project Traffic Impacts
- Proposed Project Mitigation Measures

The analysis assumes completion of the project by the year 2008.

The analysis addresses traffic circulation and impacts, parking, transit, and pedestrians, as well as the potential for neighborhood traffic intrusion and a Congestion Management Plan evaluation.

The study has been conducted in accordance with guidelines of the City of Los Angeles in support of the Project EIR, to which this report constitutes a Technical Appendix.