II. PROJECT DESCRIPTION
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A. INTRODUCTION

SM 10000 Property, LLC, (the Applicant) proposes to develop a residential project at 10000 Santa Monica Boulevard within the Century City community of the City of Los Angeles. The project would provide up to 283 luxury residential units in a residential building that would be up to 39 stories and approximately 460 feet in height. The project would also include a smaller ancillary building that would be directly accessible from the residential building. The ancillary building would be up to nine stories (90 feet in height), and would contain parking and recreation/site amenities for project residents. Parking for approximately 708 vehicles would be provided within one partially-subterranean level and above grade parking in the ancillary building. Upon completion, the project would include approximately 469,575 square feet of floor area. The project would also include a large amount of open space, with approximately 43,141 square feet of ground-level landscaping, mostly located in a large garden area on the south/eastern part of the site; and approximately 27,579 square feet of open space on a landscaped recreation deck on top of the ancillary building. The 43,141 square feet of ground level open space would comprise approximately 41 percent of the project site.

B. PROJECT LOCATION AND SURROUNDING USES

As shown in Figure II-1, Project Location Map, the 2.4-acre project site is located at 10000 Santa Monica Boulevard in the West Los Angeles Community Plan area of the City of Los Angeles, approximately 8.5 miles west of downtown Los Angeles and 6 miles northeast of the Pacific Ocean. More specifically, the site is located within the Century City community and is bound by Santa Monica Boulevard, a major transit-oriented arterial to the north and Moreno Drive to the east. As shown in Figure II-1, the City of Beverly Hills is located to the immediate south and east of the project site.

Regional access to the site is provided by Interstate 405 (San Diego Freeway) located approximately 2.2 miles to the west, and Interstate 10 (Santa Monica Freeway) located approximately 2.2 miles to the south. Other major arterials in the vicinity of the project site include Wilshire Boulevard further to the north, Beverly Glen Boulevard to the west, and Olympic and Pico Boulevards to the south. The project site is also located along the route of the proposed Metro Purple Line that would link downtown Los Angeles with Westwood, via Century City. Three route options for the Purple Line are under consideration in the project area – two along Santa Monica Boulevard at Avenue of the Stars and at Century Park East and one at Constellation Avenue and Avenue of the Stars. This project is in the planning and public review phase and will be considered for approval following completion of a Final EIR that is currently under preparation.

The project site is located within the highly urbanized area of Century City. Century City has been designated, planned and serves as a high density regional center, which is well known for its commercial and

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The project site is actually located on a northwest-southeast axis, with Santa Monica Boulevard to the northwest. Directions have been simplified for ease of reference, per typical understanding of the surrounding grid in which Santa Monica Boulevard and Olympic Boulevard are thought of as east-west arterials.
II. Project Description

entertainment activities and its residential and office high-rise towers. The areas to the south and west of the project site are generally characterized by mid- to high-rise office buildings, hotels, entertainment, and residential uses, including the 15- and 19-story Northrop Plaza buildings and the 27-story building at 1801 Century Park East. As shown in the aerial photograph provided in Figure II-2. Aerial Photograph, the Los Angeles Country Club Golf Course is located immediately north of the project site across Santa Monica Boulevard. The Beverly Hilton Hotel and the Robinsons-May property (9900 Wilshire Project) project are located across Santa Monica Boulevard in the City of Beverly Hills. These sites have been approved for new mixed-use development but the current status is pending. Commercial and residential uses are located immediately and further east of the project site across Moreno Drive. Beverly Hills High School, as well as a mid-rise parking structure are located immediately south of the project site. Located further to the south and southwest are mid- to high-rise office buildings and hotels, including the two 23-story Watt Plaza Towers, the 44-story Century Plaza Towers, the recently completed 40-story Century residential tower, and the Century City Center Project (previously approved for a 47-story residential development and currently proposed for a 37-story office building).

C. SITE BACKGROUND AND EXISTING CONDITIONS

The project site consists of a rectangular, relatively flat, 2.4-acre parcel of land. The project site is currently vacant and has been graded and enclosed with construction fencing. Prior to 2006, the project site was occupied by office and restaurant uses, totaling over approximately 130,500 square feet with a separate above-ground parking structure.

D. PLANNING AND ZONING

The project site is designated for Regional Center Commercial uses within the City of Los Angeles General Plan and the West Los Angeles Community Plan. In addition, the project site lies within the Century City North Specific Plan (CCNSP) area and the West Los Angeles Transportation Improvement and Mitigation Plan (WEST LA TIMP) area. The site is zoned C2-2-O. The C2 portion of this designation indicates that the site is zoned for commercial uses (multi-family residential uses are also permitted within this zone). The second part of this zoning designation indicates that the site is located in Height District No. 2, which allows for a permitted floor area ratio (FAR) of 6.0:1. The zoning designation does not restrict building height. The third part of this zoning designation indicates that the project site is within a Supplemental Oil Drilling District (O), indicating that there added zoning considerations pertinent to historic oil drilling activities that have occurred in the project vicinity. The CCNSP generally regulates development by assigning a certain number of trips to properties within the CCNSP area that establish the development rights. The project site has a recorded covenant and agreement that provides for 2,143.4616 Replacement Trips under the CCNSP.

E. STATEMENT OF PROJECT OBJECTIVES

Section 15124(b) of the CEQA Guidelines states that the project description shall contain “a statement of the objectives sought by the proposed project.” In addition, Section 15124(b) of the CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.” The underlying purpose of the proposed project is “to develop higher density housing in Century City allowing convenient access by residents to jobs, retail services, entertainment, public transportation and freeways.”
As set forth by the CEQA Guidelines, the list of objectives that the Applicant seeks to achieve for the project is provided below.

1. Support regional mobility goals by maximizing housing within an existing activity center with existing infrastructure to reduce vehicle trips and infrastructure costs, consistent with policies of SCAG, SCAQMD and California AB-32.

2. Provide high-density housing that contributes to the housing needs of the City, consistent with the development objectives of the West Los Angeles Community Plan.

3. Assist Century City in achieving its original vision of being a well-balanced, urban community in which people can “live, work, and play.”

4. Maximize residential activity in the vicinity of the key public transit facilities serving the project site, including the numerous regional bus lines provided by six transit agencies and the proposed Metro Purple Line subway extension.

5. Maximize the residential support base for the retail and entertainment activities in Century City.

6. Improve street-level pedestrian connectivity and activity as called for in the 2007 Greening of Century City Pedestrian Connectivity Plan.

7. Build a distinctive structure at a key gateway to the Century City.

8. Create a secure, convenient, urban development with state-of-the-art recreation facilities and gardens to serve project residents.

9. Provide a substantial amount of open space on-site to provide buffering from public byways.

10. Incorporate sustainable elements of design, construction, and operation to meet the standards of Leadership in Energy and Environmental Design (LEED) certification by the U.S. Green Building Council.

11. Maximize the site’s in-fill development potential through the use of previously entitled Replacement Trips available at the project site.

12. Strengthen the economic vitality of the region by maximizing work for the construction industry.

13. Maximize future economic expansion by providing high density housing within a community that has the necessary infrastructure to support the development.

**F. DESCRIPTION OF THE PROPOSED PROJECT**

SM 10000 Property, LLC, (the Applicant) proposes the development of a residential project at 10000 Santa Monica Boulevard within the Century City community of the City of Los Angeles. The project would provide
up to 283 luxury residential units in a building with up to 39 stories and approximately 460 feet of height\(^2\) and would provide parking and recreation/site amenities in an adjacent ancillary building up to nine stories (90 feet) in height. The project would also include a large amount of open space, mostly located in a large garden area on the south/eastern part of the site.

The project would include approximately 708 parking spaces, which would be provided within one partially-subterranean level and an adjacent ancillary building located toward the rear of the project site away from the Santa Monica Boulevard and Moreno Drive frontages. The parking would be provided by one of two options. Under the “Conventional Parking Option,” the ancillary building would be up to nine stories above grade level. Under the “Automated Parking Option,” as described further below, the size of the parking structure would be reduced from nine stories to four stories above grade. Other than the reduced height and floor area for the parking structure, all of the project features of the Conventional Parking Option and the Automated Parking Option are the same (i.e., same site plan, number of units, design of towers, etc.). Both parking options are evaluated in this Draft EIR.

The proposed project design features that are addressed in this EIR would become Conditions of Approval requiring their implementation as part of the project. A summary of the project's development components is presented and Table II-1, Proposed Project Summary; and a more detailed description of each of the project components is provided below. A conceptual site plan of the project is presented in Figure II-3, Conceptual Site Plan. Conceptual design simulations of the project are shown in Figures II-4 through II-6, Conceptual Design Simulation – Larger Context, Conceptual Design Simulation – Project Site, and Conceptual Design Simulation – Ground Level, respectively. Building sections are shown in Figures II-7 and II-8, Building Sections – Conventional Parking Option, and Building Sections – Automated Parking Option, respectively. Below grade parking plans are shown in Figure II-9, Below Grade Parking Plans.

**Table II-1**

**Proposed Project Summary**

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Units/Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Tower – Residential/Lobby/Owners Lounge</td>
<td>283 units / 458,243 square feet</td>
</tr>
<tr>
<td>Ancillary Building – Recreation/Amenity</td>
<td>11,332 square feet</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>469,575 square feet</strong></td>
</tr>
<tr>
<td>Outdoor Open Space (Common and Private)</td>
<td></td>
</tr>
<tr>
<td>Garden and Perimeter (Common)</td>
<td>43,141 square feet</td>
</tr>
<tr>
<td>Roof Deck (Common)</td>
<td>27,579 square feet</td>
</tr>
<tr>
<td>Terraces (Private)</td>
<td>30,300 square feet</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>101,020 square feet</strong></td>
</tr>
<tr>
<td>Parking</td>
<td>Approximately 708 spaces</td>
</tr>
</tbody>
</table>

*Source: Handel Architects; Melendrez, 2011*

\(^2\) As measured pursuant to City of Los Angeles Municipal Code. With mechanical rooms, which are not counted in calculating the height pursuant to the Municipal Code, the building would have a maximum height of 483 feet above the adjacent grade.
Building Sections - Automated Parking Option

10000 Santa Monica Boulevard
Source: Handel Architects, 4/2011
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1. Residential Tower

The residential component of the project would include 283 luxury residential units within a maximum 39-story building comprised of approximately 458,243 square feet. This building would be up to 460 feet above grade. As shown in Figure II-3 the building would be located within the northern portion of the site along Santa Monica Boulevard, with a main entryway and lobby facing Santa Monica Boulevard. The building has been located and designed to allow expansive views, while maintaining a large open space area between the adjacent residential community to the east and Beverly Hills High School to the south. Conceptual illustrations of the building’s architectural style are shown in Figures II-4 through II-6. As indicated, the building would break away from the traditional corporate high-rise vernacular by basing the building design on a grouping of interrelated building quadrants and sloped lines for roofs, entry canopies and selected building faces (slightly angled facades) to create building articulation and interest. Other building features include a 40-foot entry lobby and floor-to-ceiling glass windows in each unit opening onto private balconies. A cantilevered owner’s lounge would add to the building articulation and help to define the buildings entryways. Building materials would include clear glass, fritted glass, metal panel, aluminum and stone. Fritted glass is a glass that is treated to provide some opacity, introduce design texture and reduce reflectivity.

2. Ancillary Building

The project would also include an ancillary building that would be up to nine stories (90 feet) in height to accommodate project parking and some of the project’s site amenity/recreation facilities; the ancillary building would be four stories above grade (40 feet) in height under the Automated Parking Option (See Figures II-7 and II-8). Recreation facilities located in the ancillary building would include a large indoor lap pool and a landscaped roof deck with outdoor pool, sundeck, hot tub and tennis court facility. The ancillary building would be located toward the rear of the project site, away from the Santa Monica Boulevard and Moreno Drive frontages. The part of the ancillary building that fronts Santa Monica Boulevard would be lower in height – approximately 40 feet with the Conventional Parking Option and 20 feet with the Automated Parking Option. Ground level architectural treatments would be similar to those of the main residential tower continuing the vertically integrated fritted glass, metal and aluminum for continuity of design. The portions of this building above the roof-deck would be treated with draped/vertical landscaping such as vines.

3. Vehicle Access and Parking

As shown in Figure II-3 vehicle access to the project site would be provided via Santa Monica Boulevard and Moreno Drive with internal access drives connecting with the parking garage and valet area. The western access driveway from Santa Monica Boulevard would provide for two-way right-turn inbound/right-turn outbound traffic only, while the eastern access driveway to Santa Monica Boulevard would provide for one-way right-turn outbound traffic only. The Moreno Drive entry would provide for full right-turn and left-turn ingress and egress; however the driveway would be closed to vehicular access during weekday morning and afternoon peak periods to facilitate traffic access to/from Beverly Hills High School. A valet drop-off and pick-up area would be located within the northern portion of the site for use by residents and visitors. Additionally, service entry and exit would be provided via the western access driveway along Santa Monica Boulevard, connecting with an enclosed loading area, not visible to the street that would serve the residential building within the northwestern portion of the site. The design of the service area would permit trucks to turn around on-site before departing the project site.
The project would include approximately 708 parking spaces which would be provided within one partially-subterranean level and an above grade ancillary building. As indicated above, the parking would be provided under one of two project options: Under the Conventional Parking Option parking would be provided with one level of partially below grade parking and an additional nine floors of above grade parking. The parking arrangement within the parking structure would be similar to the standard arrangements commonly found in parking structures. (See Figure II-9.) The Automated Parking Option would be based on the provision of an “automated parking system.” Automated parking systems provide parking in a manner that reduces space requirements, reduces air quality emissions and saves energy. With an automated system, vehicles are driven onto a platform at the garage entryway where car engines are turned off. Through the system, a robotic platform is then dispatched to the vehicle to lift it and convey it to a storage space. When the driver is ready to leave the site, a request for the vehicle is entered into a computerized system which conveys the vehicle from its storage location back to the parking garage entryway. If the automated parking option is implemented the area required for parking would be reduced, and the size of the ancillary building would be reduced from nine stories to four stories above grade.

4. Open Space and Landscaping

The project would also include a large amount of open space, with approximately 43,141 square feet of ground-level landscaping, mostly located in a large garden area on the south/eastern part of the site; and approximately 27,579 square feet of open space on a landscaped recreation deck on top of the ancillary building. The 43,141 square feet of ground level open space would comprise approximately 41 percent of the project site.

A landscape plan would be implemented as part of the project. The preliminary, landscape concept is illustrated in Figure II-3. The landscape plan would support the concepts presented in the 2007 Greening of Century City Pedestrian Connectivity Plan, by enhancing the quality of public thoroughfares and providing a design that is consistent with the overall landscaping concept for Century City. As shown in Figure II-3, mature trees, shrubs, and groundcover would be provided throughout the site. The project would provide street trees and decorative sidewalk paving improvements along Santa Monica Boulevard to improve street-level pedestrian connectivity and activity with a landscaped setback buffer between the sidewalk and the drop-off and pick-up area of the residential building. The Santa Monica Boulevard frontage would transition at the corner of Santa Monica Boulevard and Moreno Drive into a larger expanse of open space that would tie into the Moreno Drive frontage with mature specimen trees and dense planting to extend an overall garden feel from the project site out to the street. A drought tolerant plant palette would be used, which would include tree species such as California sycamores, Brisbane box trees, evergreen elms, and tipu trees; and shrubs and groundcover including succulents, ornamental grasses, carmel creeper, dwarf coyote brush, Manzanita, rosemary and agave species among others. Also, as indicated above, the visible façade of the parking structure, particularly under the Conventional Parking Option, would be treated with draped, vertical landscaping, such as vines to tie into the overall landscaped appearance of the site.

5. Lighting and Signage

Project lighting along the exterior façades of the buildings would consist of low-level lighting for architectural highlighting and security purposes. Any pole-mounted light fixtures located on-site or within the adjacent public rights-of-way would be shielded and directed towards the areas to be lit and away from adjacent sensitive uses. Project-related signage would be discrete, commensurate with the architecture and landscaping.
6. Site Security

The project would provide an extensive 24-hour/7 day security program to ensure the safety of its residents and site visitors. Security measures, including controlled access, would be included as part of facility operations, staff training and building access/design to assist in crime prevention efforts and to reduce the demand for police protection services. Site security would include provision of 24-hour video surveillance and full-time security personnel. Duties of the security personnel would include but would not be limited to assisting residents and visitors with site access; monitoring entrances and exits; managing and monitoring fire/life/safety systems; and patrolling the property. Project design also includes features to enhance site security including such items as lighting of entry-ways and public areas. The project would also incorporate numerous safety features during project construction to provide safety for the public, and in particular for students at the site-adjacent Beverly Hills High School. The additional construction phase features would include such items as fencing of the project site, highly controlled site access (with sign-in/sign-out); provision of crossing guards, and background checks of site workers.

7. Sustainability Features

The project would achieve several objectives of the City of Los Angeles General Plan Framework Element, Southern California Association of Governments Regional Transportation Plan, and South Coast Air Quality Management District Air Quality Management Plan for establishing a regional land use pattern that would promote sustainability. The proposed project would increase pedestrian activity in the Century City area, help to address housing needs and reduce vehicle trips and air pollution by locating residential uses within an area that has public transit (with existing regional bus service and planned subway service), and employment opportunities, restaurants and entertainment all within walking distance.

The project would be designed to meet the standards for Leadership in Energy and Environmental Design (LEED) certification by the U.S. Green Building Council through the incorporation of green building techniques and other sustainability features. A sustainability program would be prepared and monitored by a LEED accredited design consultant to provide guidance in project design, construction and operations; and to provide performance monitoring during project operations to reconcile design and energy performance and enhance energy savings. Some of the project’s key design features that would contribute to energy efficiencies include landscaped open space to avoid heat field affect and provide site shading, and the use of glass/window areas for ventilation and daylight accessibility. The project’s proposed automated parking system, if implemented, would reduce consumption of non-renewable resources (construction materials), air emissions, and energy consumption. Other building features would include such items as stormwater retention; installation of heating, ventilation, and air conditioning (HVAC) systems that utilize ozone-friendly refrigerants; use of materials and finishes that emit low quantities of volatile organic compounds (VOCs); use of high efficiency fixtures and appliances, water conservation features; and recycling of solid wastes. The project would also be designed to comply with the City of Los Angeles Green Building Ordinance.

8. Anticipated Construction Schedule

Construction of the project is anticipated to begin in late 2012 or early 2013 with full occupancy expected by 2016. To provide for the new development, approximately 40,000 cubic yards of earth material would be excavated, including 11,000 cubic yards that would be exported off-site, 6,000 cubic yards that would be used as fill material to form the final site terrain and 23,000 cubic yards that would be removed and re-compacted on site to form a suitable base for the building foundations.
G. NECESSARY APPROVALS

It is anticipated that approvals required for the proposed project would include, but may not be limited to, the following:

- Vesting Tentative Tract Map and Haul Route;
- Project Permit Compliance Review, including Site Plan Review;
- Zoning Administrator Adjustment to permit the project’s buildable area to be 4.5:1 FAR based on gross lot area (total of 469,575 FAR square feet);
- Zoning Administrator Adjustment to permit the development of 283 dwelling units, which utilize the Trips already assigned to this site;
- Filing of Form 7460-1, Notice of Proposed Construction or Alteration, with the Federal Aviation Administration for the residential building;
- Grading, excavation, foundation, and associated building permits; and
- Other permits and approvals to be requested or as deemed necessary.