

### III. PROJECT DESCRIPTION

#### A. INTRODUCTION

The Trammell Crow Company is currently seeking approval of a proposal to redevelop 9.20 acres of a 14.02-acre site within Century City, at the southeast corner of Constellation Boulevard and Avenue of the Stars (**Figure PD-1, Regional Location, and Figure PD-2 Project Location**). The Project site is currently developed with commercial structures that include 3,067,338 square feet (sf) of office space, retail space, a theater, a multiplex cinema, restaurants, and a health club. The proposed Project, referred to as 2000 Avenue of the Stars, includes demolition of two structures on the Project site and construction of a new commercial office building. The proposed building would also provide restaurant, retail, and cultural space, as described further below. The two existing Century Plaza Towers would remain unchanged.

The proposed Project is designed to replace two existing buildings, which no longer meet current standards of operation. The office space contained within the structures representative of Class B-C buildings<sup>8</sup>, and the presence of materials such as asbestos make any renovations short of complete reconstruction prohibitive. The new Project would meet the demand for modern office space in Century City and provides a more efficient use of the property.

#### B. PROJECT LOCATION

The proposed Project site comprises the block that is bounded by Constellation Boulevard to the north, Avenue of the Stars to the west, Olympic Boulevard to the south, and Century Park East to the east. As shown in **Figure PD-2**, the site includes the two buildings at 2020 and 2040 Avenue of the Stars, the Century Plaza Towers on the east side of the block (2029 and 2049 Century Park East), and the diamond-shaped plaza between these buildings. The subject property is located within the boundaries of the West Los Angeles Community Plan and the Century City North Specific Plan.

The proposed Project site is centrally located within Century City. Immediately surrounding uses include the Century Plaza Hotel to the west, commercial buildings to the north and east, and condominiums to the south. To the northwest of the subject property is the Westfield Shoppingtown Century City. The surrounding area includes many modern high-rise buildings, including the SunAmerica building, Watt Towers, Fox Plaza, Constellation Place and the St. Regis Hotel.

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<sup>8</sup> For the purposes of comparison, office space is grouped into three classes (metropolitan base). These classes represent a subjective quality rating of buildings which indicates the competitive ability of each building to attract similar types of tenants. A combination of factors including rent, building finishes, system standards and efficiency, building amenities, location/accessibility and market perception are used as relative measures. Building amenities include services that are helpful to either office workers or office tenants and whose presence is a convenience within a building or building complex. Examples include food facilities, copying services, express mail collection, physical fitness centers or child care centers. As a rule, amenities are those services provided within a building. The term also includes such issues as the quality of materials used, hardware and finishes, architectural design and detailing and elevator system performance.

Class A: Most prestigious buildings competing for premier office users with rents above average for the area. Buildings have high quality standard finishes, state of the art systems, exceptional accessibility and a definite market presence.

Class B: Buildings competing for a wide range of users with rents in the average range for the area. Building finishes are fair to good for the area and systems are adequate, but the building does not compete with Class A at the same price.

Class C: Buildings competing for tenants requiring functional space at rents below the average for the area.

Source: Building Owners and Managers Association (BOMA), Building Classification Website, [www.boma.org/classes.htm](http://www.boma.org/classes.htm), March 7, 2002.

**Figure PD-1 Regional Location**

**Figure PD-2 Project Location**

**C. EXISTING DEVELOPMENT**

The 14.02-acre subject property is zoned C2-2-0 and is currently developed with a commercial complex that includes office buildings, theater, restaurant, retail and health club space as shown in **Table III-1**.

**Table III-1**  
**Existing Uses on the Subject Property**

Existing Use	Size <sup>9</sup>
Office	2,646,387 sf
Theater	148,481 sf
Restaurant	158,680 sf
Retail	72,856 sf
Health Club	40,934 sf
<b>Total</b>	<b>3,067,338 sf</b>

These uses are contained within two eight-story buildings at 2020 and 2040 Avenue of the Stars and the two 44-story Century Plaza Towers at 2029 and 2049 Century Park East. A six-level below-ground parking structure beneath the site currently provides parking for uses onsite. A 3-acre public plaza is located between the two sets of buildings. A paved plaza area provides benches and a small flower garden.

The area of redevelopment encompasses 9.20 acres, which includes the two eight-story structures at 2020 and 2040 Avenue of the Stars. **Table III-2** shows existing uses on the portion of the Project site to be redeveloped. Office use constitutes the largest use in the existing eight-story structures. **Figure PD-3** illustrates the existing and proposed land use comparison for the total project site and the area to be redeveloped.

**Table III-2**  
**Existing Uses on the Area to be Redeveloped**

Existing Use	Size
Office	287,701 sf
Theater	148,481 sf
Restaurant	144,390 sf
Retail	57,316 sf
Health Club	40,934 sf
<b>Total</b>	<b>678,822 sf</b>

**D. PROPOSED DEVELOPMENT**

The proposed Project would redevelop the western portion of the subject property as shown in (**Figure PD-4**), Proposed Site Plan. This project includes replacement of two existing buildings along Avenue of

<sup>9</sup> All building areas in this document are expressed in Floor Area as defined by the Century City North Specific Plan, unless otherwise noted.

**Figure PD-3 Existing and Proposed Land Use Comparison**

**Figure PD-4 Proposed Site Plan**

the Stars with a Class “A” office building, renovation of the existing plaza, and modification of structural supports located in the parking structure. The existing Century Plaza Towers along the east side of the site would not be modified by the proposed Project. Overall site development would increase from 3,067,338 to 3,167,463 square feet (sf). Each of the Project components is described below.

### Proposed Office Building

As shown on **Table III-3**, the proposed building would include approximately 778,947 square feet of office, restaurant, retail, and cultural space. The office building would contain “Class A” office space, including upgraded utilities, optimal floor plates that meet current market demands, energy efficient equipment and materials, and amenities.

**Table III-3**  
**Proposed Development**

Proposed Use	Size
Office	719,924 sf
Restaurant	30,527 sf
Retail	18,318 sf
Cultural	10,178 sf
<b>Total</b>	<b>778,947 sf</b>

The proposed 15-story structure would have an approximate height of 215 feet above grade at the plaza level, and 201 feet above grade on Avenue of the Stars. Two of the 15 floors would be located below grade on Avenue of the Stars and above grade from the plaza level. As shown in **Figure PD-5**, the building would be anchored on the north and south ends, and have an opening in the center of the structure. The building would be of steel frame and glass curtain wall construction, with two elevator banks (one serving each half of the building). Stairwells would serve each side of the building, as well. The central opening in the structure, a character-defining element, would give it a landmark presence.

This design feature addresses market demands for a unique office environment. The large opening is created by spanning between the two ends of the building at the upper and lower levels, creating larger and smaller floor plate sizes. From street level on Avenue of the Stars, this rectangular, open-air space would frame views of the two triangular towers in the distance. Pedestrian entrance to the building would be from both east and west. Access from the parking levels would also be available directly from centrally located escalators and elevators.

The building architecture would be clean and modern in style, utilizing clear glazing and metal cladding as major materials. The building recognizes and complements the scale and symmetry of the Century Plaza Towers and the Century Plaza Hotel. The office space would be of the highest caliber, with optimum ceiling heights, floor to ceiling glass and amenities.

Restaurant space would be located on the plaza level. These restaurants would take advantage of the plaza views and provide new dining opportunities for lunch and dinner service at a range of price levels.

A cross-section of the proposed building is shown in **Figure PD-6**. Garage levels A through F are existing levels of parking that would remain (although the number of and layout of some parking spaces would change as a result of the structural improvements.) The existing and proposed parking is

**Figure PD-5 Building Elevations**



**Figure PD-6 Building Cross-Section**

discussed in more detail below and in section V.M. All levels above garage level A reflect new development as follows:

- A **Parking Level** located immediately below the Plaza Level (see **Figure PD-7**) and extending under Avenue of the Stars would provide new parking stalls. Centrally located escalators would provide access to the plaza.
- The **Plaza Level** would include the renovated plaza as well as retail, and restaurant space as shown in **Figure PD-8**. Restaurant and retail space would be located facing an outdoor plaza. A freestanding restaurant is planned for the north side of the plaza. Outdoor eating areas would be provided adjoining the restaurants. The remainder of this level would include space within the parking structure, which would not be visible from the plaza. Access to the Plaza Level would be via the Street Level or from the parking area.
- The **Street Level** includes the office building lobby, some tenant space and a cultural facility as described below. Valet drop off access to the building would be provided at this level on Avenue of the Stars. See **Figure PD-9** for the Street Level Plan.
- The **Mezzanine** through **Twelfth Levels** would provide office space. A typical floor layout is provided in **Figure PD-10**.
- Mechanical equipment would be located in a penthouse or screened behind enclosures at the top of the structure.
- A helipad would be constructed on the roof of the building for emergency use. No commercial use would be permitted.

#### Plaza Renovation

The renovated landscaped plaza for the Project provides an amenity for use by employees of and visitors to Century City. The landscape design offers an opportunity to provide an inviting landscaped area in an office environment. The design of the landscaped plaza would benefit the adjacent office population. The three-acre landscaped plaza would consist of a central lawn surrounded by office towers, restaurants, and retail uses. A pedestrian promenade would direct guests from Avenue of the Stars through the site, passing by sitting areas, gardens, flowering canopy trees, courtyards, and grassy slopes.

The landscaped plaza would transform the existing plaza space into a functional venue for a myriad of uses in the heart of Century City. The basic design and configuration of the proposed plaza lends itself to a variety of events and gatherings. The proposed plaza could be an on-going home for a range of outdoor events and performances throughout the year. In addition, the plaza could host special events, social and corporate parties.

#### Landscape Plan

The proposed Landscape Plan is shown in **Figure PD-11**. The existing central hardscape plaza would be replaced with a diamond-shaped central lawn area, flanked by jacaranda and poplar trees along the northwest and southern edges. Additional rows of jacaranda trees would be planted between the lawn and the restaurant on the north side of the Project. Pine trees would be planted on the slopes to the south and east of the cultural facility and on the east and west sides of the garage access from Constellation Boulevard.

#### Cultural Facility

As an integral part of the proposed Project, a 10,178-sf facility would be constructed adjacent to the central plaza, specifically for a cultural use. It is intended to house exhibition areas for one or more major cultural institutions, and may host live performances, or house an art gallery or branch of a notable museum. Together with the three-acre landscaped plaza area, this building, would create a

**Figure PD-7 Parking Level Plan**

**Figure PD-8 Plaza Level Plan**

**Figure PD-9 Street Level Plan**

**Figure PD-10 Typical Floor Plates for Mezzanine to Level 12**

**Figure PD-11 Proposed Landscape Plan**

world-class amenity for both tenants of surrounding offices as well as nearby residents and visitors. The facility would be secure and accessible to the public.

#### Parking and Access

The existing parking supply for the overall site is 5,922 spaces. Currently, there are 45 parking spaces at grade, 186 spaces on parking level A, 604 spaces on level B, 1,144 spaces on level C, 1,155 spaces on level D, 1,151 spaces on level E and 1,186 spaces on level F, totaling 5,471 parking spaces onsite. In addition, there are 451 off-site parking spaces in the garage west of the Century Plaza Hotel, which are covenanted for the site. People parking at the off-site garage, located at 2030 Century Park West, access the Project site via a walkway located to the south of the Century Plaza Hotel. This path leads to the below grade plaza of the Hotel and then through the pedestrian corridor under Avenue of the Stars. With the new project, the pedestrian corridor would lead pedestrians directly into the lobby of the new building.

Construction of the proposed Project would remove all of the site uses except for the Century Plaza Towers and the subterranean parking garage. Due to the structural improvements to the subterranean columns, parking spaces in the garage would be modified. Parking under the Century Plaza Towers would not be affected.

The total code required parking spaces for the proposed Project is 6,065 spaces and includes parking space reductions pursuant to Los Angeles Municipal Code Section 12.21-A4(c) and Section 12.24-Y. Section 12.21-A 4(c) provides for parking reductions for bicycle spaces provided on-site. In addition, Section 12.24-Y provides further parking reductions for commercial buildings located within 1,500 feet from a transit facility.

The preferred parking plan would provide all code required parking on-site. The Project would provide 45 parking spaces at grade, 172 spaces on parking level A, 597 spaces on level B, 1,222 spaces on level C, 1,233 spaces on level D, 1,229 spaces on level E and 1,264 spaces on level F. Additionally the Project would provide parking spaces on portions of two levels that currently do not provide parking. This would include 409 spaces on the Parking level and 187 spaces on the Plaza level for a total of 6,358 on-site parking spaces. The proposed parking plan would include tandem parking with parking attendants on all parking levels except level B.

Alternatively, the Project would satisfy all code required parking by providing on-site and off-site parking. Under this plan, the Project would provide 45 spaces at grade, 177 spaces on parking level A, 595 spaces on level B, 1,112 spaces on level C, 1,123 spaces on level D, 1,119 spaces on level E and 1,154 spaces on level F. Additionally the Project would provide parking spaces on portions of two levels that currently do not provide parking. This would include 372 spaces on the Parking level and 170 spaces on the Plaza level for a total of 5,867 on-site. Also, 451 off-site spaces would be provided, for a total of 6,318 spaces.

Among the updated transportation management items, vehicles would access the site via the subsurface parking lot and valet drop-off as shown in **Figure PD-12**. The valet drop-off and pick-up area on Avenue of the Stars has been designed to provide maximum efficiency and convenience for visitors and would provide direct access to the parking garage. The parking spaces located on the Plaza level would be allocated to valet services. Access to the parking garage would continue to be provided from Constellation Boulevard, the driveway on Century Park East and Olympic Boulevard.

Pedestrian access to the Project and the plaza would be available from numerous locations along Avenue of the Stars, Constellation Boulevard and Century Park East. Pedestrian access into the new office building would be available from Avenue of the Stars on the west side, as well as from the plaza on the eastern side. In compliance with the Century City North Specific Plan, a grade-separated pedestrian crossing is being provided below Avenue of the Stars to allow pedestrians to



**Figure PD-12 Project Driveway and Parking Access Locations**

easily walk between the Century Plaza Hotel and the retail, restaurants and amenities in the 3-acre landscaped plaza in the 2000 Avenue of the Stars project.

The pedestrian corridor would connect the existing courtyard at the Century Plaza Hotel to the new plaza elevation by way of a well-lit and ventilated pedestrian corridor under Avenue of the Stars that would be approximately 16 feet wide, and between 10 and 15 feet in height. A canopy of signage would mark the enlarged entry on the Hotel side, and a series of murals would decorate the pedestrian corridor itself (**Figure PD-13**). The pedestrian corridor would have a tiled floor, plaster walls and a plaster ceiling with cove lighting. The pedestrian corridor slopes down from the Hotel courtyard about 5 feet over 150 feet to an escalator that connects up one level to the Plaza level lobby. The Plaza level lobby is lined with retail uses and connects directly to the landscaped plaza. Pedestrian access between the parking levels and the structure would be available using elevators, escalators and stairwells, as noted above.

#### Demolition/Construction Process

As mentioned above, the Project would involve the removal of the two existing eight-story building, and development of the proposed 15-story building. A summary of the demolition and construction process is included under **Appendix 5**. The demolition and construction process would occur over a 25-month period. During construction, the pedestrian corridor would be unavailable for usage. During that time, pedestrians coming from the west would access the Project site by at grade pedestrian crossings across Avenue of the Stars.

At the Project site, there are 1,717 parking spaces allocated to the existing ABC Entertainment Center buildings. During the construction phase, these spaces will all be available for construction employee vehicle parking. Project construction will involve a maximum of approximately 200 construction worker vehicles on site at any given time. The Project applicant will also be encouraging a ride share program for construction employees to decrease the number of construction vehicles accessing the site. Construction will be phased so that only limited portions of the parking areas will be impacted and unavailable for vehicle parking. Out of the available 1,717 parking spaces, it is anticipated that approximately 300 parking spaces will be unavailable at any given time due to the construction work. In addition, there are excess parking spaces available in nearby, off-site parking facilities in Century City for rental, if necessary. Further, construction workers will be prohibited from using street parking spaces during the construction period.

#### **E. PROJECT APPROVAL AND INTENDED USE OF THE EIR**

This Environmental Impact Report (EIR) will serve as the environmental document for all Project approvals that may be subject to the California Environmental Quality Act (CEQA). These requested actions and approvals are expected to include, but may not be limited to the following list:

##### ***City of Los Angeles***

(The following approvals may be required from the City of Los Angeles, including its component Department and Agencies):

- Major Project Conditional Use Permit by the Department of City Planning.
- Project Permit Compliance Review by the Department of City Planning.
- Building Permits and Code modifications if necessary, from the Department of Building and Safety.
- Haul Route Approval from the Building and Safety Commission.
- Street Improvement Permits from the Bureau of Engineering.
- Parking Facility Modification Approval by the Department of Building and Safety for tandem parking.

**Figure PD-13 Artist Rendering of the Pedestrian Corridor**

- Reduction of off-street parking spaces approval by the Department of City Planning.
- Intersection improvement and potential bus stop relocation approvals to facilitate pedestrian travel.
- Conditional Use Permit for alcohol service at restaurants.
- Other approvals, or permits necessary for the project, including, but not limited to, a vesting tentative tract map, parcel map or other subdivision, tree removal permits, conditional use permits, lot line adjustments, public works permits and variances.

**Other**

(The proposed Project may require additional approvals as follows):

- Federal Aviation Administration (FAA) Notice of Proposed Construction or Alteration.
- RWQCB discharge permits.
- Other approvals or permits necessary for the Project.

**F. PROJECT OBJECTIVES**

The 2000 Avenue of the Stars development proposal is designed to accomplish the following objectives, as provided by the Project applicant:

- Create a mixed-use commercial center, consistent with the purposes and intent of the Century City North Specific Plan, and the General Plan Framework.
- Preserve the high quality architectural character of Century City through the design of a Project that aesthetically and stylistically complements and enhances the contemporary feel of the area, including the development of appropriately scaled buildings, architectural detailing and landscape improvements.
- Revitalize the ABC Entertainment Center site, one of the older, under-utilized developments in Century City, by providing an economically productive and vibrant use of the property that benefits the community, reduces vacant properties, and stimulates the local economy.
- Provide an energy efficient and environmentally conscious development through such means as the use of recycled or otherwise energy efficient materials, state-of-the-art technologies, water saving devices and design elements that would save energy.
- Provide sufficient parking, to ensure that the parking needs of the Project's employees and visitors are met.
- Reduce vehicle trips, and the associated traffic, noise and air quality environmental impacts from those trips, by providing suitable pedestrian access to and from the site, to encourage Project occupants to shop and dine in the local area.
- Provide additional Class "A" office space, which both encourages and facilitates opportunities for businesses to locate in Century City, a designated Regional Center in the Los Angeles Framework Element of the City General Plan.
- Provide a Project that incorporates a pedestrian-oriented plaza, benches, shade, and attractive landscaping.
- Design a Project that is consistent with the predominant character and scale of Century City and the capacity of the local street system.
- Provide a cultural facility intended to house exhibition areas for one or more major cultural institutions, creating a cultural opportunity for both tenants of surrounding offices, as well as nearby residents and visitors.
- Provide sufficiently sized floor plates to meet the needs of current industry demands.
- Create attractive new dining opportunities, providing Century City with new choices for lunch or dinner at a range of price levels.