


CITY OF LOS ANGELES
INTER-DEPARTMENTAL MEMORANDUM

1950 Avenue of the Stars
LADOT Case No WLA11-028

DATE: August 8, 2014

TO: Honorable City Council
c/o City Clerk, Room 395
Attention: Honorable Jose Huizar, Chair, PLUM Committee

FROM: Jon Kirk Mukri, General Manager
Department of Transportation 

SUBJECT: **CENTURY CITY CENTER PROJECT – ENHANCED RETAIL
ALTERNATIVE**

**[CITY PLANNING CASE NOS. CPC-2013-210-SPP-SPR-MSC AND
CPC-2009-817-DA-M1]**

On June 12, 2014, the Los Angeles City Planning Commission unanimously approved Alternative 9 (Enhanced Retail Alternative) in lieu of the proposed Modified Project for the Century City Center Project. The Los Angeles Department of Transportation (LADOT) confirms that the traffic analysis and alternative trip generation analysis of the Modified Project is consistent with the Enhanced Retail Alternative and there are no changes to our conclusions as set forth in our memoranda of December 18, 2012 and October 28, 2013.

The Enhanced Retail Alternative is similar to what was proposed for the Modified Project, except that office space has been slightly reduced and pedestrian-serving ancillary retail and Mobility Hub space has been slightly increased to better activate the plaza surrounding the proposed Purple Line subway portal, as requested by the Planning Commission. The Modified Project proposed the construction of a 37-story building with 700,000 square feet (sf) of office space, approximately 25,380 sf of low-rise office space, a Transit Plaza, 4,120 sf of small scale ancillary retail uses, and a 1,300 sf of Mobility Hub. Under the Enhanced Retail Alternative, approximately 15,380 sf of proposed low-rise office space would be converted to ancillary retail space and Mobility Hub space. This letter confirms that LADOT has reviewed the potential traffic impacts and trip generation of the Enhanced Retail Alternative as provided in the Century City Center Project's Final Subsequent EIR, and that the analyses provided are consistent with and within the scope of LADOT's December 18, 2012 and October 28, 2013 memoranda for the Modified Project.

The Alternative Calculation of Trip Generation Factor for the Enhanced Retail Alternative is 4.97 daily trips per 1,000 square-feet (sf). The Enhanced Retail Alternative's ancillary retail and Mobility Hub uses are not expected to attract additional automobile trips to and from the project, which is consistent with language in the

Century City North Specific Plan that recognizes that incidental retail uses that do not exceed 3 percent of an office project's floor area do not result in additional Trip generation. This is also consistent with LADOT policy for small retail uses (here, less than 3 percent of the project's floor area). The retail and Mobility Hub uses would not be expected to generate any additional trips beyond the trips generated by the project's office uses, consistent with LADOT policy.

LADOT also confirms that the traffic mitigation program as approved by the City Planning Commission for the Enhanced Retail Alternative is substantially consistent with the mitigation program proposed for the Modified Project. After implementation of mitigation, the Enhanced Retail Alternative would not result in any additional or intensified traffic impacts as compared to the Modified Project. The Enhanced Retail Alternative would result in a slight reduction in trip generation as compared with the Modified Project due to the reduction in office square footage.

There will be a slight change in the calculation of the Transportation Impact Assessment (TIA) Fee which would be required for the project under Section 5 of the West Los Angeles Transportation Improvement and Mitigation Specific Plan (WLA TIMP). Pursuant to Section 5 of the WLA TIMP, an applicant for a project within the Specific Plan Area shall pay, or guarantee payment of, a TIA Fee prior to issuance of any building permit. The TIA Fee for the Enhanced Retail Alternative is **\$1,222,656.00**, which is a reduction of \$25,472 from the estimated TIA Fee for the Modified Project.

If you have any questions, please contact Jay Kim of my staff at (213) 972-8438.

c: Renee Dake Wilson, City Planning Commission
Joan Pelico, Shawn Bayliss, Jay Greenstein, Fifth Council District
Dan Scott, Lisa Webber, Jon Foreman, Karen Hoo, Erin Strellich, DCP
Jay Kim, Sean Haeri, Eddie Guerrero, Mo Blorfroshan, LADOT