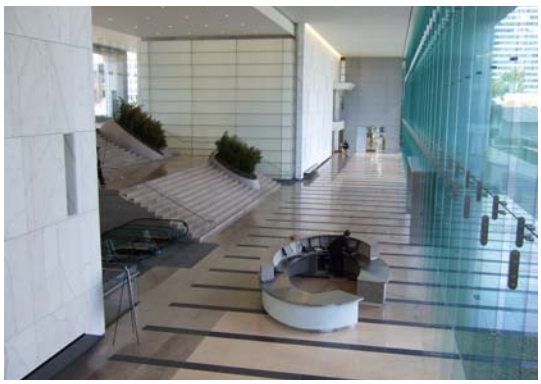
CASE STUDY

2000 Avenue of the Stars
Century City, California



Quick Facts	
Location:	Century City, CA
Type:	Class A Office
Size:	790,000 SF
Budget:	$400 million
Project Start:	January 2004
Const Comp:	November 2007
Owner/Client:	JP Morgan
Architect:	Gensler
Contractor:	Hathaway Dinwiddie

OPPORTUNITY

The aging ABC Entertainment Center located in the heart of Century City was too costly to renovate; Trammell Crow Company determined that the best and highest use for ownership would be to demolish the building and construct a new Trophy Class office building over a functioning six-level subterranean parking structure. TCC faced complex situations on several fronts; environmental, political and community. The surrounding neighborhoods were concerned with traffic issues derived from a new building and the associated construction. The city of Los Angeles has a complex and difficult entitlement process requiring coordination and approval from a multitude of city departments.

STRATEGY

TCC adopted a two-pronged strategy to gain acceptance with the community and city. First was the creation of a Neighborhood Traffic Mitigation program funded by TCC to address the traffic issues. Additionally, TCC agreed to build a Cultural Pavilion for the community. TCC's strategic and diligent attention to the community was successful in cultivating supporters, convincing decision makers, and allowing the Planning Commission and City Council to vote unanimously for its approval with strong community support. In turn, the construction of the 2000 Avenue of the Stars building created jobs for over 3,600 union employees and generated over $400 million in economic output due to designing, entitling and construction of the Project.

RESULTS

2000 Avenue of the Stars is a 790,000-square foot, $400 million trophy office project comprising of two twin premiere office towers, a 4-acre centerpiece park, destination dining, 30,000-square foot Promenade of Cafes and a 10,000-square foot Cultural Arts Pavilion to be operated by the renowned Annenberg Foundation. The design of the building is accentuated by a 100ft x 100ft aperture effectively dividing the structure into two separate-but-connected towers. The envelope of the building consists of unique sun-storm coated aluminum and Low-E blue-tinted glass with office floor plates ranging from 28,000-square feet to over 70,000-square feet. The building has an independent Central Plant, with a unique economizer mode, allowing for maximized use of ambient outside air temperature. Water saving features include water efficient automatic faucets, saving 20% in annual water consumption; while high efficiency lamp and ballast, and microprocessor lighting control systems optimize energy use.

2000 Avenue of the Stars has joined the landmark Century Plaza Towers to form the 14-acre superblock known as Century Park. The 2000 Avenue of the Stars project is anchored by Creative Artists Agency (CAA), who occupies more than 240,000-square feet. Other tenants include The Annenberg Foundation, Craft restaurant, Gold Circle Films, Morris Yorn Barnes & Levine Law Firm, Imperial Capital, Fidelity Investments, UBS and Comerica Bank.