



## WESTSIDE SUBWAY EXTENSION PROJECT

# Final Century City Station Options Updated Jobs and Population Inventory Memorandum

May 24, 2011



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## 1.0 INTRODUCTION

### 1.1 Memorandum Purpose

The purpose of this memorandum is to present a revised estimate of the population and employment accessible within various walking distances (600 feet, 1/4 mile, and 1/2 mile) of the following three potential Century City station options of the Westside Subway Extension:

- Santa Monica Boulevard at Century Park East
- Constellation Boulevard at Avenue of the Stars
- Santa Monica Boulevard at Avenue of the Stars

## 2.0 DATA SOURCES AND ANALYSIS METHODOLOGIES

### 2.1 Walkshed Analysis

The Network Analyst tool in ArcGIS<sup>1</sup> was used to measure walking distance on the existing street network from the primary portal for each station option. Consistent with the *Westside Subway Extension Draft Environmental Impact Statement/Draft Environmental Impact Report (Draft EIS/EIR)*, 1/4-mile and 1/2-mile “walksheds” from the primary station portal have been evaluated. For this analysis, a walkshed of 600 feet has also been evaluated to provide more detailed information on population and employment within the immediate vicinity of each station option.

### 2.2 Population Data

Population data were obtained from the 2000 United States Census at the Census Block level. 2010 Census Estimates at the Census Block Group level were used to derive growth factors that were then applied to the 2000 Census data to reflect 2010 population numbers contained within each walkshed. When Census Blocks were fully contained within a walkshed, the population from the Block was counted. If a Block was split by walksheds or only partially contained in one walkshed, the population was divided proportionately based on how much of the Block was located within one walkshed distance versus another. Open space and non-residential areas were taken into account when splitting Block populations.

### 2.3 Employment Data

Real estate data obtained from Grubb & Ellis, a respected commercial real estate service and investment company, were used to estimate the number of jobs within each walkshed. Grubb & Ellis maintains a detailed real estate database (*Grubb & Ellis/Costar*) of every leasable office and retail property in Los Angeles and lists the rentable building area (RBA) for each building contained in the data set. Because the database lists total RBA for each property, a vacancy factor of 10 percent has been assumed for all office and retail/food service space in this analysis to represent standard market conditions. While the vacancy rate for Century City office space is currently 13 percent (LA Times, 2011), a senior officer at Grubb & Ellis indicated that 10 percent represents a typical vacancy rate

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<sup>1</sup> ArcGIS is a Geographic information system (GIS) software used to analyze spatial relationships and spatial data.



under standard market conditions. Therefore, 10 percent of the RBA within each walkshed has been assumed to be vacant.

To estimate the number of jobs provided at each property, square feet per employee standards have been applied to the RBA for each property. A per-room employee standard has been applied to the number of hotel rooms for each hotel contained within a walkshed. Table 2-1 details the standards applied to calculate the number of jobs at each property contained within the walksheds. Appendix A provides the detailed job calculations for each property, as well as the walkshed the property falls within.

**Table 2-1: Land Use per Employee Standards**

Land Use	Standard	Units
Office	350	square feet
Retail	600	square feet
Food Service	450	square feet
Hotel	2	rooms

Source: Fiscal Impact Analysis Model (FIAM) South Florida Regional Planning Council, 2011

### 3.0 DATA RESULTS

Figure 3-1 through Figure 3-3 illustrate the three walkshed distances (600 feet, 1/4 mile, and 1/2 mile) for each station option and the buildings with a primary entrance contained within each walkshed.

Table 3-1 summarizes the population and jobs within the three walksheds for each potential station area.<sup>2</sup> Access to population within the three walksheds is generally similar across all three station options. At all three station options, office jobs make up approximately 90 percent of the total jobs within a 1/2-mile walkshed.

**Table 3-1: Walkshed Population and Jobs**

Walkshed	Santa Monica/ Century Park East Station		Constellation/ Avenue of the Stars Station		Santa Monica/ Avenue of the Stars Station	
	Population	Total Jobs	Population	Total Jobs	Population	Total Jobs
0' to 600'	0	4,820	0	10,260	0	5,900
0' to ¼ Mile	180	10,310	210	20,170	110	12,050
0' to ½ Mile	1,900	27,290	2,010	31,040	1,940	28,870

Source: Fehr & Peers, 2011; 2000 US Census; 2010 US Census Estimates; Grubb & Eillis/Costar, 2011

<sup>2</sup> Approximately 16 percent of Fox Studios is located within the 1/2-mile walkshed of the Constellation/Avenue of the Stars Station option. Therefore, only 16 percent of the 2,600 Fox Studios employees (no contractors) were included within the 1/2-mile walkshed job totals included in Table 3 1.



**Figure 3-1: Century City Santa Monica/Century Park East Station Walkshed Population and Jobs**

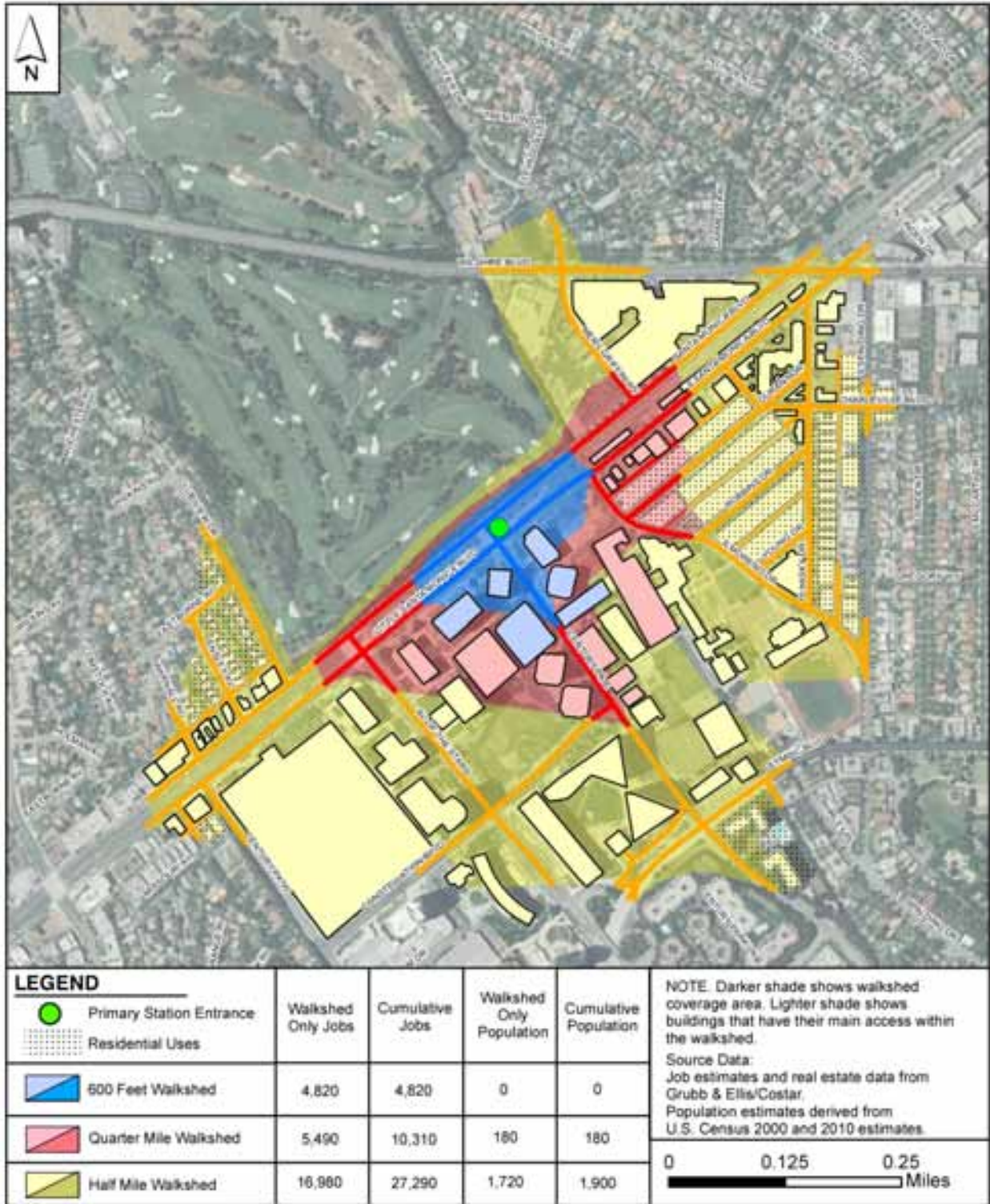




Figure 3-2: Century City Constellation/Avenue of the Stars Station Walkshed Population and Jobs

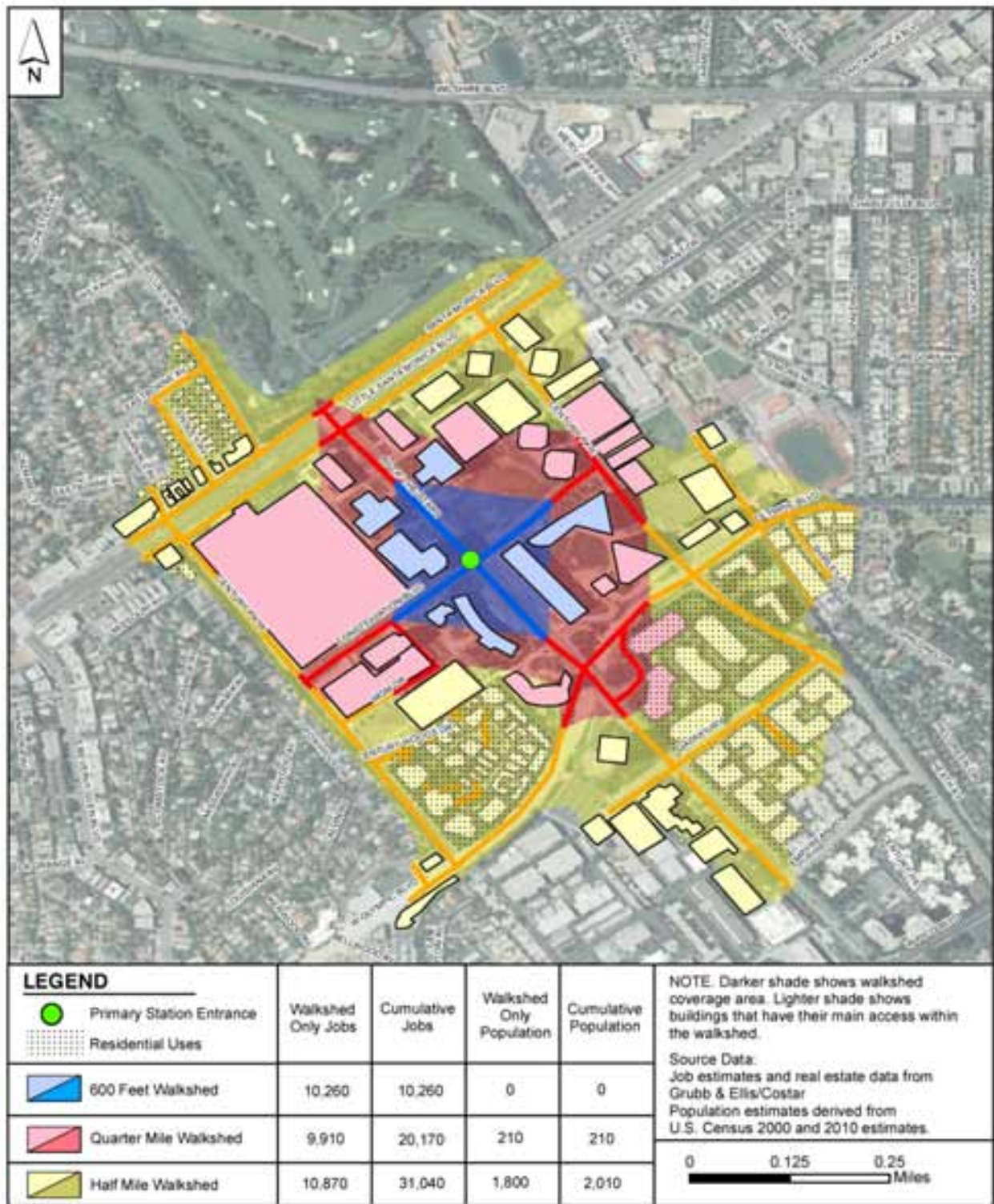
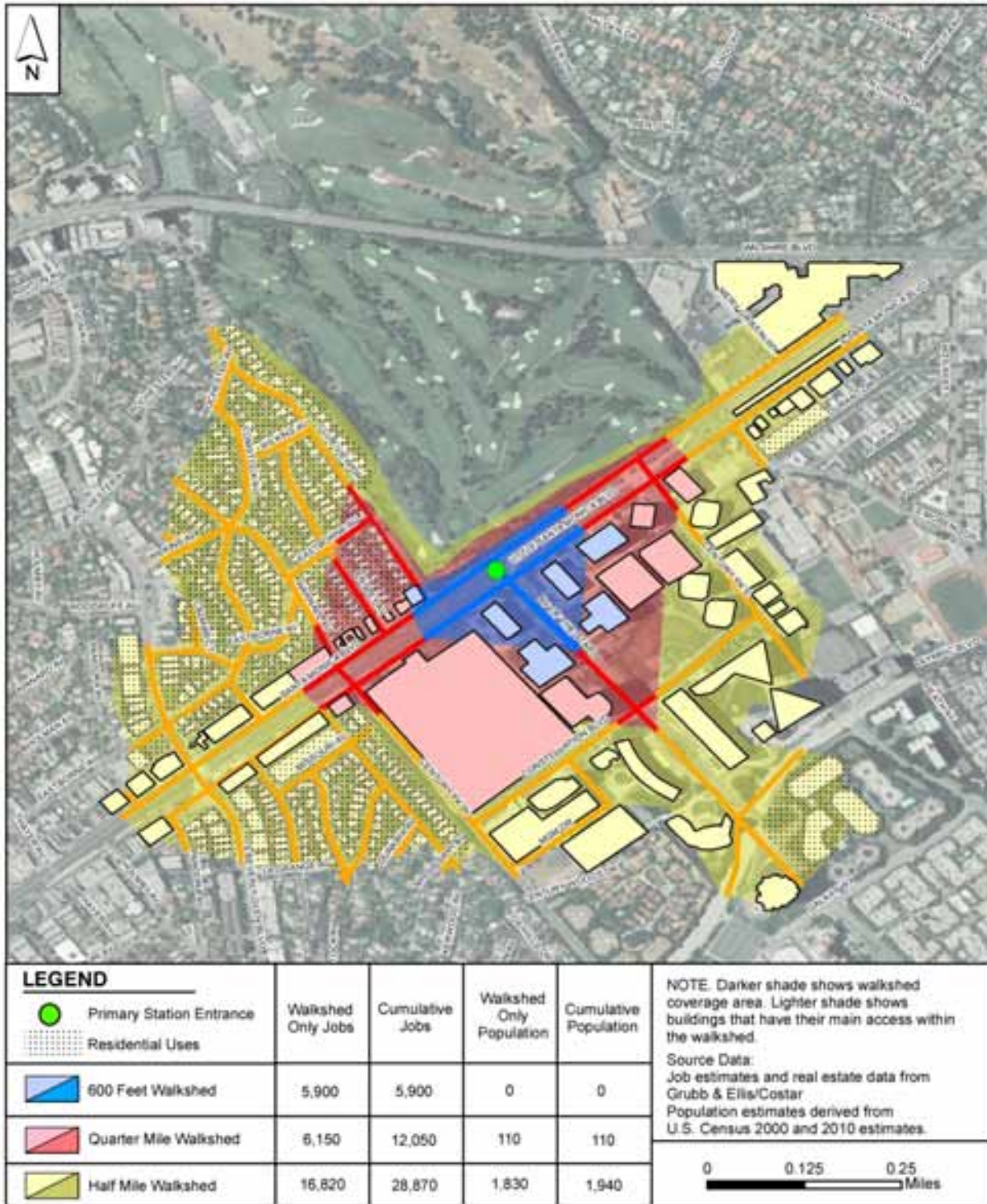






Figure 3-3: Century City Santa Monica/Avenue of the Stars Station Walkshed Population and Jobs



### 3.1 600-foot Walkshed Results

As shown in Figure 3-2 within the 600-foot walkshed, the Constellation station option has access to more than double the number of jobs as the Santa Monica/Century Park East Station and almost 75 percent more than the Santa Monica/Avenue of the Stars Station.

### 3.2 One-quarter-mile Walkshed Results

Within the 1/4-mile walkshed, the Constellation station option has access to nearly 96 percent more jobs than the Santa Monica/Century Park East Station and 67 percent more than the Santa Monica/Avenue of the Stars Station.

### 3.3 One-half-mile Walkshed Results

Within the 1/2-mile walkshed, the Constellation station option has nearly 14 percent more than the Santa Monica/Century Park East Station option and 7 percent more than the Santa Monica/Avenue of the Stars Station option.

## 4.0 VALIDATING DATA ACCURACY

Because the job estimates of the Constellation/Avenue of the Stars Station option are higher than the job estimates for the two station options located on Santa Monica Boulevard, two validation checks were performed:

1. First, job estimates from this analysis were compared to US Census 2009 employment estimates at a Census Block level. The same approach to split Census Block population data described above was applied to Census Block employment data to estimate walkshed employment. Based on these estimates, approximately 33,408 jobs are accessible within the 1/2-mile walkshed of the Constellation Station option, suggesting that the analysis contained in this memorandum is relatively accurate.
2. Second, through the Century City Chamber of Commerce, occupancy data and total RBA of most of the main office buildings in Century City were obtained from property managers. In total, these buildings averaged 387 square feet of RBA per occupant, which is close to the 350 square feet per occupant assumption used to calculate office jobs in the analysis using the Grubb & Ellis data above.

## 5.0 SUMMARY

The Grubb & Ellis real estate data is a robust data source to document the RBA in the Century City area. The following assumptions were used to develop job estimates from the RBA data:

- Vacancy rate (10 percent assumed in this analysis)
- Land use per employee factors:
  - Office (350 square feet)
  - Retail (600 square feet)





- Food Services (450 square feet)
- Hotel (2 rooms per job)
- To verify the validity of these assumptions, the job estimates for the Constellation/Avenue of the Stars Station option were compared to US Census estimates, as well as office occupancy data obtained from property managers in Century City. The estimates were close to both sources of validation data.
- The Constellation Station option has more jobs accessible within a 1/2-mile walkshed compared with the station options located on Santa Monica Boulevard. The Constellation Station option has significantly more jobs within a 600-foot and a 1/4-mile walkshed compared with the other station options.

## 6.0 REFERENCES

- Grubb & Ellis/  
Co Star 2011                      February, 2011. Century City area real estate database report.
- LA Times 2011                      LA Times. April 21, 2011. *Developer Proposes Century City High-Rise*. Accessed April 2011 from <http://www.latimes.com/business/realestate/la-fi-century-city-deal-20110421,0,2664084.story>.
- Metro 2010                              Metro. September 2010. *Westside Subway Extension Draft Environmental Impact Statement/Environmental Impact Report*
- SFRPC 2006                              SFRPC, June 19, 2006. *Fiscal Impact Analysis Model*. Accessed April 2011 from <http://www.sfrpc.com/fiam.htm>.
- US Census 2000                      2000 US Census population estimates. Accessed February 2011 from [http://factfinder.census.gov/servlet/DatasetMainPageServlet?\\_program=DEC&\\_submenuId=datasets\\_1&\\_lang=en&\\_ts=](http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=DEC&_submenuId=datasets_1&_lang=en&_ts=).
- US Census 2009                      2009 US Census employment estimates. Accessed February 2011 from <http://lehdmap.did.census.gov/>.
- US Census 2010                      2010 US Census population estimates. Accessed February 2011 from <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresht>.



## Appendix A      RBA & JOB CALCULATIONS

CENTURY CITY STATION SANTA MONICA BL/CENTURY PARK EAST

Distance from Portal	Address	Generalized Land Use	Gross Leasable	
			Area/RBA/ Hotel Rooms	# Jobs
0.25	1800 Avenue of the Stars - Gateway East Bldg.	Office	286,000	735
0.25	1801 Avenue of the Stars	Office	284,717	732
0.25	2010 Century Park E	Office	43,066	111
0.25 600'	1800 Century Park E - Northrop Grunman Plaza I	Office	255,525	657
0.25 600'	1801 Century Park E - Century Park Plaza	Office	373,900	961
0.25 600'	1840 Century Park E - Northrop Grunman Plaza II	Office	331,500	852
0.25	1875 Century Park E - North Tower	Office	450,000	1,157
0.25 600'	1880 Century Park E	Office	311,400	801
0.25	1888 Century Park E	Office	483,896	1,244
0.25	1925 Century Park E South Tower	Office	450,000	1,157
0.25	1940 Century Park E	Office	46,000	118
0.25	1950 Century Park E	Office	21,734	56
0.25	9935 Santa Monica Blvd	Office	5,000	13
0.25	9940-9944 Santa Monica Blvd	Office	20,000	51
0.25	9949 Santa Monica Blvd	Office	1,758	5
0.25	9950 Santa Monica Blvd	Office	2,820	7
0.25	9952 Santa Monica Blvd	Office	7,600	20
0.25	9975 Santa Monica Blvd - The Gateway Building	Office	12,000	31
0.25	9990 Santa Monica Blvd	Office	10,598	27
0.25	9915 S Santa Monica Blvd	Office	2,940	8
0.25 600'	10100 Santa Monica Blvd	Office	600,000	1,543
0.25	9919-9925 Santa Monica Blvd	Retail	2,920	4
0.25	9953 Santa Monica Blvd	Retail	2,304	3
0.25	9956-9960 Santa Monica Blvd	Retail	4,097	6
0.25	9970 Santa Monica Blvd	Retail	4,900	7
0.25 600'	9923 S Santa Monica Blvd	Retail	750	1
0.50	10250 Santa Monica Blvd - Westfield Century City	Food Services	70,520	141
0.50	Beverly Hilton	Hotel	570	285
0.50	Century Plaza Hotel	Hotel	726	363
0.50	1900 Avenue of the Stars	Office	605,942	1,558
0.50	1901 Avenue of the Stars	Office	492,139	1,266
0.50	1950 Avenue of the Stars	Office	14,742	38
0.50	1999 Avenue of the Stars - Sun America Center	Office	824,106	2,119
0.50	2000 Avenue of the Stars	Office	787,323	2,025
0.50	2040 Avenue of the Stars	Office	6,863	18
0.50	2029 Century Park E North Tower	Office	1,124,719	2,892
0.50	2049 Century Park E South Tower	Office	1,124,719	2,892
0.50	2080 Century Park E - Century City Medical Bldg	Office	199,534	513
0.50	1801 Century Park W - Century Park West	Office	49,855	128
0.50	124 Lasky Dr	Office	8,360	21
0.50	132 Lasky Dr	Office	5,483	14
0.50	132-B Lasky Dr	Office	2,113	5
0.50	138 S Lasky Dr	Office	1,502	4
0.50	152-160 S Lasky Dr	Office	15,000	39
0.50	153 S Lasky Dr	Office	8,060	21
0.50	201 S Lasky Dr	Office	7,288	19
0.50	9916 Santa Monica Blvd	Office	11,000	28
0.50	10203 Santa Monica Blvd - The Samuel Goldwyn	Office	24,886	64
0.50	10215 Santa Monica Blvd - New Century (former)	Office	3,096	8
0.50	10231 Santa Monica Blvd	Office	8,000	21
0.50	10300 Santa Monica Blvd - The Barn	Office	3,729	10
0.50	10323 Santa Monica Blvd	Office	8,178	21
0.50	10327-10329 Santa Monica Blvd	Office	4,808	12
0.50	10340 Santa Monica Blvd	Office	9,552	25
0.50	9915 S Santa Monica Blvd	Office	2,940	8
0.50	9800 Wilshire Bl	Office	40,000	103
0.50	9830 Wilshire Bl - Creative Artists Bldg	Office	65,000	167
0.50	9859-9867 Santa Monica Bl	Retail	3,675	6
0.50	9869-9877 Santa Monica Bl	Retail	5,850	9
0.50	9879-9883 Santa Monica Bl	Retail	3,200	5
0.50	9885 Santa Monica Bl	Retail	6,546	10
0.50	9885-9887 Santa Monica Bl	Retail	2,800	4
0.50	9889-9899 Santa Monica Bl	Retail	5,696	9
0.50	9900 Santa Monica Bl	Retail	18,945	28
0.50	9901-9905 Santa Monica Blvd	Retail	2,661	4
0.50	9907-9909 Santa Monica Blvd	Retail	3,315	5
0.50	9908 Santa Monica Blvd	Retail	3,939	6
0.50	10250 Santa Monica Blvd - Westfield Century City	Retail	1,339,873	2,010
0.50	10257 Santa Monica Blvd	Retail	10,200	15



CENTURY CITY STATION SANTA MONICA BL/CENTURY PARK EAST

Distance from Portal	Address	Generalized Land Use	Gross Leasable Area/RBA/ Hotel Rooms	# Jobs
0.50	10301 Santa Monica Blvd	Retail	3,581	5
0.50	10305 Santa Monica Blvd	Retail	3,450	5
0.50	10309 Santa Monica Blvd	Retail	8,372	13
0.50	9775-9777 S Santa Monica Bl	Retail	1,700	3
0.50	9849 S Santa Monica Bl	Retail	2,468	4
0.50	9815 Wilshire Bl	Retail	923	1
0.50	9844 Wilshire / 9811 S Santa Monica Bl	Retail	4,184	6
0.50	9988 Wilshire Bl	Retail	1,089	2

CENTURY CITY STATION CONSTELLATION b1

Distance from Portal	Address	Generalized Land Use	Gross Leasable Area/RBA/ Hotel Rooms	# Jobs
0.25	10250 Santa Monica Blvd - Westfield Century City	Food Services	70,520	141
0.25	1800 Avenue of the Stars - Gateway East Bldg.	Office	286,000	735
0.25	1801 Avenue of the Stars	Office	284,717	732
0.25 600'	1900 Avenue of the Stars	Office	605,942	1,558
0.25 600'	1901 Avenue of the Stars	Office	492,139	1,266
0.25 600'	1950 Avenue of the Stars	Office	14,742	38
0.25 600'	1999 Avenue of the Stars - Sun America Center	Office	824,106	2,119
0.25 600'	2000 Avenue of the Stars	Office	787,323	2,025
0.25	2040 Avenue of the Stars	Office	6,863	18
0.25	2010 Century Park E	Office	43,066	111
0.25	1875 Century Park E - North Tower	Office	450,000	1,157
0.25	1888 Century Park E	Office	483,896	1,244
0.25	1925 Century Park E South Tower	Office	450,000	1,157
0.25	1940 Century Park E	Office	46,000	118
0.25	1950 Century Park E	Office	21,734	56
0.25 600'	2029 Century Park E North Tower	Office	1,124,719	2,892
0.25	1930 Century Park W	Office	56,300	145
0.25	10250 Constellation Blvd - MGM Tower	Office	775,037	1,993
0.25	10250 Santa Monica Blvd	Retail	1,410,393	2,116
0.25 600'	Century Plaza Hotel	Hotel	726	363
0.25	Intercontinental	Hotel	364	182
0.5	2121 Avenue of the Stars - Fox Plaza	Office	730,510	1,878
0.5	1800 Century Park E - Northrop Grunman Plaza I	Office	255,525	657
0.5	1801 Century Park E - Century Park Plaza	Office	373,900	961
0.5	1840 Century Park E - Northrop Grunman Plaza II	Office	331,500	852
0.5	1880 Century Park E	Office	311,400	801
0.5	2049 Century Park E South Tower	Office	1,124,719	2,892
0.5	2080 Century Park E Century City Medical Bldg	Office	199,534	513
0.5	1801 Century Park W - Century Park West	Office	49,855	128
0.5	Olympic Blvd and Century @ Olympic Blvd - Crescent Century City II	Office	24,000	62
0.5	10100 Santa Monica Blvd	Office	600,000	1,543
0.5	10203 Santa Monica Blvd - The Samuel Goldwyn	Office	24,886	64
0.5	10215 Santa Monica Blvd - New Century (former)	Office	3,096	8
0.5	10231 Santa Monica Blvd	Office	8,000	21
0.5	10309 Santa Monica Blvd	Office	8,372	22
0.5	10323 Santa Monica Blvd	Office	8,178	21
0.5	Fox Studios	Office		416
0.5	10257 Santa Monica Blvd	Retail	10,200	15
0.5	10300 Santa Monica Blvd - The Barn	Office	3,729	10
0.5	10301 Santa Monica Blvd	Retail	3,581	5

**CENTURY CITY STATION SANTA MONICA BL/AVENUE OF THE STARS**

Distance from Portal	Address	Generalized Land Use	Gross Leasable	
			Area/RBA/ Hotel Rooms	Jobs
0.25	10250 Santa Monica Blvd - Westfield Century City	Food Services	70,520	141
0.25 600'	1800 Avenue of the Stars - Gateway East Bldg.	Office	286,000	735
0.25 600'	1801 Avenue of the Stars	Office	284,717	732
0.25 600'	1900 Avenue of the Stars	Office	605,942	1,558
0.25 600'	1901 Avenue of the Stars	Office	492,139	1,266
0.25	1950 Avenue of the Stars	Office	14,742	38
0.25	1999 Avenue of the Stars - Sun America Center	Office	824,106	2,119
0.25	1800 Century Park E - Northrop Grunman Plaza I	Office	255,525	657
0.25	1801 Century Park E - Century Park Plaza	Office	373,900	961
0.25	1801 Century Park W - Century Park West	Office	49,855	128
0.25 600'	10100 Santa Monica Blvd	Office	600,000	1,543
0.25 600'	10203 Santa Monica Blvd - The Samuel Goldwyn	Office	24,886	64
0.25	10215 Santa Monica Blvd - New Century (former)	Office	3,096	8
0.25	10231 Santa Monica Blvd	Office	8,000	21
0.25	10309 Santa Monica Blvd	Office	8,372	22
0.25	10323 Santa Monica Blvd	Office	8,178	21
0.25	10250 Santa Monica Blvd - Westfield Century City	Retail	1,339,873	2,010
0.25	10257 Santa Monica Blvd	Retail	10,200	15
0.25	10301 Santa Monica Blvd	Retail	3,581	5
0.25	10305 Santa Monica Blvd	Retail	3,450	5
0.5	Beverly Hilton	Hotel	570	285
0.5	Century Plaza Hotel	Hotel	726	363
0.5	Intercontinental	Hotel	364	728
0.50	2000 Avenue of the Stars	Office	787,323	2,025
0.50	2040 Avenue of the Stars	Office	6,863	18
0.50	2010 Century Park E	Office	43,066	111
0.50	1840 Century Park E - Northrop Grunman Plaza II	Office	331,500	852
0.50	1875 Century Park E - North Tower	Office	450,000	1,157
0.50	1880 Century Park E	Office	311,400	801
0.50	1888 Century Park E	Office	483,896	1,244
0.50	1925 Century Park E South Tower	Office	450,000	1,157
0.50	1940 Century Park E	Office	46,000	118
0.50	1950 Century Park E	Office	21,734	56
0.50	2029 Century Park E North Tower	Office	1,124,719	2,892
0.50	1930 Century Park W	Office	56,300	145
0.50	10250 Constellation Blvd - MGM Tower	Office	775,037	1,993
0.50	Olympic Blvd and Century @ Olympic Blvd - Crescent Century City II	Office	24,000	62
0.50	9916 Santa Monica Blvd	Office	11,000	28
0.50	9935 Santa Monica Blvd	Office	5,000	13
0.50	9940-9944 Santa Monica Blvd	Office	20,000	51
0.50	9949 Santa Monica Blvd	Office	1,758	5
0.50	9950 Santa Monica Blvd	Office	2,820	7
0.50	9975 Santa Monica Blvd - The Gateway Building	Office	12,000	31
0.50	9990 Santa Monica Blvd	Office	10,598	27
0.50	10300 Santa Monica Blvd - The Barn	Office	3,729	10
0.50	10327-10329 Santa Monica Blvd	Office	4,808	12
0.50	10333 Santa Monica Blvd	Office	3,355	9
0.50	10340 Santa Monica Blvd	Office	9,552	25
0.50	10350 Santa Monica Blvd	Office	42,292	109
0.50	10351 Santa Monica Blvd - Santa Monica Comstock Plaza	Office	101,495	261
0.50	10390 Santa Monica Blvd - Royal Beverly Glen Building	Office	78,463	202
0.50	10436 Santa Monica Blvd	Office	15,950	41
0.50	9915 S Santa Monica Blvd	Office	2,940	8
0.5	2121 Avenue of the Stars - Fox Plaza	Office	730,510	1,878
0.50	9901-9905 Santa Monica Blvd	Retail	2,661	4
0.50	9907-9909 Santa Monica Blvd	Retail	3,315	5
0.50	9908 Santa Monica Blvd	Retail	3,939	6
0.50	9919-9923 Santa Monica Blvd	Retail	2,920	4
0.50	9952 Santa Monica Blvd	Retail	7,600	11
0.50	9953 Santa Monica Blvd	Retail	2,304	3
0.50	9956-9960 Santa Monica Blvd	Retail	4,097	6
0.50	9970 Santa Monica Blvd	Retail	4,900	7
0.50	10349 Santa Monica Blvd	Retail	7,319	11
0.50	10391 Santa Monica Blvd	Retail	2,337	4
0.50	10401 Santa Monica Blvd	Retail	3,132	5



**CENTURY CITY STATION SANTA MONICA BL/AVENUE OF THE STARS**

<b>Distance from Portal</b>	<b>Address</b>	<b>Generalized Land Use</b>	<b>Gross Leasable Area/RBA/ Hotel Rooms</b>	<b>Jobs</b>
0.50	10403 Santa Monica Blvd	Retail	11,520	17
0.50	10421-10423 Santa Monica Blvd	Retail	4,400	7
0.50	10425-10431 Santa Monica Blvd	Retail	6,000	9
0.50	9923 S Santa Monica Blvd	Retail	750	1