

DEPARTMENT OF  
CITY PLANNING  
OFFICE OF HISTORIC RESOURCES  
200 N. SPRING STREET, ROOM 620  
LOS ANGELES, CA 90012-4801  
(213) 978-1200

CITY OF LOS ANGELES  
CALIFORNIA



ERIC GARCETTI  
MAYOR

CULTURAL HERITAGE COMMISSION

RICHARD BARRON  
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ROELLA H. LOUIE  
VICE-PRESIDENT

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(213) 978-1270

[www.planning.lacity.org](http://www.planning.lacity.org)

Date: NOV 06 2013

Los Angeles City Council  
Room 395, City Hall  
200 North Spring Street, Room 410  
Los Angeles, California 90012

Attention: Sharon Gin, Legislative Assistant  
Planning and Land Use Management Committee

CASE NUMBER: **CHC-2013-2424-HCM**  
**CENTURY PLAZA HOTEL**  
**2025 AVENUE OF THE STARS**

At the Cultural Heritage Commission meeting of **October 3, 2013**, the Commission moved to include the above property in the list of Historic-Cultural Monument, subject to adoption by the City Council.

As required under the provisions of Section 22.171.10 of the Los Angeles Administrative Code, the Commission has solicited opinions and information from the office of the Council District in which the site is located and from any Department or Bureau of the city whose operations may be affected by the designation of such site as a Historic-Cultural Monument. Such designation in and of itself has no fiscal impact. Future applications for permits may cause minimal administrative costs.

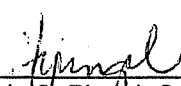
The City Council, according to the guidelines set forth in Section 22.171 of the Los Angeles Administrative Code, shall act on the proposed inclusion to the list within 90 days of the Council or Commission action, whichever first occurs. By resolution, the Council may extend the period for good cause for an additional 15 days.

The Cultural Heritage Commission would appreciate your inclusion of the subject modification to the list of Historic-Cultural Monuments upon adoption by the City Council.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Louie  
Seconded: Commissioner Kennard  
Ayes: Commissioners Hamacher and Barron  
Absent: Commissioner Scott

Vote: **4-0**

  
\_\_\_\_\_  
Fely C. Pingol, Commission Executive Assistant  
Cultural Heritage Commission

Attachment: Application

c: Councilmember Paul Koretz, Fifth Council District  
Ambruster Goldsmith & Delyac LLP  
Architecture Resources Group  
GIS

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Date: NOV 06 2013

Next Century Associates, LLC  
1999 Avenue of the Stars  
Los Angeles, CA 90067

**CERTIFIED MAIL**  
**RETURN RECEIPT REQUESTED**

CASE NUMBER: **CHC-2013-2424-HCM**  
**CENTURY PLAZA HOTEL**  
**2025 AVENUE OF THE STARS**

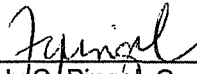
As you will note from the attached copy of our communication to the Los Angeles City Council, the Cultural Heritage Commission has moved to include the above-referenced property in the list of Historic-Cultural monuments, subject to adoption by the City Council.

In due course, our transmittal will be given a council file number and will be referred to the Council's Planning and Land Use Management Committee for review and recommendation. If you are interested in attending the Council Committee meeting, you should call Sharon Gin at (213) 978-1074 for information as to the time and place of the Committee and City Council meetings regarding this matter. Please give Ms. Gin at least one week from the date of this letter to schedule this item on the Committee Agenda before you call her.

The above Cultural Heritage Commission action was taken by the following vote:

Moved: Commissioner Louie  
Seconded: Commissioner Kennard  
Ayes: Commissioners Hamacher and Barron  
Absent: Commissioner Scott

**Vote: 4-0**

  
\_\_\_\_\_  
Fely C. Pingol, Commission Executive Assistant  
Cultural Heritage Commission

Attachment: Application

c: Councilmember Paul Koretz, Fifth Council District  
Ambruster Goldsmith & Delvac LLP  
Architectural Resources Group  
GIS

**Los Angeles Department of City Planning  
RECOMMENDATION REPORT**

**CULTURAL HERITAGE COMMISSION**

**CASE NO.: CHC-2013-2424-HCM  
ENV-2013-2425-CE**

**HEARING DATE:** October 3, 2013  
**TIME:** 10:00 AM  
**PLACE:** City Hall, Room 1010  
200 N. Spring Street  
Los Angeles, CA  
90012

Location: 2025 Avenue of the Stars  
Council District: 5  
Community Plan Area: West Los Angeles  
Area Planning Commission: West Los Angeles  
Neighborhood Council: Westside  
Legal Description: Lot FR A of Tract P M 1495

**PROJECT:** Historic-Cultural Monument Application for the  
CENTURY PLAZA HOTEL

**REQUEST:** Declare the property a Historic-Cultural Monument

**OWNER/  
APPLICANT:** Next Century Associates, LLC  
1999 Avenue of the Stars  
Los Angeles, CA 90067

**OWNER'S  
REPRESENTATIVE:** Armbruster Goldsmith & Delvac LLP  
11611 San Vicente Boulevard, Suite 900  
Los Angeles, CA 90049

**PREPARER:** Architectural Resources Group  
8 Mills Place, Suite 300  
Pasadena, CA 91105

**RECOMMENDATION That the Cultural Heritage Commission:**

1. **Declare the property** a Historic-Cultural Monument per Los Angeles Administrative Code Chapter 9, Division 22, Article 1, Section 22.171.7.
2. **Adopt** the report findings.

MICHAEL J. LOGRANDE  
Director of Planning



Ken Bernstein, AICP, Manager  
Office of Historic Resources



Lambert M. Giessinger, Preservation Architect  
Office of Historic Resources

**Attachments:** Historic-Cultural Monument Application

## FINDINGS

- 1) The building “embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction” as an example of the New Formalism style.
- 2) The building is associated with a master builder, designer, or architect, as a work by the noted architect Minoru Yamasaki.
- 3) The property reflects “the broad cultural, economic, or social history of the nation, State or community” for its association with national and California politics and political figures.
- 4) The building is associated with numerous historical personages who stayed at the Century Plaza Hotel over a period of decades.

## CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) FINDINGS

The Commission hereby recommends that Council find the proposed designation of the Century Plaza Hotel properties as a Historic-Cultural Monument to be exempt from further analysis under the California Environmental Quality Act pursuant to Title 14 of the California Code of Regulations, Sections 15308 (Class 8) and 15331 (Class 31).

## SUMMARY

Constructed in 1966 at a prominent location on Avenue of the Stars in Century City, this twenty-story hotel building exhibits character-defining features of New Formalism. The subject building is a steel-cut frame and post-tensioned concrete building with an exterior that features aluminum panels, precast concrete, and cement plaster finish. A major character-defining feature is its curvilinear form. The eastern façade facing Avenue of the Stars is concave. Each bay is divided by a wall faced with two panels of aluminum that run from the base of the building to the roof. The western façade, which follows a similar pattern, also contains two elevator towers sheathed in aluminum panels. The clear vertical and horizontal elements produce a gridded façade of beveled balconies, with corners of the balconies curving inward. The balcony railings consist of identical vertical aluminum bars. Identical glass sliding doors in each bay divide the balcony area from the interior. A horizontal lighting element is affixed to each balcony ceiling. The north and south elevations of the subject building consist of three bays, two aluminum covered sections flanking a central column of balconies. A horizontal element resembling a cornice runs the length of the building, consisting of aluminum panels arranged in a transparent pressed pattern reminiscent of classical egg-and-dart molding. The subject building fronts a sunken plaza and driveway with minimal landscaping.

The subject building was designed by notable architect Minoru Yamasaki (1912-1986). Of Japanese-American descent, Yamasaki was one of the most prominent and prolific post-World War II architects in the United States. An advocate of Modernism in his early work, Yamasaki later employed detail, texture, ornamentation, and distinctive building forms, developing into a style categorized as New Formalism. His most well-known work, the World Trade Center in New York City (1972), was destroyed in the September 11, 2001 terrorist attacks.

The Century Plaza Hotel was commissioned by Alcoa Properties Inc. as a keystone component of its mixed-use development of Century City in the mid-1960s. Originally designed to accommodate 800 rooms, the subject hotel has hosted dignitaries, heads of state, actors, and entertainers. The hotel has been particularly popular with sitting U.S. Presidents from Lyndon Baines Johnson to George W. Bush. Ronald Reagan has been particularly associated with the hotel, having held his 1980 victory and 1984 re-election parties at the Century Plaza and having accommodations there whenever in Los Angeles.

The subject building has had some alterations since its construction, including replacement of its original entrance canopy and modifications to interiors. Some accessory buildings and landscaping features on the subject property have also been altered.

### CRITERIA

The criterion is the Cultural Heritage Ordinance which defines a historical or cultural monument as any site (including significant trees or other plant life located thereon) building or structure of particular historic or cultural significance to the City of Los Angeles, such as historic structures or sites in which the broad cultural, economic, or social history of the nation, State or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, State or local history or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer or architect whose individual genius influenced his age.

### DISCUSSION

The Century Plaza Hotel successfully meets four of the specified Historic-Cultural Monument criteria: 1) "embodies the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction," 2) is associated with several historic personages 3) reflects "the broad cultural, economic, or social history of the nation, State or community," and 4) is associated with a master builder, designer, or architect. As a centerpiece of the mid-century, master-planned community of Century City, and its significant association with prominent political and cultural figures and events, the Century Plaza Hotel building, designed by prominent architect Minoru Yamasaki in the New Formalism style, qualifies for designation as a Historic-Cultural Monument based on the above criteria.

The subject building exhibits distinctive features of the New Formalism architectural style, such as evident structural elements, repeating balcony façade, use of metal, glass, and concrete, and detail over ornamentation. As the work of renowned architect Minoru Yamasaki, who built the World Trade Center towers, it qualifies as the work of a "master builder, designer, or architect." The construction of the subject building also reflects the development of the modern master-planned community of Century City, an important central business district in West Los Angeles.

The Century Plaza Hotel attracted an elite clientele for decades including U.S. Presidents Johnson, Nixon, Ford, Reagan, Bush, and Clinton. Entertainers such as Cary Grant, Bob Hope, Roy Rogers, and Jack Benny stayed as well. The first Presidential State Dinner held outside of the White House was held at the Century Plaza Hotel in 1969 to honor returning Apollo 11 astronauts. Therefore, it is associated with several historic personages.

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## BACKGROUND

On July 7, 2009, Councilmember Paul Koretz introduced a motion (Council File 09-1676) that proposed listing the Century Plaza Hotel as a Historic-Cultural Monument (HCM). This motion was in response to a proposed project that would potentially have demolished the subject building and replaced it with new construction. On August 4, 2009, at a hearing of the Planning and Land Use Management Committee of the City Council, the staff of the Office of Historic Resources was instructed to prepare an inventory of the subject building's character/non-character defining features in preparation for the possible inclusion of the subject building in the City of Los Angeles' list of HCMs. On October 8, 2009, pursuant to Council File 09-1676, the staff of the Office of Historic Resources released a proposed inventory of the subject building's character and non-character defining features.

Pending approval of this motion, the project applicant/property owner and representatives met to discuss preservation options with the Los Angeles Conservancy, the National Trust for Historic Preservation, as well as with the Office of Councilmember Paul Koretz. These discussions led to an agreement amongst the stakeholders to pursue a preservation alternative that would include the subject building while maintaining historic resource eligibility. The Cultural Heritage Commission and its Office of Historic Resources would provide early advisory input on the CEQA review for the project.

On February 12, 2010, the City Council approved a substitute motion under Council File 09-1676 that reflected the agreement reached amongst the stakeholders. This motion continued the initiation of the HCM designation by the City Council and required from the project applicant a Historic Resource Evaluation to analyze preservation alternatives. The motion also requested that the Cultural Heritage Commission "provide input and an advisory opinion on the completeness and adequacy of the Historic Eligibility Evaluation Report for the Century Plaza Hotel preservation project."

On August 11, 2010, the firm of Architectural Resources Group (ARG) retained by the project applicant released a Historical Resource Evaluation and Project Analysis report.

On August 19, 2010, the Cultural Heritage Commission toured the subject building.

On September 16, 2010, the Cultural Heritage Commission reviewed and commented on the Historical Resource Evaluation and Project Analysis report; the Commission and determined that the report was complete and accurate and concurred with the report's Statement of Continued Eligibility in Section 2.4 that states:

*The Project appears to introduce a range of modifications that will lessen the Hotel's overall integrity but not to a degree that it will be significantly diminished. The Hotel's aesthetic expression is largely derived from its distinctive form, shape, footprint, and massing, which will not be affected by the Project. Treatment of the Plaza and proposed new construction at the Hotel's principal façade are still in the conceptual phase, however adherence to the Treatment Protocol (attached as Appendix A) and the Secretary of the Interior's Standards should avoid any adverse impact. Based on the integrity thresholds of the California Register and requirements for designation as a Los Angeles HCM it appears that, though impacted by the Project, the Hotel will retain sufficient integrity to convey its significance. ARG finds that upon completion of the Project, the Hotel's integrity will likely not be diminished in such a way that its eligibility for designation will be compromised.*

**CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) REVIEW**

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 *“consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment.”*

State of California CEQA Guidelines Article 19, Section 15331, Class 31 *“consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings.”*

The designation of the Century Plaza Hotel as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code (“LAAC”) will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior’s Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

**HISTORIC-CULTURAL MONUMENT  
APPLICATION**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

**IDENTIFICATION**

1. NAME OF PROPOSED MONUMENT Century Plaza Hotel
2. STREET ADDRESS 2025 S. Avenue of the Stars
- CITY Los Angeles ZIP CODE 90067 COUNCIL DISTRICT 5
3. ASSESSOR'S PARCEL NO. 4319004109
4. COMPLETE LEGAL DESCRIPTION: TRACT P M 1495
- BLOCK None LOT(S) FR A ARB. NO. 3
5. RANGE OF ADDRESSES ON PROPERTY 2025 S. Avenue of the Stars, 10220 W. Constellation Blvd.
6. PRESENT OWNER Next Century Associates, LLC
- STREET ADDRESS 1999 Avenue of the Stars E-MAIL ADDRESS: rick@woodridgecapital.com
- CITY Los Angeles STATE CA ZIP CODE 90067 PHONE (310) 824-2200
- OWNERSHIP: PRIVATE  PUBLIC
7. PRESENT USE Hotel ORIGINAL USE Hotel

**DESCRIPTION**

8. ARCHITECTURAL STYLE New Formalism  
(SEE STYLE GUIDE)
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORK SHEET, 1 PAGE MAXIMUM)
- See attached.
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HISTORIC-CULTURAL MONUMENT  
APPLICATION

NAME OF PROPOSED MONUMENT Century Plaza Hotel

10. CONSTRUCTION DATE: 1963-1966 FACTUAL:  ESTIMATED:

11. ARCHITECT, DESIGNER, OR ENGINEER Minoru Yamasaki

12. CONTRACTOR OR OTHER BUILDER George A. Fuller Company

13. DATES OF ENCLOSED PHOTOGRAPHS see attached

(1 8X10 BLACK AND WHITE GLOSSY AND 1 DIGITAL E-MAILED TO CULTURAL HERITAGE COMMISSION@LACITY.ORG)

14. CONDITION:  EXCELLENT  GOOD  FAIR  DETERIORATED  NO LONGER IN EXISTENCE

15. ALTERATIONS see attached

16. THREATS TO SITE:  NONE KNOWN  PRIVATE DEVELOPMENT  VANDALISM  PUBLIC WORKS PROJECT

ZONING  OTHER \_\_\_\_\_

17. IS THE STRUCTURE:  ON ITS ORIGINAL SITE  MOVED  UNKNOWN

**SIGNIFICANCE**

18. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE: INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED

WITH THE SITE (SEE ALSO SIGNIFICANCE WORK SHEET. 750 WORDS MAXIMUM IF USING ADDITIONAL SHEETS)

see attached

19. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) see attached

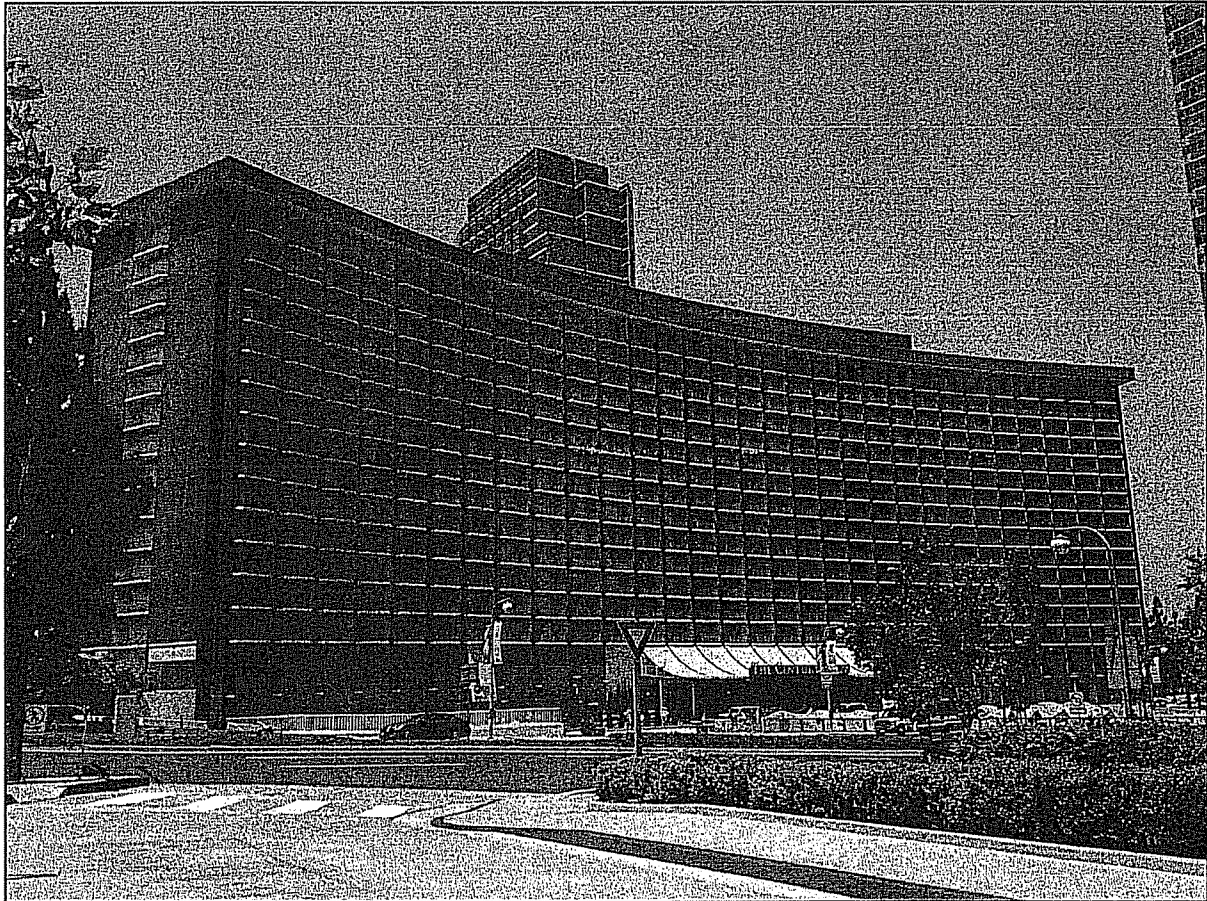
20. DATE FORM PREPARED 06/28/2013 PREPARER'S NAME Katie Horak

ORGANIZATION Architectural Resources Group STREET ADDRESS 8 Mills Place, Suite 300

CITY Pasadena STATE CA ZIP CODE 91105 PHONE (626) 583-1401

E-MAIL ADDRESS: k.horak@arg-la.com

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013



Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

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**IDENTIFICATION**

**Address:** Century Plaza Hotel  
2025 S. Avenue of the Stars  
Los Angeles, CA 90067

**Council District:** 5

**Assessor's Parcel No:** 4319004109

**Tract:** P M 1485

**Block:** None

**Lot:** FR A

**Arb. No:** 3

**Range of Addresses:** 2025 S. Avenue of the Stars  
10220 W. Constellation Blvd.

**Present Owner:** Next Century Associates, LLC, attn. Rick Arambulo  
1999 Avenue of the Stars  
Los Angeles, CA 90067  
(310) 824-2200  
rick@woodridgecapital.com

**Ownership:** Private

**Present Use:** Hotel

**Original Use:** Hotel

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

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## DESCRIPTION

**Architectural Style:** New Formalism

### Physical Description:

#### Site

The Century Plaza Hotel ("the Hotel") is located at 2025 Avenue of the Stars in Century City, a 180-acre section of the City of Los Angeles which was formerly the backlot of Fox Studios. The Century City area is bounded by Santa Monica Boulevard to the north, West Pico Boulevard to the south, Century Park W. to the west, and Century Park E. to the east. The rectangle is bisected east-west by Avenue of the Stars, and north-south by W. Olympic Boulevard creating four quadrants. The Hotel is located in the northwest quadrant of Century City and fronts northeast onto Avenue of the Stars. The Hotel site is generally a rectangular-shaped property bounded by Constellation Boulevard to the northwest; Avenue of the Stars to the northeast; a high-rise residential development to the southeast ("The Century"); and MGM Drive, MGM Tower, and a multi-level parking structure to the southwest.

#### Hotel

The Century Plaza Hotel is a steel-frame, reinforced concrete building finished with cement plaster and anodized aluminum panels. The crescent-shaped plan of the Hotel is its dominant character defining feature, and the principal façade, the concave side, faces Avenue of the Stars. A flat roof tops the building and projects to form wide eaves, which are ornamented with an anodized aluminum screen detailed with a rectangular and oval pattern, emulating an egg-and-dart motif. The building is composed of 16 stories above ground and four below. A C-shaped rooftop penthouse contains mechanical equipment. The Hotel's first two stories are devoted to public spaces while all upper floors above contain guest rooms. At each of the top 14 floors, projecting concrete slabs create balconies. The façade is divided into 30 vertical bays by narrow projecting piers, which form partition walls between each balcony. Simple metal railings line the balconies. Where the balcony floors and vertical piers intersect, the balcony slabs have crescent-shaped cutouts, which are echoed in the form of the railing. Full-height, aluminum-framed windows and glazed doors fill the wall plane of each balcony and the openings on the first and second floors. A cantilevered canopy, consisting of a steel frame and translucent plastic panels, covers the main entrance. A fabric awning supported by metal tubes has been mounted above the canopy. The concrete balconies and flat roof create a strong horizontal emphasis which is balanced by the vertical piers.

The main façade is distinguished by a below-grade, open-air plaza, a sunken level accessible by staircases and serving as an oval around which vehicular traffic circulates. It was originally the location of outdoor dining and retail shops. A subterranean tunnel traverses eastward beneath Avenue of the Stars, connecting the Plaza to the Creative Artists Agency (CAA) building across the street.

**Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application**

June 28, 2013

Although the rear (west) façade is convex, the design composition is similar to that of the front façade; piers and cantilevered concrete balconies divide the façade into 30 bays. Unlike the front façade, two elevator towers complete the symmetrical arrangement. The northern elevator tower is flush and the southern elevator projects from the building; both are covered in vertical anodized aluminum panels.

The north and south façades are nearly identical. Each has a central bay with concrete balconies and railings like those on the front and rear elevations. Vertical bands of aluminum panels flank the central bay. Unlike the east and west elevations, the design of these elevations is predominantly vertical in character. A one-story, semicircular addition was constructed at the south façade as an enlargement of the existing restaurant in 1984.

**Character-defining features** of the Century Plaza Hotel include:

**Site**

- Viewshed from Avenue of the Stars
- Setback from Avenue of the Stars
- Sunken plaza to the east of the building, including:
  - its crescent shape, mimicking the shape of the Hotel;
  - concrete rim with curved corners;
  - original staircases (excluding the staircase at the north end of the Plaza that was added later);
  - tunnel connection beneath Avenue of the Stars; and
  - pedestrian access to the Plaza level of the Hotel through numerous openings
- Metal railings lining the at-grade perimeter of the sunken plaza (except a segment of the railing that lines the eastern perimeter, which has been replaced)
- Driveway configuration from Avenue of the Stars, including vehicular circulation and patterns of guest drop-off and pick-up
- Flagpole at northeast corner of property, at Avenue of the Stars
- Site trees (including three ficus trees and four palm trees) located in two different groupings at the north end of the Hotel<sup>1</sup>

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<sup>1</sup> An original landscape plan or planting plan for the Century Plaza has not been located, and therefore it is not exactly clear which extant trees or landscape features are original to the development of the property. However, an analysis of historic photographs suggests that the trees described here were installed at the time of the Hotel's construction.

**Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application**

June 28, 2013

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**Hotel**

- Curvilinear, crescent building shape and plan
  - Flat roof
  - One-story, crescent-shaped penthouse on rooftop
  - Projecting cornice at rooftop, consisting of boxed eaves with a decorative aluminum screen, resembling Classical egg-and-dart molding
  - Illuminated panels lining the projecting cornice
  - Balconies at the east-facing (primary) façade, fronting Avenue of the Stars, arranged in identical uninterrupted rows, 14 high and 30 across
  - Balconies at the west-facing façade, arranged in identical rows 14 high and 26 across, bisected by two elevator towers, creating three balconied sections
  - Two elevator towers on west-facing façade, sheathed in aluminum panels
  - A centered vertical row of 14 balconies flanked by aluminum panels at the south-facing and north-facing façades
  - Vertical bay divisions between balconies, consisting of aluminum panels that run continuously from the ground to the projecting cornice
  - Balcony railings consisting of simple, metal rails with squared vertical bars capped with a squared metal handrail
  - Chamfered corners at balconies, creating a beveled appearance
  - Concrete floor slabs at balconies
  - Full-width, aluminum-framed windows and sliding glass doors at balcony openings
  - Exterior materials and finishes, including unpainted anodized aluminum panels, concrete, glass, and cement plaster
  - A double-height lobby and mezzanine level, creating a pronounced base beneath the balconied stories
  - Location of the Hotel's main entrance and lobby at the central eight bays of the east façade
  - Vertical divisions and rhythm of storefront bays at the ground floor of east façade
  - Series of arched window openings at lobby entrance, spanning the width and positioned below the entry canopy
  - Cantilevered canopy structure at main entrance
  - Configuration of ground floor window openings on the north and south façades
- 

**Interior**

- Corridor configuration of upper floors, following the curvature of the building's crescent shape
- Dome-shaped ceilings at north and south elevator lobbies at the following floors: all guest room floors (5<sup>th</sup>-19<sup>th</sup>), the mezzanine level, and the Plaza level.



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- Presidential and Royal Suites perimeter
- Recessed circles in lobby ceiling
- Corridor doors, frames, and thresholds, guest room floors
- Perimeter, volume and basic configuration of the ballroom

**Construction Date:** 1963-1966 (factual)  
**Architect:** Minoru Yamasaki  
**Contractor/Builder:** George A. Fuller Company  
**Dates of Photographs:** See Attachment A.

**Condition:** Excellent

**Threats to site:** None known  
**The structure is:** On its original site

### Alterations:

Minoru Yamasaki's design for the exterior of Century Plaza Hotel is largely intact, with no major alterations or additions. The only visible alteration to the exterior envelope of the building is the modification of the historic canopy over the main entrance at the east façade. This alteration is mainly cosmetic (the canopy structure is intact). A one-story, semicircular addition was constructed at the south façade of the Hotel in 1984 as an enlargement of the existing restaurant; this modification falls within the building's proposed period of significance (1966-1984) and is therefore considered historic in its own right.

The interior of the Hotel has been altered. The layout and plan of the two subterranean levels (California Level and Plaza Level, which contain convention space and the ballroom), as well as the first floor reception area and mezzanine, have been altered in terms of finishes and configuration of non-load bearing partition walls. Interior finishes have been changed throughout the building.

Modifications to the site include a complete reworking of the pool and outdoor landscaping to the east of the Hotel.

For a full chronology of interior and exterior alterations, please see Attachment B.

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## SIGNIFICANCE

### Summary of Significance:

The Century Plaza Hotel is eligible for designation as a Los Angeles Historic-Cultural Monument for its role in social history as a hub of political, social, and cultural activity in the City of Los Angeles. Almost immediately upon opening its doors for the first time in 1966, the Hotel became the City's preferred prestige site for awards presentations, presidential press conferences, political fundraisers, peace rallies and protests, inaugural celebrations, and all types of social gatherings, including charity balls, galas, and annual awards presentations.

Popular with U.S. presidents, the Hotel is associated with sitting presidents and with the many heads of state, international dignitaries, candidates and politicians of all stripes, royal visitors, actors and entertainers who frequented the Century Plaza to attend events of national and international importance over the years. Of all the events in the Hotel's history, the most important occurred in August 1969, when one of only a small handful of Presidential state dinners ever held outside the White House honored the Apollo 11 Mission.

The Hotel is also eligible as an example of pivotal work of master architect Minoru Yamasaki. The Hotel represents Yamasaki's transition from the International style to a more Formalist approach that eschewed the tenets of Modernism for ornamentation through materials and pattern. The Hotel features the following hallmarks of Yamasaki's designs: non-rectangular plan, monumental and symmetrical appearance, precast concrete balconies creating a strong shadow pattern, segmental arches at the lobby entrance openings, an emphasized ground story, and the use of decorative metal (emulating an egg-and-dart pattern) at the projecting cornice.

Therefore, the Century Plaza Hotel meets the criteria for designation as a Los Angeles Historic-Cultural Monument:

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- It reflects the broad cultural, political, economic, and social history of the nation, state, and community;
  - is identified with important events in the main currents of national, state, and local history; and
  - is a notable work of a master builder, designer, or architect whose individual genius influences his or her age.

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**Background and Historic Contexts**

*Century City Master Plan and Site Development*

Tom Mix, a cowboy star of the silent-film era, purchased a large parcel of low rolling grasslands approximately ten miles west of downtown Los Angeles in the early 20th century which would later become Century City. In 1925 Mix sold his ranch to William Fox, owner of the Fox Studio Corporation, who used it as a backlot.<sup>2</sup> Ten years later, in 1935, 20th Century Fox was formed by the merger of Fox Film Corporation with Twentieth Century Pictures but by the late 1950s the company was in financial trouble. In an effort to solve the budget crisis, 20<sup>th</sup> Century Fox investigated developing the backlot. The company hired Welton Becket and Associates, one of Southern California's leading architectural firms, to submit a financial analysis of the development of the site in 1958. Becket revealed a Century City master plan at a May 25, 1958 groundbreaking ceremony meant to attract investors.<sup>3</sup>

In March 1959 New York real estate developer William Zeckendorf paid \$5 million for a six-month option on the property. In 1961, in partnership with Alcoa Properties, Inc., Zeckendorf purchased the 260-acre site. Two years later the joint venture was dissolved, and Alcoa Properties assumed complete ownership.<sup>4</sup> That year demolition of the backlot began. Alcoa retained Welton Becket to oversee a new master plan; Becket developed a framework for buildings, landscaped boulevards, fountains, multi-level plazas, bridges, and underground pedestrian concourses.<sup>5</sup> The master plan divided the land into four quadrants. Residential buildings were concentrated in the southeast quadrant, and the southwest quadrant was leased to 20<sup>th</sup> Century Fox for its studio. The northern quadrants were dedicated primarily to commercial and office uses. The mixed-used development was part of a larger trend in the area; in the 1960s several planned communities were developed in Los Angeles on previously undeveloped land.<sup>6</sup> However, unlike other developments, which focused primarily on low-density, residential development, Century City was conceived of as a modern urban center for West Los Angeles, "a total urban environment where people can work, live, play and shop," which included a shopping center, high-rise office buildings, residential dwellings, hotels, a large cultural theme center, and underground parking.<sup>7</sup> Almost immediately, the vision for Century City evolved with a planning study prepared by the architectural firm of Charles Luckman Associates in 1966.<sup>8</sup>

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<sup>2</sup> Kristan Lawson and Anneli Rufus. *California Babylon: A Guide to Sites of Scandal, Mayhem, and Celluloid in the Golden State* (New York, St. Martin's Griffin, 2000) 114.

<sup>3</sup> Century Plaza Hotel Exhibition located in the concourse, October 2008.

<sup>4</sup> Robert Witherspoon, Jon P. Abbett, and Robert M. Gladstone. *Mixed-Use Developments: New Ways of Land Use* (Washington: Urban Land Institute, 1976) 28.

<sup>5</sup> "2000 Avenue of the Stars Project, Draft EIR" (August 2002) 128, 131.

<sup>6</sup> "2000 Avenue of the Stars Project, Draft EIR," 130.

<sup>7</sup> "20-Story Hotel Starts 'Biggest' Year for Century City Complex." *Los Angeles Times* (30 January 1966) J2.

<sup>8</sup> "Century City Design Changes Announced." *Los Angeles Times*. 19 June 1966, p. M2.

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The vision for Century City, that of graceful high-rise buildings separated by spacious landscaped plazas and wide boulevards, resulted in office, commercial, residential, retail, and hospitality uses within a one-mile area. Referred to as a “modern Acropolis” by *Time* magazine and by *Business Week* as “Los Angeles New Ultra Uptown,” Century City provided a dramatic new landmark in the Los Angeles basin skyline.<sup>9</sup> Century City was referred to as Alcoa’s masterful rebuttal to sprawl, a “city-within-a-city.”<sup>10</sup>

### *Alcoa*

With Century City, Alcoa moved into the real estate development business. Alcoa’s plan for West Los Angeles’ modern urban center was the largest development built by the company. Other development projects in the 1950s and 60s included the 30-story Alcoa Building in Pittsburgh (1953),<sup>11</sup> which featured a faceted aluminum wall, and San Francisco’s Alcoa Building at the Golden Gateway Center (1968). As with other properties owned by Alcoa Properties Inc., buildings sheathed in aluminum panels promoted a lightweight building material and were a testimonial to their product. Articles publicized the “extensive use of aluminum” in the Century Plaza Hotel.<sup>12</sup>

At Century City all structures were owned by Alcoa. While the Hotel was operated by Western International Hotels, it was owned by Alcoa, “down to the bed sheets, knives and forks.”<sup>13</sup>

### *Hotel Design History*

The first buildings constructed at Century City were the Century Square shopping center complex on Santa Monica Boulevard (now known as the Westfield Century City), the “gateway” buildings flanking the north end of Avenue of the Stars, the Century Plaza Hotel, and the residential towers at the south end of Avenue of the Stars at Pico Boulevard.<sup>14</sup> Billed as the “showpiece,” the Hotel was the “spark” for the entire \$500 million Century City development.<sup>15</sup> Designed by noted architect Minoru Yamasaki, the Hotel was the “keystone” structure of Century City, located on axis with the fountains on Avenue of the Stars.<sup>16</sup>

Based in Detroit, Yamasaki designed the Hotel at a distance while local architect Albert C. Martin oversaw construction. In addition, the design/construction team included: Worthington, Skilling, Helle,

<sup>9</sup> “Satellite City Caters to Players, Stayers, Shoppers.” *Los Angeles Times*. 10 November 1966, p. WS\_A2.

<sup>10</sup> Promotional literature, Westin Archive Files.

<sup>11</sup> “Faceted Metal Wall for Alcoa in Pittsburgh Sets New Style in Tall Buildings” *Architectural Forum*. Volume 97. July 1952 p. 134-135.

<sup>12</sup> “Luxury Hotel Will Be Built in Century City.” *Los Angeles Times*. 13 March 1963, p. A1.

<sup>13</sup> “Alcoa’s Gamble Paying Off at Century City.” *Los Angeles Times*. 17 January 1966, p. B10.

<sup>14</sup> “2000 Avenue of the Stars Project, Draft EIR,” 128.

<sup>15</sup> “Alcoa’s Gamble Paying Off at Century City.” *Los Angeles Times* (17 January 1966) p. B10.

<sup>16</sup> “Century City Design Changes Announced.” *Los Angeles Times* (19 June 1966) p. M2.

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and Jackson, structural engineers; Donald A. Robbins for Western Supply and Service Co., interiors; Robert Herrick Carter, landscape architect; and George A. Fuller Company, contractor.<sup>17</sup>

In June 1966, a planning study for design changes to the Century City master plan was prepared by the architectural firm of Charles Luckman Associates.<sup>18</sup> Consistent with Becket's master plan, the study called for two low buildings across Avenue of the Stars opposite the Hotel, with a single tower beyond, on axis with the Hotel.<sup>19</sup> ABC Entertainment, the future occupant, decided not to use Welton Becket's original design for the buildings and hired Henry George Greene. Greene retained Becket's concept of two low buildings linked by a large courtyard, but unlike nearby buildings, Greene employed the Brutalist style. The two buildings, 2020 and 2040 Avenue of the Stars (the ABC Entertainment Center and Schubert Theater), were completed in 1972 (demolished c. 2004 to accommodate 2000 Avenue of the Stars, the CAA building).<sup>20</sup>

The single office tower envisioned east of the ABC Entertainment Center in the Century City master plan was replaced by 44-story twin towers designed by Minoru Yamasaki. The Century Plaza Towers were completed in 1975, nine years after the completion of the Hotel. The buildings are triangular in plan and utilize aluminum siding, again a showcase for Alcoa's products. Although designed by the same architect and complementary in style and placement, the Hotel and Century Plaza Towers were not part of a unified concept and are clearly separate designs.

In 1983 the Hotel was expanded with the addition of a 322-room luxury Tower designed by the San Francisco office of Skidmore Owings & Merrill.<sup>21</sup> Located to the south of the Hotel, the 30-story Tower featured guest rooms measuring 570 square feet each with a marble bath, wet bar and private balcony, suites, and an 8,000 square-foot penthouse.<sup>22</sup> In 2000 the Hotel and Tower were sold separately. The tower was razed in order to construct the 42-story Century Condominiums designed by architect Robert A.M. Stern and completed in 2009.

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<sup>17</sup> "Hotels, Motels, Resorts" *Architectural Record* (Volume 140:2. August 1966) 123.

<sup>18</sup> "Century City Design Changes Announced."

<sup>19</sup> "A City Within A City Grows." *Los Angeles Times* (5 June 1966) 11.

<sup>20</sup> David Gebhard and Robert Winter. *An Architectural Guidebook to Los Angeles* (Salt Lake City: Gibbs Smith, 2003) 162.

<sup>21</sup> "Century City Hotel to Build Addition." *Los Angeles Times*. 22 May 1983, p. 11.

<sup>22</sup> "Century City Hotel to Build Addition." *Los Angeles Times*. 22 May 1983, p. 11.

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*Hotel Social History*

The 20-story Hotel was originally designed to accommodate 800 rooms and was scheduled to open in November 1965.<sup>23</sup> The Hotel has been a hub of political, social and cultural activity in Los Angeles ever since and has hosted countless heads of state, international dignitaries, candidates and politicians of all stripes, royal visitors, actors and entertainers. Well-known Americans and foreigners, including Muhammad Ali, The Beatles, Jack Benny, Senator Joseph McCarthy, Bill Cosby, and English royals, have all frequented the Hotel to attend events of national and international importance.

Among other famous guests and officials, the Hotel has been popular with sitting U.S. presidents. From Lyndon Baines Johnson to George W. Bush, every U.S. president stayed at the Century Plaza Hotel and many attended or held events there. Ronald Reagan held his 1980 victory and 1984 re-election parties at the Hotel, which was referred to as his home away from home during his political career.<sup>24</sup> The Hotel remained popular with political figures even when they were no longer in office. Former President Carter visited in 1985 and President Bill Clinton delivered the keynote speech to the National Education Association conference in 2008.<sup>25</sup>

The first major political event to be held at the Hotel was the Governor's Conference, which occurred within the Hotel's first month of being open. From the start, the Hotel became the City's preferred prestige site for awards presentations, presidential press conferences, political fundraisers, peace rallies and protests, inaugural celebrations, and all types of social gatherings, including charity balls, galas, and televised annual awards presentations such as the Emmys and the Grammys. These types of events continue to take place at the Hotel.

Of all the events in the Hotel's history, the most important occurred in August 1969. A few weeks after the first successful lunar landing and the return of the Apollo 11 mission, President Nixon hosted a Presidential state dinner honoring the Apollo 11 astronauts at the Century Plaza Hotel. Also known as the Dinner of the Century, the event is one of only a small number of Presidential state dinners ever to have been held outside of the White House. It was the first state dinner to be nationally televised, and it was billed by the *New York Times* as "one of the largest, most prestigious, and most publicized state dinners in history."<sup>26</sup> The banquet was attended by all the astronauts and their wives as a "welcome back to Earth"

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<sup>23</sup> All *Los Angeles Times* articles until 1971 refer to the Hotel as having 800 rooms. See: "Century Plaza Will Double Size with 800-Room Addition" *Los Angeles Times*. 27 January 1970. p. B1. An article from 1984 makes reference to 749 rooms; a current Hotel room count is 728. Further, the original Certificate of Occupancy dated 30 June 1966 states that the Hotel had 750 guest rooms.

<sup>24</sup> "In L.A. Debate Over Plans to Demolish a Classic Hotel." *International Herald Tribune*. 23 July 2009 p. 20.

<sup>25</sup> "Hyatt Regency Century Plaza Once and Again: 'World's Most Beautiful Hotel.'" Bnet. [http://findarticles.com/p/articles/mi\\_pwwi/is\\_200605](http://findarticles.com/p/articles/mi_pwwi/is_200605).

<sup>26</sup> "Nixon Is Host in Los Angeles at a State Dinner for 3 Men." *New York Times*. 14 August 1969, p. 1; and "1,500 to Join Nixon and Astronauts on the Coast." *New York Times*. 6 August 1969, p. 18.

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celebration; other guests included 44 governors, every Cabinet member except one, the Supreme Court justices, 50 astronauts, diplomats from more than 90 countries, important figures in the history of aviation and space flight, and a number of entertainment industry celebrities.<sup>27</sup>

The Hotel was also the site of political conflict. On 23 June 1967, 10,000 demonstrators marched outside the Hotel where President Lyndon Baines Johnson was attending a dinner. The demonstrators protested the president's policies on the war in Vietnam. Despite the peaceful nature of the protest, 1,300 officers of the Los Angeles Police Department dispersed demonstrators at the Hotel that night. Several dozen people were injured in the clash, and 45 were arrested.<sup>28</sup> The incident put the Hotel on the national stage once again. Over time, the Hotel has been the site of other demonstrations, protests and marches.

In 1984, there was a clear shift in focus from the Century Plaza Hotel as an isolated landmark to the Hotel and Tower as a complex. The Hotel has continued to host visiting U.S. presidents and dignitaries in recent years. But the focus changed in 1984 with the construction of the adjacent Century Plaza Hotel Tower Addition. President Reagan was among the first guests to stay in the Tower's Plaza Suite and other visiting dignitaries, politicians, and celebrities tended to stay in the Tower rooms and suites, which were generally larger and more luxurious. The Reagans were such frequent guests of the Hotel that the 8,000 square-foot, \$5,400-a-night suite at the top floor of the Tower was named the Reagan Suite and featured 47 photographs of the president.<sup>29</sup>

***Minoru Yamasaki, Architect (1912-1986)***

Minoru Yamasaki was second-generation Japanese American born in Seattle, Washington. After attaining a bachelor's degree in architecture from the University of Washington in 1933, he moved to New York City, where he enrolled in New York University's master's program in architecture and worked for the firm Shreve, Lamb and Harmon, designers of the Empire State Building.<sup>30</sup>

In 1945 Yamasaki moved to Detroit to work for the large architectural firm Smith, Hinchman & Grylls (SH&G). Yamasaki and two of his colleagues left SH&G in 1949 to start a firm of their own. The new firm was awarded the commission for Lambert-St. Louis Municipal Air Terminal, a project that influenced airport design throughout the U.S. and earned Yamasaki the American Institute of Architects' First Honor Award.<sup>31</sup> Numerous terminal and airport projects would follow. Another of Yamasaki's early

<sup>27</sup> "Nixon is Host in Los Angeles."

<sup>28</sup> "10,000 in Melee War Protest Mars LBJ Visit." *Los Angeles Times* (24 June 1967) 1.

<sup>29</sup> Lawson, 115.

<sup>30</sup> Century Plaza Hotel Exhibit.

<sup>31</sup> "The Road to Xanadu." *Time Magazine* (Vol. LXXXI No. 318, January 1963. [www.time.com](http://www.time.com) accessed 8 October 2008).

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significant projects was the Pruitt-Igoe Housing project built in 1955 in St. Louis, Missouri (demolished amidst controversy in 1972).

Although his early work conformed to Modernist principles, Yamasaki's work became deeply influenced by his travels through Europe and Japan. Discussing Gothic cathedrals, Yamasaki noted the partnering of structure and architectural detail, an approach at odds with the modernist movement, which eschewed decoration.<sup>32</sup> Yamasaki commented:

In the past, the stone buildings in Europe and the delicate paper and wood buildings of Japan were beautifully ornamented. The handicraft of the past made the façades of structures more interesting, and, when exceptionally well done, as has been the case in Europe, each fine building imparted an extremely satisfying feeling of completeness to the more sensitive observer. Many still prefer these traditional structures against the dead simplicity of the present-day buildings. The problem for the modern architect is, then, to try and apply comparable ideals to today's world. How we achieve this, I do not know, except that sensitively done stamping and precasting of metal can give us more interesting surfaces."<sup>33</sup>

In contrast to his earlier buildings, which Yamasaki called "shallow imitations of those of Mies van der Rohe," Yamasaki began to incorporate detail, texture and ornamentation inspired by the great buildings of the past.<sup>34</sup> Often his work incorporated Gothic influences into a modernist aesthetic.

Yamasaki's subsequent work included international airport terminals, universities, banks, office buildings, and government buildings. Among his notable works are: McGregor Memorial Community Center, Wayne State University, Detroit, Michigan (1955-59); Dhahran Air Terminal, Dhahran, Saudi Arabia (1961); Federal Science Pavilion, Seattle World's Fair, Seattle, Washington (1962); Temple Beth-El, Bloomfield Township, Michigan (1974); Bank of Oklahoma, Tulsa, Oklahoma (1977); and Founder's Hall, Shinji Shumeikai, Shiga Prefecture, Japan (1982). One of his most well-known projects, the World Trade Center, constructed in 1972, was destroyed in the September 11, 2001 terrorist attacks.

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Yamasaki was commissioned to design two separate projects for Century City in Los Angeles, the Century Plaza Hotel and the Century Plaza Towers. The Hotel was constructed in 1966 and Century Plaza Towers finished construction in 1975. Although designed at different times, the unique shapes of the Hotel (crescent) and towers (triangular) represent Yamasaki's denouncement of "the dogma of rectangles."<sup>35</sup> The Hotel is also illustrative of Yamasaki's design philosophy in several other ways. Yamasaki was known for his innovative use of concrete; through repetitive cast structural parts,

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<sup>32</sup> "The Road to Xanadu."

<sup>33</sup> Minoru Yamasaki. *A Life in Architecture* (New York, Weatherhill, 1979) 31.

<sup>34</sup> Yamasaki, 24.

<sup>35</sup> "The Road to Xanadu."

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Yamasaki created buildings embellished by strong sun and shadow patterns.<sup>36</sup> The cast concrete balconies of the Hotel create a grid of concrete emphasized by deep shadows that shift throughout the day with the position of the sun and are individually lit at night. Ornamental metal, another hallmark of Yamasaki's work, was used along the eaves of the Hotel. Both the Century Plaza Hotel and Century Plaza Towers were among the 29 projects Yamasaki included in his 1979 monograph, selected because they "best correspond to and illustrate the hopes and goals we have attempted to realize."<sup>37</sup>

Yamasaki's work was both criticized and acclaimed but his significance to New Formalism, a pivotal style between Modernism and Postmodernism, is well established (see the section *Architectural Style* for a discussion of New Formalism). He won the American Institute of Architects' Honor Award three times and was elected Fellow AIA in 1960.

#### Period of Significance

Because the Century Plaza Hotel is eligible for designation under multiple contexts and eligibility criteria, there are two periods of significance.

The period of significance for the Hotel as a place of social, cultural, and political importance has been defined as 1966 to 1984. The beginning of the period of significance, 1966, is the date of construction of the Hotel. Research reveals that significant political and social events were held at the Hotel almost immediately upon its completion, including the Governor's Conference in July, 1966. The year 1984 was chosen as the culmination of the period of significance because it was the year that the 30-story Century Plaza Hotel Tower Addition was constructed to the south of the original Hotel. Designed by architects Skidmore, Owings and Merrill, the Tower Addition was completely self-contained, with its own restaurants and reception area. It included the 8,000 square-foot Plaza Suite, which was touted as the largest hotel guest suite in hotel history. President Reagan was among the first guests to stay in the Tower's Plaza Suite and other visiting dignitaries, politicians, and celebrities tended to stay in the Tower rooms and suites, which were generally larger and more luxurious. The construction of the Century Plaza Hotel Tower Addition shifted the focus of the Century Plaza Hotel from the original 1966 building as an isolated landmark to the Hotel and Tower as a complex; after 1984, the Hotel's association with significant events was diffused between the two buildings. The Century Plaza Hotel Tower was demolished circa 2006.

The period of significance for the Hotel as a significant and pivotal work of master architect Minoru Yamasaki has been defined as 1966, its date of construction.

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<sup>36</sup> "The Road to Xanadu."

<sup>37</sup> Yamasaki, 36.

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ATTACHMENT B: Chronology of Development and Alterations

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**Century Plaza Hotel, Chronology of Development and Alterations**

The following information summarizes the physical construction, modification, and use of the Century Plaza Hotel and is presented as a chronology of changes and modifications with a direct impact on the physical fabric of the building. The information presented is based on historical documentation, such as press releases, newspaper articles, and permits, analyses of historic photographs, and visual inspection. Modifications, maintenance, and updates for guest comfort and with regard to interior design have occurred on a regular basis, many of which are not documented or included here. The emphasis of this chronology is on the building exterior and is intended to provide information on alterations that fall within the building's period of significance. Information regarding mechanical, electrical or structural systems, more utilitarian aspects of the Hotel's construction (such as the installation of a single utilitarian door or a dropped ceiling), or temporary installations is generally not included. Alterations concerning retail tenant improvements and changes in the part of the complex facing Constellation Boulevard are not included.

*Note: Some dates below may reflect the date of the permit not the actual date that the work was carried out.*

August 1961	Groundbreaking Century City, the largest privately-financed development in history. <sup>1</sup>
1963	Alcoa and Western International Hotels come to an agreement regarding the Century Park Hotel, later named the Century Plaza Hotel.
September 1963	Rough excavation for future construction. <sup>2</sup>
January 1964	Century Plaza Hotel groundbreaking. <sup>3</sup>
Feb 1964 - June 1966	Construction of a \$30-million, 20-story Hotel building designed by architect Minoru Yamasaki. In addition to guest rooms and suites, the Hotel included restaurants, drug store, barber shop, airline ticket office, press room, flower shop and shops on the Plaza Level. The Certificate of Occupancy dated 30 June 1966 notes that the building is a 17-story (likely referring to above-ground stories,

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<sup>1</sup> *Los Angeles Times* (20 February 1966)

<sup>2</sup> Permit history (Los Angeles Dept. of Building and Safety)

<sup>3</sup> *Los Angeles Times* (29 January 1964)

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ATTACHMENT B: Chronology of Development and Alterations

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counting the double-height lobby as two), Type I hotel, with a footprint measuring 76' x 475', and with 750 guest rooms, 1,288 required parking spaces, dining, dancing, convention, assembly and entertainment, offices, storage, shops and kitchens.

December 1965	Construction of swimming pool at west side of Hotel property. <sup>4</sup>
April 1966	Revise entrance canopy. <sup>5</sup>
1966	Construction complete, Hotel opens.
June 1966	A branch of San Francisco's famous Yamato Restaurant opens in the Hotel. <sup>6</sup>
September 1967	Construction of single-story covered passageway addition, measuring 18' x 27' between main lobby and pavilion shops. <sup>7</sup>
February 1968	Remodel existing pool deck and install wading pool and additional deck. <sup>8</sup>
December 1968	Installation of canopy measuring 28' x 10' over entrance. <sup>9</sup>
November 1976	Remodel existing drive and parking area in basement to accommodate exhibitions. <sup>10</sup>
1978	Interior renovation of the lobby.
1983	Remodel of Café Plaza. <sup>11</sup>
1983-1984	Construction of the adjacent 30-story Century Plaza Hotel Tower adds 322 new rooms to the existing Hotel.

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<sup>4</sup> Permit history

<sup>5</sup> Permit history

<sup>6</sup> *Los Angeles Times* (17 June 1966)

<sup>7</sup> Permit history

<sup>8</sup> Permit history

<sup>9</sup> Permit history

<sup>10</sup> Permit history

<sup>11</sup> Permit history

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ATTACHMENT B: Chronology of Development and Alterations

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1984	Construction of a semicircular one-story addition at the south elevation of the Hotel as an extension of the existing restaurant. <sup>12</sup>
December 1984	Inauguration of the Hotel Tower. Reagan attends the ceremony and is the first guest. <sup>13</sup>
1997	Upgrade of guestroom bathrooms from the 5 <sup>th</sup> to 10 <sup>th</sup> floors to improve accessibility. <sup>14</sup>
1998	Improvements to driveway, planters and awnings under existing balconies. <sup>15</sup>
February 1999	Pivotal Group purchases Hotel.
2000	Extensive re-working of the exterior and landscaping at the building rear/pool area, including site grading, four new swimming pools, replacement spa, new kiosk building, new pool equipment room, restroom and bar building, and kitchen/grill building. <sup>16</sup>
2000	Major phased interior remodel/renovation project includes modifications at the lobby, Plaza and below-grade ballroom levels. California level (which contains the ballroom) is modified to remove non-bearing partitions, add new fully compliant ADA restrooms, remove retail space for new guest reception area, and reconstruct and expand kitchen. The interior remodeling at the 1 <sup>st</sup> and 2 <sup>nd</sup> levels includes a proposed health club, salon, and retail space at the 1st level and a proposed health club and restaurant at the 2 <sup>nd</sup> level. <sup>17</sup>

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<sup>12</sup> According to the Draft Century Plaza Hotel Historic Structure Report, completed by Marmol Radziner & Associates (Draft 23 June 2010): II-20.

<sup>13</sup> *Washington Post* (28 December 1984)

<sup>14</sup> Permit history

<sup>15</sup> Permit history

<sup>16</sup> Permit history

<sup>17</sup> Permit history

**Century Plaza Hotel | Los Angeles Historic-Cultural Landmark Nomination**  
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ATTACHMENT B: Chronology of Development and Alterations

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- 2000 Kitchen and restaurant facilities reorganized at lobby and second floor level. Interior remodel of lobby areas, Plaza Level, health club, corridor. Convert meeting room to a café at the Plaza Level. Project cost is \$700,000.00.<sup>18</sup>
- 2001 Interior remodel of the 19th floor to remodel bathrooms and reconfigure rooms without increasing total number of guest rooms. Remodel Hotel lobby for new gift shop location, new bar restaurant and lounges with kitchen area and new patio lounge.
- 2006 Hyatt Hotels and Resorts takes over management of the Hotel.
- 2006 Improvements and change of use of the existing lobby registration area for a restaurant with outdoor dining. Adjacent retail shops expanded and remodeled. Planters and fixed seating added over parking garage.
- June 2006 Interior modifications to infill floor at the existing mezzanine stairway to create a meeting room, measuring 244 square feet. Enclose area beneath three overhangs at ground level for valet station and storage enclosures.
- c. 2006 Tower razed for the construction of a new condominium tower, to be named "The Century."
- 2007 Renovation of existing lobby area and existing outdoor lounge area. Installation of retractable awning.<sup>19</sup>
- 2008 Next Century Associates purchases Hotel.

**Undated/Unspecified Alterations**

- 1970-1980 Entrance drive alterations and new parking area.<sup>20</sup>
- 1970-1980 Yamato's Restaurant expanded by converting retail store to restaurant.<sup>21</sup>

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<sup>18</sup> Permit history

<sup>19</sup> Permit history

<sup>20</sup> Permit history

<sup>21</sup> Permit history

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ATTACHMENT A: Existing Conditions Photographs

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**Exterior**

- 01 Main (east) façade, view looking northwest
- 02 Detail main façade
- 03 Detail canopy, main façade. View looking south
- 04 Walkway and planter detail, main façade
- 05 Storefront detail, main façade
- 06 Driveway, main façade. View looking south
- 07 Driveway and sunken plaza, from upper balcony
- 08 Sunken plaza. View looking southeast
- 09 Sunken plaza, east-facing elevation
- 10 Sunken plaza, north- and east-facing elevations
- 11 Sunken plaza, staircase detail
- 12 Sunken plaza, entrance to subterranean tunnel. West-facing elevation, view looking east
- 13 Sunken plaza, east-facing elevation detail
- 14 Sunken plaza, south-facing elevation
- 15 South façade
- 16 West façade, view looking southeast
- 17 West façade, view looking northeast
- 18 West façade detail, view looking northeast
- 19 West façade and pool detail
- 20 North façade

**Interior**

- 21 Lobby interior, view looking southeast
- 22 Lobby interior, view looking northeast
- 23 Ballroom interior
- 24 Interior, former subterranean drop-off area (now enclosed and converted into convention space)
- 25 Elevator lobby, historic coved ceiling detail
- 26 Interior 19th floor, curved corridor detail
- 27 Former Presidential Suite detail
- 28 Balcony door and window detail (Presidential Suite)
- 29 Balcony detail, Presidential Suite. View looking northeast
- 30 Façade detail from 19th floor balcony. View looking south

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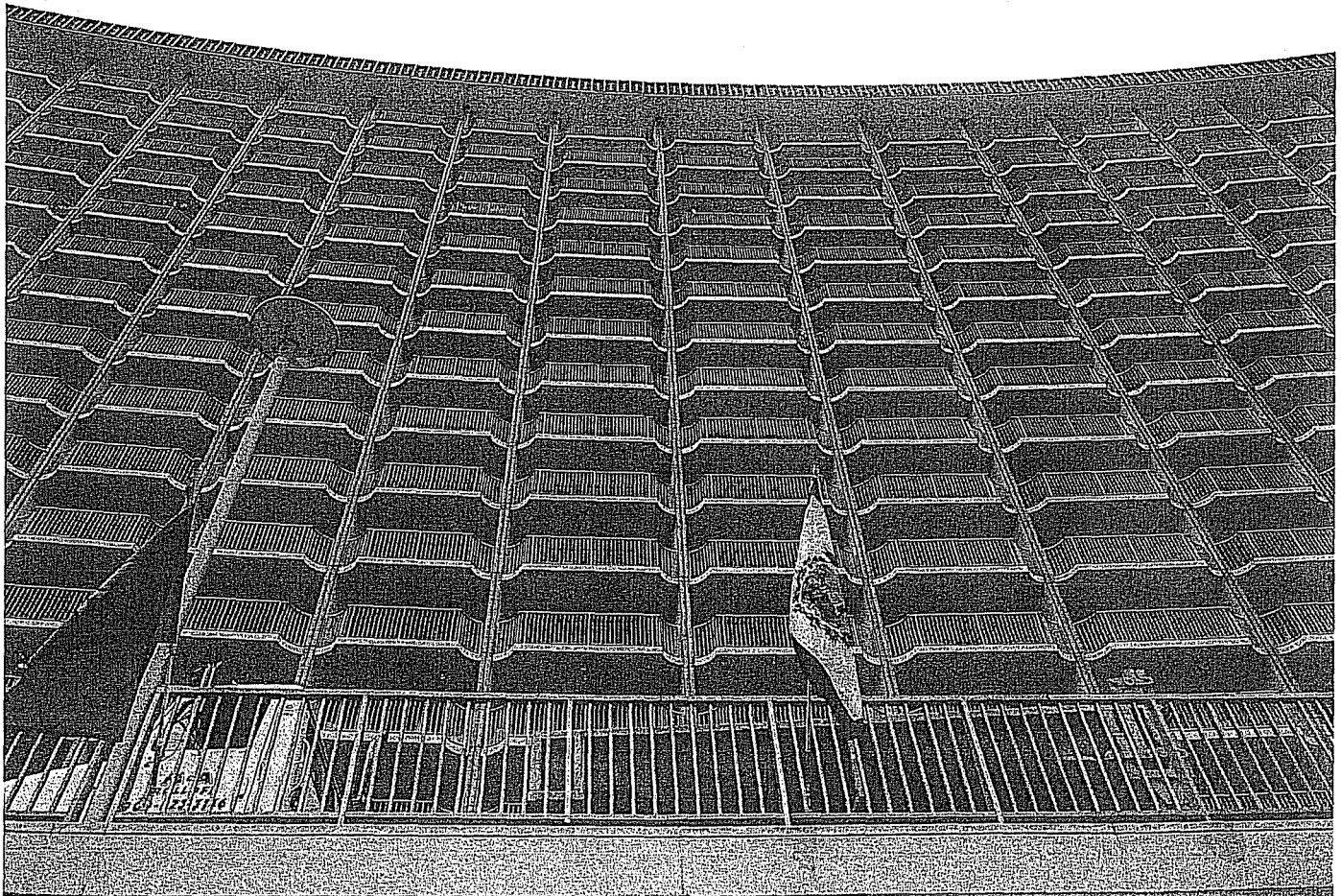
ATTACHMENT A: Existing Conditions Photographs



01. Main (east) façade, view looking northwest

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02. Detail main façade

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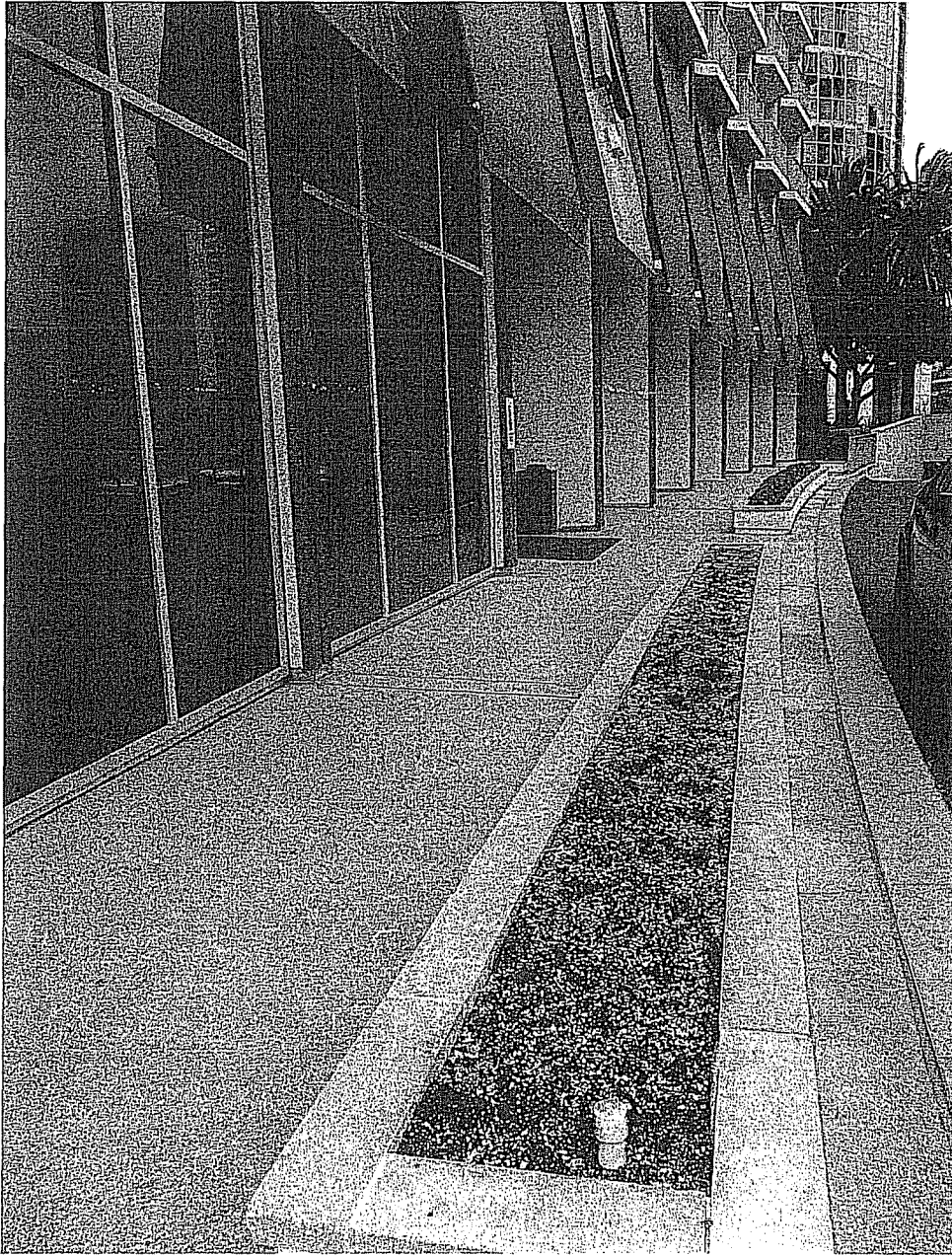
ATTACHMENT A: Existing Conditions Photographs



03. Detail canopy, main façade. View looking south

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ATTACHMENT A: Existing Conditions Photographs



04. Walkway and planter detail, main façade

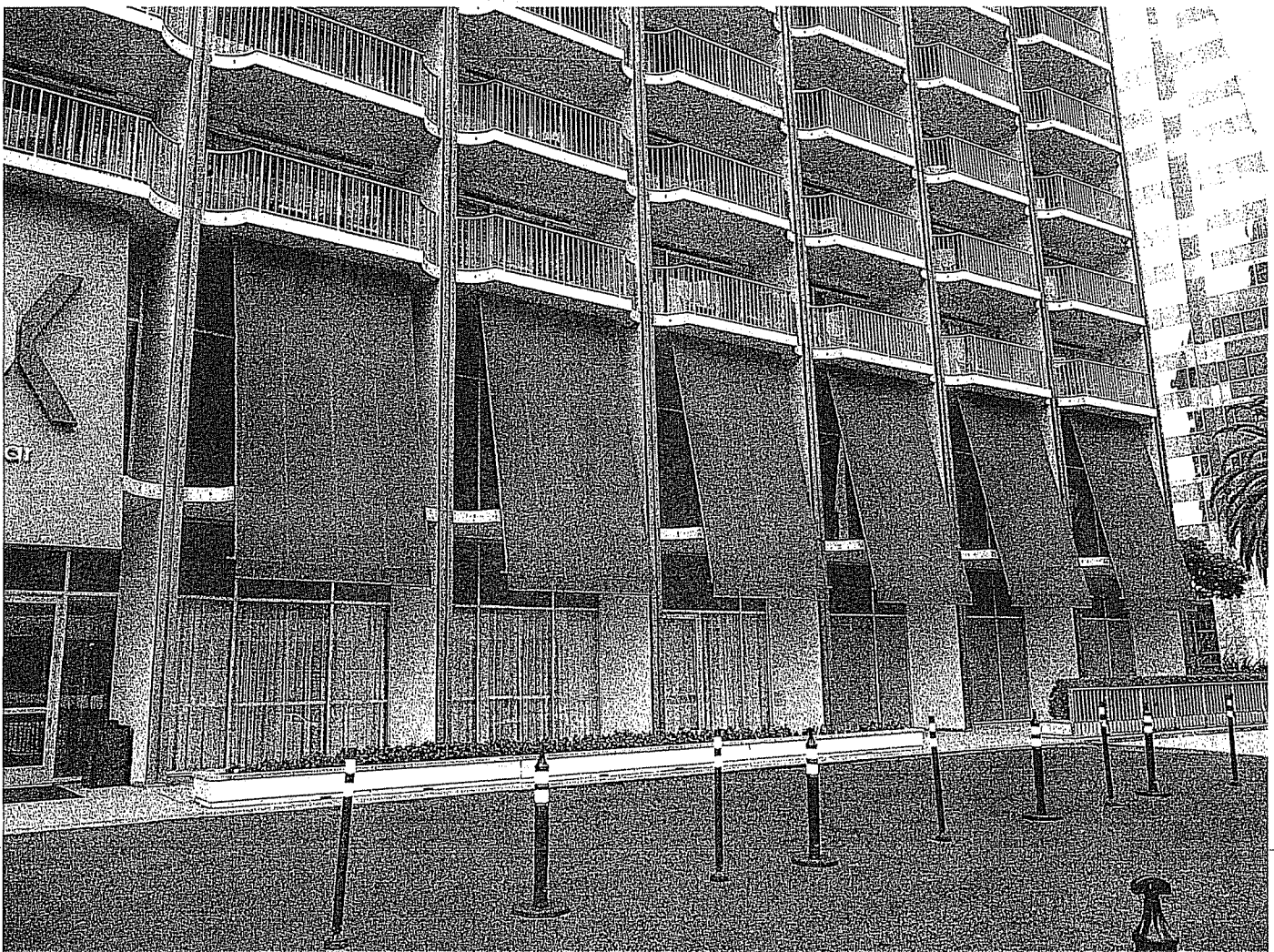
All photographs: ARG 2010



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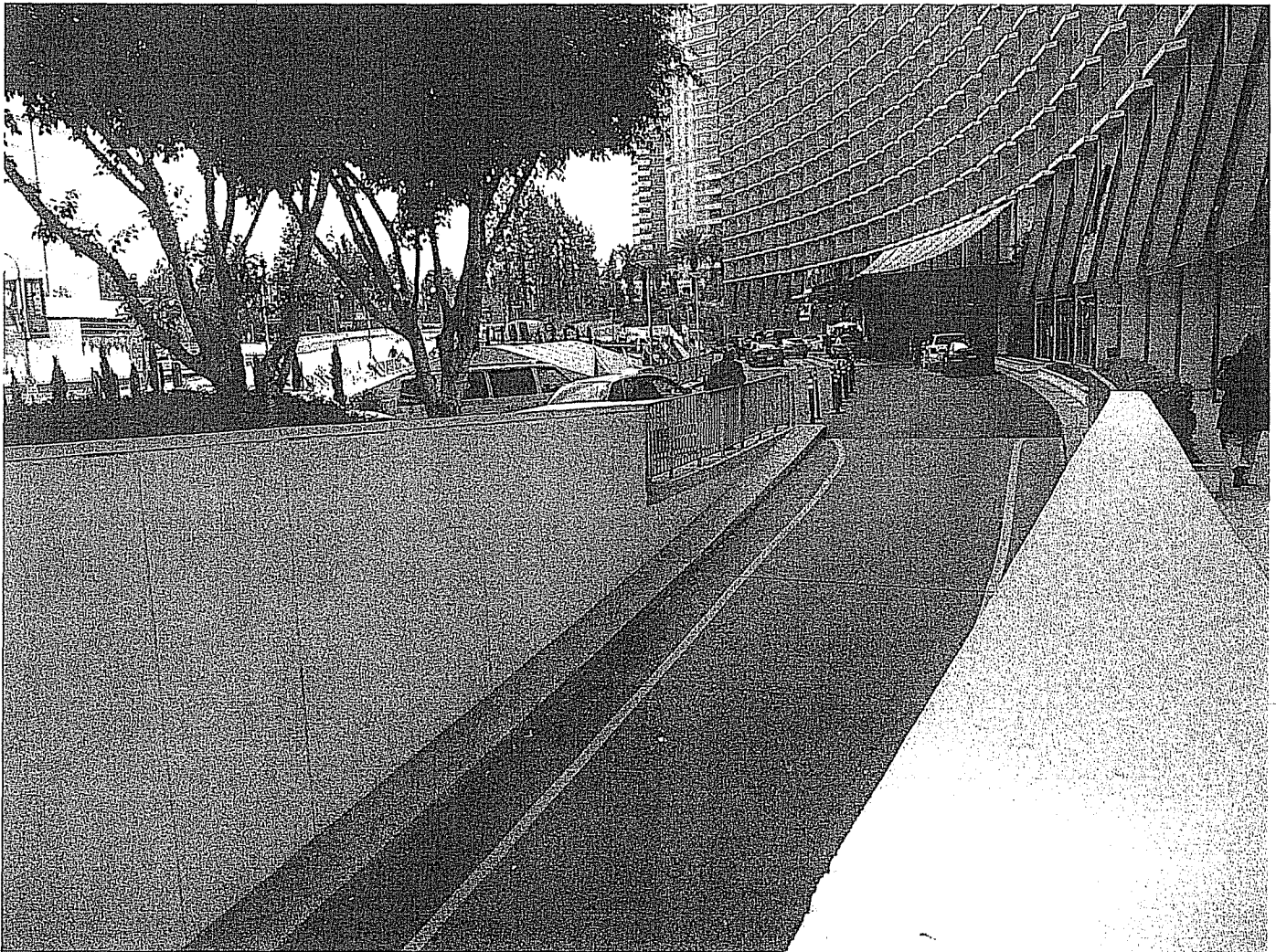


05. Storefront detail, main façade

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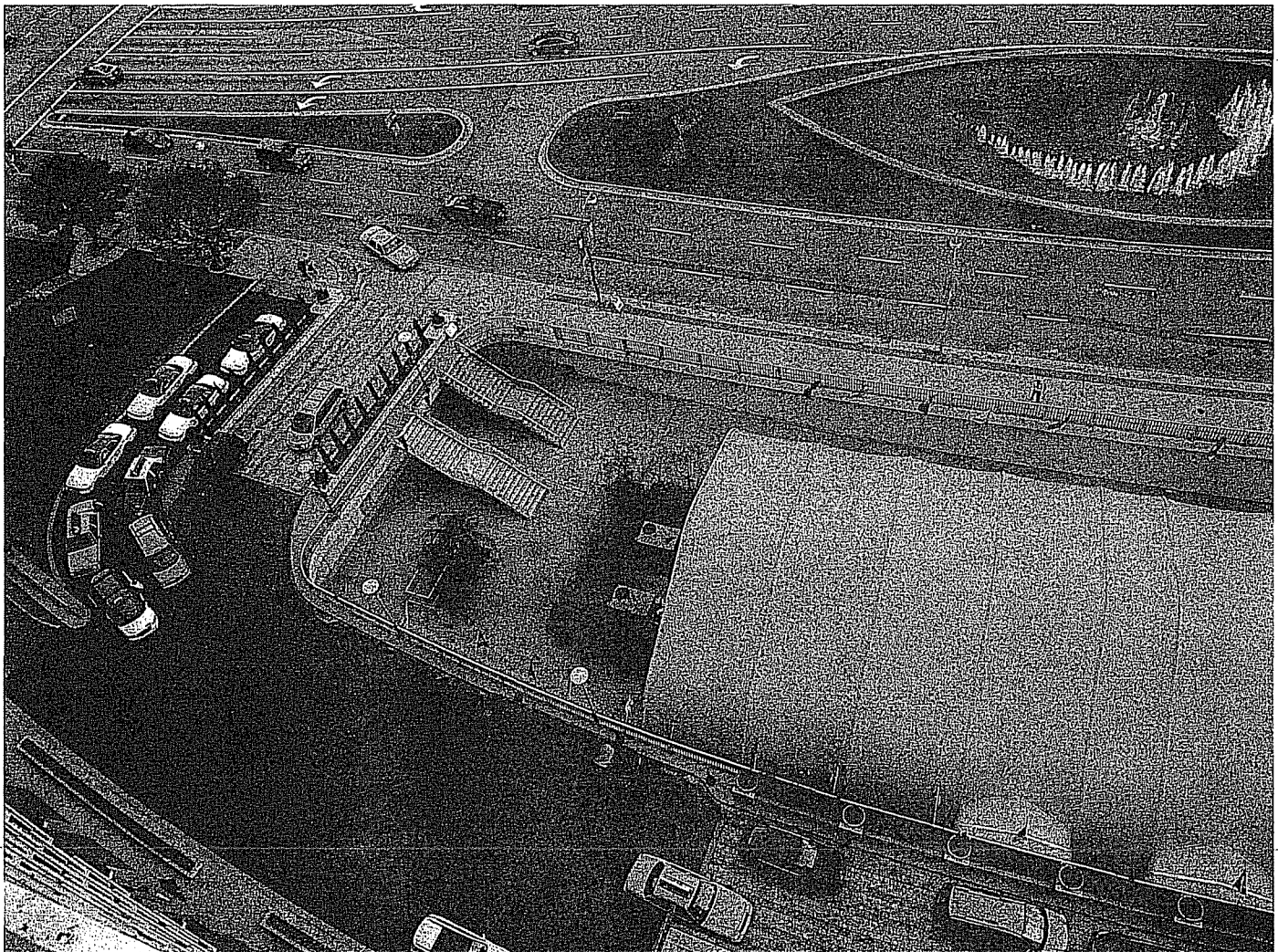
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06. Driveway, main façade. View looking south

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07. Driveway and sunken plaza, from upper balcony

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08. Sunken plaza. View looking southeast

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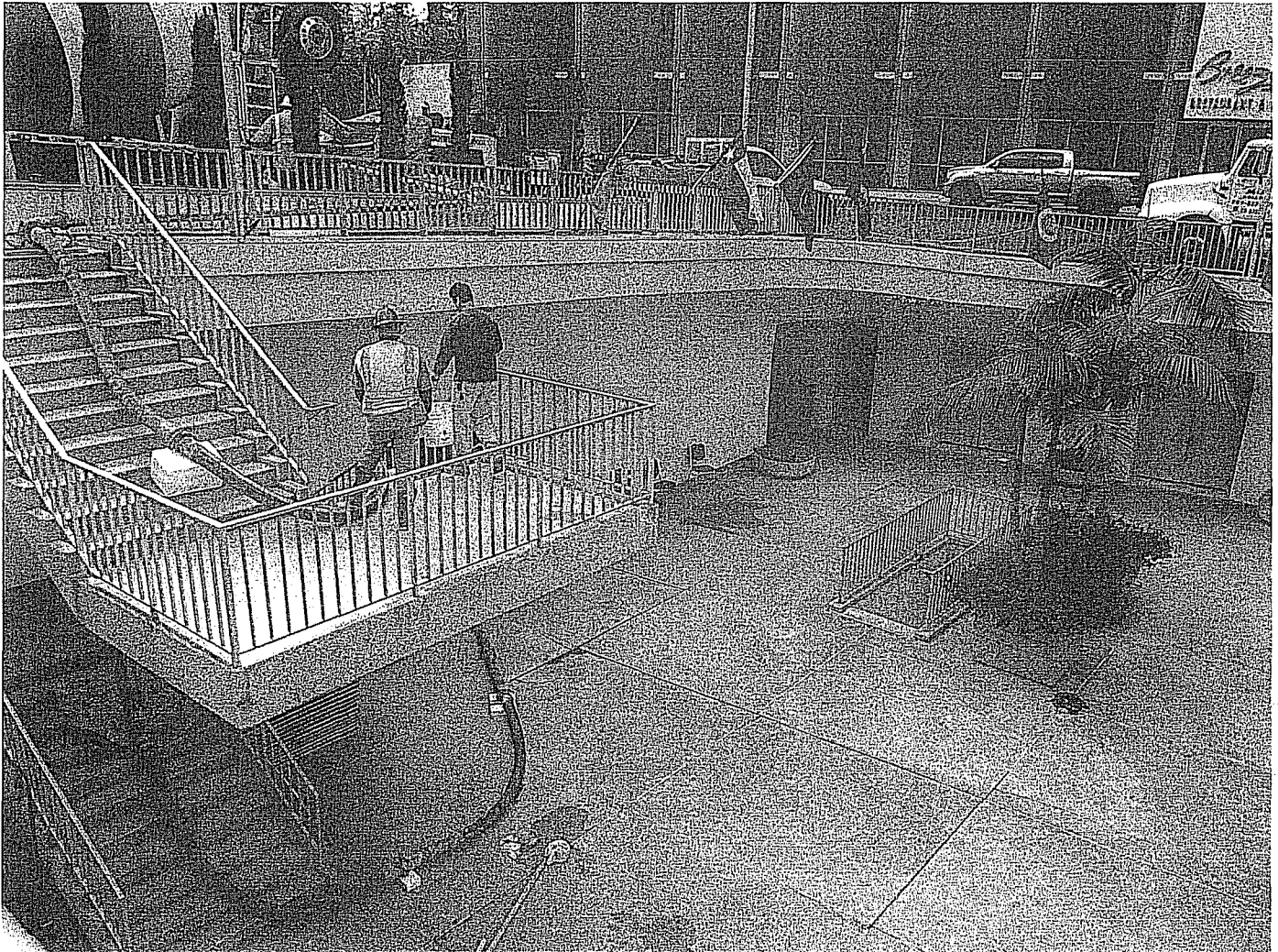


09. Sunken plaza, east-facing elevation

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10. Sunken plaza, north- and east-facing elevations

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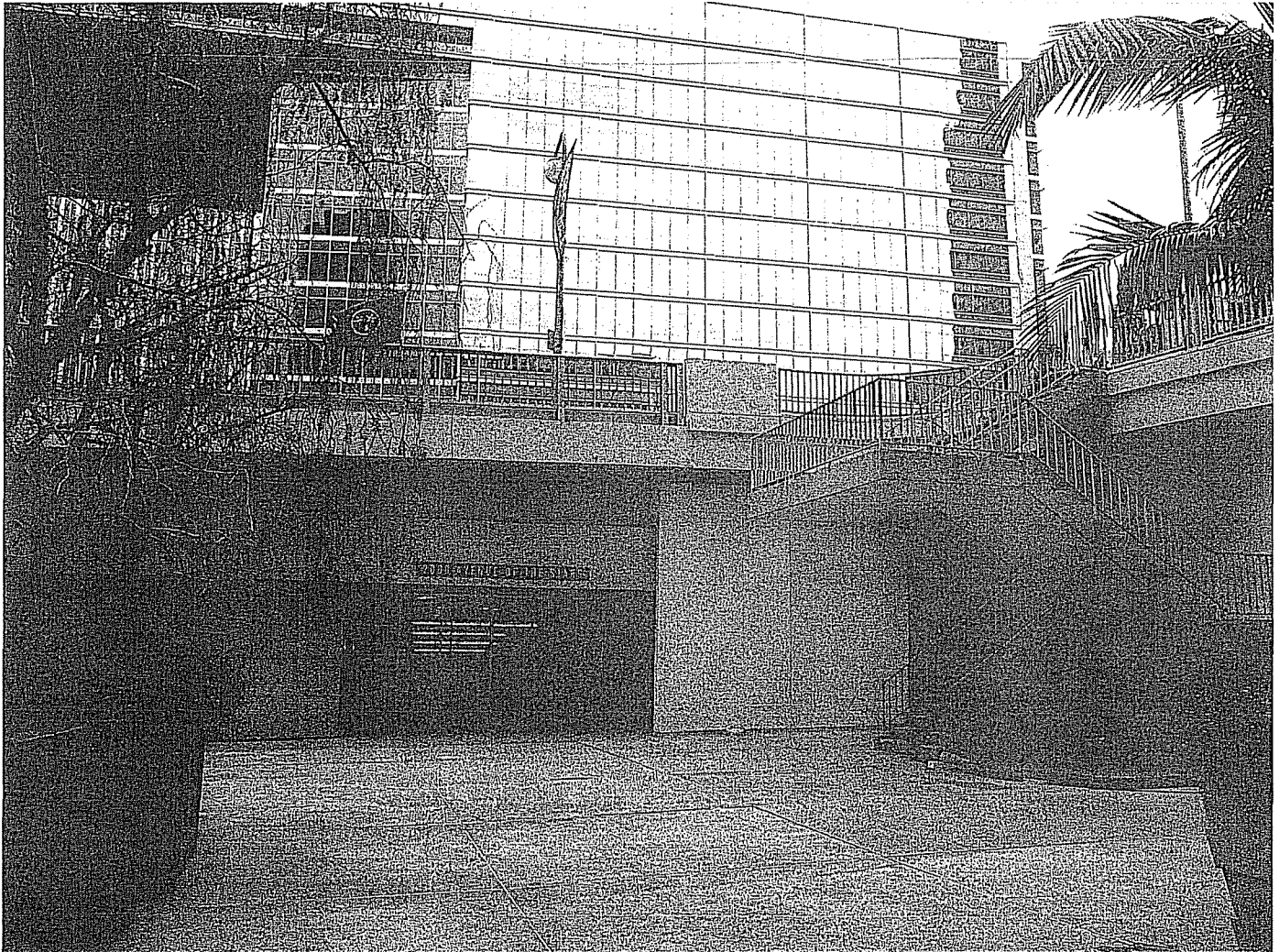
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11. Sunken plaza, staircase detail (historic staircase in foreground, non-historic staircase in background)

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ATTACHMENT A: Existing Conditions Photographs



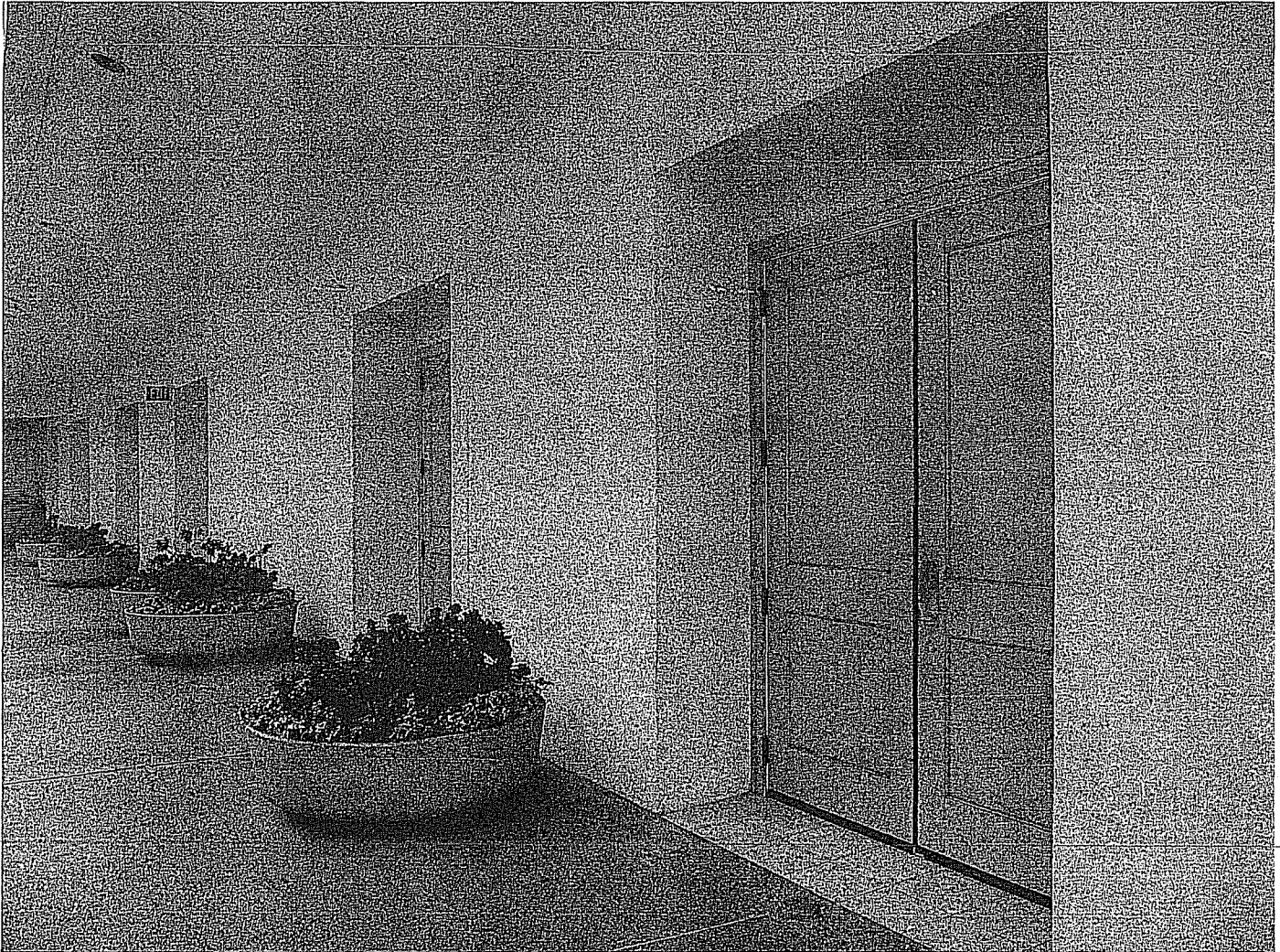
12. Sunken plaza, entrance to subterranean tunnel. West-facing elevation, view looking east

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ATTACHMENT A: Existing Conditions Photographs

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13. Sunken plaza, east-facing elevation detail

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14. Sunken plaza, south-facing elevation



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15. South façade

All photographs: ARG 2010

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ATTACHMENT A: Existing Conditions Photographs

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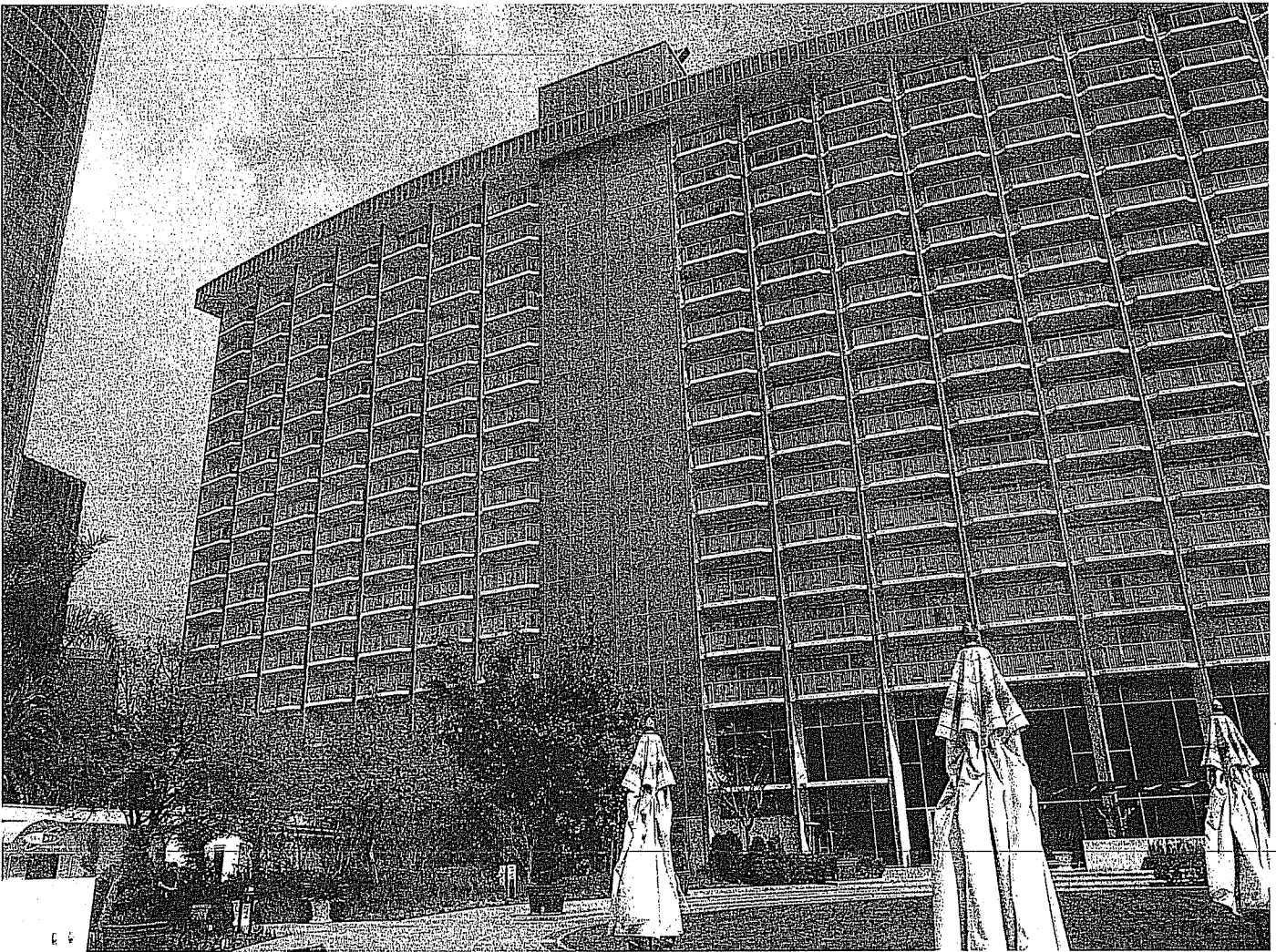
16. West façade, view looking southeast



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17. West façade, view looking northeast

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18. West façade detail, view looking northeast

All photographs: ARG 2010

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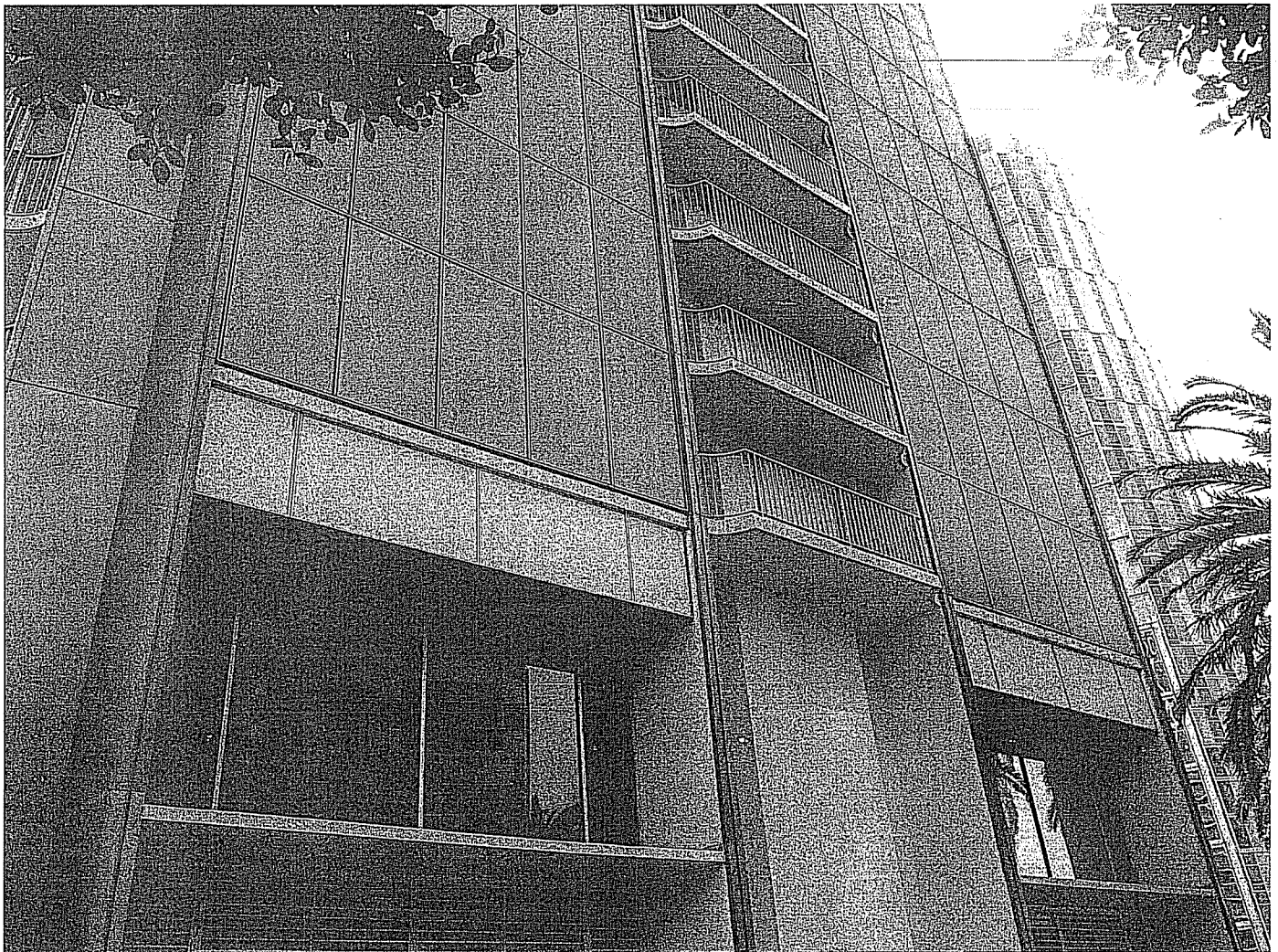
19. West façade and pool detail

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ATTACHMENT A: Existing Conditions Photographs

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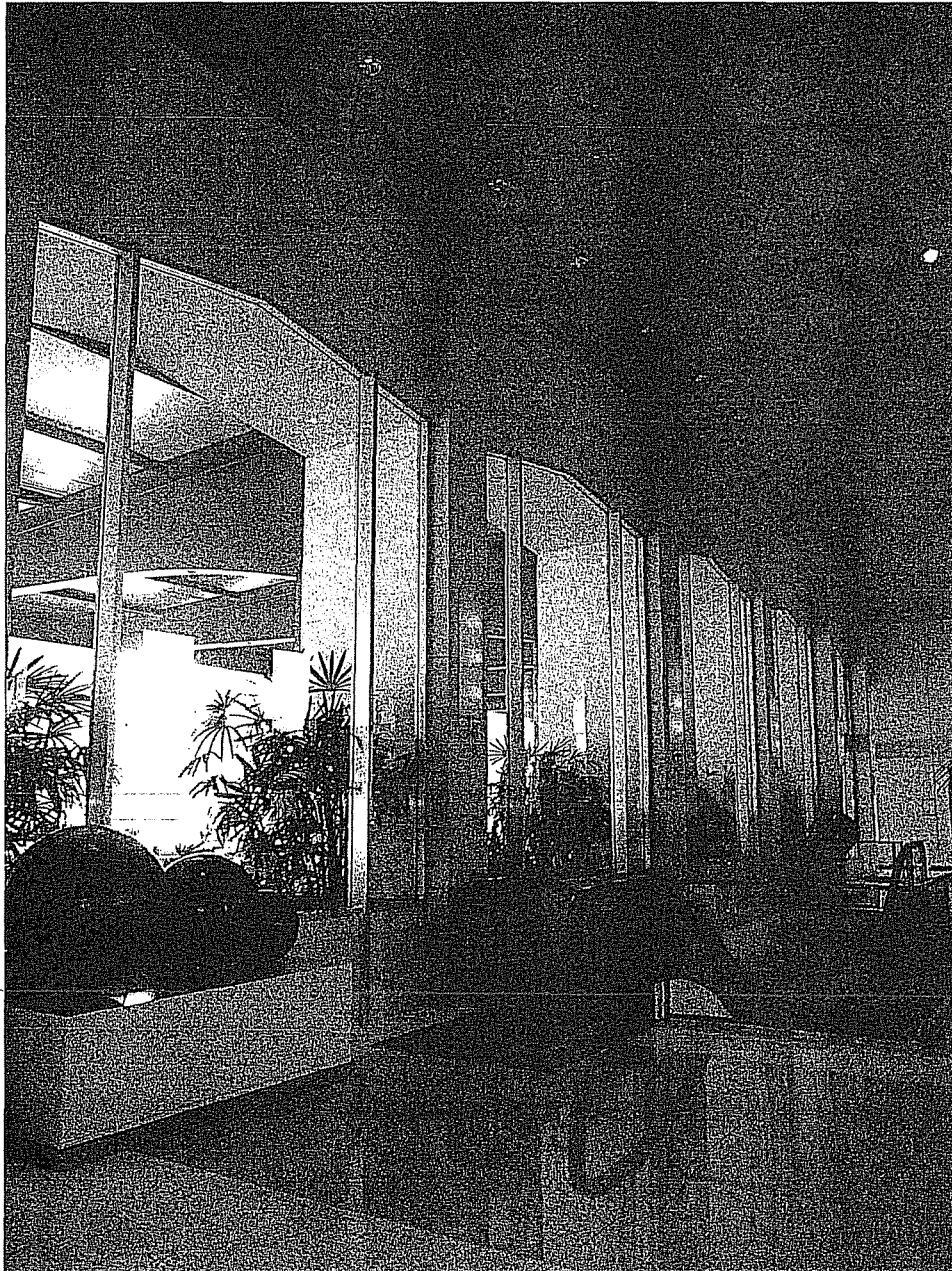


20. North façade

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ATTACHMENT A: Existing Conditions Photographs



21. Lobby interior, view looking southeast

All photographs: ARG 2010

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ATTACHMENT A: Existing Conditions Photographs

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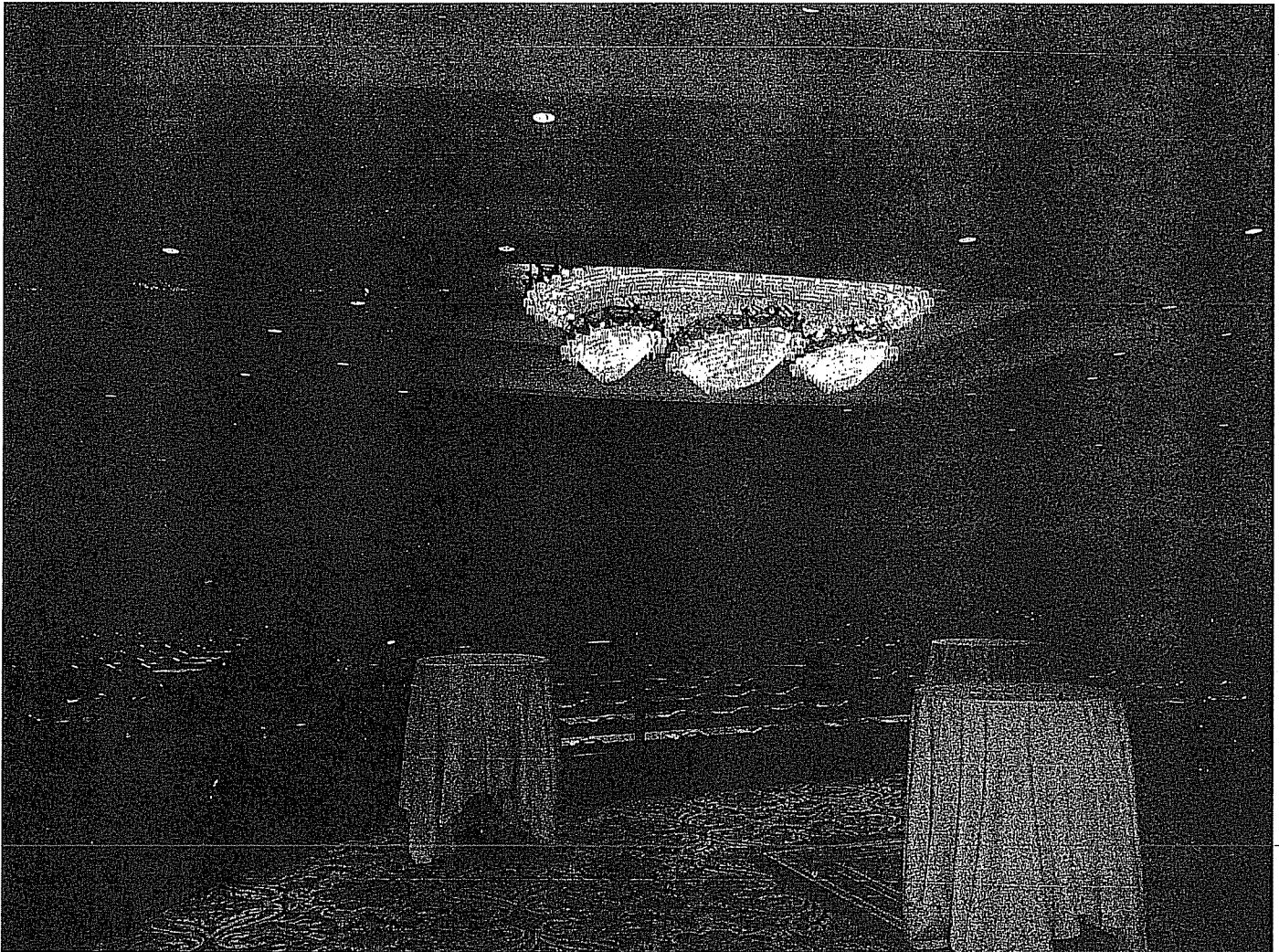


22. Lobby interior, view looking northeast

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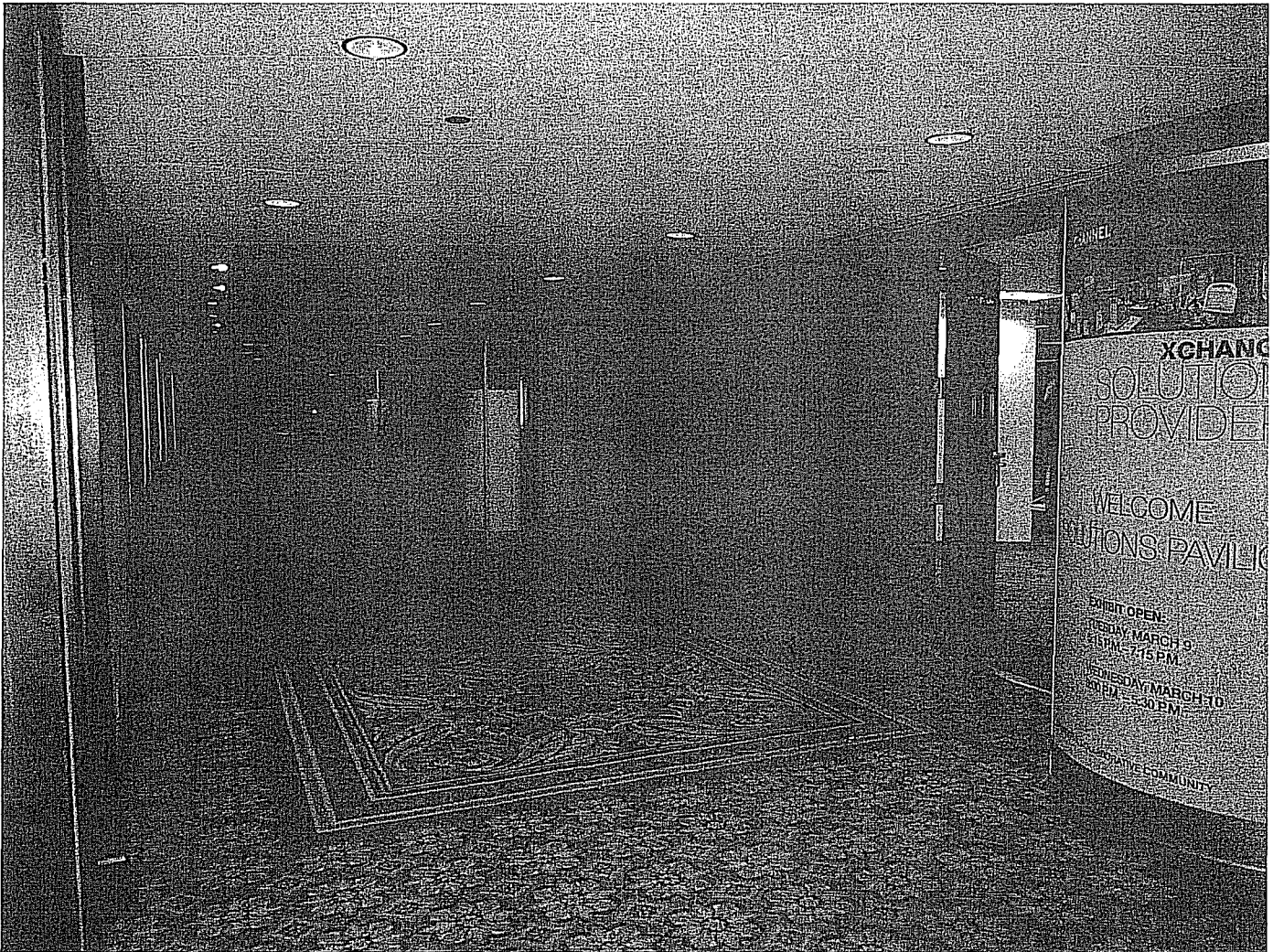
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23. Ballroom interior

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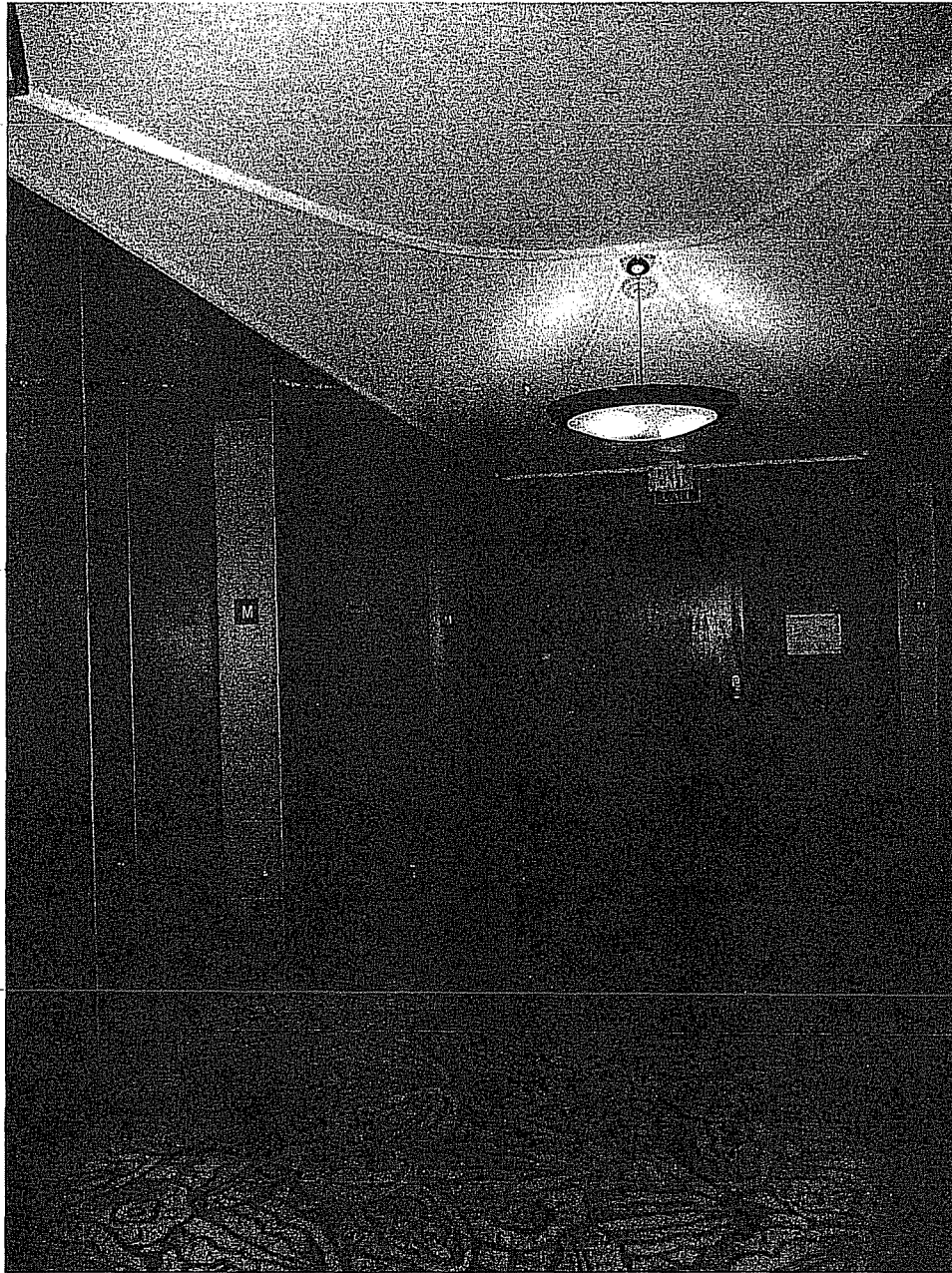
ATTACHMENT A: Existing Conditions Photographs



24. Interior, former subterranean drop-off area (now enclosed and converted into convention space)

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ATTACHMENT A: Existing Conditions Photographs

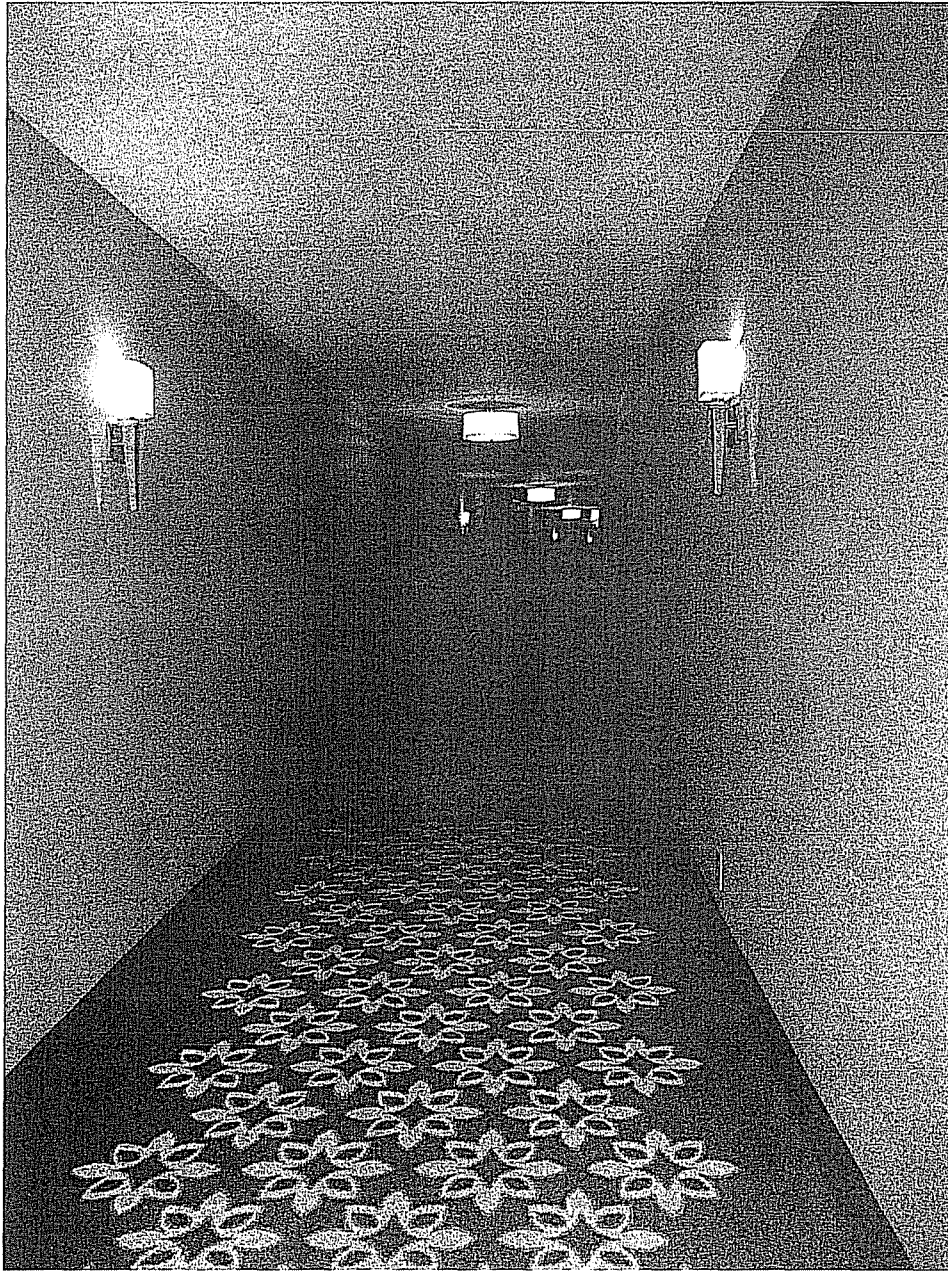


25. Elevator lobby, historic coved ceiling detail

All photographs: ARG 2010

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26. Interior 19th floor, curved corridor detail

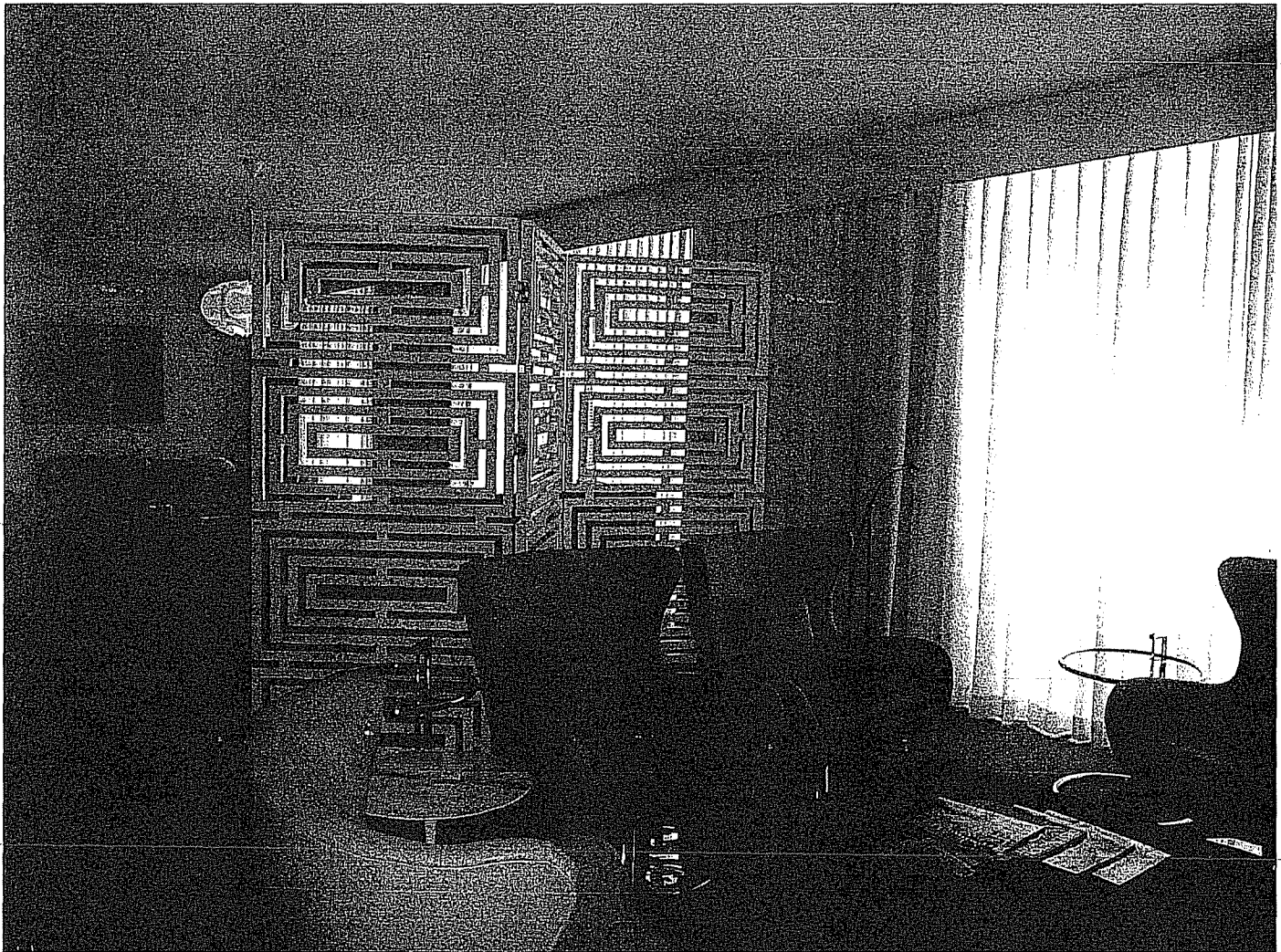
All photographs: ARG 2010

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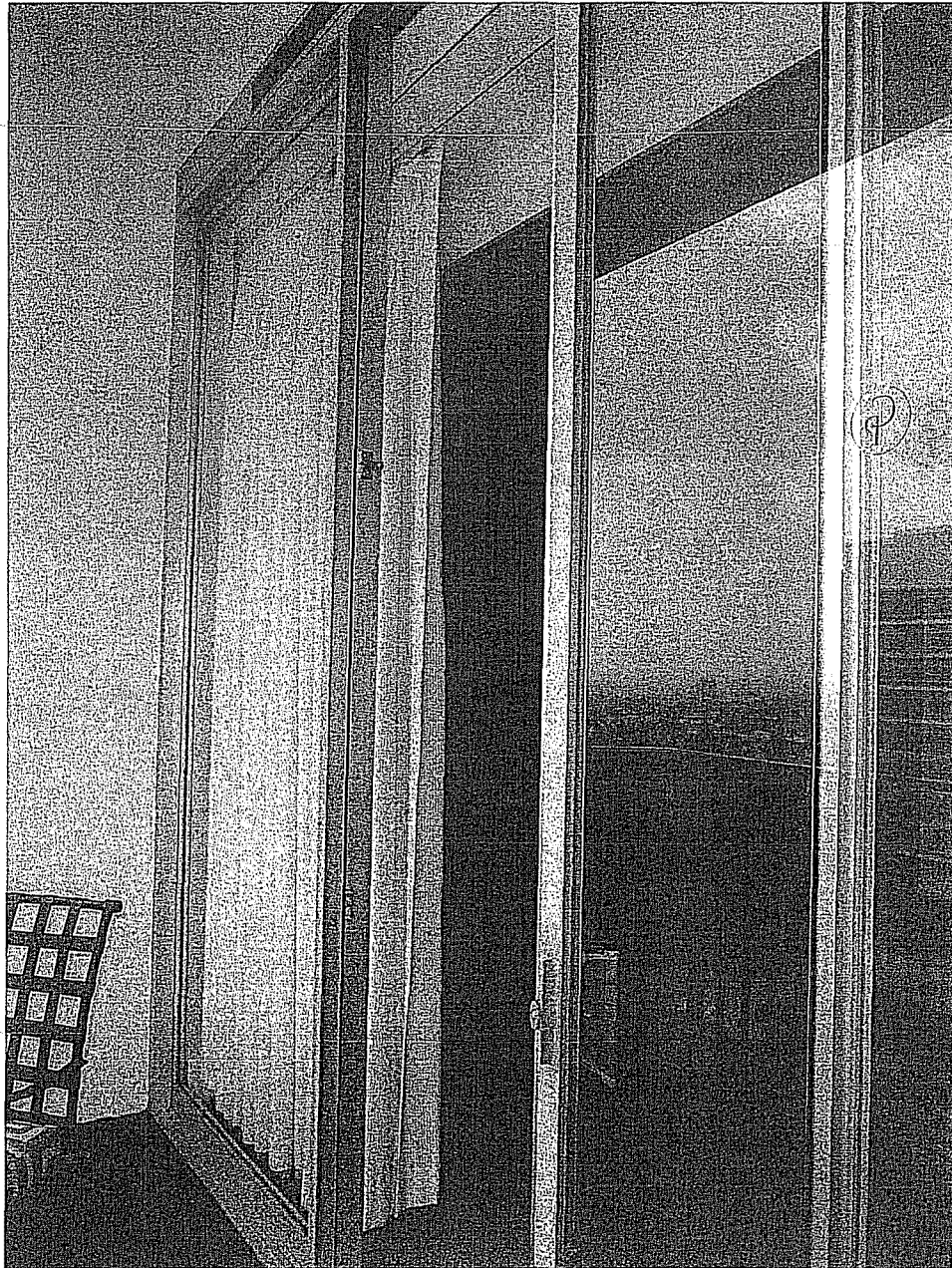
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27. Former Presidential Suite detail

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ATTACHMENT A: Existing Conditions Photographs

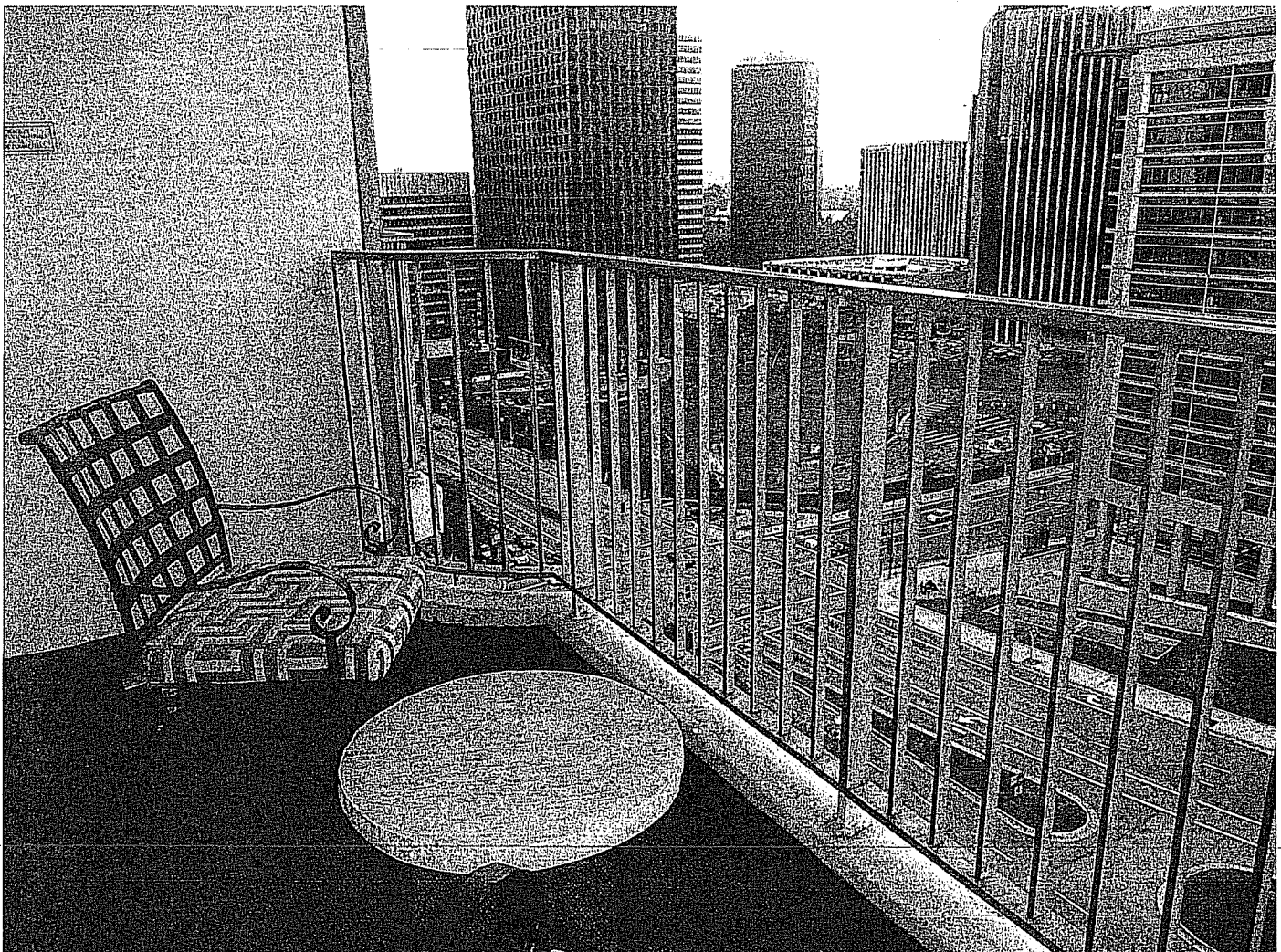


28. Balcony door and window detail (Presidential Suite)

All photographs: ARG 2010

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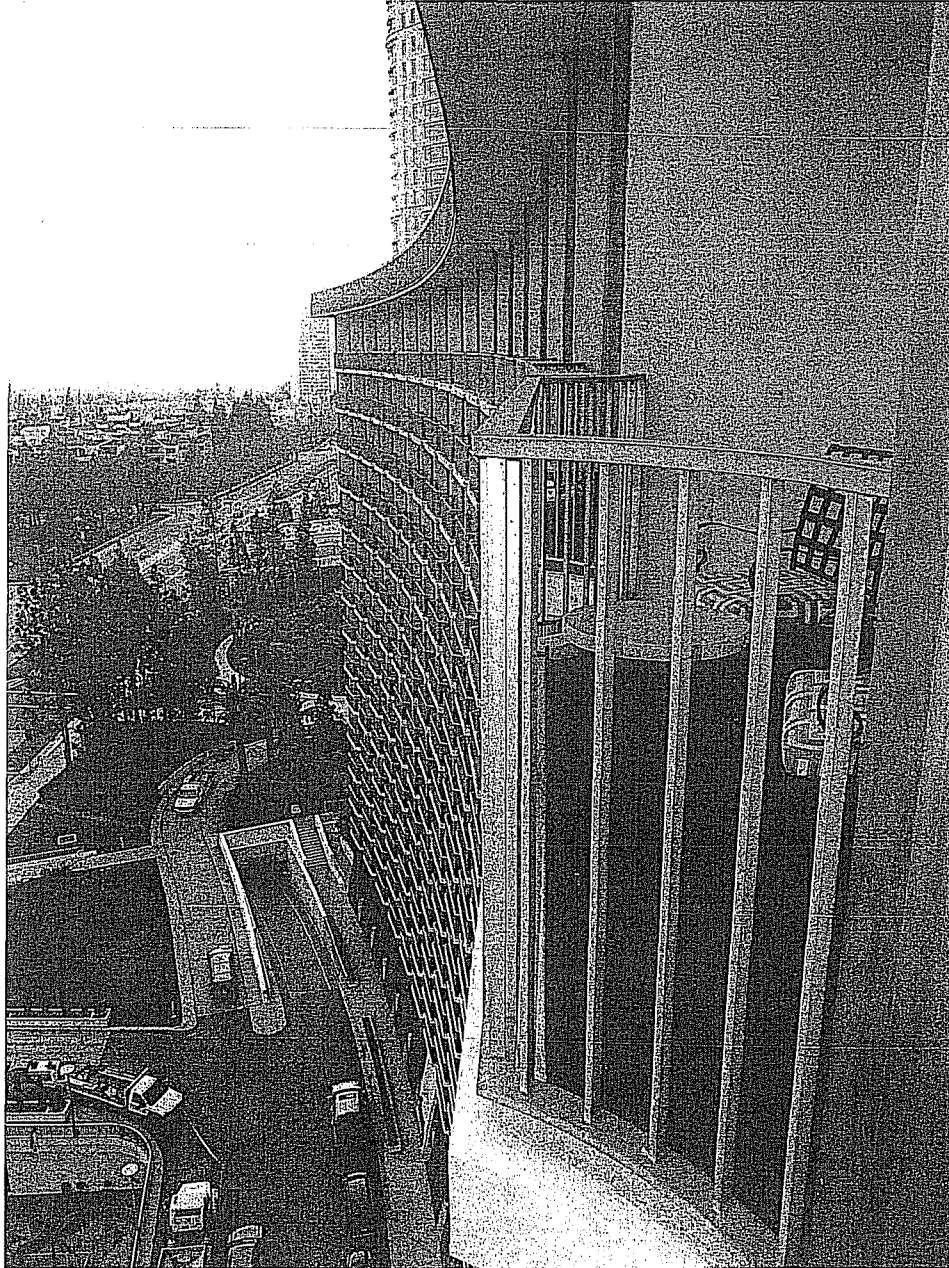
ATTACHMENT A: Existing Conditions Photographs



29. Balcony detail, Presidential Suite. View looking northeast

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ATTACHMENT A: Existing Conditions Photographs



30. Façade detail from 19th floor balcony. View looking south.

All photographs: ARG 2010

Century Plaza Hotel | Los Angeles Historic-Cultural Landmark Nomination

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ATTACHMENT B: Chronology of Development and Alterations

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**Century Plaza Hotel, Chronology of Development and Alterations**

The following information summarizes the physical construction, modification, and use of the Century Plaza Hotel and is presented as a chronology of changes and modifications with a direct impact on the physical fabric of the building. The information presented is based on historical documentation, such as press releases, newspaper articles, and permits, analyses of historic photographs, and visual inspection. Modifications, maintenance, and updates for guest comfort and with regard to interior design have occurred on a regular basis, many of which are not documented or included here. The emphasis of this chronology is on the building exterior and is intended to provide information on alterations that fall within the building's period of significance. Information regarding mechanical, electrical or structural systems, more utilitarian aspects of the Hotel's construction (such as the installation of a single utilitarian door or a dropped ceiling), or temporary installations is generally not included. Alterations concerning retail tenant improvements and changes in the part of the complex facing Constellation Boulevard are not included.

*Note: Some dates below may reflect the date of the permit not the actual date that the work was carried out.*

August 1961	Groundbreaking Century City, the largest privately-financed development in history. <sup>1</sup>
1963	Alcoa and Western International Hotels come to an agreement regarding the Century Park Hotel, later named the Century Plaza Hotel.
September 1963	Rough excavation for future construction. <sup>2</sup>
January 1964	Century Plaza Hotel groundbreaking. <sup>3</sup>
Feb 1964 - June 1966	Construction of a \$30-million, 20-story Hotel building designed by architect Minoru Yamasaki. In addition to guest rooms and suites, the Hotel included restaurants, drug store, barber shop, airline ticket office, press room, flower shop and shops on the Plaza Level. The Certificate of Occupancy dated 30 June 1966 notes that the building is a 17-story (likely referring to above-ground stories,

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<sup>1</sup> *Los Angeles Times* (20 February 1966)

<sup>2</sup> Permit history (Los Angeles Dept. of Building and Safety)

<sup>3</sup> *Los Angeles Times* (29 January 1964)

Century Plaza Hotel | Los Angeles Historic-Cultural Landmark Nomination

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ATTACHMENT B: Chronology of Development and Alterations

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counting the double-height lobby as two), Type I hotel, with a footprint measuring 76' x 475', and with 750 guest rooms, 1,288 required parking spaces, dining, dancing, convention, assembly and entertainment, offices, storage, shops and kitchens.

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December 1965	Construction of swimming pool at west side of Hotel property. <sup>4</sup>
April 1966	Revise entrance canopy. <sup>5</sup>
1966	Construction complete, Hotel opens.
June 1966	A branch of San Francisco's famous Yamato Restaurant opens in the Hotel. <sup>6</sup>
September 1967	Construction of single-story covered passageway addition, measuring 18' x 27' between main lobby and pavilion shops. <sup>7</sup>
February 1968	Remodel existing pool deck and install wading pool and additional deck. <sup>8</sup>
December 1968	Installation of canopy measuring 28' x 10' over entrance. <sup>9</sup>
November 1976	Remodel existing drive and parking area in basement to accommodate exhibitions. <sup>10</sup>
1978	Interior renovation of the lobby.
1983	Remodel of Café Plaza. <sup>11</sup>
1983-1984	Construction of the adjacent 30-story Century Plaza Hotel Tower adds 322 new rooms to the existing Hotel.

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<sup>4</sup> Permit history

<sup>5</sup> Permit history

<sup>6</sup> *Los Angeles Times* (17 June 1966)

<sup>7</sup> Permit history

<sup>8</sup> Permit history

<sup>9</sup> Permit history

<sup>10</sup> Permit history

<sup>11</sup> Permit history

Century Plaza Hotel | Los Angeles Historic-Cultural Landmark Nomination

June 28, 2013

ATTACHMENT B: Chronology of Development and Alterations

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1984	Construction of a semicircular one-story addition at the south elevation of the Hotel as an extension of the existing restaurant. <sup>12</sup>
December 1984	Inauguration of the Hotel Tower. Reagan attends the ceremony and is the first guest. <sup>13</sup>
1997	Upgrade of guestroom bathrooms from the 5 <sup>th</sup> to 10 <sup>th</sup> floors to improve accessibility. <sup>14</sup>
1998	Improvements to driveway, planters and awnings under existing balconies. <sup>15</sup>
February 1999	Pivotal Group purchases Hotel.
2000	Extensive re-working of the exterior and landscaping at the building rear/pool area, including site grading, four new swimming pools, replacement spa, new kiosk building, new pool equipment room, restroom and bar building, and kitchen/grill building. <sup>16</sup>
2000	Major phased interior remodel/renovation project includes modifications at the lobby, Plaza and below-grade ballroom levels. California level (which contains the ballroom) is modified to remove non-bearing partitions, add new fully compliant ADA restrooms, remove retail space for new guest reception area, and reconstruct and expand kitchen. The interior remodeling at the 1 <sup>st</sup> and 2 <sup>nd</sup> levels includes a proposed health club, salon, and retail space at the 1 <sup>st</sup> level and a proposed health club and restaurant at the 2 <sup>nd</sup> level. <sup>17</sup>

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<sup>12</sup> According to the Draft Century Plaza Hotel Historic Structure Report, completed by Marmol Radziner & Associates (Draft 23 June 2010): II-20.

<sup>13</sup> *Washington Post* (28 December 1984)

<sup>14</sup> Permit history

<sup>15</sup> Permit history

<sup>16</sup> Permit history

<sup>17</sup> Permit history

**Century Plaza Hotel | Los Angeles Historic-Cultural Landmark Nomination**  
June 28, 2013

ATTACHMENT B: Chronology of Development and Alterations

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- |           |  |
|-----------|--|
| 2000      | Kitchen and restaurant facilities reorganized at lobby and second floor level. Interior remodel of lobby areas, Plaza Level, health club, corridor. Convert meeting room to a café at the Plaza Level. Project cost is \$700,000.00. <sup>18</sup>   |
| 2001      | Interior remodel of the 19th floor to remodel bathrooms and reconfigure rooms without increasing total number of guest rooms. Remodel Hotel lobby for new gift shop location, new bar restaurant and lounges with kitchen area and new patio lounge. |
| 2006      | Hyatt Hotels and Resorts takes over management of the Hotel.   |
| 2006      | Improvements and change of use of the existing lobby registration area for a restaurant with outdoor dining. Adjacent retail shops expanded and remodeled. Planters and fixed seating added over parking garage.                                     |
| June 2006 | Interior modifications to infill floor at the existing mezzanine stairway to create a meeting room, measuring 244 square feet. Enclose area beneath three overhangs at ground level for valet station and storage enclosures.                        |
| c. 2006   | Tower razed for the construction of a new condominium tower, to be named "The Century."  |
| 2007      | Renovation of existing lobby area and existing outdoor lounge area. Installation of retractable awning. <sup>19</sup>  |
| 2008      | Next Century Associates purchases Hotel.   |

**Undated/Unspecified Alterations**

---

- |           |  |
|-----------|--|
| 1970-1980 | Entrance drive alterations and new parking area. <sup>20</sup>                       |
| 1970-1980 | Yamato's Restaurant expanded by converting retail store to restaurant. <sup>21</sup> |

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<sup>18</sup> Permit history

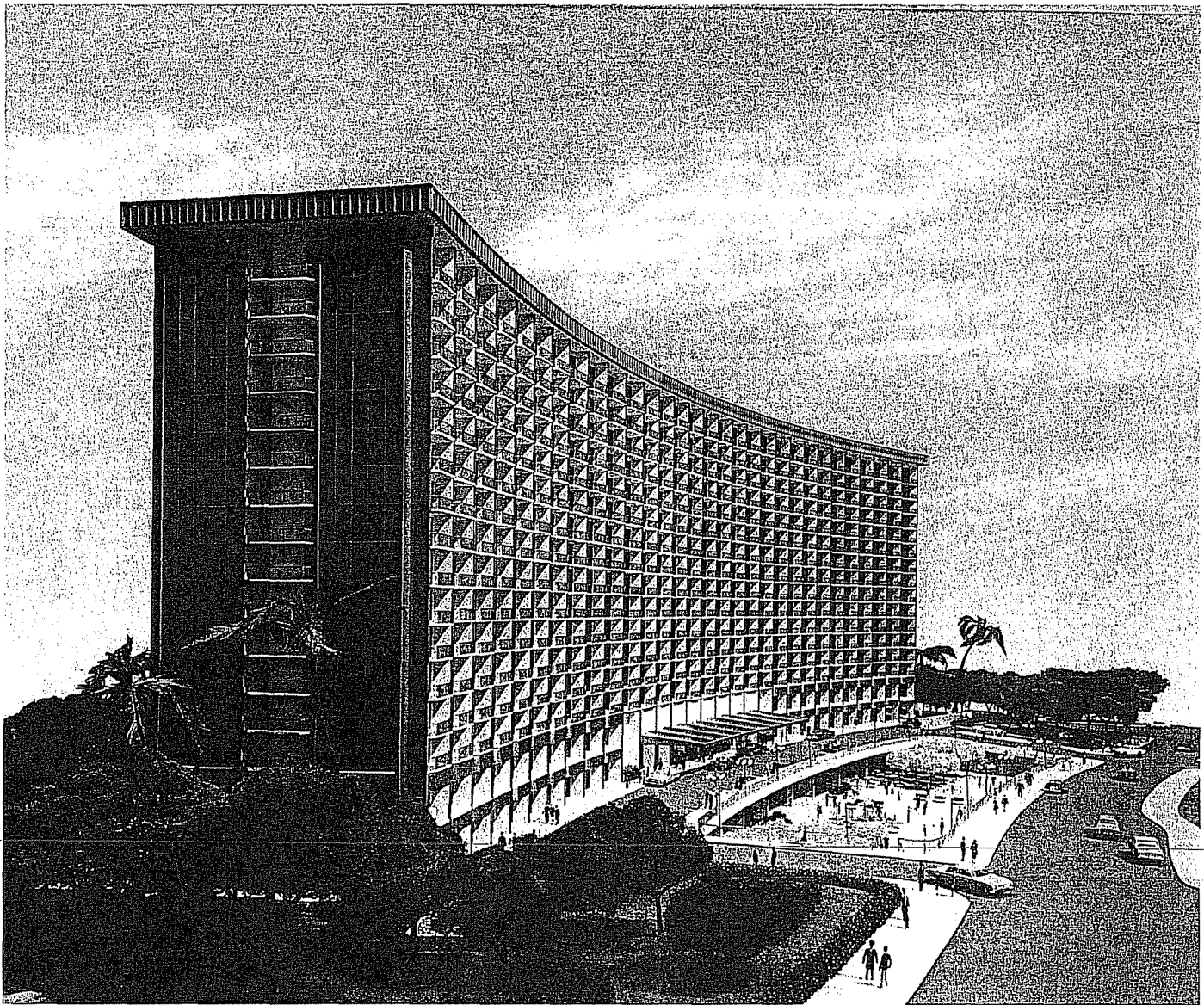
<sup>19</sup> Permit history

<sup>20</sup> Permit history

<sup>21</sup> Permit history

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

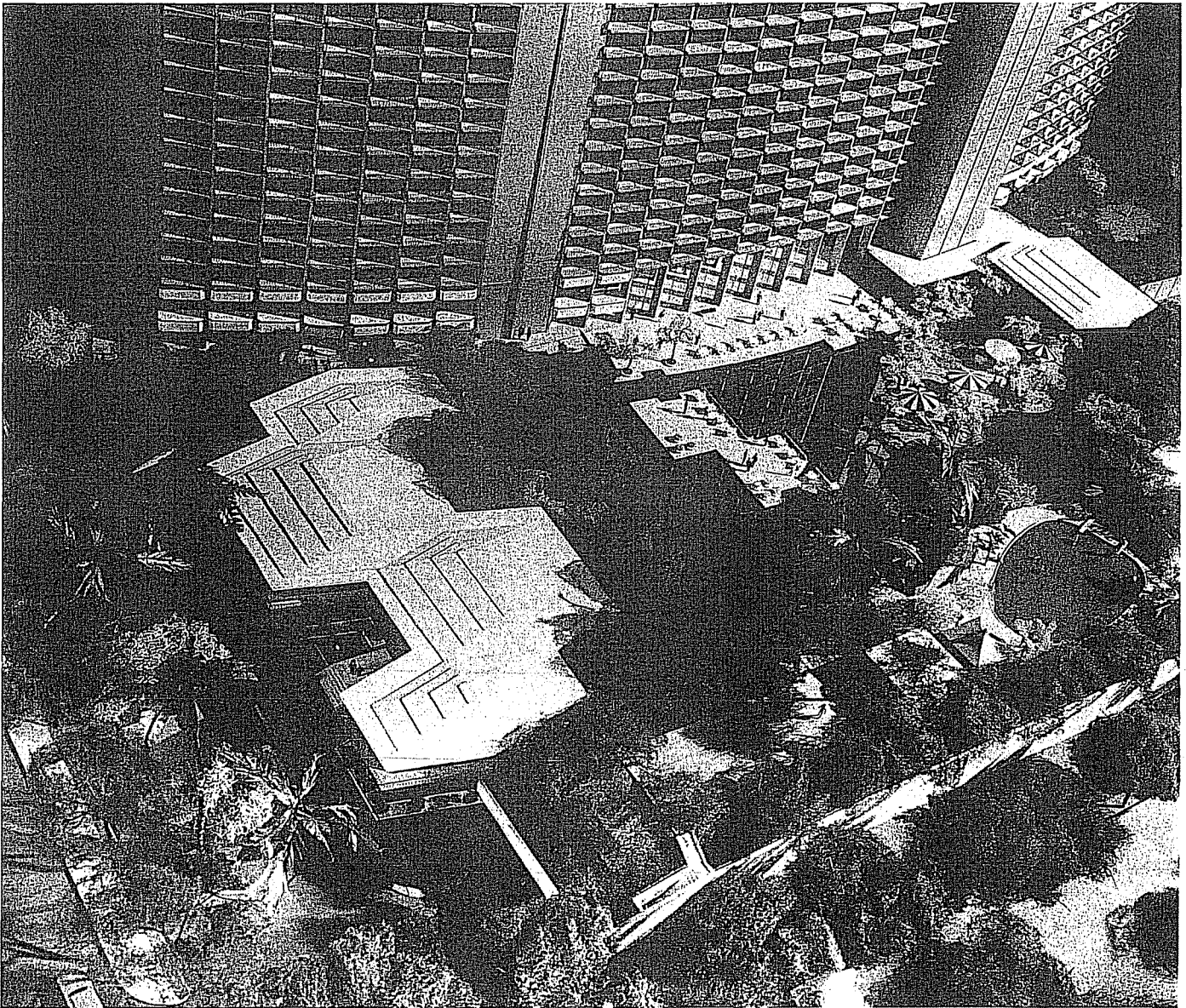
ATTACHMENT C: Historic Photographs



Model of hotel exterior, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f37\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

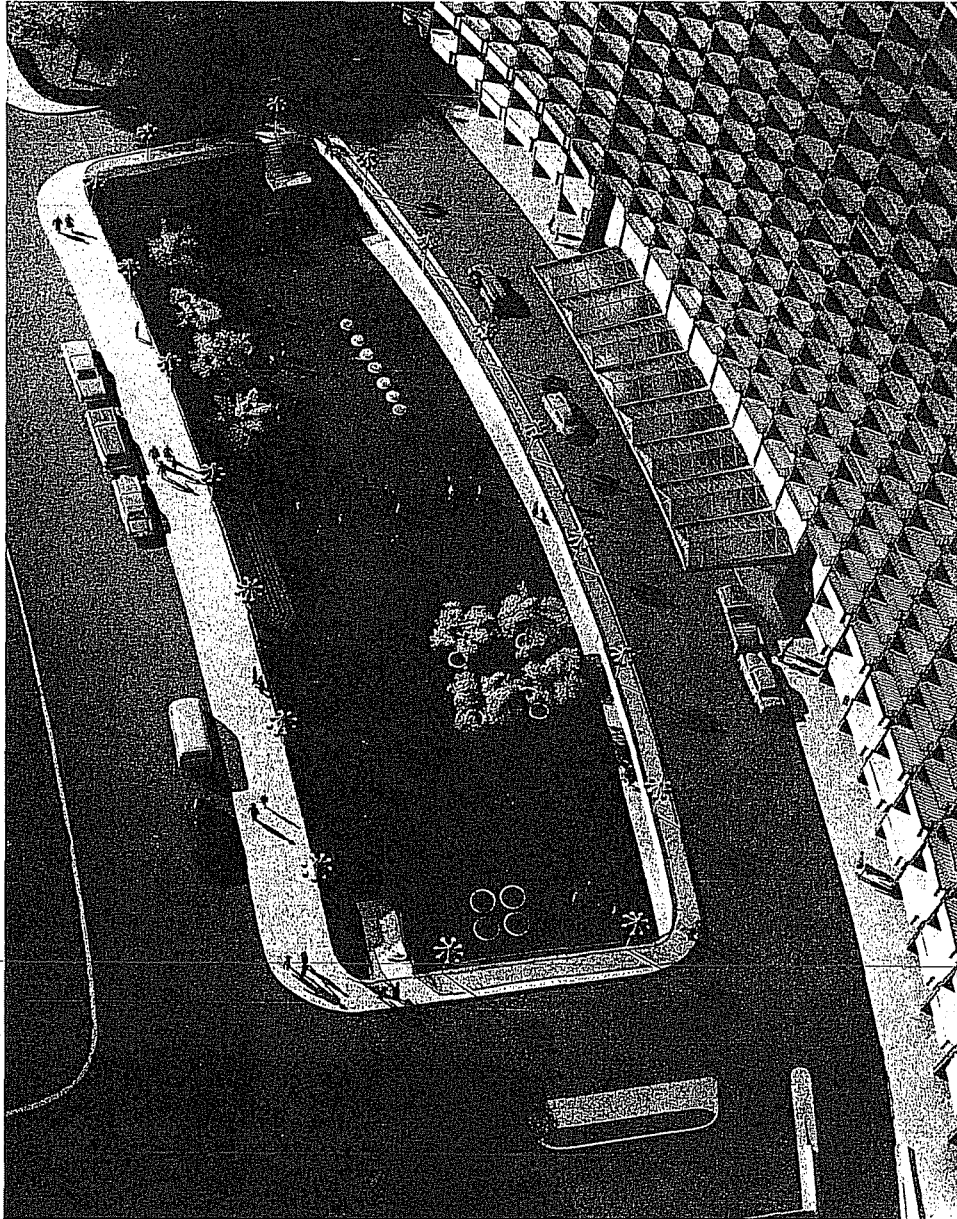
ATTACHMENT C: Historic Photographs



Model of grounds and landscaping at rear, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f37\_3.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

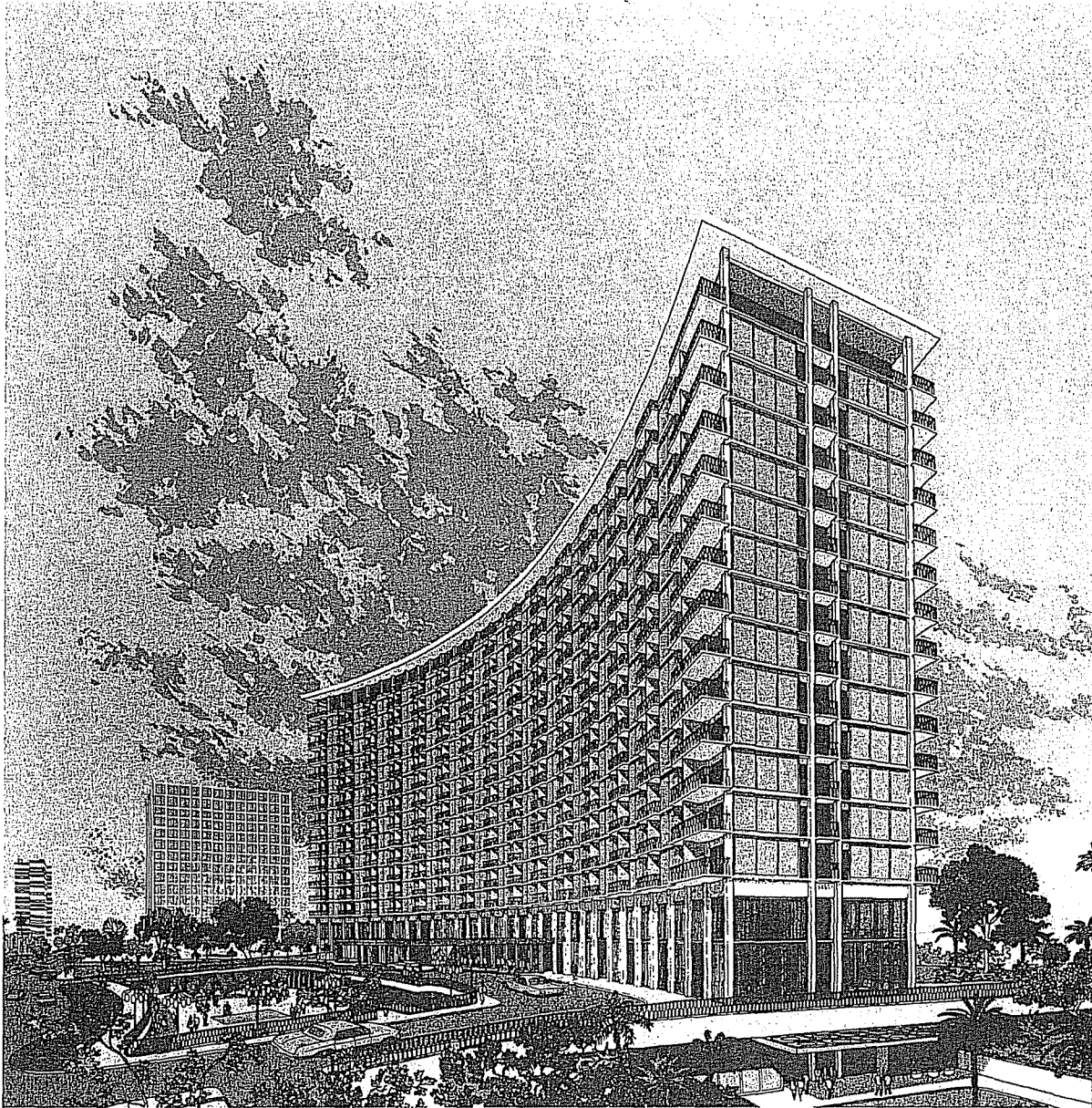
ATTACHMENT C: Historic Photographs



Model of plaza, approach, and entry, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f37\_7.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Rendering of hotel exterior, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f39\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Rendering of plaza, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f39\_3.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Image of Yamasaki (L) and Western International Hotels, Inc. Chairman Edward Carlson (R) with model of proposed addition, c. 1970. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f69\_8.)

**Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application**  
 June 28, 2013

ATTACHMENT C: Historic Photographs

## CENTURY PLAZA HOTEL LOS ANGELES (BEVERLY HILLS)



### THE WORLD'S MOST BEAUTIFUL HOTEL OPENING SPRING 1966

Century Plaza is 20 stories and 1 million square feet of hotel luxury... and soon it will belong to Los Angeles! The hotel's entire California Level is devoted to facilities for conferences, sales meetings, exhibits, wining and dining. A total of 20 plush, private rooms, including four executive dining suites. The magnificent 24,000-square-foot Los Angeles Ballroom is the west's largest (banquet capacity 2000). It has a theat-

rical stage, plus special facilities for displaying automobiles and the like. Eight hundred elegant guest rooms and suites; seven exciting restaurants and entertainment rooms; three acres of exotic gardens.

Find out why Century Plaza adjacent to Beverly Hills, is ideal for your business and pleasure. Phone for your Convention Facilities Brochure today!

### CENTURY PLAZA HOTEL

*Harry Mullikin / Vice-President and Managing Director*  
 4401 Avenue of the Stars / Los Angeles, California 90067 / Telephone 277-0200, Code 213


WESTERN INTERNATIONAL HOTELS

Promotional materials. (Source: Courtesy Westin Hotels & Resorts, no image number, from "advertising pdf".)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

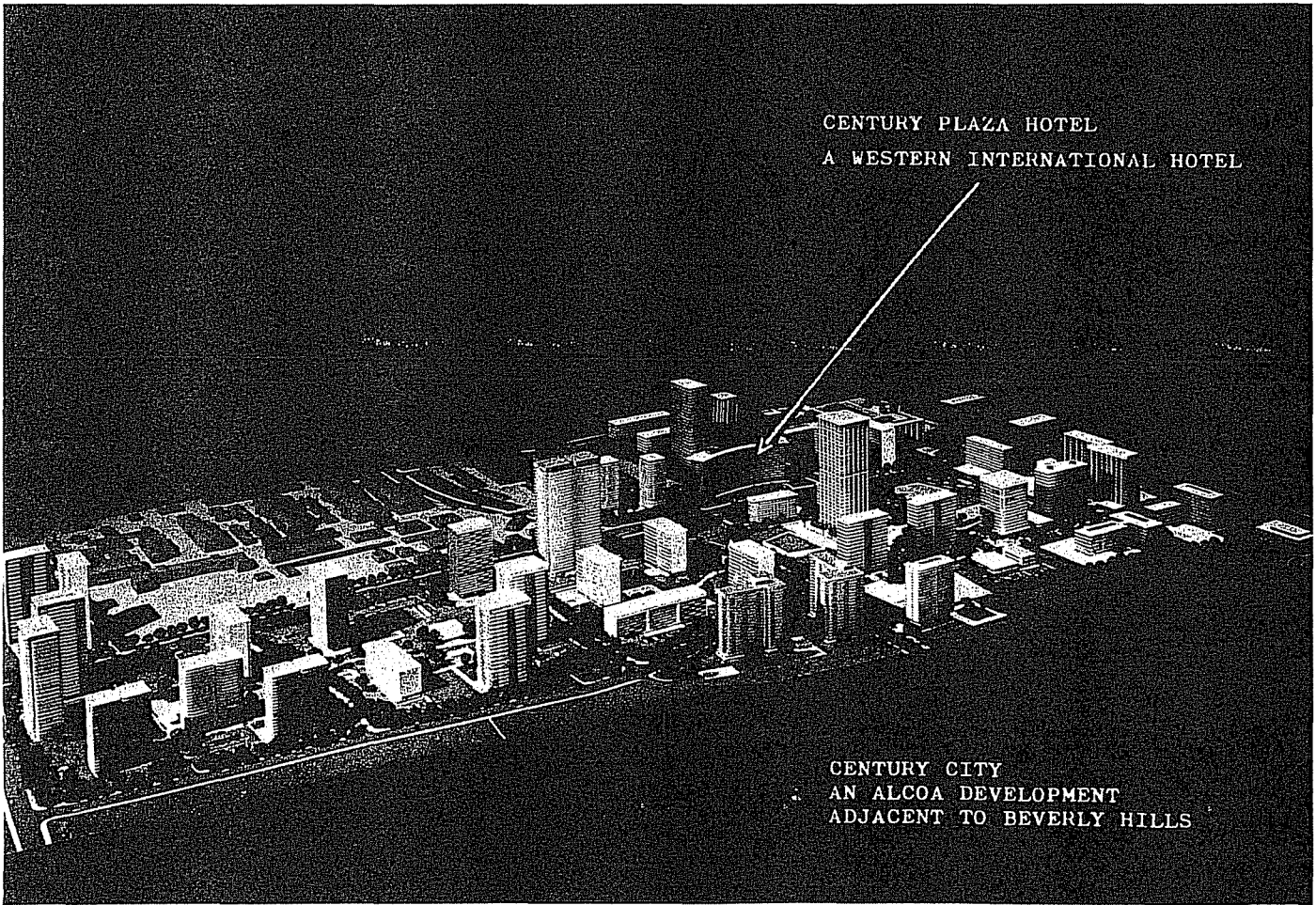
ATTACHMENT C: Historic Photographs



Century City model with executives at backlot site, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f69\_5.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

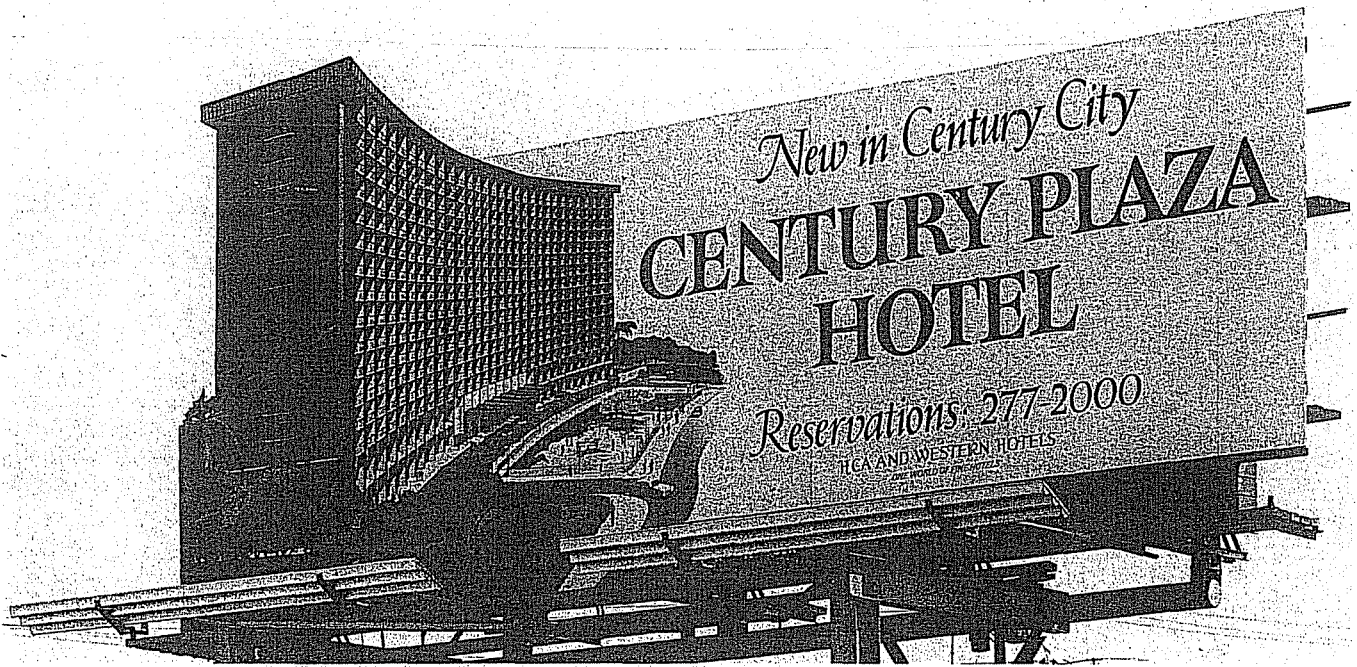
ATTACHMENT C: Historic Photographs



Model of Century City and surroundings, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f37\_11.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

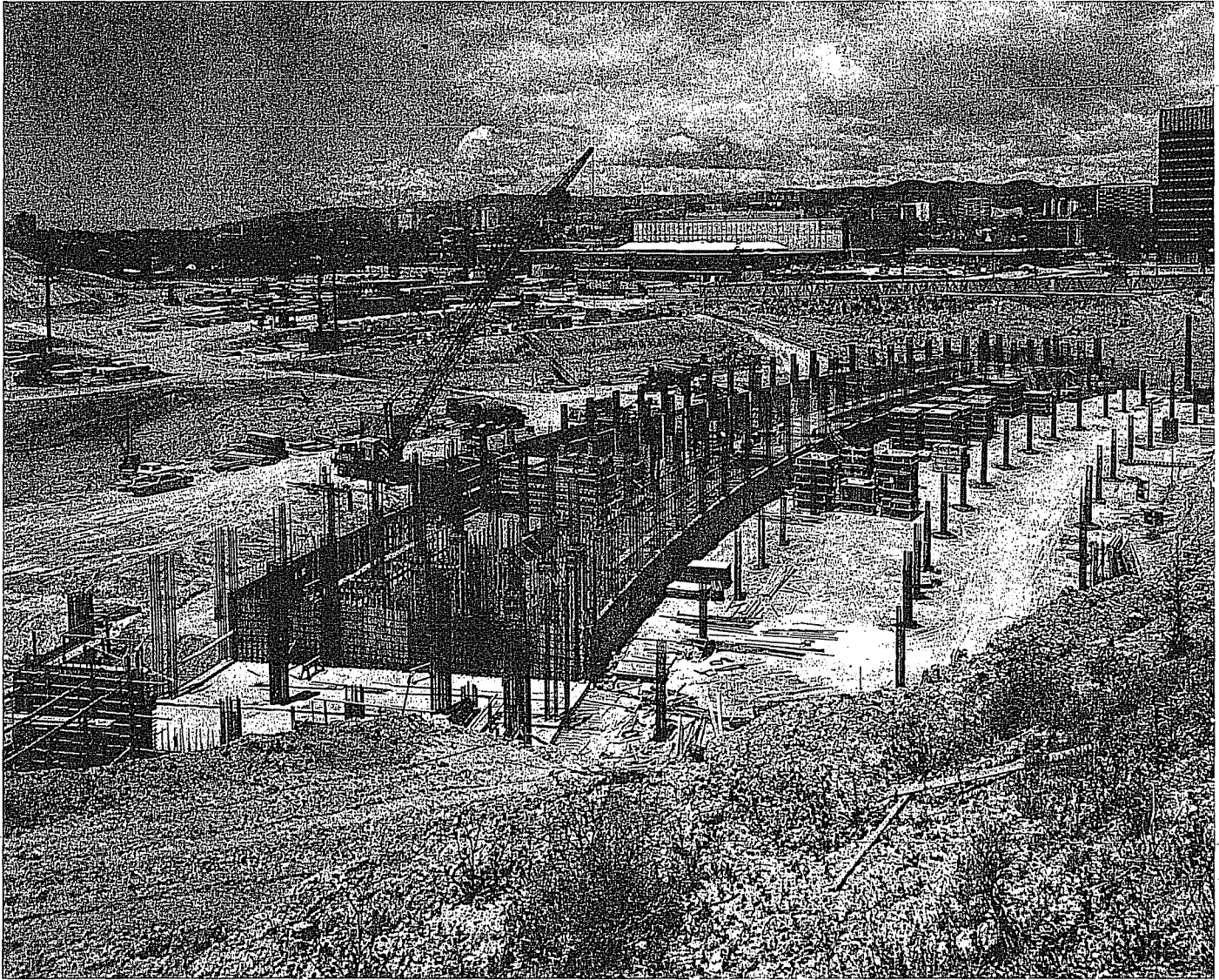
ATTACHMENT C: Historic Photographs



Century Plaza Hotel billboard, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f67\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

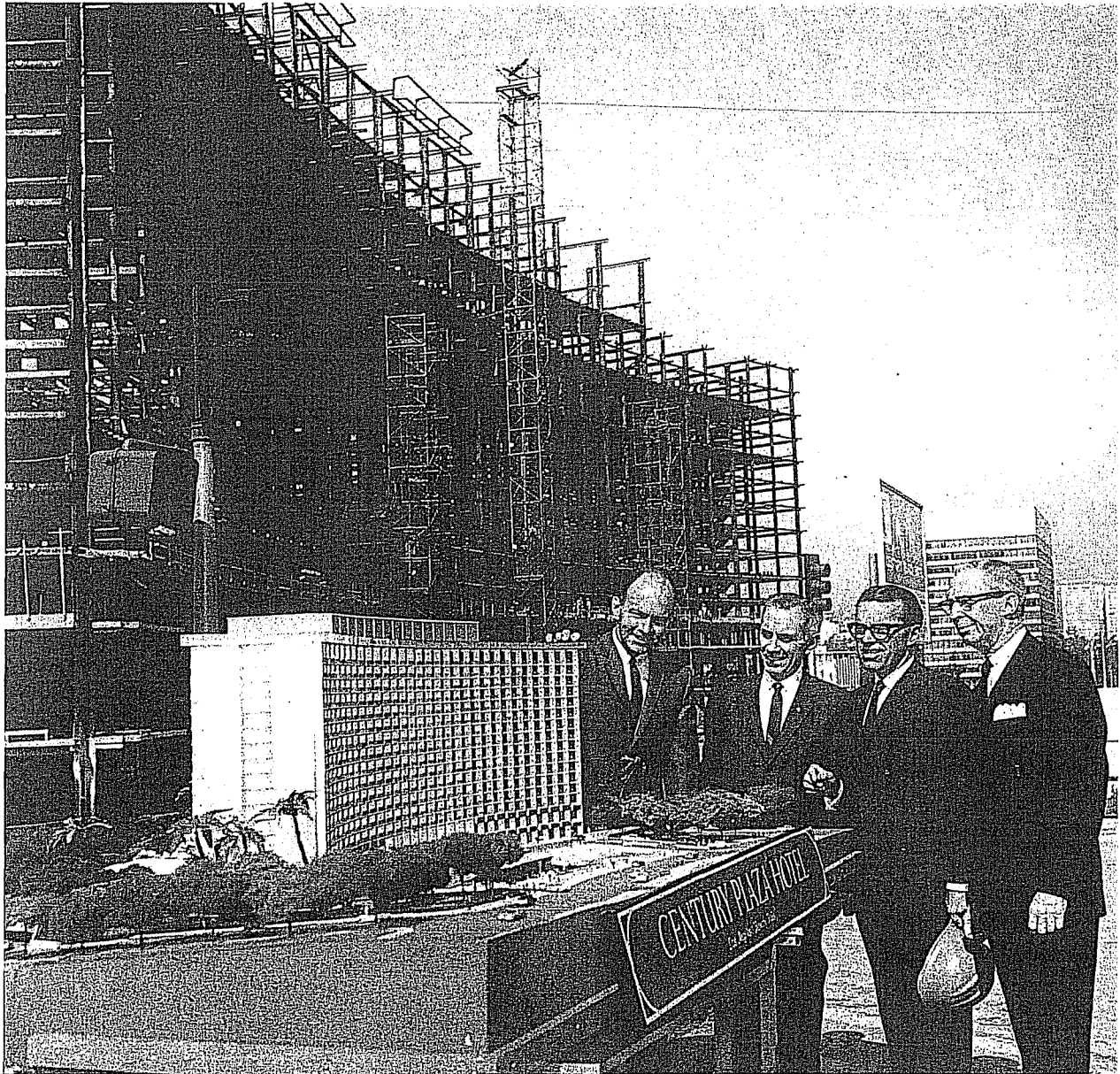
ATTACHMENT C: Historic Photographs



View of Century Plaza Hotel foundation, crescent footprint, c. 1965.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f69\_20.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

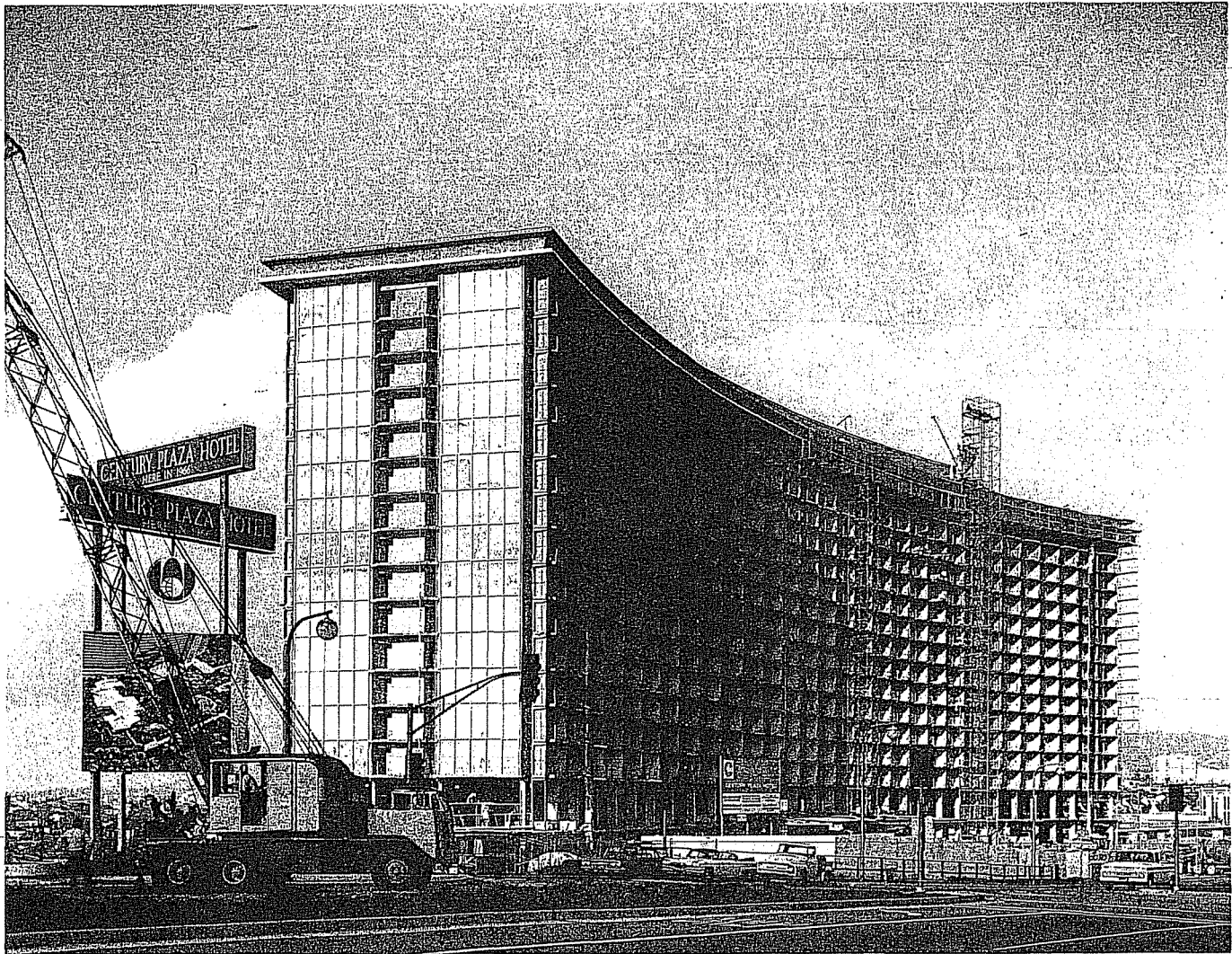
ATTACHMENT C: Historic Photographs



Century Plaza Hotel executives with model, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b302f66\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

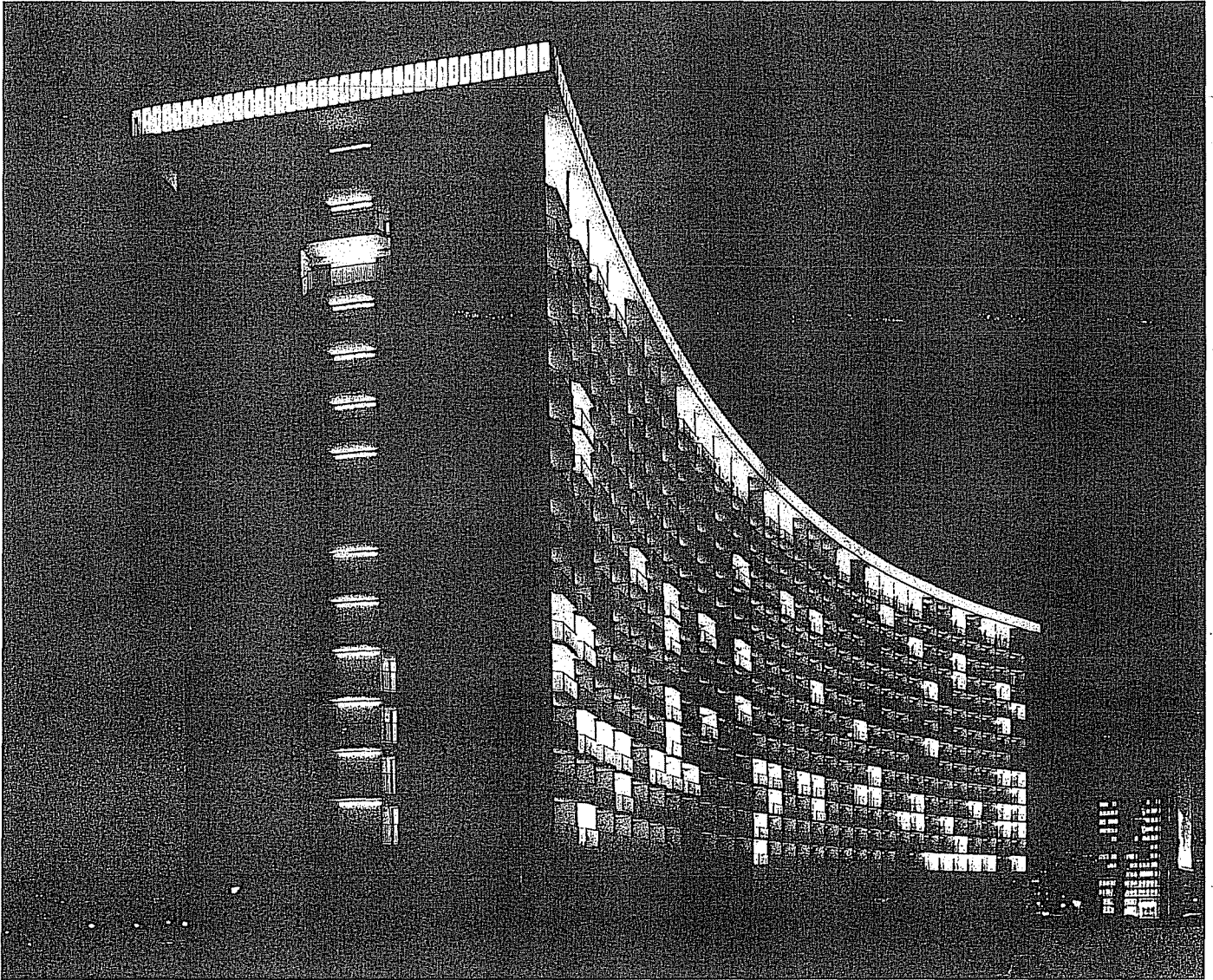
ATTACHMENT C: Historic Photographs



Exterior view of hotel under construction, dated 19 November 1965.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f69\_47.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

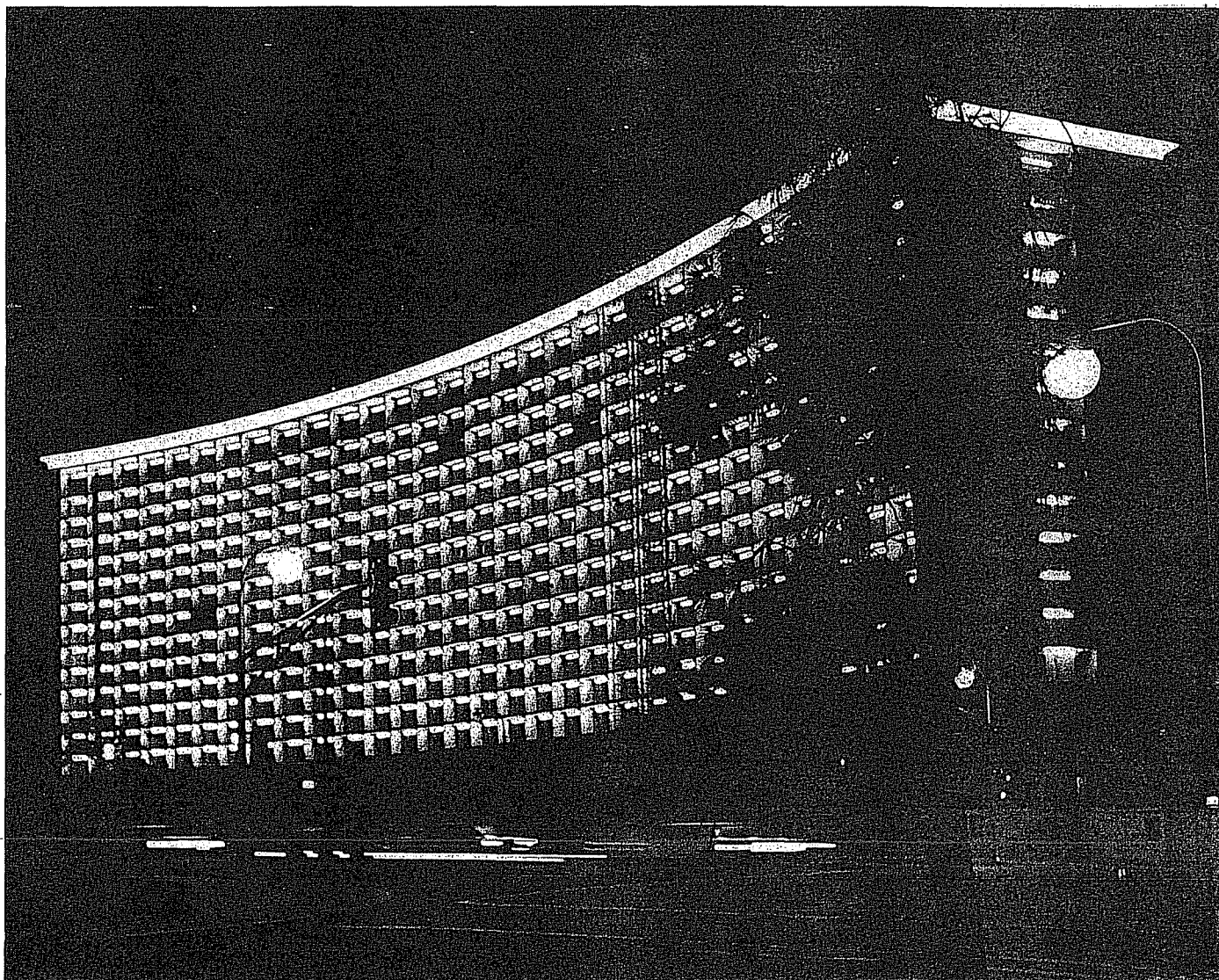
ATTACHMENT C: Historic Photographs



View of Century Plaza Hotel at night, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f69\_64.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

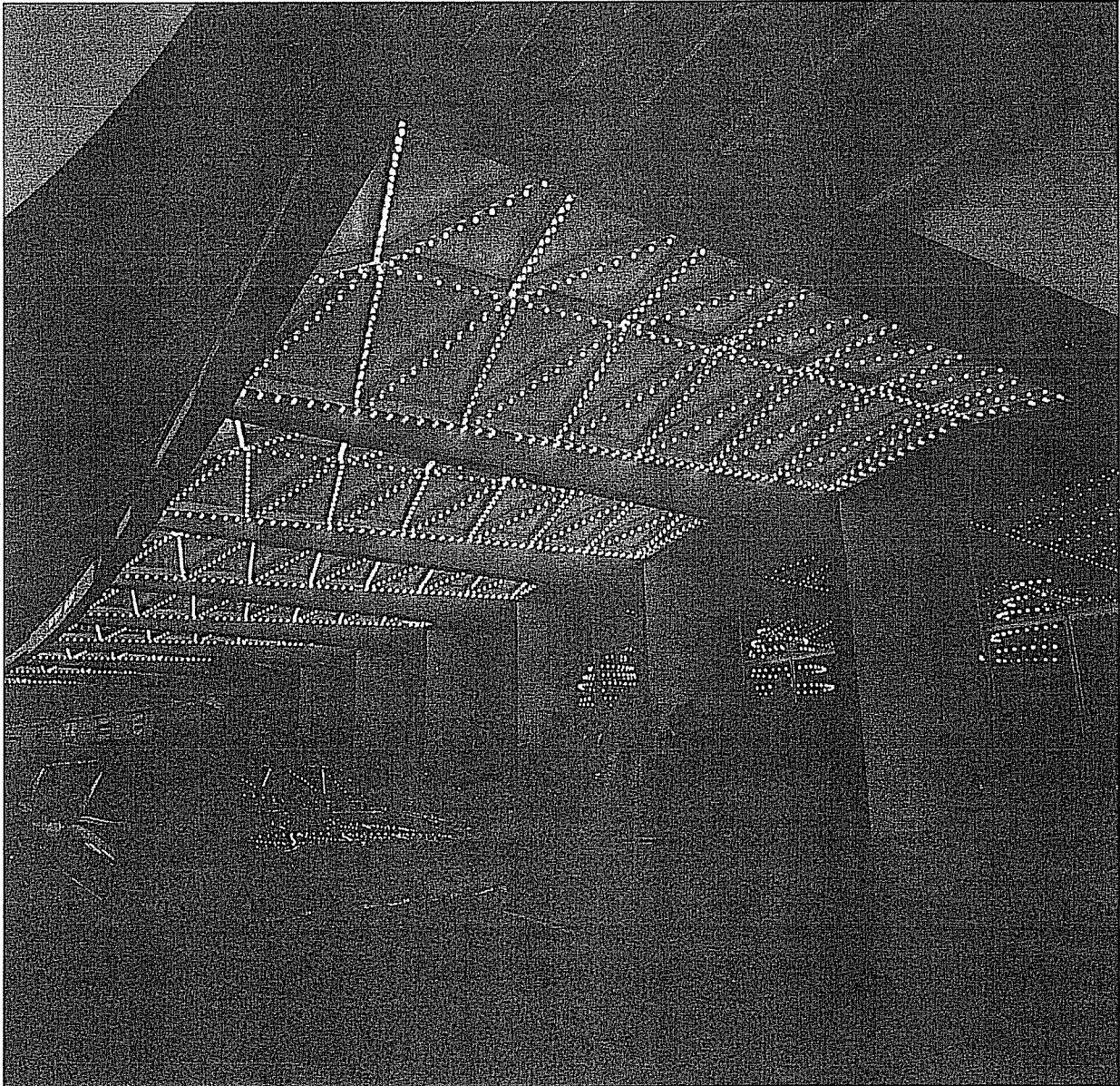
ATTACHMENT C: Historic Photographs



View of Century Plaza Hotel at night, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f69\_14.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

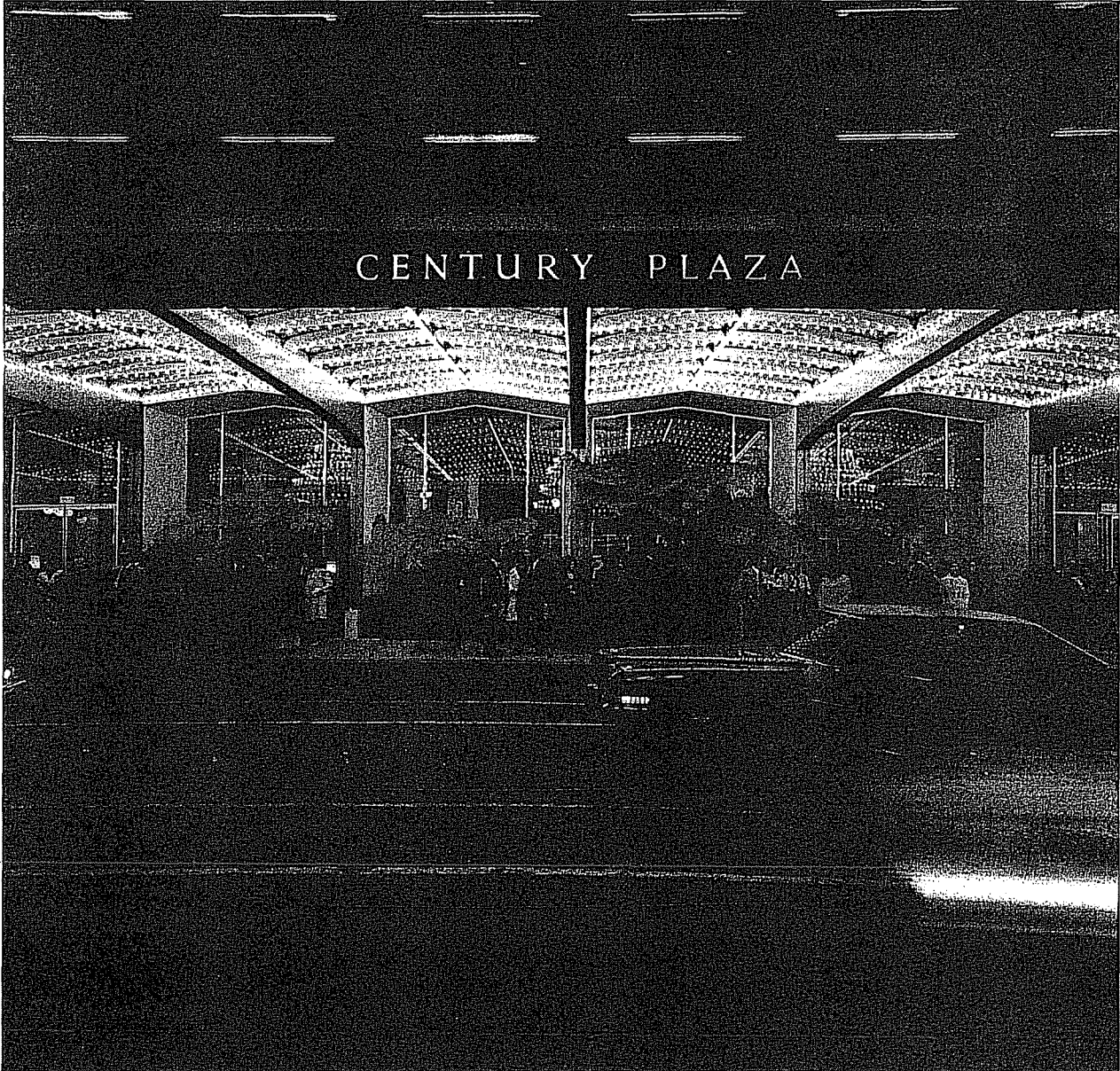
ATTACHMENT C: Historic Photographs



View under hotel canopy at night, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f55\_2.2.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

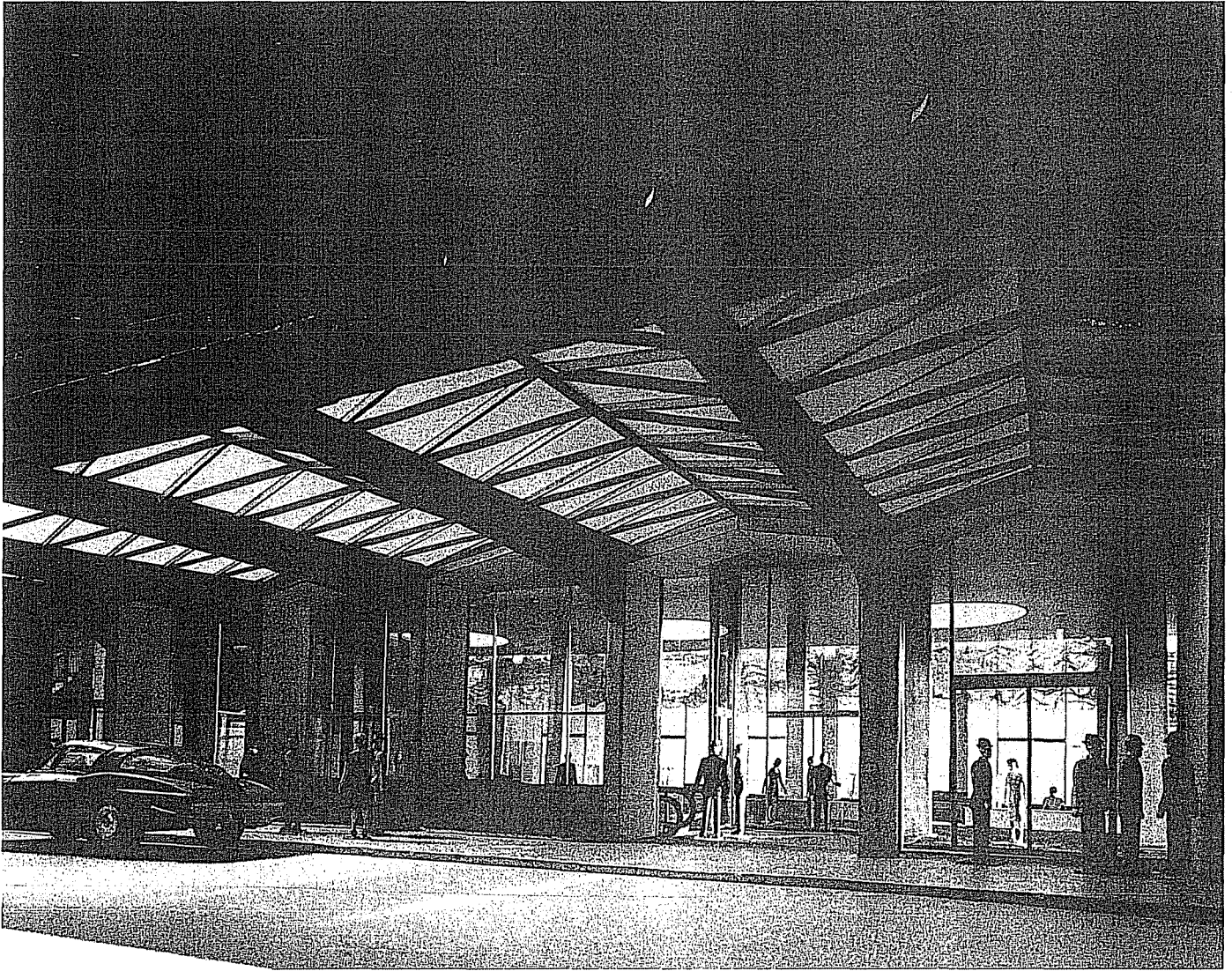
ATTACHMENT C: Historic Photographs



View of Century Plaza Hotel entrance at night, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f34\_6.6.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Model of entrance and canopy, c. 1965. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f34\_2.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs

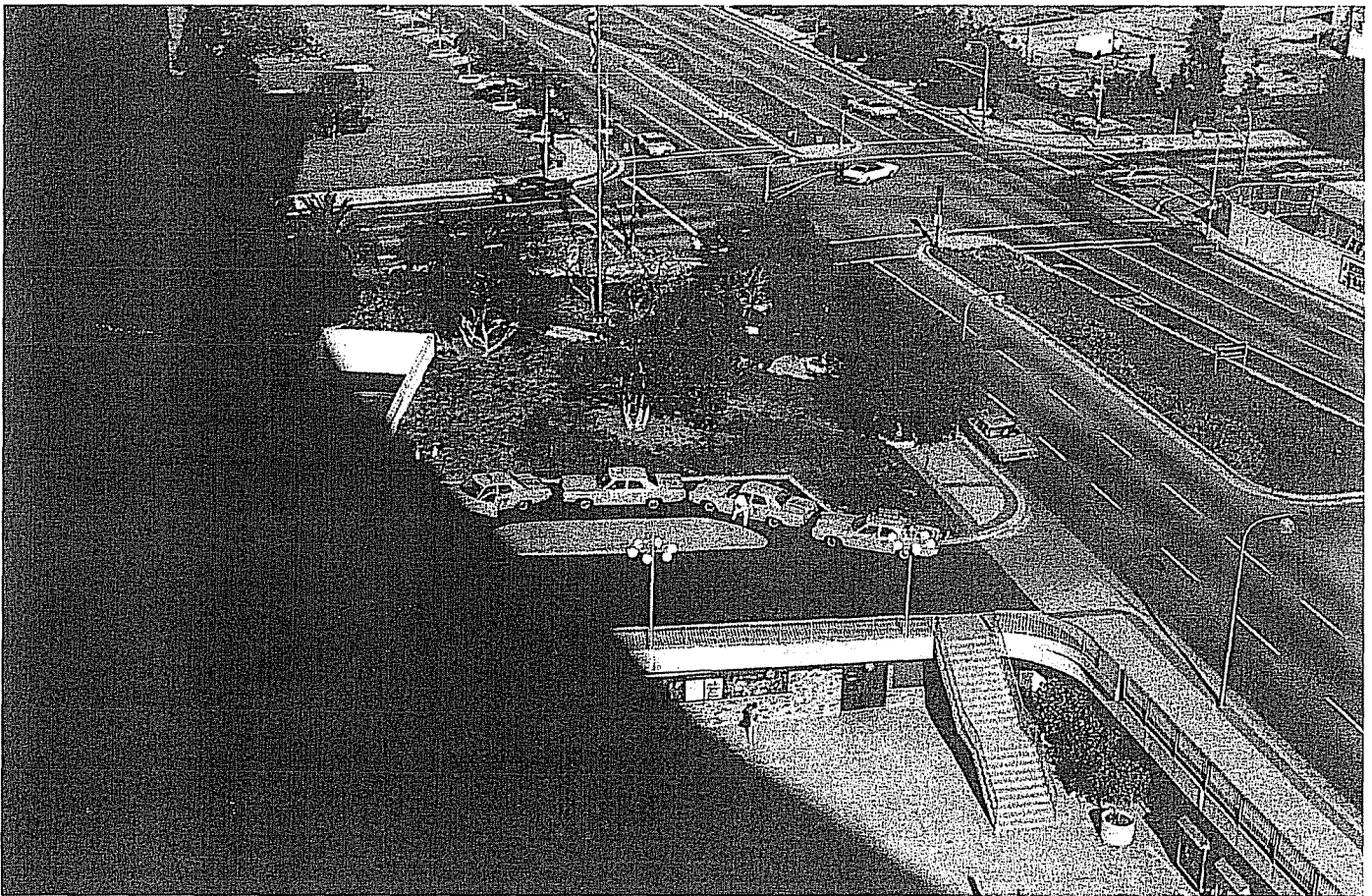


Aerial view of site and hotel's western facade, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f55\_12.13.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

ATTACHMENT C: Historic Photographs



Aerial view of plaza and entrance driveway from Avenue of the Stars with taxis, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f56\_1.2.)



Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

ATTACHMENT C: Historic Photographs



View from guest room of overall axial arrangement of site with plaza and pedestrian underpass/tunnel in foreground, c. 1960s.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f36\_1.11.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

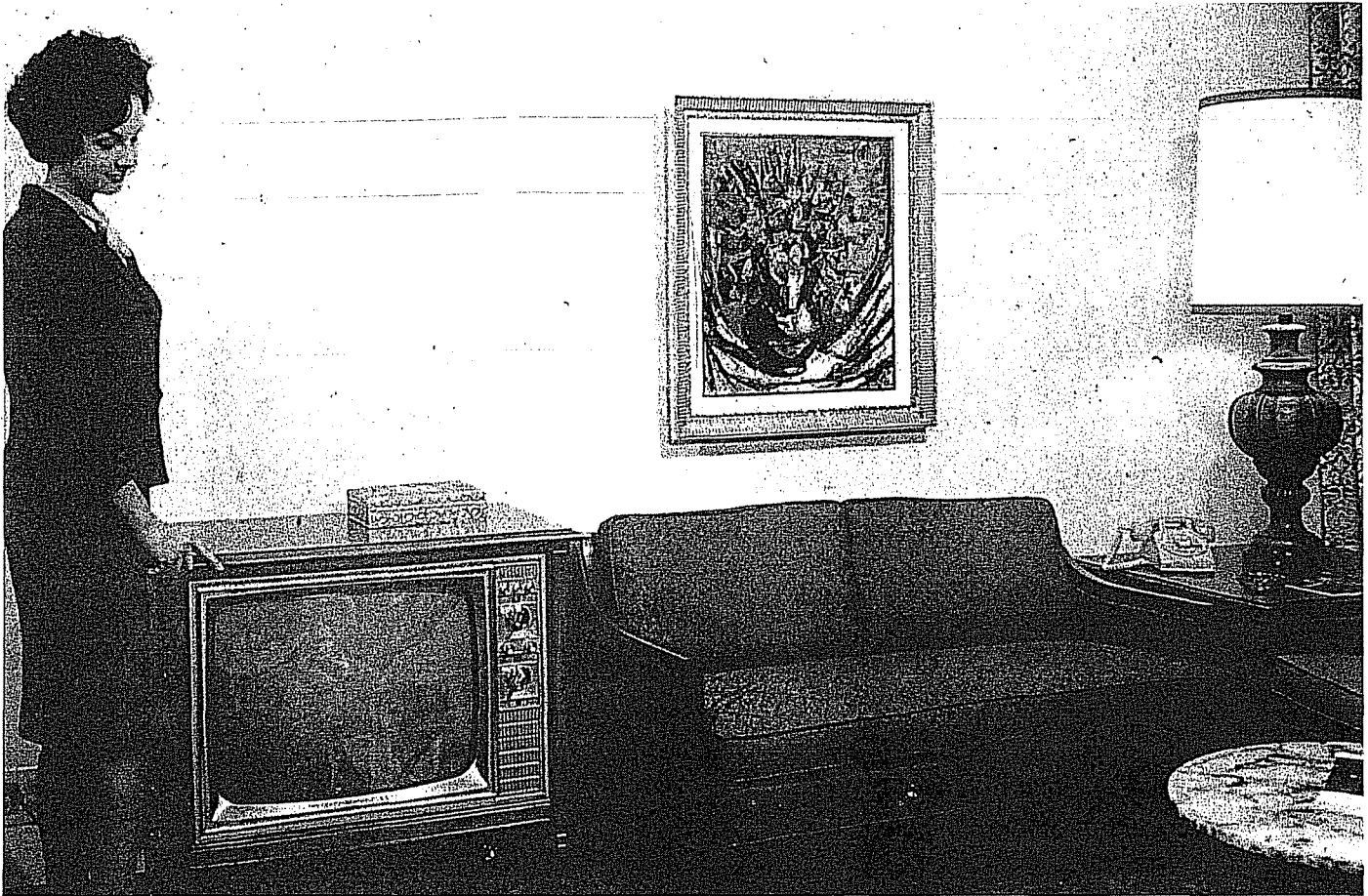
ATTACHMENT C: Historic Photographs



Interior view of guest room, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f57\_6.7.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

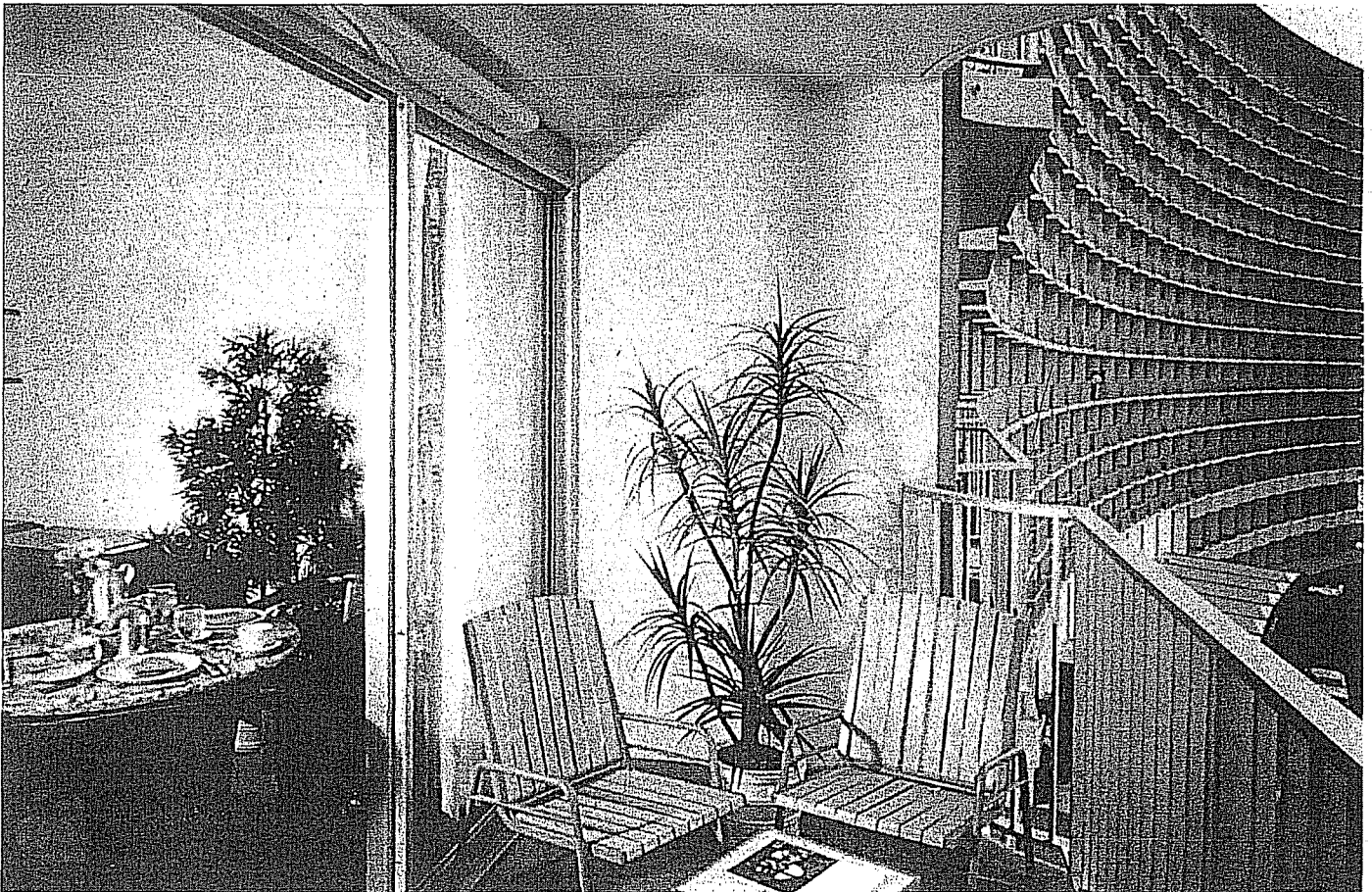
ATTACHMENT C: Historic Photographs



Interior view of guest room sitting area, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f57\_6.8.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



View of guest room from balcony, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f57\_6.13.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Interior view of Yamato's Restaurant, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f57 7.1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Interior view of Westside Room, c. 1960s. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f57\_7.3.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

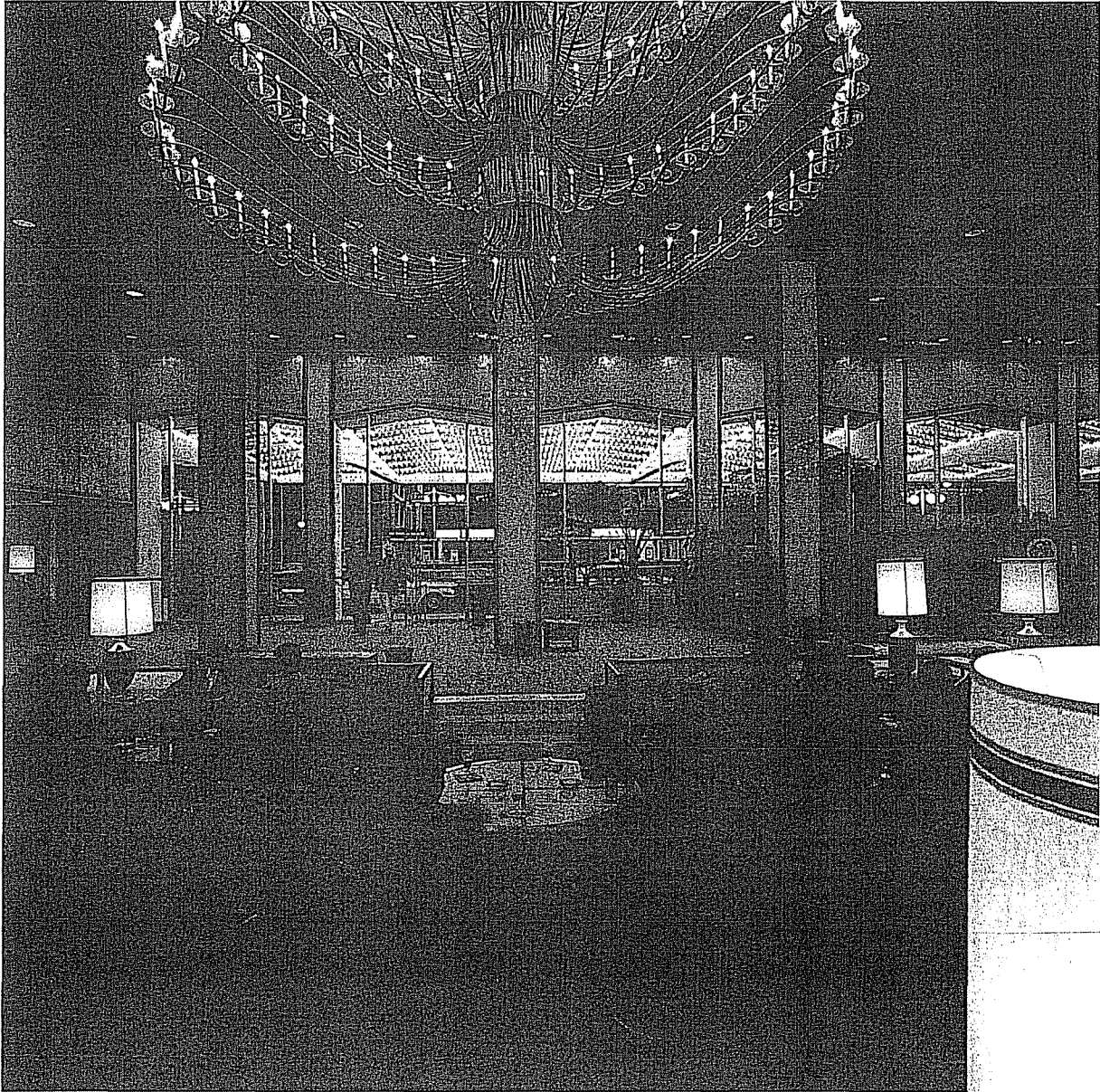
ATTACHMENT C: Historic Photographs



View of outdoor dining at the Plaza Cafe, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f60\_5.10.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Interior view of lobby, looking toward front entrance and canopy at exterior, c. 1960s.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b280f36\_14.5.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs

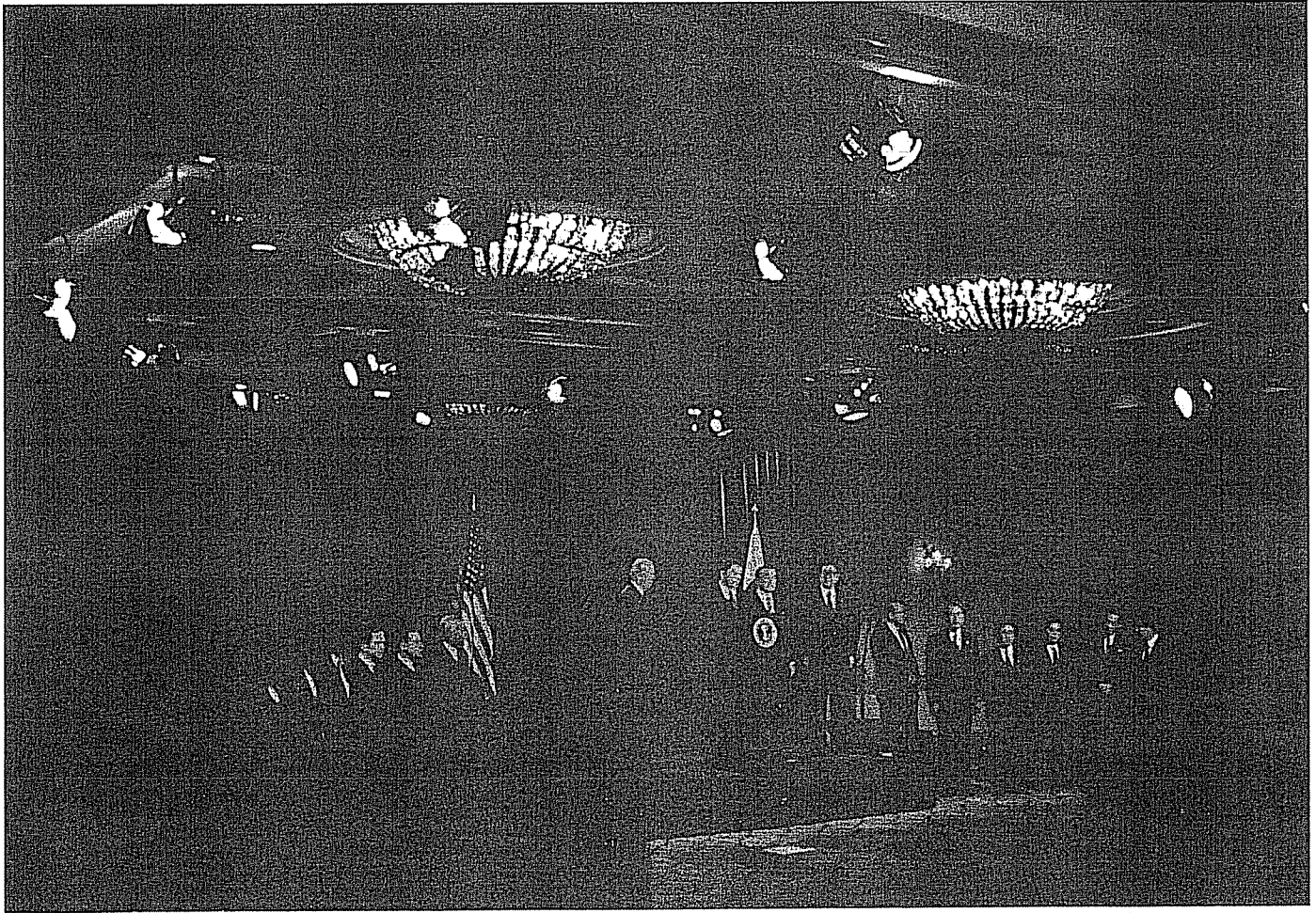


Interior view of Lobby Court with employees, c. 1960s.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f68\_4.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

ATTACHMENT C: Historic Photographs



Press event at hotel with President Reagan and Japanese Prime Minister Nakasone, undated.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f70\_9.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

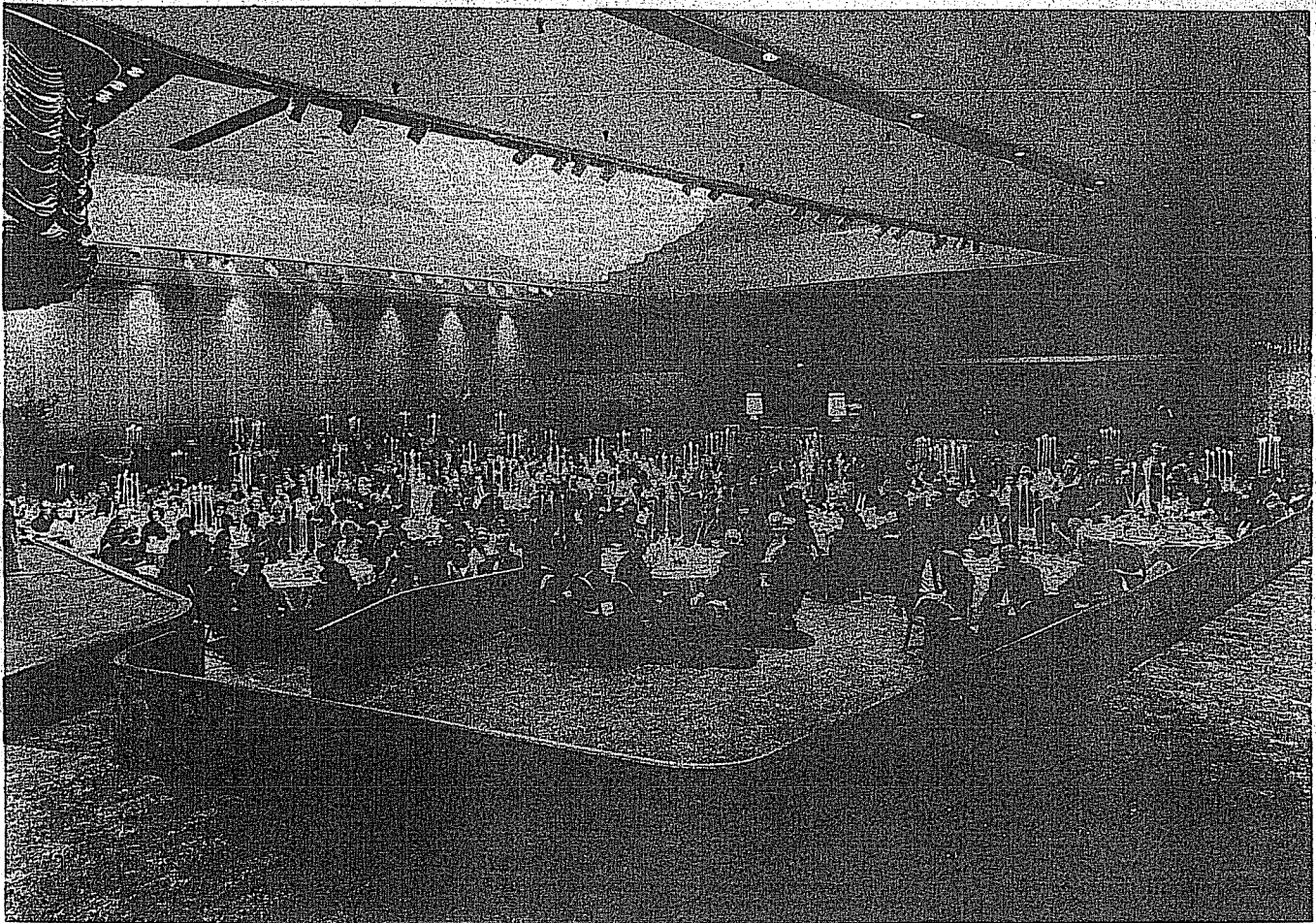
ATTACHMENT C: Historic Photographs



Interior view of the Los Angeles Ballroom during one of only a small handful of Presidential State Dinners ever held outside the White House, also known as the "Dinner of the Century," hosted by President Nixon in honor of the Apollo 11 Mission, the first lunar expedition, August 1969. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f78\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



CENTURY PLAZA HOTEL  
1ST ANNIVERSARY DINNER  
JUNE 12TH 1967

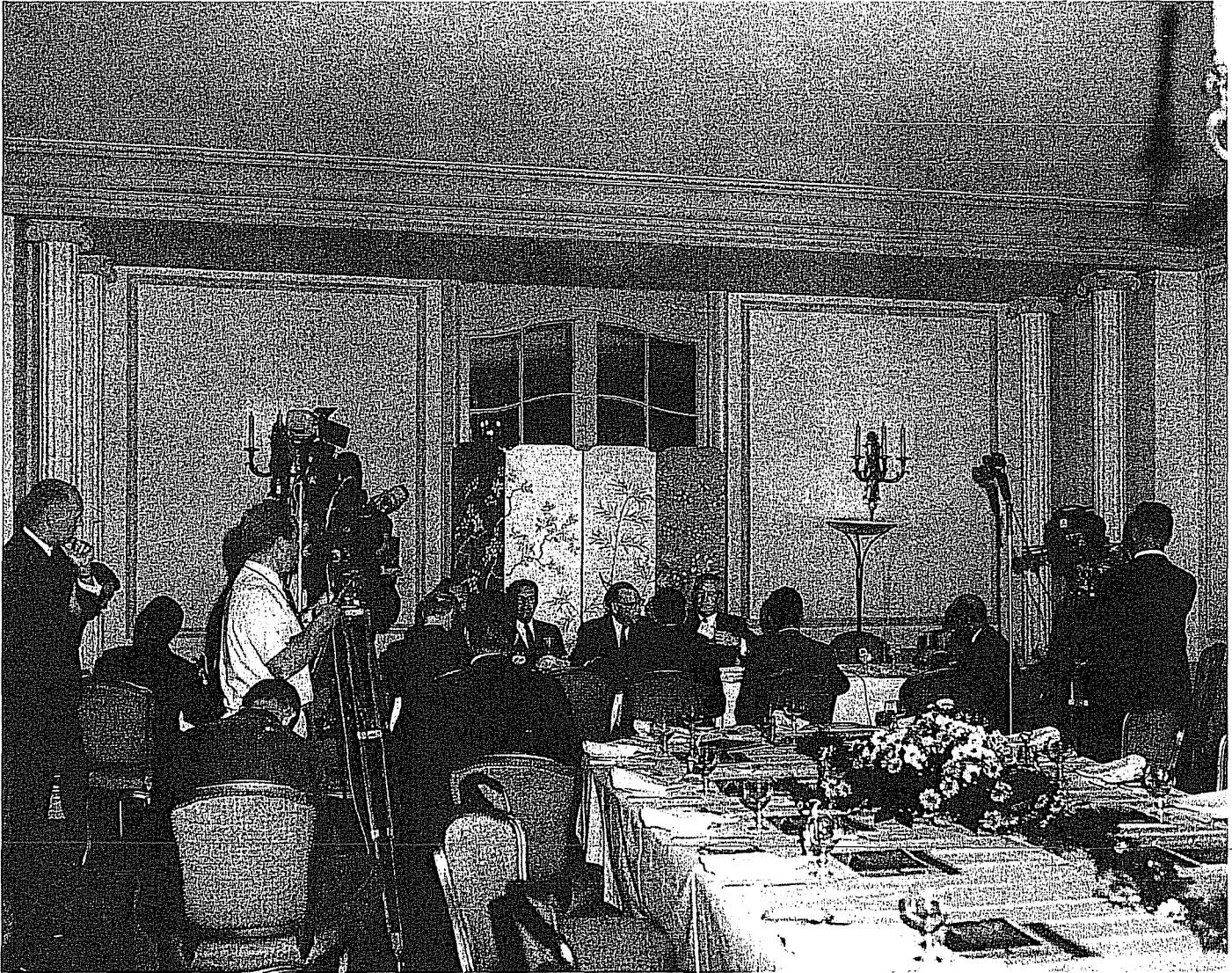
PHOTO COMPLIMENTS - AUDIO - PHOTO - SERVICES

Interior view of the Los Angeles Ballroom on the occasion of the Hotel's First Anniversary Dinner, June 1967.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f80\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

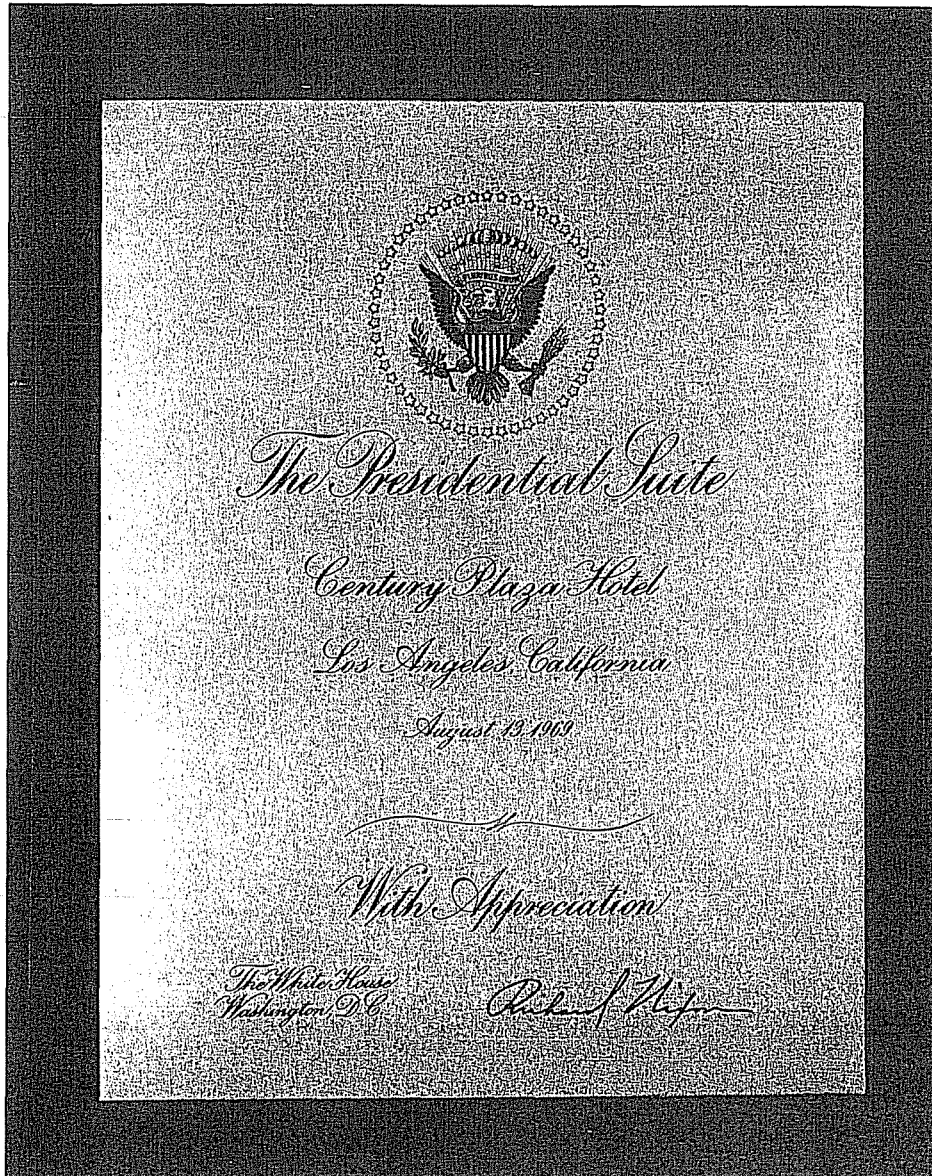
ATTACHMENT C: Historic Photographs



California Governor Pat Brown and others during National Governors' Conference, July 1966.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f83\_5.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Plaque presented to Century Plaza Hotel by President Nixon, undated.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f88\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

ATTACHMENT C: Historic Photographs

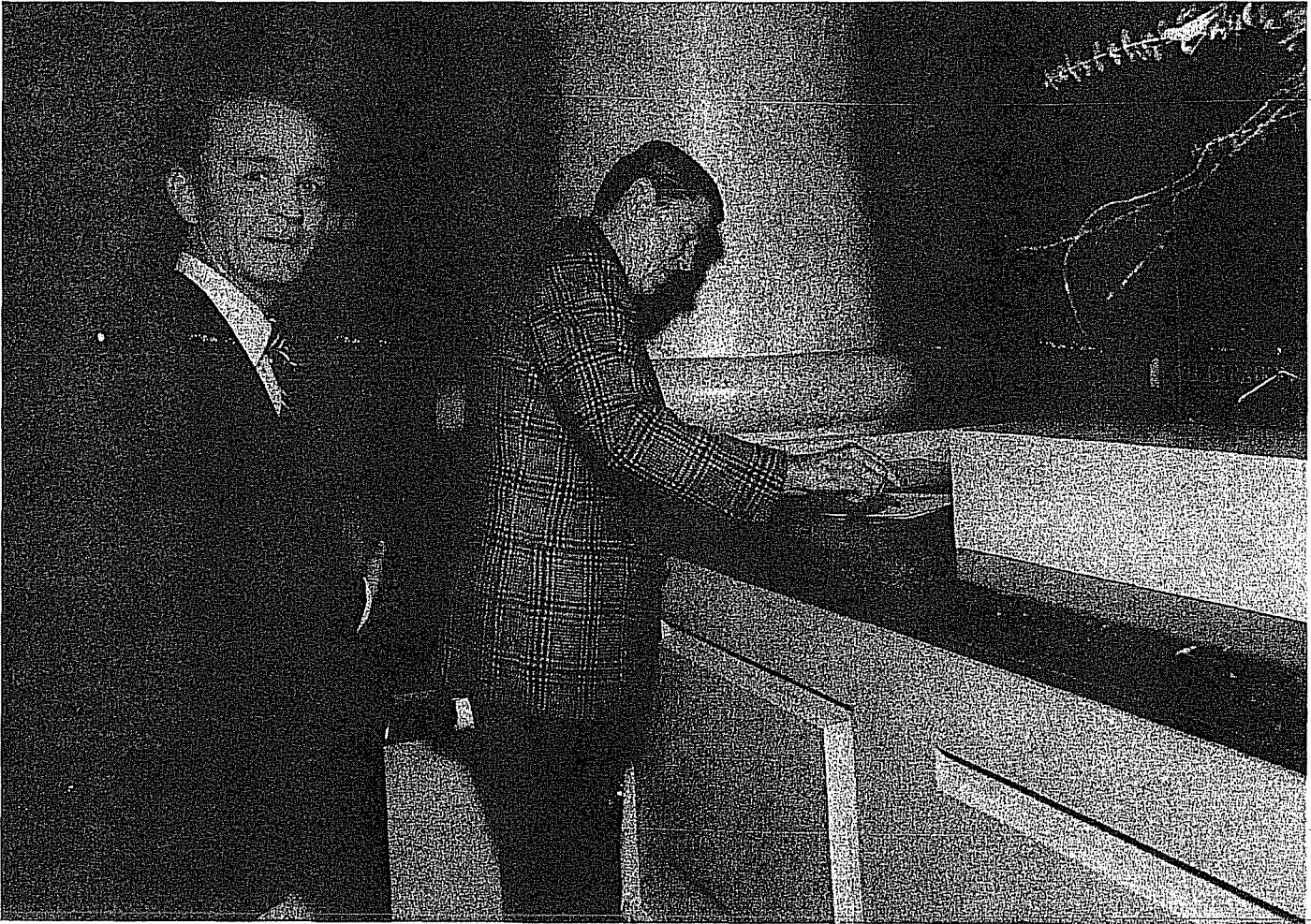
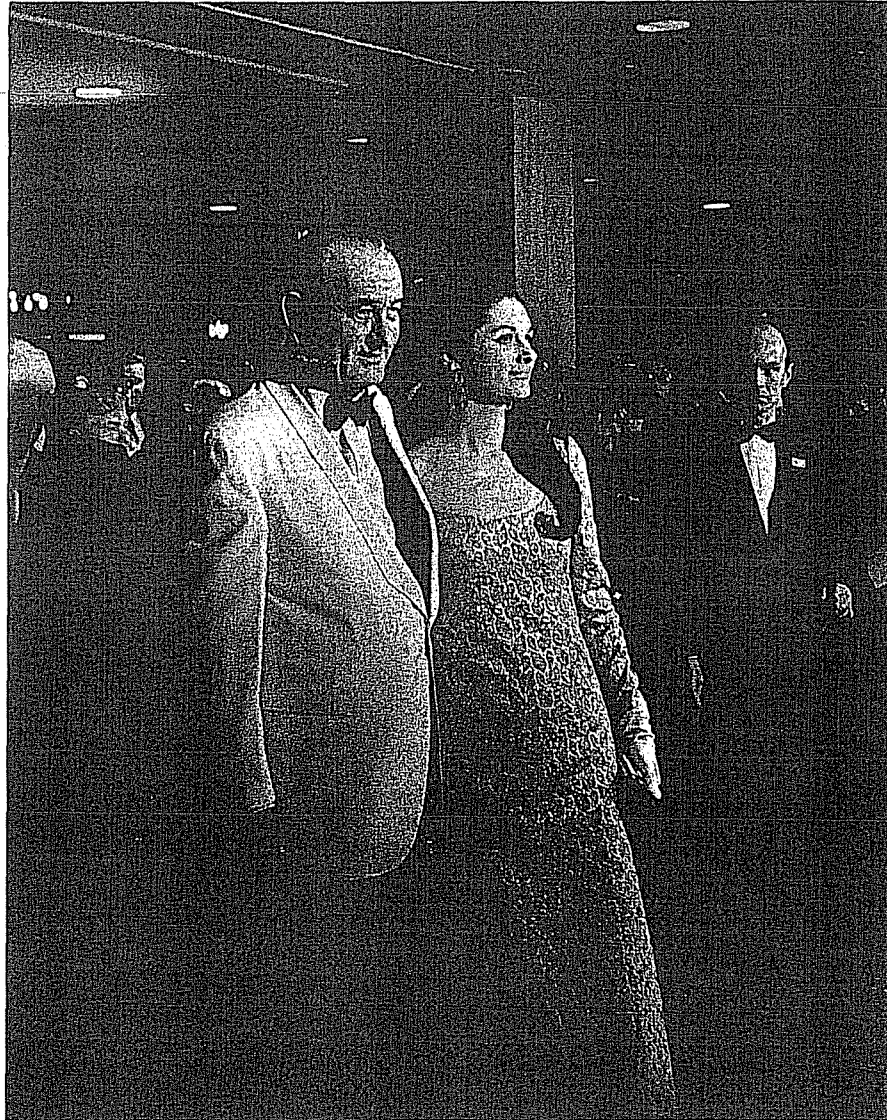


Image of President Reagan signing in at the front desk in the hotel tower, dated January 1985.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f70\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



President Johnson and daughter arriving at Century Plaza Hotel, c. 1967.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f77\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



President Nixon greeting hotel staff, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f71\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



President Carter at hotel, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f76\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Actor Ephraim Zimbalist in front of the Westside Room, undated.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f82\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs

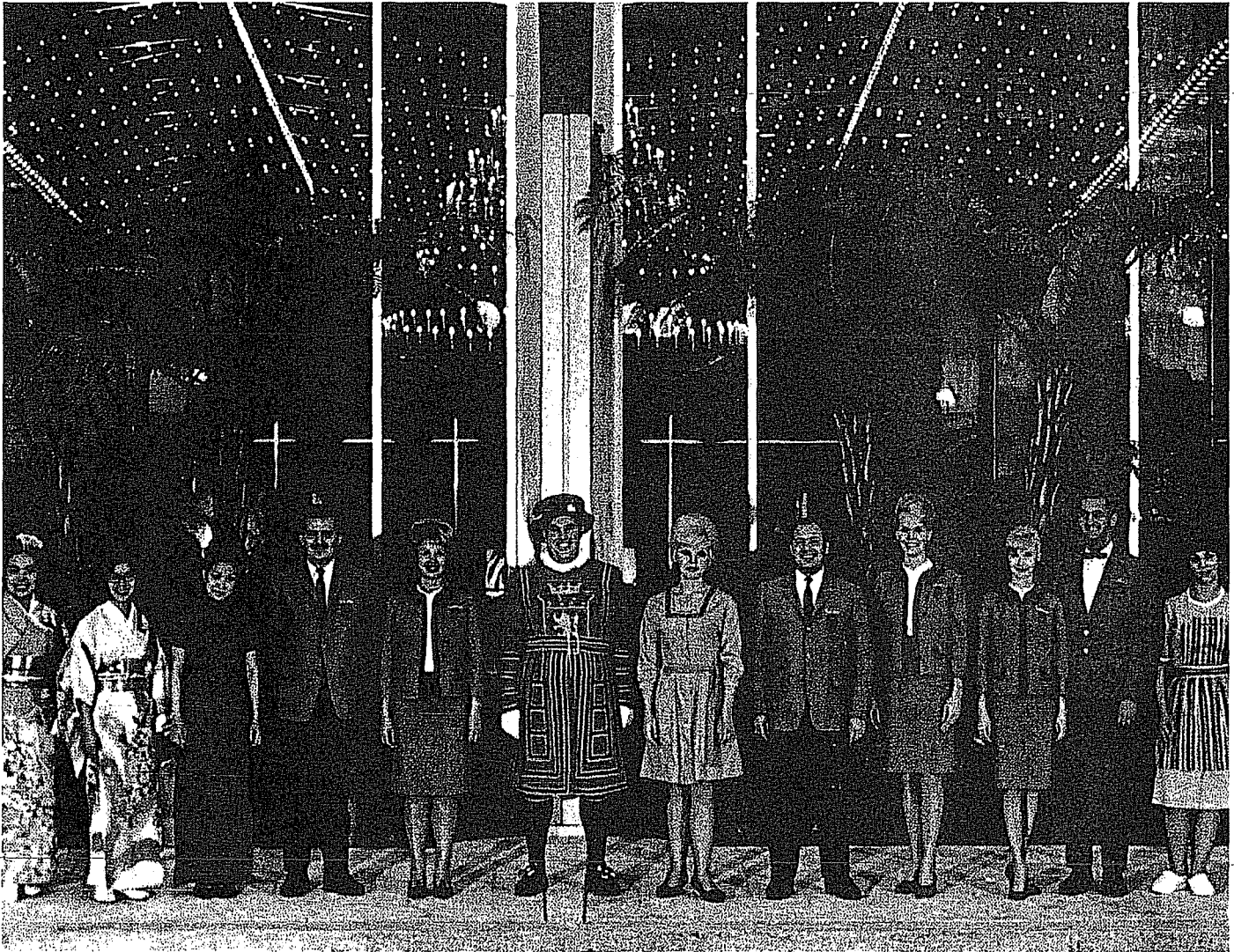


Senator George McGovern greeted by Century Plaza Hotel General Manager Jack Vaughan, undated.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f85\_1.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

ATTACHMENT C: Historic Photographs



Untitled and undated image illustrating hotel staff in uniforms.

(Source: Courtesy Westin Hotels & Resorts, Image from "Pages from Advertising-4.pdf")

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs



Hotel doorman in Beefeater uniform at entrance, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b272f60\_6.9.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
June 28, 2013

ATTACHMENT C: Historic Photographs

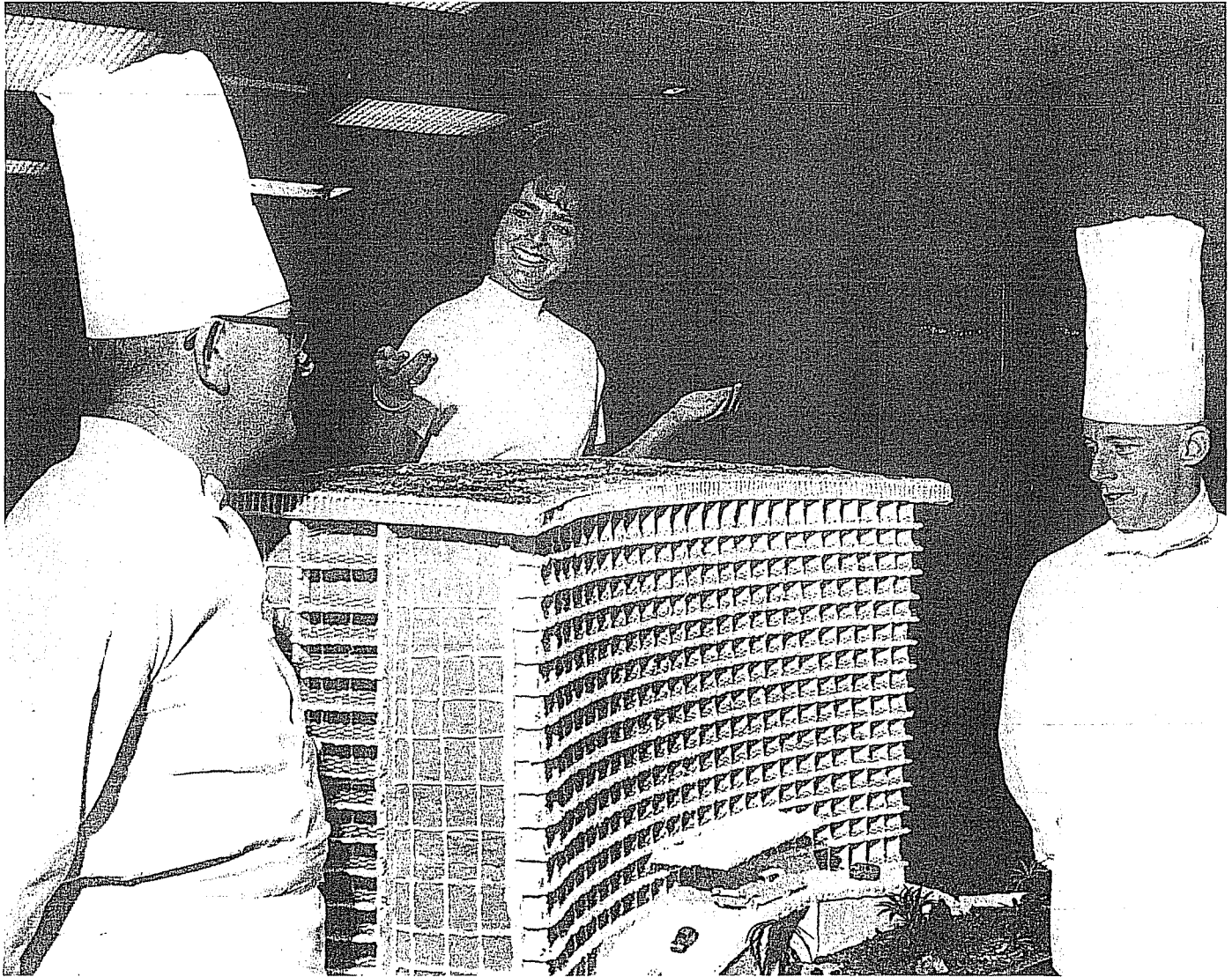


Hotel employees in the Garden Room, undated. (Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f68\_3.)

Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application

June 28, 2013

ATTACHMENT C: Historic Photographs



Hotel-shaped cake executed by pastry chef George Jung, undated.  
(Source: Courtesy Westin Hotels & Resorts, Image No. 656b291f90\_28.)

## BACKGROUND

On July 7, 2009, Councilmember Paul Koretz introduced a motion (Council File 09-1676) that proposed listing the Century Plaza Hotel as a Historic-Cultural Monument (HCM). This motion was in response to a proposed project that would potentially have demolished the subject building and replaced it with new construction. On August 4, 2009, at a hearing of the Planning and Land Use Management Committee of the City Council, the staff of the Office of Historic Resources was instructed to prepare an inventory of the subject building's character/non-character defining features in preparation for the possible inclusion of the subject building in the City of Los Angeles' list of HCMs. On October 8, 2009, pursuant to Council File 09-1676, the staff of the Office of Historic Resources released a proposed inventory of the subject building's character and non-character defining features.

Pending approval of this motion, the project applicant/property owner and representatives met to discuss preservation options with the Los Angeles Conservancy, the National Trust for Historic Preservation, as well as with the Office of Councilmember Paul Koretz. These discussions led to an agreement amongst the stakeholders to pursue a preservation alternative that would include the subject building while maintaining historic resource eligibility. The Cultural Heritage Commission and its Office of Historic Resources would provide early advisory input on the CEQA review for the project.

On February 12, 2010, the City Council approved a substitute motion under Council File 09-1676 that reflected the agreement reached amongst the stakeholders. This motion continued the initiation of the HCM designation by the City Council and required from the project applicant a Historic Resource Evaluation to analyze preservation alternatives. The motion also requested that the Cultural Heritage Commission "provide input and an advisory opinion on the completeness and adequacy of the Historic Eligibility Evaluation Report for the Century Plaza Hotel preservation project."

On August 11, 2010, the firm of Architectural Resources Group (ARG) retained by the project applicant released a Historical Resource Evaluation and Project Analysis report.

On August 19, 2010, the Cultural Heritage Commission toured the subject building.

On September 16, 2010, the Cultural Heritage Commission reviewed and commented on the Historical Resource Evaluation and Project Analysis report; the Commission determined that the report was complete and accurate and concurred with the report's Statement of Continued Eligibility in Section 2.4 that states:

*The Project appears to introduce a range of modifications that will lessen the Hotel's overall integrity but not to a degree that it will be significantly diminished. The Hotel's aesthetic expression is largely derived from its distinctive form, shape, footprint, and massing, which will not be affected by the Project. Treatment of the Plaza and proposed new construction at the Hotel's principal façade are still in the conceptual phase, however adherence to the Treatment Protocol (attached as Appendix A) and the Secretary of the Interior's Standards should avoid any adverse impact. Based on the integrity thresholds of the California Register and requirements for designation as a Los Angeles HCM it appears that, though impacted by the Project, the Hotel will retain sufficient integrity to convey its significance. ARG finds that upon completion of the Project, the Hotel's integrity will likely not be diminished in such a way that its eligibility for designation will be compromised.*

**CALIFORNIA ENVIRONMENTAL QUALITY ACT ("CEQA") REVIEW**

State of California CEQA Guidelines, Article 19, Section 15308, Class 8 *"consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for protection of the environment."*

State of California CEQA Guidelines Article 19, Section 15331, Class 31 *"consists of projects limited to maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic buildings."*

The designation of the Century Plaza Hotel as a Historic-Cultural Monument in accordance with Chapter 9, Article 1, of The City of Los Angeles Administrative Code ("LAAC") will ensure that future construction activities involving the subject property are regulated in accordance with Section 22.171.14 of the LAAC. The purpose of the designation is to prevent significant impacts to a Historic-Cultural Monument through the application of the standards set forth in the LAAC. Without the regulation imposed by way of the pending designation, the historic significance and integrity of the subject property could be lost through incompatible alterations and new construction and the demolition of irreplaceable historic structures. The Secretary of the Interior's Standards of Rehabilitation are expressly incorporated into the LAAC and provide standards concerning the historically appropriate construction activities which will ensure the continued preservation of the subject property.

The use of Categorical Exemption Class 8 in connection with the proposed designation is consistent with the goals of maintaining, restoring, enhancing, and protecting the environment through the imposition of regulations designed to prevent the degradation of Historic-Cultural Monuments.

The use of Categorical Exemption Class 31 in connection with the proposed designation is consistent with the goals relating to the preservation, rehabilitation, restoration and reconstruction of Historic buildings in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving Rehabilitating, Restoring, and Reconstructing Historic Buildings.

**HISTORIC-CULTURAL MONUMENT  
APPLICATION**

TYPE OR HAND PRINT IN ALL CAPITAL BLOCK LETTERS

**IDENTIFICATION**

1. NAME OF PROPOSED MONUMENT Century Plaza Hotel
2. STREET ADDRESS 2025 S. Avenue of the Stars
- CITY Los Angeles ZIP CODE 90067 COUNCIL DISTRICT 5
3. ASSESSOR'S PARCEL NO. 4319004109
4. COMPLETE LEGAL DESCRIPTION: TRACT P M 1495
- BLOCK None LOT(S) FR A ARB. NO. 3
5. RANGE OF ADDRESSES ON PROPERTY 2025 S. Avenue of the Stars, 10220 W. Constellation Blvd.
6. PRESENT OWNER Next Century Associates, LLC
- STREET ADDRESS 1999 Avenue of the Stars E-MAIL ADDRESS: rick@woodridgecapital.com
- CITY Los Angeles STATE CA ZIP CODE 90067 PHONE (310) 824-2200
- OWNERSHIP: PRIVATE  PUBLIC
7. PRESENT USE Hotel ORIGINAL USE Hotel

**DESCRIPTION**

8. ARCHITECTURAL STYLE New Formalism  
(SEE STYLE GUIDE)
9. STATE PRESENT PHYSICAL DESCRIPTION OF THE SITE OR STRUCTURE (SEE OPTIONAL DESCRIPTION WORK SHEET. 1 PAGE MAXIMUM)
- See attached.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**HISTORIC-CULTURAL MONUMENT  
APPLICATION**

NAME OF PROPOSED MONUMENT Century Plaza Hotel

10. CONSTRUCTION DATE: 1963-1966 FACTUAL:  ESTIMATED:

11. ARCHITECT, DESIGNER, OR ENGINEER Minoru Yamasaki

12. CONTRACTOR OR OTHER BUILDER George A. Fuller Company

13. DATES OF ENCLOSED PHOTOGRAPHS see attached  
(1 8X10 BLACK AND WHITE GLOSSY AND 1 DIGITAL E-MAILED TO CULTURAL HERITAGE COMMISSION@LACITY.ORG)

14. CONDITION:  EXCELLENT     GOOD     FAIR     DETERIORATED     NO LONGER IN EXISTENCE

15. ALTERATIONS see attached

16. THREATS TO SITE:  NONE KNOWN     PRIVATE DEVELOPMENT     VANDALISM     PUBLIC WORKS PROJECT  
 ZONING     OTHER \_\_\_\_\_

17. IS THE STRUCTURE:  ON ITS ORIGINAL SITE     MOVED     UNKNOWN

**SIGNIFICANCE**

18. BRIEFLY STATE HISTORICAL AND/OR ARCHITECTURAL IMPORTANCE: INCLUDE DATES, EVENTS, AND PERSON ASSOCIATED WITH THE SITE (SEE ALSO SIGNIFICANCE WORK SHEET. 750 WORDS MAXIMUM IF USING ADDITIONAL SHEETS)

see attached

19. SOURCES (LIST BOOKS, DOCUMENTS, SURVEYS, PERSONAL INTERVIEWS WITH DATES) see attached

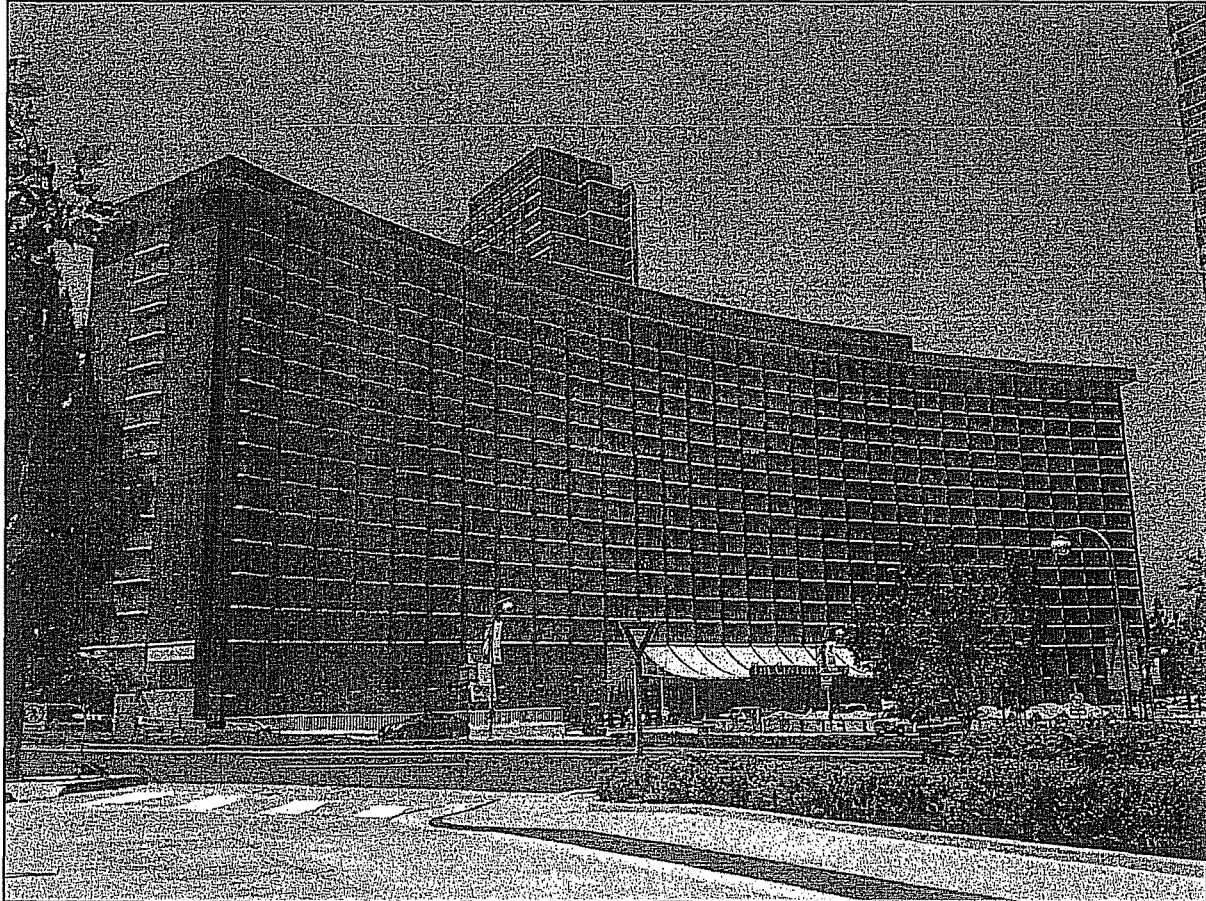
20. DATE FORM PREPARED 06/28/2013 PREPARER'S NAME Katie Horak

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Century Plaza Hotel | Los Angeles Historic-Cultural Monument Application  
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**IDENTIFICATION**

**Address:** Century Plaza Hotel  
2025 S. Avenue of the Stars  
Los Angeles, CA 90067

**Council District:** 5

**Assessor's Parcel No:** 4319004109  
**Tract:** P M 1485  
**Block:** None  
**Lot:** FR A  
**Arb. No:** 3

**Range of Addresses:** 2025 S. Avenue of the Stars  
10220 W. Constellation Blvd.

**Present Owner:** Next Century Associates, LLC, attn. Rick Arambulo  
1999 Avenue of the Stars  
Los Angeles, CA 90067  
(310) 824-2200  
rick@woodridgecapital.com

**Ownership:** Private  
**Present Use:** Hotel  
**Original Use:** Hotel



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### DESCRIPTION

**Architectural Style:** New Formalism

#### Physical Description:

##### Site

The Century Plaza Hotel ("the Hotel") is located at 2025 Avenue of the Stars in Century City, a 180-acre section of the City of Los Angeles which was formerly the backlot of Fox Studios. The Century City area is bounded by Santa Monica Boulevard to the north, West Pico Boulevard to the south, Century Park W. to the west, and Century Park E. to the east. The rectangle is bisected east-west by Avenue of the Stars, and north-south by W. Olympic Boulevard creating four quadrants. The Hotel is located in the northwest quadrant of Century City and fronts northeast onto Avenue of the Stars. The Hotel site is generally a rectangular-shaped property bounded by Constellation Boulevard to the northwest; Avenue of the Stars to the northeast; a high-rise residential development to the southeast ("The Century"); and MGM Drive, MGM Tower, and a multi-level parking structure to the southwest.

##### Hotel

The Century Plaza Hotel is a steel-frame, reinforced concrete building finished with cement plaster and anodized aluminum panels. The crescent-shaped plan of the Hotel is its dominant character defining feature, and the principal façade, the concave side, faces Avenue of the Stars. A flat roof tops the building and projects to form wide eaves, which are ornamented with an anodized aluminum screen detailed with a rectangular and oval pattern, emulating an egg-and-dart motif. The building is composed of 16 stories above ground and four below. A C-shaped rooftop penthouse contains mechanical equipment. The Hotel's first two stories are devoted to public spaces while all upper floors above contain guest rooms. At each of the top 14 floors, projecting concrete slabs create balconies. The façade is divided into 30 vertical bays by narrow projecting piers, which form partition walls between each balcony. Simple metal railings line the balconies. Where the balcony floors and vertical piers intersect, the balcony slabs have crescent-shaped cutouts, which are echoed in the form of the railing. Full-height, aluminum-framed windows and glazed doors fill the wall plane of each balcony and the openings on the first and second floors. A cantilevered canopy, consisting of a steel frame and translucent plastic panels, covers the main entrance. A fabric awning supported by metal tubes has been mounted above the canopy. The concrete balconies and flat roof create a strong horizontal emphasis which is balanced by the vertical piers.

The main façade is distinguished by a below-grade, open-air plaza, a sunken level accessible by staircases and serving as an oval around which vehicular traffic circulates. It was originally the location of outdoor dining and retail shops. A subterranean tunnel traverses eastward beneath Avenue of the Stars, connecting the Plaza to the Creative Artists Agency (CAA) building across the street.

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Although the rear (west) façade is convex, the design composition is similar to that of the front façade; piers and cantilevered concrete balconies divide the façade into 30 bays. Unlike the front façade, two elevator towers complete the symmetrical arrangement. The northern elevator tower is flush and the southern elevator projects from the building; both are covered in vertical anodized aluminum panels.

The north and south façades are nearly identical. Each has a central bay with concrete balconies and railings like those on the front and rear elevations. Vertical bands of aluminum panels flank the central bay. Unlike the east and west elevations, the design of these elevations is predominantly vertical in character. A one-story, semicircular addition was constructed at the south façade as an enlargement of the existing restaurant in 1984.

**Character-defining features** of the Century Plaza Hotel include:

**Site**

- Viewshed from Avenue of the Stars
- Setback from Avenue of the Stars
- Sunken plaza to the east of the building, including:
  - its crescent shape, mimicking the shape of the Hotel;
  - concrete rim with curved corners;
  - original staircases (excluding the staircase at the north end of the Plaza that was added later);
  - tunnel connection beneath Avenue of the Stars; and
  - pedestrian access to the Plaza level of the Hotel through numerous openings
- Metal railings lining the at-grade perimeter of the sunken plaza (except a segment of the railing that lines the eastern perimeter, which has been replaced)
- Driveway configuration from Avenue of the Stars, including vehicular circulation and patterns of guest drop-off and pick-up
- Flagpole at northeast corner of property, at Avenue of the Stars
- Site trees (including three ficus trees and four palm trees) located in two different groupings at the north end of the Hotel<sup>1</sup>

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<sup>1</sup> An original landscape plan or planting plan for the Century Plaza has not been located, and therefore it is not exactly clear which extant trees or landscape features are original to the development of the property. However, an analysis of historic photographs suggests that the trees described here were installed at the time of the Hotel's construction.



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### Hotel

- Curvilinear, crescent building shape and plan
- Flat roof
- One-story, crescent-shaped penthouse on rooftop
- Projecting cornice at rooftop, consisting of boxed eaves with a decorative aluminum screen, resembling Classical egg-and-dart molding
- Illuminated panels lining the projecting cornice
- Balconies at the east-facing (primary) façade, fronting Avenue of the Stars, arranged in identical uninterrupted rows, 14 high and 30 across
- Balconies at the west-facing façade, arranged in identical rows 14 high and 26 across, bisected by two elevator towers, creating three balconied sections
- Two elevator towers on west-facing façade, sheathed in aluminum panels
- A centered vertical row of 14 balconies flanked by aluminum panels at the south-facing and north-facing façades
- Vertical bay divisions between balconies, consisting of aluminum panels that run continuously from the ground to the projecting cornice
- Balcony railings consisting of simple, metal rails with squared vertical bars capped with a squared metal handrail
- Chamfered corners at balconies, creating a beveled appearance
- Concrete floor slabs at balconies
- Full-width, aluminum-framed windows and sliding glass doors at balcony openings
- Exterior materials and finishes, including unpainted anodized aluminum panels, concrete, glass, and cement plaster
- A double-height lobby and mezzanine level, creating a pronounced base beneath the balconied stories
- Location of the Hotel's main entrance and lobby at the central eight bays of the east façade
- Vertical divisions and rhythm of storefront bays at the ground floor of east façade
- Series of arched window openings at lobby entrance, spanning the width and positioned below the entry canopy
- Cantilevered canopy structure at main entrance
- Configuration of ground floor window openings on the north and south façades

### Interior

- Corridor configuration of upper floors, following the curvature of the building's crescent shape
- Dome-shaped ceilings at north and south elevator lobbies at the following floors: all guest room floors (5<sup>th</sup>-19<sup>th</sup>), the mezzanine level, and the Plaza level.



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- Presidential and Royal Suites perimeter
- Recessed circles in lobby ceiling
- Corridor doors, frames, and thresholds, guest room floors
- Perimeter, volume and basic configuration of the ballroom

**Construction Date:** 1963-1966 (factual)  
**Architect:** Minoru Yamasaki  
**Contractor/Builder:** George A. Fuller Company  
**Dates of Photographs:** See Attachment A.

**Condition:** Excellent

**Threats to site:** None known  
**The structure is:** On its original site

**Alterations:**

Minoru Yamasaki's design for the exterior of Century Plaza Hotel is largely intact, with no major alterations or additions. The only visible alteration to the exterior envelope of the building is the modification of the historic canopy over the main entrance at the east façade. This alteration is mainly cosmetic (the canopy structure is intact). A one-story, semicircular addition was constructed at the south façade of the Hotel in 1984 as an enlargement of the existing restaurant; this modification falls within the building's proposed period of significance (1966-1984) and is therefore considered historic in its own right.

The interior of the Hotel has been altered. The layout and plan of the two subterranean levels (California Level and Plaza Level, which contain convention space and the ballroom), as well as the first floor reception area and mezzanine, have been altered in terms of finishes and configuration of non-load bearing partition walls. Interior finishes have been changed throughout the building.

Modifications to the site include a complete reworking of the pool and outdoor landscaping to the east of the Hotel.

For a full chronology of interior and exterior alterations, please see Attachment B.

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## SIGNIFICANCE

### Summary of Significance:

The Century Plaza Hotel is eligible for designation as a Los Angeles Historic-Cultural Monument for its role in social history as a hub of political, social, and cultural activity in the City of Los Angeles. Almost immediately upon opening its doors for the first time in 1966, the Hotel became the City's preferred prestige site for awards presentations, presidential press conferences, political fundraisers, peace rallies and protests, inaugural celebrations, and all types of social gatherings, including charity balls, galas, and annual awards presentations.

Popular with U.S. presidents, the Hotel is associated with sitting presidents and with the many heads of state, international dignitaries, candidates and politicians of all stripes, royal visitors, actors and entertainers who frequented the Century Plaza to attend events of national and international importance over the years. Of all the events in the Hotel's history, the most important occurred in August 1969, when one of only a small handful of Presidential state dinners ever held outside the White House honored the Apollo 11 Mission.

The Hotel is also eligible as an example of pivotal work of master architect Minoru Yamasaki. The Hotel represents Yamasaki's transition from the International style to a more Formalist approach that eschewed the tenets of Modernism for ornamentation through materials and pattern. The Hotel features the following hallmarks of Yamasaki's designs: non-rectangular plan, monumental and symmetrical appearance, precast concrete balconies creating a strong shadow pattern, segmental arches at the lobby entrance openings, an emphasized ground story, and the use of decorative metal (emulating an egg-and-dart pattern) at the projecting cornice.

Therefore, the Century Plaza Hotel meets the criteria for designation as a Los Angeles Historic-Cultural Monument:

- It reflects the broad cultural, political, economic, and social history of the nation, state, and community;
- is identified with important events in the main currents of national, state, and local history; and
- is a notable work of a master builder, designer, or architect whose individual genius influences his or her age.

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**Background and Historic Contexts**

*Century City Master Plan and Site Development*

Tom Mix, a cowboy star of the silent-film era, purchased a large parcel of low rolling grasslands approximately ten miles west of downtown Los Angeles in the early 20th century which would later become Century City. In 1925 Mix sold his ranch to William Fox, owner of the Fox Studio Corporation, who used it as a backlot.<sup>2</sup> Ten years later, in 1935, 20th Century Fox was formed by the merger of Fox Film Corporation with Twentieth Century Pictures but by the late 1950s the company was in financial trouble. In an effort to solve the budget crisis, 20<sup>th</sup> Century Fox investigated developing the backlot. The company hired Welton Becket and Associates, one of Southern California's leading architectural firms, to submit a financial analysis of the development of the site in 1958. Becket revealed a Century City master plan at a May 25, 1958 groundbreaking ceremony meant to attract investors.<sup>3</sup>

In March 1959 New York real estate developer William Zeckendorf paid \$5 million for a six-month option on the property. In 1961, in partnership with Alcoa Properties, Inc., Zeckendorf purchased the 260-acre site. Two years later the joint venture was dissolved, and Alcoa Properties assumed complete ownership.<sup>4</sup> That year demolition of the backlot began. Alcoa retained Welton Becket to oversee a new master plan; Becket developed a framework for buildings, landscaped boulevards, fountains, multi-level plazas, bridges, and underground pedestrian concourses.<sup>5</sup> The master plan divided the land into four quadrants. Residential buildings were concentrated in the southeast quadrant, and the southwest quadrant was leased to 20<sup>th</sup> Century Fox for its studio. The northern quadrants were dedicated primarily to commercial and office uses. The mixed-used development was part of a larger trend in the area; in the 1960s several planned communities were developed in Los Angeles on previously undeveloped land.<sup>6</sup> However, unlike other developments, which focused primarily on low-density, residential development, Century City was conceived of as a modern urban center for West Los Angeles, "a total urban environment where people can work, live, play and shop," which included a shopping center, high-rise office buildings, residential dwellings, hotels, a large cultural theme center, and underground parking.<sup>7</sup> Almost immediately, the vision for Century City evolved with a planning study prepared by the architectural firm of Charles Luckman Associates in 1966.<sup>8</sup>

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<sup>2</sup> Kristan Lawson and Anneli Rufus. *California Babylon: A Guide to Sites of Scandal, Mayhem, and Celluloid in the Golden State* (New York, St. Martin's Griffin, 2000) 114.

<sup>3</sup> Century Plaza Hotel Exhibition located in the concourse, October 2008.

<sup>4</sup> Robert Witherspoon, Jon P. Abbett, and Robert M. Gladstone. *Mixed-Use Developments: New Ways of Land Use* (Washington: Urban Land Institute, 1976) 28.

<sup>5</sup> "2000 Avenue of the Stars Project, Draft EIR" (August 2002) 128, 131.

<sup>6</sup> "2000 Avenue of the Stars Project, Draft EIR," 130.

<sup>7</sup> "20-Story Hotel Starts 'Biggest' Year for Century City Complex." *Los Angeles Times* (30 January 1966) J2.

<sup>8</sup> "Century City Design Changes Announced." *Los Angeles Times*. 19 June 1966, p. M2.

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The vision for Century City, that of graceful high-rise buildings separated by spacious landscaped plazas and wide boulevards, resulted in office, commercial, residential, retail, and hospitality uses within a one-mile area. Referred to as a “modern Acropolis” by *Time* magazine and by *Business Week* as “Los Angeles New Ultra Uptown,” Century City provided a dramatic new landmark in the Los Angeles basin skyline.<sup>9</sup> Century City was referred to as Alcoa’s masterful rebuttal to sprawl, a “city-within-a-city”.<sup>10</sup>

### *Alcoa*

With Century City, Alcoa moved into the real estate development business. Alcoa’s plan for West Los Angeles’ modern urban center was the largest development built by the company. Other development projects in the 1950s and 60s included the 30-story Alcoa Building in Pittsburgh (1953),<sup>11</sup> which featured a faceted aluminum wall, and San Francisco’s Alcoa Building at the Golden Gateway Center (1968). As with other properties owned by Alcoa Properties Inc., buildings sheathed in aluminum panels promoted a lightweight building material and were a testimonial to their product. Articles publicized the “extensive use of aluminum” in the Century Plaza Hotel.<sup>12</sup>

At Century City all structures were owned by Alcoa. While the Hotel was operated by Western International Hotels, it was owned by Alcoa, “down to the bed sheets, knives and forks.”<sup>13</sup>

### *Hotel Design History*

The first buildings constructed at Century City were the Century Square shopping center complex on Santa Monica Boulevard (now known as the Westfield Century City), the “gateway” buildings flanking the north end of Avenue of the Stars, the Century Plaza Hotel, and the residential towers at the south end of Avenue of the Stars at Pico Boulevard.<sup>14</sup> Billed as the “showpiece,” the Hotel was the “spark” for the entire \$500 million Century City development.<sup>15</sup> Designed by noted architect Minoru Yamasaki, the Hotel was the “keystone” structure of Century City, located on axis with the fountains on Avenue of the Stars.<sup>16</sup>

Based in Detroit, Yamasaki designed the Hotel at a distance while local architect Albert C. Martin oversaw construction. In addition, the design/construction team included: Worthington, Skilling, Helle,

<sup>9</sup> “Satellite City Caters to Players, Stayers, Shoppers.” *Los Angeles Times*. 10 November 1966, p. WS\_A2.

<sup>10</sup> Promotional literature, Westin Archive Files.

<sup>11</sup> “Faceted Metal Wall for Alcoa in Pittsburgh Sets New Style in Tall Buildings” *Architectural Forum*. Volume 97. July 1952 p. 134-135.

<sup>12</sup> “Luxury Hotel Will Be Built in Century City.” *Los Angeles Times*. 13 March 1963, p. A1.

<sup>13</sup> “Alcoa’s Gamble Paying Off at Century City.” *Los Angeles Times*. 17 January 1966, p. B10.

<sup>14</sup> “2000 Avenue of the Stars Project, Draft EIR,” 128.

<sup>15</sup> “Alcoa’s Gamble Paying Off at Century City.” *Los Angeles Times* (17 January 1966) p. B10.

<sup>16</sup> “Century City Design Changes Announced.” *Los Angeles Times* (19 June 1966) p. M2.

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and Jackson, structural engineers; Donald A. Robbins for Western Supply and Service Co., interiors; Robert Herrick Carter, landscape architect; and George A. Fuller Company, contractor.<sup>17</sup>

In June 1966, a planning study for design changes to the Century City master plan was prepared by the architectural firm of Charles Luckman Associates.<sup>18</sup> Consistent with Becket's master plan, the study called for two low buildings across Avenue of the Stars opposite the Hotel, with a single tower beyond, on axis with the Hotel.<sup>19</sup> ABC Entertainment, the future occupant, decided not to use Welton Becket's original design for the buildings and hired Henry George Greene. Greene retained Becket's concept of two low buildings linked by a large courtyard, but unlike nearby buildings, Greene employed the Brutalist style. The two buildings, 2020 and 2040 Avenue of the Stars (the ABC Entertainment Center and Schubert Theater), were completed in 1972 (demolished c. 2004 to accommodate 2000 Avenue of the Stars, the CAA building).<sup>20</sup>

The single office tower envisioned east of the ABC Entertainment Center in the Century City master plan was replaced by 44-story twin towers designed by Minoru Yamasaki. The Century Plaza Towers were completed in 1975, nine years after the completion of the Hotel. The buildings are triangular in plan and utilize aluminum siding, again a showcase for Alcoa's products. Although designed by the same architect and complementary in style and placement, the Hotel and Century Plaza Towers were not part of a unified concept and are clearly separate designs.

In 1983 the Hotel was expanded with the addition of a 322-room luxury Tower designed by the San Francisco office of Skidmore Owings & Merrill.<sup>21</sup> Located to the south of the Hotel, the 30-story Tower featured guest rooms measuring 570 square feet each with a marble bath, wet bar and private balcony, suites, and an 8,000 square-foot penthouse.<sup>22</sup> In 2000 the Hotel and Tower were sold separately. The tower was razed in order to construct the 42-story Century Condominiums designed by architect Robert A.M. Stern and completed in 2009.

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<sup>17</sup> "Hotels, Motels, Resorts" *Architectural Record* (Volume 140:2. August 1966) 123.

<sup>18</sup> "Century City Design Changes Announced."

<sup>19</sup> "A City Within A City Grows." *Los Angeles Times* (5 June 1966) 11.

<sup>20</sup> David Gebhard and Robert Winter. *An Architectural Guidebook to Los Angeles* (Salt Lake City: Gibbs Smith, 2003) 162.

<sup>21</sup> "Century City Hotel to Build Addition." *Los Angeles Times*. 22 May 1983, p. 11.

<sup>22</sup> "Century City Hotel to Build Addition." *Los Angeles Times*. 22 May 1983, p. 11.

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***Hotel Social History***

The 20-story Hotel was originally designed to accommodate 800 rooms and was scheduled to open in November 1965.<sup>23</sup> The Hotel has been a hub of political, social and cultural activity in Los Angeles ever since and has hosted countless heads of state, international dignitaries, candidates and politicians of all stripes, royal visitors, actors and entertainers. Well-known Americans and foreigners, including Muhammad Ali, The Beatles, Jack Benny, Senator Joseph McCarthy, Bill Cosby, and English royals, have all frequented the Hotel to attend events of national and international importance.

Among other famous guests and officials, the Hotel has been popular with sitting U.S. presidents. From Lyndon Baines Johnson to George W. Bush, every U.S. president stayed at the Century Plaza Hotel and many attended or held events there. Ronald Reagan held his 1980 victory and 1984 re-election parties at the Hotel, which was referred to as his home away from home during his political career.<sup>24</sup> The Hotel remained popular with political figures even when they were no longer in office. Former President Carter visited in 1985 and President Bill Clinton delivered the keynote speech to the National Education Association conference in 2008.<sup>25</sup>

The first major political event to be held at the Hotel was the Governor's Conference, which occurred within the Hotel's first month of being open. From the start, the Hotel became the City's preferred prestige site for awards presentations, presidential press conferences, political fundraisers, peace rallies and protests, inaugural celebrations, and all types of social gatherings, including charity balls, galas, and televised annual awards presentations such as the Emmys and the Grammys. These types of events continue to take place at the Hotel.

Of all the events in the Hotel's history, the most important occurred in August 1969. A few weeks after the first successful lunar landing and the return of the Apollo 11 mission, President Nixon hosted a Presidential state dinner honoring the Apollo 11 astronauts at the Century Plaza Hotel. Also known as the Dinner of the Century, the event is one of only a small number of Presidential state dinners ever to have been held outside of the White House. It was the first state dinner to be nationally televised, and it was billed by the *New York Times* as "one of the largest, most prestigious, and most publicized state dinners in history."<sup>26</sup> The banquet was attended by all the astronauts and their wives as a "welcome back to Earth"

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<sup>23</sup> All *Los Angeles Times* articles until 1971 refer to the Hotel as having 800 rooms. See: "Century Plaza Will Double Size with 800-Room Addition" *Los Angeles Times*. 27 January 1970. p. B1. An article from 1984 makes reference to 749 rooms; a current Hotel room count is 728. Further, the original Certificate of Occupancy dated 30 June 1966 states that the Hotel had 750 guest rooms.

<sup>24</sup> "In L.A. Debate Over Plans to Demolish a Classic Hotel." *International Herald Tribune*. 23 July 2009 p. 20.

<sup>25</sup> "Hyatt Regency Century Plaza Once and Again: 'World's Most Beautiful Hotel.'" Bnet.

[http://findarticles.com/p/articles/mi\\_pwwi/is\\_200605](http://findarticles.com/p/articles/mi_pwwi/is_200605).

<sup>26</sup> "Nixon Is Host in Los Angeles at a State Dinner for 3 Men." *New York Times*. 14 August 1969, p. 1; and "1,500 to Join Nixon and Astronauts on the Coast." *New York Times*. 6 August 1969, p. 18.

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celebration; other guests included 44 governors, every Cabinet member except one, the Supreme Court justices, 50 astronauts, diplomats from more than 90 countries, important figures in the history of aviation and space flight, and a number of entertainment industry celebrities.<sup>27</sup>

The Hotel was also the site of political conflict. On 23 June 1967, 10,000 demonstrators marched outside the Hotel where President Lyndon Baines Johnson was attending a dinner. The demonstrators protested the president's policies on the war in Vietnam. Despite the peaceful nature of the protest, 1,300 officers of the Los Angeles Police Department dispersed demonstrators at the Hotel that night. Several dozen people were injured in the clash, and 45 were arrested.<sup>28</sup> The incident put the Hotel on the national stage once again. Over time, the Hotel has been the site of other demonstrations, protests and marches.

In 1984, there was a clear shift in focus from the Century Plaza Hotel as an isolated landmark to the Hotel and Tower as a complex. The Hotel has continued to host visiting U.S. presidents and dignitaries in recent years. But the focus changed in 1984 with the construction of the adjacent Century Plaza Hotel Tower Addition. President Reagan was among the first guests to stay in the Tower's Plaza Suite and other visiting dignitaries, politicians, and celebrities tended to stay in the Tower rooms and suites, which were generally larger and more luxurious. The Reagans were such frequent guests of the Hotel that the 8,000 square-foot, \$5,400-a-night suite at the top floor of the Tower was named the Reagan Suite and featured 47 photographs of the president.<sup>29</sup>

***Minoru Yamasaki, Architect (1912-1986)***

Minoru Yamasaki was second-generation Japanese American born in Seattle, Washington. After attaining a bachelor's degree in architecture from the University of Washington in 1933, he moved to New York City, where he enrolled in New York University's master's program in architecture and worked for the firm Shreve, Lamb and Harmon, designers of the Empire State Building.<sup>30</sup>

In 1945 Yamasaki moved to Detroit to work for the large architectural firm Smith, Hinchman & Grylls (SH&G). Yamasaki and two of his colleagues left SH&G in 1949 to start a firm of their own. The new firm was awarded the commission for Lambert-St. Louis Municipal Air Terminal, a project that influenced airport design throughout the U.S. and earned Yamasaki the American Institute of Architects' First Honor Award.<sup>31</sup> Numerous terminal and airport projects would follow. Another of Yamasaki's early

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<sup>27</sup> "Nixon is Host in Los Angeles."

<sup>28</sup> "10,000 in Melee War Protest Mars LBJ Visit." *Los Angeles Times* (24 June 1967) 1.

<sup>29</sup> Lawson, 115.

<sup>30</sup> Century Plaza Hotel Exhibit.

<sup>31</sup> "The Road to Xanadu." *Time Magazine* (Vol. LXXXI No. 318, January 1963. [www.time.com](http://www.time.com) accessed 8 October 2008).

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significant projects was the Pruitt-Igoe Housing project built in 1955 in St. Louis, Missouri (demolished amidst controversy in 1972).

Although his early work conformed to Modernist principles, Yamasaki's work became deeply influenced by his travels through Europe and Japan. Discussing Gothic cathedrals, Yamasaki noted the partnering of structure and architectural detail, an approach at odds with the modernist movement, which eschewed decoration.<sup>32</sup> Yamasaki commented:

In the past, the stone buildings in Europe and the delicate paper and wood buildings of Japan were beautifully ornamented. The handicraft of the past made the façades of structures more interesting, and, when exceptionally well done, as has been the case in Europe, each fine building imparted an extremely satisfying feeling of completeness to the more sensitive observer. Many still prefer these traditional structures against the dead simplicity of the present-day buildings. The problem for the modern architect is, then, to try and apply comparable ideals to today's world. How we achieve this, I do not know, except that sensitively done stamping and precasting of metal can give us more interesting surfaces."<sup>33</sup>

In contrast to his earlier buildings, which Yamasaki called "shallow imitations of those of Mies van der Rohe," Yamasaki began to incorporate detail, texture and ornamentation inspired by the great buildings of the past.<sup>34</sup> Often his work incorporated Gothic influences into a modernist aesthetic.

Yamasaki's subsequent work included international airport terminals, universities, banks, office buildings, and government buildings. Among his notable works are: McGregor Memorial Community Center, Wayne State University, Detroit, Michigan (1955-59); Dhahran Air Terminal, Dhahran, Saudi Arabia (1961); Federal Science Pavilion, Seattle World's Fair, Seattle, Washington (1962); Temple Beth-El, Bloomfield Township, Michigan (1974); Bank of Oklahoma, Tulsa, Oklahoma (1977); and Founder's Hall, Shinji Shumeikai, Shiga Prefecture, Japan (1982). One of his most well-known projects, the World Trade Center, constructed in 1972, was destroyed in the September 11, 2001 terrorist attacks.

Yamasaki was commissioned to design two separate projects for Century City in Los Angeles, the Century Plaza Hotel and the Century Plaza Towers. The Hotel was constructed in 1966 and Century Plaza Towers finished construction in 1975. Although designed at different times, the unique shapes of the Hotel (crescent) and towers (triangular) represent Yamasaki's denouncement of "the dogma of rectangles."<sup>35</sup> The Hotel is also illustrative of Yamasaki's design philosophy in several other ways. Yamasaki was known for his innovative use of concrete; through repetitive cast structural parts,

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<sup>32</sup> "The Road to Xanadu."

<sup>33</sup> Minoru Yamasaki. *A Life in Architecture* (New York, Weatherhill, 1979) 31.

<sup>34</sup> Yamasaki, 24.

<sup>35</sup> "The Road to Xanadu."

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Yamasaki created buildings embellished by strong sun and shadow patterns.<sup>36</sup> The cast concrete balconies of the Hotel create a grid of concrete emphasized by deep shadows that shift throughout the day with the position of the sun and are individually lit at night. Ornamental metal, another hallmark of Yamasaki's work, was used along the eaves of the Hotel. Both the Century Plaza Hotel and Century Plaza Towers were among the 29 projects Yamasaki included in his 1979 monograph, selected because they "best correspond to and illustrate the hopes and goals we have attempted to realize."<sup>37</sup>

Yamasaki's work was both criticized and acclaimed but his significance to New Formalism, a pivotal style between Modernism and Postmodernism, is well established (see the section *Architectural Style* for a discussion of New Formalism). He won the American Institute of Architects' Honor Award three times and was elected Fellow AIA in 1960.

#### Period of Significance

Because the Century Plaza Hotel is eligible for designation under multiple contexts and eligibility criteria, there are two periods of significance.

The period of significance for the Hotel as a place of social, cultural, and political importance has been defined as 1966 to 1984. The beginning of the period of significance, 1966, is the date of construction of the Hotel. Research reveals that significant political and social events were held at the Hotel almost immediately upon its completion, including the Governor's Conference in July, 1966. The year 1984 was chosen as the culmination of the period of significance because it was the year that the 30-story Century Plaza Hotel Tower Addition was constructed to the south of the original Hotel. Designed by architects Skidmore, Owings and Merrill, the Tower Addition was completely self-contained, with its own restaurants and reception area. It included the 8,000 square-foot Plaza Suite, which was touted as the largest hotel guest suite in hotel history. President Reagan was among the first guests to stay in the Tower's Plaza Suite and other visiting dignitaries, politicians, and celebrities tended to stay in the Tower rooms and suites, which were generally larger and more luxurious. The construction of the Century Plaza Hotel Tower Addition shifted the focus of the Century Plaza Hotel from the original 1966 building as an isolated landmark to the Hotel and Tower as a complex; after 1984, the Hotel's association with significant events was diffused between the two buildings. The Century Plaza Hotel Tower was demolished circa 2006.

The period of significance for the Hotel as a significant and pivotal work of master architect Minoru Yamasaki has been defined as 1966, its date of construction.

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<sup>36</sup> "The Road to Xanadu."

<sup>37</sup> Yamasaki, 36.

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**Century Plaza Hotel, Chronology of Development and Alterations**

The following information summarizes the physical construction, modification, and use of the Century Plaza Hotel and is presented as a chronology of changes and modifications with a direct impact on the physical fabric of the building. The information presented is based on historical documentation, such as press releases, newspaper articles, and permits, analyses of historic photographs, and visual inspection. Modifications, maintenance, and updates for guest comfort and with regard to interior design have occurred on a regular basis, many of which are not documented or included here. The emphasis of this chronology is on the building exterior and is intended to provide information on alterations that fall within the building's period of significance. Information regarding mechanical, electrical or structural systems, more utilitarian aspects of the Hotel's construction (such as the installation of a single utilitarian door or a dropped ceiling), or temporary installations is generally not included. Alterations concerning retail tenant improvements and changes in the part of the complex facing Constellation Boulevard are not included.

*Note: Some dates below may reflect the date of the permit not the actual date that the work was carried out.*

August 1961	Groundbreaking Century City, the largest privately-financed development in history. <sup>1</sup>
1963	Alcoa and Western International Hotels come to an agreement regarding the Century Park Hotel, later named the Century Plaza Hotel.
September 1963	Rough excavation for future construction. <sup>2</sup>
January 1964	Century Plaza Hotel groundbreaking. <sup>3</sup>
Feb 1964 - June 1966	Construction of a \$30-million, 20-story Hotel building designed by architect Minoru Yamasaki. In addition to guest rooms and suites, the Hotel included restaurants, drug store, barber shop, airline ticket office, press room, flower shop and shops on the Plaza Level. The Certificate of Occupancy dated 30 June 1966 notes that the building is a 17-story (likely referring to above-ground stories,

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<sup>1</sup> *Los Angeles Times* (20 February 1966)

<sup>2</sup> Permit history (Los Angeles Dept. of Building and Safety)

<sup>3</sup> *Los Angeles Times* (29 January 1964)

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counting the double-height lobby as two), Type I hotel, with a footprint measuring 76' x 475', and with 750 guest rooms, 1,288 required parking spaces, dining, dancing, convention, assembly and entertainment, offices, storage, shops and kitchens.

December 1965	Construction of swimming pool at west side of Hotel property. <sup>4</sup>
April 1966	Revise entrance canopy. <sup>5</sup>
1966	Construction complete, Hotel opens.
June 1966	A branch of San Francisco's famous Yamato Restaurant opens in the Hotel. <sup>6</sup>
September 1967	Construction of single-story covered passageway addition, measuring 18' x 27' between main lobby and pavilion shops. <sup>7</sup>
February 1968	Remodel existing pool deck and install wading pool and additional deck. <sup>8</sup>
December 1968	Installation of canopy measuring 28' x 10' over entrance. <sup>9</sup>
November 1976	Remodel existing drive and parking area in basement to accommodate exhibitions. <sup>10</sup>
1978	Interior renovation of the lobby.
1983	Remodel of Café Plaza. <sup>11</sup>
1983-1984	Construction of the adjacent 30-story Century Plaza Hotel Tower adds 322 new rooms to the existing Hotel.

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<sup>4</sup> Permit history

<sup>5</sup> Permit history

<sup>6</sup> *Los Angeles Times* (17 June 1966)

<sup>7</sup> Permit history

<sup>8</sup> Permit history

<sup>9</sup> Permit history

<sup>10</sup> Permit history

<sup>11</sup> Permit history

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| 1984          | Construction of a semicircular one-story addition at the south elevation of the Hotel as an extension of the existing restaurant. <sup>12</sup>  |
| December 1984 | Inauguration of the Hotel Tower. Reagan attends the ceremony and is the first guest. <sup>13</sup>   |
| 1997          | Upgrade of guestroom bathrooms from the 5 <sup>th</sup> to 10 <sup>th</sup> floors to improve accessibility. <sup>14</sup>   |
| 1998          | Improvements to driveway, planters and awnings under existing balconies. <sup>15</sup>   |
| February 1999 | Pivotal Group purchases Hotel.   |
| 2000          | Extensive re-working of the exterior and landscaping at the building rear/pool area, including site grading, four new swimming pools, replacement spa, new kiosk building, new pool equipment room, restroom and bar building, and kitchen/grill building. <sup>16</sup>   |
| 2000          | Major phased interior remodel/renovation project includes modifications at the lobby, Plaza and below-grade ballroom levels. California level (which contains the ballroom) is modified to remove non-bearing partitions, add new fully compliant ADA restrooms, remove retail space for new guest reception area, and reconstruct and expand kitchen. The interior remodeling at the 1 <sup>st</sup> and 2 <sup>nd</sup> levels includes a proposed health club, salon, and retail space at the 1 <sup>st</sup> level and a proposed health club and restaurant at the 2 <sup>nd</sup> level. <sup>17</sup> |

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<sup>12</sup> According to the Draft Century Plaza Hotel Historic Structure Report, completed by Marmol Radziner & Associates (Draft 23 June 2010): II-20.

<sup>13</sup> *Washington Post* (28 December 1984)

<sup>14</sup> Permit history

<sup>15</sup> Permit history

<sup>16</sup> Permit history

<sup>17</sup> Permit history

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|-----------|--|
| 2000      | Kitchen and restaurant facilities reorganized at lobby and second floor level. Interior remodel of lobby areas, Plaza Level, health club, corridor. Convert meeting room to a café at the Plaza Level. Project cost is \$700,000.00. <sup>18</sup>   |
| 2001      | Interior remodel of the 19th floor to remodel bathrooms and reconfigure rooms without increasing total number of guest rooms. Remodel Hotel lobby for new gift shop location, new bar restaurant and lounges with kitchen area and new patio lounge. |
| 2006      | Hyatt Hotels and Resorts takes over management of the Hotel.   |
| 2006      | Improvements and change of use of the existing lobby registration area for a restaurant with outdoor dining. Adjacent retail shops expanded and remodeled. Planters and fixed seating added over parking garage.                                     |
| June 2006 | Interior modifications to infill floor at the existing mezzanine stairway to create a meeting room, measuring 244 square feet. Enclose area beneath three overhangs at ground level for valet station and storage enclosures.                        |
| c. 2006   | Tower razed for the construction of a new condominium tower, to be named "The Century."  |
| 2007      | Renovation of existing lobby area and existing outdoor lounge area. Installation of retractable awning. <sup>19</sup>  |
| 2008      | Next Century Associates purchases Hotel.   |

**Undated/Unspecified Alterations**

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|-----------|--|
| 1970-1980 | Entrance drive alterations and new parking area. <sup>20</sup>                       |
| 1970-1980 | Yamato's Restaurant expanded by converting retail store to restaurant. <sup>21</sup> |

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<sup>18</sup> Permit history

<sup>19</sup> Permit history

<sup>20</sup> Permit history

<sup>21</sup> Permit history

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