

Five Principles

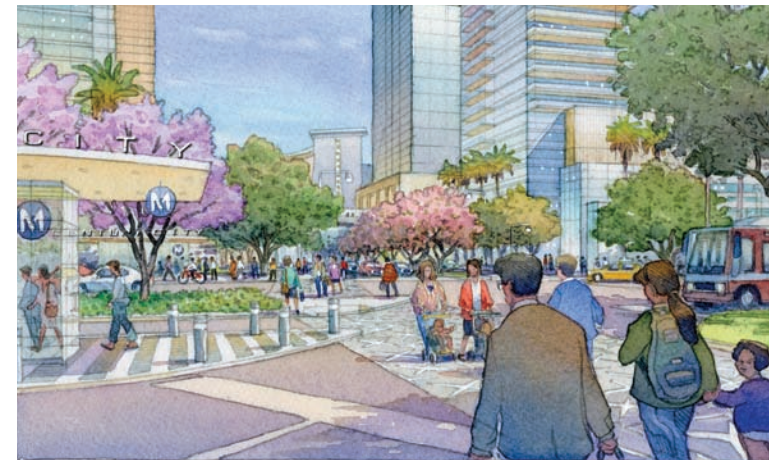
As more people live, work, and take leisure in Century City, the complex transit, identity, circulation, and open space issues that Century City faces can best be approached with clear guidelines and unified goals. With this in mind, the Greening of Century City Plan sets out five guiding principles to help strategize improvements and streamline new project development.



PRINCIPLE: Pedestrian Experience

1. Create a better pedestrian environment and experience for Century City.

- 1.1** Improve street level pedestrian connectivity and activity.
- 1.2** Provide new, enhanced streetscape elements.
- 1.3** Incorporate existing street-oriented programs and create new street-oriented activity elements.
- 1.4** Complete the Specific Plan Pedestrian Corridor in addition to activating and further developing streetscapes throughout Century City.



PRINCIPLE: Transit Connectivity

2. Enhance connectivity between pedestrians and transit.

- 2.1** Plan for future Purple Line subway and subway portals.
- 2.2** Incorporate well-designed subway portals.
- 2.3** Connect subway to RAPID and local bus lines.
- 2.4** Better utilize public transit immediately.
- 2.5** Investigate alternative transit and pedestrian connections such as DASH to Expo Light Rail.



PRINCIPLE: Public Beauty

3. Create a more beautiful public realm within Century City.

- 3.1** Continue existing strolling gardens on Santa Monica into a strolling loop and connect pedestrian paths, gardens and open spaces in and around Century City.
- 3.2** Create an outdoor public art program and sculpture gardens to be integrated into the pedestrian system.
- 3.3** Create a program of beautiful new public landscapes.



PRINCIPLE: Updated Identity

4. Develop an updated identity for what 21st Century City can be.

- 4.1** Create an updated identity for Century City while respecting the legacy of the original Century City design with unified lighting, landscape, and street furnishings that reflect 21st-century improvements in technology, sustainability, and lifestyle.
- 4.2** Provide “gateway” entrances into Century City at the crossroads of Avenue of the Stars at Santa Monica, Olympic and Pico Boulevards.
- 4.3** Make Century City into a cultural entertainment center with new cultural pavilion and public art and entertainment programming.



PRINCIPLE: Sustainability

5. Develop a more sustainable Century City.

- 5.1** Incorporate sustainable strategies into all aspects of Century City design: planting, lighting, water management, drainage, solar access, alternative energy strategies, art, and more. Encourage green building practices in new and renovated construction.
- 5.2** Create a vibrant, live-work-play community where all aspects of life can be accessed within Century City and with connections to transit.
- 5.3** Evaluate building envelope for areas suitable for new open space and active street frontage.
- 5.4** Incorporate new program spaces within existing and proposed projects for the community that will be sustainable over time.