



**CENTURY CITY**

**URBAN DESIGN FRAMEWORK**

**REVISION 1**

**OCTOBER 2005**

## **ACKNOWLEDGEMENT**

This document has been prepared for Century City Limited and the Property Owners Association in order to guide future development at Century City.

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Century City is placed within a metropolitan context. The vision for the project and objectives of this framework are explained.

### **Chapter 2: Urban Design Rationale**

Conceptual principles are explained with particular focus on the public environment and its interface with private development

### **Chapter 3: Proposed Urban Structure**

The urban design rationale is applied to Century City with an explanation of the main structuring elements.

### **Chapter 4: General Design Guidelines**

Principles of design for various structuring elements within Century City are explained. Principles for the design of private developments and qualities of architecture are explained.

### **Chapter 5: Edge Responses**

Guidelines are provided for different edge (interface) situations.

### **Chapter 6: Precinct Plans**

The system of precinct plans is explained and the principles of the Northern Sector Precinct and the Estuaries Precinct Plan are summarised.

### **Chapter 7: Landscape Principles**

Principles for landscape design and typical details are explained.

### **Chapter 8: Outdoor Advertising and Signage**

The main controls for outdoor advertising and signage are summarised.

### **Chapter 9: Civil Engineering Principles**

An overview of the civil engineering components is provided, including parking, stormwater management, access roads.

### **Chapter 10: Development Control and Design Review Process**

The package of plans system is explained together with requirements for site development plans and the process of design review.

### **Chapter 11: Conclusion**

The importance of a strong commitment to implement these guidelines, is emphasized.

**CHAPTER 1**

**INTRODUCTION**

## CONTEXT

Century City is a large mixed-use development project situated in the north west sector of metropolitan Cape Town. It is strategically located at the intersection of the N1 and N7 freeways, with two railway corridors running past the site, and within 10km of Cape Town central business district.



The development to date includes a regional shopping centre, award winning wetland and corporate offices. Over 400 residential units have been built and 760 new units are under construction.



Metropolitan spatial planning aims to re-inforce nodes, promote development along corridors and prevent sprawl beyond the urban edge. Century City is well located in relation to the Koeberg road corridor and is consistent with the city's vision to promote economic growth and mixed use development.

Century City

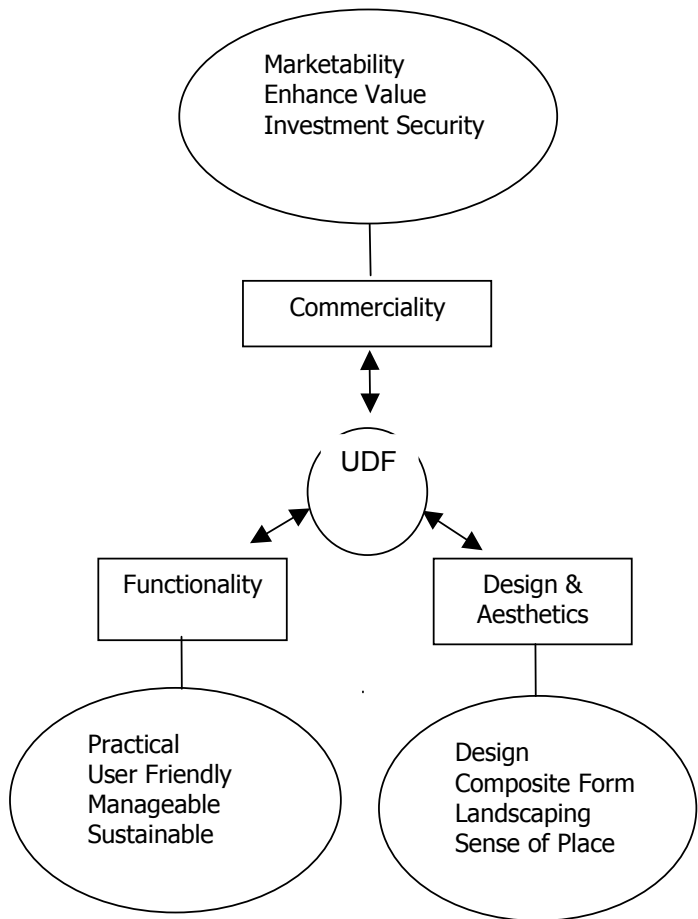


Century City can be seen as complimentary to Cape Town CBD and the other major centres, which together provide a network of multi-nodal opportunities within the metropolitan area.



## PHILOSOPHY

The philosophy behind the urban design framework (UDF) is to achieve a balance between commercial value, functionality and aesthetics, as illustrated in the diagram below. This is based on the belief that good design creates and sustains value.



## OBJECTIVES

The objectives of this Urban Design Framework are:

- 1) To identify a shared vision for Century City that will
  - enhance land value
  - create a "sense of place" for the enjoyment of the public, residents and office workers;
  - promote Century City as a prime property investment and destination.
- 2) To create a mechanism for implementation of the vision by
  - identifying desirable urban form and architectural features;
  - defining negotiable and non negotiable elements;
  - creating a process for design review.
- 3) To generate an urban form that exhibits a positive relationship between individual buildings and public spaces, including the street and canal system.

By applying the urban design framework consistently it will be possible to enhance the value of the project because people will find it an attractive place to visit, and property owners will have confidence that their investments will be protected. This attention to good design does not need to compromise functional and practical considerations. Neither should it cause delays, because the design approval process has been streamlined to ensure that rapid decisions can be made.

All future development at Century City, both in the public environment and private development, should be consistent with this framework. This includes the general guidelines as well as more specific directives where these have been formulated for specific precincts.

## THE VISION

The vision for Century City is to:

- achieve an integrated, mixed use development (work, play, shop and stay),
- create a good image and "sense of place",
- provide a vibrant, rich experience for visitors and residents,
- achieve enhanced real estate and investment potential.

Development management at Century City operates in terms of a "package of plans process". Approvals are based on a development framework, precinct plan and site development plans. Development that is consistent with these plans can be implemented with the minimum of administrative delay. The current development framework is illustrated opposite.

Century City has made remarkable progress since its inception and many noteworthy developments have been implemented or committed. However significant development opportunities remain, and the vision has not yet been fully realised. Adherence to this design framework is one of the requirements for sustaining the vision and unlocking the full potential of this important and strategic site. The plan opposite illustrates existing commitments and the extensive amount of land that remains for future development.

