

Westfield Century City

Century City, CA

The re-imagined outdoor mall features 422,000 SF of new retail space punctuated by 70 new high-fashion streetside boutiques for a total of 220 shops and restaurants.

The retail environment is transforming into an experiential setting. At Westfield's Century City Flagship Mall in Los Angeles the design team, including Kelly Weartsler, reimagined the existing outdoor retail environment for the modern-day shopper. The plazas, terraces, gardens and water elements evoke the casual elegance of outdoor Southern California living. A mid-century modern aesthetic informs the curated plantings throughout the project. Groves of olive trees are a nod to the area's Mediterranean legacy and the sculptural berms feature native grasses and shaded seating enclaves that provide respite from the sun and shopping.

A tranquil urban oasis is fostered by canopies of palm trees floating above pools of water that create subtle movement of reflected light and shade. Pathway planting feature climate appropriate specimens selected for their sculptural and textural qualities. Raised planters, olive trees and outdoor fire pits are arranged effortlessly to provide cozy lounging areas for visitors to gather and relax day and night. Green walls and trees planted on structure are strategically integrated into the design, with hanging planters that feature a variety of aromatic plants and flowers providing a layered visual appeal.

Client

Unibail-Rodamco-Westfield

Team

Gensler
RA Smith National
Saiful Bouquet Structural Engineers
PBS Engineers
Sweeney & Associates
Fountain Source
Selbert Perkins Design

Awards

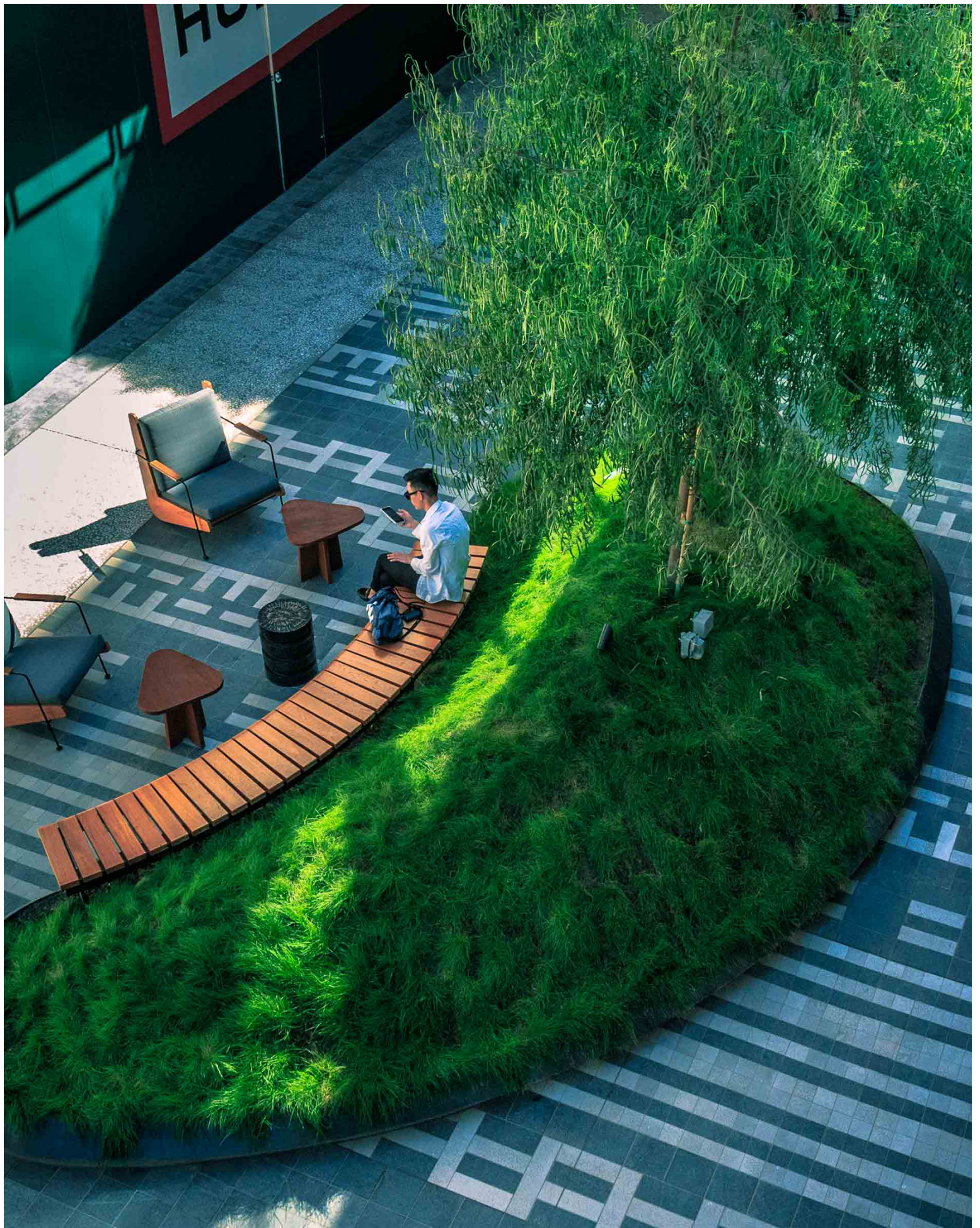
MAPIC Award, Best Redeveloped Shopping Centre (2018)
ICSC MAXI Award, Gold (2018)





Patterned paving, movable furnishings and dynamic planting encourages guests to linger and socialize.









Native planting and geometric paving reflect the character of the area.



JOHNNY WAS





At Westfield Century City in Los Angeles, customer visits rose 93% from 2017 to 2018 after a \$1 billion renovation, according to Placer.ai, a company that analyzes foot traffic using cellphone data.





Flexible spaces cater to a variety of programs and vendors.







An emphasis on outdoor plazas and terraces within the retail setting are reimagined as a garden respite and urban oasis.

Sustainability

Curated plantings and architectural planters provide layered sensory experiences. The design plays with reflective pools and plants to foster a tranquil green space.



LAND

A series of erosion control strategies were implemented on-site, including geotextiles to stabilize soils and plants selected for root stability.

A pre-design soil assessment was conducted, allowing the project to conserve healthy soils and amend others.

A soil management plan was created and communicated.



PLANTING

135 trees were planted include desert museum palo verde, European olive tree and swan hill olive.

78 trees on-site were removed, because the owner insisted they be taken down. However, for every tree removed, one native olive tree was transplanted.

100% native or adaptive plant types were used.



WATER

Water is captured in a tank underneath the building and used for cooling.

The design reduces outdoor water usage by using low-water-usage planting.



CARBON, ENERGY & AIR

The planting strategy reduces temperatures in urban areas.

The trees sequester 16,200 pounds of carbon annually, which offsets driving 22,037 miles in an average car **



SOCIAL

The shopping center aims to counteract trends toward online retail, by acting as a place for people to shop, dine, find entertainment, and meet up with friends. The landscape is crucial for supporting the California outdoor lifestyle. It will have outdoor lounges and children's play areas. The outdoor space creates an experience for users at the mall beyond simply shopping.

The project supports alternative modes of transportation, with bike racks and metro stops that connect east and west LA.

The project provides optimum site accessibility, safety, and wayfinding.

The project was a catalyst for development. Public transit, pedestrian friendly sidewalks, and added planting were all a part of the redevelopment process.



ECONOMICS

There was an increase in the property value due to project installation.

Job and volunteer opportunities were created on-site.

*The tree average for water interception is 500 gallons. American's use an average of 100 gallons of water per day (EPA's water trivia facts).

**120 pounds of CO2 per tree annually (This number is based on an average from the National Tree Benefits Calculator) One car produces an average of 8,320 pounds of CO2 per year (The Code of Federal Regulations - 40 CFR 600.113).