

**CHAPTER 11**  
**CONCLUSION**

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This urban design framework has important implications for Century City. It establishes a philosophy and set of principles for the development of land, design of buildings and establishment of public spaces.

The framework also confirms a process of design review whereby proposals are scrutinized by a Design Review Committee appointed by the Property Owners' Association.

Policies emphasize the "Public Realm" at Century City, and incorporate public structuring elements. These include urban gateways, the primary vehicular movement system along Century Boulevard and Century Avenue, the open space system and canals, internal precinct streets and squares, and focal points. The public realm at Century City is privately owned and can therefore be managed and controlled efficiently, to exhibit a sense of cohesiveness and interconnectivity. The policies also provide a framework within which individual developments can occur, so that investors can unlock the potential of their land without compromising the greater good of the project.

A key element which distinguishes Century City is the "intelligent city" infrastructure. Century City has been specifically designed to enable efficient and convenient access to the digital world so that businesses can communicate easily and efficiently in various digital forms such as telephone, fax and internet.

Developers at Century City must comply with this framework and meet the requirements of the Design Review Committee. This need not be an onerous obligation because the urban design framework is intended to be development friendly and the Review Committee is committed to a speedy and supportive response to development initiatives.

However there is an obligation on the part of developers, Century City and the Property Owners' Association to respect the urban design framework. In the final analysis, the success of the framework depends on the resolve by all parties to implement the principles contained therein.

## **MORE INFORMATION**

For more information about Century City, you may contact the following:

### **Developer**

Century City Development Company (Pty) Ltd

No 1 Waterford Place  
Century City 7441

P.O. Box 0002 Century City  
7446  
South Africa

Telephone: 021-550 7000  
Fax: 021 550 7021  
International: ++27-21-550 7000  
Web site [www.centurycity.co.za](http://www.centurycity.co.za)

### **Property Owners' Association & Chairman of the Design Review Committee**

P.O. Box 004  
Century City 7446  
Telephone: 021-552 6889  
Fax: 021-555 2986