FOOD
GLORIOUS
FOOD
Coastal Roots Farm
EVERETT
Gotham Greens
Social Soup on the High Line
Residential Real Estate

New North Texas communities woo residents with neighborhood farms, open space
HARVEST
Seattle
Giants Stadium
Jonathan Club DTLA
Tucson Rancho Sahuarita
TODOS SANTOS
CSU + Todos = Farm Board
Colorado State University Center
Town Farm
$2 Taco meets $7 Coffee
Century City Mall
AN APPETITE FOR EXPANSION

Westfield aims to create an upscale dining destination in its $800-million makeover of Century City mall.

By Roger Vincent

Westfield Corp. plans to spend $800 million on a massive makeover of its Century City mall as it races to stave off local competitors and the rapid growth of online retailing.

The overhaul comes after a major renovation just a decade ago, underscoring the challenge of keeping pace with the revolution in retail.

When the work is completed in 2017, Westfield will have spent about $1 billion on improvements since acquiring the mall in 2002, estimated Peter Lowy, co-chief executive of Westfield Corp.

The project will transform and expand the luxury property with new shops and a heavy emphasis on restaurants, largely in an outdoor setting intended to embody the food-centric approach makes sense as online sales because eating out is something you have to do in person. Restaurants also help draw customers to other tenants and keep a mall active at night.

Plans call for eight acres of open space with plazas, gardens and tree-lined pathways among its shops and restaurants, said Peter Lowy, co-chief executive of Westfield Corp.

Lowy pointed to the Grove and Santa Monica Place in Santa Monica as prime competitors. The makeover also comes as online marketplaces such as Amazon.com continue to eat into the sales of conventional retailers.

Westfield is betting heavily on becoming a dining destination, Lowy said, with about one-fourth of the mall voted to food when the makeover is complete.

Jonathan Ziegler, a Santa Barbara retail analyst,
“You can’t eat online.”