

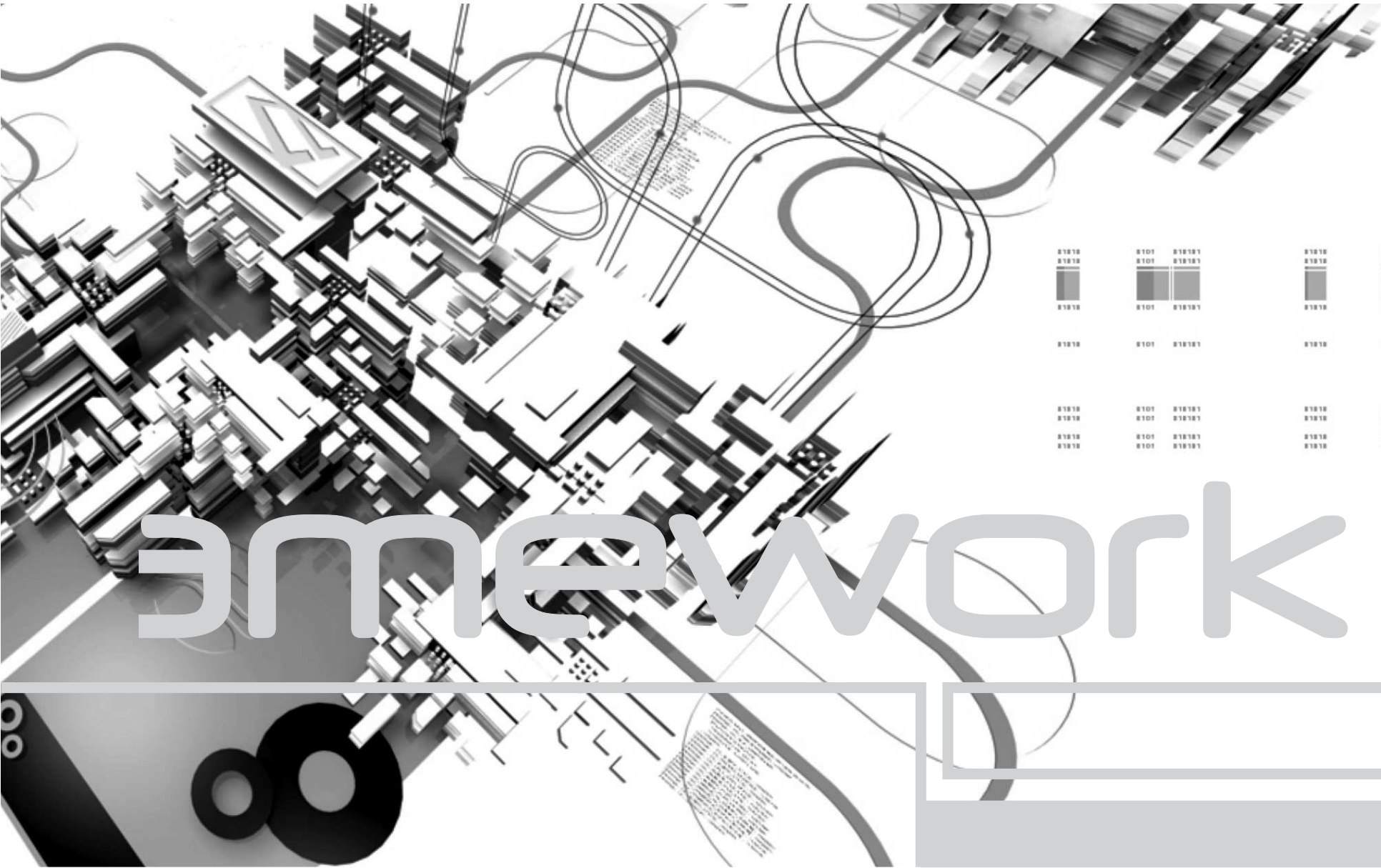


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urban frc





renewwork





[Inner city development framework]

The vision for the Inner City is derived from the Tshwane Vision, in so far that an attempt has been made to translate what the Tshwane Vision means for the future development of the Inner City

the center of culture in africa, where all aspects of being (south) african can be celebrated.

The Inner City already comprises a number of cultural and heritage assets, and by enhancing, expanding and elevating these aspects of the city, it will be possible to carve out a strong tourism niche for Tshwane that can be marketed nationally and internationally as a notable tourism destination.

The term "culture" have many definitions, from the idea of culture "as a way of life" to a description of art forms such as music or theatre. "Culture" within the context of the strategy is in essence about people, their lives and the way in which they express themselves, and these aspects should be made prominent and celebrated in the Inner City.

The Centre of Culture vision does therefore not only relate to buildings and places, but also to the appearance of the environment in terms of vibrancy, colour, texture, and the way in which the Inner City lends itself to both formal celebrations and events and the celebration of humanity in everyday life.

In order to achieve the pinnacle of investment destinations and create a truly exciting and sustainable inner city, the area needs to exude three important characteristics, namely

- confidence
- credibility
- Brand Essence and Brand Promise



To achieve that, the following key elements need to be present:

- An unique story_
- Excellent management_
- High quality environment_
- Marketing and Facilitation_
- Convenient_
- Accessibility_
- Service Infrastructure_
- Partnerships_



In order to ensure that the key elements are present in the Inner City, it is necessary that those areas or aspects of the Inner City that do not meet the necessary standards, receive urgent attention.

The following aspects have been identified as challenges:

- The Inner City needs a clear and unique identity
- It is important to attract high profile developments to the Inner City
- The Inner City must make provision for a range of housing opportunities, and not be known only to cater for a single socio-economic group
- Sufficient residential support facilities must be provided to carry the increasing permanent residential population
- The Inner City must provide tourism, entertainment and recreational opportunities, for both the local Tshwane residents as well as visitors
- The Inner City must comprise a dedicated public transport system (an internal circulation system)
- The Inner City must be made pedestrian friendly
- The Inner City needs sufficient public spaces (soft and hard) in keeping with its desired image as world-class capital city
- Safety must be one of the main priorities
- A dedicated management structure must be put in place

In order to elevate the position of the Inner City to a place of excellence and to address the gaps that exist, certain drastic interventions are required.

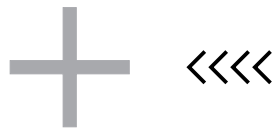
The Inner City Development and Regeneration Strategy is based on a "catalytic intervention"-approach whereby specific strategic interventions are proposed to address the challenges in order to achieve the critical success factors. The proposal is to focus public budget expenditure on specific projects and catalytic developments, thereby creating strong stimuli for private sector investment to respond positively. This is based on the ripple-effect approach, where one major intervention can create positive spill-over effects.



[Nelson Mandela Corridor]

the mandela development corridor is situated alongside Nelson Mandela Drive on the eastern edge of the inner city. this corridor is a future focal area for the arts, culture, government, business, sports, entertainment and commercial development.

the land directly adjoining the corridor will be utilized for office and business developments, supported by high income residential apartment developments, also in the area to the east of the corridor. this corridor should have an environmental and spatial quality of the highest standards, and should comprise the inner city's flagship developments.



[Apies River Promenade]

It is time for the Apies River to again become the lifeblood of the Inner City, as once it sparked the beginning of this city. Feasibility studies must be undertaken to determine the viability of changes in the river morphology.

The open space system along the Apies River can cater for the active recreational needs of residents and employees by providing facilities for walking, cycling and playing.

Crossings over the Apies River should be identified through the use of specific design elements – the theme of the historic Leebrug could be developed further.

The land to the north of the proposed Tshwane crossing along the Apies River should be redeveloped for recreational and entertainment purposes for residents and tourists in an environment that optimises, complements and enhances this important natural element and links the National Zoological Gardens to the eastern part of the Inner City. This link could include a system of river boats on the Apies River. Developments will have a smaller, more intimate scale than those to the south which form part of the MDC.

[announcing the destination]

the significance of the inner city as destination must be announced in bold terms by defining the gateways into the city. the major entrances into the built environment should be enhanced by creating landmarks at the entrances, albeit landmark buildings, fountains (to repeat the theme at the fountains circle), bridges etc.



[cultural circle]

in keeping with the vision that tshwane and its inner city should be developed as the centre of culture in africa, the main structuring component for the future development of the inner city is the proposed cultural circle.

this concept is based on the identification of all existing cultural landmarks and facilities and the enhancement thereof,

as well as the development of new, contemporary cultural landmarks, and the linking of these elements through a system of mono-rail transport and pedestrian routes.

the physical manifestation of the cultural circle should be supported by a year-long, world standard program of events and festivals that can further enhance the vision of being the centre of culture.

the development of the concept of the cultural circle is vital for the branding and identity of the tshwane inner city as a unique and special place in the country, which can attract visitors from all over the world.



[movement and accessibility]

the linking of strategic places is an important element of the strategic development framework. these linkages are functional but also contribute to the experience of the inner city as a destination. the role of public transport in this regard is critical and requires significant interventions and the establishment of a management framework.



the aim is to make movement within the inner city as convenient as possible for all modes of transport (private vehicles, public transport, pedestrians and cyclists), and to ensure that all the major elements, districts and tourist destinations are effectively linked.



[conclusion]

site selection & project selection were mainly influenced by the inner city strategies as well as the theoretical analysis:

- nelson mandela corridor
- announcing the destination
- cultural circle
- apies river promenade
- movement and accessibility

these strategies are catered for within the proposal. the s[t]arts center aims to unify all groups within the inner city and introduce them to the arts both formal and informal for the enhancement of all visitors and pretoria as a city.