

3. CLIENT

Key words: Informal sector
Mobile entrepreneur

The Metro Trading Company (MTC) is a municipally-owned entity established in 1999 to oversee the development of informal traders and micro retailers in Johannesburg. Seeing that Tshwane is the capital of South Africa, it is imperative the MTC operate not only in Johannesburg but also in Tshwane.

The Metro Trading Company understands that the urbanization process in South Africa is associated with the informal sector (Badenhorst 1988). The market therefore acts as a trading facility and a meeting point between the rural immigrant and the urban context. The MTC has set out a vision, mission and key objectives (Metro Trading 2006):

VISION

The Metro Trading Company's vision is to be a quality provider of market and transport interchanges.

MISSION

It aims to be the leading provider and manager of quality infrastructure and business support services to market traders and taxi operators.

KEY OBJECTIVES

In the quest to fulfil its vision, the MTC aims to bring about organized and well-managed trading. In meeting its responsibilities towards the management of informal trading, it aims to scale up efforts to make informal traders part of the formal economy.



Design Brief

The facility must meet the requirements of the rural immigrants, the informal traders and the Metro Trading Company. It is a public work place where rural immigrants can be aided into becoming mobile market entrepreneurs in the urban context. The catalyst of the facility is the market.

The market is a showpiece of how to negotiate the urban context. The market transcends the formal fixed market typology and consists of mobile market units. These units are designed in the workshops and constructed in the factory by the traders.

Research done by the MTC has indicated that traders prefer street stalls over markets (Thale 2002). The mobile market units are therefore the opportune method to create independent mobile entrepreneurs.

The facility is a system that transform the rural immigrant into a efficient and mobile entrepreneur.

The requirements of the facility are:

- A focal market (15,000m²)
- Extension of the market linking Bloed Street Taxi Station and Belle Ombre Train and Taxi Station with 5000mm wide pedestrian walkway
- Ground floor shops (200 m²)
- Public ablutions and shower facilities (150 m²)
- Information and recruitment centre (400 m²)
- Flexible workshops (150 m²)
- Flexible training facilities (150 m²)
- Factory (400 m²)
- Offices (400 m²)
- Parking (60 bays)



Fig 3.1: Existing mobile market unit on Bloed Street

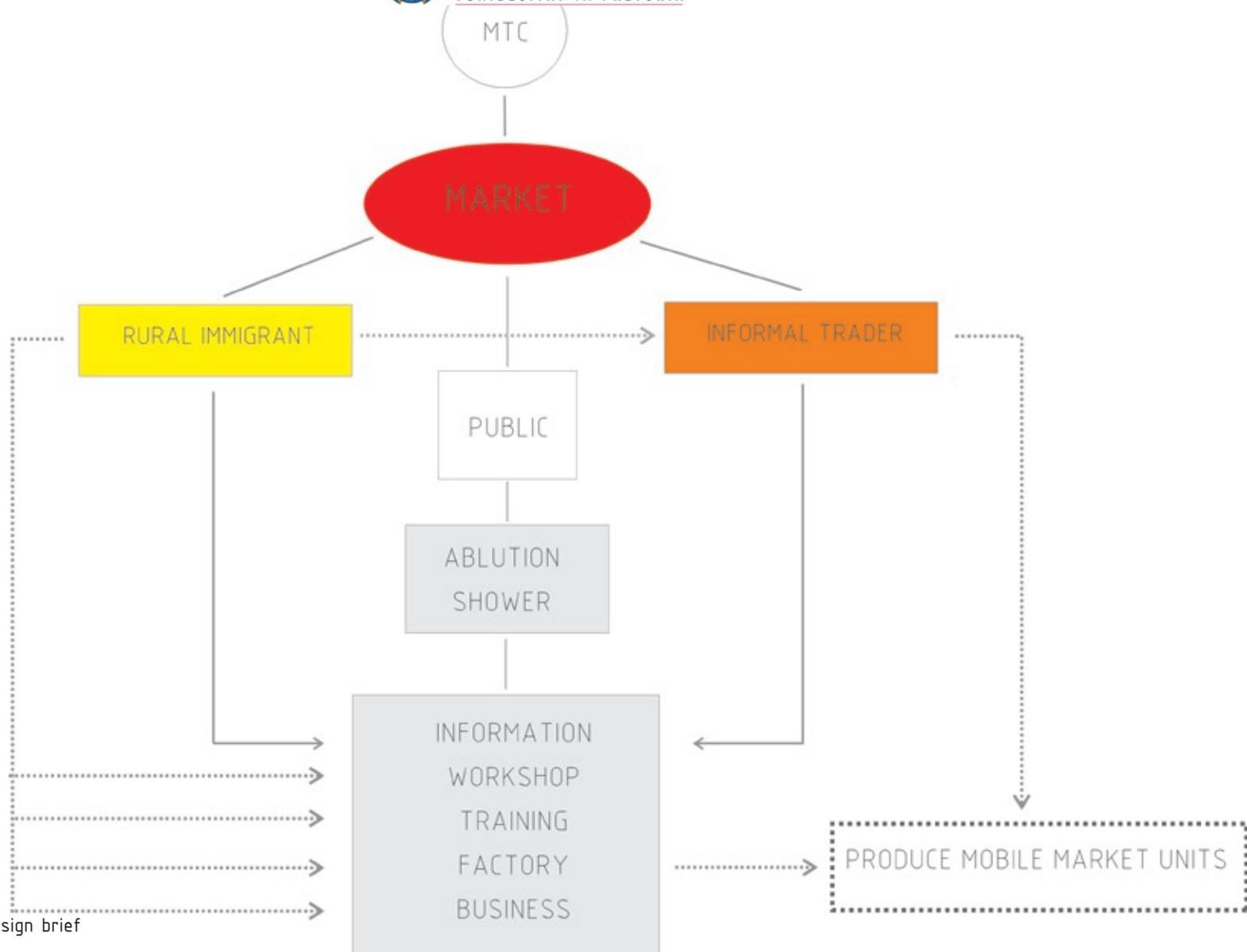


Fig 3.2: Diagram illustrating the design brief

4. PRECINCT

Key words: Informal
Transition
Potential

The allocated precinct is the northern periphery of the Pretoria CBD. It is bound by D.F. Malan Drive in the west, Proes Street in the south, Nelson Mandela Boulevard in the east and the Zoological Gardens in the North.

The atmosphere throughout the precinct is very active and dynamic. It is diverse, generative and presents an abundance of potential. The precinct as a whole is characterized by informal trading, micro retailers, small retailers and ad hoc entrepreneurs.

Streets are lined with stalls trading anything from food, clothes and electronics. Music plays from various shops and trader stalls and the air is filled with the smell of food and spices.

This informal flexibility creates an opportune manner for integrating the rural immigrant into the urban fabric of the city. The entire precinct acts as a transition space between the rural environment and the urban context.



Fig 4.2: Precinct presentation

