

[Domus No 827-828, 2000:76]

ECONOMIC ENVIRONMENT:

Economic issues addressed will concentrate on the expansion of economic opportunities through the release of land for development and support of the industrial corridor east of the N3. A vision is formulated for the region:

To maximize the economic opportunities and to provide and maintain an acceptable living environment [LIDP, 2002:1]

The City-wide principles that guide development in Administrative Region are as follows:

- Protect public and private investment – commercial, economic and residential.
- Stimulate and promote appropriate and focused localized economic activity in residential neighbourhood areas.
- Manage and contain urban development through: the promotion of nodal development, balancing mobility and activity roles of the arterial roads system, and supporting residential densification and infill, taking due cognizance of infrastructure capacities.
- Upliftment, renewal and integration of declining urban areas, promoting diverse land uses in support of social and economic development.
- Sustainable development – responsible use of natural resources.
- **Provide the necessary support to ensure investment and Economic growth.**

LOCATION:

The Linbro Park area (Frankenwald) are part of Region 7, which is one of the 11 Administrative Regions of the City of Johannesburg, is located north of the Johannesburg CBD, partially in the former Eastern Metropolitan Local Council, and partially in the former Northern Metropolitan Local Council.

Administrative Region 7 measures approximately 139,862km². It has a mix of land uses. The prominent land uses are residential, industrial and the AECI National keypoint. This land is a national key point and a sensitive area, which has been sterilized due to the manufacturing of explosives and legislation governing explosives. Past pockets have been identified for release and urban development.

The industrial areas include all concerns of a commercial and manufacturing nature, including warehousing and distribution-related activities. This is prevalent in the Marlboro South area to the west of the region, as well as to the east of the region, in the Linbro Park area.

The industrial areas surrounding Alexandra are experiencing negative influence from Alexandra in terms of security and safety, which is causing an exodus. The AECI Modderfontein land is sterilized due to the explosives factory and legislation governing explosives. [LIDP, 2002:1]

OPEN SPACES:

This comprises a few significant parks and nature reserves, and forms an integral part of the overall spatial development framework. Parks and open spaces in Region 7 are mainly found in the Southern residential areas of this region. The only designated conservation area in this Administrative Region is found to the north, namely the Modderfontein Conservation Area. [LIDP, 2002:2]

SIGNIFICANCE IN THE METROPOLITAN AREA:

Region 7 can be considered as a region of transition between the affluent Administrative Region 3 and the western areas of Lethabong MLC. It is also a significant employment node (Wynberg) in its own right. On the other hand, it is an area that has a severe negative influence on surrounding and adjacent areas, due to the present state of one of its key residential suburbs – Alexandra.

It is the home of AECI, a national security key point in the manufacturing of explosives. It has also a diverse quality of residential areas catering for the wealthy to the poorest of the poor. It contains major employment nodes i.e. Wynberg, Bruma and Linbro Park Industrial Area.

The area is well served in terms of infrastructure and services, however, severe problems in terms of reticulation and over consumption are encountered in certain areas (Alexandra). It is an important contributor to the fiscal and GDP of the Metropolitan area. [LIDP, 2002:2]

CURRENT SITUATION AND PROJECTED POPULATION GROWTH:

There are certain problems as far as reliable, updated information about the demographics of this Administrative Region is concerned. According to Census 96 and iGoli 2010, Region 7 houses a population of



188 000. For the purpose of the LIDP, an estimated number of 394 000 (including the estimated 350 000 inhabitants of Alexandra, derived from the overall business plan for the Reconstruction and Urban Renewal of Greater Alexandra (2000) has been used as basis for calculations and the formulation of interventions.

The population in Administrative Region 7 is 14% of the population of the GJMC area (estimated to be 2,8 million according to iGoli 2010 reports). It is composed of 87% Blacks, 11% Whites, 1% Coloureds and 1% Indians. The population composition of Alexandra is biased to the age group 17 – 35 years, with an extremely low percentage of children and senior citizens (less than 5%).

This is not a normal population curve, and highlights the transient nature of the inhabitants of Alexandra. [LIDP, 2002:4]

TRENDS:

An industrial corridor is emerging along the eastern side of the N3 due to the locality and accessibility. The N3 is serving as a buffer from the negative effects of Alexandra. [LIDP, 2002:4]

ENVIRONMENT:

Administrative Region 7 is situated to the north of the catchment divide and therefore falls within the Jukskei River catchment area, which forms part of the Crocodile River system. Both the Jukskei River and the Modderfontein spruit, which drains to the north, traverse the region. A tributary of the Jukskei River, the Sandringham spruit drains the southern part of this region. [LIDP, 2002:10]

DAMS:

Dams in the area include Modderfontein Dams 1, 2, 3 and 4, which are fed by the Modderfontein spruit and its tributaries. As these dams are on the property of AECI, the management of these dams falls under the scope of their Environmental Management Plan. These dams are currently not being utilized for any other purpose than water attenuation.

RIDGES:

The Linksfield Ridge is found to the south of this Administrative Region, but continues to the west into Administrative Region 8. The northern slope of the ridges is regarded as an ecologically sensitive area with a high bio-diversity. The ridge serves as habitat for varied trees, bushes, flowers (including the rare Transvaal Rothmania) and bird life. The ridge is also of historical importance in Johannesburg.

The Linksfield Ridge and the Linksfield Ratepayers Association are actively involved in the management and conservation of this ridge. [LIDP, 2002:10]

PARKS AND OPEN SPACES:

Open spaces in Greater Johannesburg are generally divided into two categories, namely un-maintained land (in the form of disused mining land, buffer zones, open veld etc.) and maintained land (in the form of recreational open space, parks, golf courses etc.) These categories can be divided into further sub-groups related to activities, which take place on the open spaces. [LIDP, 2002:11]

Parks of regional active nature include:

- Observatory Golf Course
- Royal Johannesburg Golf Club
- Huddle Park Golf Course
- Modderfontein Golf Course

Remaining open spaces in the area are mainly of a local active nature and include:

- Bezuidenhout Park
- Old Royal Park
- Dixon Park
- Rhodes Park
- Alexander Park
- Hofland Park
- Orange Grove Park

FLORA:

The property of the Sizwe (Rietfontein) Hospital contains pristine Bankenveld grasslands. This may be one

of the few remaining areas representative of this vegetation type, in pristine condition, and should be preserved.

CEMETERIES:

About 5 000 graves are situated on the property of the Rietfontein Hospital. Concerns have been raised that the disturbance of these graves may result in the spread of diseases (Marian P Laserson, March 1999). [LIDP, 2002:12]

POLLUTION:

Sources of pollution can be found throughout Region 7, but the most heavily degraded areas are found in Alexandra and adjacent areas. Pollution sources consist of: [LIDP, 2002:12]

- air pollution (from vehicle emissions, coal fires and industries in adjacent areas)
- water pollution (from urban runoff, blocked sewers and litter)
- land pollution (from poor waste management and litter) and
- noise pollution (particularly along arterial roads and industries)

AIR POLLUTION:

The burning of fossil fuels, such as wood and coal, is the main contributor to air pollution in Alexandra. A large number of residences do not have access to electricity.

WATER POLLUTION:

Run-off from urban areas, blocked and leaking sewers, litter and illegal discharges from industry all contribute to poor quality water in these watercourses. This pollution detrimentally affects recreational activities in the dams located in watercourses.

WASTE:

People in informal settlements have varied levels of access to services, including regular refuse removal and sanitation services. It is evident that external operators dump waste within Greater Alexandra to avoid paying fees for dumping at the Linbro Park disposal site. This compounds the problems experienced with insufficient waste removal in the area.

OPEN SPACES:

Most open spaces are found in the areas to the north of Broadway, south of Sandringham and to the west of the N3 freeway, except for the Modderfontein Conservation Area. These open spaces are mostly combined with formalized outdoor recreational facilities, mainly in the form of golf courses.

Limited open space accessible to the general public, exists in areas of Kensington, Jeppestown, Kew, Marlboro Gardens and Kelvin.

The lack of open spaces in these areas also limits the recreational opportunities for people.

WASTE REMOVAL:

The lack of waste removal and management in Alexandra has a definite negative effect on public health. The non-removal of waste also increases the likelihood of contamination of groundwater and soil. The provision of proper waste services will have a positive impact on the curbing of the spread of certain diseases, the aesthetic quality of the area and an improvement in living conditions for people.

AIR POLLUTION:

Industrial activities in the Wynberg/Kew area, as well as moderate to excessive coal burning taking place in Alexandra, are the main causes of air pollution. Through electrification of Alexandra, this problem can be successfully addressed. However, many people have very little income and cannot afford the luxury of electricity.

WATER POLLUTION:

Water quantity levels are low due to the industrial effluent and inadequate sanitation services in the densely populated informal settlements. By supplying adequate services, this will decrease levels of bacteriological contamination in the Jukskei River, as well as improve the health of local communities.

OPEN SPACES AND PARKS:

The creation of a Metropolitan Open Space System (MOSS) is one of the key areas that have been mentioned that necessitates attention. The open spaces and parks in this Administrative Region could form an integral part of a possible MOSS for the Greater Johannesburg. [LIDP, 2002:12]

CURRENT ECONOMIC SITUATION:

At present some 6,000 jobs (plus another 3,000 or so indirect jobs) in Marlboro South just north of Wynberg are being lost through factory invasions and occupancy as rental accommodation, much of it to first time migrants with the least education and marketable skills. Industrial infrastructure does not support high-density living.

It may be that these factories can be restored to their wealth creation function, but only after the region gains a new sense of purpose and hope. A settled and stable Alexandra would pick up the whole area.

Until then the strategy should be to encourage industries to move into new regional sites across the N3, such as Linbro Park and areas further south.

A very important project is the proposed Gautrain Rapid rail link project. This project is one of the ten Spatial Development Initiatives (SDI's) of the Gauteng Government, also known as the Blue IQ programme. This is a R1,7 billion initiative to invest in economic infrastructure development.

This proposed rail development is consistent with the Government's stated policy to promote and priorities public transport as an alternative to private transport. [LIDP, 2002:17]

ROADS AND STORMWATER:

The present major road arterial infrastructure is well developed, all of which are tarred and in good condition, although many of the routes have limited capacity. [LIDP, 2002:26]

This region is well provided in terms of road infrastructure:

- the M1 in the west
- the N1 in the east
- the N12 in the south

Fig. 12 - The road network within the region consists of the following:

RESPONSIBILITY	ROAD HIERARCHY	LENGTH (km)
National		16,3
Provincial		24,0
Local	Unknown	142,2
	Primary	52,7
	Secondary	13,3
	Tertiary	324,7
	Total	533,1

STORMWATER DRAINAGE:

In the fully developed part of the region the main stormwater conduits appear generally to be of ample capacity to handle presently recurring flows.

The topography of the area is such that all stormwater runoff disperses quickly into established watercourses, which have sufficient capacity to handle the run-off water, i.e. the entire region is well drained and offers good drainage for any potential development. Thus bulk stormwater poses no major restraint to development, other than in or in close proximity to such water courses (normally determined by 1:50 year return storm floodplain) such as informal settlements in Alexandra. [LIDP, 2002:27]

WATER:

The area is fully serviced with water and sanitation. However, certain low-density areas could be redeveloped at higher densities – this could result in the need to upgrade services at the intermediate level (i.e. sub-outfall sewers and/or water reservoirs). The existing water networks in the Johannesburg and Sandton portions of the former Eastern Metropolitan Local Council are comprehensive and in general in a good condition.

Due to the age of certain portions of the networks, it is necessary that upgrading and refurbishing of the networks be carried out on a regular basis. [LIDP, 2002:28]



Fig. 13 - The reservoir supply zones serving the region and estimated spare capacity are shown in the schedule below:

SUPPLY ZONE	RESERVOIR	CAPACITY (ml)	SPARE CAPACITY	EQUIVALENT DWELLINGS	
				Low income	Upper income
Klipfontein	Linksveld	33	62,9	59 860	16 760
Alexandra					
Linbro Park	Linbro Park	12	5,8	5 570	4 920
Marlboro	Marlboro	38,7	0	0	0

SANITATION:

This region falls within the northern drainage basin and is generally well served with bulk sanitation infrastructure. Changes in the nature of development such as densification will have an impact on existing infrastructure.

WASTE:

The developed parts of the region have an adequate standard of service. The service level is mostly weekly and the street cleaning is kept to a recognized standard. In general there is a good performance record for the number of tons of refuse collected per member of cleaning staff. [LIDP, 2002:29-30]

Fig. 14 - The landfill sites serving the area and their estimated year of closure is as follows:

LANDFILL SITE	EXPECTED CLOSURE DATE	AVAILABLE AIR SPACE (m3)
Linbro Park	2008	1 800 000
Robinson Deep	2020	7 800 000

ELECTRICITY:

There are currently two electricity distribution supply authorities in this region: [LIDP, 2002:31]

- Johannesburg Metro Electricity
- Eskom

Fig. 15 - Substation supply zones in the region and spare capacity are shown in the figure and schedule:

SUPPLY ZONE	INSTALLED CAPACITY	FIRM CAPACITY	1999 MAX. DEMAND	SPARE CAPACITY
Megawatt	40	20	25,7	
Buccleuch	40	20	26,3	
Marlboro	70	50	35,2	
Alexandra	90	45	13,6	31,4
Gressworld	180	135	93,3	41,7

TRANSPORT:

The road network serving this region is composed of: [LIDP, 2002:33]

- Two north-south freeways; namely the N3 which goes through the region and the M1 which lies to the west of the region.
- Three east-west freeways that lie just outside of the region; namely the N1 which completes the ring road westwards, R24 that goes eastwards past the Johannesburg International Airport and the M2 which passes just south of the region.
- The east-west arterials; which include Marlboro Drive; (Katherine Drive) – London Road; Glenhove – Pretoria – Atholl – Johannesburg – Modderfontein – Louise Botha – 8th – Club – Linksveld Road, Bezuidenhout/Kitchener – Broadway leading to the R24 and the east, and Main Reef Road that runs parallel to the M2.

The proposed Gautrain link will have a positive impact within the region. This include: [LIDP, 2002:33]

- Stimulation of economic growth and job creation
- Increased public transport usage
- A more efficient use of space compared with road design



- Lower vehicle emission rates per passenger
- Improved safety levels.

BUS SERVICES:

Bus services in the area are provided by Metropolitan Bus Service, Putco Soweto and Putco Commuta. The bus routes are very pervasive in the southern parts of the region but less so in the northern parts. [LIDP, 2002:33]

ECONOMIC KEY ISSUE:

The critical thrusts are: [LIDP, 2002:38]

- To grow the size of the Regions's economy by maximizing exchange between people, goods, services, information and cultural activities so as to further economies of scale and the diversity of goods and services.
- To lower all transaction costs – to buy, sell, meet, find information, access services – so as to underwrite the competitiveness of the area.
- To build confidence and future investment by paying attention to joint public, private and community planning, investment and urban and resource management, the protection of existing property investment and the improvement of the area's human capital and support to entrepreneurs. The Gautrain and its station will provide a significant boost to the economy of the area.

GOALS:

- Increase access and movement [LIDP, 2002:42]

Balancing the mobility and activity roles of the arterial road system to enhance accessibility and mobility.

- To integrating movement and activity
- Support public transport and mobility on major nodes and arterials
- Support an urban structure that will support public transport
- To ensure adequate access to urban opportunities for all
- Upgrading of major intersections
- Widening/re-alignment of a number of prominent arterials
- Establish Local Economic Growth and Development

To provide the necessary support to ensure investment and Economic growth.

- To promote a unique entrepreneurial
- To provide training centers
- To establish SMME's

The criteria that follow provide comprehensive guidelines for good site-responsive design that is based on information gathered through the site analysis and surroundings.

The design elements include the following as the minimum assessment criteria:

- Infrastructure capacity
- Neighbourhood character
- Parking and vehicle access
- Site layout and landscaping
- Building form

ELEMENT	CRITERIA
Infrastructure	<ul style="list-style-type: none"> • The development should not overload the capacity of existing public infrastructure • Public infrastructure includes reticulated services, streets, open spaces and social and community services • The design should allow sufficient space for services to be installed and maintained efficiently and economically • The design should indicate stormwater management measures
Neighbourhood character	<ul style="list-style-type: none"> • The development should take into consideration and accommodate the built form, vegetation, topography and street scape of the surrounding neighbourhood in its design • Development should be sited and designed to acknowledge the privacy of

	<ul style="list-style-type: none"> • abutting developments • Significant height difference between existing developments and a new development should be graduated
Parking and vehicle access	<ul style="list-style-type: none"> • Proof of adequate parking provision must be provided • Parking must be provided on site • Parking for residents and visitors must be provided • The number of bays in residential developments should be in line with the car ownership trends in the particular area • The accessway must allow for the passing of vehicles and must be sited so that cars entering the development will not hinder the vehicle movement in the public street • Paved areas must not hamper the efficient management of stormwater • A minimum of one tree for three parking bays must be planted • Car parking facilities should not dominate the development or street frontage • Access to the development must be in line with the mobility policy
Site layout and landscaping	<ul style="list-style-type: none"> • Developments should integrate well with the surrounding neighbourhood, enhance existing character of streets and maintain the predominant character of the site • Layouts should respond positively to site features e.g. topography, drainage, vegetation etc. • Common property on the site should be functional and be capable of efficient management • Developments next to existing public open spaces should be laid out to complement the open space • Provide good lighting, visibility and surveillance with perimeter lighting on the street frontage
Building form	<ul style="list-style-type: none"> • Street frontage should suit the efficient use of the site, the residential amenity and the character of the neighbourhood • Building height and location must not have a negative impact on surrounding developments • Private open spaces and habitable rooms of adjacent existing dwellings should be reasonably protected from direct overlooking

Fig. 16 – Criteria for good site responsive design.

INTERVENTIONS AND GUIDELINES:

1. To strengthen and expand the emerging Industrial Corridor along the N3 and the development of a local Neighbourhood node
2. Area east of the "new road" and West of Modderfontein Conservation Area to be developed in a sustainable residential environment [LIDP, 2002:66]

INTERVENTIONS	GUIDELINES
1.1 Improve accessibility by: <ul style="list-style-type: none"> • Extending Marlboro Drive southwards to link with London Road and Modderfontein Road; • Set-up a mass transport system to link Alexandra and other residential neighbourhoods with new industrial corridor 	In accordance with Alexandra Renewal Project Alexandra Transportation Plan Gautrain Project
1.2 By means of detail Design and Development Framework support and promote industrial and commercial development of land west of the new road and east of the N3 from Linbro Park Industrial down to Westfield, in accordance with a detail precinct development plan	Linbro Framework to be revised in consultation with existing community structures and forums Guided by Infrastructure capacities
1.3 By means of a detail Design and Development Framework support the development of a local neighbourhood node specializing in daily consumables on the eastern side of the new road and London Road intersection	Market demand Guided by Infrastructure capacities
1.4 Revise infrastructure master plans and provide infrastructure to support new development initiatives	
2.1 Prepare a detailed Precinct Plan to convert from agricultural holdings to appropriate residential development	Linbro Framework to be revised in consultation with existing community structures and forums
2.2 Revise infrastructure master plans and provide infrastructure to support new development initiatives and revise existing temporary uses	

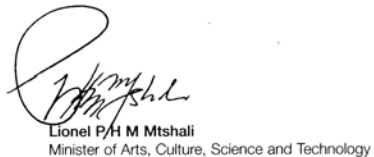
Fig. 17 – Interventions and guidelines for Administrative Region 7.



Most South Africans are unaware of the role décor and design plays in our country. As a cultural industry, design allows people to express their creative ideas, while at the same time it **provides them with the opportunity to generate income and stimulate related industries.**

Décor and design also provide a perfect example of the new role which the Ministry of Arts, Culture, Science and Technology sees the arts as playing in the development of our country. **It is an industry that has enormous potential to contribute to employment creation and income generation, both so urgently needed.**

All over South Africa, exciting new developments are happening in the field of arts and culture. There is an explosion of exhibitions, exciting new galleries are opening all the time, and there is constant flow of ideas between different art forms and practices. We are at last expressing our rich artistic heritage.



[Margolius, 1999:1]

INSTITUTES AND ASSOCIATIONS:

Institutes and associations are organizations or societies set up by committed people who, in their particular area of research and/or industry, wish to uphold, promote and systematically improve mores and standards. In the field of décor and design, there are various solid, well-established organizations that build upon the current strengths of the industry. They aim to improve the industry by implementing new ideas and methods.

The selection of institutes and association members is strict and careful. The professional code of ethics is precise and meticulous, and the integrity and expert knowledge of board members in their specific field is essential. Within the ambit of décor and design, institutes and associations include architects, designers, builders, plumbers, hardware manufacturers and suppliers, decorators, art and antique dealers and garden landscapers.

The Association of South African Quantity Surveyors which offers tremendous space for resources and skills development, and The Institute of South African Architects which is committed to maintaining professional standards. These organizations represent architect, quantity surveyors, consulting engineers, and town and regional planners who belong to the development professions.

The Society of Designers in South Africa (SDSA) represents professionals in the key disciplines of graphic design; interior architecture and design; product design; and industrial, textile and ceramic design in South Africa. It aims to promote awareness and the benefits of good design, to improve standards, to protect the interests of clients, and to adhere to an international code of professional conduct.

The South African Guild of Interior Designers (SAGID) endeavours to uphold standards of professional behaviour within the décor and design industry, and to promote the benefits of consulting interior designers about the numerous facets involved in décor and design. It also encourages good relations with suppliers, craftspeople and associated tradespeople.

[Margolius, 1999:15]

MEANING OF FURNITURE:

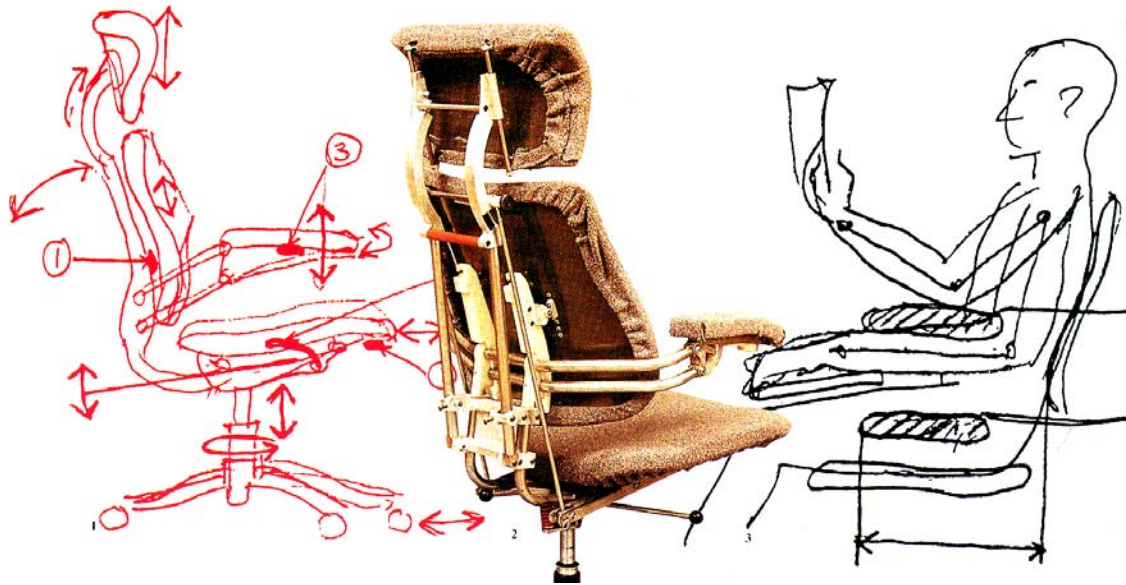
Furniture occupies a curiously ambiguous place among human artifacts. Strictly speaking, it is not necessary to human existence; and some cultures, more especially nomadic ones, seem to get on well enough without it. Because of its bulk, most furniture implies a reasonably settled existence.

Indeed, at one end of the scale, it is almost inseparable from architecture. Built-in-furniture, often thought of in this century as typically "modern", is in fact the earliest we know – a Neolithic house at Skara Brae in the Orkneys incorporates built-in seats and sleeping-places.

Furniture, from the middle ages onwards, has constantly been influenced by architecture. Ornament on furniture is, more often than not, borrowed from this source. Architects, certainly from the eighteenth century onwards, have exercised an enormous influence over the way in which furniture has developed, **insisting that there ought to be unity between interior architecture and the object placed within a given space.**

One of the things the Modern Movement has done is to teach us to look at forms more attentively, in isolation from their function, and also from what they may or may not represent.

[Smith, 2002:7,14]



[Domus No 824, March 2000:82]

design philosophy of

DID WAREHOUSE

Inspired by Fritz Hansen
[Wallpaper, November 2000:2]



1. timelessness

furniture has to be born a classic

2. simplicity

has to dominate line, execution and design

3. functionality

optimum functionality and uncompromising
choice of furniture

4. innovation

focus is on ground-breaking and visionary
product development





HELP LINE:

Trained staff can help with everything from individual workstations to planning a complete living room. Opening up an DID-account can give a company up to 30 days interest-free credit.

DÉCOR-RESEARCH AND INFO. CENTRE:

Provide a computer lab and material in the form of a research library inside the warehouse. Everyone (architects, designers, clients, people and children) must have free access to it and be able to search/find information on any décor/designer/interior related topic.

HOME DELIVERY:

Delivery charges will be calculated in zones based on postcode and the value of goods to be delivered. Use the flat-packed idea of IKEA. It fits neatly into the boot of a car.

AFRICAN SHOP:

This shop will offer lots of traditional African food items etc.

RESTAURANTS:

The restaurants inside the building will have a wide variety of food – to suit everyone’s personal taste. The emphasis will be on the interior as well. Interest views and open sitting space will be created. Designer tables, chairs and décor inside the restaurants will give character to the space and create a place within each restaurant.

HOME FURNISHING ADVISORS:

If a client is about to embark on a major re-furnishing project, he can make an appointment with one of DID’s furnishing advisors. Their experience will walk them through DID’s extensive range. They’ll offer suggestions and advice to help them decide on the combination of furniture and décor. This service will be free and anyone can make an appointment by calling the store.

PRICE GUARANTEE:

Furniture and décor prices on the (did.sa) web site are for furniture/décor that one collect from DID. All requested delivery, assembly and installation services will be charged separately.

DID INFO-LINE:

Speak in person to one of DID’s customer service advisors during store opening hours.

SHOP BY PHONE:

By using the DID catalogue, one can ordered by phone. Just call 0800 333 9999.

DID CREDIT CARD:

For shopping convenience, use the DID credit card. Fill out an DID credit card application at the store.

OVERNIGHT FACILITIES FOR CUSTOMERS:

Guesthouses just outside Linbro Business Park have bed and breakfast accommodation for those who want to spend a night in one of South Africa’s top class designer-furnished-guesthouses. The designer furniture will reflect the style of the warehouse. Shuttles will transport the people to and from the warehouse. Traveling exhibitions will form part of the program.

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