



MANDELA & QUEEN
HAIR SALON

SPECIALS

WASH & TRIM
CUT & STYLE
FREE
SHAMPOO
AFTERSHINE
VODKA
AKTA
R30
CELL
R25

WIGS

Two men walking past the salon entrance.

Table with various items, including a chair and a display rack.

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CONTEXT Station Precinct- City of Tshwane, 2010

INTRODUCTION

The Station precinct is located between the Herbert Baker building on the south and Jacob Mare Street on the north. It is the southern-

most precinct in the CBD with the historical Herbert Baker building being the main feature (figure 12).

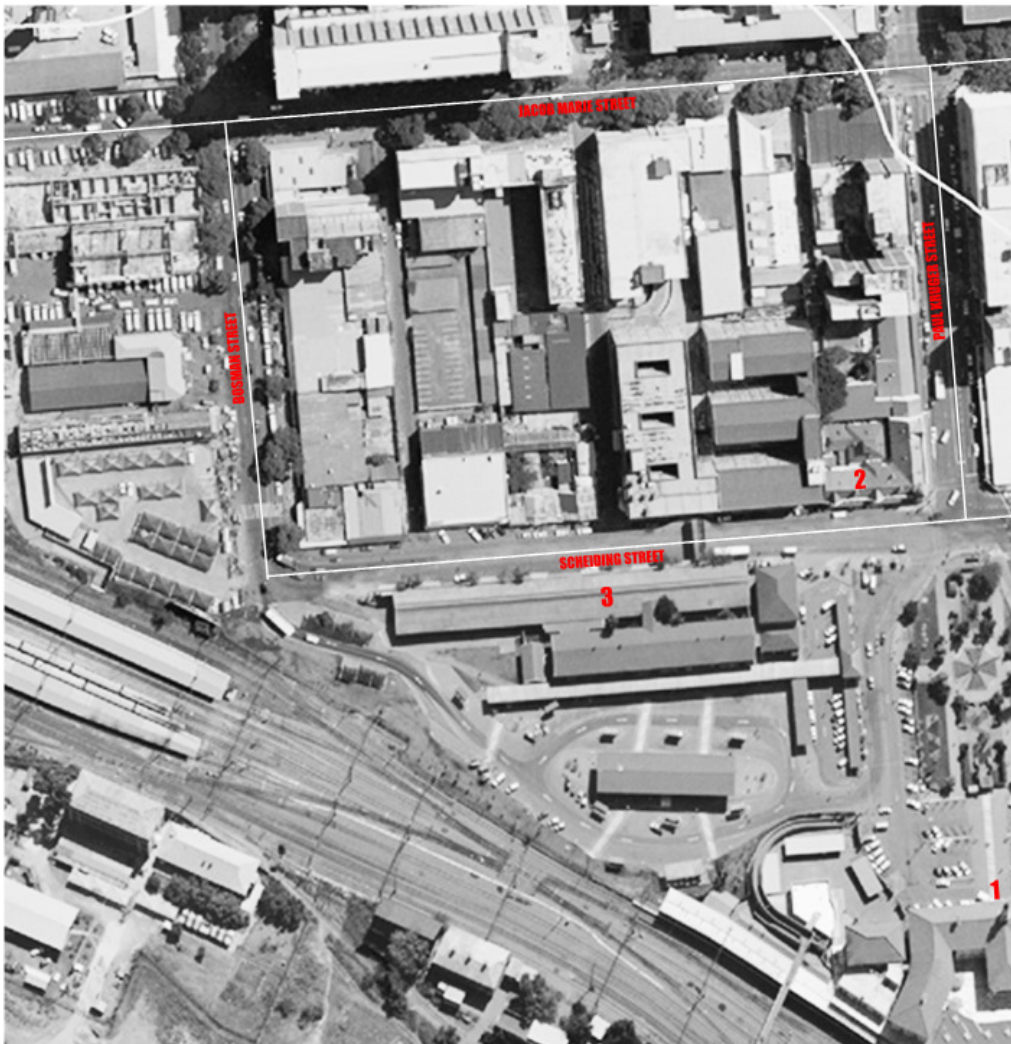


Figure 10. Aerial photograph of the Station Precinct (N.T.S.)



Figure 11. Pedestrian movement on Paul Kruger Street with informal trading outside shop



Figure 12. Historical Herbert Baker building



Figure 13. Victoria Hotel



Figure 14. Commuters walking towards Bosman Station



Figure 15. Pedestrian environment on Paul Kruger Street

ACTIVITIES

The precinct is an important modal interchange with busses, taxis and trains congregating at the station. This modal interchange generates large pedestrian flows which provide customers for street traders (fig 11, 14, 15). The surrounding streets channel pedestrian traffic and form ideal locations for street traders who locate themselves in direct proximity to potential customers. The precinct is characterised by bustling activity, mixed land uses and informal trade.

PEDESTRIANS VS VEHICLES

The station generates much pedestrian movement but the street is designed for vehicular traffic, resulting in conflict with pedestrians. There is on-street parking on either side of the roads.

PEDESTRIAN ENVIRONMENT

- The pavements are in a bad state of repair (fig 17).
- There are insufficient seating areas and very few trees provide shade.
- There is inadequate street lighting.
- Pedestrians and traders compete for pavement space particularly, along Paul Kruger Street which is only 3,6m wide (fig 11).
- Pavements along Scheiding and Bosman streets are much wider (up to 7,2m wide). Here there is little to no conflict between traders and pedestrians (fig 16).



Figure 16. Pedestrian environment on southern portion of Bosman Street



Figure 17. Pavement condition



Figure 18. Pedestrian environment on northern portion of Bosman Street



Figure 19. Shop owner displaying wares outside shop

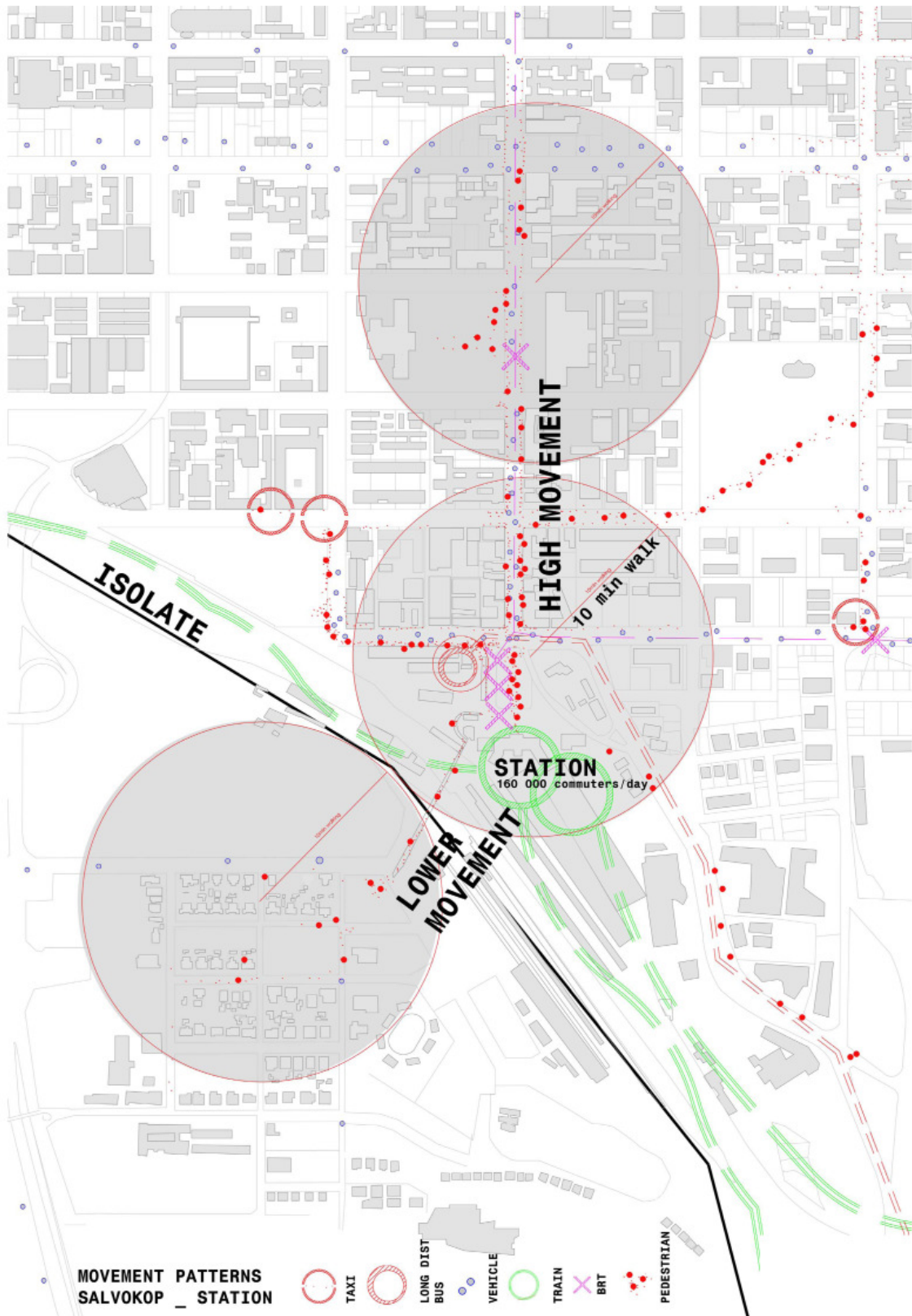


Figure 20. LINK movement patten analysis

SWOT ANALYSIS

The points listed below are those identified by the Group Framework (LINK) that are applicable to this study:

STRENGTHS

- High volume commuter traffic
- Small-scale commercial activities (No anchor shops have a monopoly)
- Modal Interchange
- Multifunctional land use

WEAKNESSES

- Precinct lacks a coherent character
- Not a 24hour area save for the tavern on the corner of Hoop and Scheiding streets
- Lack of public security strategies

OPPORTUNITES

- Parking
- Establish urban identity, character and legibility
- Promote day/night activities on the streets
- Activate small alleys – Hoop and Christina streets
- Improve the pedestrian environment in a way that benefits city, traders and street users alike

THREATS

- No attractions other than transport

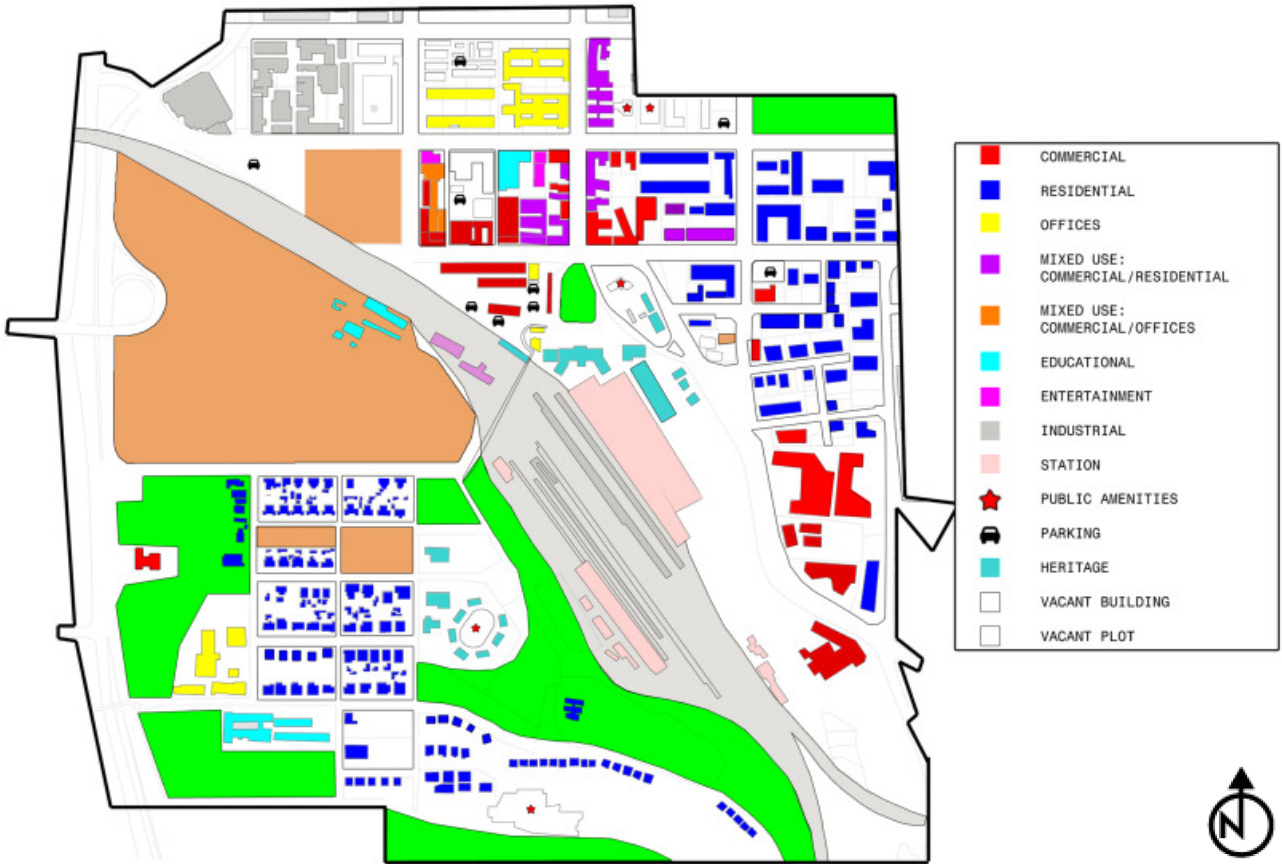


Figure 21. LINK study area activities analysis

SITE DYNAMICS

At the station precinct, the division between formal and informal trade is not always clear-cut. For instance, some shop owners display their goods on the street pavement (fig 22) (University of Pretoria 2000:33). It was also found through interviews of traders in the area, that informal traders had to ask permission from formal shop owners to sell in front of their shops. In some of these instances traders have been incorporated into 'partnerships' with formal shop owners, where the product or service provided by the trader is negotiated to provide a service that supports what is sold in the shop without competing. This demonstrates that there is communication and understanding between people in the public realm, demonstrating a kind of democracy. There is an opportunity for formal and informal realms to co-exist and organise themselves in a democratic street.

Most shop owners however complain about informal traders, mostly because of the unfair advantage they have with regard to the payment of rent and tax and about the degradation of the environment. Although most shop owners complain about the traders, they indicated in a perception survey conducted by students of the University of Pretoria (2000:34) that they would support informal trade in specially designed stalls that enhance environmental appearance. According to shop owners, the poor appearance, of the stalls creates a negative impression of the streets on which these businesses are located, thus deterring potential customers.

Traders at the station precinct reveal that the major problems they are faced with are the lack of facilities, such as water, litter bins and safe storage space (University of Pretoria 2000:34). To date, little to no permanent infrastructure has been provided for the many thousands of street traders in the inner city. As a result, trading takes place using makeshift infrastructure which is

generally provided by the seller. Some components made by a local carpenter and others are bought cheaply from individuals who steal crates and trolleys from local factories and shops. This arrangement is precarious, always with the risk that these elements will be repossessed. The large companies to whom these crates belong, collect them every one to three months.

Much use is also made of the existing environment: in the absence of the commonly used marquee tent sourced from local wholesalers such as The Job Shop on DuToit Street in the Central Business District (CBD) and the Army Shop on Mitchell Street in Pretoria West, trees and roof overhangs provide shelter, the tarred road a selling surface, and for some street traders the selling surface doubles as a bed at night. Kiosks are commonly 2,5 by 3 metres in size and approximately 3 to 6 metres apart.

One reason for the lack of more permanent street-market infrastructure has to do with the insecurity of the traders themselves. For the most part traders are viewed as a negative and temporary phenomenon and 'illegal' in the eyes of the local authority. As a result they are subject to frequent harassment by the local police who occasionally act as hawker patrol. Traders who have to disappear when hawker patrol approaches - spend little to no time or money providing stall infrastructure (Dewar 1990:86). As a result they make little effort to keep their areas clean (Dewar 1990:94).

Intersite property management services (Intersite), the major landowner at the station precinct (University of Pretoria 2000:34), recognizes that informal traders actually make a positive contribution to the area in terms of safety. According to this organisation, the crime rate in the precinct is low because of the passive surveillance provided by informal traders.



Figure 22. Early morning environment on Bosman Street



Figure 23. Goods in Proes Street informal traders' storage facility



Figure 24. Crates stacked on trolley

“There are an estimated 30 thousand informal traders in the City of Tshwane. The challenge is to effectively manage, promote and control this growing sector.” Mathime 2006:1

CITY OF TSHWANE METROPOLITAN MUNICIPALITY: CLIENT VIEWS & CURRENT PERCEPTIONS OF INFORMAL TRADING

In the beginning of 2004 the City of Tshwane Metropolitan Municipality drafted a document that aimed to address informal trading and taxis in the inner-city. This plan was drafted by the Department of Economic Development and divided into short, medium and long-term interventions.

The short-term plan focused on assessing current trading facilities and identifying areas that could be set aside specifically for trading. This process was deemed to have been positive according to the portfolio committee for economic development, airports, tourism/marketing and communication held on 10 April 2006, led by A. Mathime, and approved by the mayoral committee on 12 April 2006 (Mathime 2006:1).

The medium and long-term plans involved conducting research aimed at understanding the nature and extent of informal trading in the inner city in order to develop a comprehensive set of bylaws. These have yet to be realised.

Presently, the station precinct has been earmarked as an area to be restricted for informal traders. This will most likely be realised with the inception of the BRT and Gautrain stations, which will see the area gaining a higher profile (Mathime 2006:10). Although the municipality recognises the needs of the informal traders, it does not yet have a strategy to integrate the traders into the urban environment in a way that enhances and promotes the image of the city of Tshwane as a world class capital city. The outcome of the conference does, however, acknowledge that the areas around transport interchanges are a natural market for informal traders, stating that, “Any restriction placed on these areas must first be

communicated with divisions such as city planning and sections such as streetscape design.” in order to find amicable solutions in terms of the spatial implications of any design interventions (Mathime 2006:10).

The City of Tshwane Metropolitan Municipality (CTMM) is open to suggestions that address the following (Mathime 2006:10):

- design of stalls
- suggestion of the most desirable precincts for certain types of traders
- suggestions as to the image, appearance and focus of individual market areas
- the design of stalls and markets to contribute to the image of a capital city
- storage and delivery facilities.

This creates an opportunity for the creative integration and accommodation of informal traders in a way that improves the image of the capital city and enables it to become an attraction for both tourists and daily commuters alike – legitimising the traders and integrating them into the urban environment can make the street more vibrant and lively (University of Pretoria 2000:34).

In addition, if this area does become restricted for informal traders, it cannot be guaranteed that informal traders will not continue to attempt to ply their wares to potential customers (University of Pretoria 2000:34).

In a paper resulting from the Education for an Open Architecture Conference held in October 20-22, 2008 Amira Osman and Raymund Königk cited ‘informality’ as an integral force in the socio/economic scene of South Africa that it is likely to remain for years to come (Osman & Königk 2008:192).

As South Africa becomes more developed and strives towards first world status, every attempt is being made for economic growth. The reality, however, is that these plans and policies do not always 'trickle down' to lower income groups - informality appears to be more efficient in providing for needs of the poor (Osman & König 2008:193). Informality is the last remnant of pre-capitalist economies and is critically positioned in having a significant role to play both in providing employment and contributing to a reorientation of the economy (Dewar 1990:1-2).

Thus, the 'informal' should be recognised as a legitimate force. To ignore the presence of informal traders in development plans does not guarantee an eradication of poverty and amounts only to a neglect of the skills and knowledge that the poor may contribute to development (Osman & König 2008:193).

The investigation contained in this dissertation is therefore not bound by the definition of informality, emergence, informal trading and street trading being illegal activities that need to be hidden away or eradicated, but is rather driven by a need to effectively manage the activity at the chosen site, orchestrate action and suggest a typology that stimulates self-organisation by giving form to this dynamic activity

INFORMAL TRADE

According to Dewar (1990:85), the number of street traders in any city can be regarded as a product of three factors:

1. un- and underemployment as well as poverty force people to attempt to survive through informal activities
2. the extent to which the urban system creates trading opportunities to which they can respond - such as high volume pedestrian traffic and proximity to transport interchanges.
3. the effectiveness of controls imposed by the authorities in relation to the above-mentioned opportunities

“Professional architects and housing practitioners need to position themselves in terms of various interpretations of development – this is critical in order to guarantee their effectiveness.” Osman & Königk 2008:193



Figure 25. dti logo

CLIENT FRAMEWORK

The City of Tshwane Metropolitan Municipality aims to revitalise the city of Tshwane with improved infrastructure and urban management as core to the programme that will enhance the city's image and reputation as a leading African capital city (City of Tshwane n.d.). Continued government investment in the inner city in accordance with the Re Kgabisa vision encourages the participation of small and medium enterprises (SMMEs) in this programme.



Figure 26. seda logo

SEDA

Department of Trade and Industry – project partners and investors

SEDA supports the development of small businesses and entrepreneurship in South Africa. The agency aims to initiate a

national entrepreneurship drive and expand education and training for small business owners. dti aims to establish a dedicated network of SMME (Small and Medium Enterprise) finance that will be supported by financial incentive schemes for the small enterprise sector (Department of Trade and Industry 2005:39).



Figure 27. Khula logo

KHULA ENTERPRISE FINANCE LTD

Established 1996, as an independent agency under the auspices of the Department of Trade and Industry (dti).

This organisation's primary aim is to bridge the 'funding gap' in the SMME market not addressed by commercial financial institutions. It is a major force in the development of the SMME sector - a status it has achieved through its ability to adapt to the ever-changing challenges presented by the SMME sector.

The latest strategy proposed by Khula in association with the dti proposes a retail partnering strategy. This could see wholesalers partnering with informal trading precincts to deliver goods fast and efficiently as well as discounted costs on products. The dti and the Small Enterprise Agencies Forum will closely and continuously monitor the adequacy of service provision in specific areas - in this case the station precinct - in order to ensure that measures are taken to close any identified gaps (The Department of Trade and Industry 2005:39).

TECHNOLOGY BUSINESS CENTRES

The 1996 The White Paper on Science and Technology identified the urgent need to raise the overall level of technical competence of the South African SMME sector. The Small Business Development Act (1996) singled out the lack of access to technologies and related skills as being a key constraint to SMME survival and growth.

According to the Integrated Strategy on the Promotion of Entrepreneurship and Small Enterprises one of the key requirements to ensure the survival expansion and growth of the small and informal business sector is to increase the number of businesses that survive and progress to growth and expansion. It is thought that this can contribute positively to higher levels of job creation and economic growth (Department of Trade and Industry 2005:36).

CORPORATE SECTOR

The corporate sector, as a whole, individually and/or in conjunction with the above mentioned organizations, can play a much larger role in promoting entrepreneurship and small business. It is the view of the Department of Trade and Industry that through sponsoring enterprise education, financial-literacy programmes as well as running in-house business support and induction programmes, traders will be able to move through the informal trading realm with the option of one day becoming formal business owners. Whilst some major corporations already have programmes in place to foster entrepreneurship and small business, greater effort should be made to encourage increased corporate-sector participation, particularly in the areas of promoting entrepreneurship, business start-ups, procurement, development and an implementation of comprehensive enterprise-development programmes (Department of Trade and Industry 2005:33).

Currently, there are programmes at the fresh produce market in Marabastad north of the CBD (where most traders source their stock) that aim to teach traders how to manage their businesses and, in particular, how to manage fruit and vegetable trade businesses in accordance with the health and safety act