



Figure 34. Traditional medicine market, Warwick Junction

Chapter overview
Introduction
Case study 1: Lessons from Warwick
Junction
Urban Solutions
Case study 2: Yeoville Market
Case study 3: Metro Mall Transport Facility
and Traders Market
Case study 4: Baragwanath Public Transport
Interchange and Traders Market
Conclusion

chapter

4

CASE STUDIES

CHAPTER OVERVIEW

In this chapter, the aim was to better understand the dynamics of informal trade in order to formulate a design strategy and approach to address informal trade on the chosen site. The case studies do not represent a comprehensive account of the entire market system. The aspects of the markets studied were selected for the degree to which they illustrate the issues that I wish to highlight.

The chapter looks first at existing projects and their outcomes and then at the station precinct in order to understand the nature of the day-to-day operations and requirements of traders and their use of space.

INTRODUCTION

In South Africa to date, the issue of informal traders has been addressed in conjunction with a number of activities formerly viewed as 'illegal' (such as taxis and informal trading). These activities have been housed under the same roof – a top down approach – creating destination structures. Each of these case studies forms valid precedent as to the nature of informal trading, the day to day activities and role players in the street trading environment.

CASE STUDY 01 Lessons from Warwick Junction

LOCATION : Durban, Kwa-Zulu Natal, South Africa

DATE : This spontaneously formed market began in the 1980s. Its inception coincides with the arrival of 300 migrants, in South Africa, from India to work as indentured labourers in what was then the Natal colony (Dobson, R, Skinner C & Nicholson, J 2009:43). Warwick Junction has since developed over time and was later upgraded as part of an urban renewal project in 1995 (Dobson et al 2009:51-52).

DESIGNER : The Warwick Junction involved a number of government departments of the eThekwiini Metropolitan Municipality, these include

- Architectural Services
- City Health
- City Police
- Development and Planning
- Drainage and Coastal Engineering
- Durban Solid Waste

- Electronics
- Housing
- Informal Trade and Small Business Opportunities
- Licensing
- Parks
- Protection Services
- Real Estate
- Roads
- Traffic and Transportation
- Urban Design
- Waste Water Management.

The Warwick Junction Project demonstrated that by catering for informal traders, environmental conditions improve. Many traders were found cleaning areas that were nowhere near their own trading sites. When asked why, they responded that they wanted the market to look good for customers and entice more customers (Dobson & Skinner 2009:85).

This project also demonstrates that it is possible to include street traders in urban plans in a way that adds to the vitality and attraction of cities. One observer noted:

The importance of this area is not just about livelihoods but the role it plays in city making (Dobson and Skinner 2009:85)











- | | | | |
|---|---------------|---|----------------|
|  | FOOD |  | CLAY |
|  | BARBERING |  | MEALIE COOKING |
|  | SEWING |  | MUSIC |
|  | CLOTHING |  | SHOE REPAIR |
|  | FRESH PRODUCE |  | BEADWORK |

Figure 35. Aerial photograph of Warwick Junction showing activities



MARKET ACTIVITIES

1. FRESH PRODUCE

- Painted squares on the ground demarcate areas in which traders may trade
- A carpenter in Warwick supplies benches and foldaway tables
- Surfaces fold away at night so that pavement can be cleaned and adhere to hygiene standards as per the National Health Act
- Where traders bring their own surfaces they must cover these with plastic as per the Occupational Health Act.

(Dobson, Skinner & Nicholson 2009:10)

Appropriate materials and design to adhere to hygiene and safety.

2. COOKING

- Low cost fast food
- Open fires and gas are hazardous to pedestrians in the urban environment
- Wood fires (found to be most efficient) were allowed to continue, provided the cooks relocated to a safer part of Warwick away from shops and pedestrians.

(Dobson, Skinner & Nicholson 2009:74-77)

(fig 37)

Cooking requiring open fires should be contained in designated areas away from pedestrian traffic. Gas fires must be carefully contained and accommodated so as not to endanger pedestrians.

3. MIXED TRADING

- Merchandise responds to changing needs throughout the day
- Morning – cigarettes and chips
- Midday – cater for pedestrians with specific needs; hardware, music and other durable goods
- Afternoons – evening meal



Figure 36. Durban Solid Waste pressure-cleaning trader stalls



Figure 37. Mealie cooking at new site away from pedestrian foot traffic



Figure 38. Pinafore trading stall - structure and merchandise define trading space

- Same site but different uses at different times of day.
(Dobson, Skinner & Nicholson 2009:17)

The retail unit should be able to accommodate multiple display options in order to accommodate different merchandise and grow according to quantity.

4. FOREIGN BARBERS

- Skilled but cannot find jobs – unrecognised qualification in South Africa
- Bring new ideas, knowledge, products and marketing adding to diversity
- For example, they introduced battery operated clippers, the locals resented this
- South African barbers use hand clippers which restrict haircut types.

(Dobson, Skinner & Nicholson 2009:30-33)
(fig 40)

Electricity an open ended system that can be improved on with more investment

5. PORTERS

- These men deliver goods and furniture to and from multiple storage sites
- They have the longest working day working from 4am to 9pm
- They have clients and must remember which site whose goods are stored in
- They work for wholesalers, customers and traders.

(Dobson, Skinner & Nicholson 2009:23)

On-site delivery of fresh goods and rent additional components on any given day

6. CARDBOARD COLLECTORS

- Supply larger collectors who, in turn, deliver the paper to be recycled by large formal recycling companies
- It was found that the middleman who purchased the



Figure 39. Crates act as support for selling surface



Figure 40. Barber stall - showing advertising and space making



Figure 41. Cardboard collectors' weighing facility

cardboard from the collectors paid them much less than market value

- Middleman insisted on weighing the cardboard at the end of the day
- After consultation, Mondi agreed to provide the scales, storage containers for the cardboard and the trolleys for the collectors
- One of the collectors was trained to manage the site
- Through this intervention collectors sold their cardboard directly to the recycling company
- The average price paid to the collector rose from 18 to 45 cents per kilogram – an increase of 250%.

(Dobson, Skinner & Nicholson 2009:79-81)

(fig 41)

Private sector involvement in order to get cheap goods for traders

SUMMARY OF GENERAL MARKET FINDINGS

- Congestion on pavements makes pedestrians more vulnerable to crime
- Route options reduce danger for pedestrians
- Large street furniture obstructing views contributes to increased incidence of crime
- Increased street lighting improves safety
- Unused object should be removed from the streets this improves safety so that people may not hide
- Less congestion makes places easy to clean
- Water and electricity should be provided to maintain sanitary conditions
- Must have different retail environments to suit the needs of products and traders.

CONCLUSION

This project forms a good precedent in understanding the day-to-day role players in a street trading environment. It also helps one

establish the programmatic requirements of the study whilst leading to an understanding of the various components of a market that contribute to its vitality and efficient running.

*a comprehensive account of the Warwick Junction project can be found in Dobson, R & Skinner, C & Nicholson, J. 2009. Working in Warwick, Including street traders in urban plans. School of Development Studies, University of KwaZulu-Natal, Howard College Campus, Durban, 4017 Durban, 1-136. [Online] Available from: <http://www.workinginwarwick.co.za/> [Accessed 5 March 2010]

Figure 42. Warwick Junction chicken traders



CASE STUDY 02 Yeoville market

URBAN SOLUTIONS PROJECTS

Urban Solutions, Architects and Urban Designers, a Johannesburg-based firm, has taken on a number of projects that provide public infrastructure for ordinary citizens formerly marginalised. In doing so, they have created agoras of a new democratic era in South Africa. These places have become spaces of vibrant commercial exchange and social interaction (Sheperd 2006:59).

These projects aimed at legitimising the informal realm by addressing the rights and needs of traders as well as issues of land ownership whilst contributing to the socio-economic dynamic of the inner city.

LOCATION: Yeoville, Johannesburg, Gauteng, South Africa

Date: Approximately 1998

Designer: Urban Solutions Architects and Urban Designers

YEOVILLE MARKET

- This project was initiated approximately twelve years ago.
- In this project, it was important to provide storage facilities for the traders.
- The project housed the informal traders under a shed structure with demarcations on the floor that indicated the rental parcels on which traders could operate.
- Sub-businesses were created to absorb the traders whose businesses were no longer feasible due to the housing of many traders under one roof.
- These sub-businesses included deliveries and running of public ablution facilities.

- This project was seen as a failure by the designers for there was little 'control' or system over the day-to-day operation of the facility (Hansen 2010).

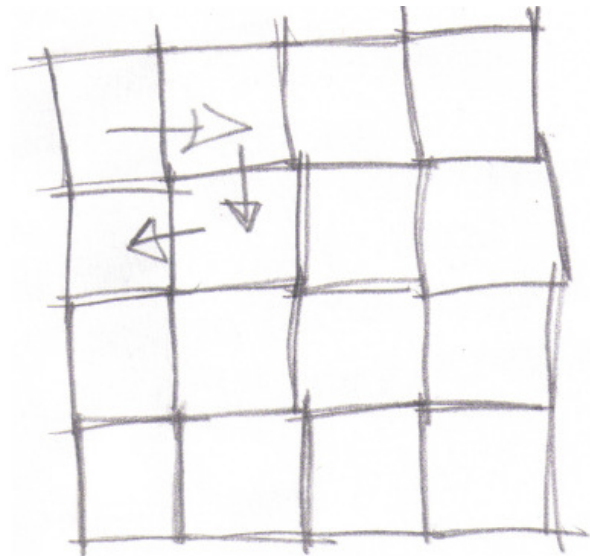


Figure 43. Yeoville Market concept drawing of organising system



Figure 44. Yeoville Market street elevation

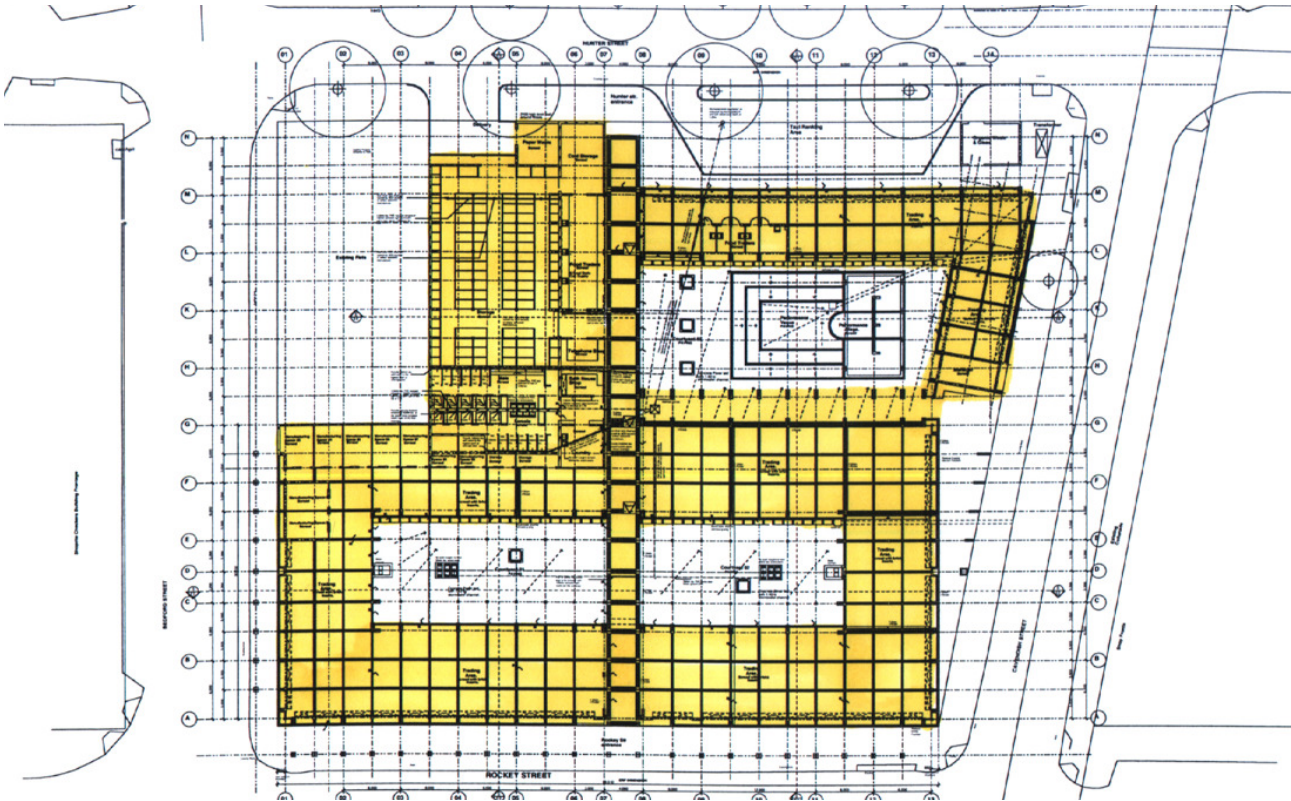


Figure 45. Yeoville Market site plan



Figure 46. Yeoville Market entrance



Figure 47. Yeoville Market Fresh produce trading area



Figure 48. Yeoville Market shoe repair claiming a wall

CASE STUDY 03 Metro mall transport facility and traders market

LOCATION: Newtown, Johannesburg, South Africa

DATE: 2000

DESIGNER: Urban Solutions Architects and Urban Designers

Metro Mall occupies a site of twelve hectares along Bree Street, one of the busiest streets in the Johannesburg inner city.

The main drivers of this project were the formalisation of the street trading community and the provision of a permanent home for taxis in the city.

One hundred and fifty thousand commuters use the facility daily. It provides 800 trader stalls and retail shops (Deckler, Graupner & Rasmuss 2006:61). Formal retail stores are provided along Bree Street whilst commuter traffic is forced through internal street fronts past trading facilities to access taxi loading areas.

There is a wide variety of trading spaces that cater for different trader needs. These include:

- floor space stalls with concrete counters
- large roller shutter cubicles
- fully-serviced destination outlets that house hairdressing salons and food outlets.

ADDITIONAL FACILITIES PROVIDED

- Taxi association offices
- TV and pool halls
- Building management offices i.e. Metro Trading Company
- Areas for designated cooking mamas who may only cook for specific taxi associations

- Day care facility (This was later found to have failed) (Hansen 2010).

As an urban design proposal Metro Mall aimed at:

- making connections with the surrounding fabric
- completing the street grid and facilitating continuity of movement
- promoting mixed use urban opportunities
- reinforcing street boundaries with the construction of perimeter buildings with active street edges
- acknowledging the street as a public space
- allowing equal opportunity of access and freedom of movement.

CRITIQUE BY HANSEN

Architect Ludwig Hansen of Urban Solutions, Architects and Urban Designers has critiqued this project saying that to some extent the plan is too rigid and controlled and puts the traders into boxes. There is little opportunity for them to manipulate and vary the spaces as they would outdoors.

CONCLUSION

Metro Mall is a very important precedent because as a facility it is truly public and fulfils the real needs of its users. The activities along the edges of this mall also provide an opportunity for real street life (Deckler et al. 2006:63).



Figure 49. Metro Mall 'internal street'



Figure 50. Metro Mall bird's eye view 'internal street'

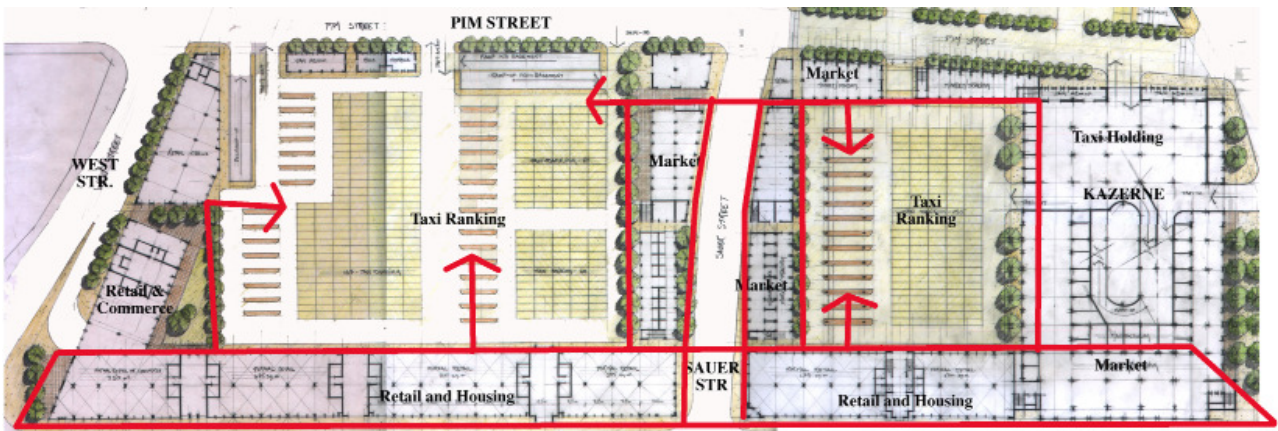


Figure 51. Metro Mall site plan

Figure 52. Metro Mall entrance sign and art-work made from recycled materials



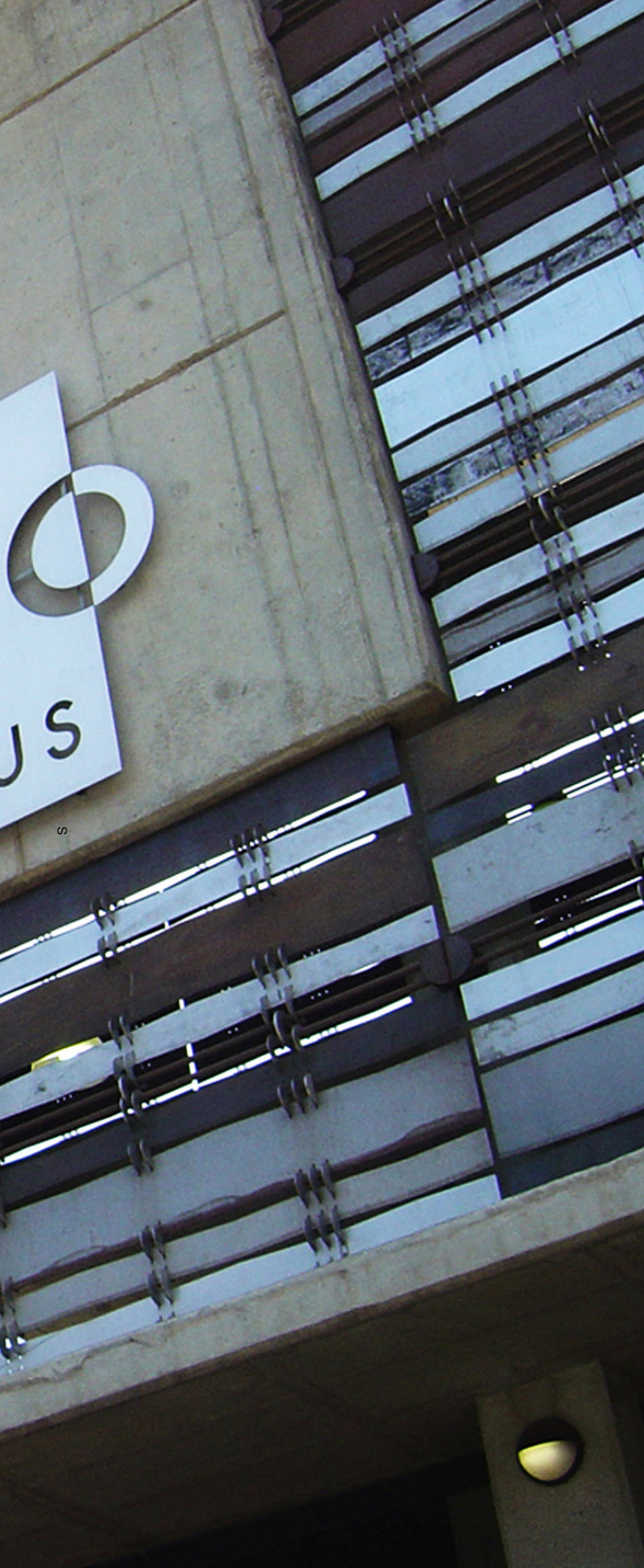


Figure 53. Metro Mall trader claiming part of street pavement



Figure 54. Metro Mall communal wash-up facilities



Figure 55. Low-order traders on street pavement outside Metro Mall

CASE STUDY 04 Baragwanath transport interchange and traders market

LOCATION: Soweto, Johannesburg, Gauteng, South Africa

DATE: 2001

DESIGNER: Urban Solutions – Architects and Urban Designers

The Baragwanath Transport Interchange and Traders' Market is one of the busiest transport nodes in South Africa, & services most of Soweto's residents in getting to work and home. The site stretches 1.3km along Old Potchefstroom Road, which is a primary access route into Soweto. It is approximately 50 metres wide. The facility accommodates 500 street traders along with associated amenities. These include:

- storage facilities
- management offices
- support infrastructure

(Deckler et al 2006:65)

Unlike the previous project by Urban solutions, this project truly learnt from the day-to-day operations of street traders. The inception of this project required six years of negotiations and workshops involving various representatives of bus companies, taxi associations, street traders and city officials.

The project sees spaces for informal traders with varying degrees of control and freedom. Trader stalls vary in size to accommodate different types of businesses. The project is conceptually conceived as one long spine that connects commuters and provides spaces for traders to ply their wares. Traders who may not come to the market daily are accommodated in articulated niches along the spine whilst destination stalls and cooking facilities are accommodated in some of the support structures along the spine (Hansen 2010).

CONCLUSION

The project forms a good precedent as the arcade development, is very much like a street pavement. The design not only responds to the pragmatic needs of the traders, but also contributes to the overall aesthetic of the environment as well as a sense of place. The sculptural spine forms a focal point whilst establishing a legible structure to the market where both the traders and commuters can clearly read where various fixed and more transient stalls are located. The tall landmark structures with artwork on them create focal points for pedestrians, thus orientating them within their environment.



Figure 56. Concept drawing of Baragwanath Transport Interchange and Informal Traders' Market - organising system

Figure 57. Bird's eye view of Baragwanath Transport Interchange



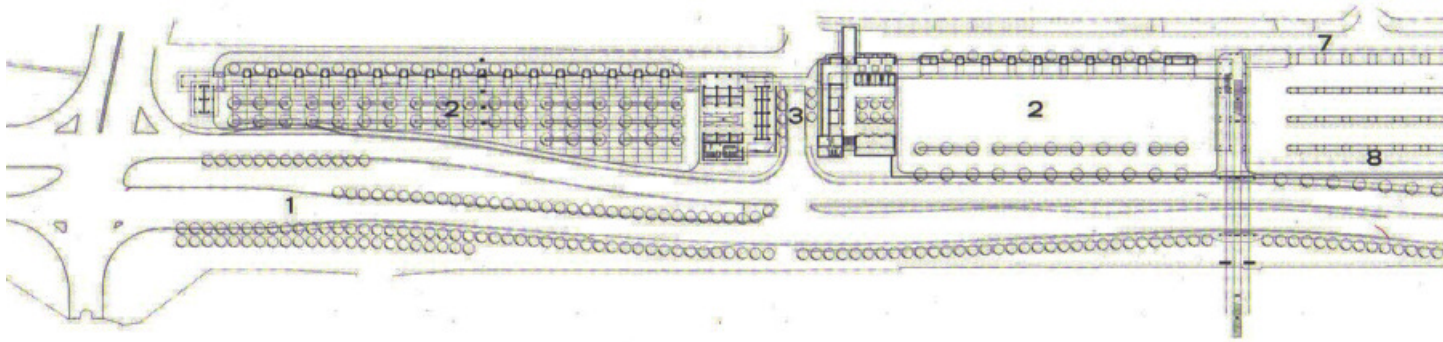


Figure 58. Site plan of Baragwanath Transport Interchange and Informal Traders' Market



Figure 59. Internal view of arcade development



Figure 60. Portion of concrete spine acting as edge and seating



Figure 61. Traders claiming space outside spine

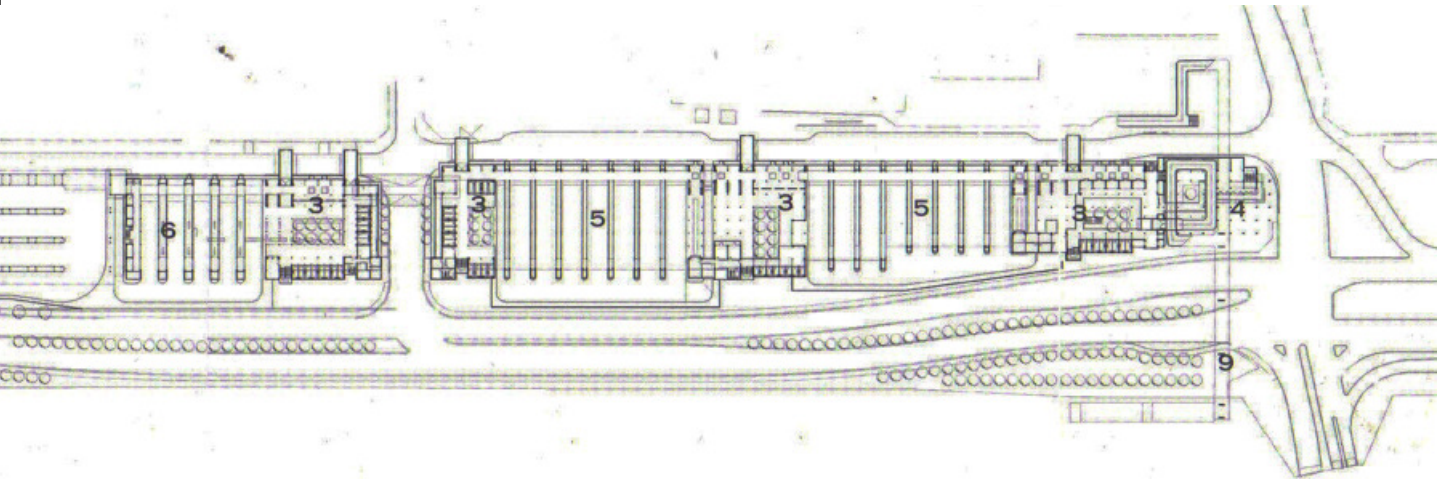


Figure 62. Traders claiming space using vertical element outside spine



Figure 63. Internal view with pre-cast concrete furniture



Figure 64. Internal view of vegetable trading area - sub spaces defined by vertical elements