

# Framework

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Pretoria West is a neighbourhood that lies directly west of the City of Tshwane CBD, to the west of D.F. Malan Drive. This area is a former low density residential area that has over the years undergone a gradual transition in character. Although large sections of the area are still exclusively residential, there was an influx of industrial developments into the area, mainly as a result of the close proximity to the railway and the economical opportunities associated with ISCOR, as it was known (ICDS: 2008). ISCOR relocated its operations to Vanderbilj Park and is now known as Arcelomittal.

The rationale for considering Pretoria West as a strategic densification area is found in three characteristics of the area:

- its proximity to a major employment and activity centre, namely the City of Tshwane CBD
- its proximity to major public transport opportunities; and
- the decaying character of the area which makes it ripe for urban renewal and development intervention (ICDS: 2008).

The main feature of industrial areas lies in the relatively homogenous nature of businesses in the area. The revitalisation

of this precinct (Pretoria West Industrial Area) can be engineered by actively re-generating delapidated areas into new developments that link closely with the established industry.

### Aim

The aim of the framework is to explore existing emerging energies in the Pretoria West Industrial Area that hold the opportunity to re-connect to the City of Tshwane CBD and its surrounding areas. The framework is based on a vision for the area, rather than on identifying all the challenges and trying to correct that. This approach will allow the framework to deliver on a much bigger scale and to integrate the Pretoria West Industrial Area into the rest of the city fabric, to enable the area to become a sub support system to the City of Tshwane CBD.

The framework further aims to enhance the integration into the City of Tshwane CBD and improve access to employment opportunities. The proposed development and regeneration of the Pretoria West Power Station is considered a catalyst for this aim.

The general principle is to improve the transportation links through increased access and linkages, to increase and diversify low risk industries and to densify the area through housing.

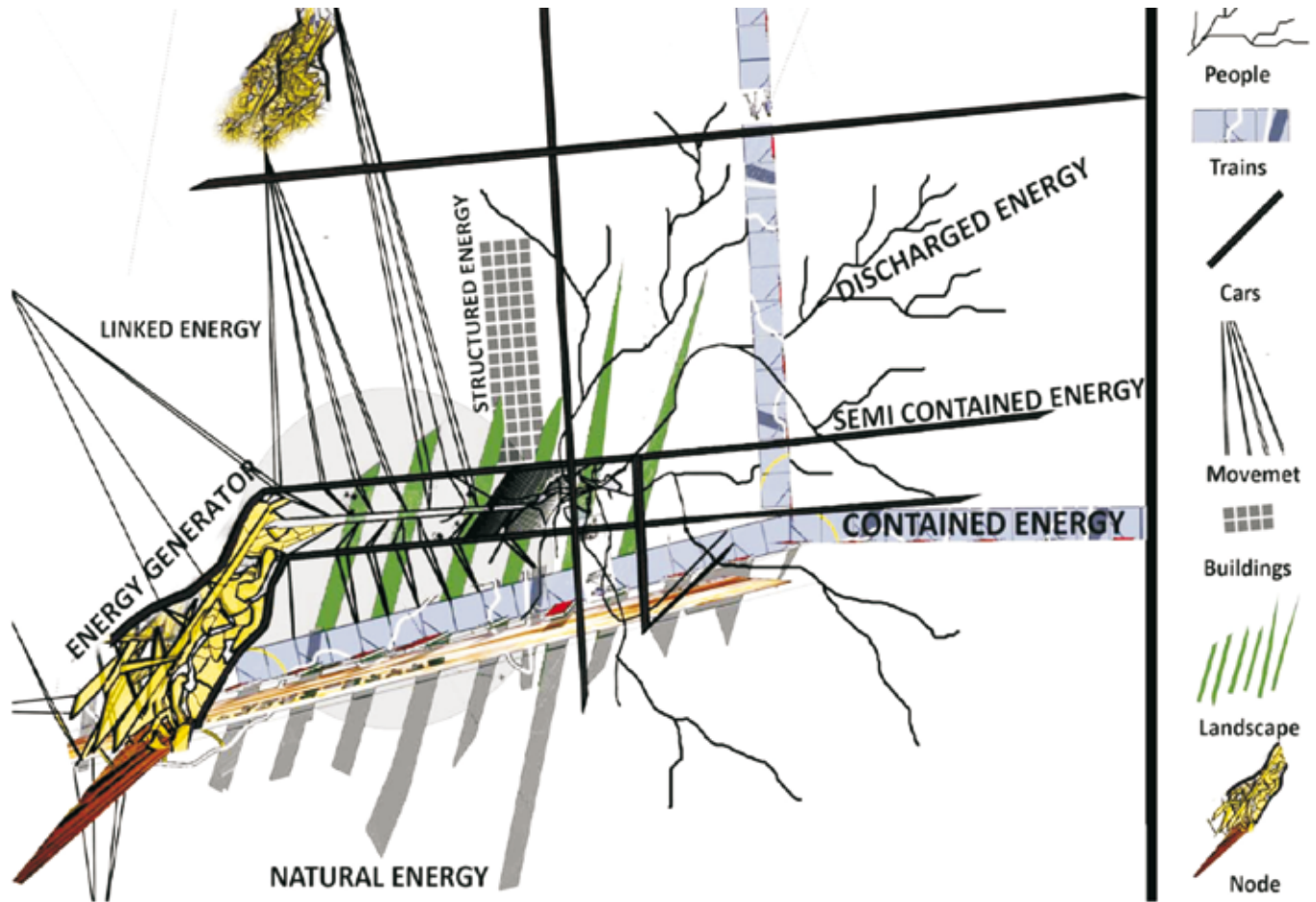


Figure 21. Existing energies in the study area that will be used to integrate the Pretoria West Industrial Area with the City of Tshwane CBD: Pretoria West Group Framework 2010.

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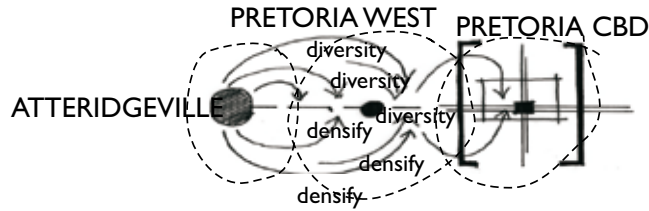
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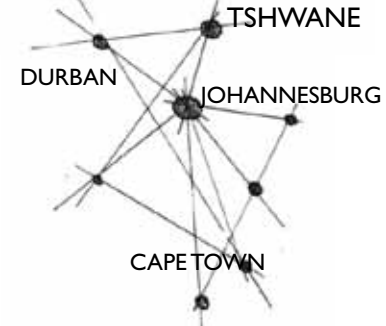


Figure 22. Walking distances to show close proximity of the Pretoria West Industrial Area to the City of Tshwane CBD :  
Pretoria West Group Framework 2010, edited by Author.

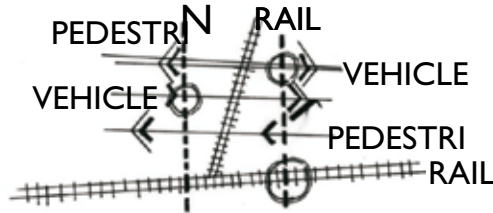
**SUB SUPPORT TO CBD**



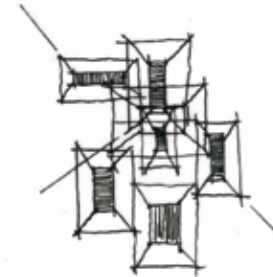
**REGIONAL PRODUCTION CONNECTION**



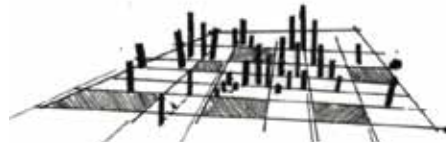
**CONNECTED INFRASTRUCTURE**



**+ PERCEPTION**



**DIVERSITY AND DENSIFICATION**



**INDUSTRIAL HERITAGE = LIVING HERITAGE**



Figure 23. Vision for the Pretoria West Industrial area. The aim of the proposed interventions is to discourage further sprawling to the west (Atteridgeville), and to focus on existing emerging and discarded energies as opportunities to re-connect the area to the City of Tshwane CBD and its surrounding areas: Pretoria West Group Framework 2010.

## Vision for Pretoria West

(see fig: 23)

### **Creating a sub-support system for the City of Tshwane CBD:**

The aim of the proposed interventions is to discourage further sprawling to the west (Atteridgeville), and focus on existing emerging and discarded energies as opportunities to re-connect the area to the City of Tshwane CBD and its surrounding areas.

### **Capitalising on in-place infrastructure:**

Identifying existing urban and natural conditions as opportunities for reconnection. In the Pretoria West Industrial Area the urban conditions refer to the existing railway, vehicular connections and the discarded industrial space. The natural conditions refer to the storm water channels and flood lines that must be incorporated into the urban framework as opportunities to connect and diversify space. The storm water channel along Zeller Street for example could be opened up and used as a walkway and much-needed social space.

### **Diversifying and densifying:**

Diversification and densification will sustain emerging energies and opportunities. The aim is to open up the industrial processes to the surrounding urban environment

and to encourage diversification and densification through these emerging connections

Diversity refers to creating a mix of uses within a local area. By combining residential and commercial uses into a single area, the number of trips and the length of travel are both reduced. People are able to meet most of their daily needs by walking, cycling, or making use of public transport (ICDS: 2008).

Higher densities create adequate transit ridership to justify frequent and efficient public transport services, and provide the necessary population thresholds to support viable commercial activities and community facilities within convenient walking distance of homes and places of work (ICDS: 2008).

### **Establishing a regional production connection:**

A railway linkage to the rest of the country yields a comparative advantage to the Pretoria West Industrial Area.

### **Diluting perceptions of potential:**

The broader Pretoria West area is characterised by a sense of decay and decline (ICDS: 2008). Once a thriving industrial hub, most of the buildings in the area are now vacant.

Emerging opportunities in the Pretoria West Industrial Area would break the negative perceptions currently associated with the area. Diverse industrial and commercial activities that steer away from the homogenous vehicle industries in the area would stimulate a new perception associated with emerging opportunities generated by the scope of a variety of industries.

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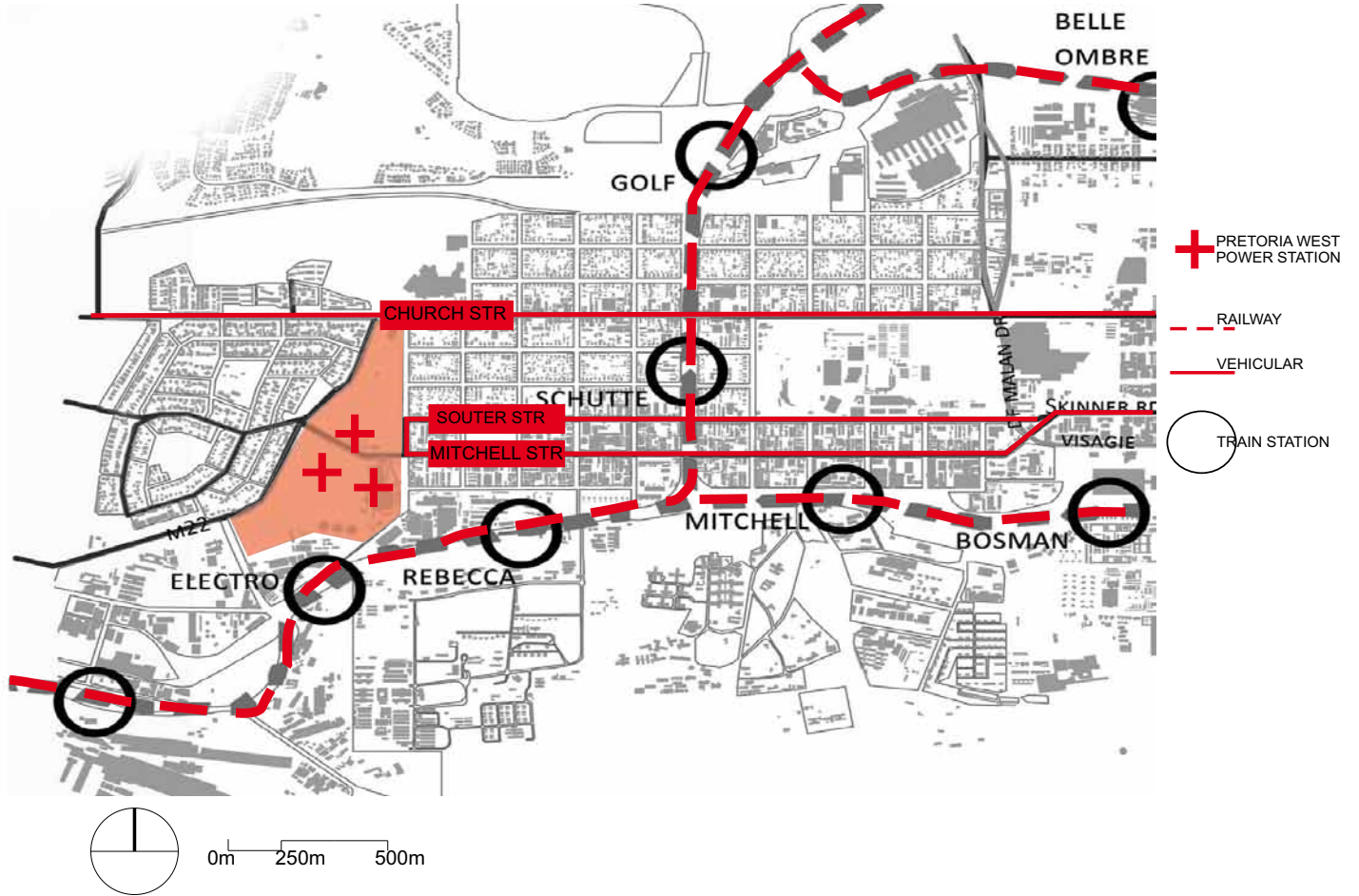


Figure 24. Pretoria West transport nodes, showing how existing infrastructure relate to the Pretoria West Power Station: Pretoria West Group Framework, edited by Author 2010.

### **Industrial heritage:**

The area of study is an established built-up area that was established in 1892. The existing discarded industrial space holds the opportunity to reconnect to the City of Tshwane CBD and its surrounding areas, with the existing building stock defining the character and integrity of the area as a rustic industrial space.

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### **Conclusion:**

The advancement and development of Pretoria West Industrial Area as an integral part of the City of Tshwane city structure is a necessity. In many ways the Pretoria West is perceived and subconsciously treated as a foster child that has to fight for its own survival.

Though blessed with a resilient economy, careful measures must be introduced to ensure that this segment of the city develops as a balanced environment. This requires the provision of adequate and quality housing, ensuring that the industry develops efficiently (without degrading the environment as naturally tends to happen) and connecting it to its immediate region.

By effectively freeing Pretoria West from its relative isolation, it would undoubtedly grow into an area that would relate with the city as a whole and the region in an efficient and effective manner. It would bring the area back into the spotlight, promising it renewed attention it deserves and putting into motion a snowball effect of much-needed development and renewal (PWIF, 2004).

### **The Vision for the Pretoria West Industrial area:**

- Function as a productive cell (fig: 25)
- Connect to existing energies (fig: 26)
- Accomodate regenerative production industries (fig: 27)
- Connect to the urban the fabric that would demonstrate sustainable social integration (fig: 28)



*Figure 25. Vision for Pretoria West Industrial Area : The area must function as a productive cell, and keep its ethos as an industrial urban-cell: Pretoria West Group Framework 2010.*



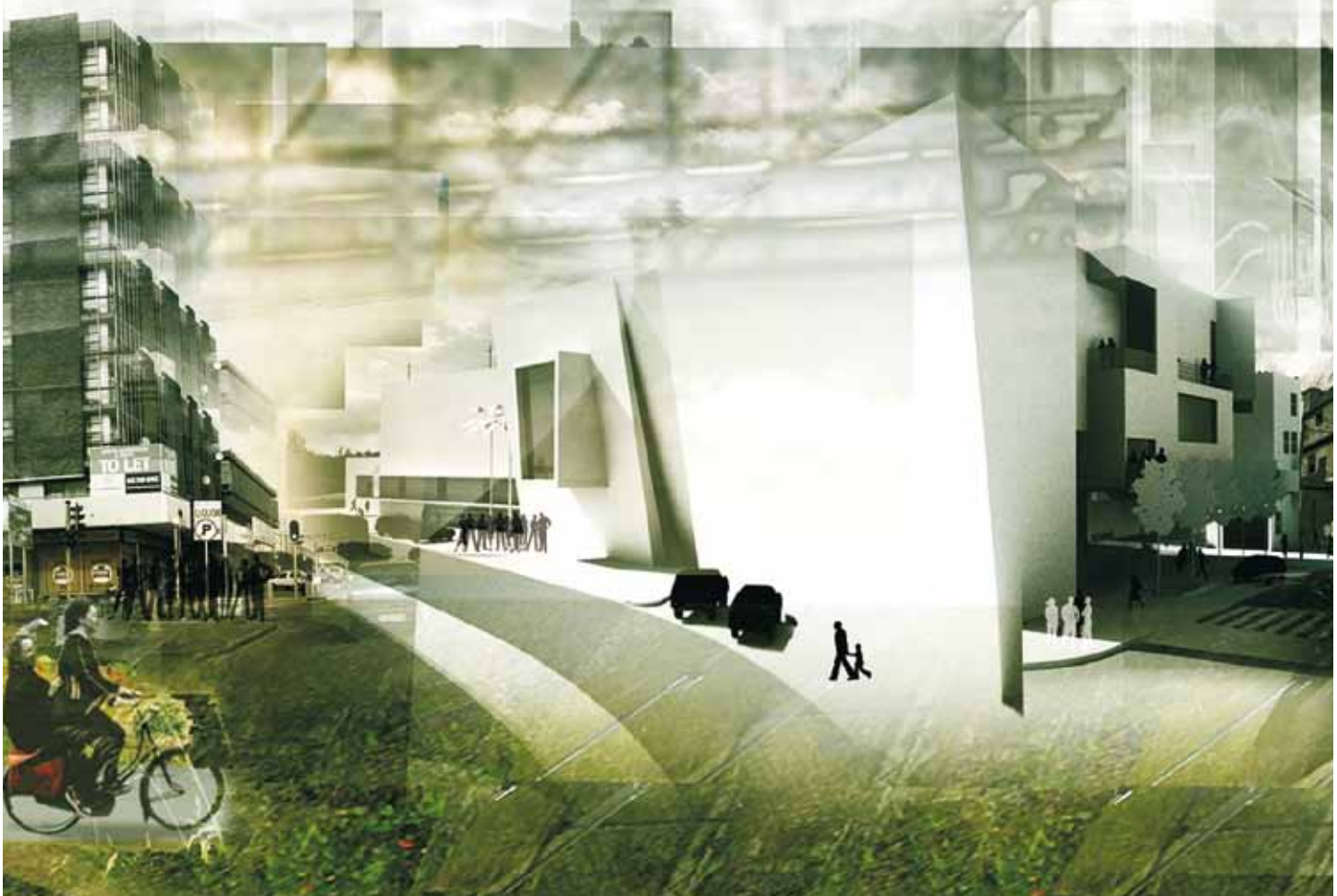
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Figure 26. Vision for Pretoria West Industrial Area : The area must connect to existing energies .The existing energies (people, transport nodes, industrial building stock and natural landscape) must be applied to regenerate the area: Pretoria West Group Framework 2010.



*Figure 27. Vision for Pretoria West Industrial Area: The area must accommodate regenerative production industries. Diversity in terms of industrial processes is important to generate emerging opportunities in the Pretoria West Industrial Area that will establish re-connections with the rest of the urban fabric: Pretoria West Group Framework 2010.*

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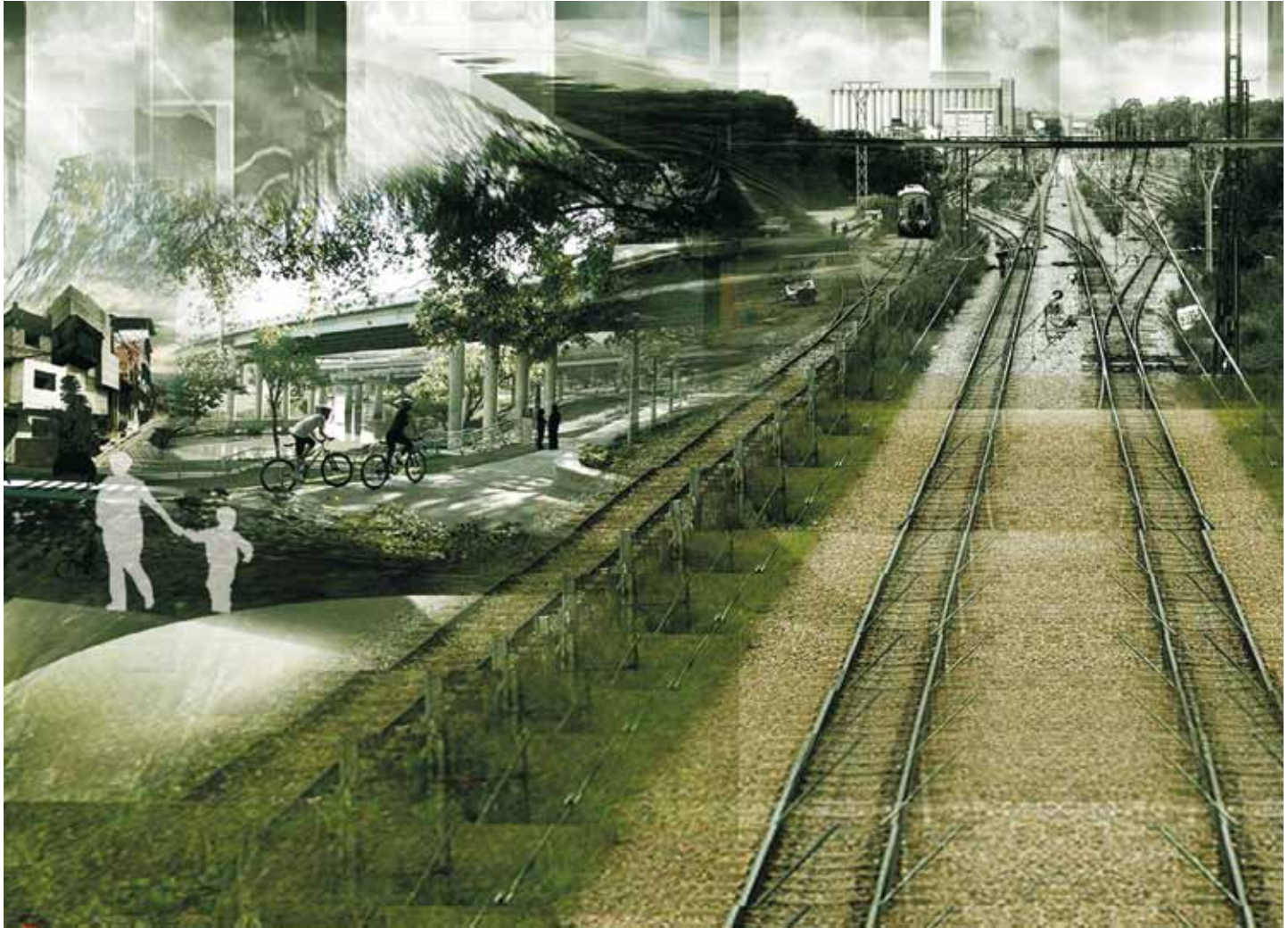


Figure 28. Vision for Pretoria West Industrial Area: The area must connect to the urban fabric that will demonstrate sustainable social integration. It is important for the industrial processes to have a positive impact on the urban fabric and not function as the current isolated entity: Pretoria West Group Framework 2010.