



# URBAN

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# FRAMEWORK

Tshwane Vision\_

- > Inner City Development\_
- > Group Framework\_

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## >Inner City Development Framework\_

The vision for the Inner City is derived from the Tshwane Vision\*, the ideals of which were translated into tangible objectives for the future development of the Inner City,

"...the centre of culture in Africa, where all aspects of being (South) African can be celebrated" (Tshwane Inner City Development and Regeneration Strategy, 2005).

The Inner City already comprises a number of cultural and heritage assets. By enhancing and expanding these dormant resources, Tshwane could become a tourism destination, both nationally and internationally.

The term "culture" has many definitions, from the idea of culture 'as a way of life' to a description of art forms such as music or theatre. "Culture" in the context of this dissertation is in essence about people, their lives and the way in which they express themselves. The author is of the opinion that these aspects should be made prominent and celebrated in the Inner City.

Therefore, the Centre of Culture does not only relate to buildings, places, and the appearance of the environment in terms of vibrancy, colour and texture, but focuses on the way in which the Inner City lends itself to both formal occasions and events that celebrate humanity in everyday life.

In order to achieve the pinnacle of investment opportunities and create a truly exciting and sustainable inner city, the area needs to exude three important characteristics, namely

- confidence
- credibility
- Brand Essence and Brand Promise

\*Tshwane Inner City Development and Regeneration Strategy, 2005.



In an attempt to ensure that the key principles are present in the Inner City, it is necessary that those areas or aspects of the Inner City that do not meet the necessary standards receive urgent attention. The following aspects have been identified as challenges (TCORS, 2005):

To achieve the above goals, the following key elements need to be present (TCORS, 2005):

- An unique story\_
- Excellent management\_
- A high-quality environment\_
- Marketing and Facilitation\_
- Convenience\_
- Accessibility\_
- Service infrastructure\_

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- The Inner City needs a clear and unique identity
- It is important to attract high profile developments to the Inner City
- The Inner City must make provision for a range of housing opportunities, and must not only cater for a single socio-economic group
- Sufficient residential support facilities must be provided to carry the increasing permanent residential population
- The Inner City must provide tourism, entertainment and recreational opportunities, for local Tshwane residents as well as visitors
- The Inner City must comprise a dedicated public transport system (an internal circulation system)
- The Inner City must be made pedestrian friendly
- The Inner City needs sufficient public spaces (soft and hard) in keeping with its desired image as a world-class capital city
- Safety must be one of the main priorities
- A dedicated management structure must be put in place

According to the Tshwane Development Framework the Inner City should be regarded as a place of excellence. Drastic interventions are required to address the gaps that remain within the existing urban fabric.

The Inner City Development and Regeneration Strategy is based on an approach of "catalytic intervention", whereby specific strategic interventions are proposed to address challenges in order to attain the critical success factors. It proposes that public budget expenditure should be focused on an attempt to create stimuli for private sector investment. This is based on the 'ripple-effect approach', where one major



### [The Mandela Development Corridor]

The Mandela Development Corridor is situated alongside Nelson Mandela Drive on the eastern edge of the inner city. According to the TICDRS, future development along the corridor should focus on the arts, culture, government, business, sports, entertainment and commercial development.

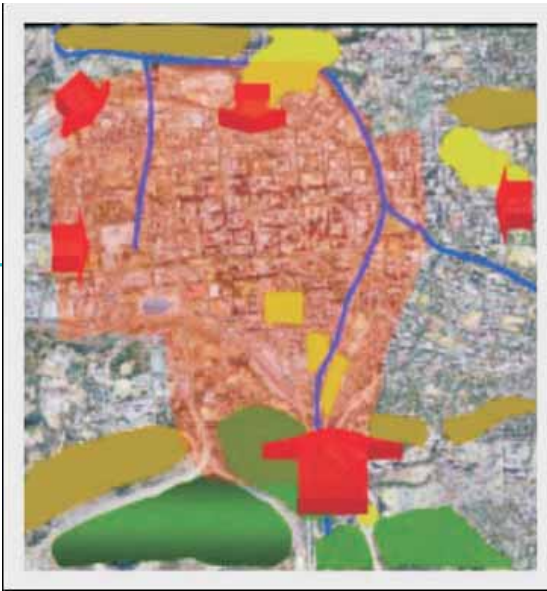
Adjoining land should be utilized for office and business developments, supported by high-income residential apartments. The environmental and spatial quality of the corridor should be of the highest standard, and should comprise the inner city's flagship developments [TICDRS, 2005].

### [The Apies River Promenade]

The Apies River Promenade sparked the beginning of this city (TICDRS, 2005). Feasibility studies must be undertaken to determine the viability of changes to the river morphology. The open space system along the Apies River could cater for the active recreational needs of residents and employees in the area. Possible facilities include walking tracks, cycling routes and playgrounds.

Bridges crossing the Apies River should be designed to be clearly identifiable – the theme of the historic 'Leebrug' could be developed further. The land to the north of the proposed crossing along the

Apies River should be redeveloped for recreational and entertainment purposes. A link with the National Zoological Gardens to the eastern part of the Inner City should also be established. Developments could have a smaller scale than those to the south, which form part of the Nelson Mandela Corridor.



### [Announcing the Destination]

The significance of the inner city as a destination should be announced in bold terms. This could be achieved through various gateways into the city. Within the civic scale, landmark buildings, fountains, bridges, etc., could be used to achieve better legibility for the user and visitor.



## [The Cultural Circle]

In keeping with the vision that Tshwane and its inner city should be developed as the centre of culture in Africa, the main structuring component for the future development of the inner city is the proposed cultural circle.

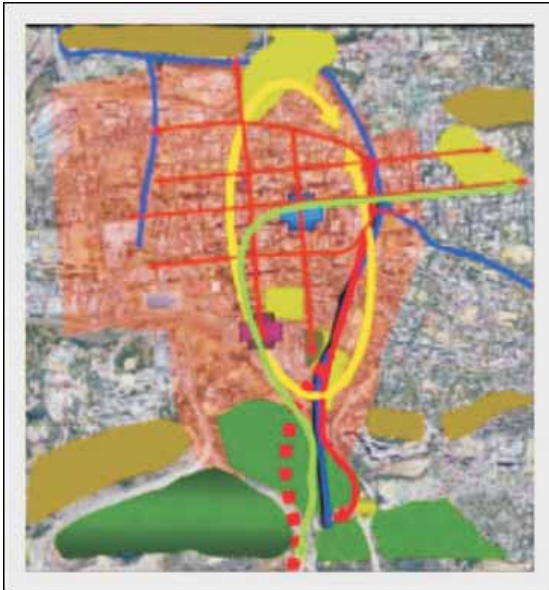
The cultural circle concept is based on the identification and enhancement of existing cultural landmarks and facilities, the development of new, contemporary cultural landmarks and the linking of these elements through a system of transport and pedestrian routes.

The cultural circle should be supported by a programme of events and festivals that can further enhance the vision of Tshwane as the Centre of Culture. The development of the concept of the cultural circle is vital for the branding and identity of the Tshwane Inner City as a unique and special place in the country.



## [Movement and Accessibility]

The linking of strategic places is an important element of the Tshwane development framework. These linkages are functional but can also contribute to the experience of the inner city as a destination. Public transport will play a critical role; significant interventions and the establishment of a management framework is required to realize the concept.



The aim of establishing linkages is to make movement within the inner city as convenient as possible for all modes of transport (private vehicles, public transport, pedestrians and cyclists). Integrating the movement network with the major elements, districts and tourist destinations will ensure accessibility.

### (Conclusion)

Site & programme selection for the proposed Digital Media (Exchange) were influenced by the existing inner city strategies as well as the theoretical analysis of:

#### >the nelson mandela corridor & apies river promenade\_

The proposed site can be seen as an extension of the envisioned development of the Nelson Mandela Corridor and the Apies River Promenade.

#### >announcing the destination / movement and accessibility\_

Dr. Savage Road is an important gateway into the city, and the project aims to be a vital node that could aid in the above concept.

#### >cultural circle\_

Located in one of the identified cultural nodes, the project aims to strengthen the cultural identity of the area.

The above strategies are all catered for by the proposal. The Digital Media (Exchange) aims to unify all groups within the inner city and introduce them to the art of digital media for the edification of all visitors and the enhancement Pretoria as a city.