In this chapter, a study is done on the macro and micro scale context, to get an informed understanding of the study area. According to the findings, a framework is proposed in which the proposed project will function. As the study area is in the initial phase of major new developments, this framework could set a standard for all new development in the precinct and adjoining areas, creating a quality urban environment.
Growing urban ecosystems: a food market in Menlyn.
3.1. Routes and Landmarks in Macro Scale Environment

- Productive landscapes
- Pedestrian Routes
- Bus Route
- BRT Route
- Gautrain

1. Moreletaspruit
2. New Dallas Road extension to Atterbury Road
3. Menlyn Park Shopping Centre
4. Proposed pedestrian bridge
5. Informal Trade Boulevard
6. Proposed Menlyn Intermodal Transport Exchange
7. Proposed site for new Fresh Produce Market
8. Proposed area for new BRT stop
9. Proposed new Taxi Rank
10. Safe pedestrian crossing
11. Menlyn Retail Park
12. Glen High School
13. Damelin College
14. Menlyn Maine
15. CTI College
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>>26: Routes and important landmarks on site.
3.2. Pedestrian Routes and Micro Scale Environment

1. Menlyn Park Shopping Centre
2. Menlyn Retail Park
3. Menlyn Park Food Court
4. Proposed new pedestrian bridge over Lois Lane
5. Area adjacent to Moreleta Spruit developed into productive landscape
6. Moreleta Spruit
7. East - West pedestrian boulevard
8. Proposed new Intermodal Transport Interchange
9. Link Food Market and New Intermodal Transport Interchange
10. Establish connection between Food Market and Menlyn Main mixed use development
11. Civic space/Food court/courtyard hosting pedestrian boulevard
12. Create safe pedestrian crossing over Genl Louis Botha boundary
13. Emphasize connection of two pedestrian axes by means of landscaping
14. Menlyn Maine North - South pedestrian boulevard
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>>27: Main pedestrian route and interventions.
3.3. The “Shopping Mall” Concept

The “shopping mall” concept is one of the most successful commercial property models, and a building type which has a significant impact on everyday urban life. Mall designs must respond to user needs, climate, design and planning trends. A mall, in essence, mimics a market by appropriating the old functions and packaging them into an experiential, air-conditioned utopia (Beceris, 2004:2). In a traditional market or the downtown street where shops densely line the street, you stroll along the tiny alleys, and come into contact with other people, public amenities and institutions, for everything in the public realm is woven into the same urban fabric.

These faux urban marketplaces (malls) try to achieve the same effect but they do so by privatising public space and putting all these elements in a fenced area independent of everything outside of it. Shopping malls mimic what people want from urban life. As this eastern region of Tshwane is known for the vast amount of shopping malls, successfully attracting urban users by the thousands, shopping mall design principles guided the Menlyn Framework for this scheme.
1. Brooklyn Mall – 115 000 m²
2. Waterkloof Corner – 8 620 m²
3. Hillcrest Boulevard – 8 240 m²
4. Greenlyn Village Centre – 8 900 m²
5. Menlo Centre – 4 100 m²
6. The Hillside – 2 584 m²
7. Hazelwood – 5 550 m²
8. Club Shopping Centre – 2 250 m²
9. Waterkloof Rand Centre – 4 000 m²
10. Newlands Plaza – 4 270 m²
11. Menlyn Park Shopping Centre – 120 000 m²
12. Menlyn Retail Park – 19 200 m²
13. Waterglen Park Shopping Centre – 12 128 m²
14. Glenwood – 2 100 m²
15. Lynnwood Bridge Retail – 15 000 m²
16. Glenfair Shopping Centre – 14 800 m²
17. Lynnridge Mall – 15 870 m²
18. Gift Acres – 8 850 m²
19. Glen Gables – 5 230 m²
20. Pick n Pay Hypermarket Faerie Glen – 21 000 m²
21. Atterbury Value Mart – 40 400 m²
22. Atterbury Decor Centre – 5 800 m²
23. Eastdale – 3 000 m²
24. Meadowlands Square – 2 750 m²
25. Garsfontein Village – 1 180 m²
26. Serene – 1 370 m²
27. Moreleta Square – 8 400 m²
28. Moreleta Plaza – 7 940 m²
3.4. Linking Courtyards

Urban citizens are confronted with introverted living. The next four factors that contribute to this issue, were identified:

- There is a lack of freedom within office and residential buildings due to the fact that there is no opportunity to extend daily lives to the outdoor environment.
- There is a lack of sense of community and an inability to have contact with neighbouring people in open spaces.
- The outdoor environment is inappropriate for urban users, social gathering and being constrained to meet inside plays a role.
- Modern urban environments suffer from excessive levels of road traffic noise.

These issues can be addressed by the incorporation of public and private courtyards within the urban realm. Access to courtyards is essential in order to offer urban sound environments of high quality with regard to health and social wellbeing.

As seen in Illustration 30, larger courtyards (Menlyn Food Court, Menlyn Square, the transport node and the market courtyard) are connected to each other. These large courtyards are connected to smaller semi-public courtyards. These courtyards create the opportunity for users of this precinct to connect and socialise.

Private courtyards in the Menlyn Maine development are also connected to create meeting places for businesspeople and living unit inhabitants, and these are connected to the larger public courtyards.
Growing urban ecosystems: a food market in Menlyn.

>>30: Linking public areas and courtyards.
3.5. Climate

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<td>3</td>
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</tbody>
</table>

Table 2: Climate data of Pretoria

![Graph showing climate data](image)

Table 3: Rainfall in Pretoria

3.6. Current Land Use:

![Current land use map](image)

3.7. Current and Proposed Traffic:

![Current traffic map](image)

![Proposed traffic map](image)
3.8. S.W.O.T. Analysis:

Strengths:
- mixed-income user group
- large user base
- mixed-use zoning – residential, commercial, business, institutional
- current development
- ample green/open space

Weaknesses:
- low density
- little/inefficient public transport infrastructure
- introverted public spaces
- beggars and homeless people inhabit the area
- pedestrian unfriendly

Opportunities:
- increase density
- provide public transport infrastructure
- create outside public spaces
- create opportunities to uplift
- use abandoned spaces for productive landscape
- create pedestrian friendly infrastructure

Threats:
- crime
- boundaries (arterial roads) not able to be bridged
- taxi industry not adhering to new infrastructure

3.9. Existing Frameworks:

3.9.1. Menlyn Node Development Objectives

In the study brief for the Menlyn Node as defined by the City of Tshwane, the proposed development objectives are:
- Allow for expansion and intensification of economic, social and residential activities.
- Alleviate the pressure for horizontal expansion of economic activities into surrounding residential space by focusing on optimally utilising the vertical space available in the Menlyn Node.
- Combat leap-frog development – Menlyn Node was identified as a ‘very high intensity area’ by the SDF of Tshwane – increase development intensity.
- Development restrictions include the provision of high rise buildings (up to 24 storeys) (Tshwane, 2011:67)

The Menlyn precinct will become a transport node where the following modes of transport will be connected: pedestrians, motor vehicles, taxis, busses, BRT and the Gautrain. (Cameron, 2009:10)

3.9.2. Menlyn Maine Development Framework

Menlyn Maine follows the basic principles of holistic design, uplifting and regenerating the existing. The precinct’s identity combines a vibrant urban character with sound environmental principles. The proposed food market will fit into this framework, set by Menlyn Maine. Special attention was given to the next aspects in the framework:
- Connectivity: Open street systems that promote pedestrian movement and interaction. Physical and visual permeability are important.
- Mixed land use: Creating a 24 hour used area, attracting people of all walks of life.
- Legibility.
- Walkability.
- High density area.
- Security: Visibility of others and people being visible to others (MenlynMaine, [12-13];2010)

3.10.1. Accessibility

The site should be accessible for both vehicular and pedestrian movement from all sides of the greater city block, defined by Atterbury Road to the north, Genl. Louis Botha Drive to the east, Garsfontein Road to the south and Lois Avenue to the west. A pedestrian bridge from the Menlyn Park Shopping Centre, pedestrian traffic lights and crossings are allocated on the northern, eastern and southern sides. Vehicular movement is improved through the introduction of a new traffic light on Genl. Louis Botha Drive. The main roads passing the new intermodel transport exchange are linked with all four major roads defining the periphery of the framework as well as the proposed Menlyn Maine Framework – as indicated on plan. All entrances and roads are accessible to delivery and emergency vehicles without controlled access on the periphery. General vehicular traffic and pedestrian movement would, ideally, be separated to the benefit of the pedestrian.

3.10.2. Pedestrian Movement

Green walkways are introduced to ease pedestrian movement throughout the site. At least one side of a road should have a pedestrian walkway, consisting of ample, paved walking space, seating and is landscaped according to the framework guidelines.

3.10.3. Storm Water Management

Grass bricks are introduced in order to assist with storm water management – water run-off from new pedestrian hard surfaces. Storm water management will make out part of each individual design with a zero run-off policy throughout.

>>35: Diagrams of micro scale interventions on site.
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>>>36: Diagrams of micro scale interventions on site.
Typical Pedestrian Boulevard Section

Smaller obstacle free movement zone
pause area
Smaller obstacle free movement zone

Typical Mall Section

>>37: Diagrams of microscale interventions on site
3.10.4. Street Furniture

- All street furniture should be low cost, low maintenance and vandal proof.
- In boulevards, seating and refuse bins should be provided on 100 m intervals on alternate sides of the boulevard, synchronised with street lamp spacing.

3.10.5. Landscape Guidelines

- Ample shading – Indigenous tree species at 10-12 m intervals.
- Hard and soft surfaces – minimum 1 200 mm paved walkways framed with 300 mm grass brick paving.
- Suitable seating – at most 400 m apart.
- Lighting – regular street lights for vehicular movement, to be combined with pedestrian scale lighting on sidewalks.
- All street lighting to be fitted with solar panels to assist in power supply.
- Pedestrian walkway lighting remains consistent throughout the framework. Adjacent to streets, lighting is to be 20 m apart. In the pedestrian boulevards, lighting should be provided no more than 10 m apart. All street lighting is to be vandal proof, yet accessible for maintenance.