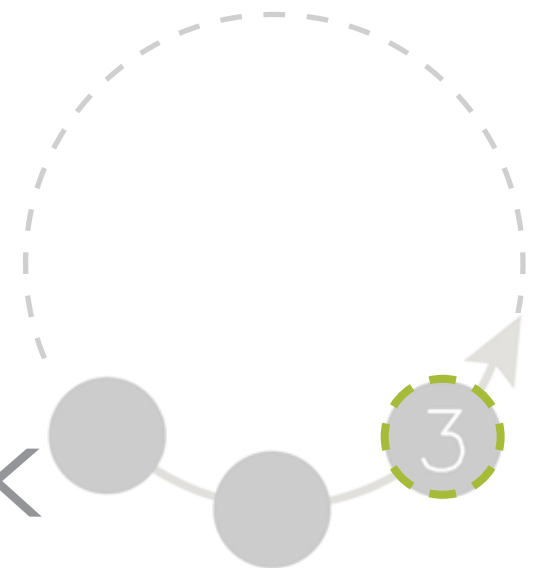
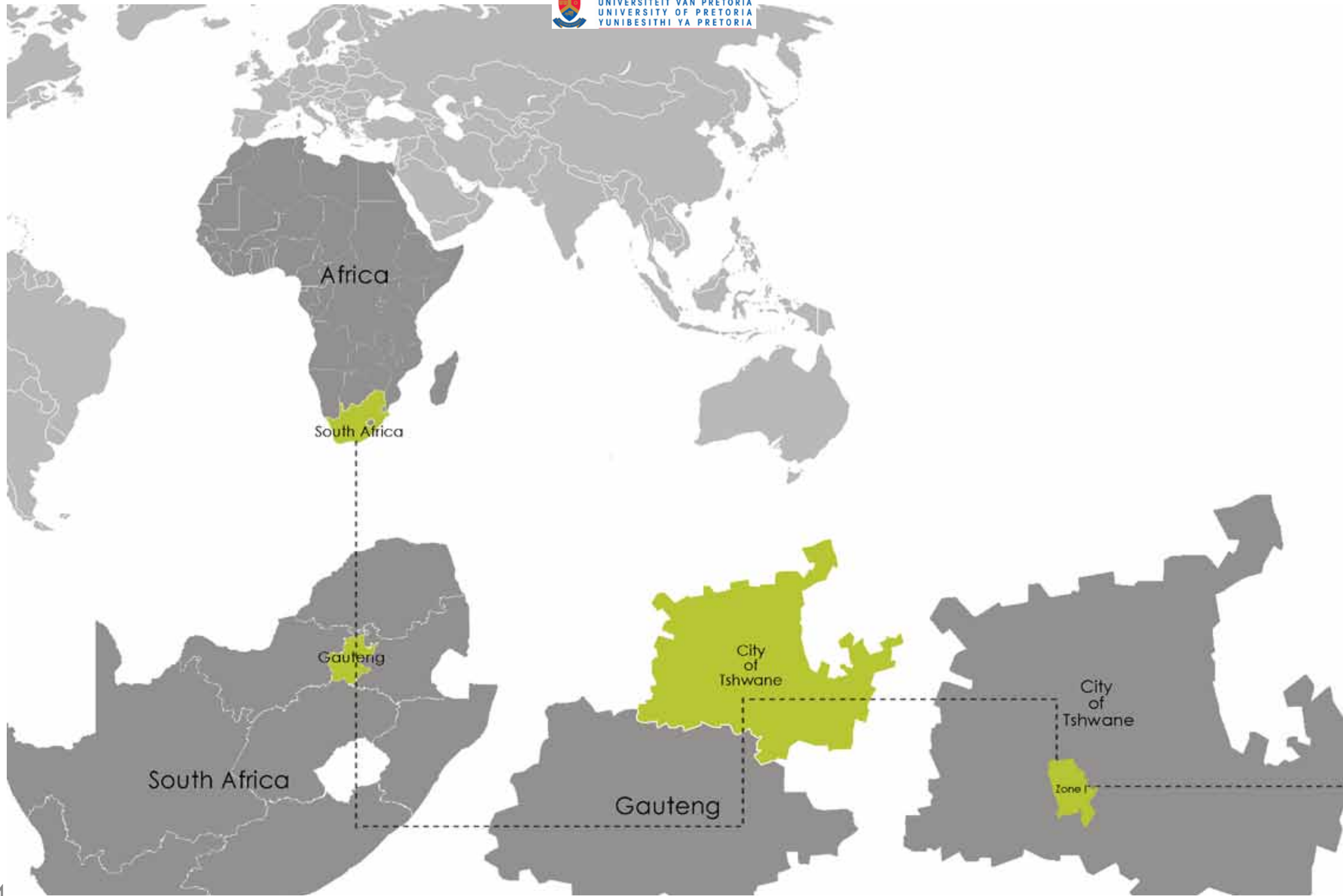


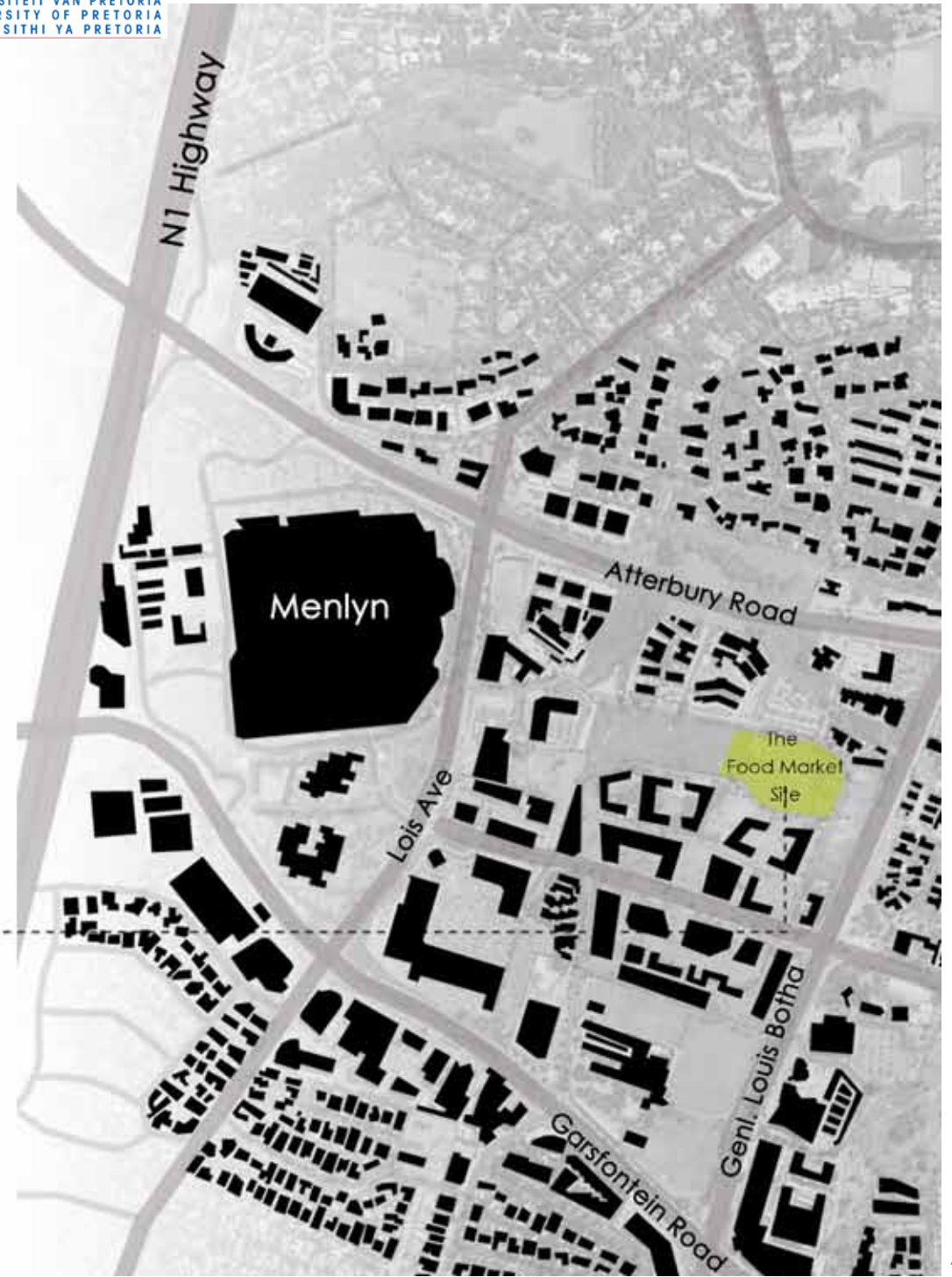


*In this chapter, a study is done on the macro and micro scale context, to get an informed understanding of the study area. According to the findings, a framework is proposed in which the proposed project will function. As the study area is in the initial phase of major new developments, this framework could set a standard for all new development in the precinct and adjoining areas, creating a quality urban environment.*

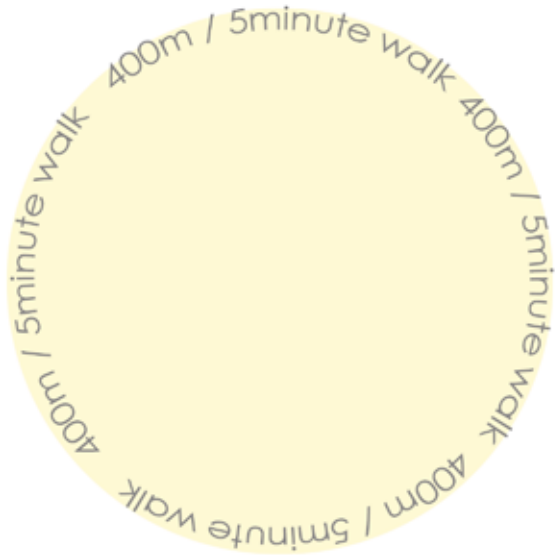
# Context+Framework












### 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



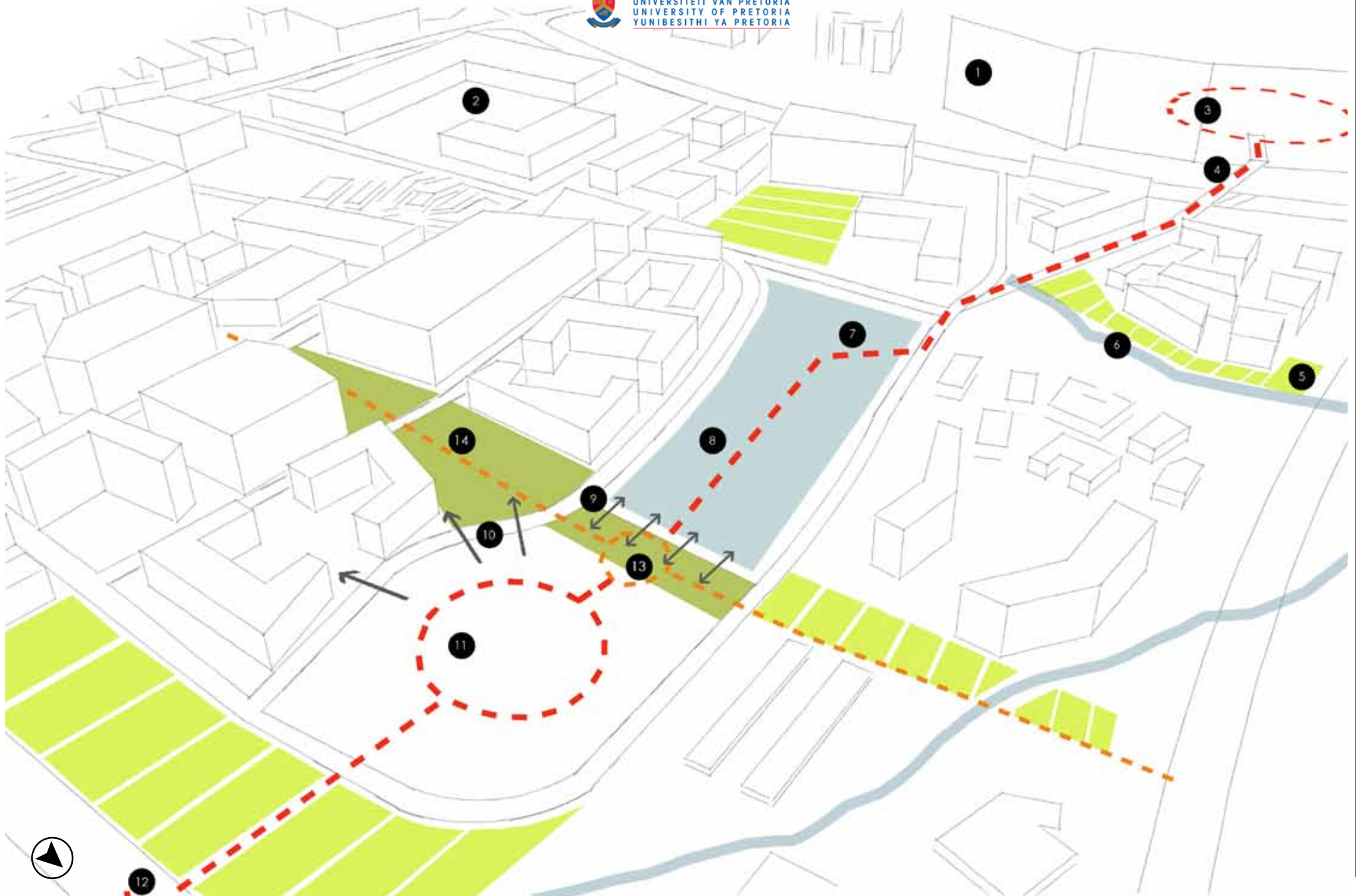


>>26: Routes and important landmarks on site.

### 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 Moreletaspruit 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





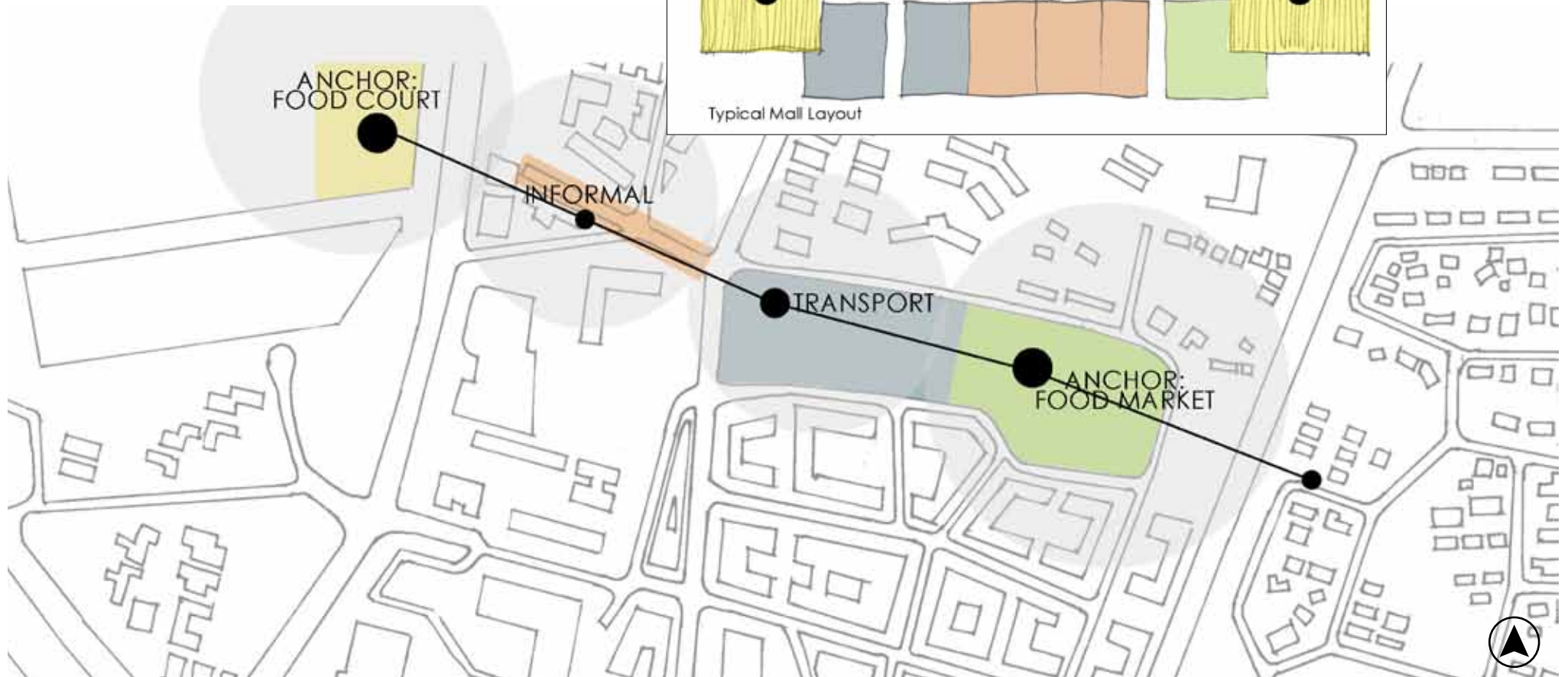
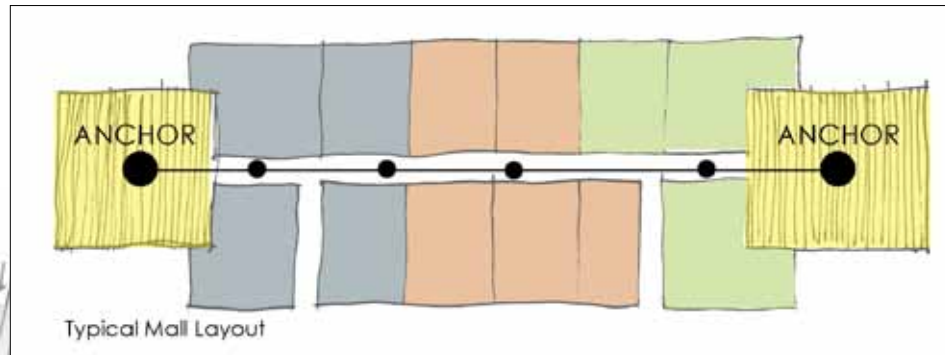
>>27: Main pedestrian route and interventions.

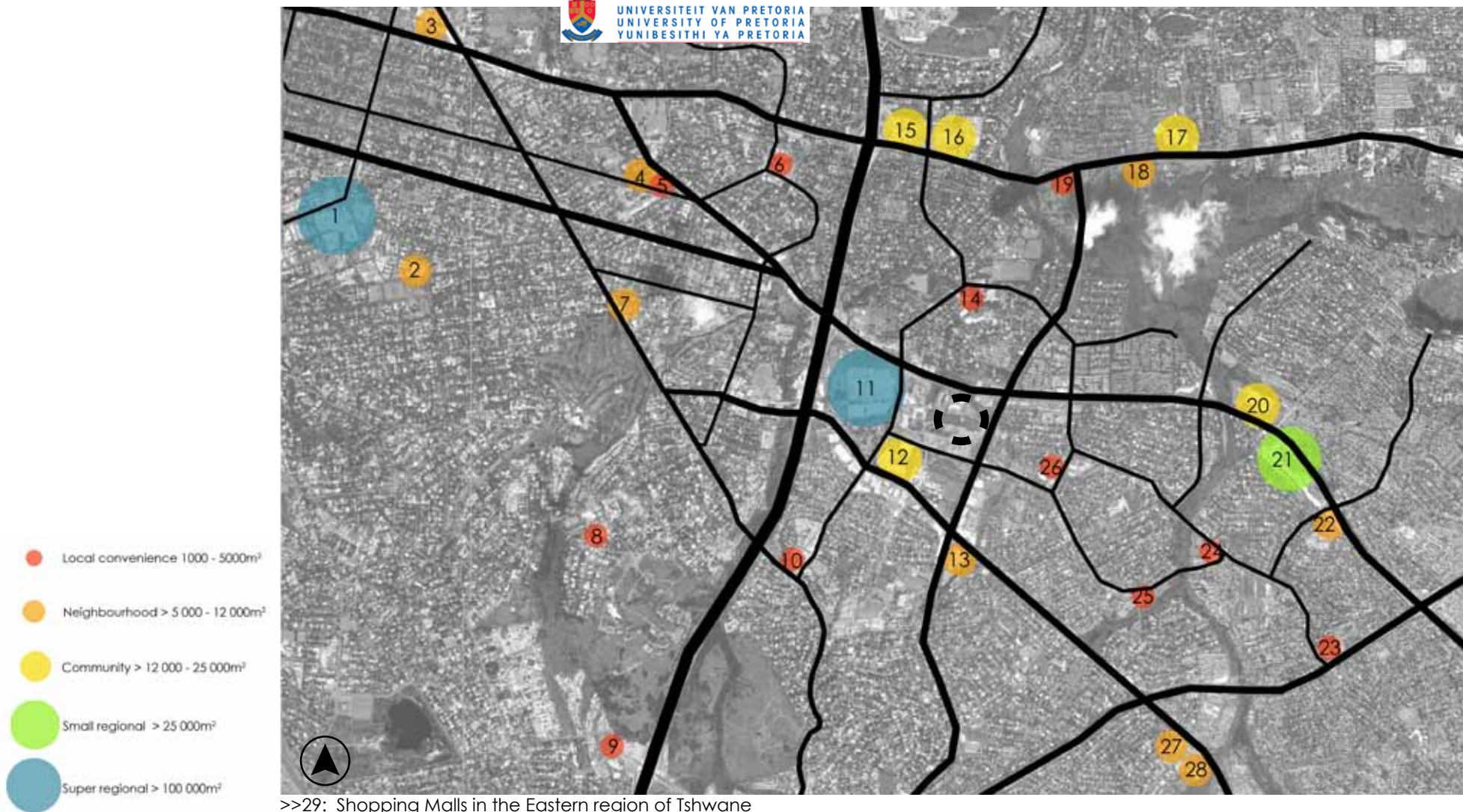


### 3.3. The “Shopping Mall” Concept

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 (Beceri, 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.





>>29: Shopping Malls in the Eastern region of Tshwane

- |   |  |   |
|---|--|---|
| 1. Brooklyn Mall - 115 000 m <sup>2</sup>         | 11. Menlyn Park Shopping Centre – 120 000 m <sup>2</sup>       | 21. Atterbury Value Mart – 40 400 m <sup>2</sup>  |
| 2. Waterkloof Corner – 8 620 m <sup>2</sup>       | 12. Menlyn Retail Park – 19 200 m <sup>2</sup>                 | 22. Atterbury Decor Centre – 5 800 m <sup>2</sup> |
| 3. Hillcrest Boulevard – 8 240 m <sup>2</sup>     | 13. Waterglen Park Shopping Centre – 12 128 m <sup>2</sup>     | 23. Eastdale – 3 000 m <sup>2</sup>               |
| 4. Greenlyn Village Centre – 8 900 m <sup>2</sup> | 14. Glenwood – 2 100 m <sup>2</sup>                            | 24. Meadowlands Square – 2 750 m <sup>2</sup>     |
| 5. Menlo Centre – 4 100 m <sup>2</sup>            | 15. Lynnwood Bridge Retail – 15 000 m <sup>2</sup>             | 25. Garfontein Village – 1 180 m <sup>2</sup>     |
| 6. The Hillside – 2 584 m <sup>2</sup>            | 16. Glenfair Shopping Centre – 14 800 m <sup>2</sup>           | 26. Serene – 1 370 m <sup>2</sup>                 |
| 7. Hazelwood – 5 550 m <sup>2</sup>               | 17. Lynnridge Mall – 15 870 m <sup>2</sup>                     | 27. Moreleta Square – 8 400 m <sup>2</sup>        |
| 8. Club Shopping Centre – 2 250 m <sup>2</sup>    | 18. Gift Acres – 8 850 m <sup>2</sup>                          | 28. Moreleta Plaza – 7 940 m <sup>2</sup>         |
| 9. Waterkloof Rand Centre – 4 000 m <sup>2</sup>  | 19. Glen Gables – 5 230 m <sup>2</sup>                         |   |
| 10. Newlands Plaza – 4 270 m <sup>2</sup>         | 20. Pick n Pay Hypermarket Faerie Glen – 21 000 m <sup>2</sup> |   |



### 3.4. Linking Courtyards

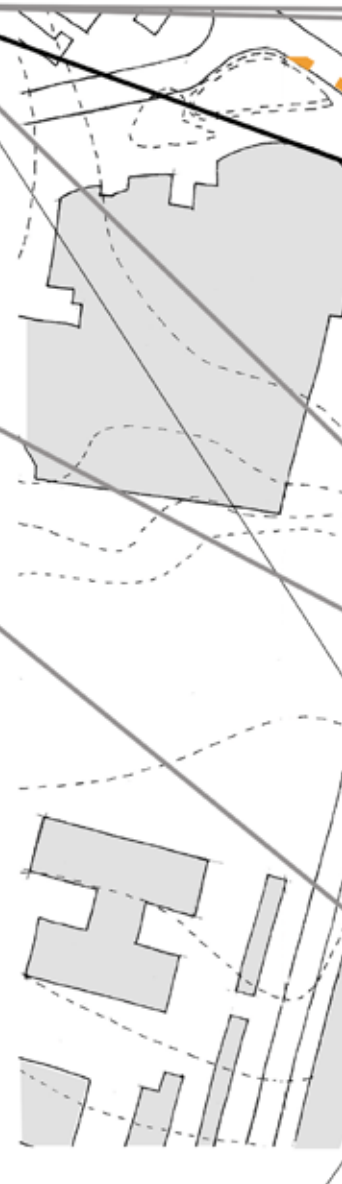
Urban citizens are confronted with introverted living. The next four factors that contribute to this issue, were identified:

- 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.

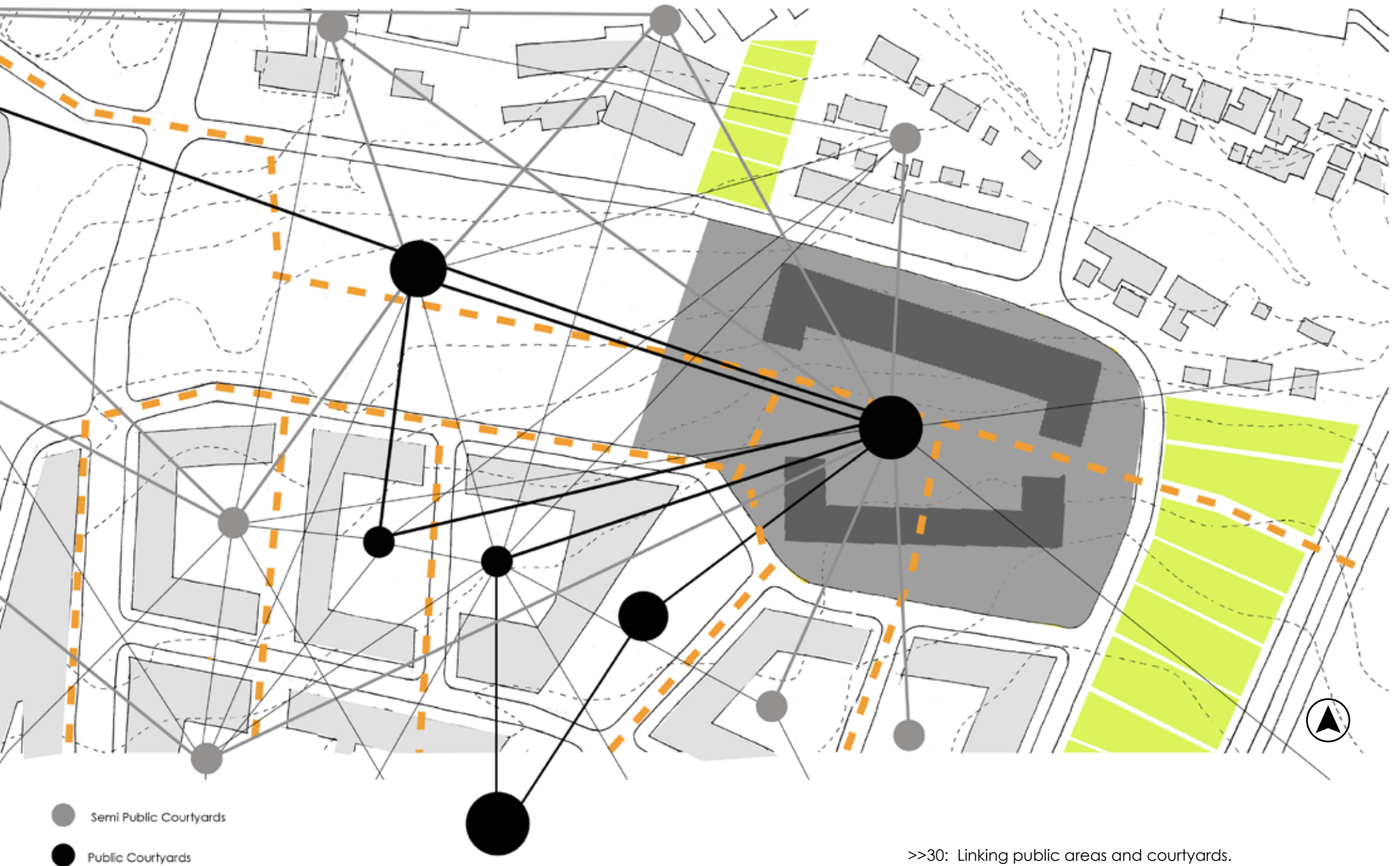
These issues can be addressed by the incorporation of public and private courtyards within the urban realm. Access to courtyards is essential in order to offer urban sound environments of high quality with regard to health and social wellbeing.

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.







>>30: Linking public areas and courtyards.



### 3.5. Climate

Climate Data for Pretoria

Month	January	February	March	April	May	June	July	August	September	October	November	December
Recorded High	36	36	35	33	29	25	26	31	34	36	36	35
Average High	29	28	27	24	22	19	20	22	26	27	27	28
Average Low	18	17	16	12	8	5	5	8	12	14	16	17
Recorded Low	8	11	6	3	-1	-6	-4	-1	2	4	7	7
Precipitation (mm)	136	75	82	51	13	7	3	6	22	71	98	110
Average Precipitation Days	14	11	10	7	3	1	1	2	3	9	12	15

Table 2: Climate data of Pretoria

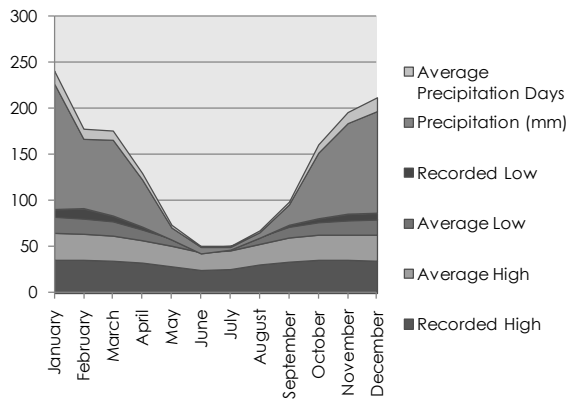


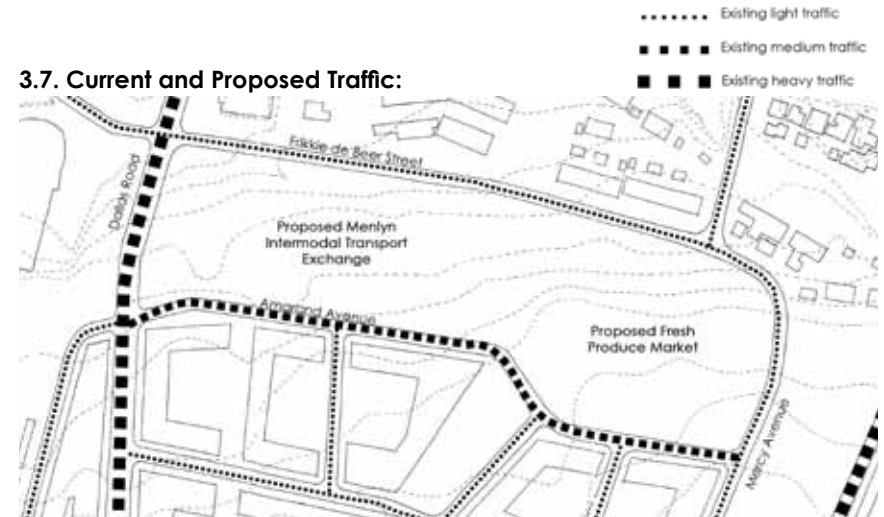
Table 3: Rainfall in Pretoria

### 3.6. Current Land Use:

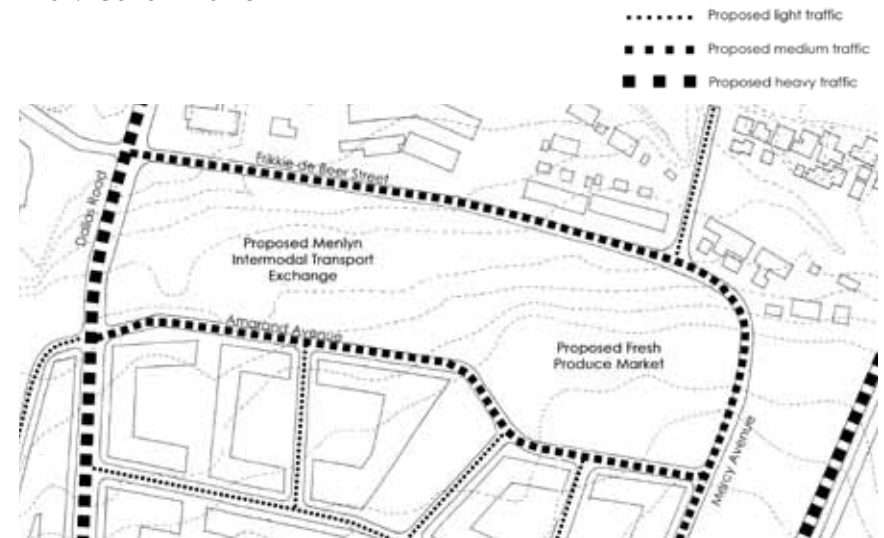


>>31: Current Land Use

### 3.7. Current and Proposed Traffic:



>>32: Current Traffic



>>33: Proposed Traffic

### 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



>>34: Collage of images taken as part of SWOT analysis.

### 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

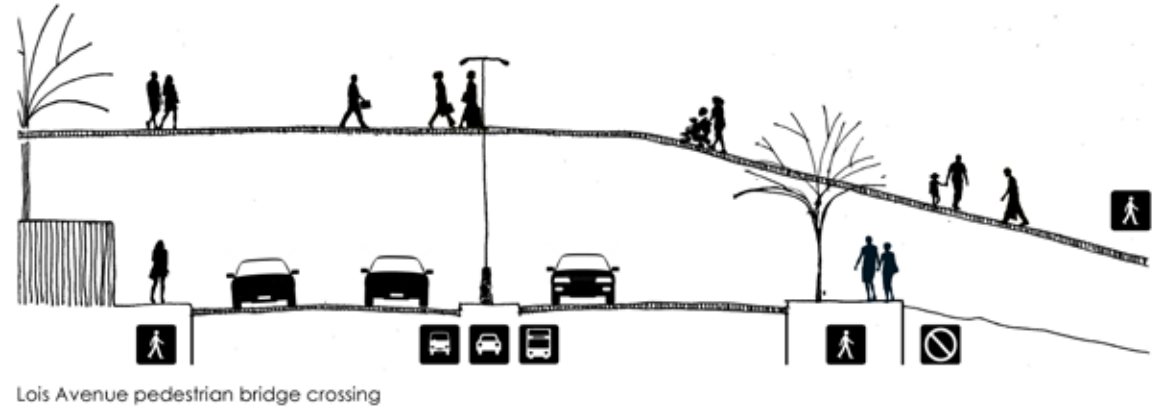
Menlyn Maine follows the basic principles of holistic design, uplifting and regenerating the existing. The precinct's identity combines a vibrant urban character with sound environmental principles. The proposed food market will fit into this framework, set by Menlyn Maine. Special attention was given 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. Proposed Group Framework Guidelines

#### 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 intermodal 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.

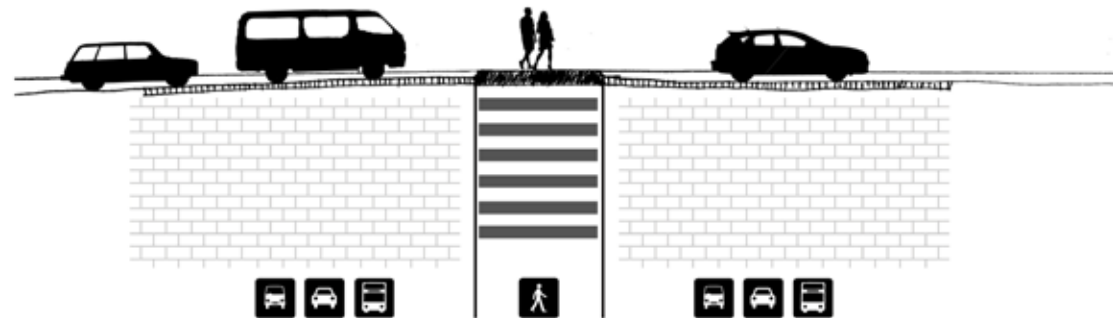


#### 3.10.2. Pedestrian Movement

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.

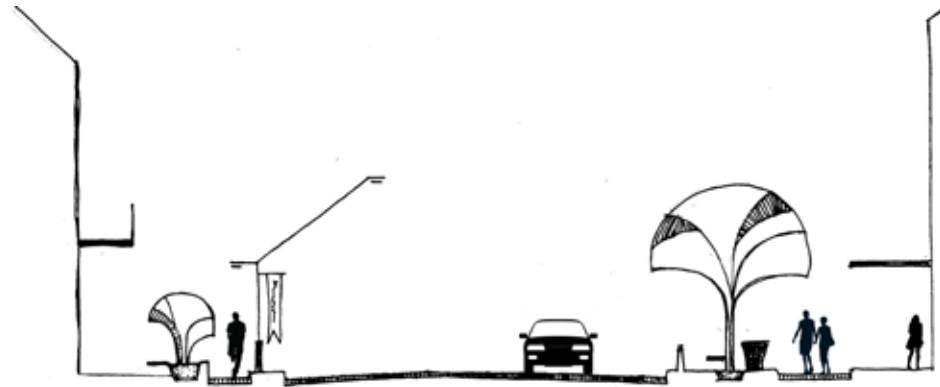
#### 3.10.3. Storm Water Management

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.

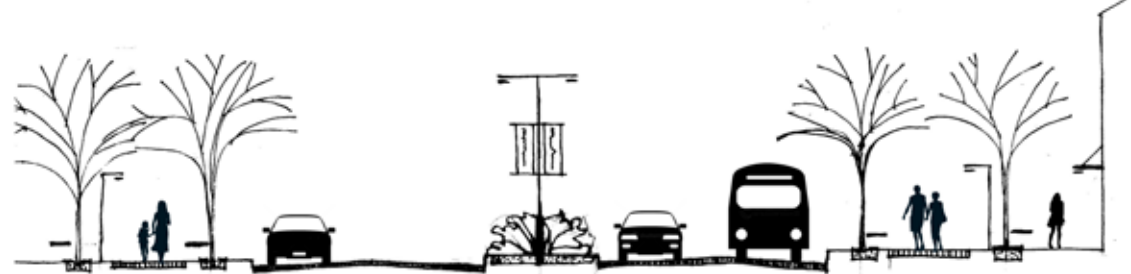


#### PEDESTRIAN FRIENDLY BOUNDARY CROSSINGS

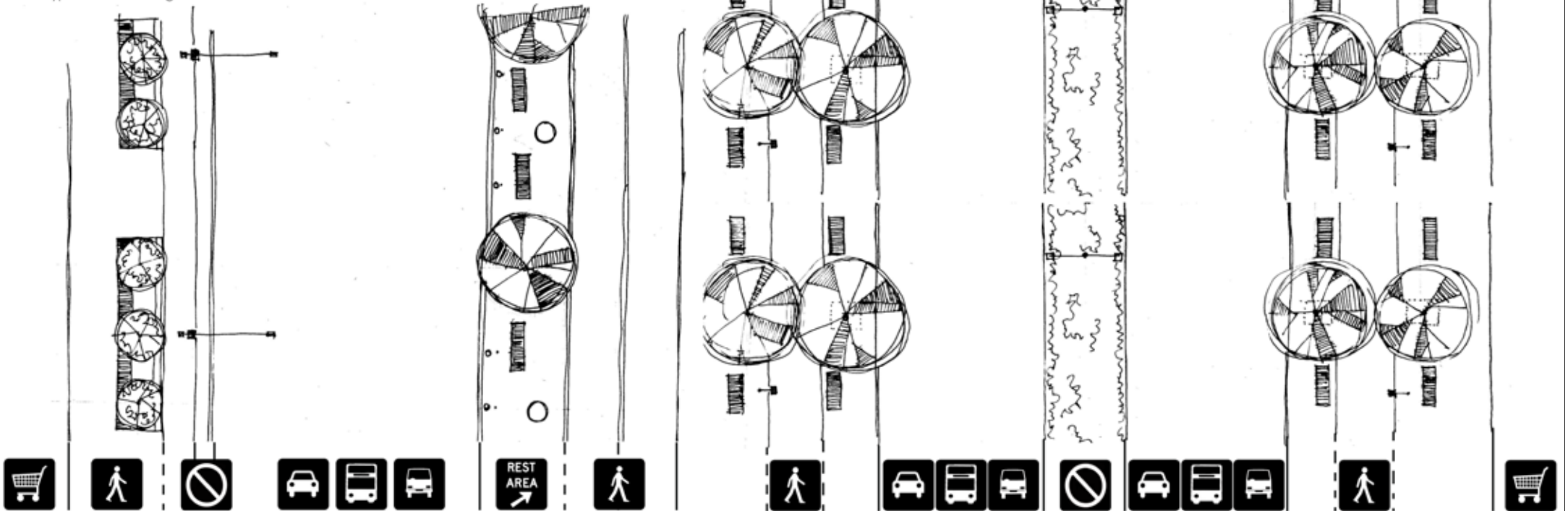
>>35: Diagrams of micro scale interventions on site.



Typical section through Amarand and F. De Beer



Typical section through Dallas Road

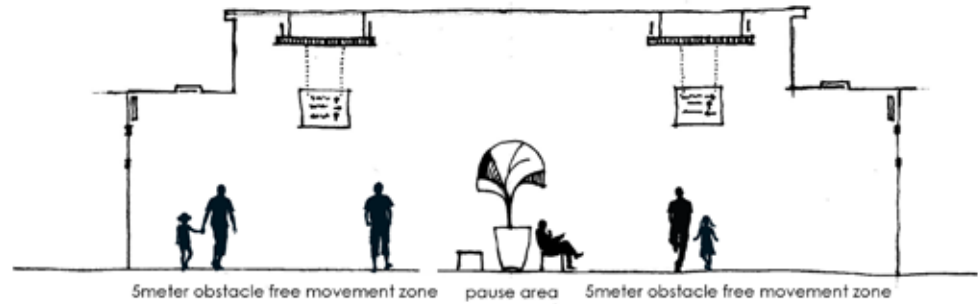


>>36: Diagrams of micro scale interventions on site.

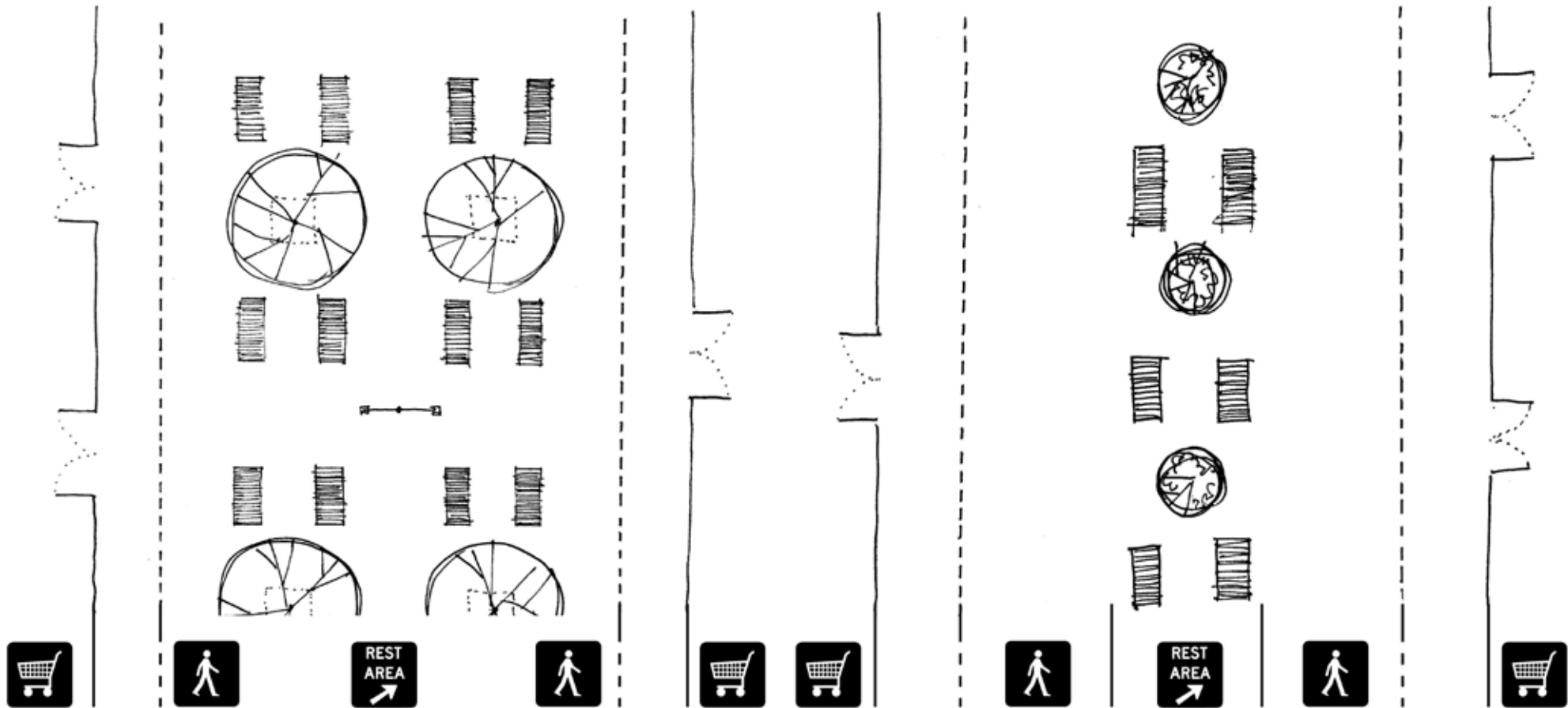




Typical Pedestrian Boulevard Section



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.