5   URBAN GROUP FRAMEWORK

introduction to the framework

RELATIONSHIP BETWEEN FRAMEWORK AND DESIGN PROPOSAL

As part of the project's original design goal of a catalytic scheme, a group framework was developed in studio and was used to investigate and target specific sites of potential intervention. The PLUG-In Festival framework and accompanying images discussed in this chapter are property of the urban framework group. The Cultural Centre proposed for Pretorius Square was developed solely by this author and fits into the group framework as one of the potential sites for catalytic opportunity. The development of Pretorius Square an open public space will serve to revitalize the historic significance of Paul Kruger Street as a ceremonial procession way into the city. In the framework, the Cultural Centre will also act as a venue for the activites along the tour routes disussed further under the ACTIVITIES and INTERVENTION sections.

According to the Tshwane Inner City Development and Regeneration Strategy (2006), the inner city is identified as a strategic focus area. The inner city acts as the functional and symbolical heart of the greater Tshwane and deserves attention to encourage regeneration. Therefore the Plug-in festival Framework's location shown in Figure 5.1 is of strategic significance, placed within the heart of the CBD of Pretoria.

The aim of the PLUG-In framework is to develop Pretoria's CBD through collective intervention in a vision of understanding and branding. This is achieved by the creation of a Festival in the city with a wide target market to include residents from the suburbs. This will increase the legibility and accessibility of the city by promoting regional identity and thereby using this identity as branding for the city of Pretoria.

The framework draws primarily on the existing city schemes of the spatial development framework for the central western region, The Mandela Corridor Urban Development Framework, Tshwane Inner City Spatial Development (ICSD) Framework (2007) and the Re Kgabisa. Most important of these were the Tshwane ICSD and Re Kgabisa both of which recognise the importance of creating linkages between places of cultural value for a wider appreciation of the City of Tshwane. (Figure 5.2)
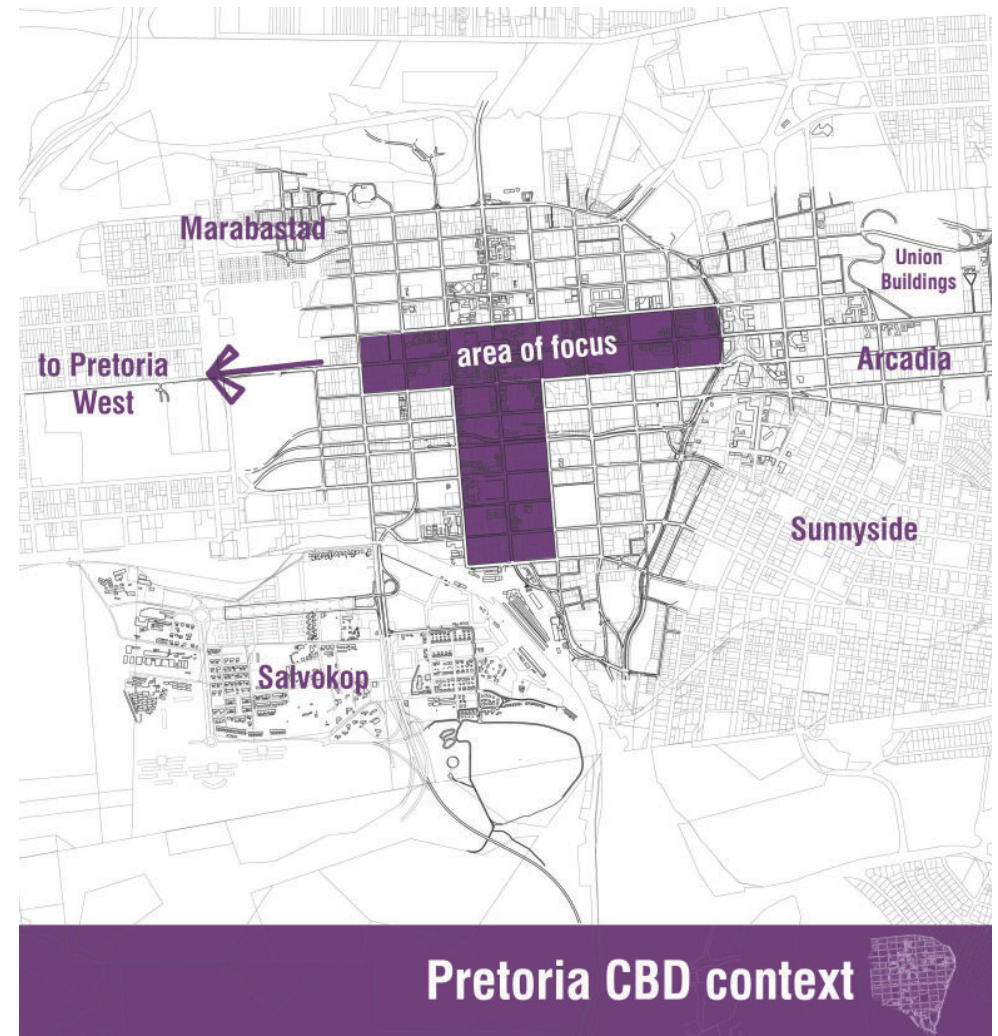

Figure 5.1: Focus Area
(PLUG-In Group Framework, 2010)

PLUG-IN FRAMEWORK ADOPTED STRATEGIES

The scope of the framework involves the whole extent of the CBD in order to connect the existing and proposed activity nodes. With specific focus area on the core which includes Church Street as the eastern and western gateway and Paul Kruger as the southern gateway to the city. The individual projects are driven by a holistic approach to integrate the city's identity and in providing the public with better access and awareness of the respective activity nodes.
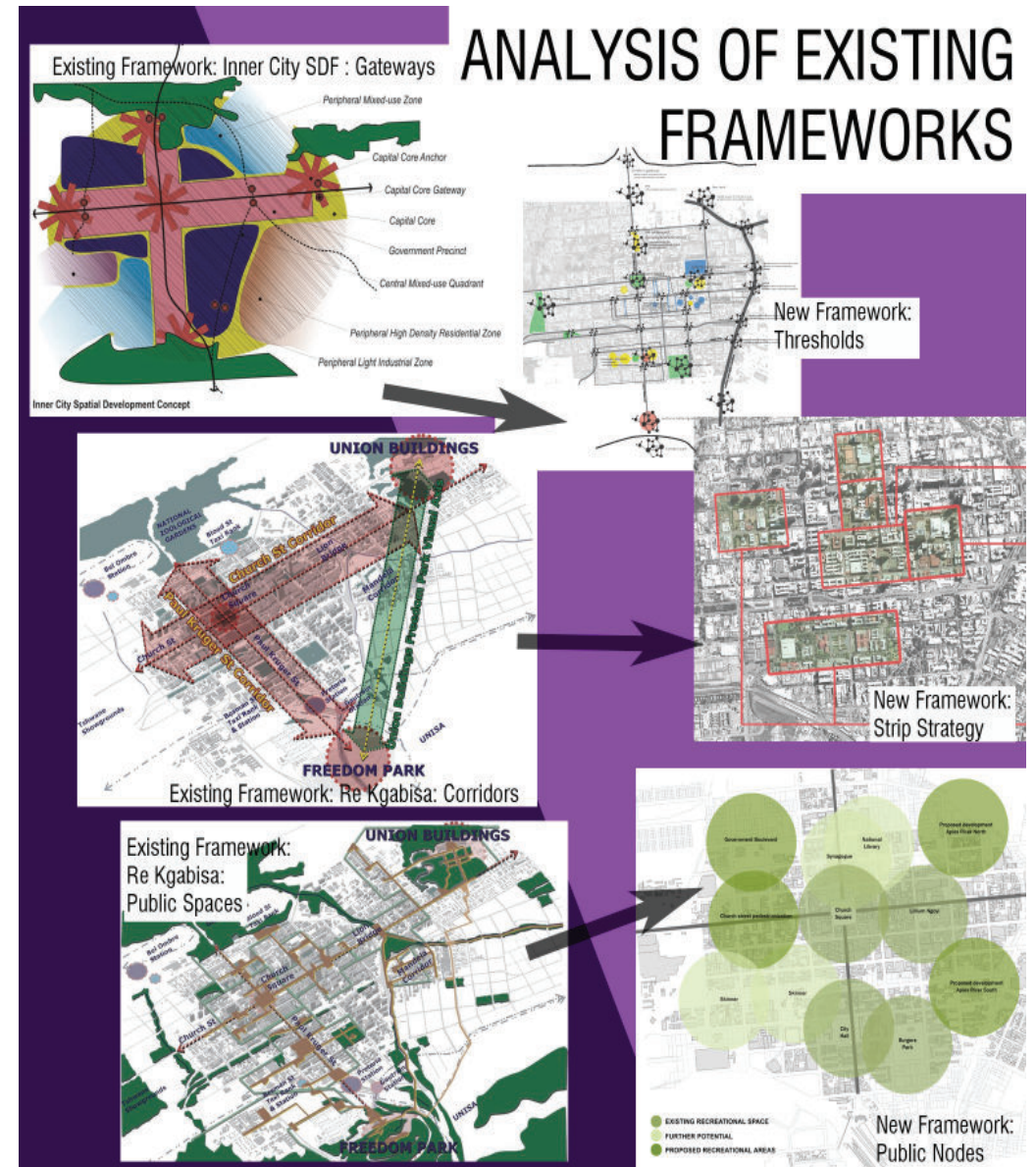
As a response to this, the framework proposes Church Street as a vibrant spine of public space with Vermeulen, Pretorius and Paul Kruger Streets supplementing the public activity. Zoning of this area is divided into commercial (North-western half), multifunctional buildings with retail on the ground floor (South-eastern half) and residential buildings in the broader context.

Furthermore the Church Street core provides for additional opportunity for increased social spaces mostly to the west of Church Square. These opportunities include:
- Increase in informal trading around church square
- Pedestrianization of street edges along Vermeulen and Pretorius Street
- The development of vacant land to act as catalyst for positive regeneration.

The Re Kgabisa Tswhane Framework recognises the value of a network of public spaces throughout the city. Similarly the new inner city framework locates green public nodes within walking distance from each other. The Re Kgabisa Tshwane Framework also identifies main streets acting as corridors connecting important sites. The PLUG-In framework implements a similar strip strategy that entails the corridoor development of the identity of certain streets according to the identification of both open spaces and cultural institutes.

Figure 5.2: Influences of existing Proposals considered by the Tshwane Manucipality
(PLUG-In Group Framework, 2010)

To promote awareness to these spaces a paving and planting strategy will be employed. Within a fifty metre proximity radius, a distinct planting strategy along street edges should be implemented and the paving materials changed.

The four phase implementation aims to increase the legibility and accessibility of the city to all users, harnessing the grassroots' daily impact of pedestrian experience whilst emphasizing and exploring the individual components of the city. The phases connect these elements through collage and event and consider the experience from a variety of scales.

The first phase is the identification of potential within the city and their development as a node. Existing focal points (activity nodes) include Lillian Ngoyi Square, Church Square, the State Theatre, Sammy Marks Square, City Hall, Kruger House and various arcade systems. Pedestrian activity is ample to the east of Church Street, conflicting with the other routes predominantly due to the fact that vehicular movement is generally restricted which allows for more informal interaction space along this spine.

The development of nodes is identified through existing, potential and new areas of recreation. These new nodes include the rehabilitation of public terraces, squares and lost spaces so that the office worker and resident will have access to a green calm space within a five minute walk. This system of quick access responds to the position that the city's population will grow, the existing buildings be occupied and the demand for public infrastructure will increase.

Figure 5.3: The identification of exisitng and potential open spaces for recreation
(PLUG-In Group Framework, 2010)
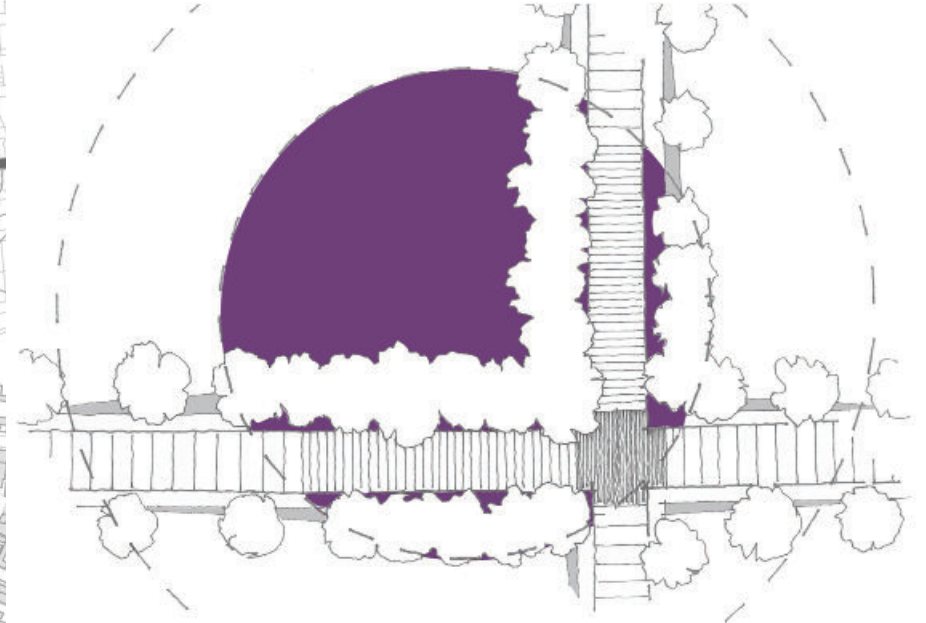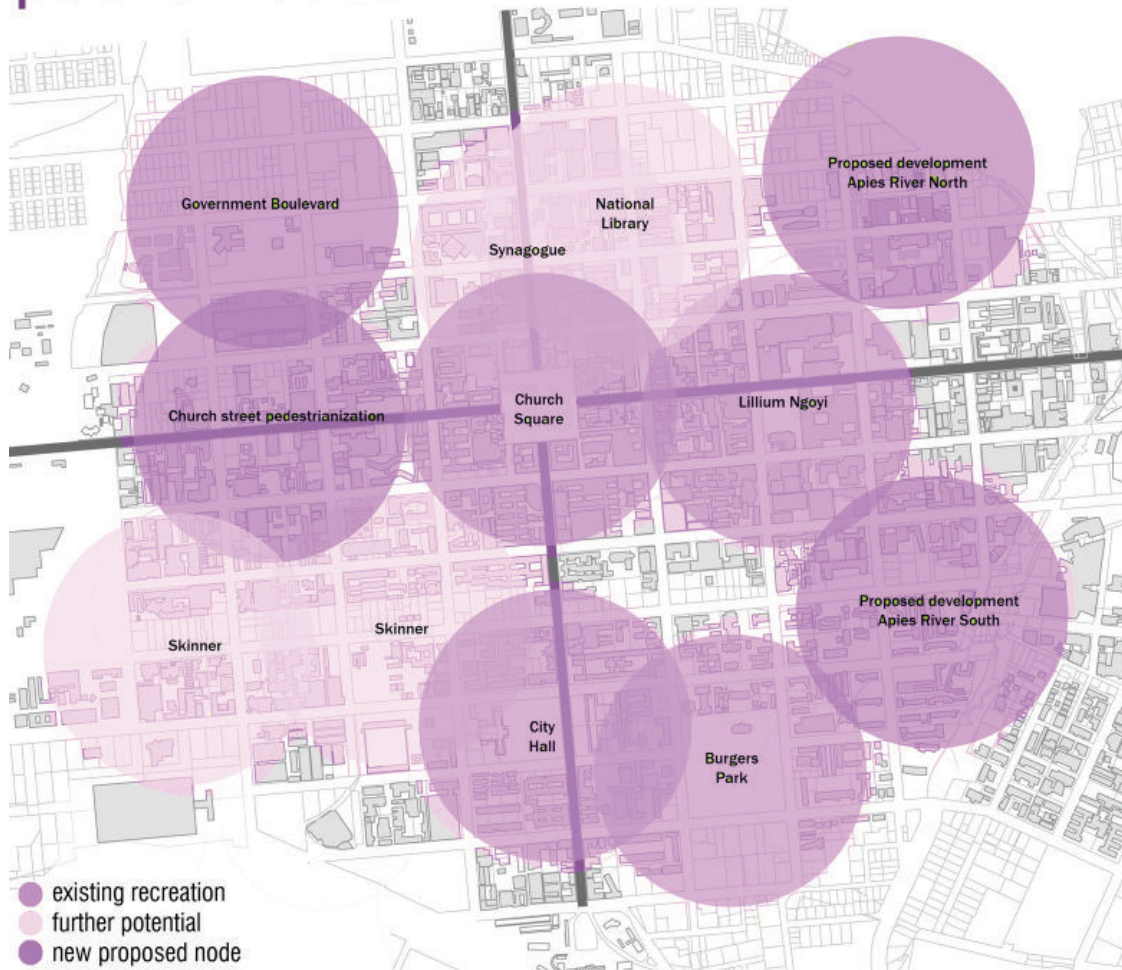
![hand icon] **1**

public nodes

vision
inner city green spaces
identification of existing nodes
new proposed areas of **recreation**
accessible to residents and workers

Government Boulevard

National Library

Synagogue

Proposed development
Apies River North

Church street pedestrianization

Church Square

Lillium Ngoyi

Skinner

Skinner

Proposed development
Apies River South

City Hall

Burgers Park

- existing recreation
- further potential
- new proposed node

IMPLEMENTATION : PHASE 2

Phase two links the established nodes by corridor developments shown in Figure 5.6, aiming to strengthen the existing commercial and residential sectors. These corridors are proposed in line with the 2007 Pretoria Inner City Integrated Spatial Development Framework and their associated transport route proposals. These new corridor developments will supplement the historic axes of the city and aim to heighten a sense of precinct identity.
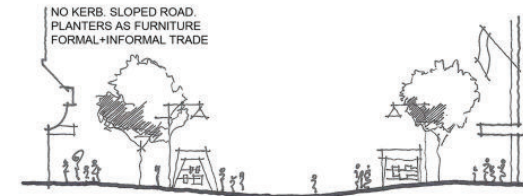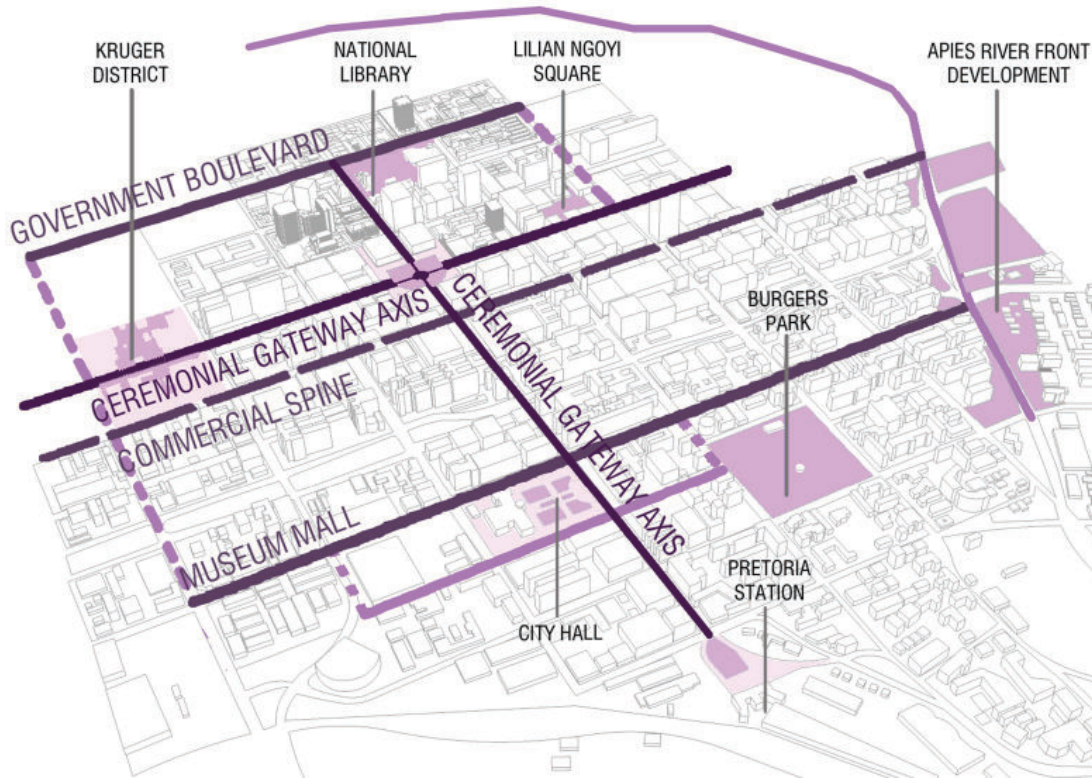
Economic densification related to the corridors propose that the existing office and retail spaces are to be occupied in phase one. The heritage buildings should be maintained or their uses adapted, such the narrative of Pretoria remains and demands cognisance. Only subsequent to a citywide densification, should the open lots and boundaries of the central business district be explored and newly developed.

Church Street and Paul Kruger Street are seen as the most important image-building streets in the Capital Core. The framework identifies six tourism theme routes that link identified cultural historic sites. In the Inner City Spatial Framework mentioned previously, Church Street and Paul Kruger Street are important for the ceremonial and historic axes they provide. Five festival routes are created that connects the design intervention sites and motivates people to explore the city on a pedestrian scale.
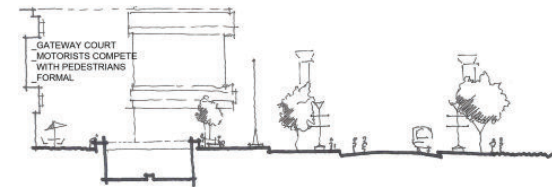
Figure 5.4: Streets target for renewal and intensification of pedestrian orientated activities.
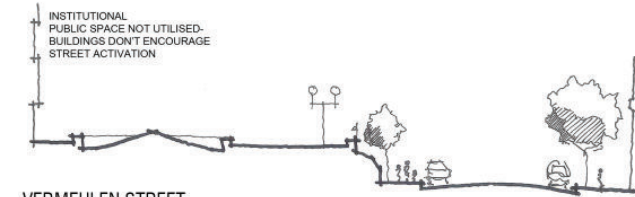(PLUG-In Group Framework, 2010)

2 corridors

vision

interactive public routes with focus
on **street edge**
strip development between public nodes
connect and encompass existing
commercial and recreation activities
use existing transport routes and
events to enhance
pedestrian experience

NO KERB. SLOPED ROAD.
PLANTERS AS FURNITURE
FORMAL+INFORMAL TRADE

CHURCH STREET (EAST)

GATEWAY COURT
MOTORISTS COMPETE
WITH PEDESTRIANS
FORMAL

CHURCH STREET (OPERA)

INSTITUTIONAL
PUBLIC SPACE NOT UTILISED-
BUILDINGS DON'T ENCOURAGE
STREET ACTIVATION

VERMEULEN STREET

HARSH ENVIRONMENT
INFORMAL TRADE
HEAVY TRAFFIC EDGE

LILIAN NGOYI SQUARE

KRUGER DISTRICT

NATIONAL LIBRARY

LILIAN NGOYI SQUARE

APIES RIVER FRONT DEVELOPMENT

GOVERNMENT BOULEVARD

CEREMONIAL GATEWAY AXIS

CEREMONIAL GATEWAY AXIS

COMMERCIAL SPINE

MUSEUM MALL

BURGERS PARK

PRETORIA STATION

CITY HALL

Phase three of the framework uses thresholds as points to indicate the currently concealed aspects in the city, harnessing identity, street essence and branding. These would be integrated into street furniture, surfacing, lighting and signage shown as conceptual 'beacons' in Figure 5.7. This new sculptural layer of signage aims to improve the existing pedestrian conditions whilst highlighting the important commercial, cultural, communal and transport routes.

The principal thresholds are located on major transport routes and at primary intersections. Acting as beacons and directional markers, the thresholds expose the depths of the city which, in combination with the four phase approach can expand upon a cultural expression. The aim is that the first three phases continually support each other and form the context for the temporary activities of the festival in phase four.

Figure 5.5: Threshold Beacons
(PLUG-In Group Framework, 2010)

thresholds 3

vision
orientation and **information**
formalise thresholds into and within city
increase legibility of existing **significant**
spaces by branding certain zones
promote **underutilised resources**

>threshold beacons
>node of concentrated activity/ branding map site/
sculptural reference beacon

COMMUNAL nodes
CULTURAL nodes
COMMERICIAL nodes
TRANSPORT nodes
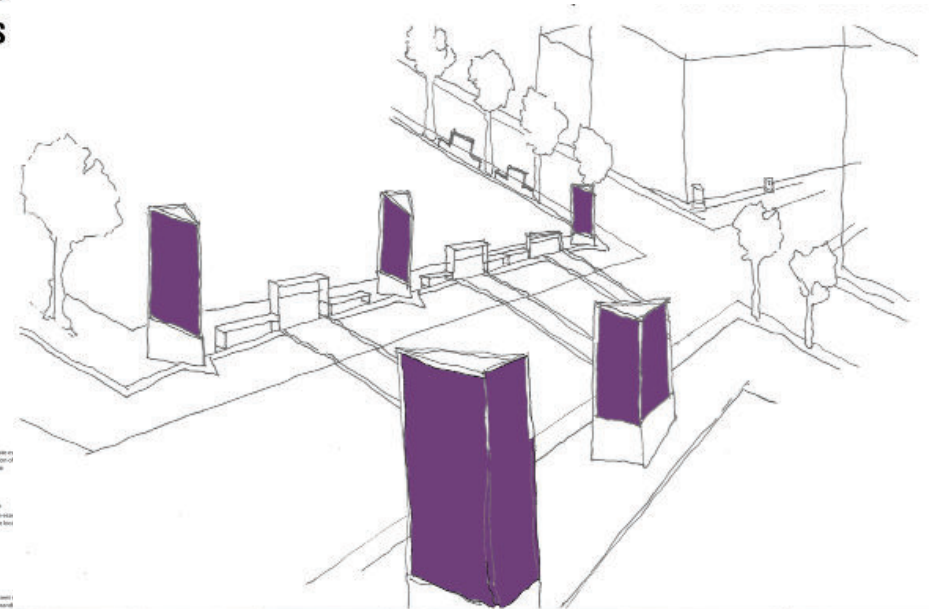
>intermediate map locators
(integrated into street furniture, lighting and sculpture)
>new sculptural signage layer
>indicates most direct route to various
>pedestrians and vehicles

>linear branding channel
>path to branded sites
>lines connecting thresholds

>define thresholds of arcades and innerblock malls

In order to express the diverse character of Pretoria's inner city in the framework, *Collage City* was used to inform the framework theoretically. *Collage City*, written by Colin Rowe and Fred Koetter, was published in 1978. The theory emerged as a response to the problems of modern urbanism. The study involved looking at figure ground drawings which emphasize the role of public and private space in determining the character of the city.

Collage is both a fragmentary technique and a state of mind that aims to address the difficulties of both Utopia and tradition in an urban context. The idea of collage is used to identify the problem of composite presence in the city. Collage City promotes an anti-totalitarian approach: one should rather think of a sum total of small and opposing set pieces than to continue the search for total and perfect solutions.

The theory is applied in the framework as focused site specific interventions (acting as fragments) that are initiated with a common vision. Each intervention functions a catalyst on its own, thus creating points of rejuvenation throughout the city. When the interventions are viewed on a larger scale, a collage is created, revealing the diverse and pluralistic character of Pretoria's inner city.

The four phase implementation aims to increase the legibility and accessibility of the city to all users, harnessing the grassroots' daily impact of pedestrian experience whilst emphasizing and exploring the individual components of the city. The culmination of the first three phases result in the concept of phase 4, as shown by Figure 5.6. The seperate elements of node, corridoor and threshold are connected through a collage of events, some permanent such as this thesis proposal for the development of a Cultural Centre on Pretorius Square, while some are temporary such as the PLUG-In Festival.

PretoriaPLUGINfestival

PHASE 4

CELEBRATE THE CITY

'Architecture should be seen as an interaction of space and events instead of an object, as a human activity or open-ended text'
Bernard Tschumi

Figure 5.6: Framework concept- Celebrating the City
(PLUG-In Group Framework, 2010)

Following the concept of collage, the framework proposes a cultural festival in the inner city. The Jacaranda festival, a once famous Pretorian event, was held on Church Square during the nineties. Building on this heritage the framework proposes a new cultural festival called the Pretoria PlugIn festival with Church Square at its centre. The boundaries of the festival were determined by measuring walking distances from Church Square and the existing points of interest surrounding the square (Figure 5.7)

The vision on the Pretoria PlugIn festival is to create a local identity and recreational attraction in the city, generate an income for the city and to establish a framework for community involvement, collaboration and skills transfer sparking future incentives.

The festival suggests that the following forms of art be included:

Digital, film, photographic and animation art
Experimental art with recycled media
Performance arts
Architectural and industrial design
Fashion and textile design
Location specific performances & installation art
Cultural walks
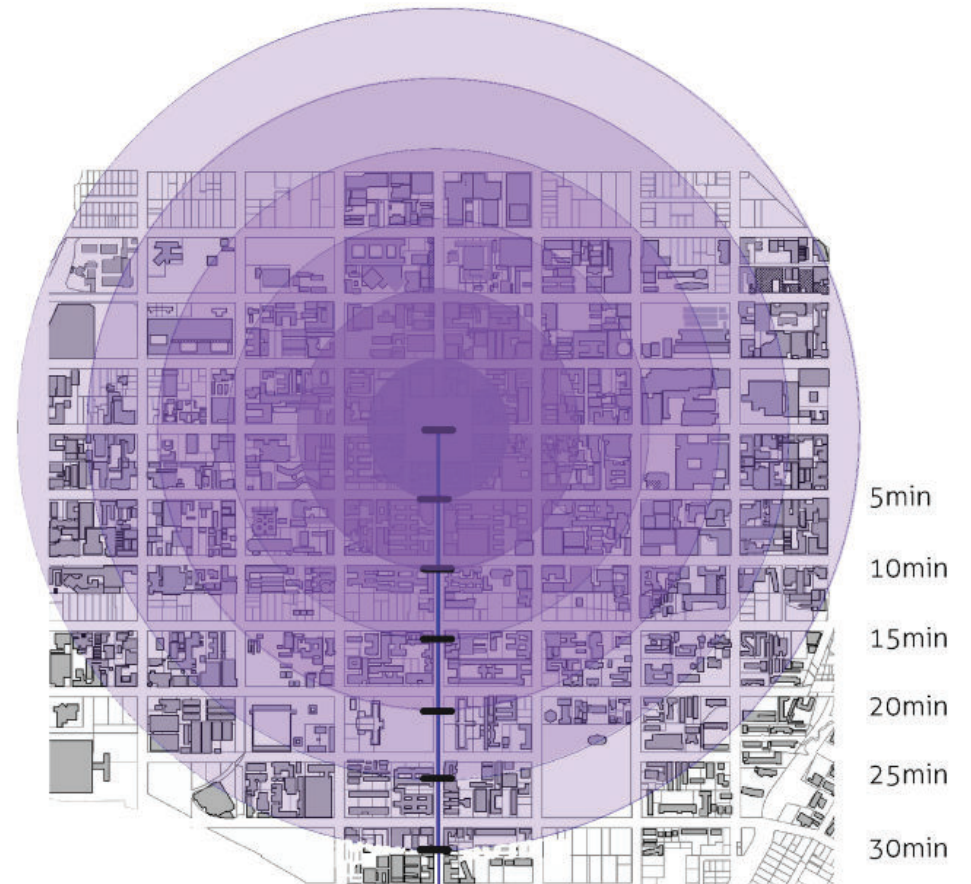And workshops

5min
10min
15min
20min
25min
30min

Figure 5.7: Walking radii from Chrch Square
(PLUG-In Group Framework, 2010)

The proposal is a city wide approach in which exisitng places of cultural importance can be linked as shown in figure 5.9. This will allow a visitor to follow the thread of history which has led to the existence of Pretoria and its people by using existing cultural instites as experiential nodes along a walking or cycling heritage route.

The routes proposed by the PLUG-In framework follow five themes and encompass the existing social instites as activities along each route. The routes follow the themes of conservation, cultural, market, recreational parks and educational.

The map shown in Figure 5.9 will form the basic festival route in which a programmed event will to connect the isolated venues shown as (v). The The objective of the PLUG-In Festival framework is to rejuvenate existing museums by programming interesting arts and cultural events and to allow inhabitants and tourists to view the city's cultural and heritage value.

- - - - Conservation
- - - - Cultural
- - - - Market
- - - - Parks and open spaces
- - - - Knowledge

1 - Miriammen Temple
2 - Kruger House Museum
3 - Paul Kruger's Church
4 - Groote Kerk
5 - Palace of Justice
6 - Church Square + P. K Statue
7 - Old Raadsaal
8 - Tshwane Market
9 - Mosque
10 - St. Alban's Cathedral
11 - State Model School Museum
12 - Burger's Park + T.F Burgers Statue
13 - Museum of Science and Technology
14 - Transvaal Museum + Geological Survey
15 - City Hall + Pretorius Square
16 - African Window Cultural History Museum
17 - State theatre
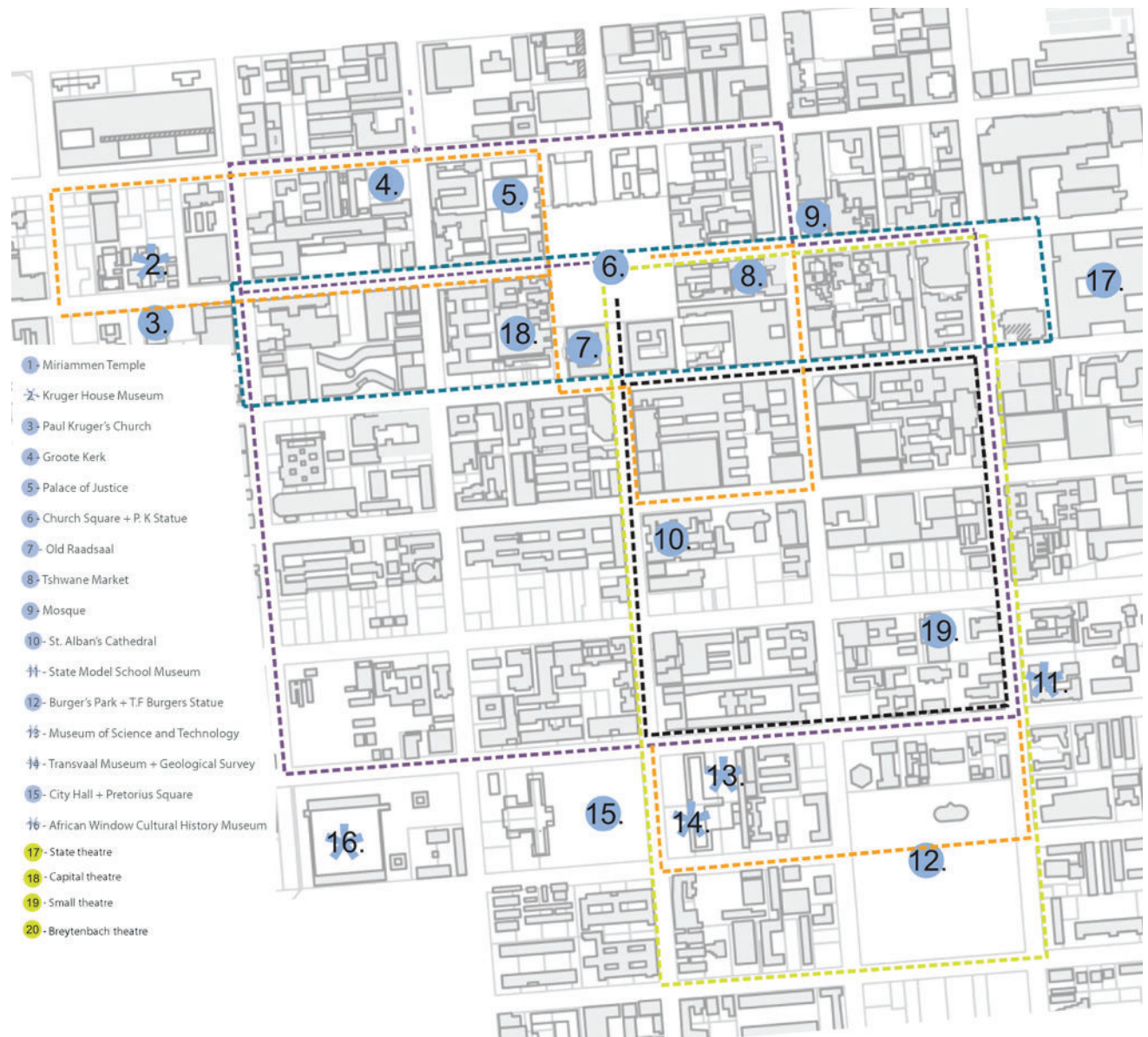18 - Capital theatre
19 - Small theatre
20 - Breytenbach theatre

Figure 5.8: Existing attractions within the festival boundaries
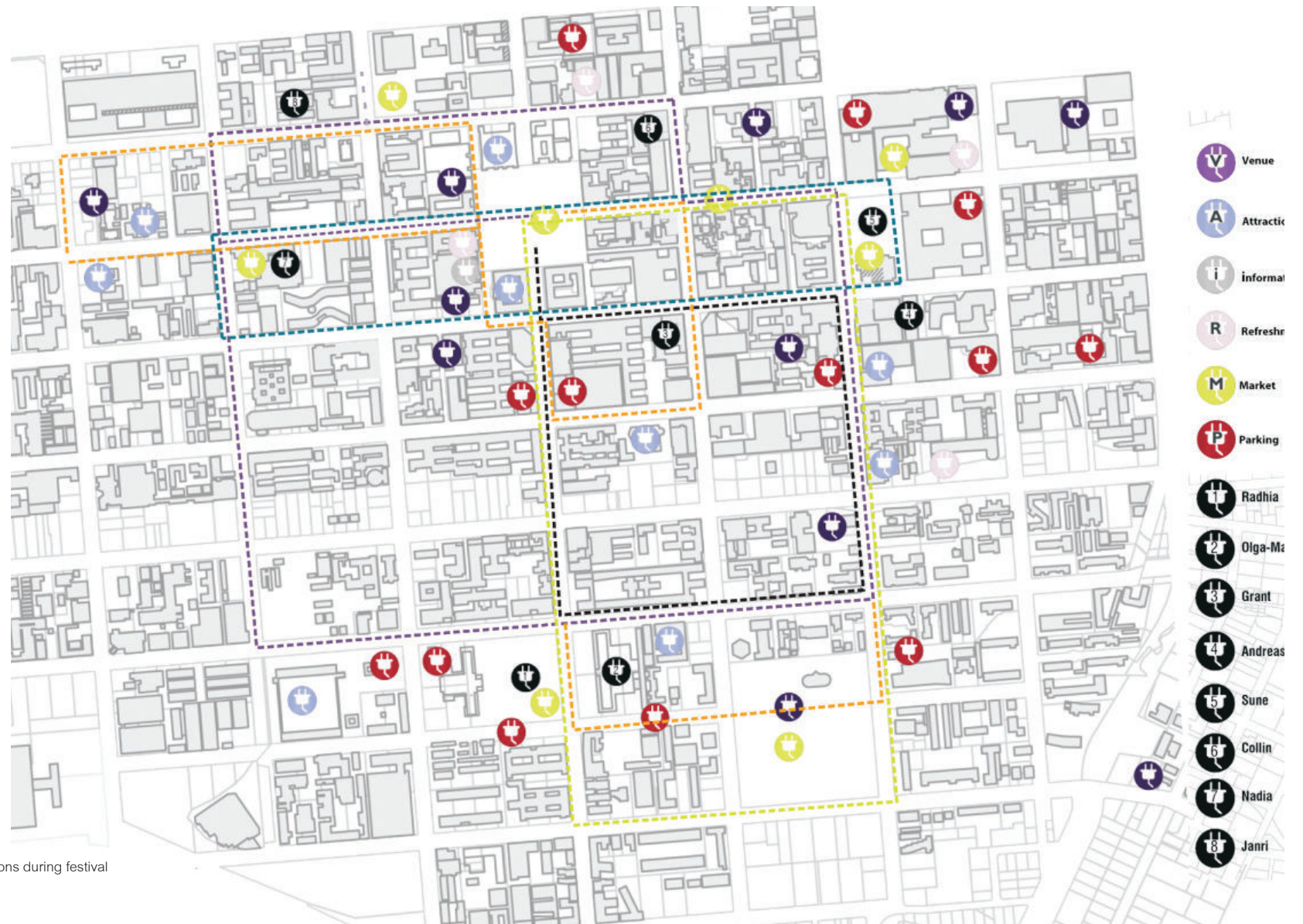(PLUG-In Group Framework, 2010)

Figure 5.9: Utilizing existing and proposed attractions during festival
(PLUG-In Group Framework, 2010)

Legend:
- V — Venue
- A — Attraction
- i — Information
- R — Refreshment
- M — Market
- P — Parking
- 1 — Radhia
- 2 — Olga-Maria
- 3 — Grant
- 4 — Andreas
- 5 — Sune
- 6 — Collin
- 7 — Nadia
- 8 — Janri