



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Chapter 4_Context Analysis

4.1 Introduction

Pretoria is located in the northern part of Gauteng Province, South Africa. It is one of the country's three capital cities, serving as the executive (administrative) and official capital. Pretoria is situated in the transitional area between the Highveld and the Bushveld, approximately 50 km north of Johannesburg in the north-east of South Africa. It lies in a warm, well sheltered, fertile valley, surrounded by the hills of the Magaliesberg range with the Apies and Steenbok rivers running through the city.

The Hatfield region is situated on a portion of the farm Koedoespoort 229, which was originally owned by Lourens Cornelius Bronkhorst in 1859. Bronkhorst sold the land to the Wesleyan Methodist Society in 1885, and it served as hospital camp during the Second War of Independence. In 1903 the church sold the land to Patrick Duncan, the Colonial Secretariat of the Transvaal. It was during this period that the area grew considerably larger, and in 1905 it was officially named Hatfield, with it only being incorporated into the town of Pretoria in 1916. (Afrikana Collection)

4.1.1 Study Area

The site is positioned on the eastern periphery of the Central Business District of Pretoria City. The proposal is in the proximity of the Mabopane Centurion, as well as the Trans Africa Development Corridors (N14/N4). The development is in close proximity to several major access ways through the vicinity. Rail and road based public transport services are established within the locality, with the upgrading of the Hatfield Railway station to accommodate the Gautrain. The site is therefore suitably located and ideally accessible to the general public. The potential benefits of the site are numerous as a result of the highly accessible nature of the area.

4.1.2 Project Area

The project area is in Hatfield, located to the east of Pretoria's central business district and surrounded by residential suburbs to the north and east. The project area is not a specific site, but rather the eastern portion of the University of Pretoria's Main Campus. The project site is surrounded by streets on three sides, with Duxbury Street to the North, Herold Street to the east, both of which are public and the University's internal Ring Road to the west.



Fig. 4.1: Gauteng Regional Plan



Fig. 4.2: Location of site within the city context



Fig. 4.3 : Historic map of Pretoria



Fig. 4.4: Painting by Thomas Baines of Pretoria 1872



Fig. 4.5: Church Square early 1900's

4.2 Historic Context

4.2.1 City of Pretoria: Pretoria's original town planning framework

The urban grid was ordered around the Kerkplein (Church Square) and related both to the cosmic order of the sun's path as well as the east - west axis of the Daspoort and Schurweberg mountain range. The four streets radiating from Church Square, the city centre represent the four cardinal directions of the universe, with the central portion of the town being divided by the waters.

Sytze Wopkes Wierda was appointed in 1887 as chief engineer and architect for the then newly created Departement Publieke Werken. Within a short span of 12 years the nachmaaldorp was transformed into the capital of the Republic. Wierda interpreted President Paul Kruger's intentions by translating these into the built form. Kruger stressed "eendracht maakt macht" (unity is strength), that concerning the city planning the rule of law was that an orderly, regulated urban design was required, one where the whole is more than the sum of its parts.

It seems that the town planning scheme led by Wierda was influenced by the frameworks of either Paris or Berlin with local adaptations to context. It is generally accepted that the layout of Graeff Reinets served as a model for the plan of Pretoria. The early Afrikaner dorp layout stressed certain elementary unifying guidelines. As such social and religious values were visible in plan and silhouette as well as that urban unity would be achieved by individual buildings being subordinate to the overall urban design, which again was subordinate to an interpretation of the landscape. (Fisher, R.C.1998).



4.2.2 Foundation of the University of Pretoria: 1889-1929

In the years preceding the South African War (1899-1902) the Volksraad of the ZAR discussed the possibility of establishing a university in the Republic, however any plans put forward were thwarted by the outbreak of the Anglo-Boer War. In 1902 a teachers college in Pretoria was established.

It was in 1906 that the College adopted a new name, that of the Transvaal University College, however it was only on the 10th February 1908 that official classes began. Tuition took place in the new campus house, the Kya Rosa which was located in Skinner Street with a staff compliment of four professors and 32 enrolled students.

On 17th May 1910 the TUC acquired a new campus in the east of Pretoria where the cornerstone of the Old Arts Building was laid by the Governor General Gladstone on the 3rd August 1910. By September 1911 the TUC had moved into the newly constructed facility with seven professors, six lecturers and 62 enrolled students.

Establishment Years: 1929-1948

10th October 1930 was the official date for the establishment of the University of Pretoria. Up until the early 1930's the TUC was the only fully bilingual university in South Africa. By 1931, however 65 percent of the student population were Afrikaans speaking but only 32 percent of the classes being conducted in Afrikaans. It was in 1932 that the University Council decided to address the imbalance and declared that Afrikaans become the only medium of instruction. By 1943 there were seven faculties at the University's Main Campus.

Expansion Years: 1948-1982

This period is characterised by the physical growth and expansion of the University of Pretoria. Between 1948 and 1982 student numbers doubled, necessitating physical expansion of the campus and new buildings appeared in rapid succession. The expansion of the University grounds grew eastwards as a result of urban restrictions. This growth was accompanied by the increase and modernisation of academic and support facilities.

Transformative years: 1982-2008

In 1989 the University was declared officially open to all races with the transformation occurring with very little resistance. A new language policy was adopted, returning the University to the original bilingual status. The addition of distance education transformed the University by broadening its student demographics. The Institution opened a Campus in Witbank in 1989 and a Campus at

Hammanskraal in 1994. In 1999 the Council for Scientific and Industrial Research was completed as well as the Innovation Hub in the year of 2004. In 2000 the Groenkloof Campus was incorporated into the University's curriculum, and a specialised Business School, the Gordon Institute of Business Science was opened in Johannesburg. The University incorporated the Mamelodi Campus further expanding its outreach and diversity. (www.up.ac.za)

This led to an increase in student numbers and the physical plant had to expand in order to accommodate the growth. In 1939 the donation by Dr Hans Merensky allowed the University to construct its academic library.



Fig. 4.7: University of Pretoria Ou Lettere Building 1911



Fig. 4.8: University of Pretoria Aerial view 1910-1960



Fig. 4.9: Campus Map indicating eastwards expansion of UP Main Campus

4.3 Tourism Industry Facts and figures

Tourism remains a major contributor to the global economy, contributing an estimated 10% to the Global Gross Domestic Product (GGDP). In South Africa the tourism industry contributed about 8.3% to the country's GDP in 2006. In 2005, Gauteng attracted a total of 3.6 million international arrivals and 18.8 million bed-nights - an increase of 6% and 5% respectively from 2004. The total contribution of international arrivals to Gauteng's Gross Geographic Product (GGP) was about R16.5 billion – an average of 4.6% of the provincial economy.

In 2006 Gauteng attracted 21.2 million international bed-nights, an increase of 11% from 2005. The available statistics for the first 3 quarters of 2006 indicate that the province is edging towards achieving a watershed 4 million mark in international tourists. The total international arrivals and bed-nights are increasing but average length of stay has dropped from 6.6 nights in 2006 to 5.2 nights in 2007. This decrease in length of stay is in line with the national trend of shorter trips to South Africa with the overall length of stay decreasing from 10 nights in 2002 to 8.2 nights in 2006 (Stats SA 2005).

The South African Tourism sector performed well with increased volumes in both foreign arrivals and domestic trips. Revenue generated from tourism grew from R81, 8 billion in 2005 to R83, 1 billion in 2006. The performance of tourism in volume and value terms resulted in an increased contribution to the GDP from 7.96% in 2005 to 8.3% in 2006. The number of new jobs created in the economy through tourism increased by 9.6% from 864,460 in 2005 to 947,530 in 2006.

The South African cabinet has identified tourism as one of the top five priority areas for the promotion of economic development and job creation. It is estimated that by the year 2010, hospitality and tourism will be the largest global industry employing more than 328 million people. However, the demand for high calibre, well educated, intelligent, enthusiastic staff already outstrips supply which naturally leads to one asking "are hotel training schools meeting the needs of the country's requirements?"

Foreign Tourism

South Africa recorded its highest number of foreign tourist arrivals in 2006 and recorded a 13.9% increase with 8,395,833 foreign arrivals compared to that of 2005. This performance exceeded the global average of 4.5% and shifted South Africa from 31st to 29th position in the global tourism destination rankings. Total Foreign Direct Spending (excluding capital expenditure) increased by 9.6% from R60, 7 billion in 2005 to R66, 6 billion. International tourism receipts to South Africa outperformed the global average of 4.5%. Income from hotels was the major contributor of this increase accounting for 10% of total income received from accommodation in South Africa in 2006

The length of stay for 2006 with both the average and most common length of stay remain at 8 and 2 nights respectively. More than 50% of all arrivals to South Africa are made up of leisure travellers. Holiday remains the primary purpose of visit to South Africa. The average number of provinces visited by all foreign tourists to South Africa is situated at 1.35, with the majority of tourists being attracted by the Gauteng and Western Cape (Stats SA 2005).

Domestic Tourism

Domestic travel is on an upward trend, with approximately 37 million domestic trips undertaken by about 42% of the South African adult population. Revenue from domestic tourism is estimated at R16.5 billion. The major beneficiaries of domestic tourism in 2006 were KwaZulu Natal and Gauteng, with both provinces being the source and destination of the majority of domestic trips.

Domestic tourism contributes significantly to the tourism sector accounting for 82% of total tourism volume in South Africa. It has untapped potential as it contributed only 27% of total tourism receipts in 2006. This market presents an opportunity for growth given that holiday travel accounted for 18% of total value captured by the domestic market in 2006. In competitive theory terms, vibrant domestic markets support innovation and will therefore in the long-term complement international marketing efforts.

Tourism Demand from Overnight Visitors

As part of the City of Tshwane Metropolitan Municipality's Strategic Tourism Development Planning process, a survey of accommodation establishments was carried out during 2005. The resulting data indicated that of the 435 establishments there are approximately 9030 rooms containing an estimated 17 472 beds. According to Grant Thornton an estimated 2 million room nights were sold during 2004.

The Hotel Industry in Tshwane

According to the Tourism Grading Council of South Africa, there are an estimated 6085 establishments nation wide, of which 890 are located in Gauteng. The TGCSA currently lists 615 graded hotels in South Africa, of which 141 are located in the Gauteng Province. At present there is an estimated 38 graded hotels in the City of Tshwane Metropolitan Municipality. The City of Tshwane Strategic Tourism Development Plan estimates that there are a total of 68 hotels, representing almost 5800 rooms of all grades.

Capacity

It is estimated that there are an average of 94 rooms per hotel. There are currently 38 graded hotels in the City of Tshwane, of which 2 provide 2 - Star accommodation, 17 provide 3 - Star accommodation, 16 provide 4 - Star accommodation and 3 provide 5 - Star accommodation. The occupancy rate for Pretoria City hotels was 67.4% for 2006.

The newest hotels to open in the City are the 118 bedroom 4 - Star Premier Hotel, which opened in Church Street in March 2007 as well as the 18 bedroom 4 - Star Rugby House at the High Performance Centre at the University of Pretoria (Thornton).

Establishment	Star Grading	No of rooms	Location
Court Classique	4-Star	58	Cnr Beckett & Schoeman Street
Premier Hotel Pretoria	4-Star	118	Church Street
Rugby House Hotel	4-Star	18	HPC, UP Sports Grounds
Southern Sun Pretoria	4-Star	212	Cnr Beatrix & Pretorius Street
The Courtyard Arcadia	4-Star	69	Cnr Park & Hill Street
The Villas	4-Star	56	Cnr Orient & Pretorius Street
Arcadia Hotel	3-Star	139	Proes Street
Holiday Inn Garden Court	3-Star	157	Cnr End & Pretorius Street
Hotel 224	3-Star	224	Cnr Schoeman & Leyds Street
Protea Hotel Hatfield	3-Star	12	Cnr Burnett & Festival Street
Protea Hotel Hatfield	3-Star	28	Prospect Street
Sentinel Executive	3-Star	30	Arcadia Street
Brooklyn Lodge	3-Star	60	Cnr Bronkhorst & Tram Street
Pretoria Hotel	3-Star	195	Cnr Hamilton & Church Street
The Don Suite Hotel 1	3-Star	46	Pretorius Street
The Don Suite Hotel 2	3-Star	47	Schoeman Street
Total		1529	
Total 4-Star		561	
Total 3-Star		968	

Fig. 4.10: Established hotels in direct vicinity of site

The Business and Conference Market

The data gathered by Grant Thornton indicates that the average business conference or seminar consists of between 20 - 100 delegates which are organised over a period of 2 to 4 nights per event. The businesses interviewed indicated that 4 - Star accommodation is the norm and that the Hatfield / Arcadia area was a preferred location for the conference and seminars held in Pretoria.

	Estimated Room Occupancy in 2004	Estimated Room Night sold in 2004
Bed and Breakfast	52%	147210
Backpackers	40%	4599
Guest Houses	55%	307516
Hotels	64%	1360525
Self-catering	65%	70273
Lodges	65%	144907
Total	62%	2035030

Fig. 4.11: Estimated accommodation Establishments Roomnights Sold

University Market

Potential sources of demand for the proposed hotel could include:

- Parents from elsewhere in South Africa enrolling their children.
- Alumni visiting for the events organised by the Tukkies Club.
- Overseas visitors to the University, including faculty and visiting delegates.
- Short course delegates. (there were 16000 delegates to short courses in 2005)
- University conferences, both domestic and foreign.
- Visitors to the sport centre.

	Number of Establishments	Estimated No of Rooms	Estimated No of Beds
Bed and Breakfast	153	776	1539
Backpackers	3	32	66
Guest Houses	168	1532	2935
Hotels	68	5784	11475
Self-catering	20	296	607
Lodges	23	611	1314
Total	435	9030	17956

Fig. 4.12: Accommodation establishments in the City of Tshwane Metropolitan municipal Area

	Total Bed nights Sold	Bed nights sold to Foreign Tourists	Bed nights sold to Domestic Tourists	Total No of Tourists	Total Foreign Tourists	Total Domestic Tourists
Bed and Breakfast	198733	69557	129176	51003	15121	35882
Backpackers	8278	7864	414	1825	1710	115
Guest Houses	415146	166058	249088	105291	36100	69191
Hotels	1972762	907170	1065291	193190	197276	295914
Self-catering	112438	44975	67433	28517	9777	18740
Lodges	210115	79844	130271	53544	17357	36187
Total	2917472	1275768	1641703	733370	277341	456029

Fig. 4.13: Breakdown of Bednights sold (Formal accommodation only)

4.4 Trends in Hotel Development

The international tourism industry experienced substantial growth during 2007. It is believed that this trend of growth will continue well into 2008 despite the slowdown in the global economic market. International trends guiding hotel development include the following:

- Sustainability issues such as energy efficiency, water saving and waste management are currently making an impression on the client.
- Research indicates that a third of all travellers are “experience driven” which is driving the increasing number of boutique or lifestyle hotels being developed around the world.
- International fashion houses, such as Versace, Armani and Moschino are partnering with hotel groups to develop fashion hotels in locations such as Dubai, Italy, Australia, Ireland and Paris.
- Technology is becoming increasingly important.
- Space is a luxury. Hotel rooms that are larger create a sense of opulence.

4.4.1 South African Hotel Development

Historically, hotel development in South Africa was driven by local investors such as Southern Sun and Protea Hotels. During the 1990s, when City Lodge entered the market, a new trend towards limited service and more budget hotels emerged. During the transformative years of the country there was a surge of hotel development, particularly within the 5 - Star market.

The recent strong performance of the South African economy along with the prospect of hosting the FIFA Soccer World Cup in 2010 have resulted in a number of new hotel developments in the major centres such as Cape Town, Johannesburg, Port Elizabeth and Durban.

4.4.2 Room Sizes

Hotel room sizes vary, with no definite dimensions given by the regulating authorities. The sizes are entirely dependent on the type and standard of the hotel. Budget hotels tend to have smaller rooms, while luxury hotels tend to have larger and more spacious rooms. The South African Tourism Grading Council requires that rooms be large enough to allow for easy movement, with higher star grading requiring more space.

The average room size for standard hotels in the USA is 30.2 square meters, with luxury hotels averaging about 43.7 square meters. Thornton (2008) indicates that the average room size for a 150-300 bedroom hotel in Europe ranges from 17.5 square meters for budget / economy hotel to approximately 36 square meters for a luxury hotel. The average room size for a 250-500 bedroom hotel in the USA ranges from 21.9 square meters for budget / economy to about 37.2 square meters for a luxury hotel.

The South African average for a 4-Star hotel room ranges from 12—22 square meters while the suites range from 36—100 square meters. The average for a 5- Star hotel ranges from 24—55 square meters while the suites average 70—137 square meters.

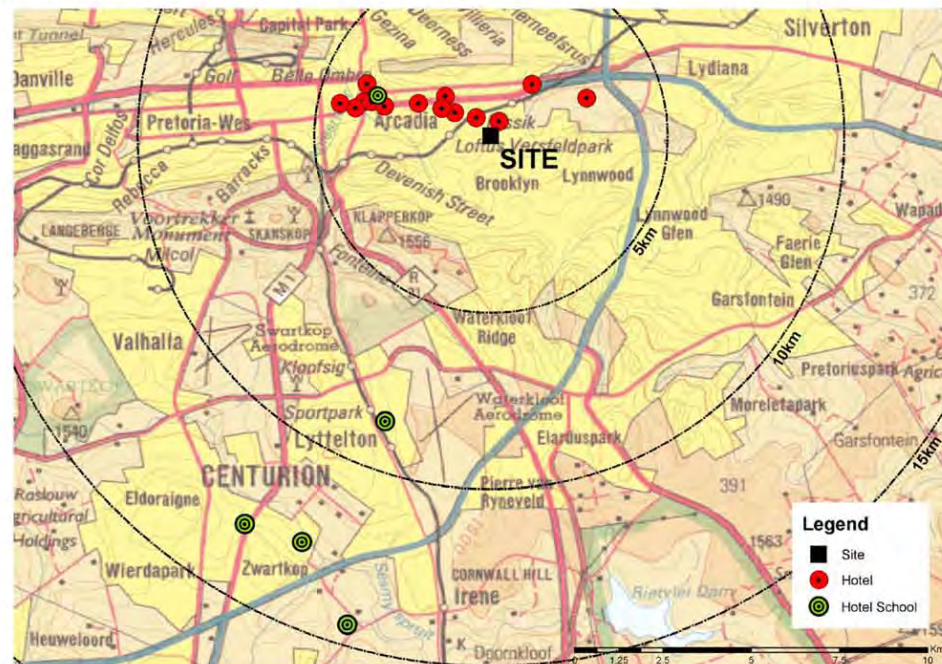


Fig. 4.14: Competing Hotels and Hospitality Management Schools within vicinity of site

4.5 Architectural Response

Box hotels versus lifestyle hotels

The expansion of the international hotel chains, in their vast majority, was accompanied and made possible by a process of standardisation and commoditization. This process generated the birth of the box hotel concept, characterized by the uniformity of the core and facilitating products. The lack of differentiation between the hospitality products and services resulted in a lack of identity concerning the global hotel industry.

The systematic standardisation of the hospitality product provoked a counter-movement inspired by consumers searching for hotels with unique or sophisticated and innovative characteristics, called boutique, design or lifestyle hotels. In the beginning of the 80s of the last century the term boutique hotel swept through the market and was used to describe unique 50-100 rooms properties, non chain-operated, with attention to fine detail and individual decoration in European or Asian influenced furnishings. Sophistication and innovation explain the growth of the design and lifestyle hotel niches.

On the core and facilitating product levels, box hotel companies present savings in building and staff costs - due to the standards of performance - as a major advantage to the hotel operator. In the marketing policy, the uniformity of the concept and the strong recognition of the brand are used to influence the consumer's choice. Commoditization generates, within traditional segments, a feeling of security and familiarity. For the widely-travelled tourist, however, the stay in a box hotel turns into alienation and anonymity. Many of them share the experience of awaking in a hotel room while asking oneself:

“Where am I now?” This negative guest experience, caused by impersonality, predictability and boredom, has led to an important loss of clients and turnover with box hotel companies.

Since the supporting and augmented product level make it possible to add a memorable experience to functional lodging, it is especially on these levels that lifestyle hotels can differentiate themselves from box hotels. It is difficult to transmit a memorable experience for a box hotel, where the operations are controlled by standardised manuals and staff procedures are defined to the finest details. Lifestyle hotels, on the other hand, seek to offer a full-balanced stay by means of experiential branding which refers to positioning strategies that promise a certain type of pleasurable experience, encompassing

all or part of consumers' interaction with the brand. It is possible to manage hotel attributes so as to create pleasurable experiences by applying a matrix including “hardware” components (the “what”) and “software” components (the “how”). Through this matrix, the “hard” components, on the core and facilitating product levels, are made subservient to the “soft” elements, the pleasurable experiences belonging to the supporting and augmented level. In order to meet or exceed the customers' expectations, the pleasure experiences of the guest need to be orchestrated properly.

Optical stimulation is achieved for instance by the lightning, decoration and presentation. Olfactory stimuli include aromas, freshness and cleanliness. Music, conversation or silences are part of the auditory stimuli.

Strengths	Weaknesses
Well defined concepts with unique identity and modern character.	Need to re-adapt constantly to fast changing market demands.
Diversity in guest experiences.	Lifestyle fatigue through over-branding.
Low cost of soft branded distribution.	Low profitability compared to box hotels.
Autonomous control over operations by the hotel itself, allowing personal expression for hospitality.	High maintenance and staff costs.
Opportunities	Threats
Soft brand distribution models as an independent hotel	Global chains dominate through acquisition and development.
Design becomes an element	Stylized concepts or imitators.
Programs allow guests to spend money	Down pricing to retain market share.
Needs and wants of post modern consumer. Quality	Consumers now expect value and quality for their money.
Brand as self image	Critical consumers.
Customer choice modeling allows personalization, increasing satisfaction of guest.	Unpredictability of the consumer, brand loyalty difficult to achieve.
Co-branding synergies (Absolute Vodka)	

Fig. 4.15: Analysis of strengths, weaknesses opportunities and threats faced by the Lifestyle Hotel

The hotel stay can thus get the value of an authentic, surprising and memorable experience for the guest. Finally, in contrast with box hotels, lifestyle hotels share a strong cultural component and often are cultural attractions in themselves rendering specific cultural tourist services like brochures on the hotel architecture and guided tours through the building. Since they also offer general tourist services (e.g. the supply of local and regional information) and dispose of their own transportation infrastructure or facilities (e.g. signposting, shuttle buses), lifestyle hotels can even be considered as autonomous cultural tourism products.

The principle element of a designer hotel is the emphasis placed upon the experience of the hotel from the inside. Design has become one of the key elements in the evolution of the hotel product, not only for the unique entrepreneurs opening unique hotels, since the movement is picking up momentum with the larger established hotel groups such as the Sheraton and Hyatt.

4.5 Conclusion

The development of tourism in South Africa has been rapid since the mid 1990's. The tourism industry for South Africa being an important source of foreign exchange, it is a major contributor to the country's gross domestic product and, is the one of the largest employment providers in the country.

Tourism in our country relies heavily upon the hospitality sector and it is seen as the backbone of the tourism industry. The provision of hospitality services is labour intensive and requires highly skilled

employees. The provision of quality hospitality management education at a tertiary level should be strongly linked to the development and success of the industry. The local Government White Paper on Tourism (RSA 1998) and the National Constitution RSA 1996b) have subsequently charged local governments with promoting economic and social wellbeing and introducing development and job endeavours in the areas under their jurisdiction. Key aspects to consider in achieving tourism based economic growth are identifying and marketing new conceptualizations of space and place.

The activities such as hosting of festivals and the creation of flagship foci, such as heritage sites, convention centres and capitalizing on locally available resources are all hallmarks of this approach. Tourism development has considerable potential in our country, given an increase in the number of international visitors from 4.5 million in 1994 when the ANC came to power, to 8.5 million in 2006 (Annual Tourism Report 2006).

The national government is seeking to capitalize on the country's rich natural and cultural resources and, as the *Tourism White Paper* (RSA 1996a) argues, if pursued responsibly tourism has the potential to positively improve the quality of life of all South Africans. Key principles embodied in the White Paper include the encouragement of community participation and the sustainable management of resources. Furthermore, the White Paper places strong emphasis on tourism development being driven by the private sector, with government's role limited to providing a facilitating contextual framework for its development.

Tourism is a dynamic and fluid industry, an economic sector characterized by varied, highly integrated and extremely interdependent sub-sectors. For instance, the service provided by tour operators relies heavily on accommodation, restaurateurs and the hospitality industry in general, and travel depends on aviation. Therefore, tourism is increasingly becoming a highly sophisticated industry from a destination marketing and management perspective.

The proposal therefore presents the perfect opportunity to expose individuals to high calibre services, products and educational concepts for which the University prides itself. The concept of the "teaching hotel" places higher value on experiential learning to complement regular classroom education. The intervention will take the form of a 4-star boutique business hotel, from which the students will make use of the experiential learning processes provided by the Hospitality Management School. The location of the proposal, being on the edge of campus would ensure that both the student and business community would be able to take full advantage of the programmes offered, whilst forging a dual relationship with the institution itself and the surrounding urban fabric.

4.6 Topography

The study area is level with a negligible slope towards the south east, with a mean level of 1300m above sea level at the intersection of Duxbury and Herold Streets. Since the slope is minor no constraints are placed on the development.

4.7 Geology

Geologically the study area is of a Precambrian origin, situated within the Timeball Hill formation of the Transvaal System. The study areas underlying geology consists of localised Andesitic sediment with interbedded agglomerate, shale and tuff. (Van der Waal 1990:13). The dominant rock types below the surface are the shale and quartzite. With regards to construction purposes the soil conditions are such that highly variable soil conditions may be expected, which may vary from solid rock at shallow depth to potentially expansive andesite soil types.

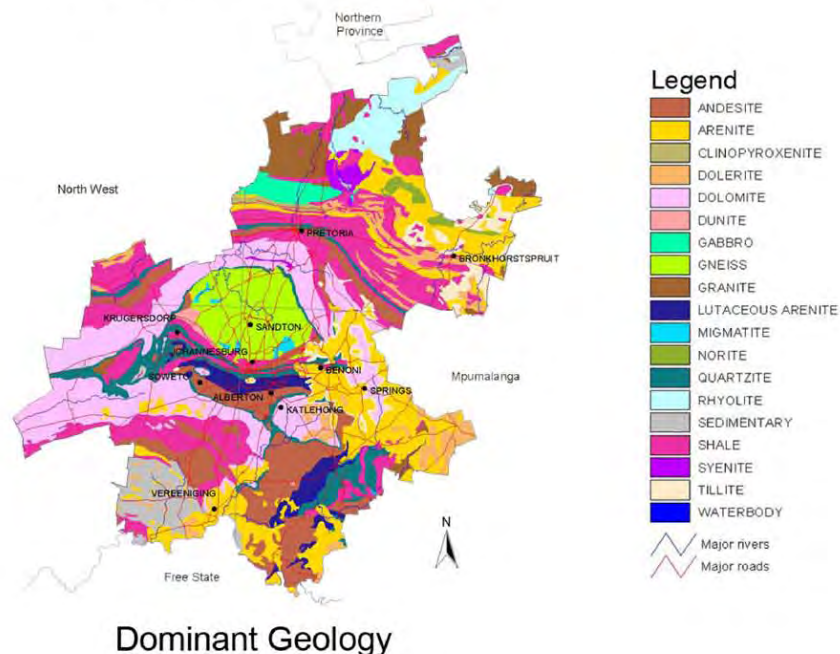
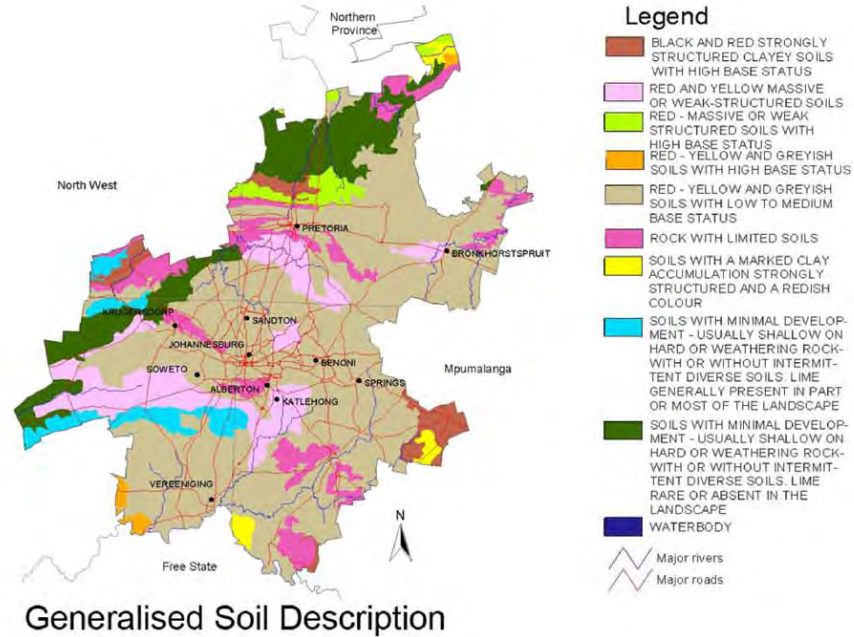


Fig. 4.16: Gauteng Soil and Geology Analysis



- | | | |
|--|---|--|
| PH Provincial Heritage Site | L Library | PO Post Office |
| M Museum | S School | SC Shopping Centre |
| I Place of Interest | H Hotel | G Government/Municipal Office |
| W Place of Worship | + Hospital/Clinic | Green Space |

Fig. 4.18: Study Area Land Use

4.10 Land use and Activities

The Campus is set within the residential suburbs of Hillcrest in the East of Pretoria. The primary activities in the vicinity consist of the functions and dependant programmes of the University of Pretoria. There is an abundance of Primary and Secondary schools to the west, south and east of the site.

Sport and recreation facilities are in the vicinity of Campus, these include the L.C. De Villiers Sport Grounds farther east and Loftus Versveld Stadium to the west as well as the various school athletics pitches and stadiums. Medium to high density flats occur to the north and east of the site.

To the north and east of Campus are the University Residences as well as the business node of Hatfield a little further to the north, which is well within walking distance. Of particular importance to the site are the location of three religious institutions, which occur along Duxbury Street, which is indicative of the areas tranquil nature.

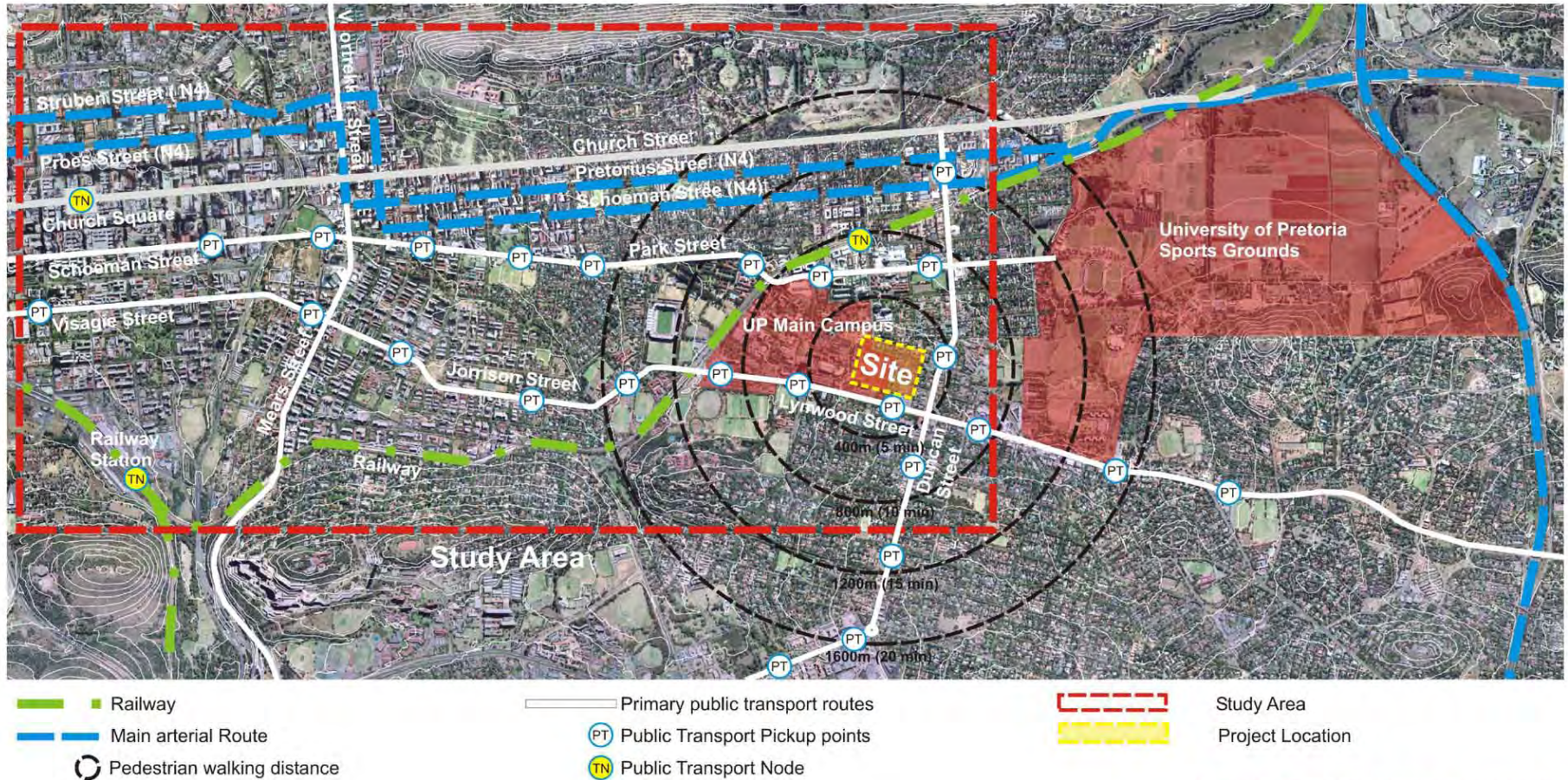


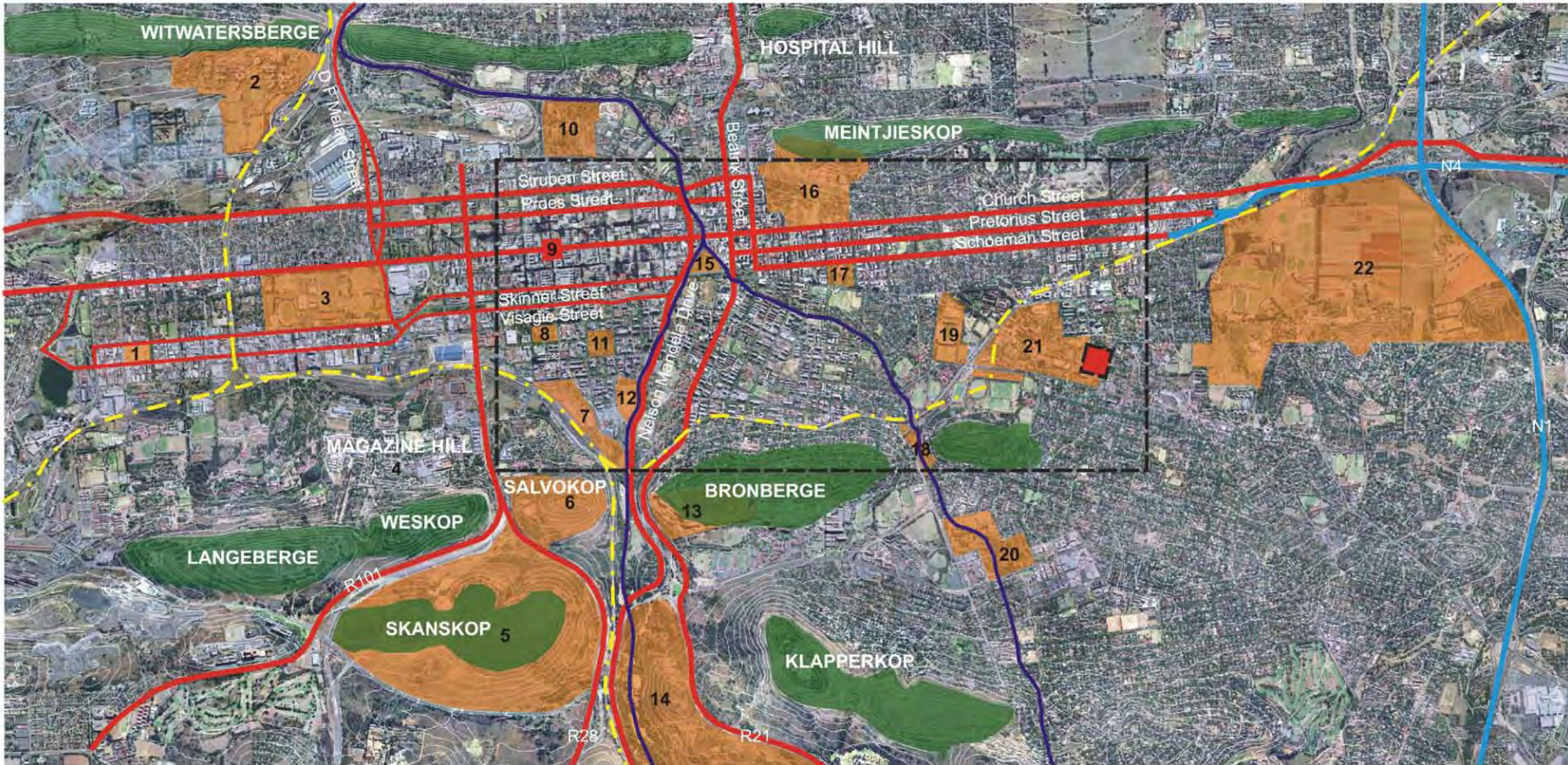
Fig. 4.19: Study Area Movement and Access

4.11 Movement and access: Study Area

The site is highly accessible; however public (external) access to the site is from Duxbury and Herold Street to the north and east respectively. Although the site is on the periphery of the city CBD, accesses to the functions of the city are easily accessible with little restriction caused by distance or mode of transport.

The public transport systems as well as the Minibus Taxi associations have set routes that follow Duncan, Lynwood and Burnett Streets all of which lead into or out of Pretoria central.

The majority of vehicular movement occurs along Duxbury Street as this road branches off from Duncan Street, which is the primary north-south arterial route of the site area.



- | | |
|---|---|
| 1 Kruger Square | 12 Berea Park |
| 2 Tshwane University of Technology | 13 Unisa |
| 3 Pilditch Stadium and Pretoria Showgrounds | 14 Fountains Valley and Groenkloof Nature Reserve |
| 4 Military Barracks | 15 Caledonian Sport Grounds |
| 5 Voortrekker Monument | 16 Union Building and Gardens |
| 6 Constitution Hill | 17 Pretoria Art Museum |
| 7 Pretoria Railway Station | 18 Magnolia Dell Park |
| 8 Pretorius Square and City Hall | 19 Loftus Versveld Stadium |
| 9 Church Square | 20 Austin Roberts Bird Sanctuary |
| 10 Zoological Gardens | 21 University of Pretoria Main Campus |
| 11 Burgers Park | 22 L. C. DeVilliers Sport Grounds and Experimental Farm |

- | | |
|--|--------------------------|
| | National Routes |
| | Primary Arterial Roads |
| | Secondary Arterial Roads |
| | Railway Lines |
| | Rivers |
| | Koppies |
| | Sites of Significance |
| | Project Area |
| | Study Area |

Fig. 4.20: City wide structuring elements

4.12 Study Area

- The site is in close proximity to the southern and eastern gateway routes to the Pretoria Inner City and falls within Trans Africa Development Corridor.
- It is situated in close proximity to several major access routes through the area. Both road based public transport as well as railroad based public transport are available within the area.
- The proposed rapid rail terminal located at the Loftus Versveld Stadium is within walking distance of the site. The proposed Gautrain terminal, which will be located to the west of Main Campus will have a positive influence on the ease of movement between Johannesburg and Pretoria.
- The site is well situated, enabling a greater accessibility to the greater Pretoria region.
- The site has the potential to play an active role in the reintegration of the University and Hatfield area because of its highly accessible nature.

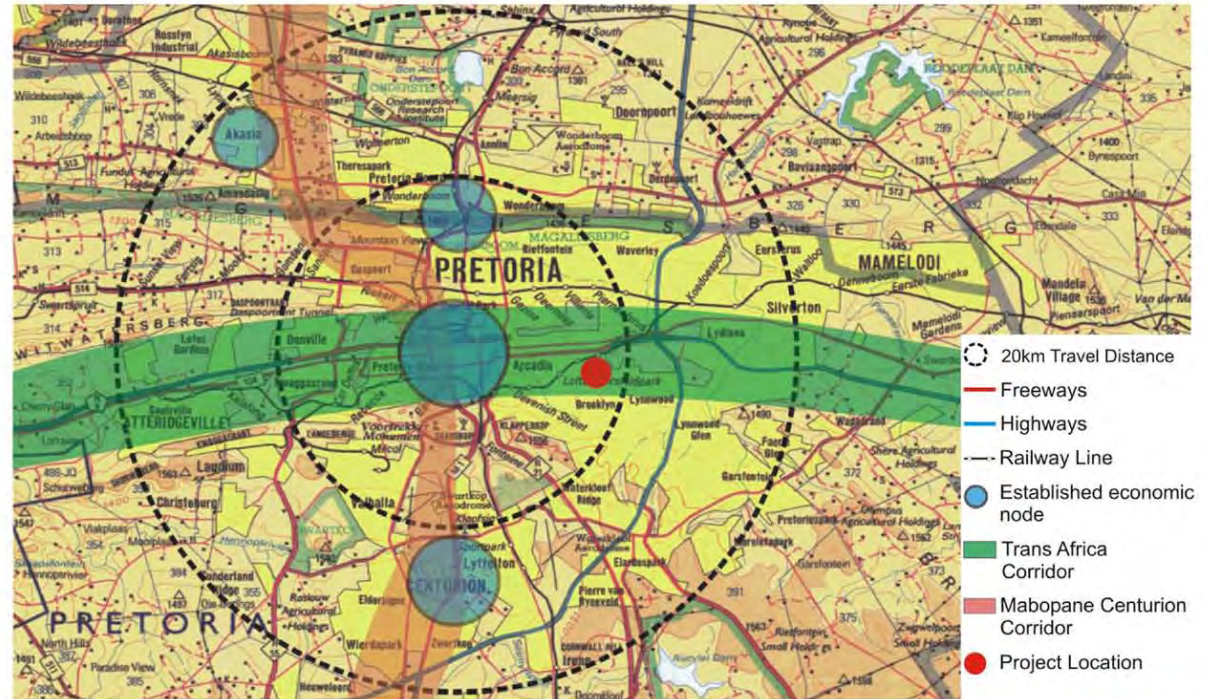


Fig. 4.21: Regional Location

4.13 Project Area

Although a site has been selected, particular attention will be placed on the campus as a whole since the development is part of and will affect a significant portion of the eastern edge of the main campus. The project area is bordered by Duxbury Street to the north of the site, Herold Street to the East and the University's Ring Road which is the Institutions primary internal vehicular route.

Advantages of the Project Area

- The proposed development is relatively accessible from the N1 and N4 arterial routes.
- The location is situated on the University of Pretoria grounds, but within relative proximity to the Hatfield business district as well as the various embassies and Union Buildings.
- The site is relatively close to the Menlyn Park shopping Centre, as well as the Brooklyn Mall.
- The site is located near the proposed Hatfield Gautrain Station.
- The business market in the Hatfield area is developing.

- The site is located in an area that is not exposed to high traffic volumes, the serene nature therefore allows for better relaxation.

Disadvantages

- The site is not visible from the higher volume vehicular routes such as Lynwood Street to the south or Duncan Street to the East.
- The public component of the development could be perceived as downmarket since it is situated on the Campus.

4.14 Current on site activities

1: Law Building

Approximately 2000 students are enrolled at the Faculty of Law. An interview with the students indicated the preference to park opposite the N.G Church, the majority of which said they use the student entrance on Duxbury street. The potential exists to extend the pedestrian walkway that the Law Building acknowledges and respects by extending it past the proposed site for the Hotel School.

2: Tomorrows People Crèche and nursery school

Approximately 60 toddlers and children attend the school. Security is of the utmost importance, which is noticeable, as the single storey building is surrounded by palisade fencing with no views into the property.

3: University of Pretoria Residence and Accommodation Affairs

Centrally placed so as to accommodate the residences in the vicinity. The double storey building is in good condition however it is unresponsive towards the street.

4: University of Pretoria Protea Residence

The residence is home to approximately 150 students. The four storey building is in good condition with no obvious architectural character.

5: Unicrest flats

The building is six storeys high with a vernacular similar to the majority of residential buildings in the area. The target market being the student not wishing to stay in a residence, but within walking distance to Campus. Parking is dealt with in the same manner as the majority of residential components in the vicinity: parking on ground level with the upper levels used for living quarters.

6: Elim Full gospel Church

An unresponsive building set back deep into the property. Congregation size varies from between 200-450 people a week. The open space in front of the building is used as parking for church members only.

7: Medical physician and Clinic

A solitary double storey dwelling that has been converted to business use. The building is a typical of the earlier veranda style houses, with corrugated sheet metal roof and plastered brick structure. The clinic is set back from the street however the building responds well to the street with patients sitting outside looking over the passers by and Cuban Café across the road.

8: Hillcrest municipal swimming pool

A seasonal facility, established by the municipality and serving the general public. The majority of the users are students, with schools from the area using the facility to give swimming lessons and physical training.

9: Black Tie Outfitters and Garment rental

Originally a residential dwelling that has been converted to business use. The building is a double storey structure, with uses ranging from nail salon to coffee shop.

10: Cuban Café Restaurant

A double storey building that accommodates dining on the sidewalk. The restaurant has a seating capacity of 200 guests, and offers a Mediterranean menu. The majority of the clientele are business and governmental diners with luncheon being the busiest time.

11: Brooklyn Police Station

The presence of police in the area offers a sense of security to residents of the area. The double storey building is hidden behind an eight foot brick wall, with no relation to the street.

12: Dutch Reformed Church

A well manicured garden and maintained church. An estimated weekly attendance of 2000 church goers attend the services held on Wednesdays and Sundays.

13: Unilofts Apartments

A newly constructed six storey building aimed at accommodating students. In an interview with a resident it became clear that there is a need for social space within the complex.

14: Herold Street Entrance

The secure eastern entrance to the University. Access is available only during office hours, after which use of the Roper Street Main entrance must be utilized to gain access to the University.

15: FABI Building 1 and 2

The Forestry and Biotechnology Institute is housed in the two buildings with a third being proposed. Approximately 1500 students attend class at the Institute. The FABI 1 building is a single storey building which seems a little out of place in the sense that it does not attempt to frame or give proportionate scale to the pedestrian path directly to the south of the building.

16: Tourism House

Approximately 400 students are enrolled in the tourism curricula of the Faculty of Management Sciences. The double storey building houses the administration functions and two class rooms. In an interview with a staff member of the University, it was suggested that a new building be proposed in order to accommodate the growth in student numbers. The potential therefore exists to provide additional lecture facilities which would link with the current Tourism curriculum with that of the proposed hospitality programme.

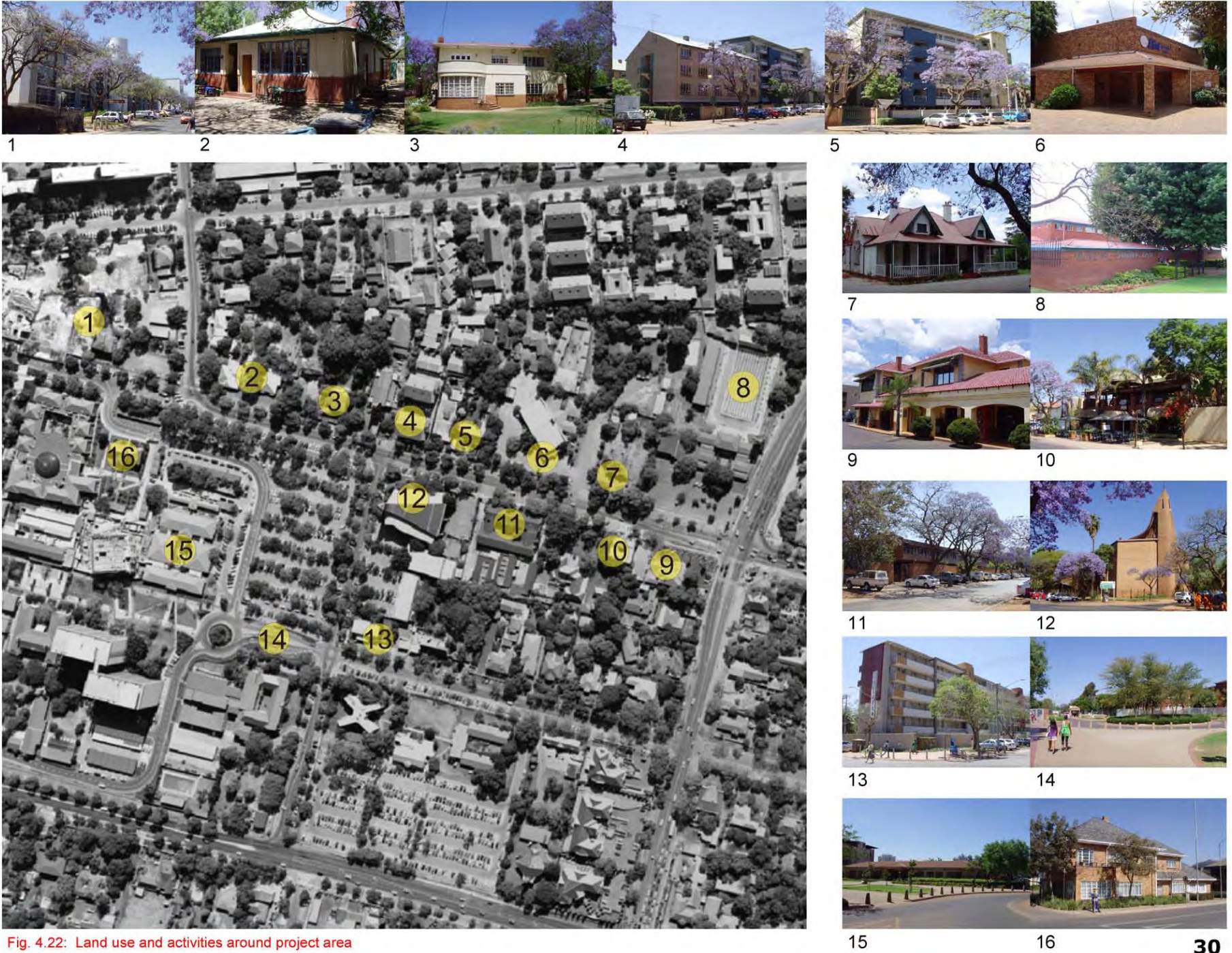


Fig. 4.22: Land use and activities around project area



Fig. 4.23: Buildings adjacent to site



Fig. 4.24: View of north eastern corner of site - Corner Duxbury and Herold Streets



Fig. 4.25: Interior view of primary pedestrian axis and Ring Road leading past the Law Building