

2019 Future of the City Centre Symposium

10 – 11 September

South Africa



**Hosted by the UNISA Graduate School of
Business Leadership**

Building leaders who go beyond



2019 Future of the City Centre Symposium

Transforming the City through People to create dynamic and sustainable community assets

- Mareli Wassenaar -















Alfredo Brillembourg



GOVERNANCE
AND GOVERNMENT

ENVIRONMENT
AND NATURAL
RESOURCES



SOCIETY
AND COMMUNITY

URBAN
DEVELOPMENT
AND INFRASTRUCTURE

There's no scientific metric for measuring a city's personality.

But step out on the sidewalk, and you can see and feel it.

Engagement with **people, place and local identity**, is what makes a city memorable.





One of the most important foundations
for a creating a sustainable city

A Strong Sense of Place

Safety
Dirty
Unkept

Need for:
Lighter cheaper quicker
40 ideas
Utilise existing buildings
Create natural community
spaces





What does Citizen-led action look like in the City?





Public Art



Art Revolutions



We Inner City Recreation drives r ncapcity



Sport Events





THIS MARCH

Pretoria Street Photography

in collaboration with

The US Embassy

PRESENT

The Freedom Photography Workshops

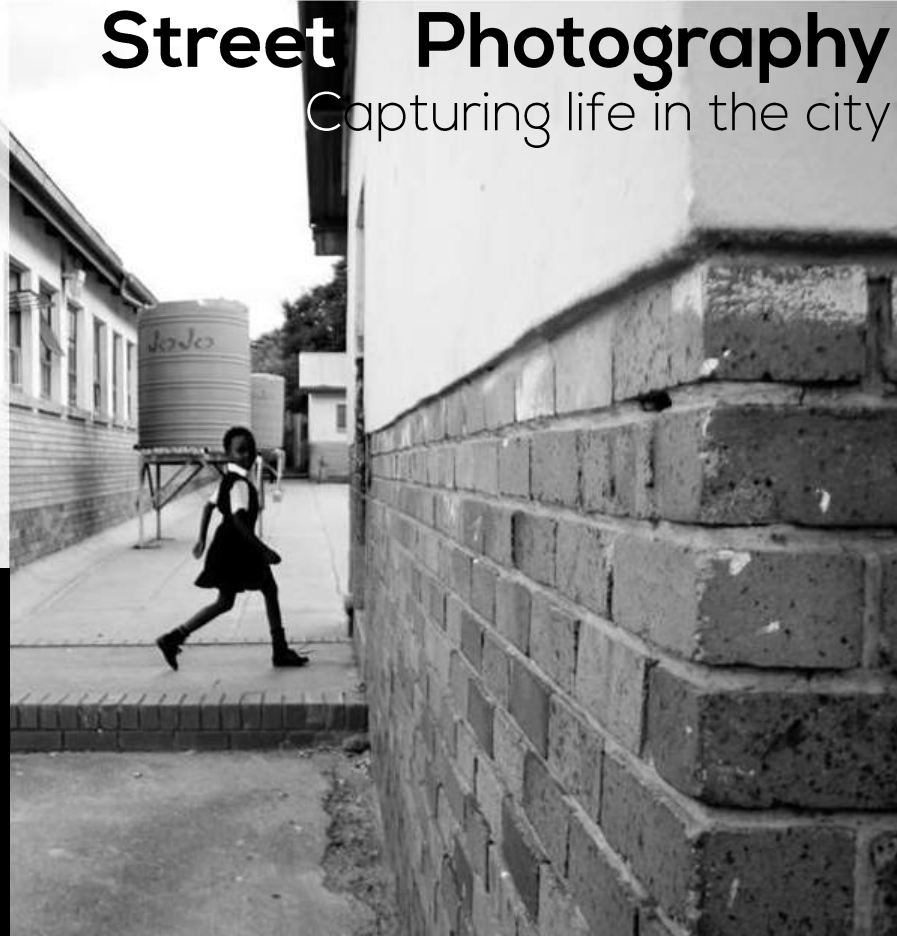


PRETORIA STREET PHOTOGRAPHY



Street Photography

Capturing life in the city



Pretoria Street Photography





#CapitalCleanup #Time2Serve #MandelaDay

join the

capital cleanup


Mandela Day

Walkerspruit Apies River

09h00 - 16h00
(give 67 minutes+ of your time)

Challenge
your company or friends

18 July 2016



Cleaning & Environmental Drives

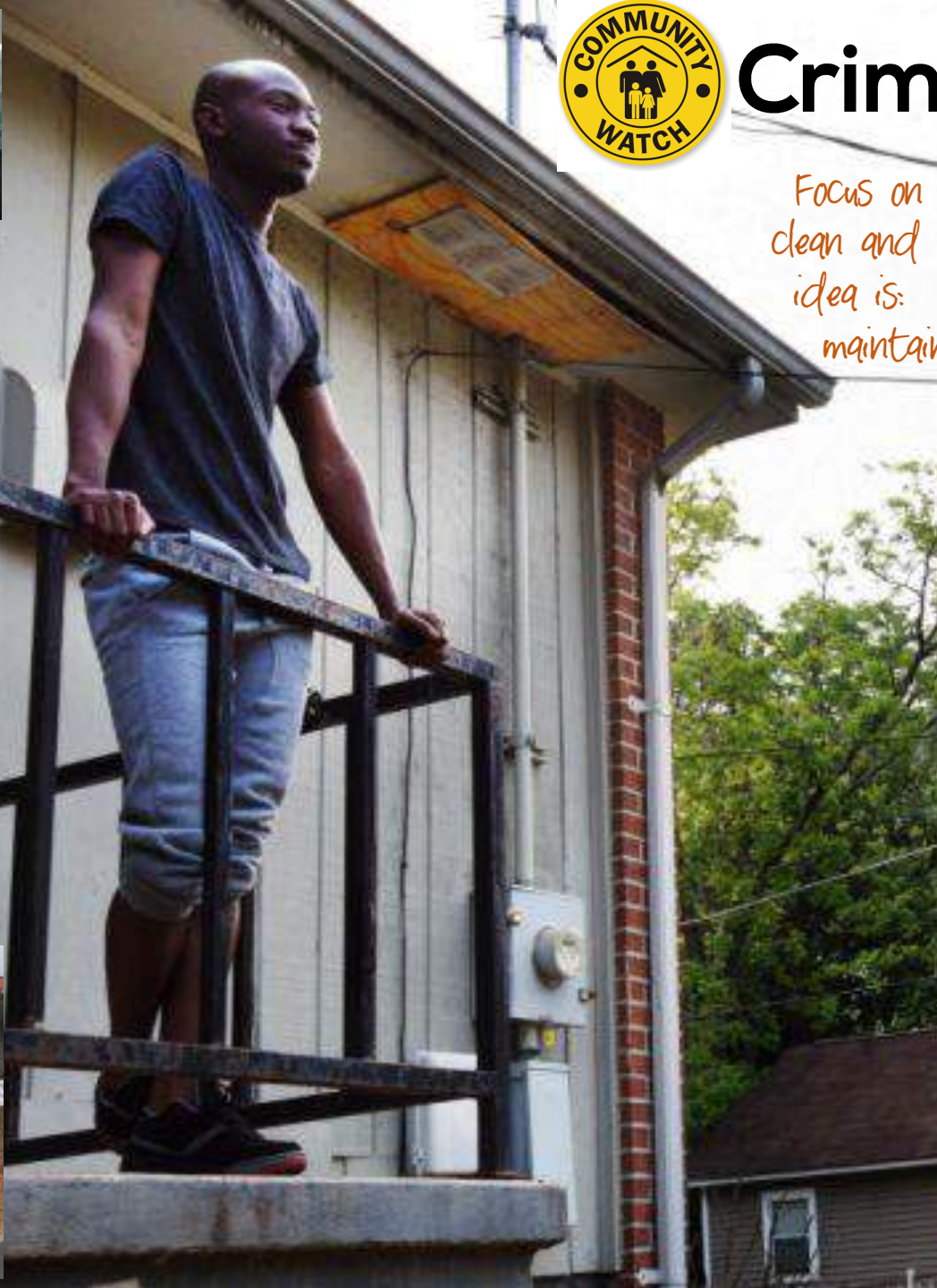




Crime & Safety Initiatives

Focus on the small crimes, such as littering, and keep neighbourhoods clean and free of signs of disorder, such as broken windows. The big idea is: If the neighbourhood looks as if someone is watching and maintaining order, it's far more likely that order will prevail.

James Q. Wilson



SEND YOUR ANONYMOUS TIP-OFFS TO

CRIME LINE 32211

SMS CHARGED AT R1

 Crime Line is proudly supported by the South African Police Service.

Residents

LOCAL
GOVERNMENT

Educational
Institutions

BUSINESS
COMMUNITY

National
Government

DIPLOMATIC
COMMUNITY

Passionate
Activists

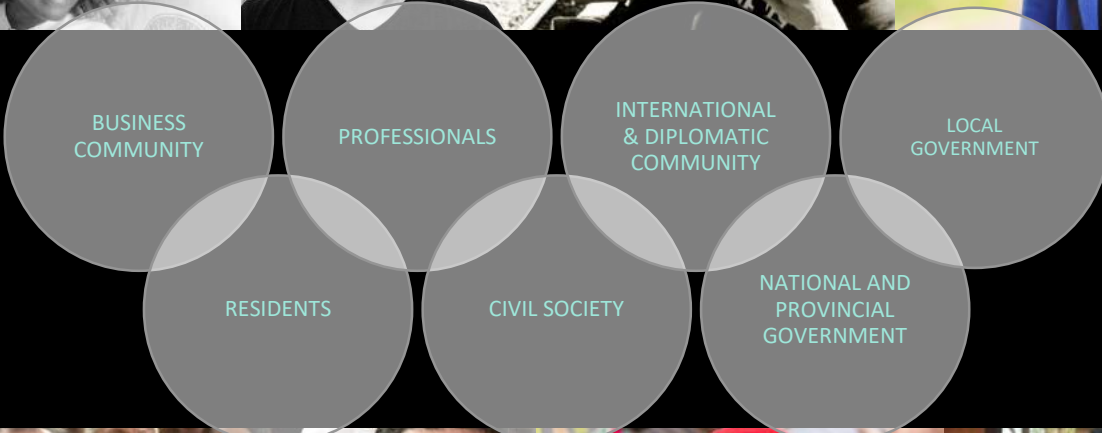
International
Agencies

Community
Organisations

CIVIL
SOCIETY

PROVINCIAL
GOVERNMENT





CAPITAL
COLLECTIVE
Conversation | Collaboration | Rejuvenation

A Public Benefit Organisation driving inner city rejuvenation projects in the City of Tshwane through Public Private Community Partnerships



Projects Partners Supporters

89 Successful projects since 2014:

- Capital Arts Feast 3
- Market@theSheds 65
- World Choir Village Tswane 2018
- Public Art projects 3
- Open Mic Conversations 9
- Fete de la Musique 5
- Freedom Park Christmas Market 1
- Music in the Park 1
- Mandela Day Cleanup 1
- Communication & Engagement Campaigns

Job Opportunities
Created per Year

1595+

8300+

Stakeholder Network

Business, International Agencies,
Diplomatic Community, Civil Society,
Community Organisations, Professionals,
Residents and Social entrepreneurs.

REGISTERED:

Public Benefit Organisation

Structured to be able to channel
Social Responsibility and Socio-
Economic Development **Funding**
into the city.



Government of the Netherlands



Gordon Institute of Business Science
University of Pretoria



CITY PROPERTY
Addressing the Future



ATTERBURY
BUSINESS AND ARTS
SOUTH AFRICA



national treasury

Department:
National Treasury
REPUBLIC OF SOUTH AFRICA



CITY PROPERTY
Addressing the Future



THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP



TSHWANE CHAMBER OF COMMERCE AND INDUSTRY



show me Pretoria City of 5th



arts and culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA





Driving inner-city Rejuvenation

Economic Development

Market@theSheds & Events – Access to market

Market@theSheds SMME Development Programme

Skills Development at Project implementation level

Skills transfer programmes

Arts & Culture Development, Events and Tourism

Market@theSheds

International Fête de la Musique

Freedom Park Music & Artisan Festival

Public Art Projects: Megaphone Me, Women's Wall

Community Arts Projects: Hammanskraal Bridge & Swimming Pool

Inner City Arts Hub and Incubation space

City Maps and Tours (art, heritage, shopping, recreation, Architecture, Walk in Mandela's Shoes etc.)

Recreational, Educational, Transport & Environmental projects

City Re-Cycling Route

Vegetable Gardens

Recreational Play Areas in Public Parks. Walkerspruit linear Park

Public Study Areas

Recycling stations

Adopt a Spot, greening and cleaning

Cycling and Running Events

City Transport map

Loftus Traffic Circle Beautification Project

Business Citizenry and Corporate Social Responsibility Projects

Not-On-My-Block

Inner City Socio-economic Issues

Capital Cleanup & Luv Ur Hood

Communication, Stakeholder Engagement & Brand Building

100 in 1 Day/ Mandela Day

Open Mic monthly Conversations

Community Communications

Media liaison

International Communication

Diplomatic Engagement & Joint Events

Stakeholder engagement

40 Great Projects in the Capital Publication

Spatial Development, Urban Design & Architecture

Research, Conversations and Collaboration on empty & underutilised spaces and Buildings in the city

Marabastad Spatial Development



Market@theSheds SMME development Programme

Driving Arts, Culture and Economic Development, Tourism and Social Cohesion



OBJECTIVES

- Create a **highly, sought-after arts and culture, tourist attraction** in the inner city of Pretoria where high volumes of visitors go to *experience and buy* the best of local art, music, food and design.
- Provide a **platform for local artists, designers, musicians, artisans and entrepreneurs** to showcase their talents and goods.
- Create **job opportunities** for local performers, musicians, artists and casual labourers in the city.
- Create a Development Hub where design, art, music, fashion and craft entrepreneurs have access to **training, support and development opportunities** to become successful working businesses, develop their skills and grow in their trade to able to provide an offering that is unique, of high quality, on-trend and in demand.
- Facilitate **access to other markets** for selected musicians, artists, designers, artisans and entrepreneurs, **locally, nationally and internationally.**
- Create market linkages by facilitating trade relationships between “clients,” SMME’s, local organisations and the external market.
- **Facilitate access to finance and other opportunities** for SMME’s together with key role players and partners.



Facebook Reach
per event

153 000+

Facebook Likes

26 595+

Visitors
per event

1500+

Trader
Opportunities P/Y

550+

Events held
since
Oct 2014

47

Job Creation since
2014

4785+

Instagram
followers

3270+

Google links

238 000+ results

Voted best Market in Tshwane

2016

twitter
followers

1956

Job Creation P/Y

1595+



“Welcome surprise”

Reviewed 13 August 2015



Funky, arty with a great vibe. Great to have a reason to go into the city again. Great food variety, all take-aways or sit outside. Mcool new concept.

“Who said there ain't no love in the heart of the city?”

Reviewed 3 weeks ago

What a cool spot. Market@theSheds provides an eclectic atmosphere where beautiful people meet and enjoy great food and hours of live music. Last week's market was spectacular with some of the best acapella's I heard in a long time. All topped off with fried tilapia fish and cassava leaves from Kitoko Kitchen. A must visit!

“Cosmopolitan fun”

Reviewed 12 April 2016

This is one of the most cosmopolitan experiences on the capital social calendar and a reflection of how our society should interact on a daily basis. The monthly market never disappoints and I have made new friends on a number of occasions.

There is good variety of gourmet food stalls and great drinks on offer (wines, craft beer and cocktails.)

Plenty of space to sit either inside or outside and you can move around depending on your music taste. The stage is inside where the stalls are and here you can listen to a wide variety of up and coming artists for different tastes.

Initially it surprised me how safe I felt in this area but now I have come to accept that safety and parking are no concerns to prevent anyone from attending. The market area is clean, the facilities well managed and the venue seems to be improving constantly. This is a treat whenever my weekend calendar allows the luxury.

“Market@thesheds”

Reviewed 3 weeks ago

Market@thesheds is an environment out of the ordinary. The ambiance is great, food is galore and very tasty, people are great. The event is well organised and well coordinated. I would urge those people that need a different kind of fun to visit this Market so that they can come enjoy and also make new friends over good music, great food and a a drink.

“Something to experience!”

Reviewed 4 weeks ago

In a country where inner cities are often visited by necessity and not always by choice, the Market @ the Sheds recently became Pretorians' hangout place of choice each last Saturday of the month. A creative space, gourmet food, a variety of live music, a cosmopolitan mix of interesting people and an infectious vibe. A gem in the City of Tshwane. Come see for yourself! You will be amazed and will keep on coming back for more.

“Inner City Surprise”

Reviewed 4 weeks ago

Mareli Wassenaar deserves a medal for bringing us back to the inner city! Her brain child, Market @ the Sheds, brings good food, cool music and a fantastic atmosphere together. Situated just off the old Church Street, the market is a breath of fresh air in an inner city, which has sadly become derelict and unkempt. The market reminds of the Neighbour Goods Markets in Cape Town and Braamfontein: trendy, cool, hip and just lekker. Safe parking available adjacent to the market or at the State Theatre across the road. Even children enjoy the experience - there is a courtyard where they can run around. One can only hope that this gem will convince investors that Tshwane inner city is worth reviving!



The Fête de la Musique Music Festival in Sunnyside has three main goals:

- From a cultural point of view: to allow people to discover new styles of music and hidden local talent.
- As a free community event, to allow people from different social classes, different age groups and different points of interest to meet and learn from each other, driving social cohesion.
- To support and encourage urban rejuvenation in Sunnyside



Fête de la Musique

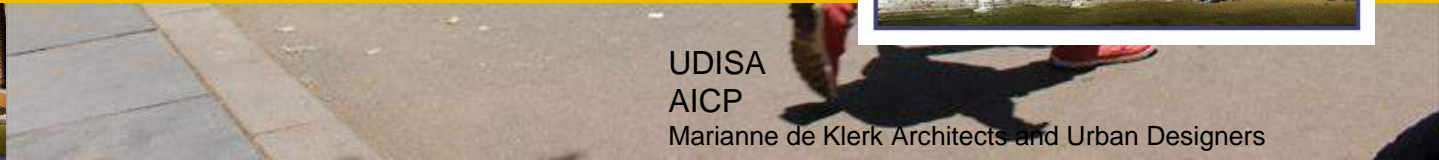
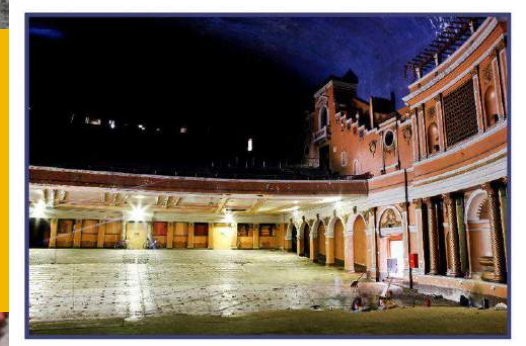
Tourism, Brand Building, Arts & Culture Development



*"Old ideas can sometimes use new buildings. New ideas must use old buildings."
Jane Jacobs*

DUTCH HERITAGE PROGRAMME: RESEARCH PROJECT

To explore creative solutions for open and underutilised spaces and buildings in the CBD



UDISA
AICP
Marianne de Klerk Architects and Urban Designers

Mega phone me - two interactive, oversize public sculptures at the Pretoria Arts Museum and at Magnolida Dell.

These megaphone replicas are concerned with crossing the diversity gap between the socio-economical groups in the CBD and the suburbs of the City of Tshwane.

Public art uplifts open spaces and creates conversation. By focusing on elements of the surroundings, as well as using these artworks to communicate with each other, the presence promotes curiosity to experience both artworks that is linked to one another.

The sculptures have become symbols of city rejuvenation and rejuvenation projects in the city. Ultimately more of these are to be erected in areas where renewal is driven.

MegaPhone-Me Public Sculptures





MARKET @ THE SHEDS
WORLD CHOIR VILLAGE 2018

FRIDAY!



World Choir Village
TSHWANE 2018 SOUTH AFRICA

market @ the sheds
capitalcollective.co.za

More than 149 choirs visiting
100 choirs performing on
the open stage
16000 visitors to the city



SMME DEVELOPMENT WORKSPACE



Artisan Skills
Development Centre
& Showcasing
Platforms



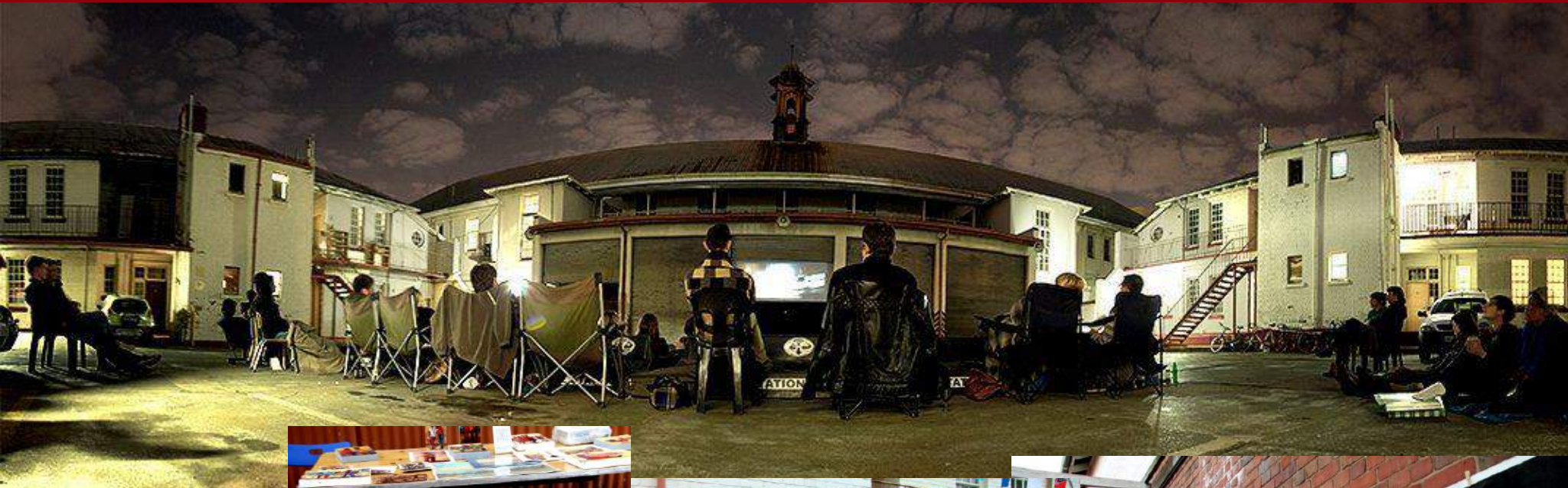
SMME and
Entrepreneurial
Development
Programme



Arts & Culture
Development Hub

Inner City Arts Hub

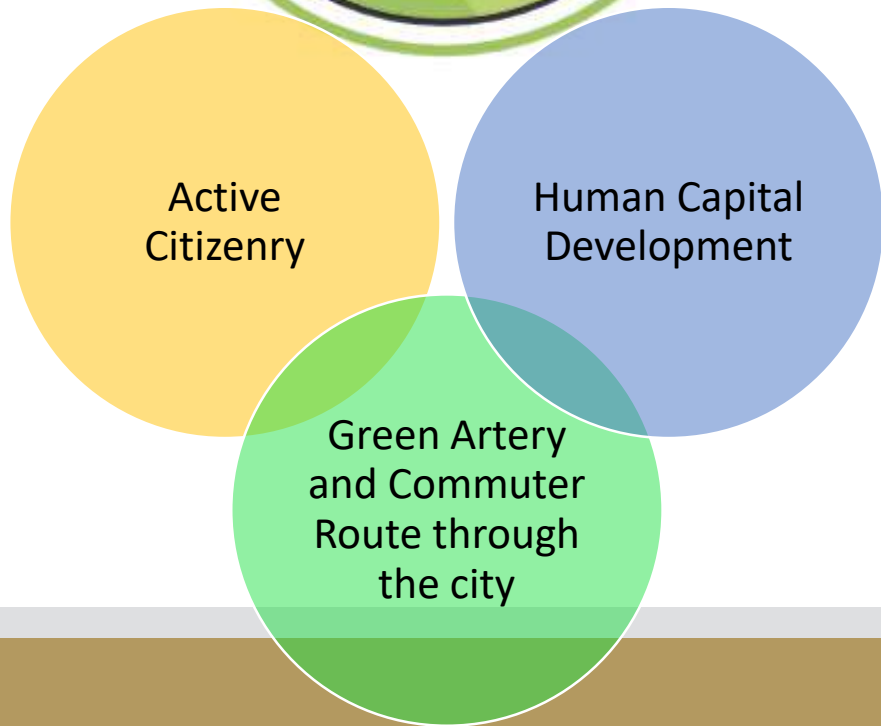
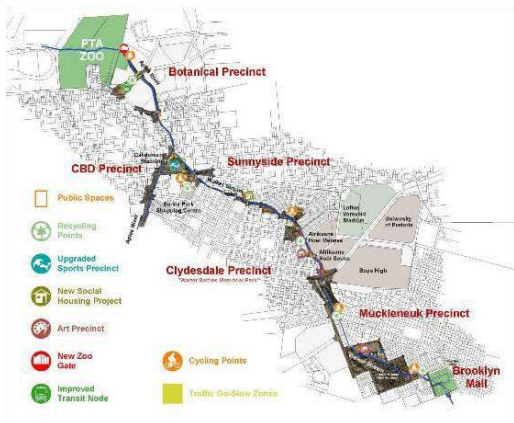
A colourful display & development space for the arts in all its forms





Collective Communication

To ensure open and ongoing communication by all stakeholders regarding rejuvenation efforts in the CBD.



Capital Clean-Up Campaign – LoveMyHood

An active citizenry project, focused on creating a litter-free, environmentally-friendly, well-kept and sustainable city where the community sees themselves as partners in the drive to keep their neighbourhoods clean, safe and free of signs of disorder.



Love My Hood - Active Citizenry

- Take pride and ownership where you work and live
- “No littering” and Cleaning campaigns
- Report broken and or damaged city infrastructure – Better yet, Repair it
- Report Crime
- A coat of Paint
- Plant a tree / vegetables
- Adopt-A-Spot campaign



C- Cleaning
R – Reparation
P – Painting
P – Planting



On-my-Block - Business Activation

- Enhance inner city Business Citizenry, buy-in and commitment and thus guarantee a sustainable role for business in the overall implementation of Vision 2055.

Communication & Media

LoveMyHood awareness, understanding, buy-in and implementation

Public Recognition

Focus on the small crimes, such as littering, and keep neighbourhoods clean and free of signs of disorder, such as broken windows. The idea is: If the neighbourhood looks as if someone is watching and maintaining order, it's far more likely that order will prevail. [James Q. Wilson](#)

Walkerspruit & Apies River Eco Route





The High Line, by Diller, Scofidio + Renfro Architects. New York City, USA



Parc Martin Luther King- Paris, France



URBAN AGRICULTURE

- activating urban spaces
- food-production
- job-creation





Commuter and Cycling
Route

Recycling Route & Waste
Management Depots

Community Parks &
Recreational Areas

Infrastructure
Development

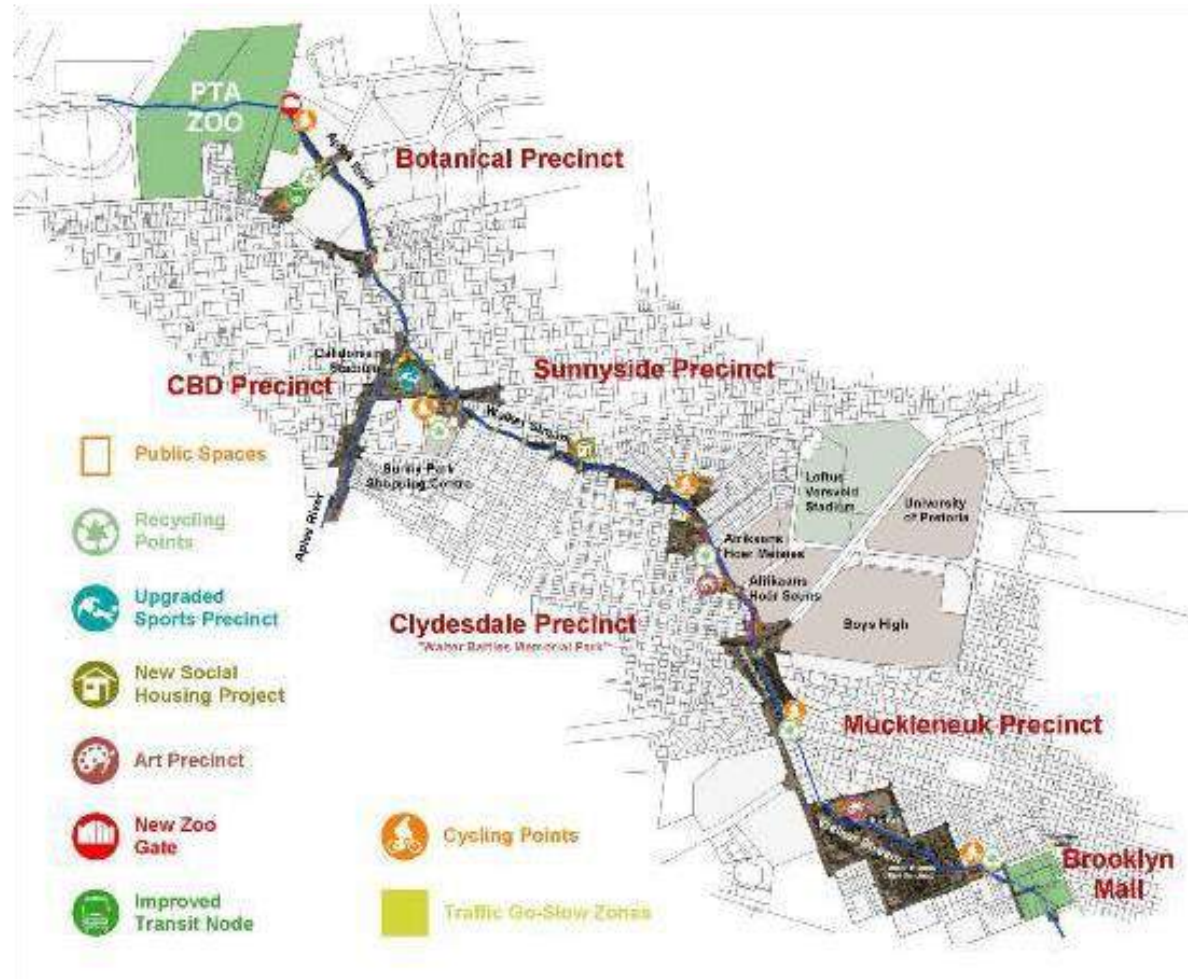
Educational Nodes

Urban & Spatial Design

Events Spaces

Community Gardens &
Food Production

WalkerSpruit Eco Route



Skills Development & Job
Creation

Homeless, Drugs,
Prostitution Programme
linkages

Community Engagement
& Development

Social Housing Projects

Safety & Security
Programme

Public Art Projects





Existing Walkerspruit View

well designed street-furniture & widely distributed refuse bins

Proposed Children's playground

Cycling Route, bridge crossings, slow down area/Transition area

Proposed outdoor educational area/ study area/ outdoor gym area

Transition area/picnic area/meditative gym area

PART 1

PART 2

PART 3

Walkerspruit Linear Park



Figure1-14



Figure1-15

Existing site:
Low density residential area (back of house)
Occupied by homeless people



Proposed outdoor educational area/ study area

Proposed programme

Figure1-16



Multifunctional cycling/walking route

Educational facility/Outdoor study areas

Interactive walls/art, to activate back of residential areas



Figure1-10



Figure1-11

Existing site:
High density high rise residential area
Commercial activity
Dilapidated existing play equipment



Figure1-12

Proposed Childrens playground concept

Proposed programme



Figure1-13

Pedestrian bridge crossings

Multifunctional cycling/walking route


Inclusive outdoor children play equipment



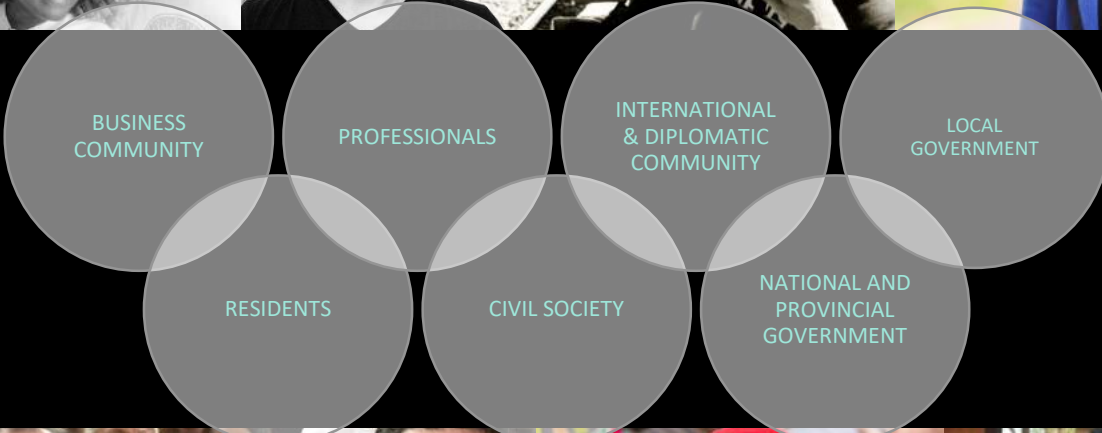




Working in the current environment

An aerial photograph of a city skyline, likely Johannesburg, South Africa, featuring several prominent skyscrapers and a dense urban landscape. A semi-transparent white text box is overlaid on the center of the image, containing a list of bullet points. The background shows a mix of modern high-rise buildings and older, lower-rise structures with red-tiled roofs.

- Silos
 - Lack of communication,
 - Lack of knowledge about other role-players working on similar projects
- Government:
 - Lack of Accountability and Ownership
 - Lots of talk - little action
 - No sense of urgency
 - Political and personal agendas
 - Political changes
 - Silos
 - Red Tape
- Last 5 years – deterioration, violence, crime, strikes, 3 Mayors, infrastructure, moral
- Political and economic climate and social pressure



CAPITAL COLLECTIVE

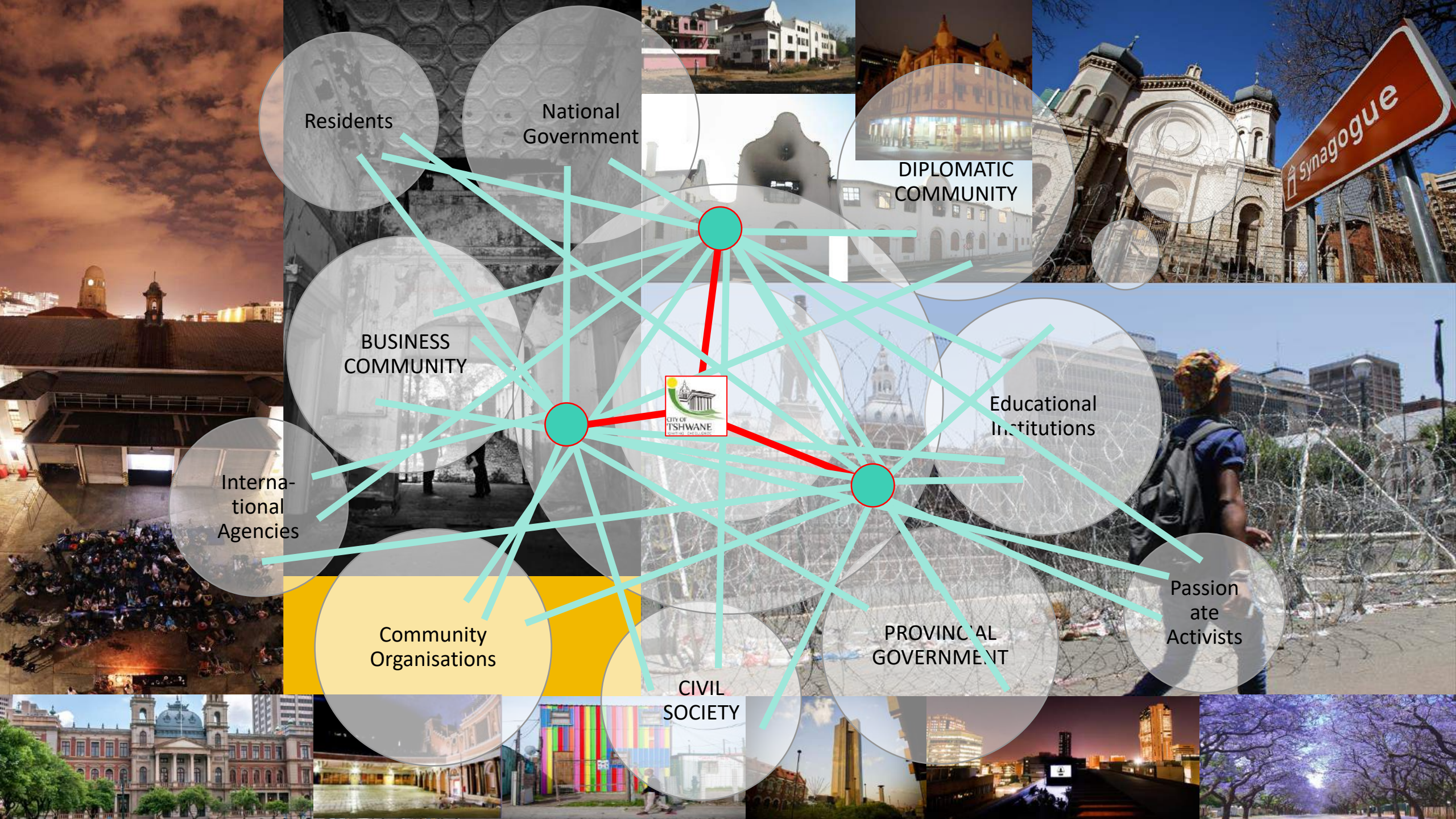
Conversation | Collaboration | Rejuvenation

A Public Benefit Organisation driving inner city rejuvenation projects in the City of Tshwane through Public Private Community Partnerships



Capital Collective Objectives

1. Create and maintain a **Public Private Community Partnership** with the City of Tshwane in aid of city rejuvenation.
2. Create a **Platform for community-driven projects** to be heard, considered, approved and supported by the City of Tshwane.
3. To **drive selected development and rejuvenation projects** in the city.
4. **Channel** Corporate Social Responsibility and Socio-Economic Development **funding** into the city.
5. **Build a Community** of Individuals actively involved with and / or supporting rejuvenation initiatives.
6. **Advance active business citizenry** amongst inner city property- and business owners to take ownership and act on burning issues and the societal challenges of crime, safety, homelessness, litter, green space, pollution and more.



Residents

National Government

DIPLOMATIC COMMUNITY

BUSINESS COMMUNITY

Educational Institutions

International Agencies

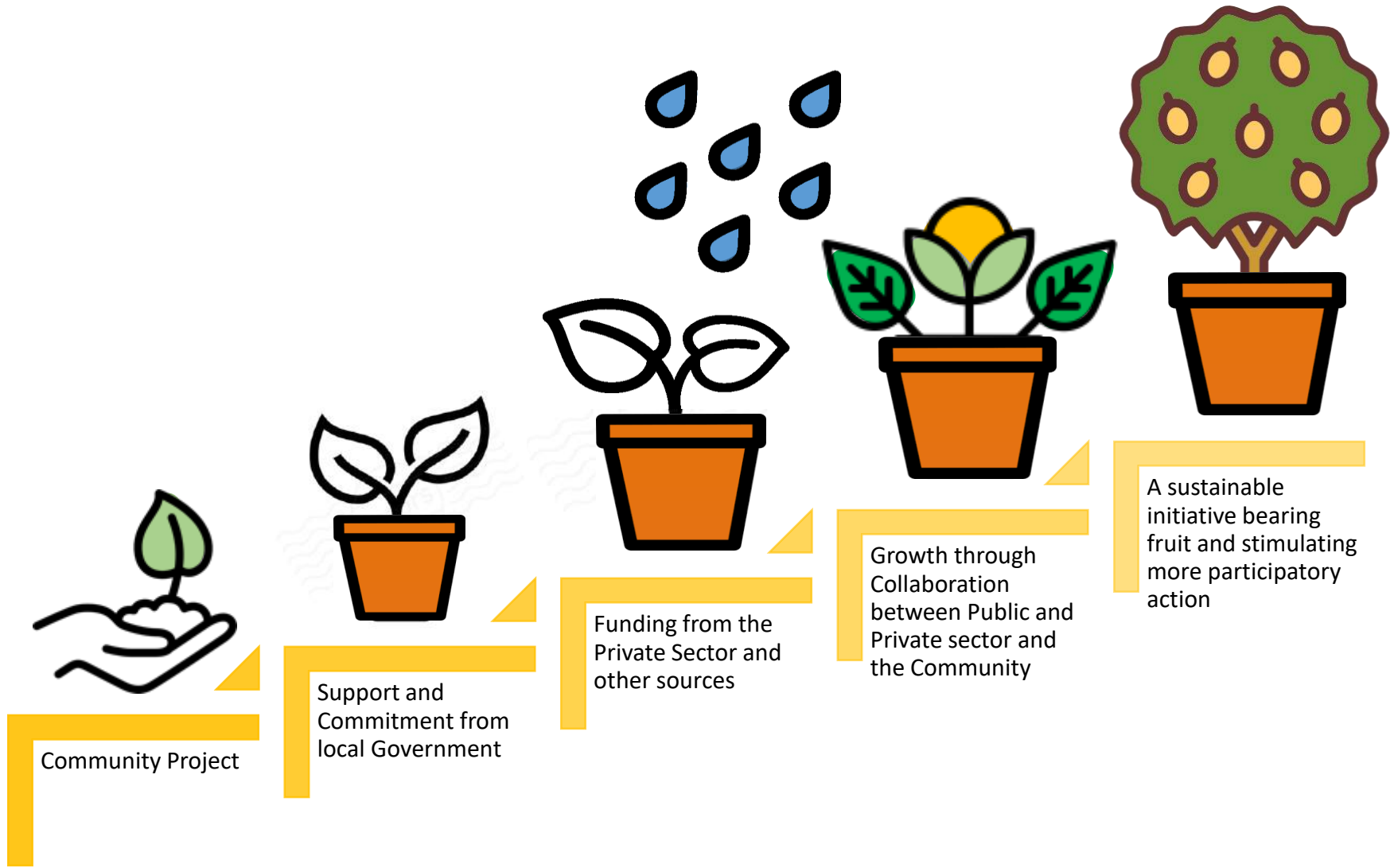
Passionate Activists


Community Organisations

PROVINCIAL GOVERNMENT

CIVIL SOCIETY



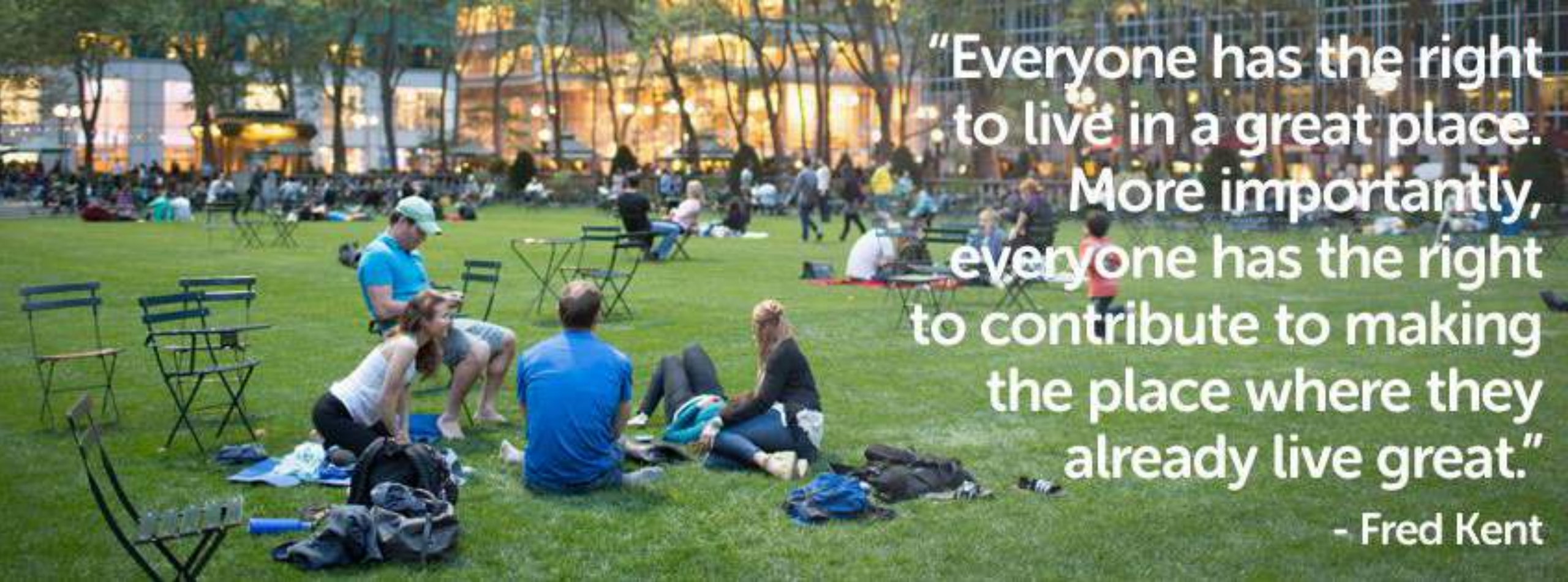




“Cities have the capability of providing something for everyone, only because, and only when, they are created by everybody.”

— Jane Jacobs

Author, *The Death and Life of Great American Cities*



“Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.”

- Fred Kent



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INSTITUTE FOR
FUTURE CITIES



In the end, sustainable development will be made at local community level.

Changes (in a city) in favour of sustainability - by business, by national governments, by international agencies.. **help create the conditions.**

These facilitate action for sustainable development at local level

by individuals, families, schools, hospitals, workplaces and neighbourhoods.

John Fien and Clayton White | UNESCO Sustainable Communities



Photo: Ivan Serfontein

Keep it Simple

- Facilitate engagement and Join efforts
- Think Local
- Know More, Ask and Listen
- Do more, Talk less
- Communication Channels and Citizen Engagement
- Support Existing projects
- Encourage, Enable and Invest in the do-ers
- Build Capacity
- Does it have to be so complicated?
- Don't let RED TAPE stand in the way of change.
- CSI and CSR Corporate Funding
- Communication in all directions
- Go for Lighter Quicker Cheaper
- Think Holistically and Facilitate Collaboration
- Get Back to Basics



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Thank you!



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