

7 Housing Areas

Good range of housing stock but insufficient spread



1: High Value Architectural Ensembles



2: Density with Infill Opportunities



3: Housing above Retail



4: Poor Condition around Taxi Ranks



5: Single Family Housing Area



6: Valuable stock poorly maintained

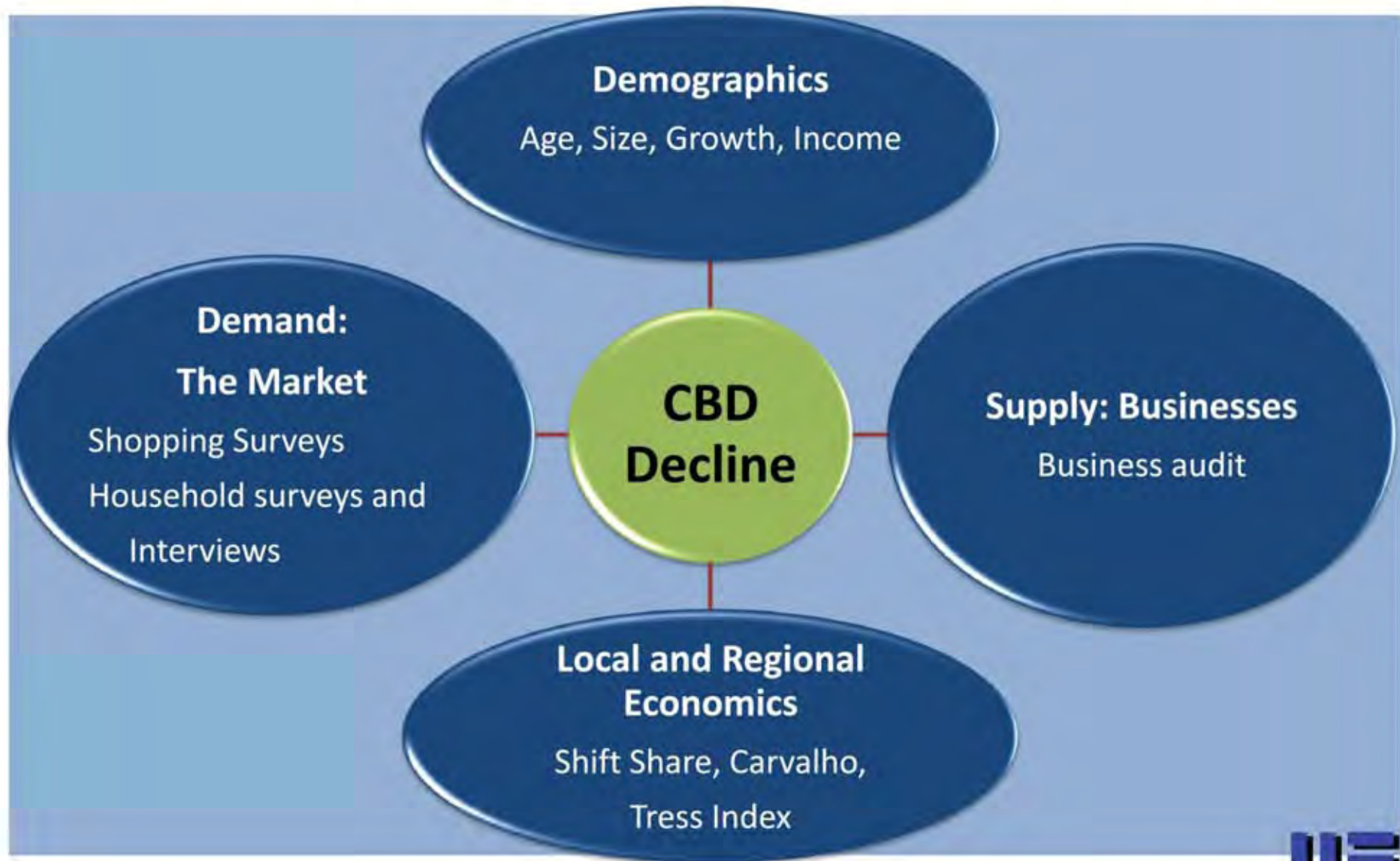


7: Historic Spine – poverty and social problems evident



Revitalisation of the Krugersdorp CBD

Stage 1



Demographics

Findings

Implications

Population growth is low

Households are small

Low income levels

High unemployment

Low skills levels

Issues

Leakage in buying power

Low potential purchasing power

Low sales volumes

Demand for a narrow range of non-durable goods and services

Low key employment opportunities with lower income levels

Demand: The Market

Findings

Implications

Lack of quality goods

Consumers in search of quality goods visit adjacent shopping locations

Competition

The CBD doesn't offer sufficient competition against adjacent competing shopping locations

Choice

The CBD does not offer sufficient choice for (work, safety and shop variety) to consumers

Negative visual experience

People are used to more upmarket visual experiences, this reduces confidence in the CBD

Local and Regional economics

Findings



Implications

The trade sector is the largest employer

Employs over 16,000 people

Mogale City has a fairly diversified economy, Krugersdorp CBD specialises in tertiary activities

Vulnerability

The CBD offers limited space for development, CBD revitalisation requires intelligent and creative intervention

Limited space

Supply: The Business

Findings

Implications



Narrow range of goods, services and economic activities

Local business are generally small to micro enterprises and find it difficult to be competitive

Established market share whilst young business struggle to survive

The tenant mix seems to be stable

Problems inhibit investment

This perception may discourage expansion or new investment



Large businesses re-established in other areas

Established businesses are over 20 years in business

87% will not relocate their business

Key problems: expensive land, poor infrastructure, appearance and crime

Business expect a decline in turnover for the next 5 years

Potential niche markets

1. Mixed land use



2. Public transport



3. Entertainment



Potential niche markets continues:

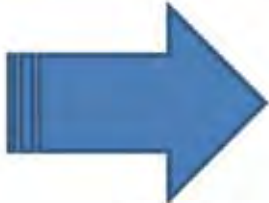
4. Sport and tourism



5. Corporate offices



6. Social infrastructure



Stage 1 Conclusions

- Uncoordinated Land Use with variable densities and parking spreads
- Urban Form has great potential but not suited to current commercial developments
- Regulation of Land Use and Development not congenial to development
- Aging Infrastructure do not support development
- Public Transportation options needed
- Housing stock both distressed and good quality
- Social Infrastructure does not support poor, elderly, and youth

Stage 1 Conclusions

- Open Space system is fragmented and not connected to neighborhoods
- Generally good building stock not well maintained – contribute to perceptions of unsafe and undesirable shopping area
- Heritage should be considered not only as individual buildings and artifacts but as part of a coherent cultural landscape
- CBD perceived as unsafe and high crime area
- Compact and connected CBD suited to Sustainable principles and Smart Growth