

SECTION 3: LAND USE ESTIMATES

3.1. POPULATION GROWTH

Population estimates need to be based on a base year. In other words, a specific year must be chosen of which the population number is known or can be calculated to a reasonably accurate degree. This base year is used as a platform on which to calculate or project the population growth up to the current year (in this case 2010), as well as the population growth up to certain points in the future. The base year used for the Hekpoort Study Area is the year 2001, which correlates with the Census 2001 year. The future population growth was calculated for 2 incremental periods: 2015 and 2020.

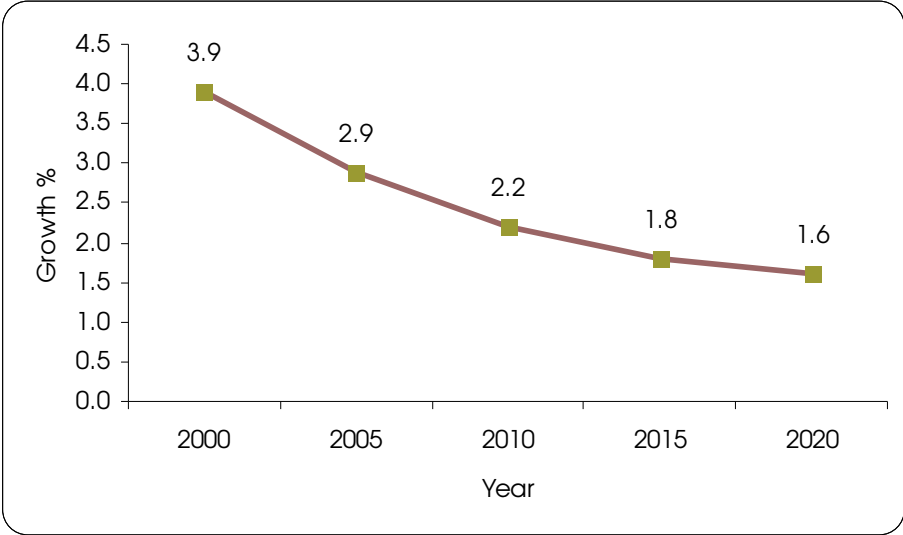


DIAGRAM 18: POPULATION GROWTH RATE

The population growth scenarios considered for Hekpoort was based on historic trends, current governmental policies, urban realities and the proliferation of life-threatening diseases such as AIDS. This growth scenario assumes a strong and positive starting population growth, with a gradual decrease in the population growth over the medium term and a leveling out of the growth rate over the longer term.

As depicted by the Diagram above, a population growth rate of between 3.9% and 1.6% per annum was used for the period 2000 to 2020. The relatively sharp decline in the growth rate between 2000 and 2010 is mainly due to a number of reasons: (a) the impact of the abolition of the Group Areas Act in 1994 is diminishing as time passes, and (b) HIV/AIDS is significantly increasing mortality rates. After 2010, the growth rate is expected to level out at about 1.6% per annum.

TABLE 4: HEKPOORT POPULATION 2020

	Census Population (2001)	Population Estimate (2005)	Population Estimate (2010)	Population Estimate (2015)	Population Estimate (2020)
Total Population	20744	23257	25930	28350	30691
Formal population	16891	20158	23243	26339	30691
Informal population	3853	3099	2688	2011	0
% growth		2.9	2.2	1.8	1.6
Households	6363	7625	8502	9295	10063
Formal households	5181	6609	7621	8636	10063
Informal households (backyard)	273	306	341	341	0
Informal households (settlement)	909	710	540	318	0
Average household size	3.26	3.05	3.05	3.05	3.05

Source: Estimated from Census 2001 and PMM informal household figures

According to the Table above, the population of the Hekpoort Study Area in 2010 was estimated to be approximately 26000 people or 8500 households. Of the 8500 households, approximately 900 households were estimated to be informal. The Study Area population will grow to an estimated total population of approximately 28000 people and 9300 households by the year 2015 and an estimated total population of approximately 31000 people and 10000 households by the year 2020. This is an additional 800 households by 2015 and an additional 780 households by 2020. These additional households include the informal households living within the Hekpoort Study Area. Thus, the additional households equate to the approximate number of new housing units that will need to be constructed within the Hekpoort Study Area by the year 2020.

3.2. ECONOMIC DEVELOPMENT POTENTIAL

Demacon Market Studies were commissioned by Urban Dynamics Gauteng to compile a comprehensive economic study to serve as input for the Hekpoort Study Area Plan. Herewith a brief overview of the findings of that the economic study. Inserts from Hekpoort community comments are also provided. These findings have been used to guide the formulation of development proposals for the Hekpoort area in a following section of this Hekpoort Study Area Plan.

3.2.1. CURRENT ECONOMIC CONDITION

Over the past years the Hekpoort Study Area evolved from what was mainly a farming community, with the bulk of the population employed in this sector, to an area that can no longer support its population through its agricultural industry. The changes in the Hekpoort Study Area can be summarized as follows:

- The number of people in the Stud Area whose sole income is farming has shrunk considerably
- Many still indulge in farming activities on a part-time basis but their income is supplemented by other employment
- Hekpoort's business climate today is far more negative than it was years ago – businesses have closed and most household purchasing is done outside of the Hekpoort Study Area in Rustenburg, Krugersdorp and Brits.
- No evidence of a vibrant business community exists – the collapse of the flower industry, formerly a mainstay of the valley and a major employer of labour, led to large-scale unemployment
- Few business premises are available for rent and those that are on offer demand exorbitant rents that cannot be sustained by the current business climate
- Many tourism related businesses exist, all facing similar and growing problems namely:
 - Deteriorating road infrastructure, making it difficult for tourists to reach tourist destination and accommodation
 - Poor economic conditions which have a negative impact on client numbers and spending ability
 - Difficulty in finding a motivated and appropriately trained labour pool with the required skills to support the tourism industry
 - The perception that the area has a high level of crime and insecurity
 - Poor comprehension of the importance of aesthetics in a tourism area
- Poor business investment climate as a result of uncertainty regarding future development plans for the area.

In the longer term, the goal that should be worked towards is improving the investment climate of the Hekpoort Study Area to promote private sector initiatives that would create employment without an added burden on the local government. In the shorter term, local government will be required to address the current lack of economic development through initiatives that could bring about a more immediate improvement in the living conditions of the local population.

3.2.2. ECONOMIC ACTIVITIES IN HEKPOORT

A rapid appraisal of existing economic activities was conducted within the Study Area in order to highlight the economic performance of the Study Area. The findings are as follows:

- The activities found along the R400 are predominantly tourism and agriculture related.
- The activities along the R563 is predominantly tourism and agriculture orientated, supported by agricultural related businesses, small scale restaurants, small scale retail and transport related businesses.
- The activities along the R96 are also predominantly orientated towards the tourism and agricultural sector, supported by small scale retail, restaurants and a secondary school.
- Economic activities along the R560 are more diverse including a range of tourism related activities, agricultural activities, retail, manufacturers, wholesalers, local municipal offices and service functions and a primary school.
- The economic activities along the R465 are predominantly related to the tourism industry, with emphasis on the Askari Game Lodge.
- Economic activities along the R99 are predominantly agricultural orientated, supported by a small general dealer.
- Economic activities along the R1676 are predominantly tourism and agricultural related.
- Activities along the R401 are predominantly tourism and agricultural orientated, supported by a small general dealer.

The dominant activities include nurseries, lodges, poultry farms, camp and caravan sites, general dealers, horse racing and breeding farms and stables, game reserves, suppliers / wholesalers and game farms and self-catering and cottage facilities. From the analysis it is evident that the dominant activities found within the Hekpoort Study Area are vested in the Tourism, Agriculture, Trade, Business and Financial Services and General Government Services Sectors. These sectors should be targeted in order to develop the economic base of the Study Area. These sectors correlate with the target sectors of Mogale City (except for agriculture).

3.2.3. RETAIL SUPPLY

TABLE 5: RETAIL CENTRES IN PROXIMITY TO HEKPOORT

Centre	Suburb	m2 GLA	Type
Westgate Shopping Centre	Roodepoort	106 270	Super Regional Centre
Key West - Krugersdorp	Krugersdorp	53 000	Major Regional Centre
Princess Crossing Shopping Kingdom	Roodepoort	36 909	Value Centre
Sediba Plaza	Hartebeespoort	10 052	Neighbourhood Centre
Anthos Centre	Krugersdorp	8 500	Neighbourhood Centre
Witpoortjie Shopping Centre	Roodepoort	7 320	Neighbourhood Centre
Rant-En-Dal Shopping Centre	Krugersdorp	7 000	Neighbourhood Centre
Pick n Pay Centre - Noordheuwel	Krugersdorp	6 289	Neighbourhood Centre
Rainbow Village Centre	Marikana	5 000	Neighbourhood Centre
Monument Mall	Krugersdorp	4 554	Local Convenience Centre
Noordheuwel Shopping Centre	Krugersdorp	4 141	Local Convenience Centre
The Mountain Lake	Hartebeespoort	3 500	Local Convenience Centre
Wilrokrans Shopping Centre	Roodepoort	3 400	Local Convenience Centre
Wilro Park Shopping Centre	Roodepoort	2 300	Local Convenience Centre
Wilro Corner	Roodepoort	1 850	Local Convenience Centre
Monolith Shopping Centre	Krugersdorp	1 700	Local Convenience Centre

Source: Demacon Market Studies, 2011

Limited retail uses exist within the Study Area except for the Hekpoort Village and three general traders. Even Hekpoort town is characterised by minor levels of economic activity and it lacks a major regional function from an economic perspective. It predominantly caters for day-to-day convenience shopping and focus of surrounding developments relating to the tourism industry.

No formal retail shopping centre is located within the Hekpoort Study Area. The majority of retail centres are found outside the Study Area boundary in Krugersdorp, Roodepoort, Hartbeespoort, Brits and Rustenburg. The Table above provides an overview of the retail centres found in closest proximity to the Study Area. It is anticipated that the Study Area could support a larger retail node serving the surrounding agricultural communities and tourism market segments.

3.2.4. TOURISM ATTRACTIONS

The Hekpoort Study Area is characterised by numerous tourist attractions and accommodation facilities. The dominant tourism activities are short-stay accommodation, restaurants, animal sanctuaries, game farms, health spas, and many more. The surrounding region strengthens the Hekpoort Study Area as a tourist destination with a supportive array of tourism products and activities.

The proximity of the Study Area to the Cradle of Humankind World Heritage Site and surrounding tourism facilities bode well towards tourism and rural development within the Hekpoort Study Area. However, the Cradle of Humankind area covers most of the southern half of the Study Area and there is no indication of the nature or intensity of land uses that will be permitted within this area. Due to the fact that the Cradle of Humankind area abuts some of the major roads within the Study Area it could have an impact on the development potential of the southern half of the Study Area.

The Hekpoort Study Area is also identified as an important tourism development area with emphasis on the R563 and R560 tourism routes and the Hekpoort town. The R24 (North of Tarlton) is identified as an important tourism development corridor and will impact positively on the development potential of the Hekpoort Study Area.

3.2.5. COMPETATIVE ADVANTAGE OF MOGALE CITY

An analysis of the competitive and comparative advantages of Mogale City was conducted to identify potential target sectors that can contribute towards the sustainable development and diversification of the local economy of Mogale City as a whole. In the context of the above, it is anticipated that local economic growth in Mogale City can be driven by investment in the following economic sectors:

- Retail and Wholesale Market
- Residential Property Market
- Office Market
- Short-Stay Accommodation and Conferencing Market

The Short-Stay Accommodation and Conferencing Market is the most applicable economic sector to the Hekpoort Study Area, because this can potentially be linked to Maropeng and the Cradle of Humankind.

3.2.6. PROPOSED DEVELOPMENT APPROACH

Addressing the issue of economic growth will have a positive impact on employment and will reduce poverty. The primary catalyst for economic growth within the Hekpoort Study Area will be the level of investor confidence that exists. The negative economic growth in the Hekpoort Study Area is directly related to the low level of investor confidence that has developed over recent years. Addressing this low level of investor confidence demands that the following measures be taken:

- Coherent, clear and transparent development plans be formulated that support the main economic drivers of the area
- Improve the relationship between the rate paying section of the community and Mogale City Municipality to enable these parties to move forward jointly to the benefit of the community as a whole
- Acceptance by the Municipality that management approached appropriate for an urban area do not necessarily apply in a rural area, thus requiring that management approaches be developed that suit rural conditions
- Improvement of the business climate and business potential by upgrading local infrastructure; in particular dirt roads
- Provision of incentives to encourage new investors

Based on the above, two economic development goals are broadly identified for the Hekpoort Study Area, which are (a) create a transformed rural area that is socially and economically developed and (b) enable an institutional environment that is conducive for rural development. Principles underlying the implementation of these economic development goals include:

- Empowerment, mobilisation and organisation of rural people
- Public-private partnerships and collaboration
- Enhancement of available assets, knowledge and resources
- Sustainable utilisation of available natural resources
- Local investment attraction
- Local economic growth
- Local job creation and social upliftment
- Expansion of local rates and tax base
- Integration and coordination of government programmes

- Medium to long term planning.

The economic development goals can be realised through the effective implementation of the following economic pillars:

TABLE 6: PROPOSED ECONOMIC PILLARS

Economic Pillar	Description	Development Objectives
Agricultural Development	Expanding the diversity of the agricultural sector within the Study Area.	<ul style="list-style-type: none"> • Conduct research and identify viable development options and methods for the diversification of the agriculture sector in the Study Area
Agrarian Transformation and Food Security	Agrarian transformation should be the main driver for rural development. Focus should be on attaining the objectives of food security, agricultural production and distribution.	<ul style="list-style-type: none"> • Ensure food security • Accelerate participation, equity and productivity in commercial agricultural development • Facilitate and support access to markets and distribution channels for community-based commercial farmers
Non-Farm Rural Economy	In order to strengthen the local economic base, emphasis should be placed on non-farm economic activities. For the non-farm rural economy to make an impact, consideration should be given to a wide range of issues that include infrastructure, labour, skills, productivity, markets, marketing, information communication and technology, as well as information sharing and knowledge management.	<ul style="list-style-type: none"> • Create economic opportunities for sustainable livelihoods
Infrastructure	Address the social, transport, logistics and economic infrastructure backlogs	<ul style="list-style-type: none"> • Improve and maintain rural roads, transport and logistics network • Provide energy, water and sanitation infrastructure to rural areas
Social and Human Development	Support social and human development to increase levels of health, education and employment.	<ul style="list-style-type: none"> • Co-ordinate and ensure access to quality services • Build vibrant, caring and cohesive communities that embrace cultural and moral values
Enabling Environment	Creating an enabling environment where channels of communication exist between the private and public sector in such a manner that it promotes investment within the Study Area.	<ul style="list-style-type: none"> • To promote trust and co-operation between the public and private sector • To ensure that local government processes support investment attraction.

Source: Demacon Market Studies, 2011

3.3. COMMUNITY FACILITY NEED

From the onset it has to be emphasized that the following community facility estimate is only a rough estimate of the number of community facilities, business space and open space needed within the Hekpoort Study Area. The actual provision of such land uses within the Hekpoort Study Area may depend on a number of undetermined factors, such as distance and accessibility. The community facility estimate is presented by the Table below and can be summarized as follows:

a. Community Facilities

The community facility estimate has calculated the number of community facilities required within the Hekpoort Study Area to support the existing and future population residing within the Hekpoort Study Area. According to the community facility estimate, the Hekpoort Study Area has an oversupply of primary, but requires a secondary school. The need for a secondary school was confirmed by the Hekpoort community. The oversupply of primary schools can largely be attributed to the size of the Study Area, because more primary schools were provided than is necessary in order to located schools in closer proximity to rural subareas. Regarding other community facilities, community facility estimate determined that the Hekpoort Study Area has all the required community facilities (such as a library and a community hall) to serve it's existing and future population growth up to the year 2015, but would require an additional clinic by the year 2020.

b. Business

The viable retail and office floor area that can be accommodated within a given area depends on the spending capital of the people living in that area. In turn, the spending capital depends on the socio-economic position of the people living in that area. The potential retail and office floor area to support the current population within Hekpoort Study Area was calculated based on the socio-economic position of people living within the Hekpoort Study Area, as set out in the socio-economic section of this report. Currently, the Hekpoort Study Area has an existing retail centre of approximately 1700m². It was calculated, taking the above into account, that the Hekpoort Study Area can accommodate an additional 23,000m² of retail space up to the year 2020. It was also estimated that the Hekpoort Study Area can accommodate approximately 7,000m² of office space up to the year 2020. In other words, a total business floor area of approximately 30,000m² can potentially be develop within Hekpoort Study Area up to the year 2020, based on the estimated population growth of the region.

TABLE 7: HEKPOORT COMMUNITY FACILITIES ESTIMATE 2020

Land Use	Existing 2010			Need 2015			Backlog 2010-2015			Need 2020			Backlog 2015-2020		
	no.	ha	m ²	no.	ha	m ²	no.	ha	m ²	no.	ha	m ²	no.	ha	m ²
Population	25930			28350						30691					
Households	7962			8977						10063					
Educational	8	24.4		7	25.0		-1	0.6		8	29.2		0	4.8	
Primary School	7	19.6		4	12.1		-3	-7.5		5	14.1		-2	-5.5	
Secondary School	1	4.8		2	10.4		1	5.6		3	12.1		2	7.3	
Tertiary Institution	0	0.0		0	2.6		0	2.6		0	3.0		0	3.0	
Health	1	0.2		2	2.1		1	1.9		2	2.3		1	2.1	
Clinic	1	0.2		2	0.4		1	0.2		2	0.4		1	0.2	
Hospital	0	0.0		0	1.7		0	1.7		0	1.8		0	1.8	
Community	4	23.8		5	9.2		1	-14.6		6	9.9		0	0.7	
Library	1	0.4		1	0.6		0	0.2		2	0.6		0	0.0	
Community Hall	1	1.0		1	1.4		0	0.4		2	1.5		0	0.1	
Post Office	1	0.2		1	0.3		0	0.1		2	0.3		0	0.0	
Police Station	1	1.0		1	1.0		0	0.0		1	1.0		0	0.0	
Emergency Service Centre	0	0.0		0	0.3		0	0.3		0	0.3		0	0.0	
Cemetery		21.2			5.7			-15.5			6.1			0.5	
Business		0.6	2210		7.4	29484		6.8	27274		8.0	31919		0.6	2435
Retail		0.4	1700		5.7	22680		5.2	20980		6.1	24553		0.5	1873
Private Office		0.1	510		1.7	6804		1.6	6294		1.8	7366		0.1	562
Open Space		0.0			17.0			17.0			18.4			1.4	
Active		0.0			17.0			17.0			18.4			1.4	
Transit Station	0	0.0		3	1.5		3	1.5		3	1.5		0	0.0	

Source: Urban Dynamics Gauteng, 2011

c. Open Space

Open space can be classified as active and passive open space. The former involves recreation and sport facilities. The latter involves natural areas, such as ridges and river flood areas. According to the Land Use Budget, the Hekpoort Study Area requires approximately 18ha of active open space to support its population up to the year 2020. The high open space figure can be contributed to the fact that the Hekpoort Study Area currently has no formally developed active open space.