



# From Strategy to Implementation: Alexandra Renewal Programme.



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# Defining the Context



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# Historical

- Apartheid planning
- Struggle
- Neglect



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## **Location:**

**Greater Alexandra is located on prime and valuable land within the principal growth corridor of Johannesburg, South Africa.**

**Adjacent to the financial capital of Southern Africa (Sandton) and to key arterial roads (the main highway linking Johannesburg to Pretoria) and the Gautrain Station (linking Sandton to Pretoria and OR Tambo International).**

**350 000 people live in 8 500 formal houses, 34 000 shacks, 3 hostel complexes and 2 500 flats at a density of 770 people per hectare.**



# Vision

The Alexandra Renewal Project seeks to fundamentally upgrade living conditions and human development potential within Alexandra by:

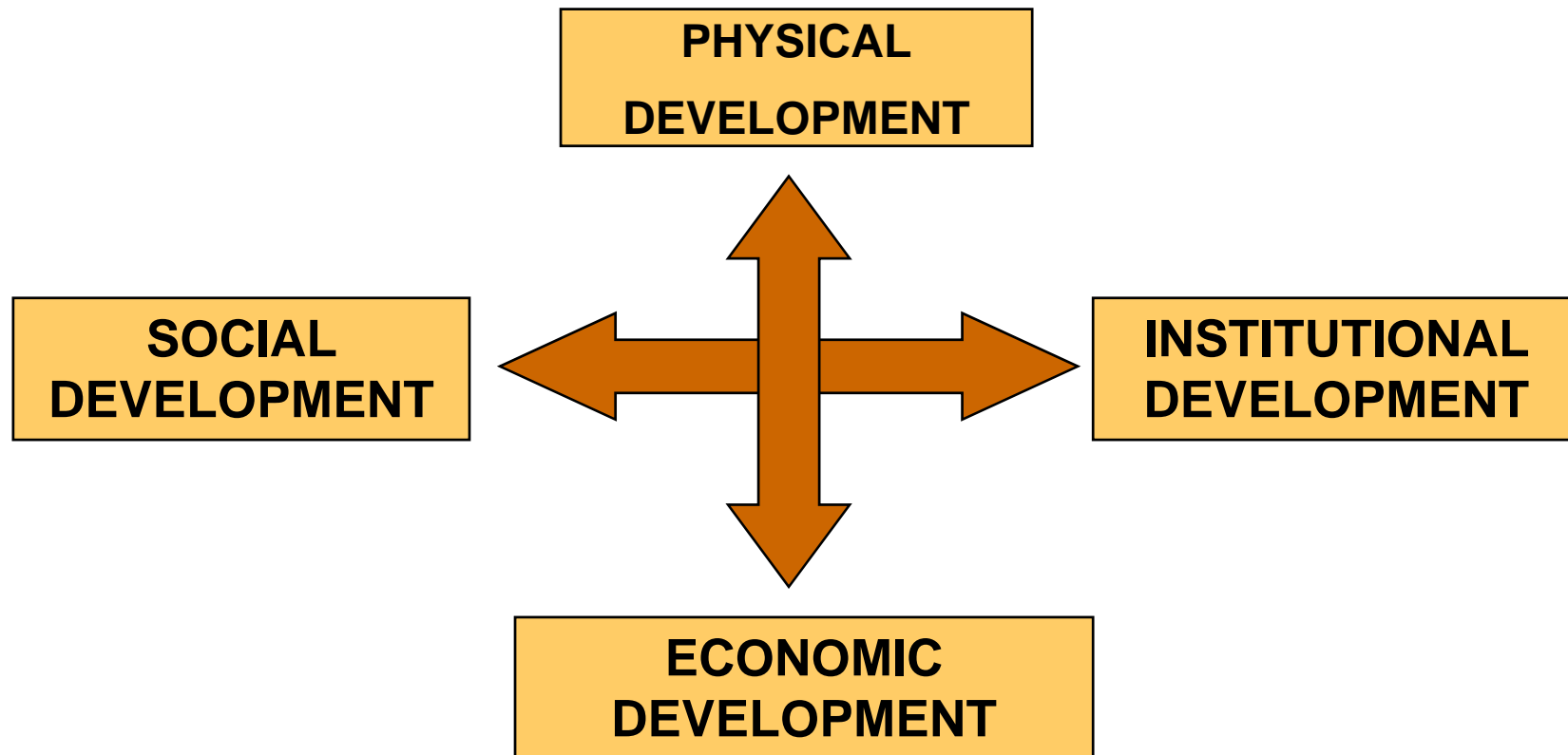
- ➔ **Substantially reducing levels of unemployment.**
- ➔ Creating a healthy and clean living environment.
- ➔ Providing services at an affordable and sustainable level.
- ➔ Reducing levels of crime and violence.
- ➔ Upgrading existing housing environments and creating additional affordable housing opportunities and.
- ➔ De-densification to appropriate land.

This will be undertaken in a manner which encourages high levels of community involvement, civic pride and sustainable local authority administration.

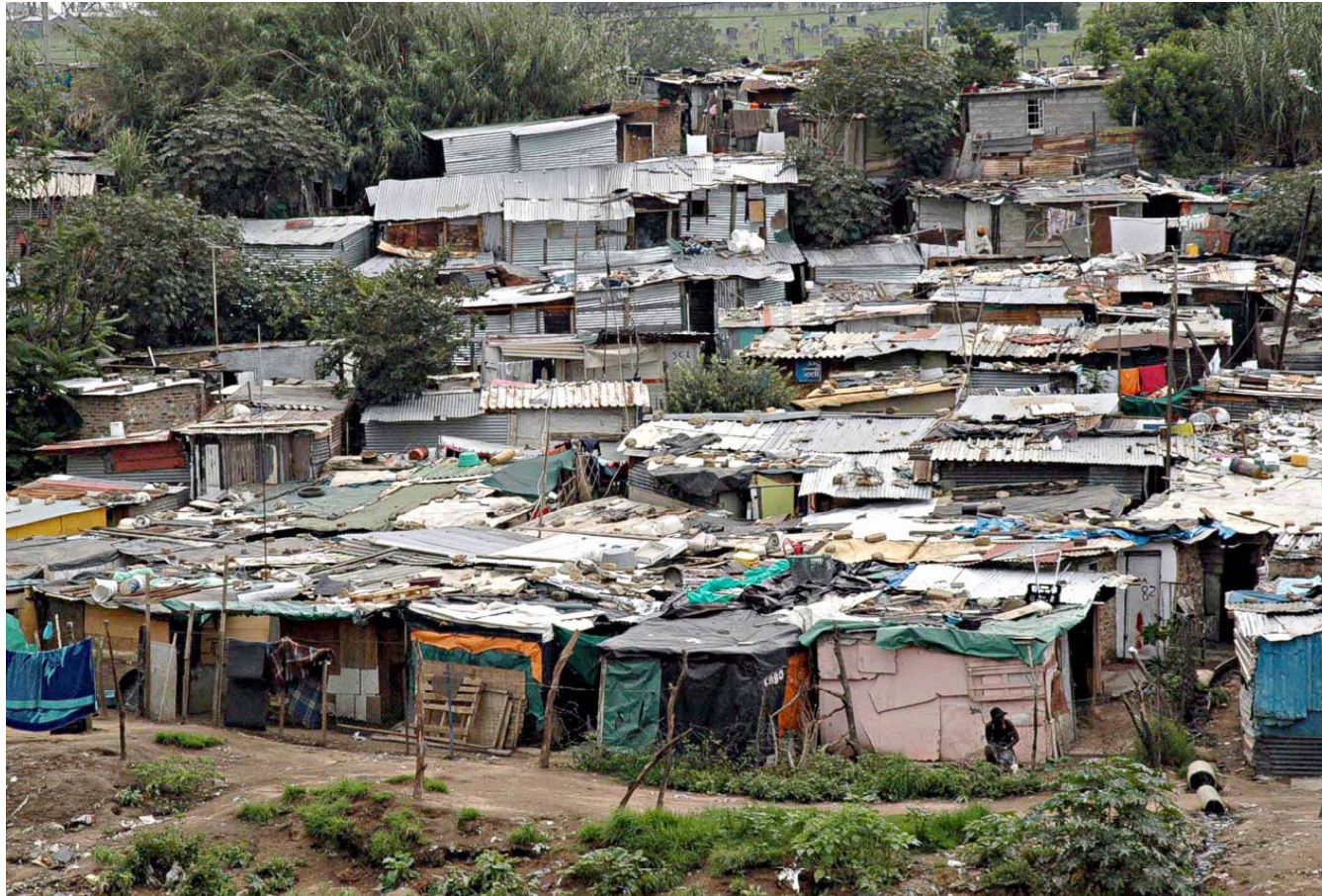
# Reduce Unemployment

- Facilitate processes to avail economic opportunities.
- Engage private sector investment.
- Sensitize market developers towards economic opportunities within Alexandra

# Integration of Spheres

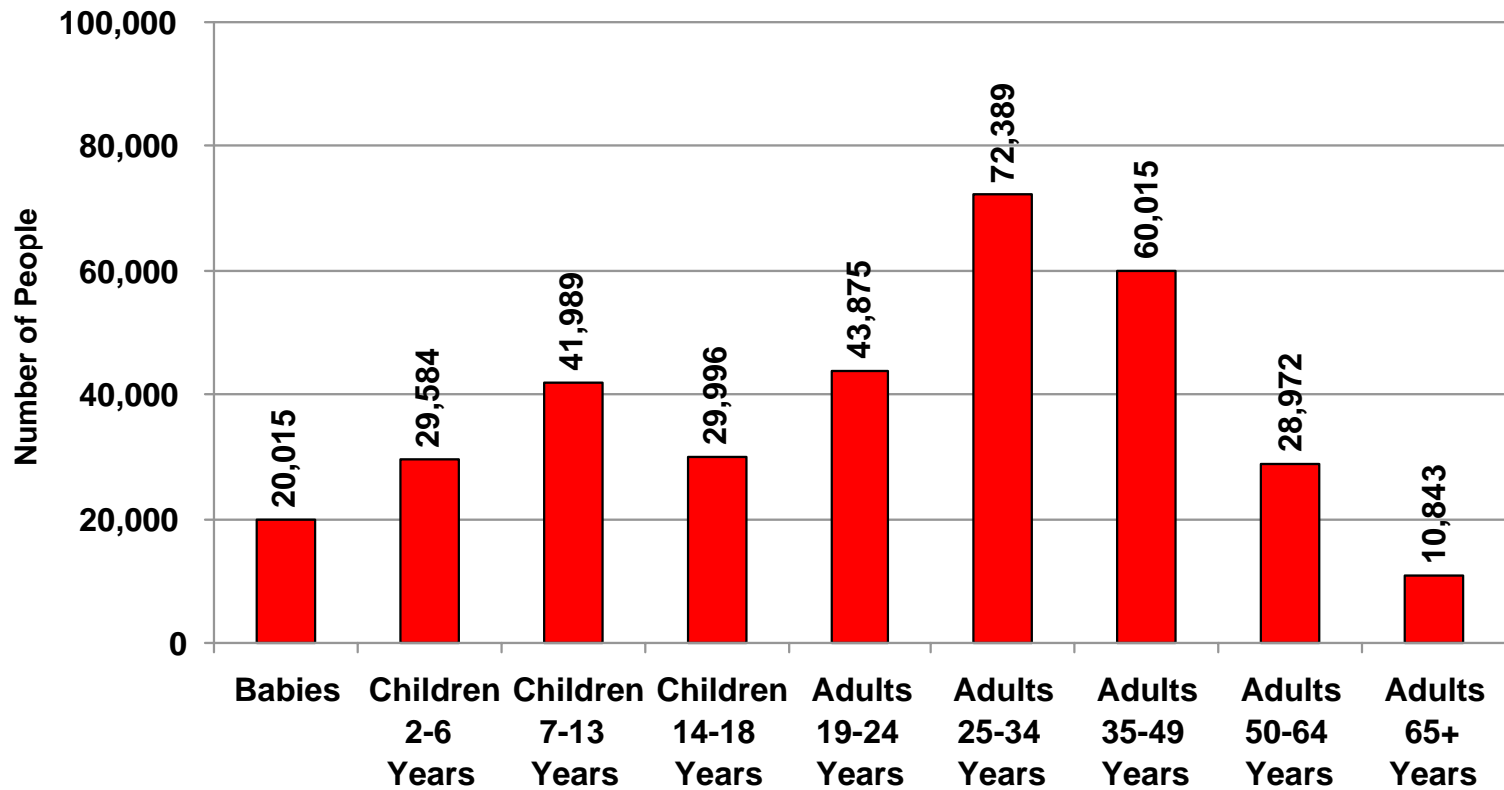


## Socio-Economic Context



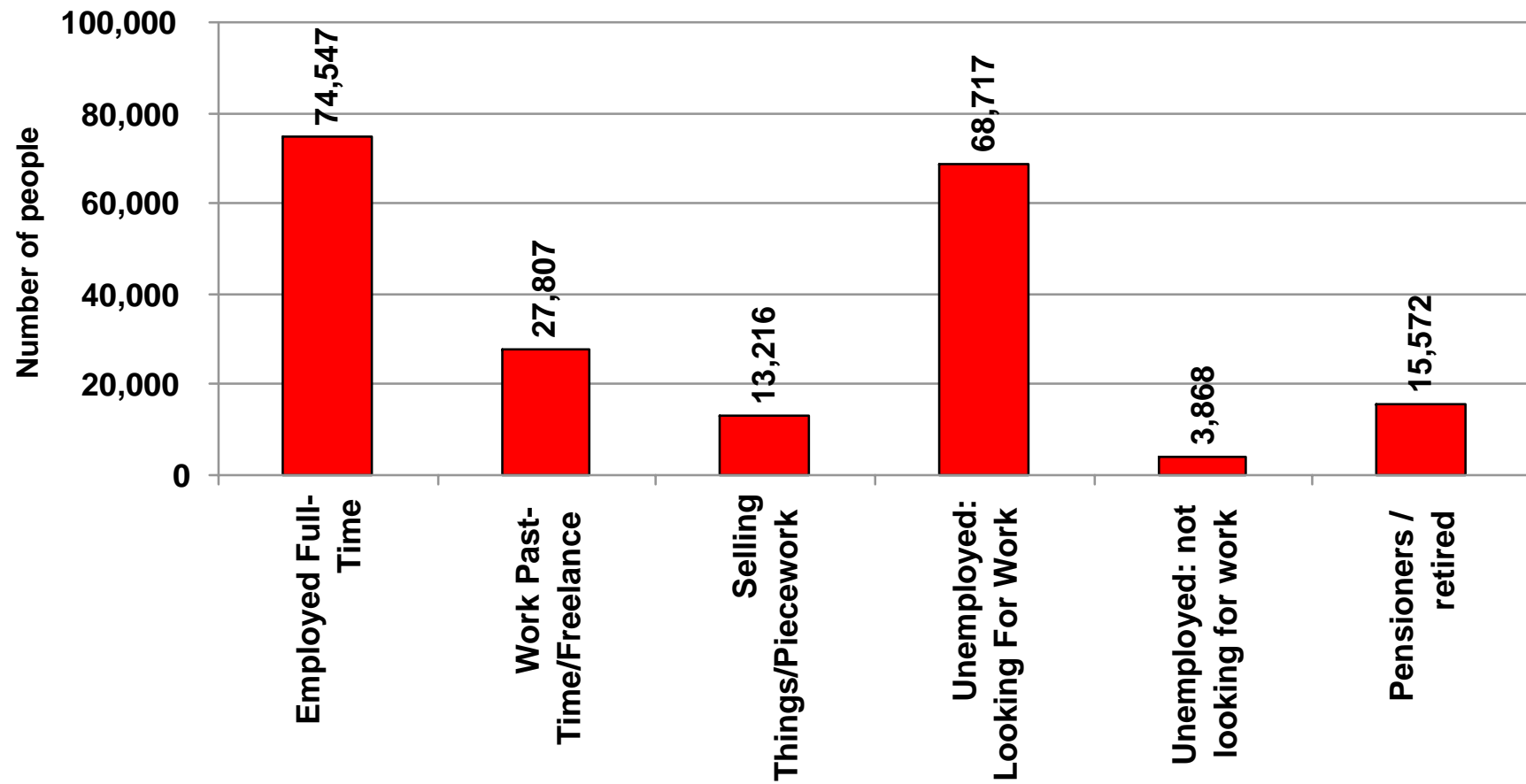
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# Population Distribution



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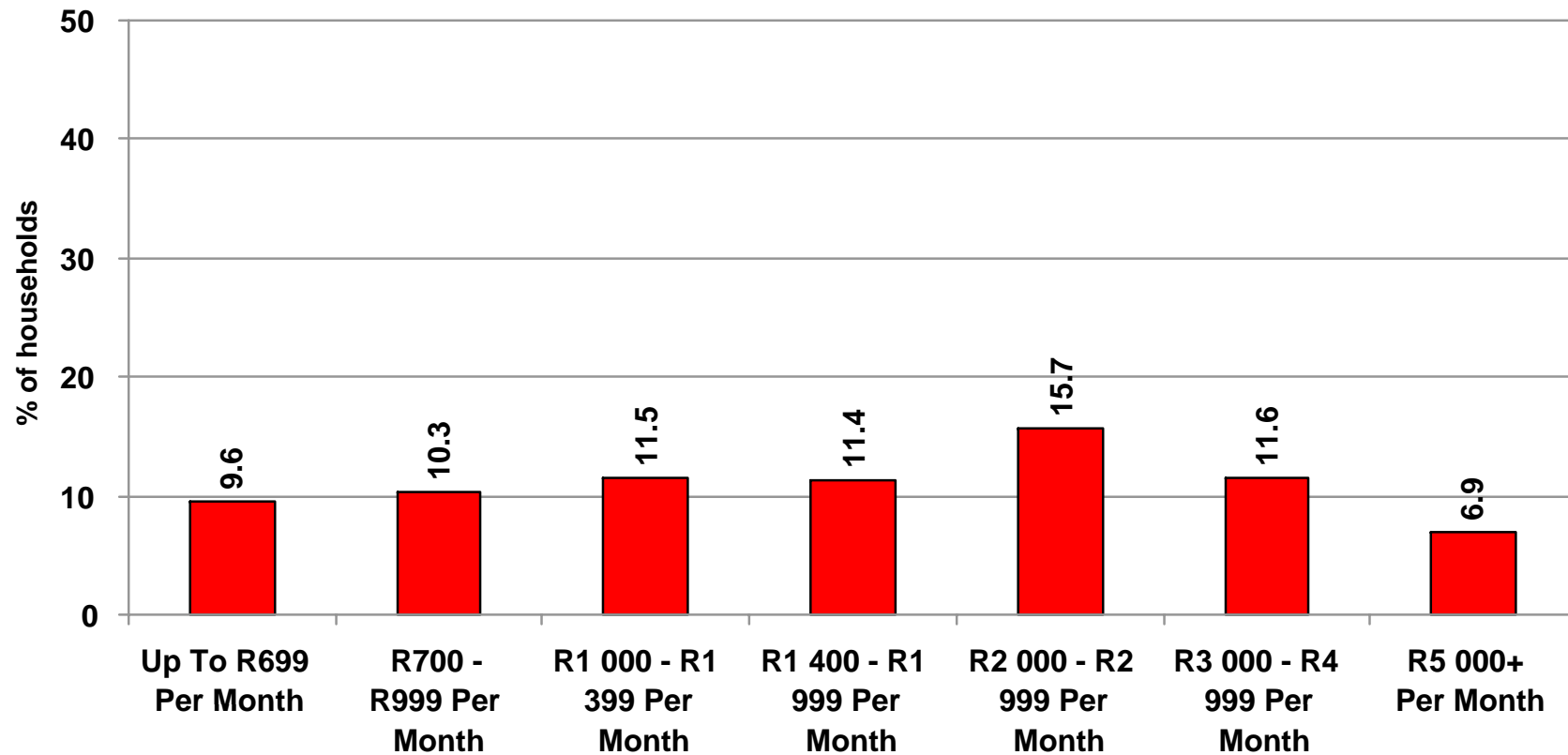
# Number of Employed and Unemployed



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## Household Income Groups

Only 7% of Alex households (6,510 households) earn more than R5,000 per month. 20% (18,905 households) exist on less than R1,000 per month.



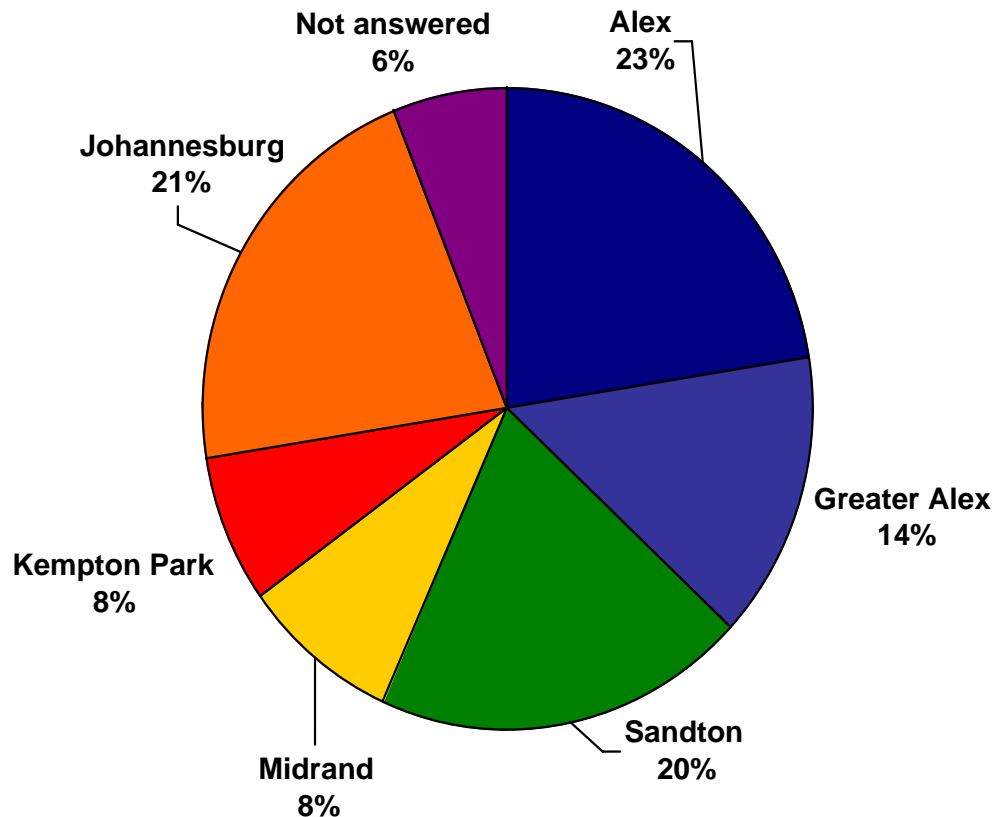
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# Alex vs Gauteng and South Africa

Household incomes in Alex in 2005 (R2448 per month) are well below the national average and the Gauteng average of 2004. They also remain well below the Gauteng average and the average for black households in Gauteng while being marginally above the national average for black households.

<b>Average Household Income 2004</b>		
	<b>South Africa</b>	<b>Gauteng</b>
	<b>R's pm</b>	<b>R's pm</b>
<b>Total</b>	<b>4092</b>	<b>6714</b>
<b>Black</b>	<b>2410</b>	<b>3806</b>
<b>Source AMPS 2004</b>		

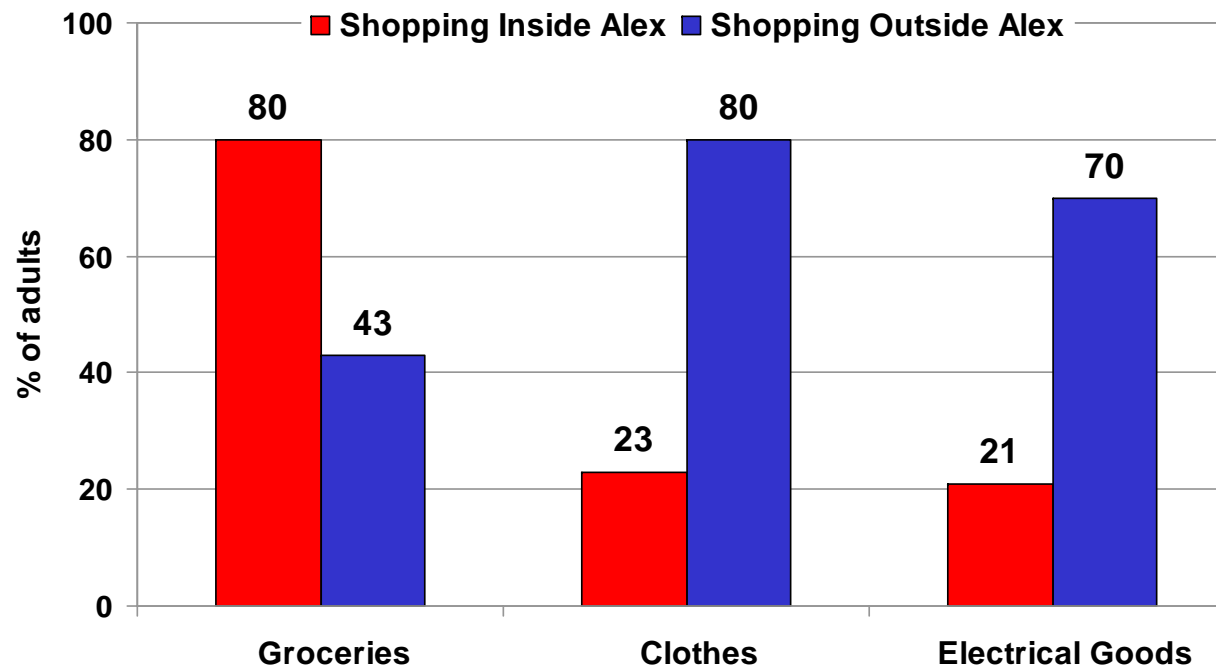
# Where are persons employed?



37% of those who are employed (full-time, part-time or doing piecework) work in Alex. Johannesburg and Sandton are other areas in which Alex residents work.

# Shopping Habits

Residents are shopping for food inside Alex but clothing and electrical goods are purchased elsewhere.





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## Current Approach

### 1) Spatial integration.

- Sub-regional.
- Nodal.

### 2) Clusters.

- Auto.
- Retail.
- Care.
- Construction.
- Tourism.
- Business outsourcing.
- Urban agriculture.



### 3) Institutional support

- Business support centre.
- Employment information centre.



### 4) Government

- Targeted procurement.
- Institutional support.
- Mainstreaming.



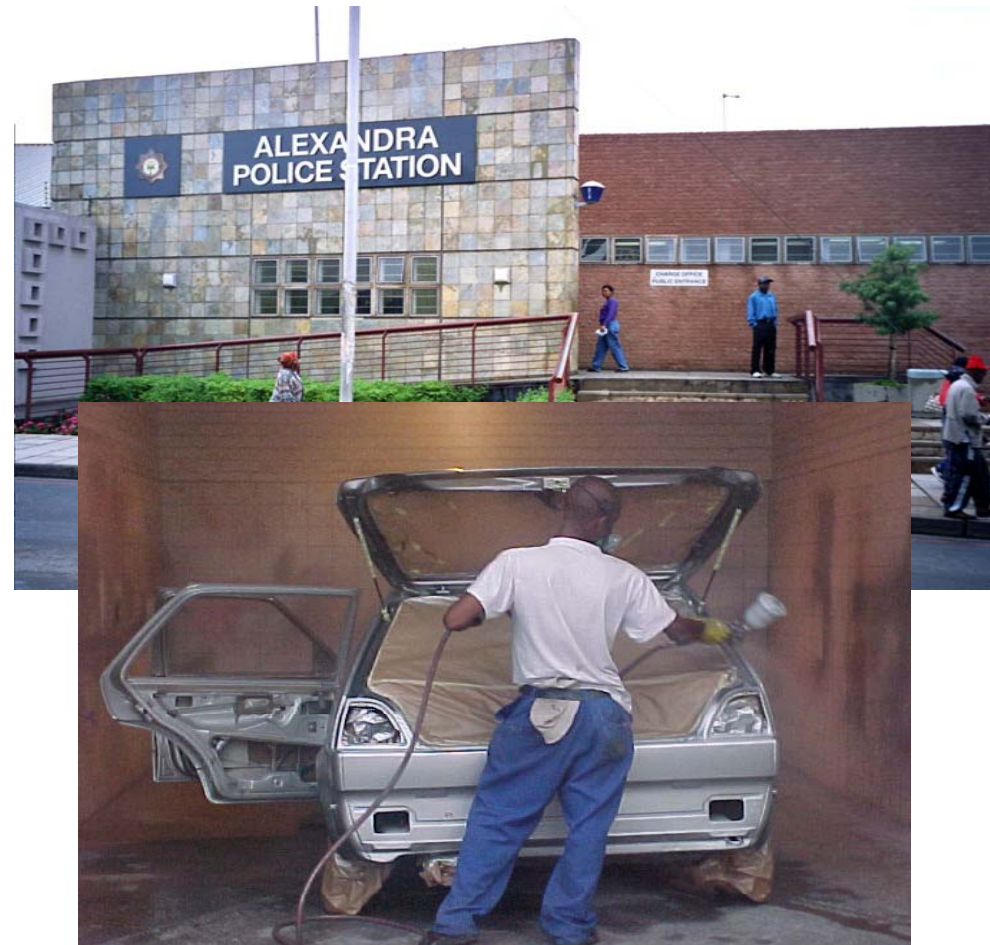
## 1) Spatial Integration

### a. Sub-regional.

- City Improvement District
- Street lighting
- Policing
- Sidewalk upgrading
- Road/ bridge construction
- Taxi ranks

### b. Nodal.

- Trading space.
- Services, production, retail



## Pan Africa

- A mixed use taxi, retail and informal trading facility
- Construction under way
- 1000 taxi capacity
- 350 informal trading stores
- 16 000m<sup>2</sup> formal retail
- 62% of retail clients signed up
- Alex franchise opportunities



## 2) Clusters

- Strategic long term planning
- Skill training
  - Woman
  - Youth
  - Disabled
- Linkages
  - Private sector
  - Labour
- Life Orientation
  - HIV/AIDS
  - Literacy



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# Employment in ARP

- 17 000 construction non permanent jobs during life span of project.
- 1506 people worked on construction projects in March 08.
- 785 local Alex people employed during March 2008. (52%)
- 12% Female

# Institutional Support

- **Business support centre.**
  - Business plan development.
  - Tax advice.
  - Legal advice.
  - Access to micro finance.
  - Business consulting.
  - SMME training.
- **Employment information centre.**
  - Data base.
  - Career advice and monitoring.
  - Work broker/personnel agency.



## Making Alex a Destination

### Projects:

1. Heritage Interpretation Centre
2. First class rugby and athletics facility
3. International skate board track
4. Theatre
5. Football for Hope



# Private Sector

- High rate of investment back into Wynberg.
- CID in progress in Kew.
- National chain stores and banks in Pan Africa.
- RMB finance in Housing.
- Private sector investment in Pan Precinct
- Investment in Marlboro South
- Gautrain

# Training

- 2500 trained in construction
- 500 trained in retail cluster
- 150 in Tourism
- 80 trained in auto
- 1200 trained in Business Skills

# Projects in Planning

- Alex RDP Flats = 200 RDP flats
- Marlboro = 250 RDP flats + 750 Social Housing
- East Bank Ext = 160 affordable rent
- River Park = 420 affordable rent
- Ritamore Land = 200 affordable rent
- Lombardy East = 350 Social housing
- M1 + Helen Joseph = 2500 units
- Phase 3 of M2 = 300 units
- Westlake = 350 social housing.
- Marlboro Industrial = 500 affordable rent.
- Lombardy East = 100 bonded houses
- Kelvin = 300 bonded houses

**TABLE 8: LINBRO PARK: STANDARDS IN LAND USE BUDGET**

		NUMBER
Population:		83177
Dwellings:		26254
USE	STANDARD	NUMBER OF FACILITIES
Clinic	1/10 000 people	8
Community Centre / Library	5 000 - 50 000 people	2
Municipal Offices	1/50 000 people	2
Hospital	4beds/1000 people @350 beds / hospital	1
Post Office	1/11 000 people	8
Police Station	1/25 000 people	3
Fire Station	1/60 000 people	1
Primary School	24% of population is of school going age of which 65%go to primary school @ 1800/school, and	7
Secondary School	35% to secondary school @ 2000/school	3

## Challenges identified

- Develop clear social consensus on housing allocations.
- Perceived and real corruption undermining allocations consensus.
- Ensure quality of housing construction.
- Gear up for Football for Hope
- Ensure Alex a safe place.
- Purchase new land.(Linbro Park)
- Increase role of private sector.
- Ensure greater government agency participation in LED program.

