VOORTREKKER ROAD CORRIDOR INTEGRATION ZONE: DRAFT PUBLIC INVESTMENT STRATEGY MES STRATEGY OBJECTIVE INTERVENTION ACTIONS INITIATED ACTIONS POLICY ALIGNMENT									
STRATEGY (just the name)	OBJECTIVE (what do we wish to achieve)	INTERVENTION (What should be done)	ACTIONS (What can the City do)	INITIATED ACTIONS (interventions / actions underway or completed)	POLICY ALIGNMENT (IDP: Strategic Focus Area/Objective/Programme)				
		Expedite PRASA's rail modernisation programme (rail network upgrades and improvements) in VRC	Compel PRASA to commit to rail modernisation programme in VRC	Presentation of this Strategy to LTAB and IPC	The Opportunity City Objective 1.4 Ensure mobility through the implementation of an effective public transport system Programme 1.4(b) Rail service improvement and upgrade programme				
	A high-quality, well-functioning, integrated transport network, with rail as backbone, capable of supporting Transit Orientated Development	Expedited implementation of Blue Downs rail link	Top level engagements with rail authorities to ensure expedited implementation of Blue Downs rail link	City - PRASA Blue Downs PMT	The Opportunity City Objective 1.4 Ensure mobility through the implementation of an effective public transport system Programme 1.4(b) Rail service improvement and upgrade programme				
		upgrades and expedite implementation of this.	 Assess station precinct Engage with PRASA to develop a programme of station precinct upgrades, including PTI upgrades, to be endorsed by IPC & LTAB 	Station precinct assessments complete. Engagements with PRASA (Intersite, PRASA CRES)	The Opportunity City Objective 1.4 Ensure mobility through the implementation of an effective public transport system Programme 1.4(b) Rail service improvement and upgrade programme				
Transport			Engage with IPTN planning Prioritise north-south linkages through VRC (specifically Symphony Way) Expand feeder network Construction of spiriture and improvements.	a Tippia Mayor hunga rahahilitatian and ungradas (D7.7m	The Opportunity City Objective 1.4 Ensure Mobility through the implementation of an effective public transport system				
		improvements	Construction of priority road improvements Engagement with PGWC	Tienie Meyer bypass rehabilitation and upgrades (R7.7m, 2014/15) Halt Road maintenance and upgrades (R3.5m, 2014/15) Viking Way upgrade (R3.5, 2014/15) Symphony Way maintenance and upgrade (R3.5 2014/15) N1 / N7 interchange - Provincial Planning	The Opportunity City Objective 1.2 Provide and maintain economic and social infrastructure to ensur infrastructure-led growth.				
			Analysis and mapping of areas with high accessibility and potential Identification of impediments to full development	Functional Area Analysis - complete	The Opportunity City Objective 1.5: Leverage the city's assets to drive economic growth and sustaina				
			 Resolution of impediments to full development Detailed analysis of freight infrastructure and operations within the VRC Identify interventions to improve efficiencies 		development The Opportunity City Objective 1.1 Create an enabling environment to attract investment that genera				
		Improve quality of public environment in and around	Develop a strategy for improved utilisation of rail sidings within the VRC Manage crime and grime	Assessment of station precincts complete	economic growth and job creation The Inclusive City				
		public transport locations	 Support CID's Assess station precincts for prioritised urban management interventions Improve access to PTI's (subways, NMT, universal access) - engage with rail authorities where necessary 	Bellville Integrated Transport Land Use Planning underway (R2.2m 2014/15/16)	Objective 4.2 Provide facilities that make citizens feel at home				
	An enabling environment for investment and development through ensuring bulk network capacity		 Identify capacity constraints Engage services departments: Identify prioritisation and agree implementation Engage with Catchment Management to develop a plan to reduce the impact of floodlines on developable land in close proximity to public transport interchanges 	N1/Plattekloof main substation upgrade underway (R20m ICDG)	The Opportunity City Objective 1.2 Provide and maintain economic and social infrastructure to ensurinfrastructure-led growth.				
Infrastructure		infrastructure solutions	Facilitate engagement with alternative infrastructure specialists	contribution)	The Opportunity City Objective 1.2 Provide and maintain economic and social infrastructure to ensur infrastructure-led growth. Programme 1.2 (c) Investment in infrastructure				
		Capitalise on extensive broadband infrastructure in VRC	Market (through partnerships) the competitive advantage of the broadband infrastructure	 GTP: Belville Central & South Broadband and free Wifi promotion (underway) 	The Opportunity City Objective 1.2 Provide and maintain economic and social infrastructure to ensu infrastructure-led growth. Programme 1.2 (a) Fibre optic network programme Objective 1.5 Leverage the city's assets to drive economic growth				
	nt A clean, safe, well-maintained public environment		 Use strategy and investment plan targeted discussions to establish relationships with key role players and to market GTP Investigate the potential for additional CID's in the VRC 	Partnership with GTP Strategy and Investment Plan Information sessions underway Elsies River CID in process of being established (1/7/2015) MURP ACTTs: Parow + Bellville Community Action Plans: Parow + Bellville	The Safe City Objective 2.5 Improve safety and security through partnerships				
Urban Management		Identify, prioritise and implement public space improvements	Identify areas requiring public space improvements Prioritise improvements through prioritised local area planning and Investment Plan Implement public space improvements Identify mechanisms to encourage private sector developers active in the area to undertake public space improvements around new development	Public realm perception surveys (underway) Business Areas perception surveys (underway) Kruskal Avenue (MURP) (USDG: R200k 2014/15/16) Jack Muller / Elizabeth Park upgrades (ICDG: R4.1m 2014/15) Maitland cemetery upgrade CCTV installation Parow + Goodwood (ICDG: R1m 2014/15)	The Inclusive City Objective 4.2 Provide facilities that make citizens feel at home Programme 4.2(a) Community amenities programme (provide and maintain)				
		Ensure improved regulation and enforcement in problem areas	Identify areas requiring improvements to regulation and enforcement Engage with relevant enforcement agencies to identify problems and develop action plans Facilitate establishment of CIDs where required Zero tolerance approach to problem buildings Manage illegal dumping Motivate for amendment of regulations where required	MURP areas and ACTTs CAPs developed MURP funded Problem Buildings Inspectors, "Rent-a-cop" and Learner Law Enforcement Officers - dedicated to MURP areas (underway) GTP: Crime Mapping (underway)	The Well Run City Objective 5.2 Establish an efficient and productive administration that prioritises delivery				
			Develop and enhance a local identity and place brand Capitalise on local identities, possibly through development of markets (e.g. China Town) Marketing and communications campaign	GTP:Safety Forum (underway) GTP: Formulation of a destination marketing value proposition and programme in partnership with EDP, WESGRO and City (15/16).	The Opportunity City Objective 1.5 Leverage the city's assets to drive economic growth				
Development Facilitation	Regeneration, investment and development in the VRC	Explore and implement regulatory reforms and	Develop mechanisms for offsetting development contributions for appropriate development Explore appropriate regulatory reforms: overlay zones proactive rezoning Parking ratio reductions tradable development rights expedited regulatory processes	GTP: VRC Flexible Development Framework (15/16) Identification of PT1 and 2 zones with reduced parking requirements complete	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that general economic growth and job creation Programme 1.1 (e) Planning and regulation programme - Business process improvement initiatives				
			Identify/appoint a dedicated development facilitator and/or champion for the VRC Marketing of underutilised rights in appropriate locations EGS Strategy 1 - One-Stop-Shop establishment Develop system for centralisation and sharing of information and intelligence relevant to development industry Work with and amend (where necessary) existing spatial targeting instruments Develop "Platinum Customer" system for applications in TOD locations						
		 Actively encourage and support small scale developers 	 Establish regular investor forums Identification of appropriate undeveloped and under-developed land for intensification Engage with funders to identify VRC as a viable development area 	GTP: Property Development Support (15/16)	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that general economic growth and job creation Objective 1.5 Leverage the city's assets to drive economic growth				
		economy in VRC.	 Identify growth sectors in economy which can be accommodated within corridor Identify requirements of growth sector Where appropriate intervene to provide pre-conditions for location of growth sectors in VRC 	Business Process Outsourcing, Science and Technology Research and Development identified Broad band infrastructure roll out underway GTP: Belville Central & South Broadband and free Wifi promotion (underway)	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that general economic growth and job creation				
Public Land Holding	Use public land as strategic asset to leverage private sector development in desired locations		Identify and assess appropriate land holdings around transit locations for potential acquisition Ensure appropriate needs assessment before release of City land (taking into account long term TOD requirements) Identify and assess City land holdings which could be released to leverage private sector investment in desired forms and locations Identify strategically located land owned by other spheres of government and parastatals and engage owners around development - providing technical assistance where appropriate		The Opportunity City Objective 1.5 Leverage the city's assets to drive economic growth- Utilising municipal property to leverage economic growth and sustainable development i poorer communities Programme 1.5(a) Investigate all the City's strategic assets				
Social Development	Engage in social development programmes to mitigate urban management issues resulting from human development challenges		Seek advice from social development professionals - both City and NGO.	GTP: Youth Engagement with Innovate SA (2015/16) GTP: Socio-Eco Task Team (underway) Social Development: Integrated Gangs and Substance Abuse Prevention Programme	The Caring City Objective 3.1 Provide access to social services for those who need it Programme 3.1 (a) Number of targeted development programmes				

THEMES	STRATEGY (just the name)	OBJECTIVE (what do we wish to achieve)	INTERVENTION (What should be done)	ACTIONS (What can the City do)	INITIATED ACTIONS (interventions / actions underway or completed)	POLICY ALIGNMENT (IDP: Strategic Focus Area/Objective/Programme)
	Marketing and Communications	Inform the public of the range of benefits of VRC and the range of initiatives underway	Market the VRC	Develop a marketing strategy	GTP Communication and Marketing Plan roll-out and Networking and Information Sessions (underway) GTP: Formulation of a destination marketing value proposition and programme in partnership with EDP, WESGRO and City (15/16).	The Opportunity City Objective 1.5 Leverage the city's assets to drive economic growth
_	Business retention and expansion	Business stabilisation and retention	Manage land use conflicts	 Facilitate residential development in commercial areas rather than industrial areas Carefully consider residential development in industrial areas Discourage big box retail intrusion into industrial areas Precautionary approach to industrial land assembly in employment dense industrial areas (i.e. Elsies River Industrial, Parow Industrial), except where labour intensive land uses are proposed Precautionary approach to BNG residential development throughout economic areas 		The Opportunity City Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation Programme 1.1 (e) Planning and regulation programme - Rationalised spatial plans
			Improve freight access and internal circulation	Identify freight bottlenecks and make necessary improvements Improve internal circulation and management of street scape through repair and maintenance of road surfaces, street lighting and verges.	Tienie Meyer bypass rehabilitation and upgrades (R7.7m, 2014/15) Halt Road maintenance and upgrades (R3.5m, 2014/15) Viking Way upgrade (R3.5, 2014/15) Symphony Way maintenance and upgrade (R3.5 2014/15) M1 / N7 interchange reconstruction - Provincial Planning	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation
			Ensure improved regulation and enforcement in problem areas	Identify areas requiring improvements to regulation and enforcement Engage with relevant enforcement agencies to identify problems and develop action plans Facilitate establishment of CIDs where required Zero tolerance approach to problem buildings Manage illegal dumping Motivate for amendment of regulations where required	MURP funded Problem Buildings Inspectors - dedicated to MURP areas	The Safe City Objective 2.5 Improve Safety and Security through partnerships Programme 2.5 (a) Strengthen community capacity to prevent crime and disorder
			Enhance defensibility	 Limit road and pedestrian access points to vulnerable industrial areas Define entrances /exits to business districts through landscaping / configuration / surveillance. Improve lighting of areas 	CCTV installation Parow + Goodwood (ICDG: R1m 2014/15)	The Safe City Objective 2.3 Enhance information-driven policing with improved information- gathering capacity and functional specialisation Programme 2.3(b) Intelligent crime prevention - Influence urban design to reduce crime and disorder
			Manage trading conflicts	 Identify / prioritise conflict hotspots between formal, informal business, public service provision and pedestrian safety/comfort Gazette trading plans, and coordinate with targeted provision of trading infrastructure and appropriate public space upgrades Zero tolerance approach to unregistered / illegal trading (regularise by-law enforcement) 	Kruskal Avenue Upgrade: Topographical survey complete, perceptions survey underway. Halt Rad Regeneration Framework MURP + Subcouncil 4: Reimaginging the Halt Road Corridor	The Safe City Objective 2.3 Enhance information-driven policing with improved information- gathering capacity and functional specialisation Programme 2.3(b) Intelligent crime prevention - Influence urban design to reduce crime and disorder
		Business formation and expansion	Identify and manage impediments to development of commercial and industrial areas Support small business and innovation	Investigate factors preventing take-up of under-utilized land use rights and take necessary actions Market underutilised development rights Align regulatory conditions with business needs Leasing agreements with NGO/Civil Society to set up SMME incubators, job-skills matching	Strategy and Investement Plan targeted discussion underway ACTIVA Programme	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation Programme 1.1 (e) Planning and regulation programme The Opportunity City
			Support small business and innovation	ICT technology / fibre	CCTV installation Parow + Goodwood (ICDG: R1m 2014/15) City fibre network development underway Bandwidth Barn GTP:Business Retention and Expansion Programme(underway) GTP: Central Bellville Economic Node Investigation(underway)	Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation Programme 1.1 (d) Small-business centre programme
		Facilitate inward investment	Facilitate large-scale projects	 Prioritise non-retail land uses in industrial areas Unlock large land parcels Adopt permissive approach to parking, bulk and road capacity requirements in light of PT availability, excep in priority freight/logistics/services movement corridors 	Identification of PT1 & 2 Zones	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation Programme 1.1 (e) Planning and regulation programme - Business process improvement initiatives
		Adaptation	Accommodate economic adaptation	 Removal of restrictive regulations which inhibit redevelopment in commercial and mixed use areas Create greater flexibility in land use regulations to allow for response to market Adopt zero-tolerance approach to problem buildings, errant landlords, through cooperation with local businesses 	Identification of PT1 & 2 Zones	The Opportunity City Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation Programme 1.1 (e) Planning and regulation programme - Business process improvement initiatives
RESIDENTIAL	Residential	Intensification: Increased number of people living in the well-located, well-served (by public transport and public facilities) areas of the VRC	Increased delivery by private sector and housing institutions	Engage with private sector and housing institutions to determine incentives for more development Regulatory reforms		The Caring City Objective 3.2 Ensure increased access to innovative human settlements for those
			Expedited release of state-owned and parastatal land holdings suited to residential intensification	• Facilitate engagements with role-players to effect the release of large state-owned land holding suited to residential intensification	Intergovernmental Working Group on Western Cape Public Land	who need it The Caring City Programme 3.2 (e) Densification Programme Proactive promotion of densification in prioritised locations
			Encourage fine-grained, incremental intensification in appropriate locations	Assess appropriate locations Assess regulatory impacts and make necessary amendments	Identification of areas with high potential for residential intensification - complete PT1 & 2 Zones identified which provide for reduced parking ratios in locations close to public transport	The Caring City Programme 3.2 (e) Densification Programme
		Mix: A wider range of accessible housing opportunities (size, type, affordability)	Increased provision of social and affordable housing as a lever for regeneration	 Pipleine of sites for packaging and release Investigate methods for cross-subsidisation Regulatory reforms - see Development Facilitation section 	Packaging of Salt River Market site underway Packaging of Paint City site for mixed use - site feasibility underway	The Caring City Objective 3.2 Ensure increased access to innovative human settlements for those who need it
			Increased provision of student housing	Engage with tertiary institutions to identify appropriate areas and land parcels Carry out study to identify appropriate land		Programme 3.2(a) Innovative housing programme
		Conitaliza on the concentration of high and		Assist with packaging and releasing appropriate land	- Facilities Ostiniastics Westerness	The Connection in City.
PUBLIC FACILITIES	Public facilities	public facilities	 Identify opportunities for clustering in areas of high accessibility 	Identify opportunities for clustering in areas of high accessibility	Facilities Optimisation Workstream	The Opportunity City Objective 1.5 Leverage the city's assets to drive economic growth Programme 1.5 (a) Investigate all the City's strategic assets
		Capitalise on the high levels of accessibility in VRC for concentration of public facilities	Cluster public facilities around public transport interchanges	Assess public facilities provision	CSIR study Facilities Optimisation Workstream	The Opportunity City Objective 1.5 Leverage the city's assets to drive economic growth Programme 1.5 (a) Investigate all the City's strategic assets
		Ensure sufficient space for public facilities with future residential intensification	Protect well-located vacant land currently reserved for social amenities	Improve public land management strategy Identify areas of depravation requiring intervention Functionally integrate open space network	GTP active in this arena CSIR Study SDF and District Plans open space planning	The Caring City Objective 3.2 Ensure increased access to innovative human settlements for those who need it Programme 3.2(b) Use property and land to leverage social issues
	Tertiary Education Institutions	Consolidate VRC as nexus of tertiary education institutions	Develop linkages and symbiosis between tertiary education institutions	GTP to play facilitatory role	GTP: Student Shuttle / Bellville Central and South Bus Loop Investigation (underway)	The Inclusive City Objective 4 Ensure responsiveness by creating an environment where citizens can be communicated with and responded to Programme 4.1(a) Building strategic partnerships
			Develop linkages and symbiosis between tertiary educations institutions and business Grow scope and capacity of tertiary education	GTP to play facilitatory role Assist with land assessment and availability	GTP: Tygerberg Integrated Medical Portal (virtual) brings togethe cross sectoral partners in health sector (underway)	
		Tertiary education facilities and	institutions • Development of tertiary education facilities and	Identify appropriate locations	GTP: Bellville Student Village Investigation (underway)	Programme 4.1(a) Building strategic partnerships The Opportunity City
		accommodation as driver of urban regeneration	accommodation in regeneration areas			Objective 1.1 Create an enabling environment to attract investment that generates economic growth and job creation