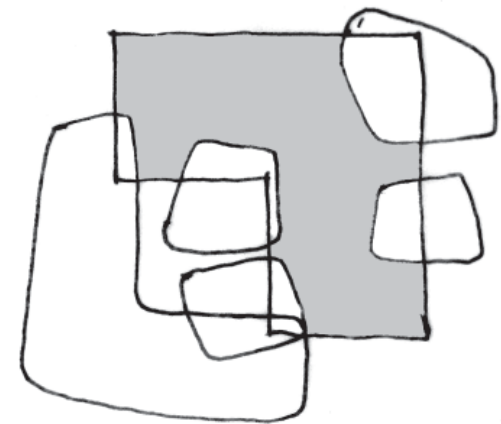


THINK_{ING} OUTSIDE THE BOX

AN ENTREPRENEURSHIP CENTER IN
THE INNER CITY OF JOHANNESBURG.



FORE-

WORD

In the past few years, I've had the privilege of being in the company of greatness, both academically and occupationally. I have learned that as people we are influenced one way or the other, consciously or subconsciously. The question is, what's the influence and to what extent do you let influence take place. I was lucky enough to have been influenced in a positive way: persistence, the value of aspiration, using time efficiently and most importantly the value of being a man of action.

As 2011 was nearing the end, I began thinking about my thesis topic. I felt, instead of choosing a topic I feel passionate about, such as music, it would be refreshing to reflect on what I have learned throughout the years as both a student of Architecture and an employee in the built environment. I could not think of anything else but entrepreneurship. The topic sums up all that I have been exposed to for many years: independence, hard work, perseverance and the will to be more.

PRO

P O S I T I O N

Freedom is the ability, through acquired knowledge, to take control and responsibility for one's survival, empowerment and development. Trading such control and responsibility for dependency in order to survive is "death"

ABS TRAC T

This thesis looks at the steps essential for entrepreneurial development; explores the question whether entrepreneurship is an acquirable skill or an attitude - driven action. It also explores the relationship between **entrepreneurship, architectural heritage preservation** and **economic growth**.

In investigating the topic, I will look at the following: the role of entrepreneurship in economic growth; architectural heritage preservation as the means to remedy urban decay in the inner city of Johannesburg and the phases of entrepreneurial development (skills training, mentorship and networking).

AC KNOW LEDGEMENTS

Many thanks, to Activate Architecture for the support and faith in me. To my sister,(Phum –phum) for believing in me. To my mother,(Mem) for your love and strength. To all the friends who put a smile on my face when the going got tough.

Special thanks to Tinyiko for your patience and that extra effort.

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DECLARATION

I, [Siviwe Mvumbi 501269] am a student registered for the course ARPL7003 in the year 2012. I hereby declare the following:

I am aware that plagiarism (i.e. the use of someone else's work without permission and/or without acknowledging the original sources) is wrong. I confirm that the work submitted for assessment for the above course is my own unaided work except where I have stated explicitly otherwise. I have followed the required conventions in referencing thoughts, ideas, and visual materials of others. I understand that the University of the Witwatersrand may take disciplinary action against me if there is a belief that this is not my unaided work or that I have failed to acknowledge the source of the ideas or words in my own work.

Siviwe Mvumbi

26 October 2012

This document is submitted in partial fulfillment for the degree: Master of Architecture [Professional] at the University of the Witwatersrand, Johannesburg, South Africa, in the year 2012

INTRO_{DUCTION}

MOTIVATION

Amongst many definitions, freedom can be defined as one's ability to own their time; to use such time to enrich their lives and that of others in a manner they choose.

"For to be free is not merely to cast one's chains, but to live in a way that respects and enhances the freedom of others" (Mandela, 1994)

Financial gain and wealth hugely depend on ones' ability to own their time.

Employment is not only an exchange of service for money but also an exchange of one's time for money. An employee is typically required to be present at a place of work between 8am - 5pm (working hours) despite the magnitude or nature of the task. Time spent at work remains a big factor in determining remuneration. This constraints one's freedom in using time to generate the desired financial income; which leads to the restriction of total control and responsibility for ones survival and growth.

"Money wont create success, the freedom to make it will" (Mandela, 1994)

The back bone of every economy is the ability of its people to be self sufficient and create opportunity for personal and economic growth. This begins with the ability to generate their own income. Entrepreneurship is at the forefront of development and empowerment, as it gives full control and responsibility to survive and generate income to the individual.

In a developing country like South Africa, where unemployment is high; the majority poor engage in survivalist entrepreneurship as the means to put food on the table (necessity - driven) instead of an opportunity for growth (opportunity - driven). This does very little for poverty eradication.

The shortage of skills in the country and the gap between survival and opportunity driven entrepreneurship hinders economic growth and is one of the biggest obstacles facing the country. The support of SMME's (small, medium and micro enterprise) is the move towards the right direction as far as economic growth and poverty eradication are concerned.

"The business of survival is so overwhelming that it becomes impossible to focus on anything else; it slows one down, keeps things stagnant, so that it becomes almost impossible to change direction, resulting eventually in defeat" (Mashaba, 2012:225)

Johannesburg has always been a place of transition and a place in transition. It has changed its face over the decades several times, adapting itself not only to the times but latest trends and use. The city of Johannesburg is equipped with the necessary tools for economic growth: a diverse culture, entrepreneurship spirit and heritage; but uncompetitive markets for goods and services indicate the lack of new firms entering the market. The skills constraints push up the cost of

skilled labour. This raises the levels of inequality and widens the gap between the poor and rich (Trevor Ma-neul 2012 : 111)

Key issues that must be addressed in attempting to assist entrepreneurship in an informal arena to part take in the formal economy in the city of Johannesburg are:

- What is the impact of entrepreneurship on economic growth?
- How can entrepreneurship act as a catalyst for heritage preservation and help remedy the urban decay in the inner city?
- How can preservation of Architectural heritage contribute to entrepreneurial development and empowerment?

The aim of this study is to explore ways to convert the existing survivalist entrepreneurship in the inner city of Johannesburg into opportunity and growth driven entrepreneurship. This includes looking at how entrepreneurship can contribute to the reduction of urban decay and preservation of architectural heritage in the inner city of Johannesburg.

A P P R O A C H

Entrepreneurship and the search for opportunity is entrenched in the history of Johannesburg. It goes as far back as the city's origins.

In understanding the spirit and entrepreneurial context of the city of Johannesburg, I will go back to the discovery of gold along the Main Reef road. This will hopefully explain the existing survivalist entrepreneurship spirit and the constant influx of people from all over the world (Africa in particular) into the city Johannesburg.

Looking at entrepreneurship, architectural heritage, economic growth and the links between them; will hopefully answer the following questions:

- What are the obstacles, hindering the already existing informal entrepreneurship (SMMEs) from growing and entering the formal market?
- What are the phases of entrepreneurial development and what are the links between the phases?

In an attempt to understand the parallels between self enrichment, self - empowerment and economic growth, I will further investigate and draw comparisons between professional occupation and entrepreneurship, SMME's and corporate business.

JO_{hannes}**BURG**



22. Market Square in 1896, looking west near Rissik Street. On the right is the Market Building, with the Boerenwinkel, bars and coffee shops. Along Market Street are Robinson Bank (1895) with its steep corner turret, the Chamber of Mines building (1894-5) with two major brick gables; and at the corner of Harrison Street, Ziman's Building, nearing completion. (From The Barnett Collection, 1966)

Market square in 1896 looking west near Rissik street. (Chipkin, 1993)

O R I G I N S

The birth of a city

Unlike many cities that grew and developed along a river or exotic landscape, Johannesburg originated from the pursuit of instant riches due to the discovery of gold in 1886. Aspiring prospectors and speculators came from far and wide in search of instant riches. The Witwatersrand was nothing but a veld - grass plateau. It took an innovative spirit of the newly arrived entrepreneurs to see beyond the Witwatersrand plateau.

These prospectors were behind the development and growth of Johannesburg. It was neither big business nor government that took risks and ceased opportunity, it was speculators such as: Sir Ernest Oppenheimer of Anglo American. The gold is gone but the influx of people in search of "gold" from all-over the continent of Africa still continues. "Gold" in a sense of a better life and business opportunity

The first gold mining company was formed by Robert Green in the Witwatersrand region in January 1875, called the Nil Desperedum Co-operative Quartz Compant (Viljoen, 1999: 30). The discovery on Kromdraai followed in 1881 with other several areas in the Witwatersrand area (Viljoen, 1999: 31)

The reef, that really made a huge impact, was the Main Reef on Langlaagte farm in March 1886. Mining camps started feeding off the Main Reef, which became the main rail-wayline. This gave birth to Johan-

nesburg. The city grew north of the main reef line and the mines grew southwards. Due to the 30 degree southward slope of the reef, the digging got deeper further south (GSSA, 2002)

As gold mining camps developed along the Main Reef, a place was required for the miners to live. This piece of land had to be without any gold prospect but close enough to the gold reef. Rissik (a land surveyor) discovered a triangle of "uitvalgrond" (surplus ground) called Randjeslaagte. No one wanted this piece of land, as it had no mining value. It was barren and stony (*The city without water*, 2003: para 12). Surprisingly, this is where the city center sprung from.

The city grew from the then Market square (between President and Market street), which is a piece of land where the city hall stands today. Johannesburg did not grow from a natural land mark (river or mountain), it grew from a trading square. This explains the energy that was put into the land, the energy that still lives to this day in the city

Randjeslaagte was centrally placed between three villages: Braamfontein, Turffontein and Doornfontein, perfectly positioned for the diggers to live in. Accessibility was key in choosing this piece of land and a simple North-south, east - west grid was laid out by Josias Eduard De Villiers, consisting of 15 X 31 meter standardized stands. This was an instruction from the government of the day, to have as many corner

stands as possible, in order to maximise the income from the auction of the land. This layout did not take into account future traffic volumes, as every intersection requires traffic lights. The grid layout also robbed the inner city of a sense of place, as the city has no well defined point of entry or exist. Due to the grid layout, the city can be accessed from almost any point. At the same time the grid presented a neutrality and equality without any spatial hierarchy, an open slate perfect for a market economy. In many ways, and modestly so, this suggested an equal opportunity for everyone - fair game (Chipkin, 1993:10,14)

Main reef road

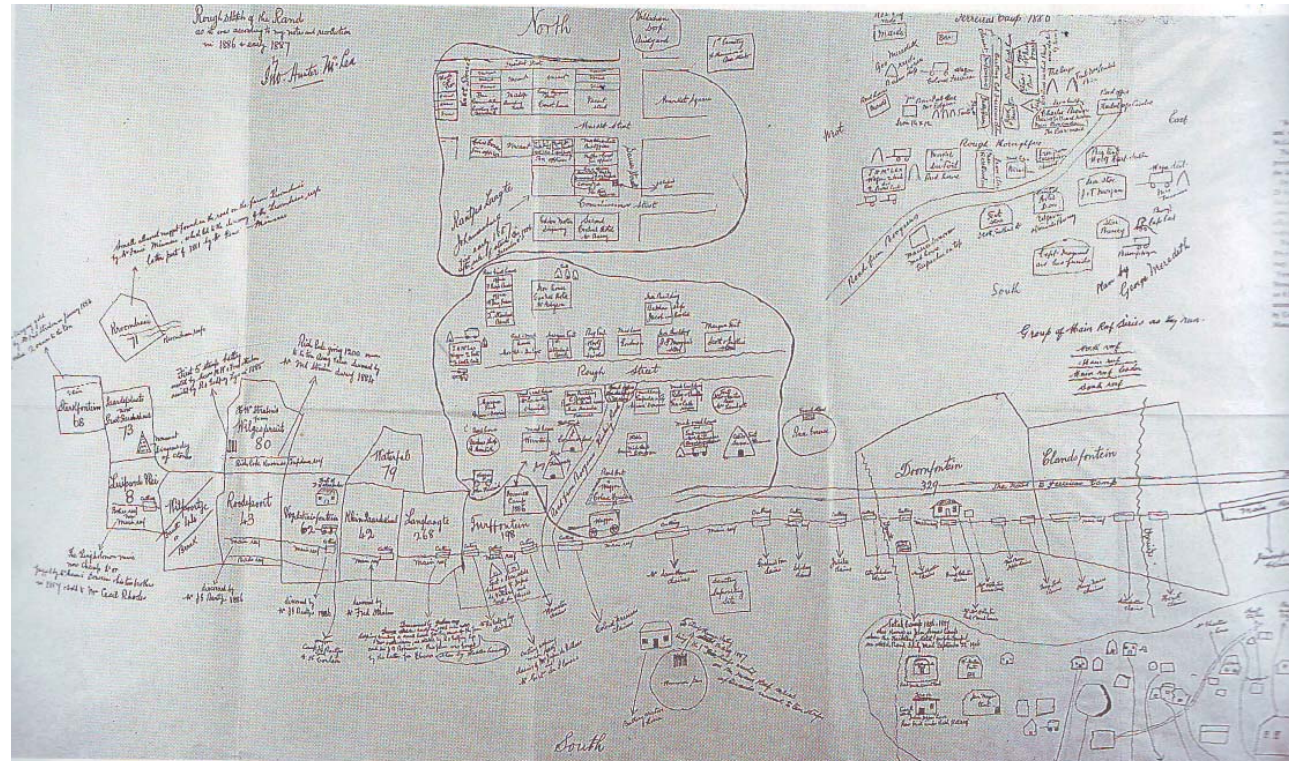
It can be said that Main Reef road is the first road in Johannesburg. Running from one end of the Witwatersrand to the other. This road goes back to ox - wagon wheels of ealier Pioneers and mail coaches in 1886 (Smith 1971: 312)

In June 1896, the Chamber of Mines contributed 200 pounds for the survey of the wagon track that was then known as the Witwatersrand Main Road. A name already suggesting that the road would follow the line of the reef, from Boksburg to Krugersdorp. (Smit 1971:312)

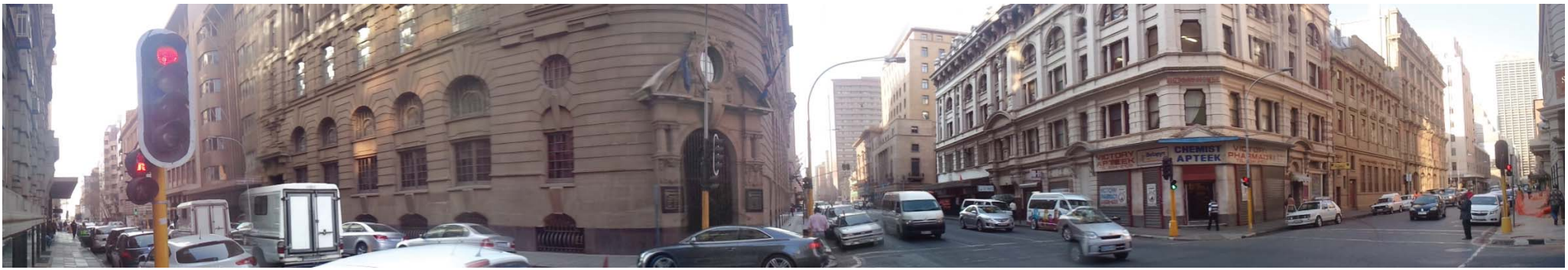
The road acted as the main artery connecting the mines in transporting their supplies and products.

The main reef road played a vital role on structuring the city. It's construction, paved the way for the neutral city of opportunities (Johannesburg) that was yet to become; by providing jobs for the unemployed whites (Van Onselen 1982: 22)

Today the then Witwatersrand Main road makes part of Commissioner street in the heart of the city. Though segmented, the road is still active in parts and still acts as one of the east-west main arteries through the city.



The rough sketch of the Rand - 1886 the rough indicated street in the sketch was to become the Main Reef Road. (Chipkins, 1993: 9)



Top: Corner Eloff and Harrison streets, showing Standard bank building on the left and Victory house on the right - The Edwardian era. **Bottom right:** Building on corner Diagonal and President streets, showing the victorian era. **Bottom right:** Anglo American building on main street - the Modernism era

All photographs taken by:
S. Mvumbi (2012)



Architectural heritage

Johannesburg's varied architectural styles reflect the global influences on the city and its history. Each style reflects a phase in the development of the city. Because of the gold rush and the world gravitating towards Johannesburg, the Witwatersrand veld grass plateau become a stage to the globe's architectural styles.

Johannesburg has been rebuilt three times, from a victorian mining camp to a city of sky scrapers. Not only did the architectural heritage get lost, but also the cultural heritage. In its recent past, areas such as Sophiatown, Fietas and brickfields were wiped clean of their unique multi racial characteristics because of the oppressive racial policies of the day (*Newtown history*, 2012: para 5).

In the inner city many buildings were uprooted to make way for new ones. Johannesburg kept changing its face instead of adding layers to what was already there. Like it's seasonal sale, when last seasons' goods are cleared out at low prices to make way for new stock and windows displaying: "latest from overseas" so was Johannesburg's architecture (Chipkin, 1993:320)

During its rapid growth, Johannesburg looked elsewhere for inspiration. Chipkin (1993) describes Johannesburg's Edwardian era as an attempt to replicate the financial empire of London and in the 1930's, New York and Chicago.

Although it consisted of many architectural styles, Johannesburg was neutral and it lended itself to growth and change. The city's layout was a cultural strategy to produce an orderly democratic society devoid of hierarchical elements. This was reflected by the neutrality and equality of the open ended grid plan, accommodating various directional movements without predetermined points of entrance or exit (Chipkin 1993:14).

Entrepreneurial heritage

To reflect on Johannesburg's entrepreneurial heritage, I have individually selected three entrepreneurs from three explicitly different eras and backgrounds: pre - apartheid era, during apartheid and post-apartheid. **Sir Ernest Oppenheimer** of *Anglo American*, **Herman Mashaba** of *Black like me* and **Patrice Motsepe** of *African Rainbow Minerals*. The following biographies do not serve as a recipe for entrepreneurial success but rather aim at revealing qualities useful in entrepreneurial development.

“Achievers seek out opportunities to acquire and learn the skills they need”.

(Herman Mashaba, 2012:229)

As an aspiring entrepreneur and a businessman, Sir Ernest Oppenheimer's: initiative, flexibility, willingness to take risks, taking advantage of opportunity, experience, innovation and most of all, pure intuition led to an establishment of one of the country's minning giants - Anglo American



SIR ERNEST OPPENHEIMER

Ernest Oppenheimer was born in Germany in 1880. He acquired the knowledge of diamonds while working for A. Dunkelsbuhler & Company in London. In 1902 at the age of 22 the company sent him to South Africa - Kimberley. During his travels to Rhodesia, Bechuanaland and Johannesburg, his knowledge of diamond mining grew and he developed an interest in gold mining.

In 1914 the diamond mines were temporarily closed in Kimberley due to war. Ernest Oppenheimer shifted focus to social and public work. With the diamond mines closed, He had to look for a new venture. By this time, his focus looked to the formation of a new Johannesburg mining company amongst existing leading firms such as, the Johannesburg consolidated Investment Company (J.C.I.) In 1917 the opening of the East Rand basin presented great opportunity for gold mining development. Instead of expanding the J.C.I group, of which A. Dunkelsbuhler & Company (the firm he started with) was part of, he started Anglo American Corporation of South Africa with funding from J.P. Morgan and Company and the Newmont Mining Corporation from America and England. Mr Oppenheimer knew very well that his innovative ideas would not be supported from within the J.C.I which was made up of very rigid policies and conservative old men.

After being in competition with J.C.I. group several times in obtaining

leases, the company's first substantial success was the Daggafontein mine. In 1919 the Consolidated Diamond Mines of South - West Africa was formed, sparked by the negotiations between the South African government and the German owners of the mining rights of South West Africa. H.C. Hull, Sir David Graaff and Sir Ernest Oppenheimer took part in these negotiations. Anglo American Corporation expanded, setting standards of town planning, health and recreation services which were new in South Africa at the time. (H.Oppenheimer, 1967:1-5)

“There are many kinds of freedom, but one certain path to freedom is taking responsibility for one’s own life”

(Mashaba 2012:155)

Herman Mashaba’s story is proof that in business, neither one’s background nor being political marginalized determines one’s future; one’s resourcefulness and freedom do. He “transplanted” skills acquired from the survivalist entrepreneurship into the formal economy.



Kayafm, 2012

HERMAN MASHABA

Herman Mashaba was born on 26 August 1959 in Garamotse, Hammanskraal, about 30 km north of Pretoria. Raised by a single mother in rural areas of Hammanskraal who worked as a domestic worker, the future seemed uncertain for him and his siblings. Through his schooling years, it was a norm for boys his age to work as gardeners and caddies for pocket money over the weekend. These weekend incomes, would be supplementary to most of his peers’ parents’ income (Mashaba, 2012:14,52).

Black people at the time were exploited and paid below survival wages. Herman’s early sense of self and value for independency motivated him to pursue illegal means of survival. These activities ranged from gambling to petty crimes (theft). These activities increased when his mother fell ill and could not work any longer. The risk taking from gambling and negotiation skills acquired from selling, were to prove as assets in his later business ventures (Mashaba, 2012:56).

Inspite of a poverty stricken childhood and teen years marked by poverty and crime, Herman finished his grade 12 and even managed to secure a place at the University of the North for a B. Admin degree. Unfortunately during his second year the University was shut down due to political unrest. Without education and a job, he found himself a job as a clerk at the Pretoria Spar but it only lasted for 7 months. His next

employment was the Motani Industries which was his longest and last paying job. He stayed with Motani Industries for 23 months. He managed to buy himself a car and 2 months later resigned and started his business career. He started selling different products, on commission basis, from the boot of his car for almost two years. The products ranged from insurance, fire detection systems, linen, crockery and dinnerware sets.

His break finally came in 1983, with the exposure to hair products he sold for a company in Johannesburg, on commission basis. It took him 19 months to decide on starting his own hair product manufacturing business - **Black like me**. Herman started his business with a R30 000 loan with other three partners and his wife in Ga - Rankuwa, Bophuthatswana. The business grew rapidly from inception. In 1990 the business expanded into a factory in Mabopane.

Today Herman Mashaba is one of the heavy weights of entrepreneurship in the country with investments in: mining, construction, exhibition, real estate, security and information technology. (Mashaba, 2012).

“Businessmen, like all men of action, must be prepared to act on incomplete evidence, on what seems to be a balance of probabilities. This is what distinguishes the man of action from the scientist”

(Harry Oppenheimer, 1967:4)

Other than his strong personality, innovation, determination and unflinching desire to succeed, being at the right place at the right time contributed hugely to Patrice Motsepe's success as an entrepreneur.



Duane Daws, 2011

Patrice Motsepe was born on the 28 January 1962 in Soweto to Augustine Motsepe, a trained teacher turned entrepreneur who sold liquor to mine workers.

Patrice helped in his father's business from the age of 6, starting work as early as 6am and working till 8pm. This is where he learned basic business skills, and got first hand exposure to mining.

He went on to earn a BA from Swaziland University and a LLB from Wits University. In 1994 he became the first black lawyer to be made partner at the law firm of Bowman Gilfillan. At the law firm he specialized in mining and business law.

He then moved to the mining industry, founded a contract mining operation called Future Mining which focused on worker remuneration that combines a low base salary with a profit - sharing bonus. In 1994 the country was going through political changes and this placed Patrice Motsepe at the right place at the right time.

The South African mining industry was going under restructuring. Major gold groups like AngloGold were getting rid of high cost marginal shafts to focus on the remaining low - cost, long life shafts.

In 1997 Patrice Motsepe formed African Rainbow Minerals (ARM) and acquired a number of these marginal shafts at Vaal Reefs in 1998. This was followed by the purchase of other marginal shafts owned by AngloGold in the Free State.

The core of his business ethic is the empowering of employees at all levels, by training them in basic business principles, skills and expertise to make appropriate decisions. His employees' meaningful participation in decisions relating to the company's operations is also of great importance.

Patrice Motsepe believes this management style improves productivity and employee understanding of the business' objectives.

ARM went on to become the fifth largest gold producer in South Africa with 13 gold mining shafts in the country. The company's employees add up to approximately 9000: Sandton offices, Orkney and Welkom mining operations. (Saen, 2002)



De Vellier street, Johannesburg CBD. Photograph by: S. Mvumbi (2012)

A city of many faces

Johannesburg can be considered a city in transition, changing its face with time and in the forefront of innovation. The city still attracts people from all over the world and consists of a varied taste of Architectural styles. Although Johannesburg is in Africa and African in many ways. It can be said that Johannesburg reflects the world, as there is a piece of every part of the world in it, architecturally so.

The energy that was put in the development of Johannesburg is still present to this day. That energy converted a series of mining camps along Main reef road into the metropolis we know today. The energy kept on transcending through the decades. Today, part of that energy has transformed into a vibrant entrepreneurial spirit on the city's pavements.

Johannesburg's architectural transformation and the pace at which the city grew, is proof enough that development and growth can be achieved through opportunity and risk alone. A series of corrugated iron mining camps grew into a Victorian town, which transformed into an Edwardian place of power. The Edwardian town soon changed into a place of decorated multi-storeys (Art Deco) then into a city of sky scrapers (Americanization) (Chipkin, 1993).

The city of Johannesburg is still in transition. The architectural styles of the world still stand but now the fac-

es occupying those spaces have changed. Today the inner city is buzzing with faces from all over the African continent. The Johannesburg of European taste has given way to African use and cultures. It can be said that the city is evolving once again. In spite of the different energies in the city, one spirit remains untouched, the spirit of opportunity. The varied energies and culture are in dialogue through an entrepreneurial language, it's almost the common thread unifying all the different faces, races and creeds.

Johannesburg took big risks and leaps. The city was and still is a city of extremes. Smalberger (2005:2) describes a gold digger as someone who does not relate to the land in an intimate way. He further explains that: the farmer depends on the land, he nurtures the land and the land becomes his source of survival. The digger on the other hand, benefits from the land's destruction. The latter proves to be true in the inner city of Johannesburg today.

All lot has changed about the city, except for the fact that the city (CBD) is still uses as a mining field, methaphorically a place of instant financial gain. To the majority of the city users, the inner city is merely a place of work, a "money-making machine".The space is occupied by survivalist enterpreneurs operating on the streets, with no sense of ownership of the space they operate in. Anything that's treated in such a manner eventually gives way to chaos and decay.



Building on corner End and Kerk streets, Johannesburg CBD. Photograph by: S. Mvumbi (2012)

Derelict buildings

After the strategic decentralization of the 1970's and 80's in avoidance of traffic congestion, pollution and rising land costs, the inner city started decaying. The city was expanding but not in a growing manner, but in a shifting manner. Companies were moving northwards, to Rosebank and to the "second city center" Sandton. This left many buildings abandoned and open to illegal occupation. The city gained a bad reputation and became a no-go area, more business left the inner city (Chipkin, 2008:190)

Today, the inner city is in danger of getting lost forever to slumlords and squatters. People are still flocking in from elsewhere in search of "gold", but the majority of these people come from poverty-stricken countries in the continent, looking for alternative means to survive instead of an opportunity to empower themselves. Unlike the opportunity-driven influx during the gold rush years (late 19th and early 20th century); today's influx is survival-driven. Although entrepreneurs such as AF-CHO and City property are taking advantage of these abandoned structures by converting the building to residential apartments; many of the buildings remain empty and some are illegally occupied without proper services (water and electricity).

Most of the immigrants in the inner city do operate as survivalist entrepreneurship and SMMEs. Survivalist entrepreneurs and SMMEs could

benefit from the rehabilitation of these historic buildings, as they cannot afford high office and retail rent in new malls and office parks, which mostly lie outside of the inner city.

Organizations such as the Johannesburg Property Company (JPC), South African Heritage resources agency (SAHRA) and Provincial Heritage Resource Authority: Gauteng (PHRAG) are an attempt by the government, to protect and restore Johannesburg's architectural heritage, through the National Heritage Resources Act (NHRA). These organizations are looking at re-use and rehabilitation which is more labour-intensive but helps with job creation and investment than new construction. *Heritage Policy Framework*(n.d., p9)

Historical, the CBD of Johannesburg consists of a variety of building types and architectural styles from diverse periods; sets of buildings in different precincts each set reflecting an era in the global architectural history. For example - The Edwardian style, along Fox street between Rissik and Sauer streets; the metropolis feel of The CNA Building, Shakespeare house and His majesty building along Commissioner street, between Rissik and Eloff streets . In this part of the city, a stronger sense of heritage is experienced in the precinct rather than in individual buildings.

Public space, trading and entrepreneurship

Public spaces are places of interaction, exchange and varied use. Designing public spaces is a challenge because the public is vast and therefore varied in needs. In fact, public spaces are one of the most spontaneous, unpredictable spaces in cities, in that spaces not intended for public use lend themselves to such use. Ken Worpole and Katharine Knox (2006) point out that the success of a particular public space depends not solely on the hands of the architect, town planner or urban designer but also on the people using and managing such a space. A successful public space is a space that allows for varied use. This is when the designer's intended use for such space becomes primary and the space lends itself to secondary and tertiary use, for example: a wide side walk that becomes a trading space, a street corner that becomes a casual meeting space, entrance steps that become a pause space. Mean and Tims (2005) refer to such spaces as 'micro - spaces' characterized by their casual daily, functional use. These spaces become social spaces that add value to urban areas.



Trading space on Kerk street, Johannesburg CBD.
Photograph by: S. Mvumbi (2012)



Traders on De Vellier street, Johannesburg CBD.
Photograph by: S. Mvumbi (2012)

In city centers, social spaces extend beyond parks. Anywhere people meet and interact becomes a social space: building entrances, shopping malls, a group of cafe's and transport nodes. The lines between Public and social spaces are blurred. Worpole K. and Knox K. (2006:11) describe successful social spaces as places of interest or focal points in cities such as: activemarket places, museums, parks etc. These spaces act as pause areas and public resevoirs in cities.

Mean and Tims (2005) found that accessibilty, a presence, attractive features, an active and engaged community of traders providing goods for sale , provision of cafes and comfort zones contribute to a successful social space.

In the inner city of Johannesburg, trading space is a public space and/ or a place of transaction. These market places consist of dense and slow pedestrian movement and car access is restricted (for example, De Velliers street between Rissik and Klein streets) . In other streets, the pavements serve as public space. Traders position themselves in the areas of high pedestrian traffic for greater exposure. These are points of entrance, exit and inter-change through the city's transport nodes. These transactions are brief and feed off the dense pedestrian traffic between transport nodes. In the inner city of Johannesburg, there is a very distinct link between public transport nodes and informal trading. Informal trading in the inner city of Johannesburg is the most domi-

nant type of survivalist entrepreneurship and is mostly found in and around transport nodes

Worpole and Knox (2006) found that, most cities' and towns' rhythm of public space use vary according to different age groups in relation to time of day: the elderly in the morning, adults at lunch time, teenagers in the late afternoons and young adults in the evenings.

Johannesburg's use of public space only varies in density; that is, in the mornings and late afternoons, during peak hours (times of arrival and departure); as the city is mostly occupied by the working class from the nearby townships. The city's public space is heavy with trading and the spirit of entrepreneurship, the basis on which it was built.



ENTREPRENEURSHIP

Economy

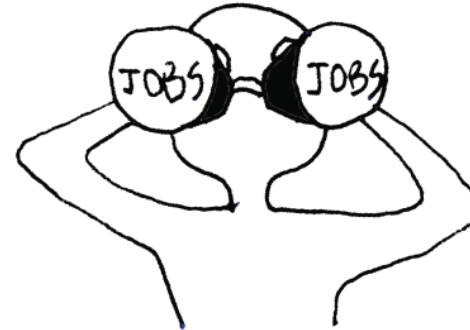
Economic growth is generally defined as: the raise in the purchasing power of money, an increase in a country's productive capacity of goods over time; an improvement in the people's quality of life of that economy (*economic growth definition - investopedia*, 2012: para 2).

Economic growth in the context of this thesis is the empowerment of the masses' and their contribution to the country's wealth and urban regeneration.

There is a strong link between entrepreneurship and economic growth; in that the core principles of entrepreneurship are: newness (innovation), specialization and competition. Innovation acts as a vehicle for invention; not necessarily doing things differently but in the most efficient way, both in time and functionality i.e. - the rapid development of the information technology sector. Areas of specialization are also on the increase for instance, project management in the built industry as a specialized discipline; as opposed to being regarded as part of the architect's job description. Competition on the other hand, improves the product and service quality. An increase in positive business rivalry is generally to the benefit of the customer, in that customer satisfaction gets better as competition increases.

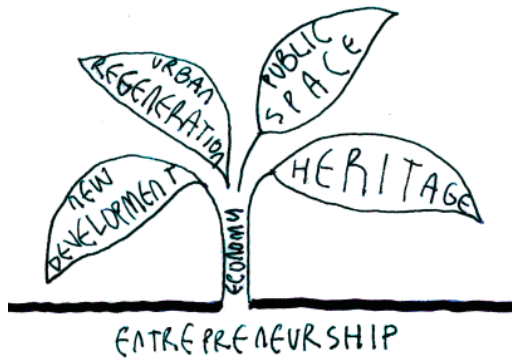
Thurik (2002) found that entrepreneurship is of great importance in

stimulating innovation and in enhancing business rivalry which in turn plays a significant role in stimulating economic growth.



Job creation

The link between, unemployment, entrepreneurship and economic growth also has to be taken into account. In South Africa like in many developing countries, survivalist entrepreneurial activity (informal traders) dominates opportunity - driven entrepreneurial activity (small and medium enterprise). Between 2004 and 2008, survivalist entrepreneurship increased to 79% of the total rate of entrepreneurship growth, while opportunity - driven entrepreneurship only accounted for 53% of the total in the same time period (*sasix - entreprise development*, 2012:4).



Informal trading in the cities of South Africa is mainly due to unemployment. This type of entrepreneurship has no regulations, career opportunities, training and skill-building. This kind of enterprise is the means to an end, as informal traders don't experience economic growth. Trading for them is just the means to put food on the table. Without proper formal structures in place and adequate support and mentorship from big business, the informal traders find themselves in a dead-end state. These individuals are forced into entrepreneurship by poverty and lack of skills and although they contribute a significant but hidden portion of GDP (between 30% and 70%), they're one of the main causes of urban decay (*sasix - enterprise development, 2012:1*). This is a by-product of pavement trading, where these survivalist entrepreneurs strive.

Urban regeneration and economic growth can be achieved by introducing the informal traders (micro enterprises operating in the informal economy) to the formal economy through training, mentorship (business hubs) and networking

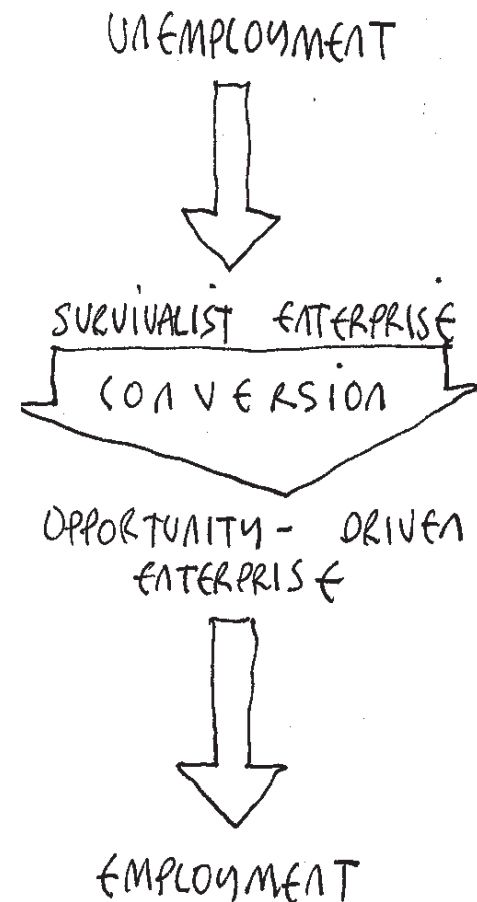
Firstly, the skills gap must be narrowed by introducing basic business skills such as planning, financial management, marketing and communication. The second phase is incubation, where aspiring entrepreneurs can have access to administrative facilities. This phase consists of mentorship and peer networking. The last phase would be business linkages, between small and big

businesses, where large companies acquire goods and services from small enterprises. There would also be collaborations between small enterprises to increase capacity to access markets by group leasing and collective purchasing. This will see a number of micro enterprises operating in the informal economy entering the formal economy. The growth of these newly established SMEs (small and medium enterprises) will automatically boost the economy and job creation (*small business development in South Africa, 2009:7*)

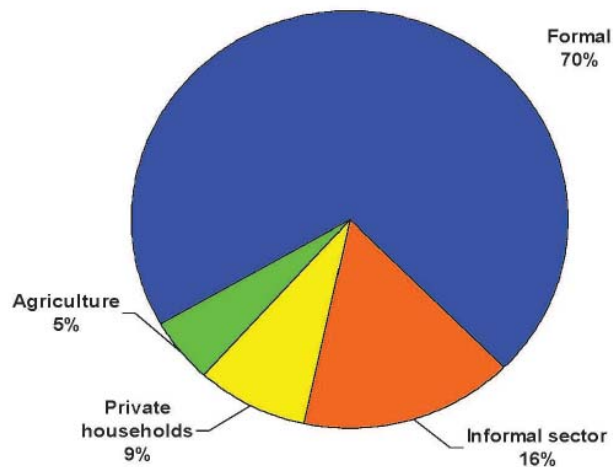
The main constraint, is the gap between necessity-driven (survivalist) and opportunity-driven entrepreneurs. The GEM (Global Entrepreneurship Monitor) report of 2008 clearly indicates that jobs created by opportunity-driven firms is 4.4 per business and necessity-driven firms is 1.6 per business (*small business development in South Africa, 2009:3*).

The National Planning Commission (2012), estimates that 90% of jobs will be created in small and expanding firms; small and medium-sized firms will grow substantially in output.

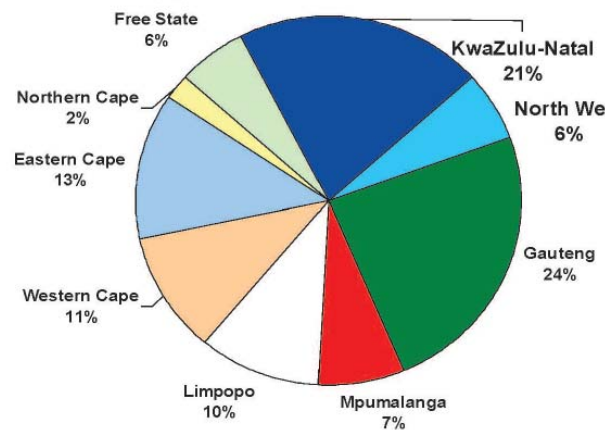
Entrepreneurship encourages a job creation culture instead of a job search culture. The former contributes to economic growth, while the latter only increases a sense of entitlement especially when the majority of the unemployed are skilled and educated. The skills shortage and poor level of education in the country only further exasperates the situation.



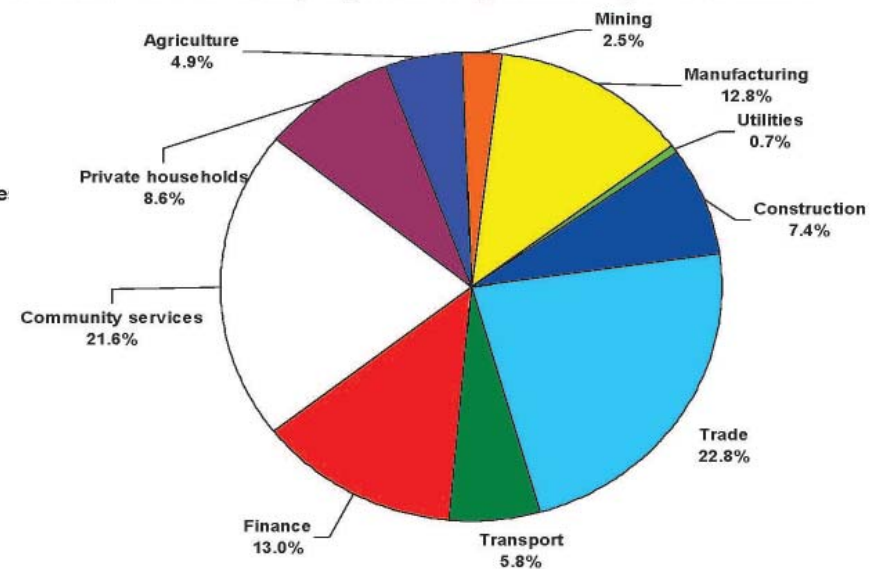
S.A EMPLOYMENT



EMPLOYMENT BY INDUSTRY S.A LABOUR FORCE BY PROVINCE



S.A EMPLOYMENT BY INDUSTRY



There is a direct link between unemployment, employment and entrepreneurship, in that unemployment increases (survivalist) enterprise and (opportunity-driven) entrepreneurship creates employment. It is therefore essential to look at the current unemployment rate and industries, as this will underline the need for enterprise development and the need to convert survivalist enterprise into opportunity-driven enterprise.

The Official unemployment rate in South Africa is above 25% at 25.2%. The number fell by 75 000 in the first quarter of 2012 and this occurred mostly in the Formal sector (-107 000) (Labour Force Survey, 2012)

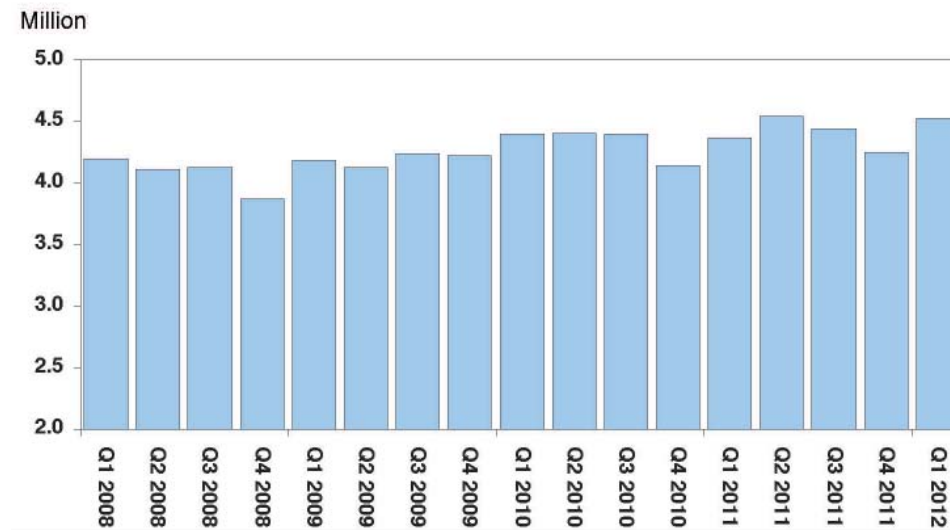
Though small relative to employment in the formal sector (70%), **employment** in the informal sector, sitting at 16% is still above that in Private household (9%) and agriculture (5%). (Labour Force Survey, 2012)

With the addition of 304 000 jobs in 2011, the country is still well below the key target of 500 000. However, compared to more than a million jobs lost in 2009, this is an improvement.

Since the low point in 2010 South Africa has gained a total of 447 000 jobs and 24% of these fall in the Gauteng province; which put Gauteng ahead in the **labour force** (Labour Force Survey, 2012)

Trade is leading by 22.8% in the employment **industry** of South Africa. Most of this is informal and survival-driven in urban public spaces (Labour Force Survey, 2012)

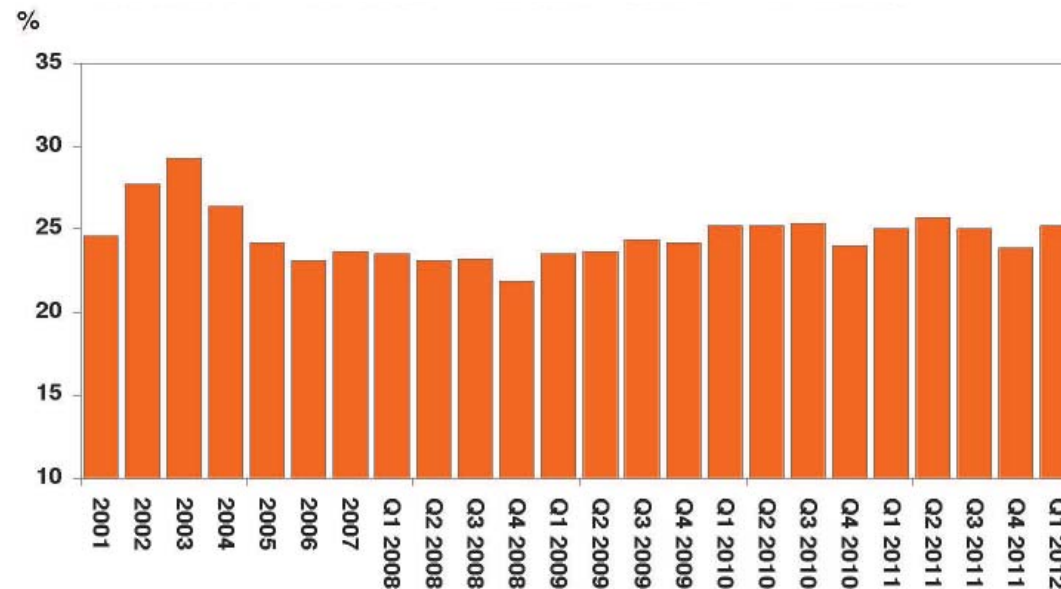
In Johannesburg informal trading hinders on the social value of public space: the absence of good physical access of public space, attractive features, restaurants and cafe linked to green comfort zones



SA NUMBER OF UNEMPLOYED PEOPLE

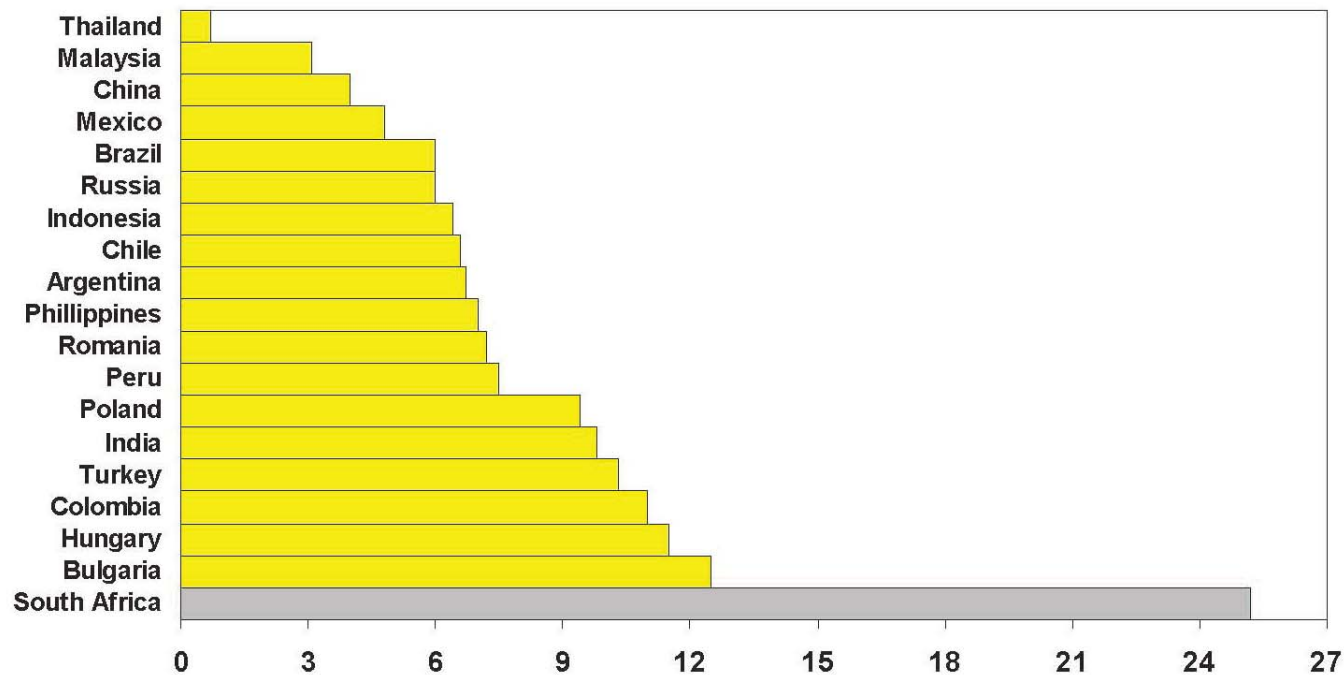
Dividing the year into quarters and looking at S.A's unemployment rate, one can clearly see the gradual increase in the number of the unemployed from late 2008 to early 2012. There had been a decrease of the unemployed between early 2008 and the last quarter of the same year. During this time, the economy was growing (Labour Force Survey, 2012).

Unemployment. This was at it's highest in 2003 (almost 30%) and it fell rapidly to about 23% between 2003 and 2006. It stayed fairly leveled at 23% till about 2009. Since then it had been bouncing between 25% and 23% (Labour Force Survey, 2012).



SA UNEMPLOYMENT RATE (REVISED DATA)

%

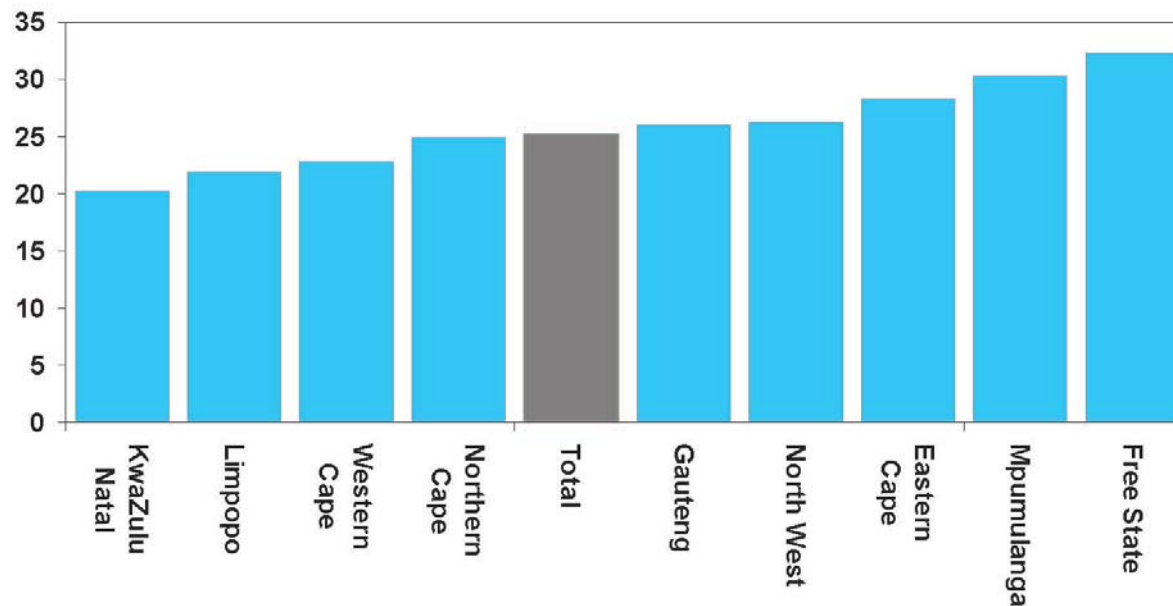


Comparing South Africa with other developing countries, South Africa's unemployment rate far exceeds that of other developing countries.

Thailand is sitting at about 1% (the lowest). Bulgaria at about 12.5% (the highest of most). Indonesia, Chile, Argentina, Philippines, Romania and Peru unemployment rate is roughly at 8%. Poland, India, Turkey, Colombia and Hungary are between 9 and 12%. South Africa is at an uncomfortable 25% unemployment rate of people between the ages of 15 and 64 (Labour Force Survey, 2012)

This calls for a big intervention, more radical and faster approaches. That is the "second transition" President Jacob zuma was talking about at the Gallagher estate in Midrand 26 June 2012 when addressing the ANC policy conference. This was in reference to a more radical economic transition that will be the focus in the next 50 years, instead of the usual political reforms. (S Msomi, 27 June 2012: 15)

%



Entrepreneurship v/s Professional occupation



v/s



Generally, one is academically trained for a profession. Careers fall within predetermined structures. Their methods have been in existence for generations, tested and stood the test of time. Unlike entrepreneurship, professions are often reluctant to lend themselves to innovation, change and creativity. In many cases professions are the means to making a living and providing a sense of financial security, leaving very little room for interpretation and expression.

Professional occupations also lead to classism and enforce an unnecessary social hierarchy. They are associated with knowledge acquired from "higher" institutions of learning - colleges and universities, which are far more socially recognized than knowledge that is acquired through experience. Qualification exhibited through the possession of a degree or diploma and with it, a higher social standard. This is generally what most young South Africans aspire to become (qualified), acquiring knowledge at a tertiary academic institution to better their chances of employment. After academic training, their energies are geared more towards job search than job creation.

An entrepreneur is basically one who seizes opportunity of economic growth through improvement, innovation and invention. He finds cre-

ative, fun and expressive ways of self enrichment and social impact. Wennekers and Thurik (1999) define entrepreneurship as:

"The manifest ability and willingness of individuals, on their own, in teams, within and outside existing organizations to perceive and create new economic opportunities and to introduce new ideas in the market, in the face of uncertainty" Carree and Thurik (2002:4)

The fundamental difference between entrepreneurship and professional occupation, is that entrepreneurship is open to all literate individuals. Professional occupations are often not. Professional occupations require a "qualification" from higher institutions of learning, and not everyone has the privilege of studying at tertiary institutions.

Occupations require some sort of documented proof (in the form of a degree or diploma) to attest to one's knowledge and experience, while entrepreneurship requires knowledge, which can be acquired through experience and innovation. Carree and Thurik (2002) found that entrepreneurs recruit employees through a work-intensive process instead of an education-extensive process employed by professionals.

It requires more to be an entrepreneur than a professional, since it takes knowledge, experience and creativity to become an entrepreneur. It also takes long hours of hard work, dedication and determination to get started, but the rewards are much greater; rewards that are

often accompanied by big risks. In spite of all the obstacles, entrepreneurship offers much more flexibility and freedom of expression than careers. Carree and Thurik (2002) found that entrepreneurial spirit often comes from small firms, and a small firm in many ways is an extension of the individual in charge.

People take different paths for different reasons. Some who pursue careers, do so, because of the readily available opportunities to study. Others believe in the financial security that they promise; while others believe in their impact on society as a service. Entrepreneurship on the other hand, is more appealing to freethinkers and hands-on individuals. Others become entrepreneurs driven by ambition for growth and the will of being in control of ones' income. This is contrary to careers, where income is based on accomplishments instead of seniority.

Small business V/S Corporate business

Although large business have financial resources, offer full product lines, invest in marketing and can manufacture products in large quantities, they don't have the flexibility and innovation of smaller enterprises.

There is far more creative freedom in small business, compared to corporate business, in that small business reflects more innovation and introduction of new and improved products. The risks are relative to the size of the firm. For instance, the smaller the firm, the less the risk, in that Small enterprises are more adaptable to change and more flexible compared to bigger firms. Smaller firms are not tied down by rigid policies or prolonged decision-making (decisions are made in a matter of days and not years, compared to bigger firms).

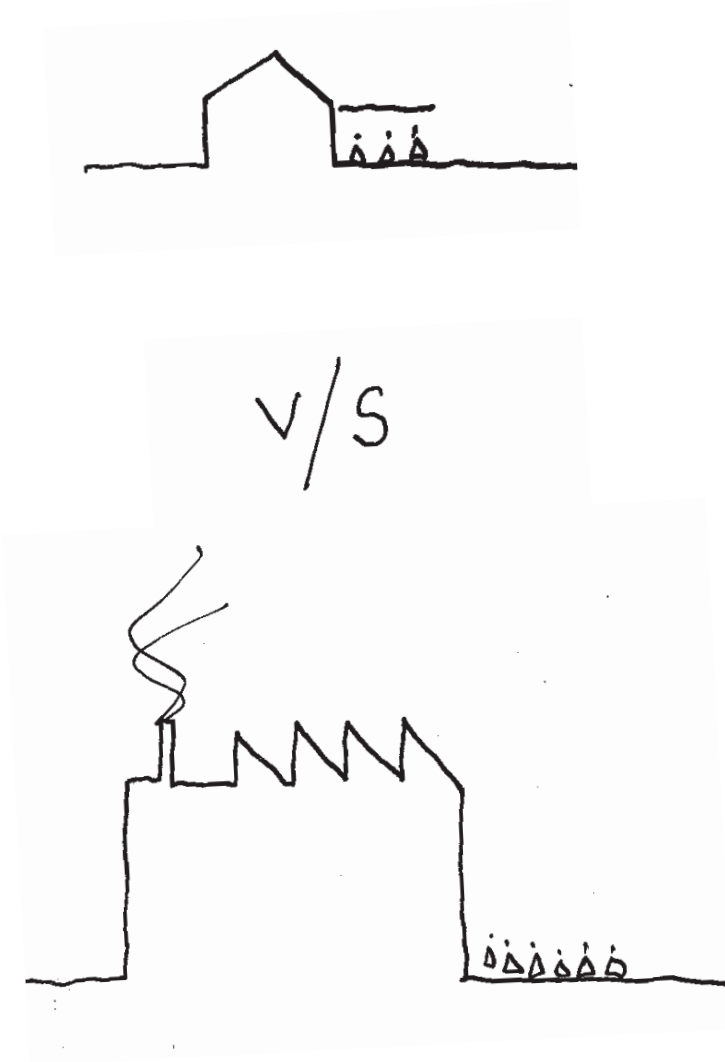
Small enterprises also have the ability to modify their product to suit unique customer needs, because small enterprise managers know their customers. This also offers the customers an opportunity to be part of the product development (*Principles of entrepreneurship*, nd, p.16).

Small firms also contribute hugely towards job creation. Small enterprise increase competition by challenging big businesses with their innovation and areas of specialization. Kallal and Shleifer (1992) looked at three determinants of economic growth: specialization, diversity and

competition and found that competition encourages employment growth in industries.

There is a need for government to shift its focus to small enterprises, as they offer more diversity and newness compared to corporate business. This should include the introduction of informal business (survivalist entrepreneurship) to formal small enterprise through business incubation. This will bring down the divide between micro enterprises in the informal economy and enterprises in the formal economy.

Public policy revision can also help in lowering barriers to formal economy entry, by reducing regulatory red tape and encouraging an entrepreneurial environment for business development (National Planning Commission, 2012:116)



CONCLUSION

Opportunity and self enrichment dates back to the origins of the city of Johannesburg. Enterprise, both survivalist and opportunity-driven is not new in the inner city of Johannesburg.

The origins of the main reef road and that of the city are intertwined; in that the history of the city is the history of the Main reef road. This qualifies the street as a heritage germ and arguably considered as the most important street in the inner city (commissioner street).

Due to its energy (a place of opportunity and influx) and neutrality (grid layout), the city of Johannesburg is exposed to abuse and exploitation and the city's architectural heritage is in danger of being lost forever.

In the inner city, aspiring entrepreneurs are still flocking in from all over the world. There's no vacant building space but there's a lot of vacant derelict buildings. The re-use of these buildings presents three opportunities: the preservation of architectural heritage, affordable office and retail space and the rescue of the inner city from urban decay.

There are parallels between social and public space and the line between the two is blurred and often there are overlaps - public space becoming social space. This does not take away from the fact that, cities do need designated social spaces. Social space should accommodate public and retail space instead of

the other way around (public space accommodating social space). The latter is the case in the Johannesburg's inner city.

With the rate of unemployment at 25%, entrepreneurship is the only way out for most. This already exist but as a survivalist enterprise (not opportunity and growth-driven-enterprise). To have an impact in the country's economy, there needs to be an introduction of the existing entrepreneurs in the informal sector into the formal economy (SMEs), through skills training, mentorship and networking.

In many ways entrepreneurship feeds the economy through its innovation (newness), competition and job creation. In turn the economic growth gives birth to: new developments, urban regeneration, heritage preservation and an increase in the social value of public space.

Innovation exists more in Small and medium enterprises (SMEs) than in big business. Their flexibility and innovation increases competition, which introduces new markets. This is crucial in the growth of the economy.

The moving of business in the informal economy into formal economy and the development of SMEs is key to entrepreneurial development and economic growth.

PRECEDENT STUDY

This section of my thesis is in two folds: **enterprise development** and the **conservation of architectural heritage**.

The investigation of enterprise development, will help in understanding the development phases necessary for enterprise development of small and medium enterprises. The study also serves to inform the programme necessary to introduce survivalist entrepreneurs to the formal market and economy.

Part of my thesis is the use of architectural preservation to remedy the urban decay in the inner city of Johannesburg. I will look at examples displaying the delicate balance between architectural intervention and conservation; and how this balance can revitalize the building and its immediate context.

ENTREPRENEURAL DEVELOPMENT

I have looked at two institutions part-taking in the development of entrepreneurship.

I have selected the **Branson center of entrepreneurship** and **The business Hub** because of their accessibility to both high-end and entrance level entrepreneurs. High-end entrepreneurs, looking to expand and grow and entrance-level entrepreneurs who are in the business of survival.

The institutions are for working entrepreneurs and their programmes are designed in a manner that allow learning and business operations to occur simultaneously and harmoniously

THE BRANSON CENTER OF ENTREPRENEURSHIP



Outside the Branson Centre of entrepreneurship, Braamfontein, Johannesburg.
Photo by: Jaenette Verster 2012



Mentorship meetings at the Branson center of entrepreneurship. Photo by: Jaenette 2012

The centre was founded by Sir Richard Branson in 2006. It is funded by Virgin Unite and the training of entrepreneurs is free. The center was originally located Johannesburg's CBD in the fashion district but in 2011 it moved to Braamfontein. The reason behind the move was the need for bigger premises and easy access (vehicular access).

The center focuses on equipping aspiring entrepreneurs with the nec-

cessary **skills** to grow their business, gain access to **resources** and ensures that the entrepreneurs' **businesses comply** with the formal structures in place

The skills training course is in two folds: The foundation course and advanced course. **The foundation course** consists of basic business skills such as: target market, systems and planning. The course runs for 6 weeks, 1 day a week and each class consists of 25 students. As part of the course the entrepreneur is taught how to prepare a business plan and is linked to resources such as a financial institution necessary for start-up capital application. As part of the foundation course, the entrepreneur is introduced to Business compliance: Company registration, BEE certificate and registration with: SARS, the Department of labour for UIF and VAT

In **the advanced course** the focus is more on the entrepreneur's business growth and expansion where a mentor is allocated to work with the entrepreneur. The course consists of lectures and talks from experts on a variety of subjects including: innovation, finance, communication, operations and leadership.

The selection criteria is that, the candidate must have an already running business with a clear social impact goal. The candidate must also be a motivated, pro-active individual (Rankin, J. 2012)

THE HUB



“The Hub” on corner Polly and President street, CBD Johannesburg. Source: Johannesburg.*the-hub.net*, 2012

The business Hub, “the Hub” as it’s known locally, is situated in the CBD on corner Polly and President street (far east of the CBD). It has been running since 2010 in the inner city but now looking to move to Braamfontein, for the same reason as the Branson centre (accessibility). The Hub uses the power of **collaboration** to empower aspiring entrepreneurs. It consists of over 30 Hubs around the globe and all the members are connected by a virtual platform. This allows entrepreneurs to access both local and international business communities.

The core purpose and strength of “The Hub” is to provide inspiring space and meaningful events (workshops, innovation labs and business clinics) and **global reach** to vibrant business communities.

In an interview, Craig and Gabby (the Hub directors) explained that, the Hub basically provides **affordable co-working space** for the upcoming idea driven entrepreneurs, networking with like minded people and **peer-mentorship**. Business “clinics” are cases where experts, thought/business leaders or professors are brought in to give one on one advice on a variety of **technical skills** (leadership, innovation, planning etc) depending on the technical skill needed by a member.

Meeting space and boardrooms are rented out on a short term basis (2 to 3 days a month). If one looks into using the hub for longer periods,



Collaboration in action. Source: Johannesburg.*the-hub.net*, 2012

then becoming a member is a better and cheaper option.

To become a member one must have a business idea that they want to start up or a running business. On becoming a member of the Hub, they then become part of the global business community. A member gets a profile on the hub net, that is part of the international membership platform. This enables global links and peer mentorship beyond the country’s borders.

Business hubs are an excellent means to convert survivalist entrepreneurs to idea/opportunity-driven entrepreneurs. These hubs are designed to run concurrently and, in harmony with an entrepreneur’s business without the distraction of formal training.

FINDINGS

Although survivalist entrepreneurship is an alternative for the poverty stricken majority; a transition into the formal economy and opportunity/idea driven enterprise is necessary. This will ensure sustainable business with a positive socio-economic impact.

To convert survivalist to idea-driven enterprise; firstly, business compliance (registration, SARS, UIF and VAT) should take priority over training. Although very important, skills training should not be introduced in isolation. Skills training should run concurrently with access to financial resources (business plan) and space to operate a business.

Once training has been completed, focus should shift to market access and mentorship. Collaboration and business links establishment are key to market access. Co-working space, expert and peer-mentorship allows learning from each other. This also assists entrepreneurs to take their business to the next level.

The early collaboration of aspiring entrepreneurs helps create a platform where service provision can be shared by SMEs in the early stages of entrepreneurship

ARCHITECTURAL HERITAGE CONSERVATION

In understanding the preservation of architectural heritage, I will investigate the following buildings: **Reina Sofia Museum** in Madrid and The **Higgins Hall** at **Pratt Institute**, Brooklyn

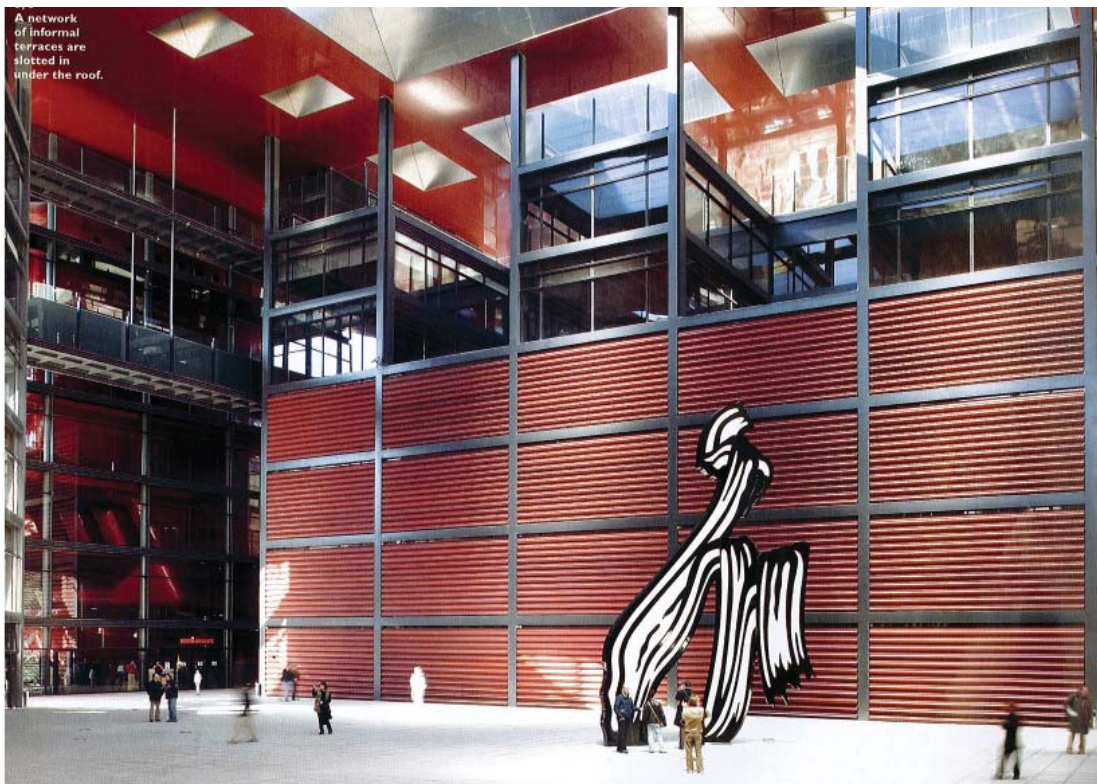
The remedying of urban decay through preservation of architectural heritage, is a major component of my thesis. Jean Nouvel creates a public reservoir through the extension of the historic **Reina Sofia Museum**, Madrid. This is one of my design aims, a building that can draw-in and hold human activity.

A major concern in my design is to create a street landmark without compromising architectural heritage of the existing. Steven Holl handles the delicate balance between architectural intervention and conservation (sensitivity to the historic buildings) in the **Higgins Hall** at **Pratt Institute**, Brooklyn .

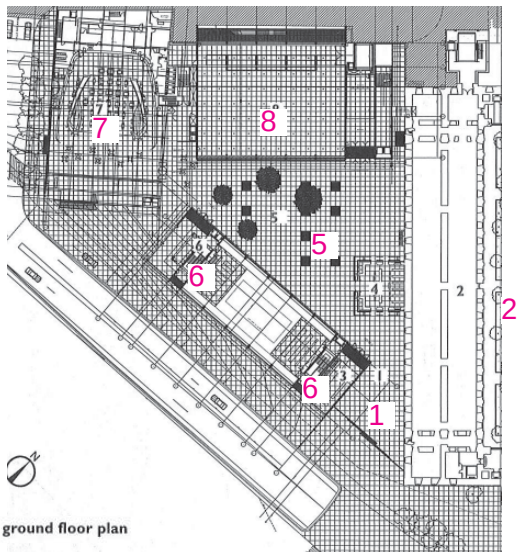
REINA SOFIA MUSEUM. MADRID, SPAIN



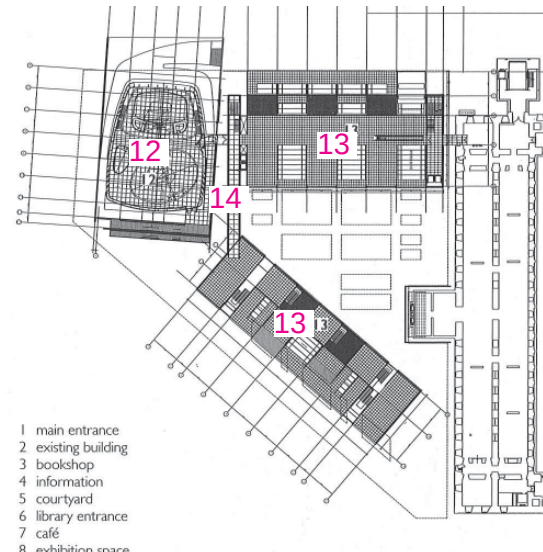
Street facade of the Reina Sofia Museum. Photo: by Duccio Malagamba 2006



The focal courtyard



ground floor plan



top floor plan

- 1 main entrance
- 2 existing building
- 3 bookshop
- 4 information
- 5 courtyard
- 6 library entrance
- 7 café
- 8 exhibition space
- 9 foyer space
- 10 offices
- 11 main auditorium
- 12 entertaining suite
- 13 terraces
- 14 bridge link

The original Neo classic hospital fell into disuse in 1965 and in 1977 the building was declared a historic monument. In 1986 the building was reborn as the Centro deArte Reina Sofia (now the Reina Sofia Art museum)

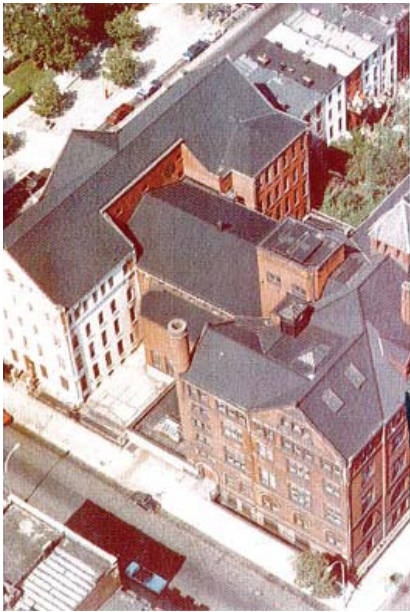
Jean Nouvel's vigorous and bold architectural intervention with heritage, informs my design approach in creating a public reservoir through adding the new to the old.

By edging a busy street and facing the building inwards, he creates a holding courtyard and an outdoor entrance hall. The courtyard acts as a public hold and feeder to the ground floor library, restaurant, bookshop and exhibition space .

To connect old and new, he uses to the roof as a datum, barely touching the existing neo-classical building and hovering above the three new buildings. The funnel-like openings admit light into the courtyard. Upper floors are pulled out to create informal terraces which help ventilate the courtyard and introduce smaller intimate spaces to contrast the dominant courtyard

Although not very clear from the street facade, there is a distinction between the new and the old through materials.

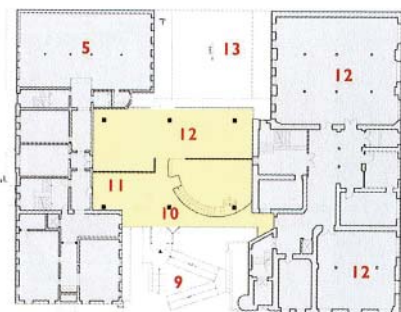
By creating a public reservoir Jean Nouvel rescues the existing Neo-classical building from the disuse it once went through in 1965 (*Architectural review* February 2006:46-51)



The Higgins hall before the fire

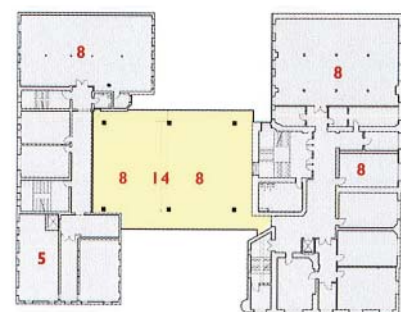


Higgins hall entrance court, showing Holl's translucent insertion

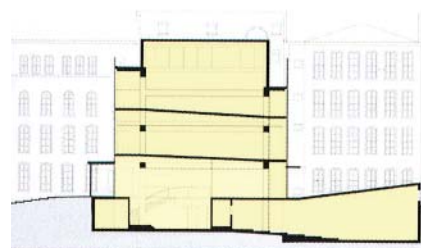


ground floor plan (scale approx 1:1000)

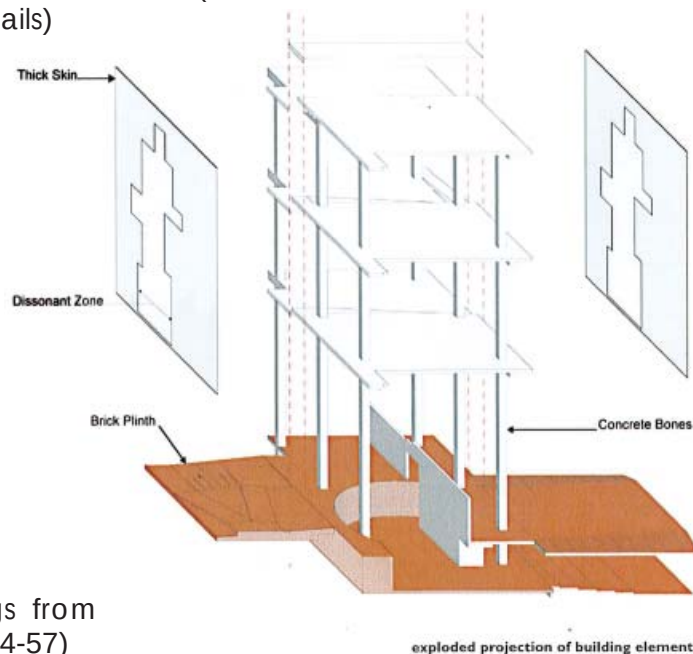
- 1 lower lobby
2 classroom
3 lecture hall
4 multimedia
5 offices
6 copy room
7 storage
8 studio
9 entrance court
10 lobby
11 reception
12 gallery
13 sculpture terrace
14 ramp



first floor



First floor showing the robust interior (four corner concrete columns and rusted steel handrails)



exploded projection of building elements

In 1996 the middle section of the Higgins Halls of the Pratt Institute in Brooklyn, New York was destroyed by fire, leaving the two wings isolated and the site scarred. Steven Holl preserves the historic building (Higgins Hall) by “healing” and restoring the site through insertion. This is one of the design challenges in my thesis, the healing of an urban scar in the heart of the city of Johannesburg.

The neutrality of the new translucent piece between the two masonry building, reflects his insertion’s sensitivity to the existing historic buildings. At the same time the new insertion gives the building a new identity and qualifies the Higgins Hall as a landmark.

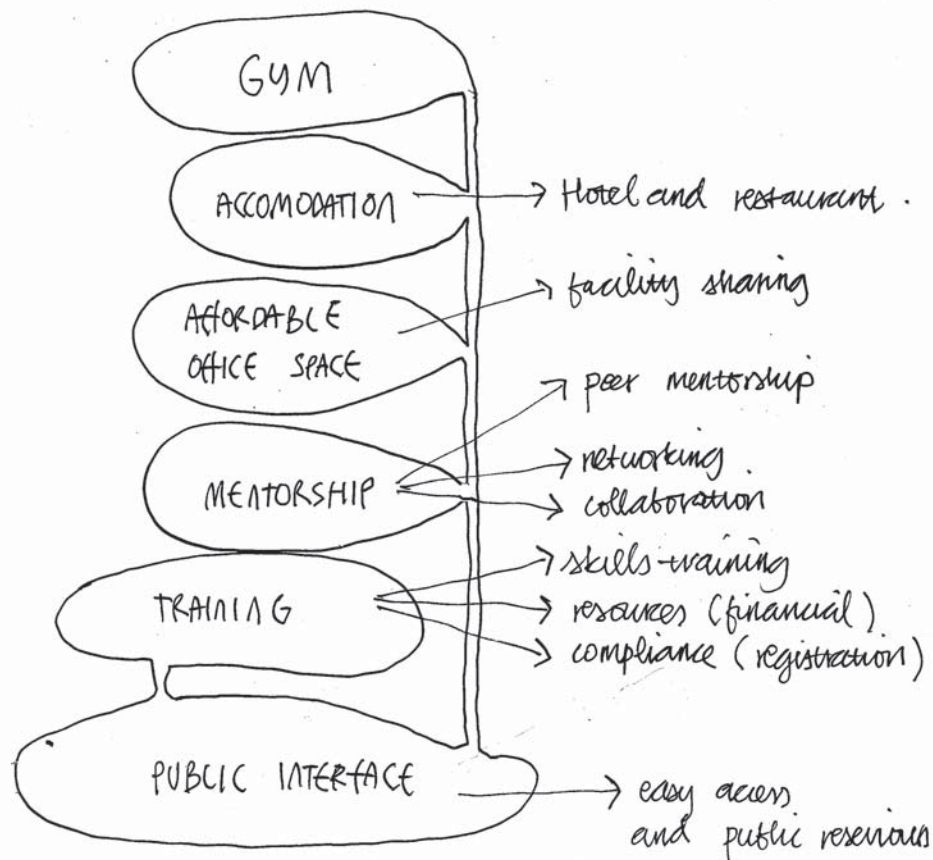
Steven Holl offsets the new insertion to optimize the building’s public and social space. The offset also creates a entrance threshold - an area of transition between inside and outside. This also helps to draw-in students and acts as a public re-sevior; ensuring the building is active around the clock. The new insertion’s structural frame is independent of the existing load bearing masonry walls, this ensures that the impact of the new on the old is kept to the minimum.

Again, there is a clear distinction between new and old. Although the new matches the old through its material vocabulary (rusted steel handrails and four corner columns); the insertion seeks attention to its self and revitalizes the whole (*Architectural Review*, February 2006:54-57).

All images & drawings from
(AR February 2006:pg54-57)

PROGRAMME

PROGRAMME PRIORITIES



The centre will accommodate the 3 phases of entrepreneurial development: training, mentorship and practice. The phases will be arranged in a hierarchical manner. Using a multi-storey building would best articulate the hierarchy. The ground floor will work as the public interface, that draws and holds activity. The idea is to have two circulation spines: one serving the training component of the building and the other serving the business/office

PUBLIC INTERFACE

Active **retail** edges with easy access from the street sidewalk

Easy access to **Info center, exhibition/entrance hall. Admin office** for registration and information.

TRAINING CENTER

A space that is flexible to accommodate training and students' collaboration. A direct link between **lecture halls, media center and lecturers' offices**. Sufficient **over spill space** in front of lecture halls

TRAINING CENTER ADMIN

This floor should feel integrated with the students' area. **Admin Offices** for the skills training admin. Open plan space with a **kitchen, lounge and library**. **Visual link** to the skills training below.

THE BUSINESS CLUB - mentorship

Peer mentorship is of prime importance on this floor. The space should allow for collaboration. **Boardrooms** for group sessions (collaborations). **Meeting cubicles** for one-on-one mentorship. Open plan: **co-working Wi-Fi area, reception, seminar space, lounge/library and a kitchen. Terrace space**

OFFICE SPACE

The space should allow for shared office facilities and accommodate a minimum of two companies per floor. **Shared boardroom** for meetings, **Offices** for directors. Open plan: **working space, shared kitchen/cafe, shared reception** and a **printing point**

HOTEL RECEPTION

Hotel users need not leave the building for refreshment and food. **Apartment, admin office, restaurant/roof terrace and dining area**. Open plan: **Reception, bar area**

HOTEL

Circulation, natural light and pause areas should take priority. The floors must also be integrated. **Apartments and terrace space**

GYM

The space should spill-over onto the roof terrace. **Workout space, Reception, admin office, staff room and change rooms**

ALL FLOORS

Various **supporting facilities** in the main spaces: Ablution and storage

SCHEDULE OF AREAS

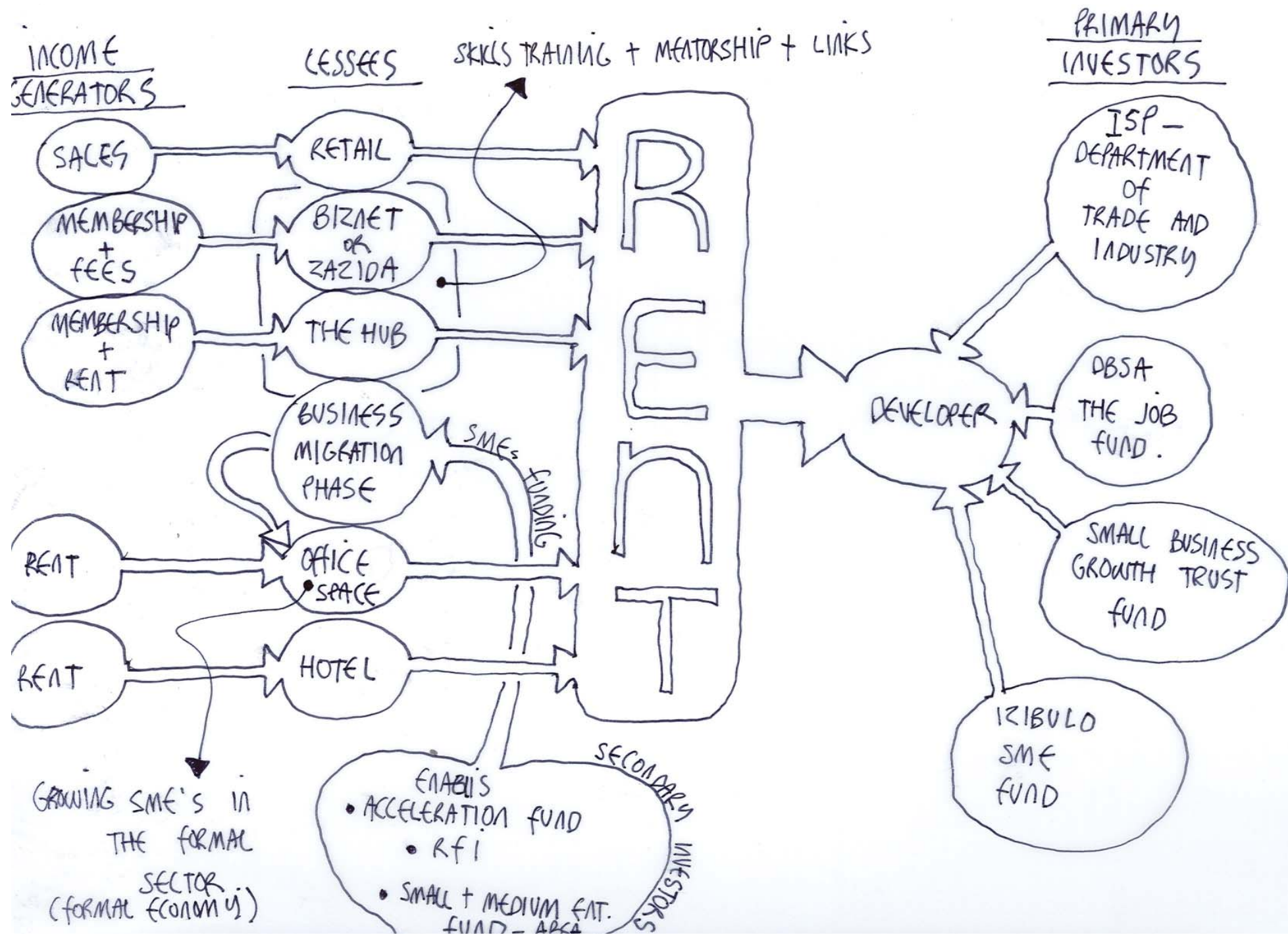
GROUND FLOOR (RETAIL, INFO CENTER AND REGISTRATION)		825	NATURE OF SPACE The ground floor should act as an attraction and hold (public interface). The retail on the ground floor keep the edges active and capitalizes on high rent per sqm rental space.
SPACE	AREA (sqm)	QUANTITY	
Info center, registration and entrance foyer	380	1	
Coffee shop	74	1	
Salon	63	1	
Restaurant 1	113	1	
Restaurant 2	107	1	
Restaurant 3	48	1	
Ablution	40	1	
FIRST FLOOR (TRAINING CENTER)		1035	NATURE SPACE The space should allow for easy access to lecturers by trainees. Direct link between media center, lecture halls and trainees' peer mentorship.
SPACE	AREA (sqm)	QUANTITY	
Lecture hall 1 (32 pupils)	90	1	
Lecture hall 2 (40 pupils)	107	1	
Lecture hall 3 (30 pupils)	76	1	
Trainer's office	14	1	
Open plan space (Reception and Media center)	708	1	
Ablutions	40	1	
SECOND FLOOR (TRAINING CENTER ADMIN)		751	NATURE OF SPACE Allows for the running of the training center without compromising visual link and easy access
SPACE	AREA (sqm)	QUANTITY	
Staff office	15	8	
Boardroom	40	1	
Open plan space (Prints, Kitchen, Lounge and reception)	575	1	
Storeroom	51	1	
Ablutions	40	1	

THIRD FLOOR (BUSINESS CLUB)		879	NATURE OF SPACE Allow for one on one mentorship sessions, business clinics, working wi-fi area, business presentations, functions and shared office equipment.
SPACE	AREA (sqm)	QUANTITY	
Boardroom 1	47	1	
Boardroom 2	42	1	
Boardroom 3	38	1	
Cubicle	10	5	
Open plan space (Lounge, Kitchen, Wifi area and reception)	662	1	
Ablutions	40	1	
4th - 6th FLOOR (OFFICE SPACE)		4398	NATURE OF SPACE Visual link with the business club (aspiration). Shared facilities to push down cost: reception, kitchen and printing
SPACE	AREA (sqm)	QUANTITY	
Open plan space(reception, open plan office, printing area, Café/kitchen, lounge)	1160	3	
Archive	18	3	
Ablutions	40	3	
Office 1	18	9	
Office 2	21	6	
Boardroom 1	38	12	
7TH FLOOR (HOTEL)		862	NATURE OF SPACE The space should allow for reception, hospitality and access to the outside space from shared open plan and corridor (roof terrace and balconies)
SPACE	AREA (sqm)	QUANTITY	
Open plan floor (Bar, reception, Dinning area, corridor space)	385	1	
Restaurant	95	1	
roof terrace	311	1	
Ablutions	28	1	
Admin office	18	1	
Apartment	25	8	
8TH & 9TH FLOOR		879	NATURE OF SPACE Allow for visual links to the reception floor and access to outside space from shared central space (balconies)
SPACE	AREA (sqm)	QUANTITY	
Circulation space	329	1	
Apartment	25	22	

SPACE	AREA (sqm)	QUANTITY
Workout area	286	1
change room / Ablutions	93	1
Office	10	1
store	28	1

SPACE	AREA (sqm)	NO OF BAYS
Parking	5811	145

FEASIBILITY



The following is a broad feasibility proposal, outlining potential lessees and investors.

The Figure on the left is a schematic representation of how the building would fund itself and who the users would be.

The risk would start with the developer. On the estimated returns of the project, the developer would pitch the scheme to investors such as DTI (Department of Trade & Industry), DBSA (Development Bank of Southern Africa) and Small Business Growth Trust Fund for a loan. Then the developer would go out to tender for a contractor, for the construction of the building.

The 5 components of the building would be: Retail, skills training and mentorship, Office space, Hotel and the Gym. These would generate income through: sales, rent, membership and fees. All the accumulated funds will translate into rent for the developer.

Potential lessees would be organisations such as: Zazida institute of entrepreneurs, Biznet and SEDA (for skills training, resources and compliance), The Business hub, (for mentorship, networking and collaboration), SMEs using office space. The lease period will vary per lessee. The retail would be leased out on a short-term basis because businesses grow over time and require bigger operating space. The other 4 components (skills training and mentor-

ship, office space, Hotel and Gym) would have long-term leases as they are more focused on long-term growth.

BIZNET

This is business community operating on a multi-media platform using newsletters, monthly seminars and web portals for the optimum interaction and networking of its members.

Biznet's main focus is to assist small businesses to gear for growth through learning and interaction. It is supported by the following organisation:

- Thse Chamber of Commerce and Industry South Africa (CHAMSA) ; (SEDA)
- The Small Enterprise Development Agency (SEDA)
- The Umsobomvu Youth Development Fund

ZAZIDA institute of entrepreneurs

Solely dedicated to developing high impact entrepreneurs through technical skills training, it is the only accredited higher education institution specializing in entrepreneurship in Africa.

The programme runs over 10 months and it blends the theory and practice required to help early stage start-up entrepreneurs. Classes are in the evening, three times a week.

Enablis Acceleration Fund

The fund's purpose is to improve SMEs access to early-stage funding and to support job creation initiatives.

Lending criteria:

- Start-ups of black-owned businesses and women entrepreneurs
- SMEs in need of working capital

Khula Credit Indemnity Scheme

The scheme focuses on providing access to funds for those start-ups with insufficient security required by commercial banks

Lending criteria:

- Owner-managed business, running the business on a full-time basis and involved in the day-to-day operations
- Economically viable business
- Entrepreneur must have entrepreneurship skills, knowledge and experience

Non-Bank Retail Fincial Intermediaries (RFI)

These are independent organisations working on collaboration with Khula.

RFIs use their own lending criteria but must contribute towards Khula's developmental objectives such as, focusing on SMEs operating in niche markets

Incubation Support Programme (ISP)

Initiated by The Department of

Trade and Industry (dti), the programme encourages the partnership of the private sector and government in supporting the conversion of SMMs into the main stream economy through skills transfer and enterprise development.

Eligibility criteria:

- The applicant must be from a registered legal entity in South Africa
- Support enterprise development or the growth of existing ones.

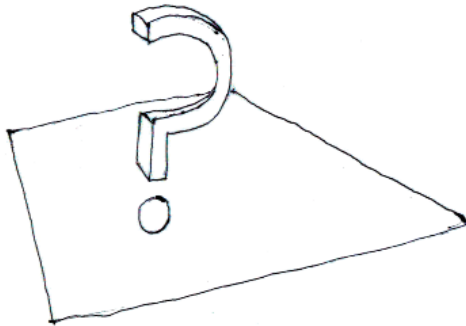
The Job Fund

Administered by the Development Bank of South Africa (DBSA), the Job Fund was launched in June 2011 by the minister of Finance, Pravin Gordhan. It supports initiatives enhancing the economy's ability to create and sustain new jobs. One of its funding windows is enterprise development window.

Eligibility criteria:

- Well established entity with a minimum of two years of operating experience
- Must be for-profit enterprise
- The initiative must have a direct link to potential job creation
- Applicant must commit to providing a 50% matching funding.

SITE SELECTION



Successful entrepreneurial development has a number of factors, of which most are supporting systems. Location is of prime importance

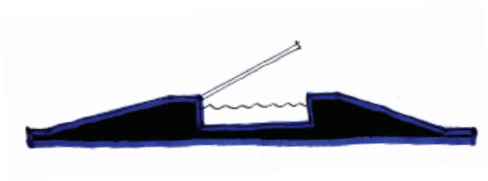
Four factors were considered: Safety, investment opportunities, accessibility.

SAFETY: Aspiring entrepreneurs and established business people must feel safe to use the building till after normal business trading hours.

INVESTMENT: The building must be in close vicinity to corporate business, for the aspiring entrepreneurs to gain exposure and mentorship. Also for potential users of the space (rentable office space) and investors.

ACCESSIBILITY: The building must be accessible to both public transport users and car users. Close vicinity to public transport nodes and public parking also became a determining factor.

HERITAGE: There's many derelict heritage buildings in the city. The re-use of such building can help preserve the city's architectural heritage and provide affordable office space for aspiring entrepreneurs



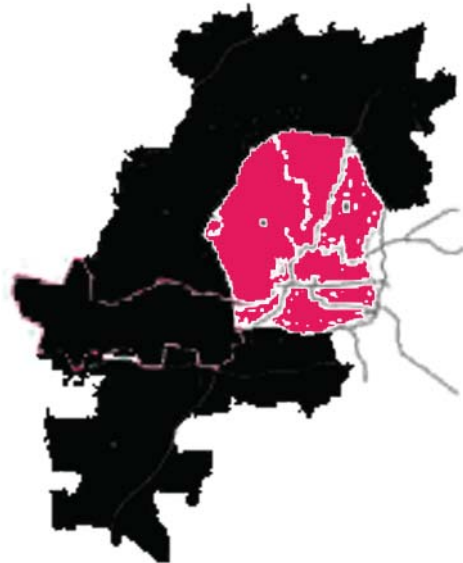
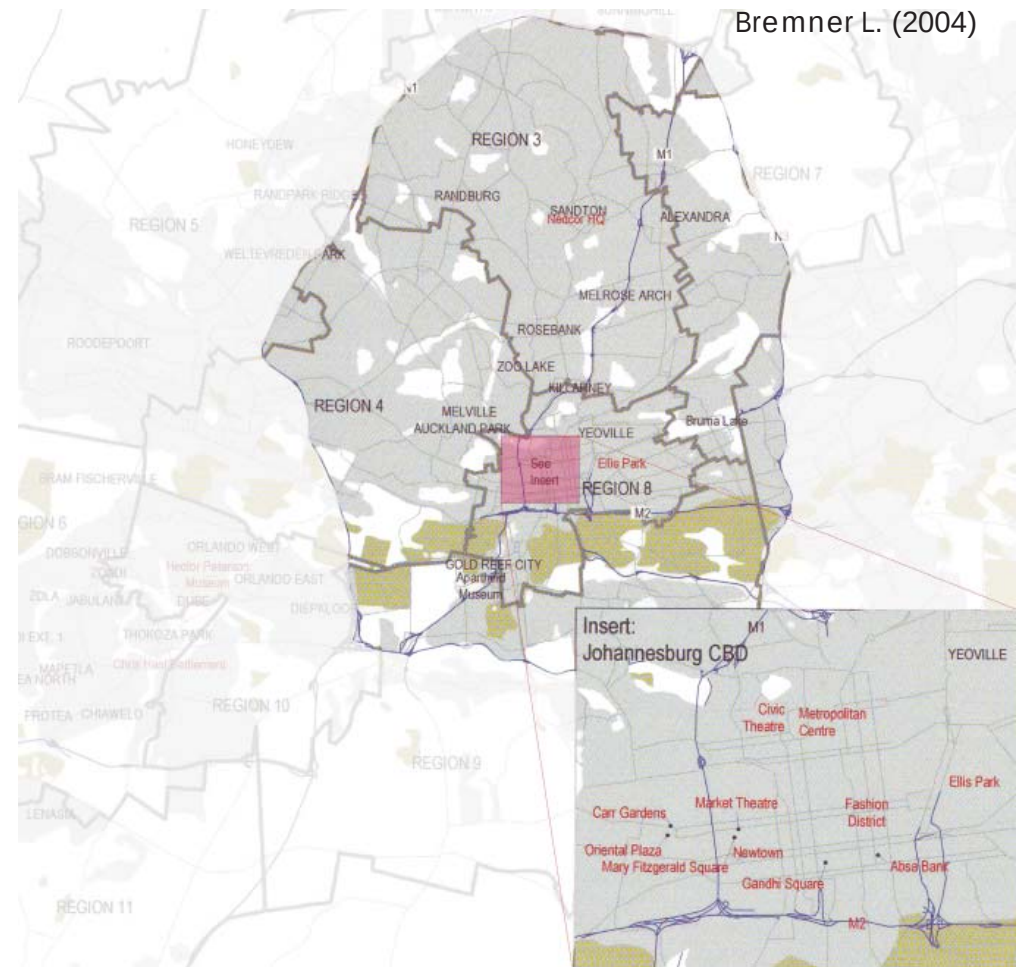
ACCESSIBILITY



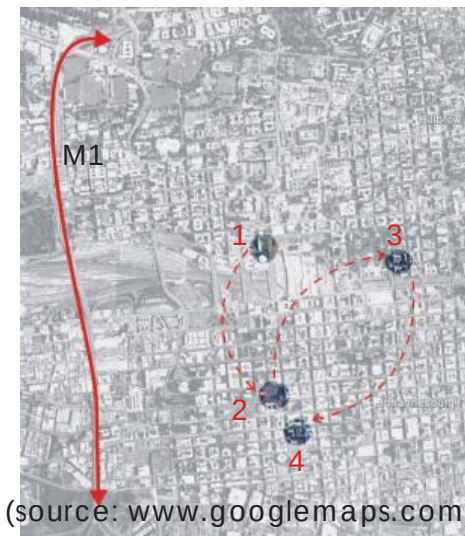
SAFETY



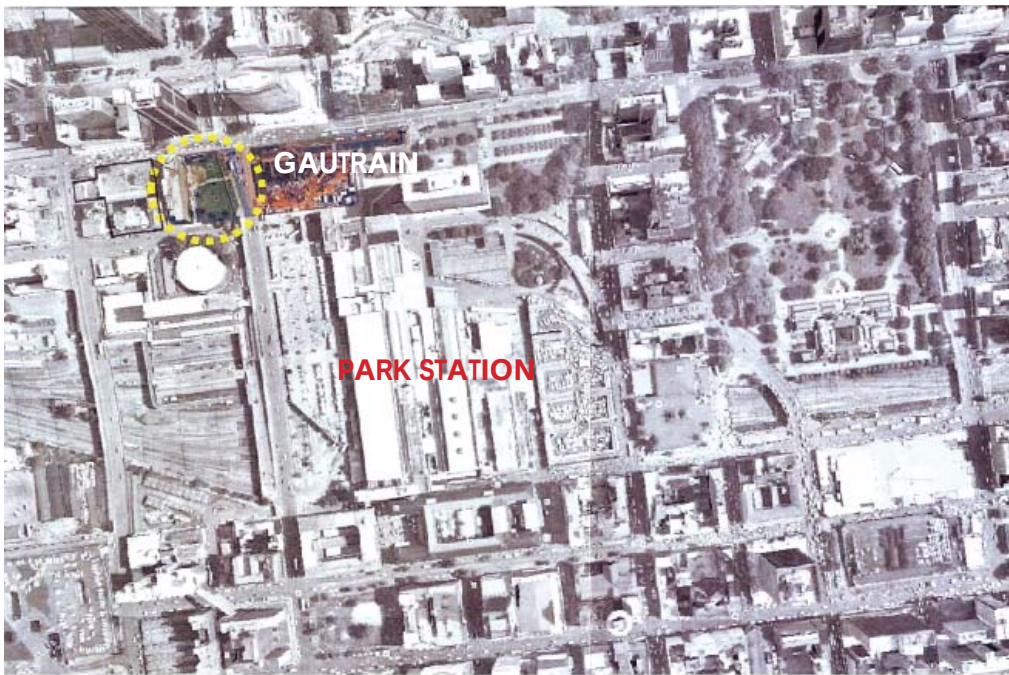
INVESTMENT



SITE 1. SITE 2. SITE 3. SITE 4



(source: www.googlemaps.com)



(source: www.googlemaps.com)

SITE 1



(source: www.googlemaps.com)



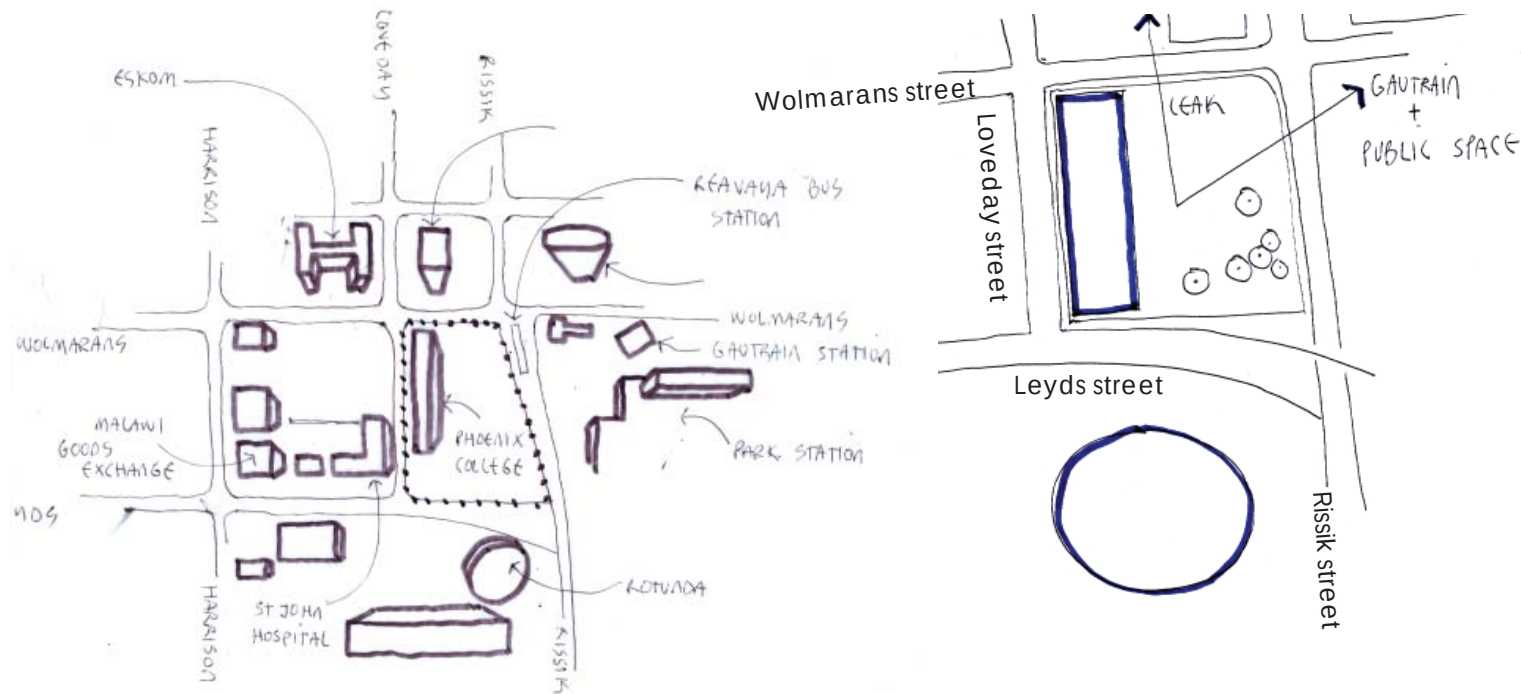
ACCESSIBILTY



SAFETY



INVESTMENT

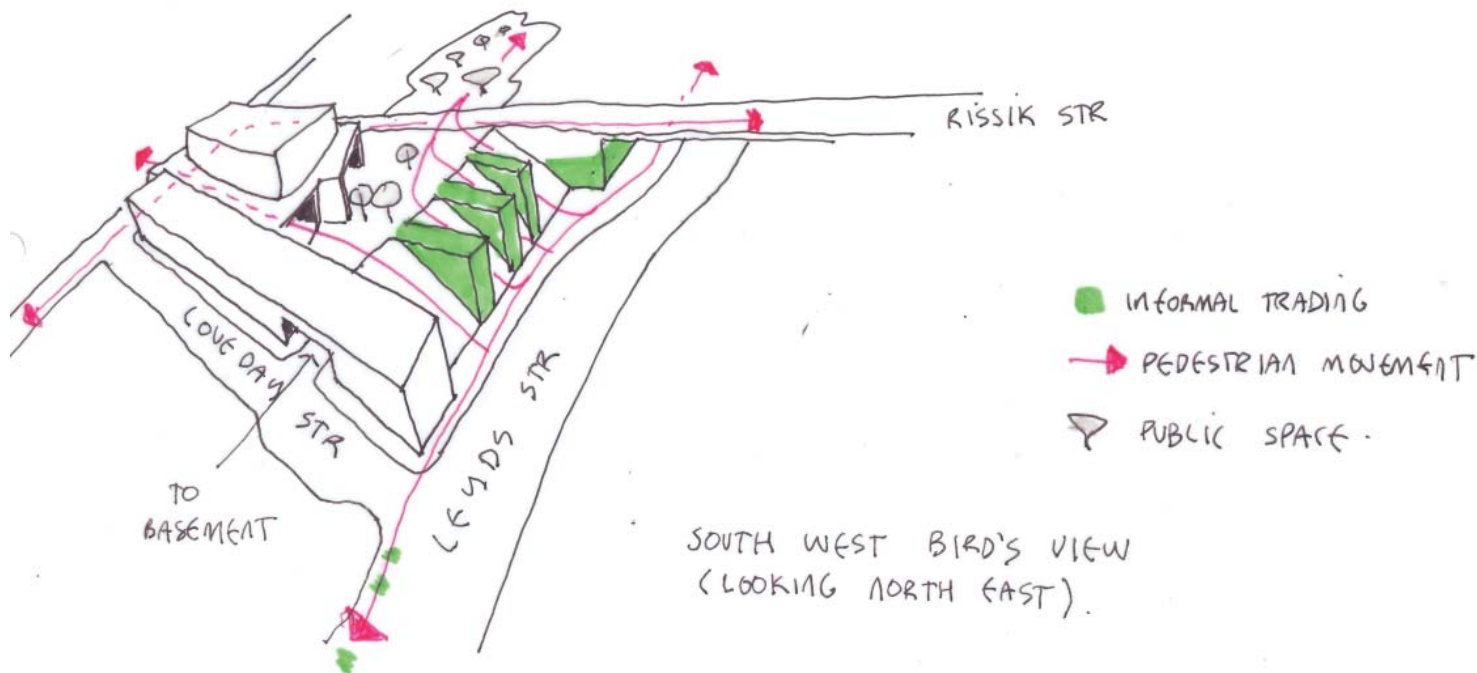


Although the site is accessible as far as parking and public transport are concerned (parking on Park station, the basement parking on site, Rea vaya buses on Rissik and the Gautrain station) and is fairly safe after hours; it's remoteness from formal business and potential investors would mean not enough exposure mentorship and networking for aspiring entrepreneurs.

I N T E N T I O N

With the pedestrian movement more dense south of the site, the intention was to draw-in pedestrians from the train station side (south) into the site and create a link between the public space on the Gautrain side with

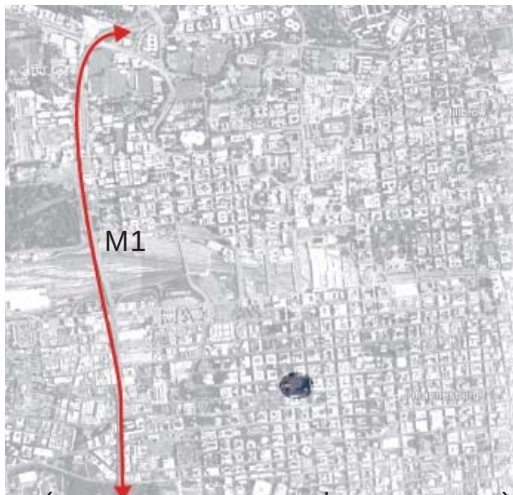
the dense south line of the site



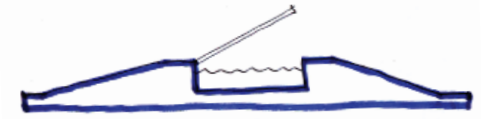


(source: www.googlemaps.com)

SITE 2



51 (source: www.googlemaps.com)



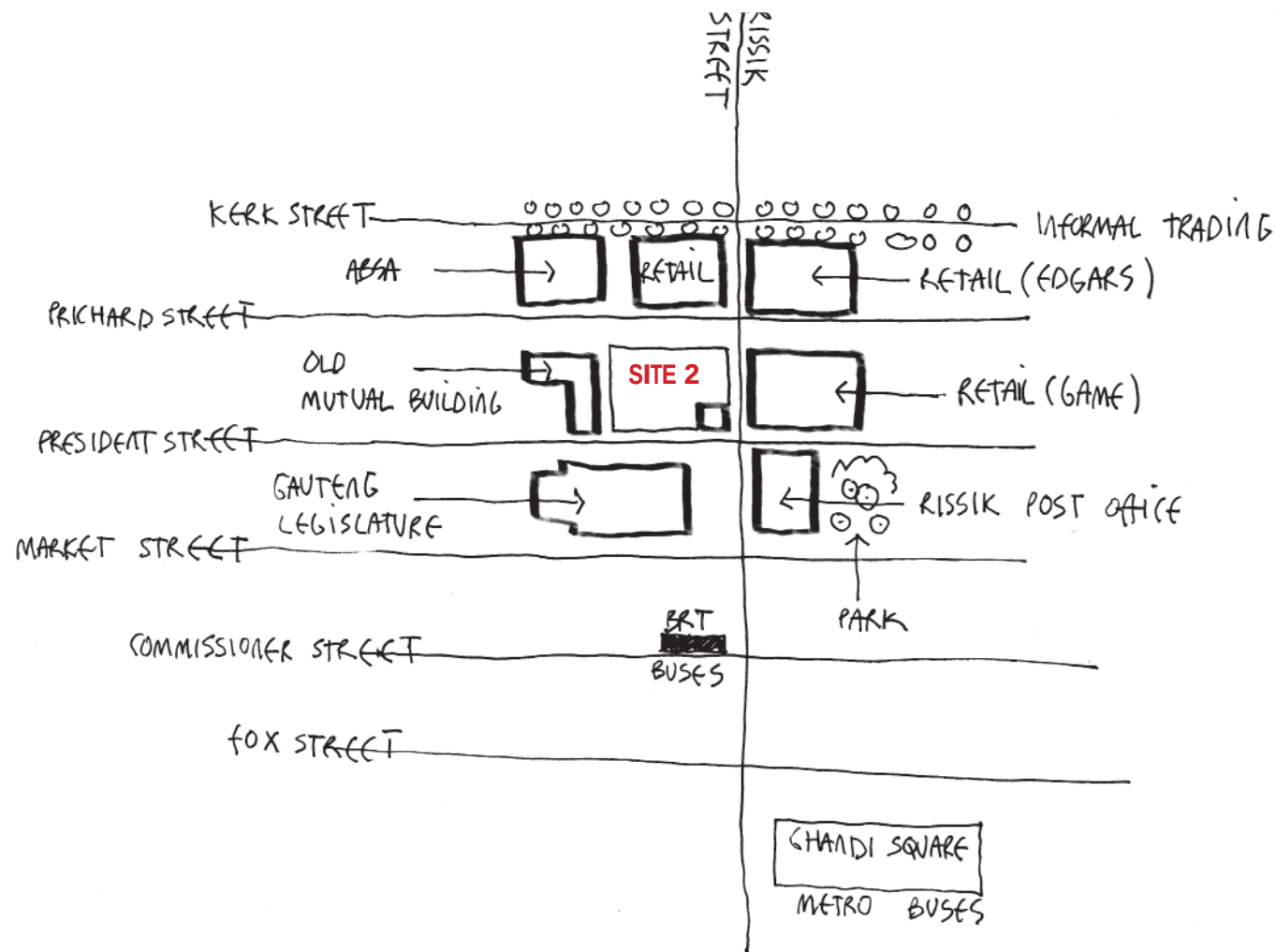
ACCESSIBILITY



SAFETY



INVESTMENT

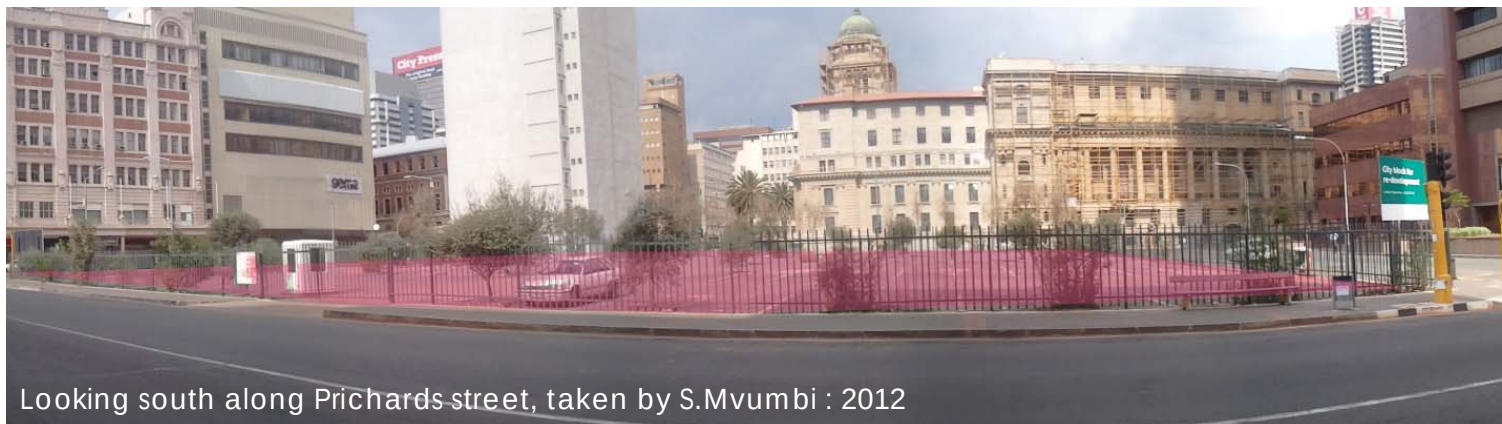


The site easily covers the safety and exposure to formal business and potential investors. It's in close vicinity to Government and corporate precinct and it's not dense with pedestrians and it is clean.

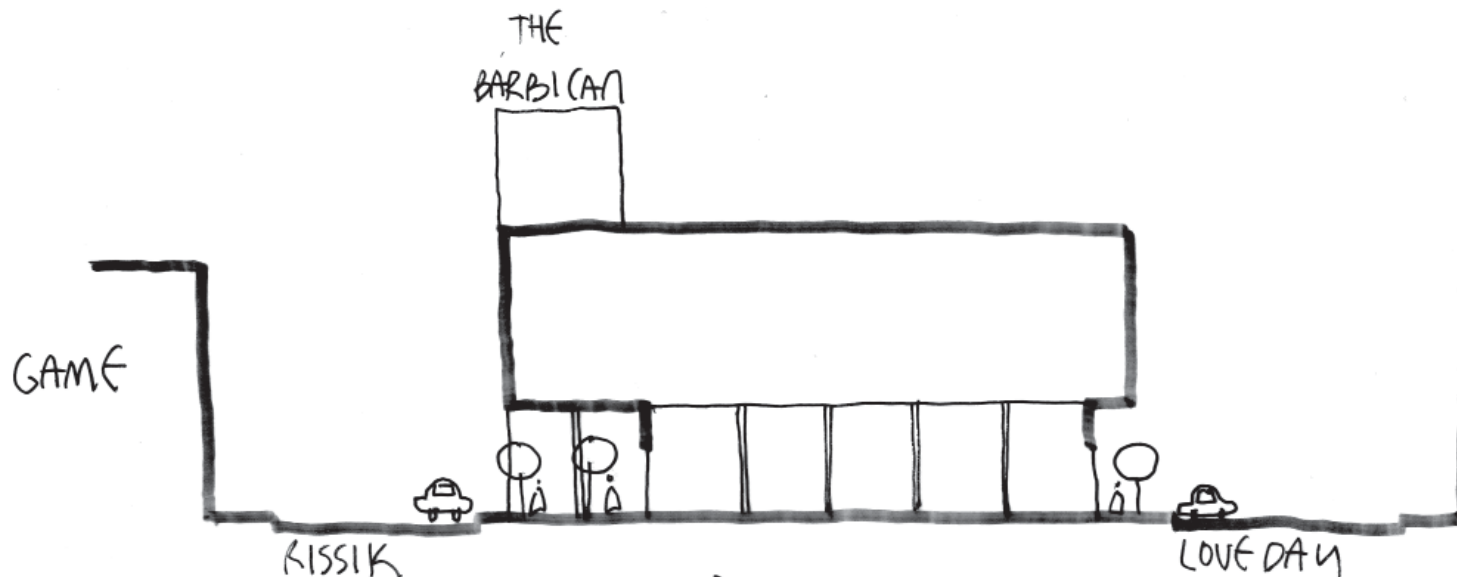
It only falls short on accessibility (parking). Although pedestrians can reach the site on foot from the nearest transport nodes, which are 4 blocks to the south (BRT buses and Ghandi square); most of the people in Johannesburg come to the city by car. Parking is central to the entrepreneurial center I have in mind. Currently the site is used as parking and parking is a need in the inner city. I felt, replacing one of the few parking spaces in the inner city with a building, would do more harm than good.

At this stage, I'm seriously considering re-use (heritage preservation) instead of newly built. The Barbican building on site (South-east corner of the site), has just been refurbished and awaits occupation.

Other than accessibility, the site suits the project, as it is in the middle of corporate and retail facilities and it consists of a vacant heritage building.



Looking south along Prichards street, taken by S.Mvumbi : 2012

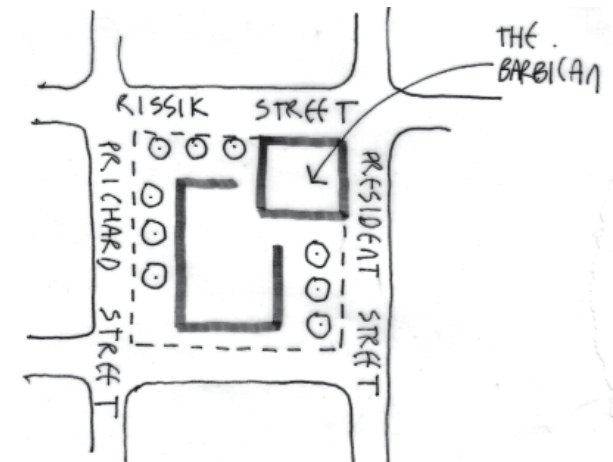
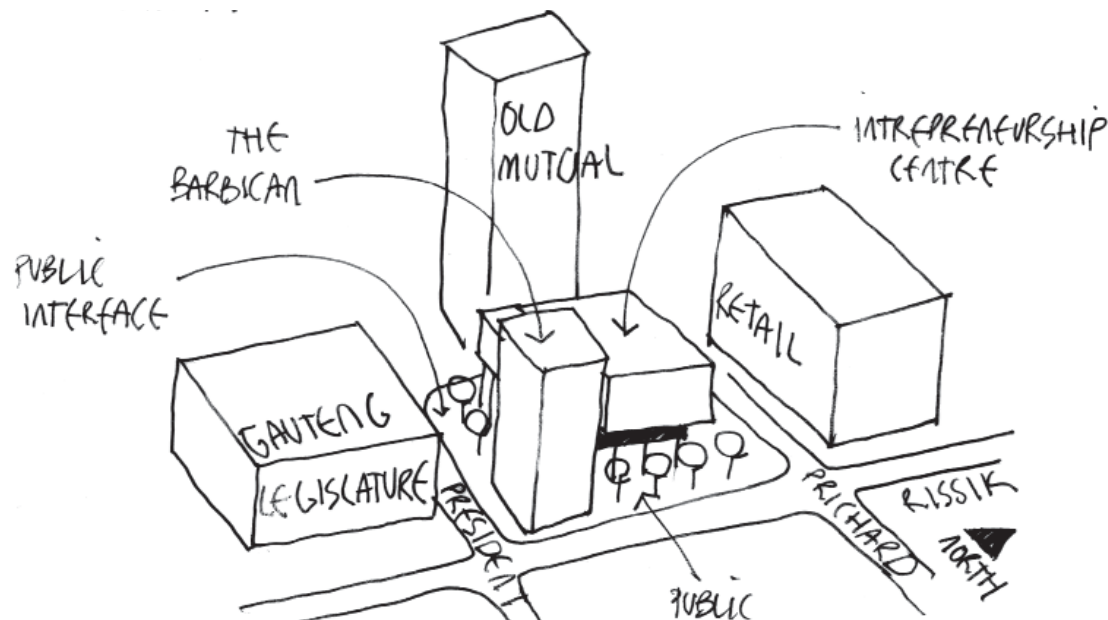


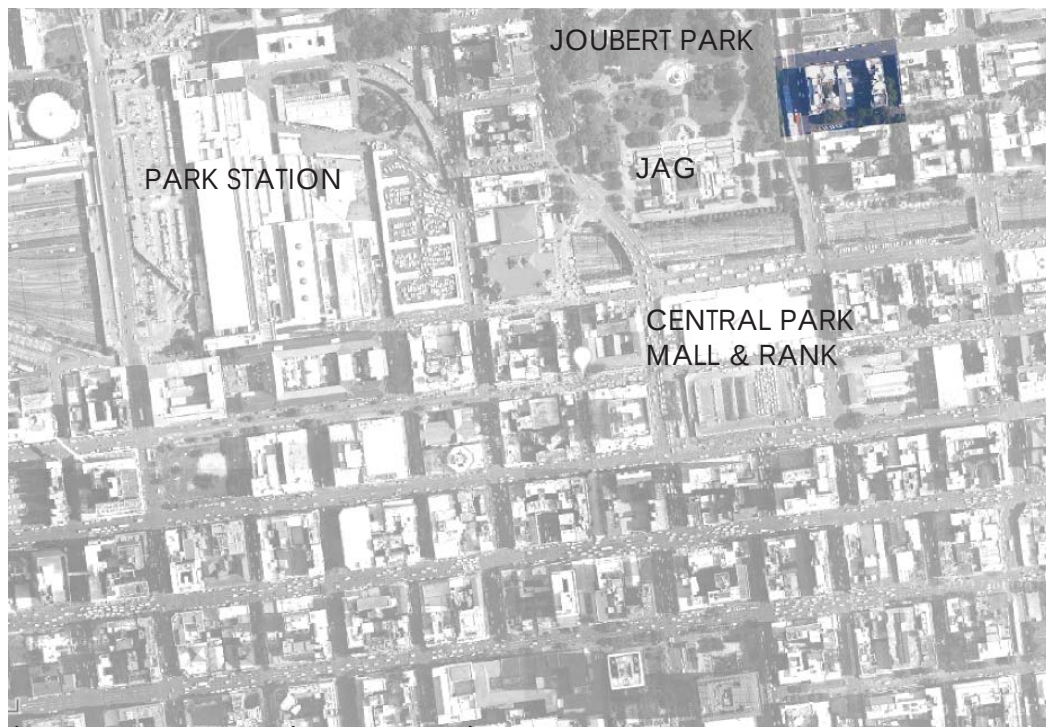
I N T E N T I O N

The north (Prichard street) and east (Rissik street) edges of the site are retail and the south (president) and west (Loveday) edges consist of corporate and government buildings. The site has 3 contrasting sides: retail, corporate and government.

The building responds to Prichard, Rissik and President streets by stepping back, widening the pavement space for an appropriate public interface.

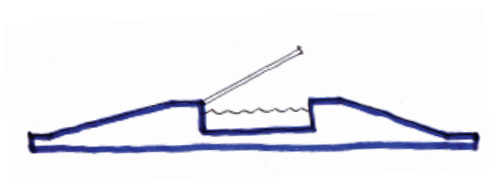
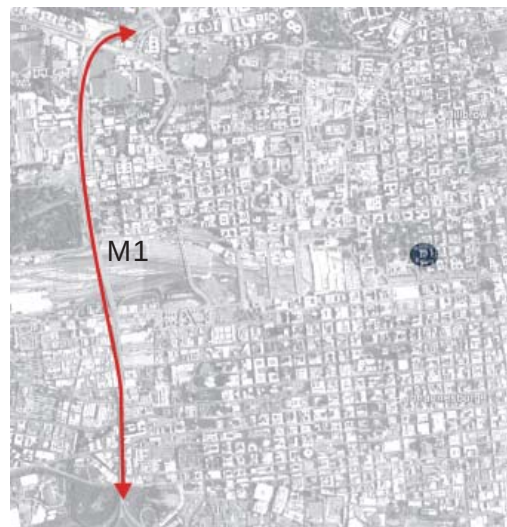
The existing Barbican building serves as the main vertical circulation and contain the public space on rissik and President streets





(source: www.googlemaps.com)

SITE 3



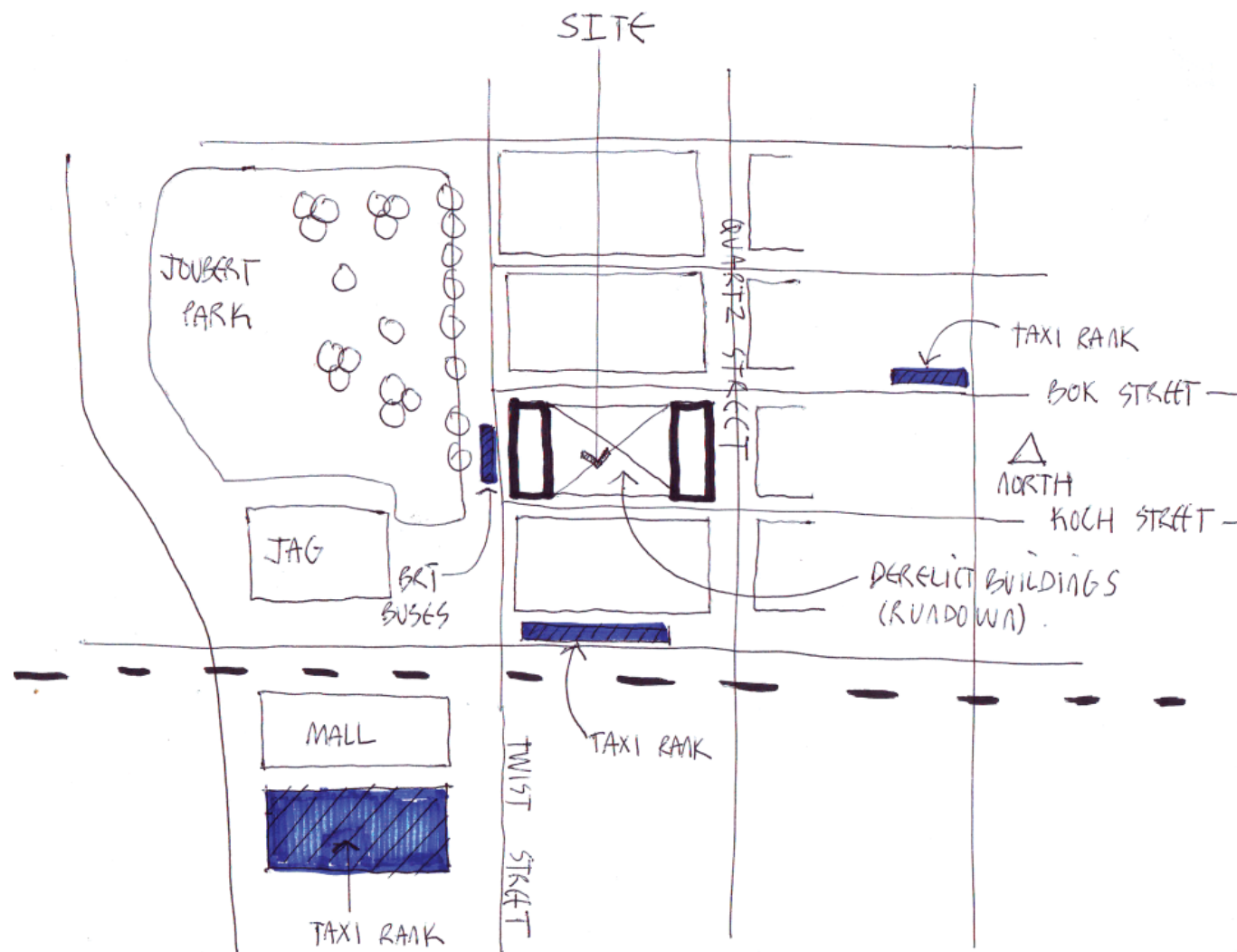
ACCESSIBILITY



SAFETY



INVESTMENT



What made me consider the site in Hillbrow was the site's vibrancy and its entrepreneurial buzz. The area is rich with entrepreneurship and it consists of a mix of residential, retail and informal trading. The site is also in close vicinity to public transport (BRT bus stop and taxi ranks) and a park (Joubert park)

As far as safety and investment are concerned the area falls short. It is far from formal business and it's known for its high rates of crime. Although it is accessible by public transport, parking is a problem. This means the building users would have to park elsewhere and walk long distances to the site

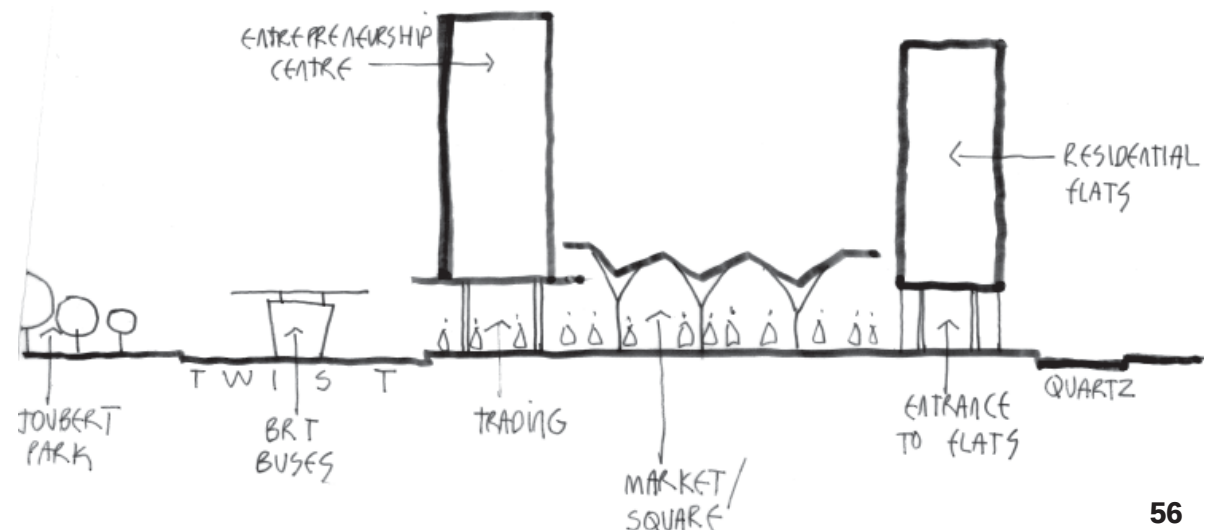
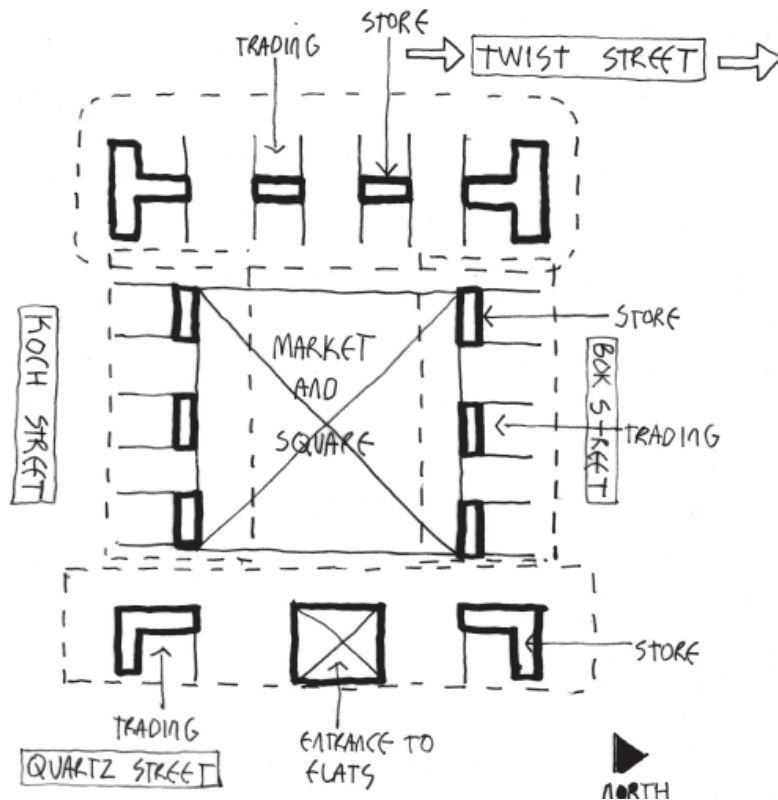
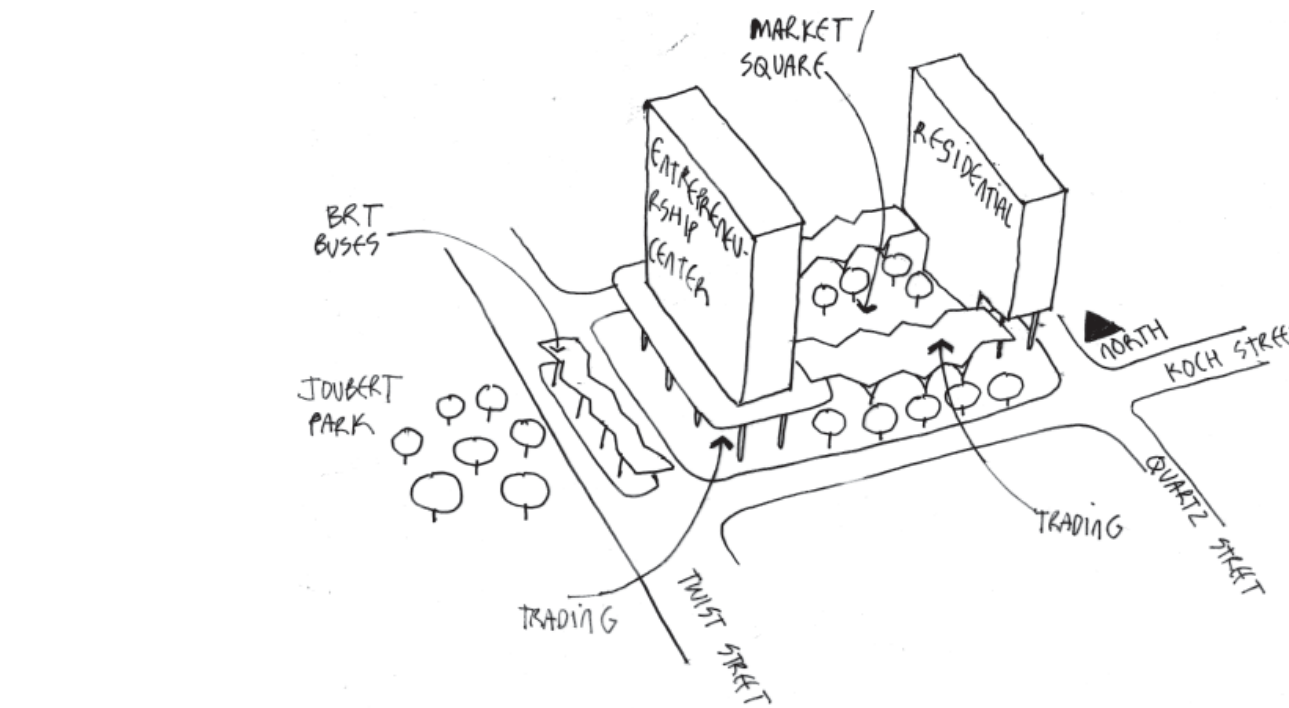


INTENTION

The site consists of a derelict center between two residential flats on the west and east edges.

Since the site is surrounded by traders, my intention was to give the ground floor to trader and public use. The building on Twist would be the entrepreneurship center and the building on Quartz would remain residential. Trading would be on the edges and the center would be a public square (for public functions and concerts) and used as a market other than the usual fruit and vegetables (those would be on the edges).

Trading and the two buildings would contain the square in the center. Pedestrians would filter through the four edges onto the square.



SITE 4



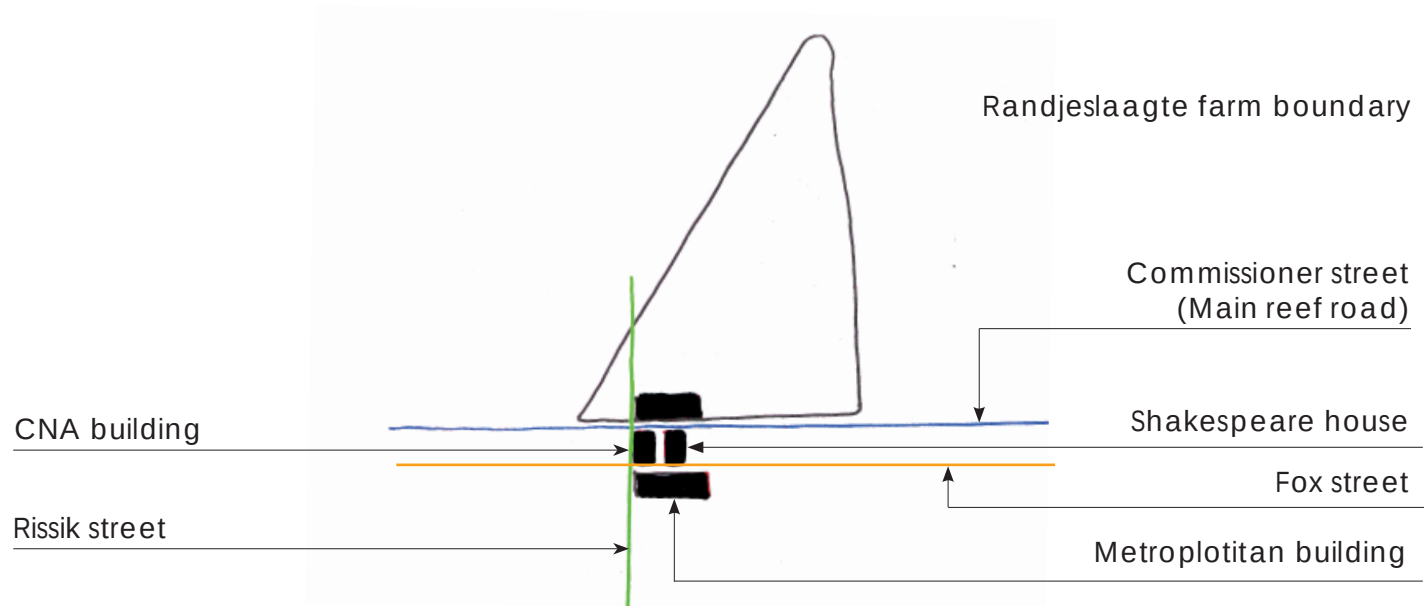
The CNA building view from the south,
Taken by: S. Mvumbi (2012)

I have chosen the city block between Rissik, Commissioner, Joubert and Fox street which consists of 3 derelict buildings: Shakespear house, Kempsey house and the CNA headquarters building.

Commissioner street is part of the historic Main Reef road (the line on which gold was discovered) and is on the south edge of the Randjeslaagte farm (the origins of the CBD).

The street goes way back to the origins of the city. The city inspired by entrepreneurship. In many ways Commissioner street represents the early entrepreneurial spirit and the gold rush, the city's origins.

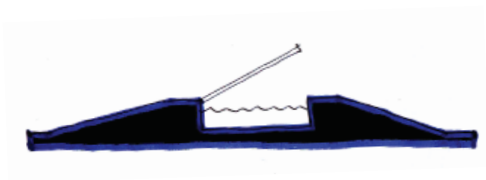
The site is directly linked to the city's origins, as it sits along Commissioner street (Main Reef road) and is on the south boundary of what was known as the Randjeslaagte farm (the original CBD).



ABSTRACT REPRESENTATION OF THE SITE



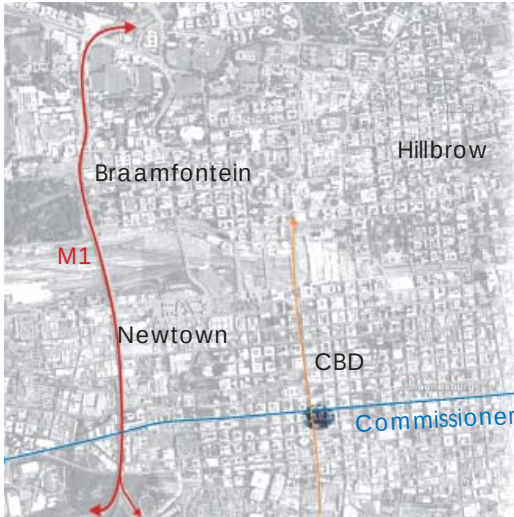
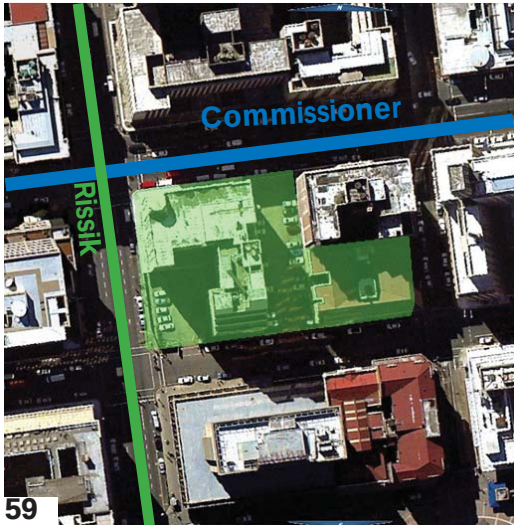
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ACCESSIBILITY

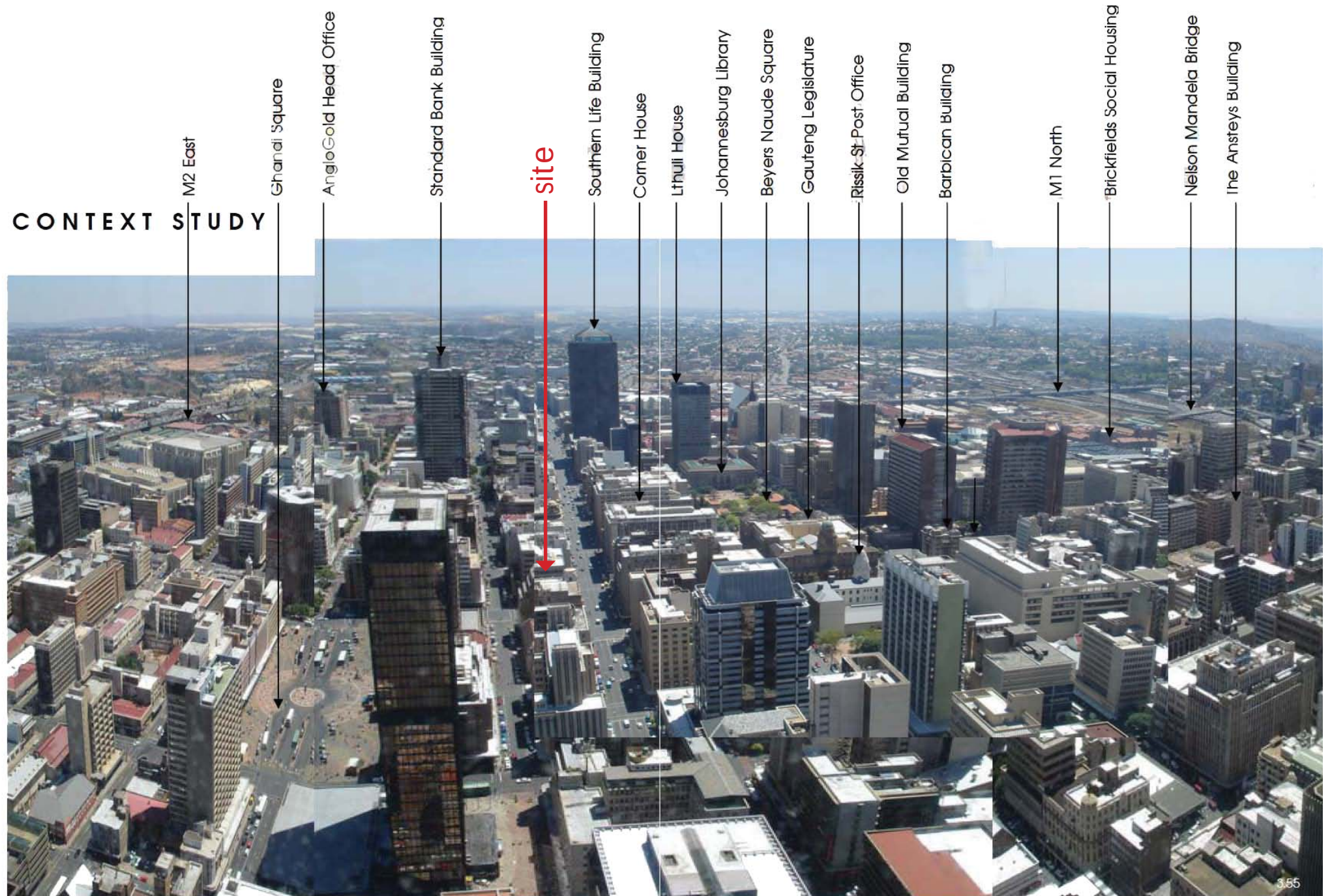


SAFETY



INVESTMENT

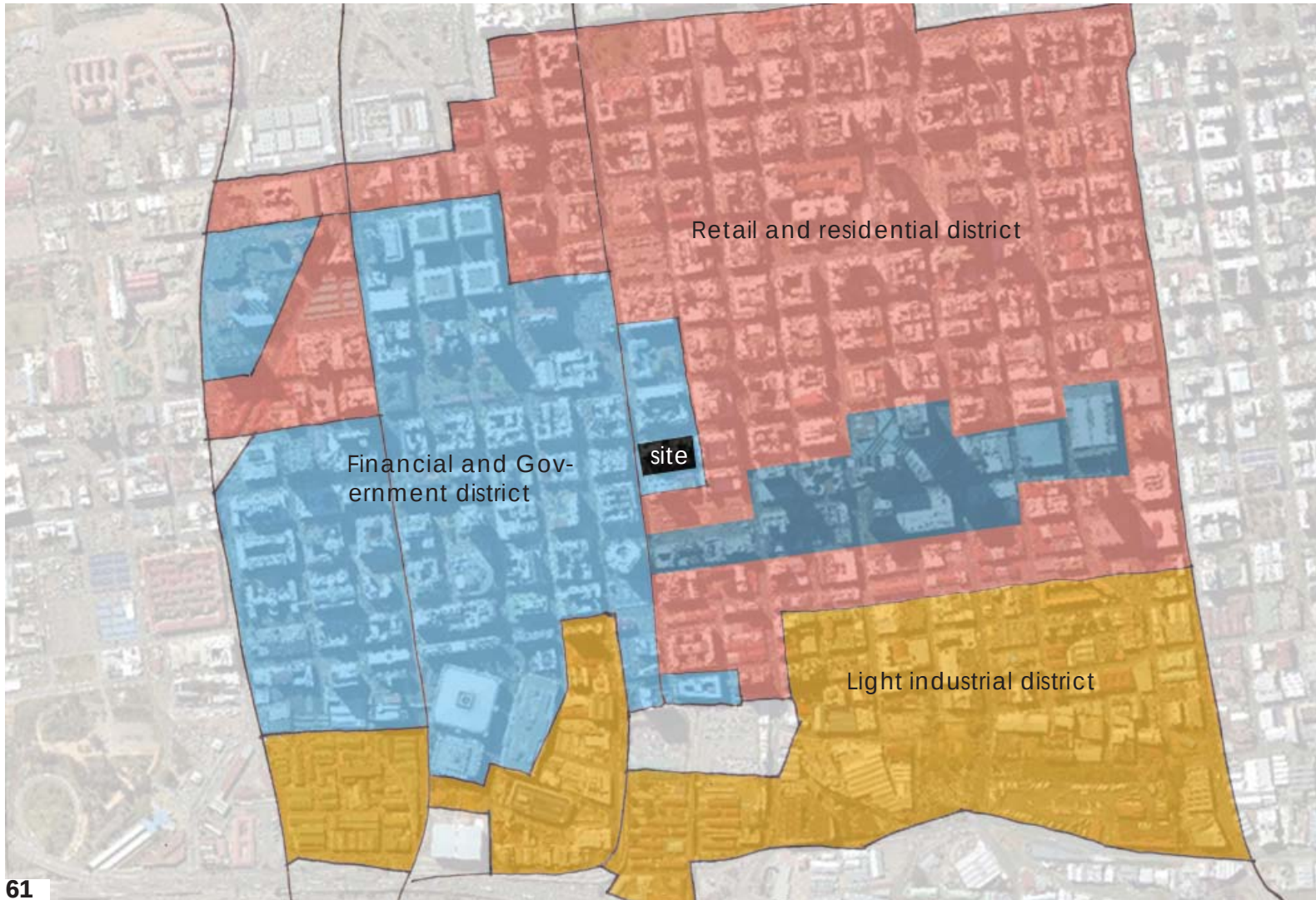
CONTEXT STUDY



McKechnie B.K. (2005)

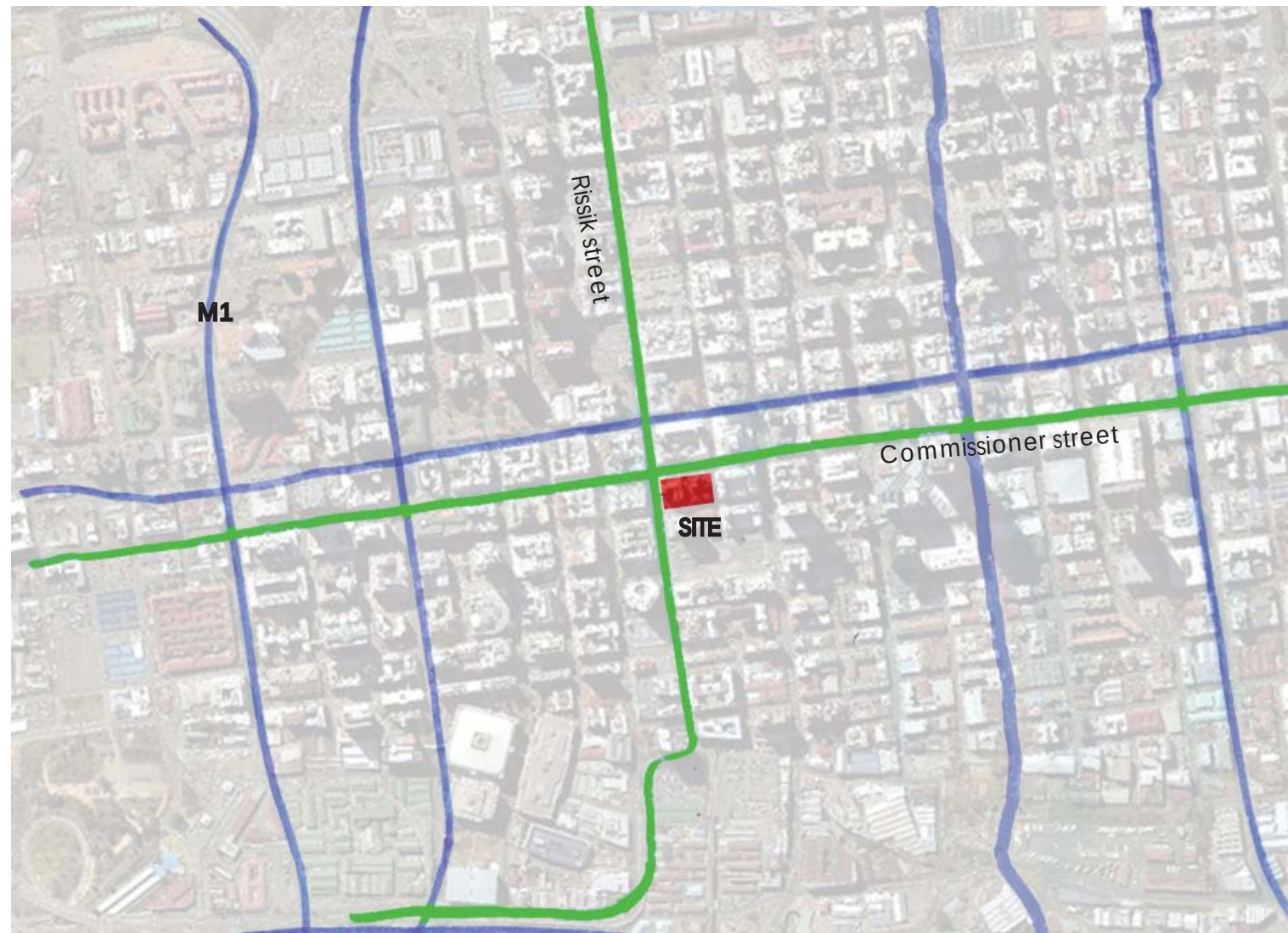
DISTRICTS

The site is located between the financial and retail districts. Its location will help the entrepreneurs gain access to the investors (banks) financial district, yet remain accessible to the retail district



MAJOR ROUTES AND ACCESSIBILITY

The site's location relative to major routes makes it easily accessible and will reinforce the building as a land mark. It sits on the corner intersection of two major roads - Commissioner street (Main reef road) and Rissik street. Commissioner is one of the major east-west lines through the city and Rissik is one of the main South-north entrances into the CBD.

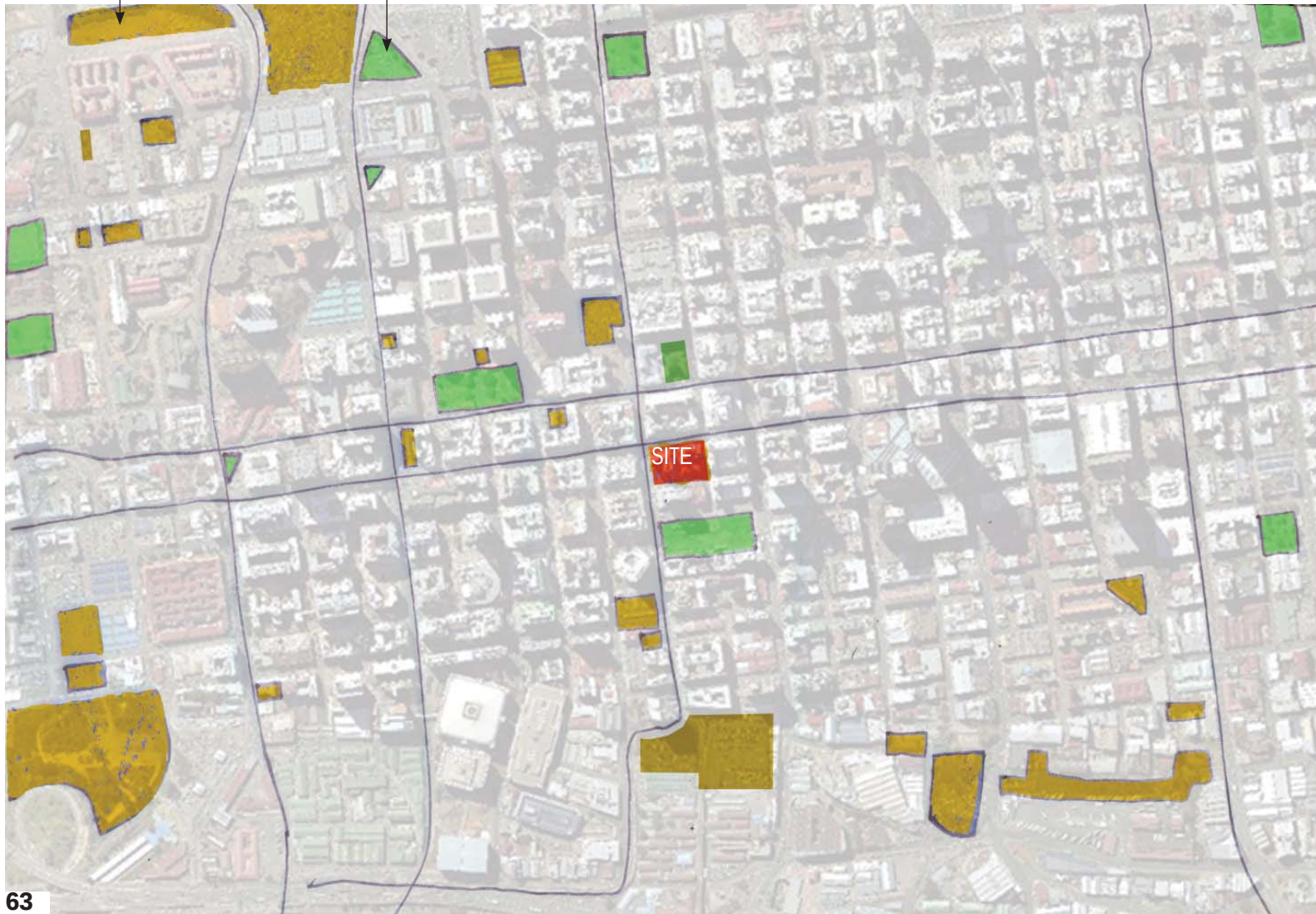


GREEN AND LEFT OVER SPACE

There is not much open space in the CBD, except for on the CBD peripheries. Green public space is also scarce, there is only a few scattered pockets. This goes to show that the city was intended more for vehicles than pedestrians. This emphasizes the need for buildings with a public interface in the city and re-use instead of newly built

Left over space

Green spaces



The representation below is not based on numbers but density.

Unfortunately urban decay is rampant and does relate to crime and lack of safety. The urban decay in the city is more dense on the far east (fashion district) and south east of the CBD. Again this justifies the need for urban regeneration through re-use.

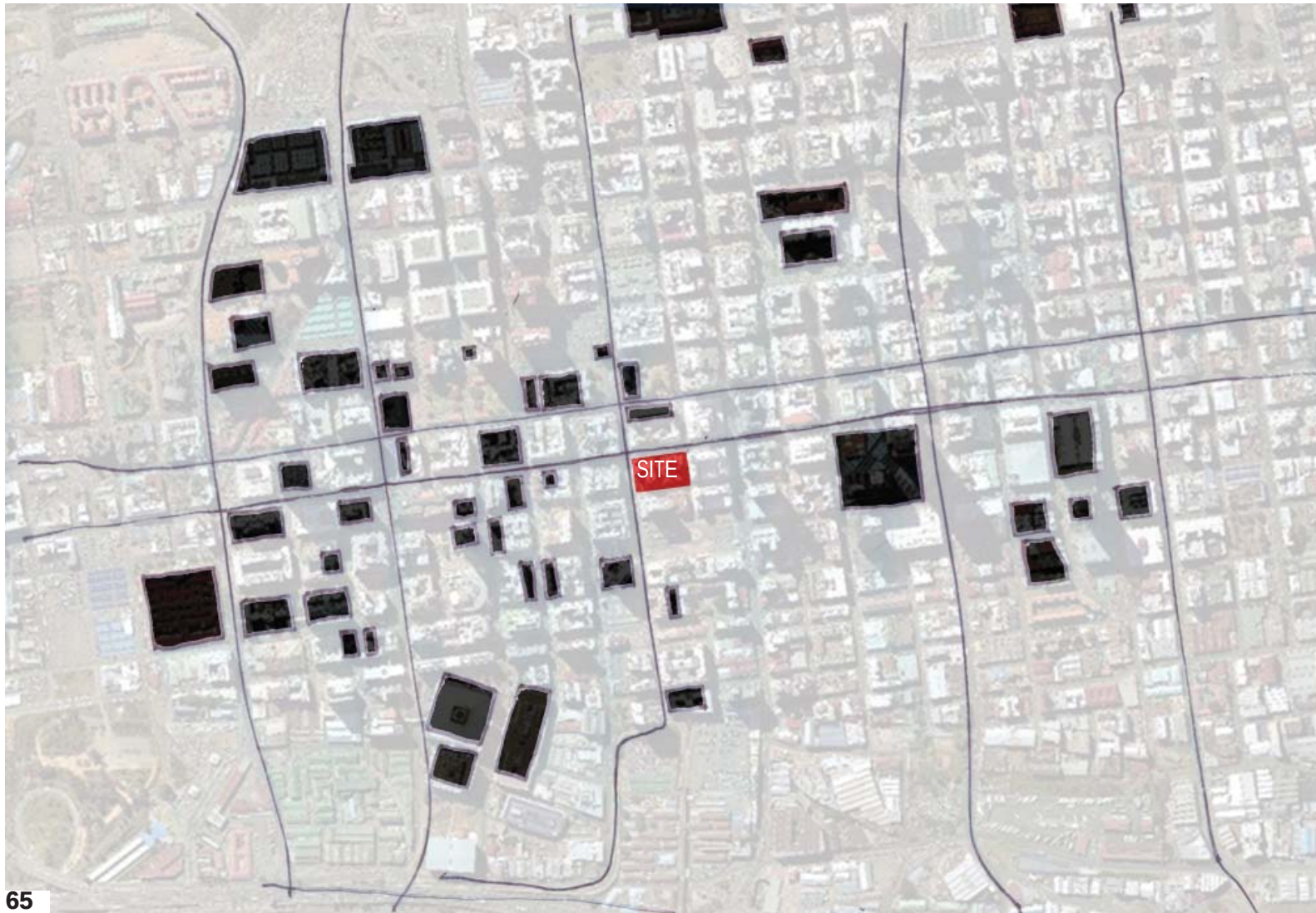
DERELICT BUILDINGS



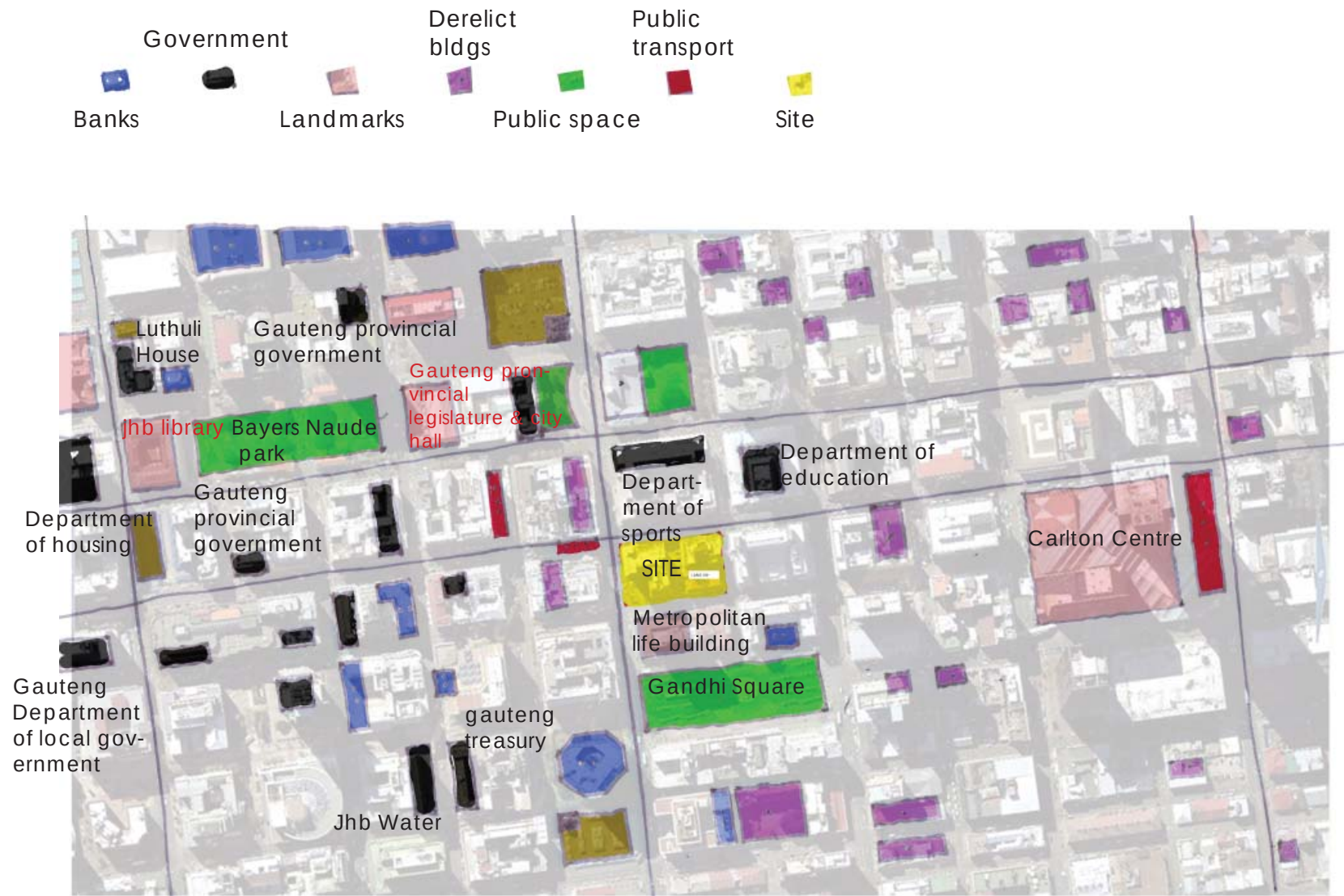
These are important buildings that are also landmarks in the CBD, ranging from banks, post offices, transport nodes and Government buildings.

CAPITAL WEB

In relation to the site, there's more of these kind of buildings west of the CBD, most of them (government building and banks) in the financial district



CONTEXTUAL MAPPING_Precinct scale



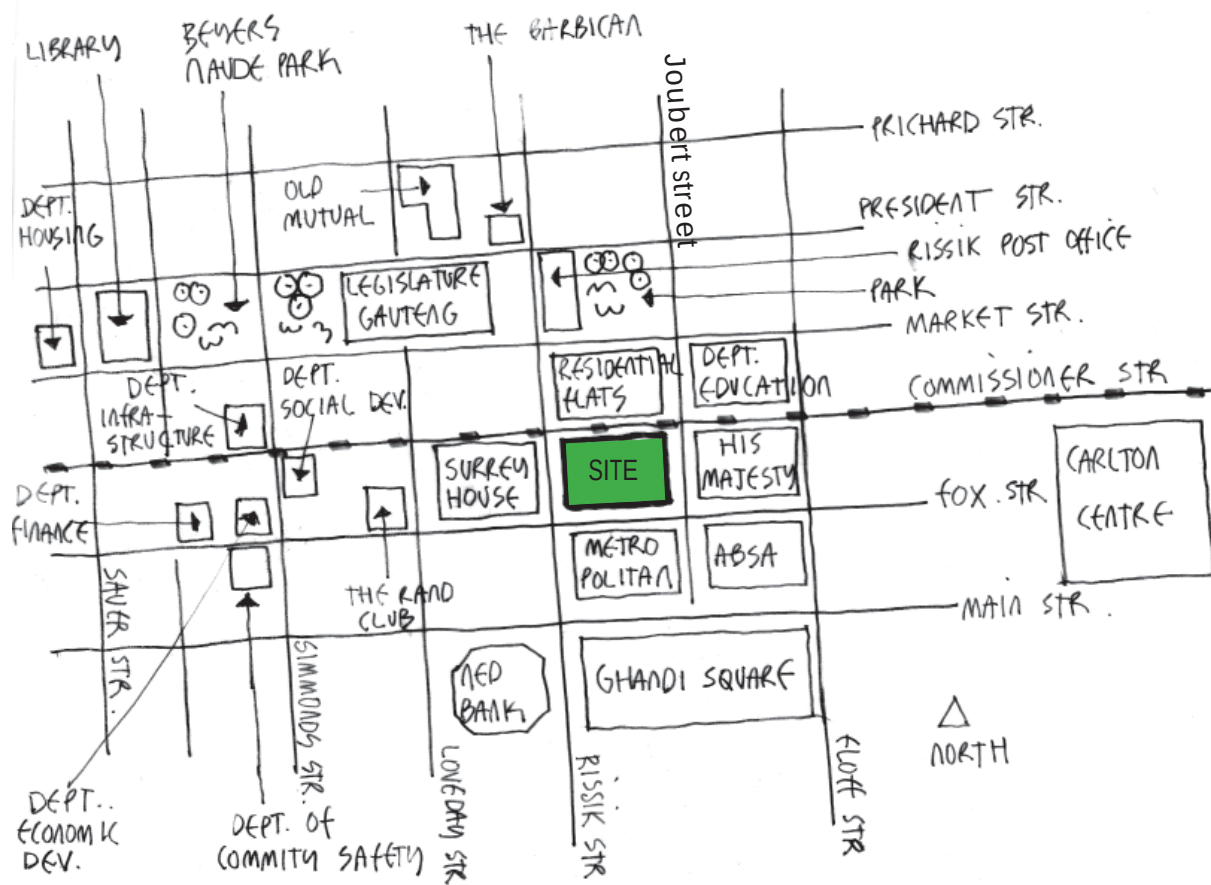
ACTIVITY SPINES

These are lines of dense pedestrian activity and holding point (reservoirs).

Joubert street draws pedestrians all the way from the Park station into Gandhi Square and there's a link between Carlton center and Gandhi Square, this link continues through to main street. Beyers Naude park draws pedestrians from the metro mall on bree street. Holds (reservoirs) around the site are: Gandhi Square, Carlton center and Beyer sNaude park.

The site has enough activity spines and reservoirs of pedestrians to feed from





SAFETY: Compared to the north and east of the CBD, the precinct is safe and quite pleasant to walk in during the early hours of the morning and late afternoons. The Precinct is safe yet vibrant with enough pedestrian activity (Gandhi Square)

ACCESSIBILITY: Gandhi Square and the BRT bus station on Commissioner take care of public transport access. The public parking at the Gandhi Square basement parking area, would take care of access on site by car.

INVESTMENT: The site sits between the financial/Government district and retail districts. This means close vicinity to mentorship and investors for the aspiring entrepreneurs yet, accessibility to the retail where entrepreneurs (SSMEs) are operating.

HERITAGE: Of the 3 buildings on site, I'm using the CNA building because it's located on the critical corner (main streets Commissioner and Rissik street). This means good access and visibility for the center.



Shakespeare house and The CNA building Along commissioner street looking south, taken by: S.Mvumbi (2012)

THE CNA BUILDING



Looking south from Commissioner street,
taken by: S.Mvumbi (2012)

B A C K G R O U N D

The CNA company was founded by two entrepreneurs, Albert Lindbergh and Michael Davis in 1886. The company had grown in size and was in need of bigger operating space (Bruwer, 2002:8,9)

The Architect John Waterson was commissioned to design a new head office building for the Central News Agency (CNA) in 1933. The initial design was of classical style with stucco work detailing on the first 3 floors. The design had shops on the double volume ground floor and nine floors of office space above. Drawings were submitted on 22 November 1933 to the City Engineer's department for approval. Addition drawings were submitted by Waterson on 2 March 1934 (Bruwer, 2002:2).

Adjustments were called for by the client, but sadly John Waterson had passed away on 11 May 1934. The Architects J.C. Cook and Cowen were approached to finalize all outstanding matters concerning the design changes and the erection of the building. The deviation plans for the building were submitted by J. C Cook and Cowen on the 5th June 1934 and were approved in 20 August of the same year. The classical style and stucco detailing were discarded by the new archi-

fects. Although most of the interior remained, the second floor was

changed to a double volume and Waterson's lower north west corner stucco detail was also discarded. The building's facade was transformed to Art deco style.

Although Art deco was part of the modern movement it tended to contrast modernity. Modernity moved away from the past, led by purism it aimed at re-defining the present. Art deco instead looked at re-decorating the old world by borrowing from a number of styles: expressionism, Futurism and Bauhaus. (Chipkin, 2008:71)

The CNA building and Shakespear house, forms part of the metropolitan fabric throughfare on Commissioner street. It extended the thematic vertical illumination that ended on Joubert street (His majesty's). It also made one of the buildings connecting the theatreland of the east with the financial sector of the west (Chipkin, 1993, :152)

On the same site there also was the Jeppe arcade designed by Robert Lockhart McCowat in 1896. This was on 110 commissioner and 109 Fox streets of the site (the void). This was one of the 4 north-south arcades between Commissioner and Fox streets. The others were: The Exploration building, Barnato building and Green's chamber (Bruwer, 2002:7)

DESIGN DEVELOPMENT

- Brief
- Concept
- Site analysis
- Generators and development sketches
- Technology

B R I E F

In essence, the building should articulate the underlying thesis statement that, there is a relationship between entrepreneurship development, economic growth and architectural heritage preservation.

The building has to allow for the gradual growth of the aspiring entrepreneur from trainee to mainstream/fully-fledged entrepreneur. It must combine the currently separated phases: training, mentorship and practice (running of the business). The ground floor should act as a public interface (social space). In other words, the ground floor should act as a point of attraction and funnel to the entrepreneurship center.

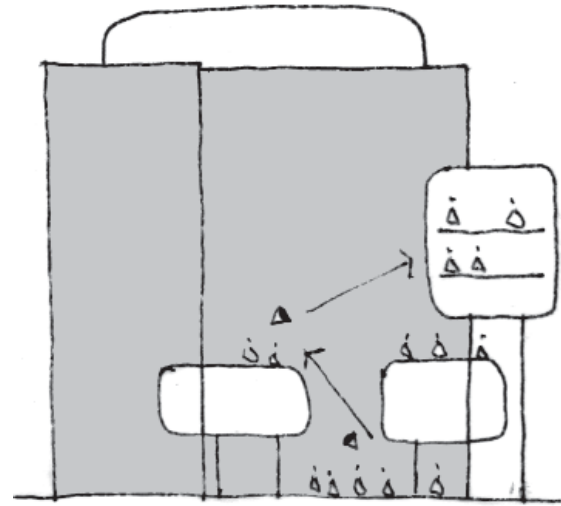
Rental for refurbished buildings is cheaper than that of newly built buildings. This would be useful for start-up entrepreneurs (new-comers) as it would keep the cost of operating a business down.

The program should occupy an existing architectural heritage building, as this will help remedy inner city decay through architectural preservation (that is the use of old buildings).

Entrepreneurship therefore boosts the economy and at the same time, preserves architectural heritage.

A S P I R A T I O N

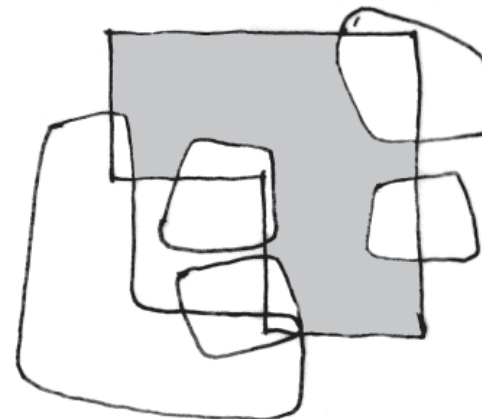
Mentorship is a vital part of entrepreneurial development. Mentees “look up” to their mentors during the learning and direct links of communication are established. The building allows for visual links between existing business and trainees in the entrance atrium.



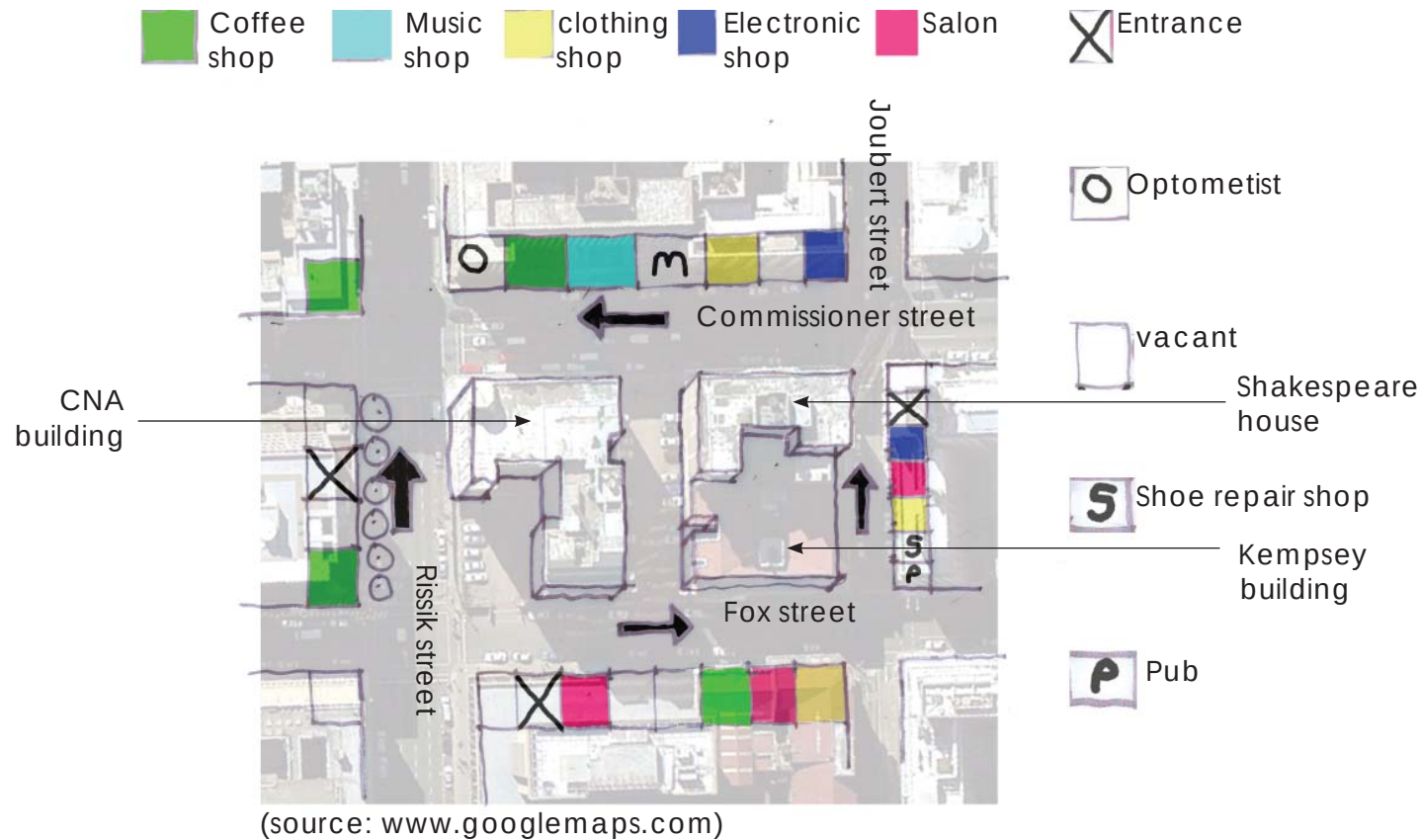
C O N C E P T

THINKING OUTSIDE THE BOX

Challenging convention is at the core of innovation. Entrepreneurs are required to think outside the box and be innovative in competing with already established corporate businesses. In a literal sense, the new additions to the building overlap the existing envelope.



SITE ANALYSIS



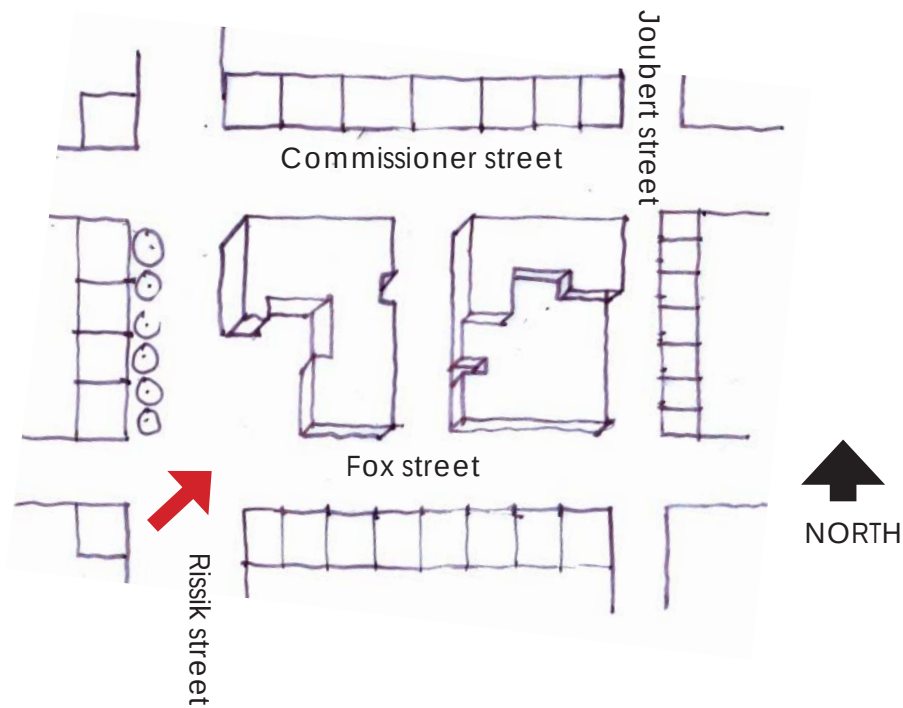
The site edges consist of a mix of retail activity, with a few vacant retail spaces.

On the west edge there's more of coffee shops and restaurant compared to other edges. The north edge along Commissioner consists of medium size enterprises ie. - electronic, music and clothing shops. The east edge along Joubert and corner Fox and joubert is more of the Micro enterprises: salon, shoe repair and cafe'. On the Rissik and Fox corner is the metropolitan building, a corporate business.

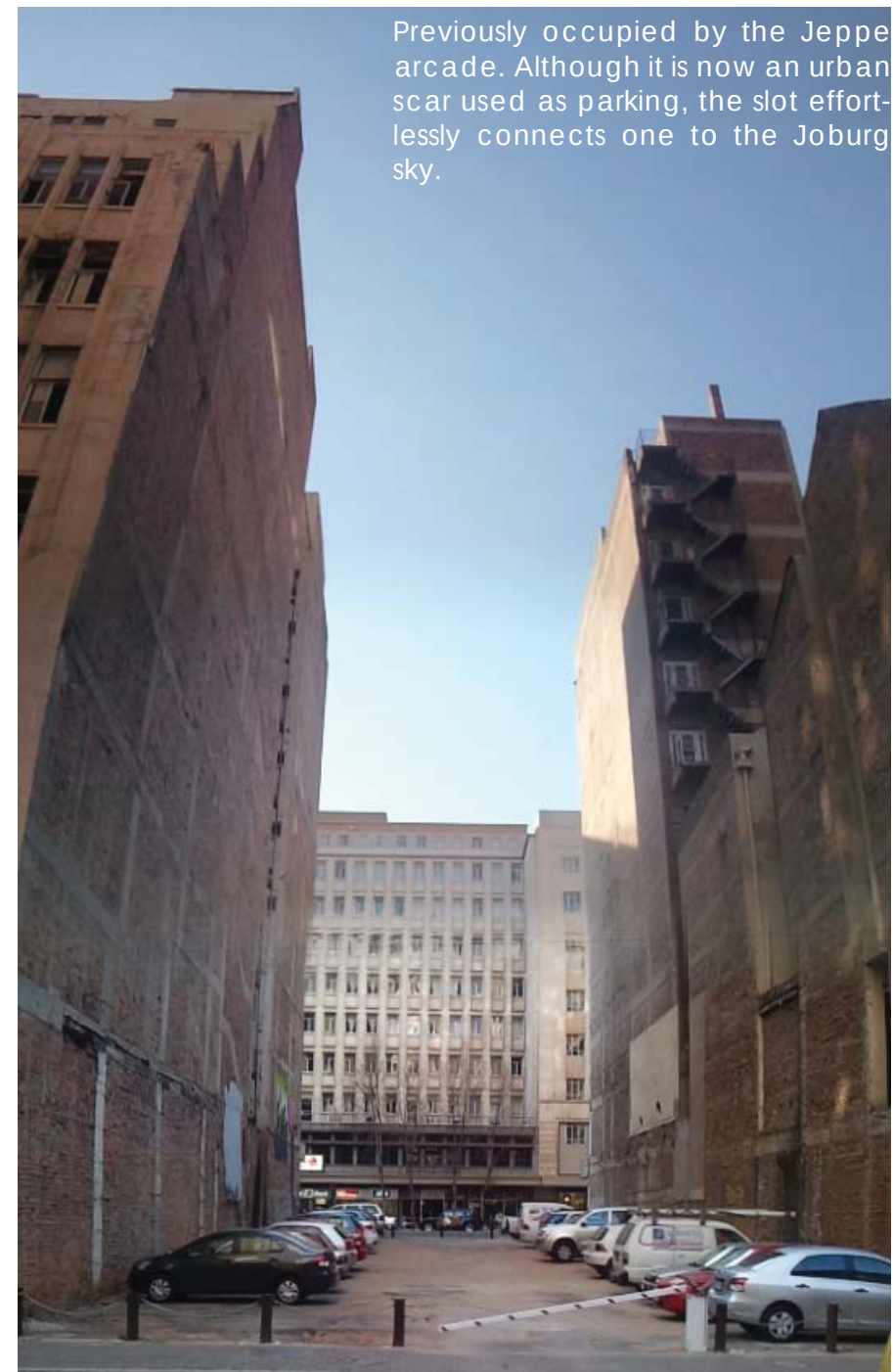
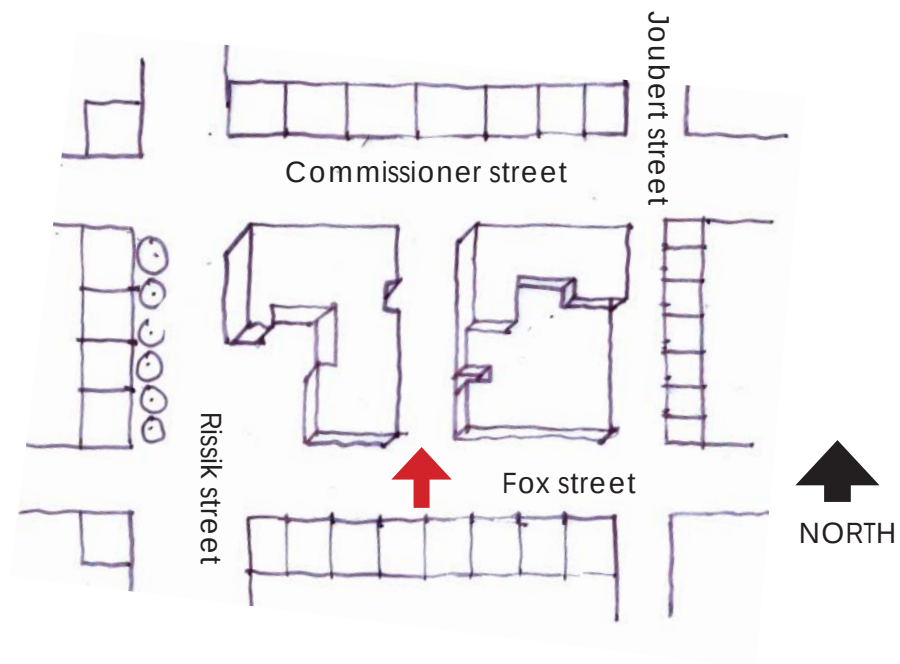
Looking at the immediate context, there's a variety of activity for the entrepreneurial center to draw from



Taken from corner Rissik and Fox street, showing one of the voids left by the demolition

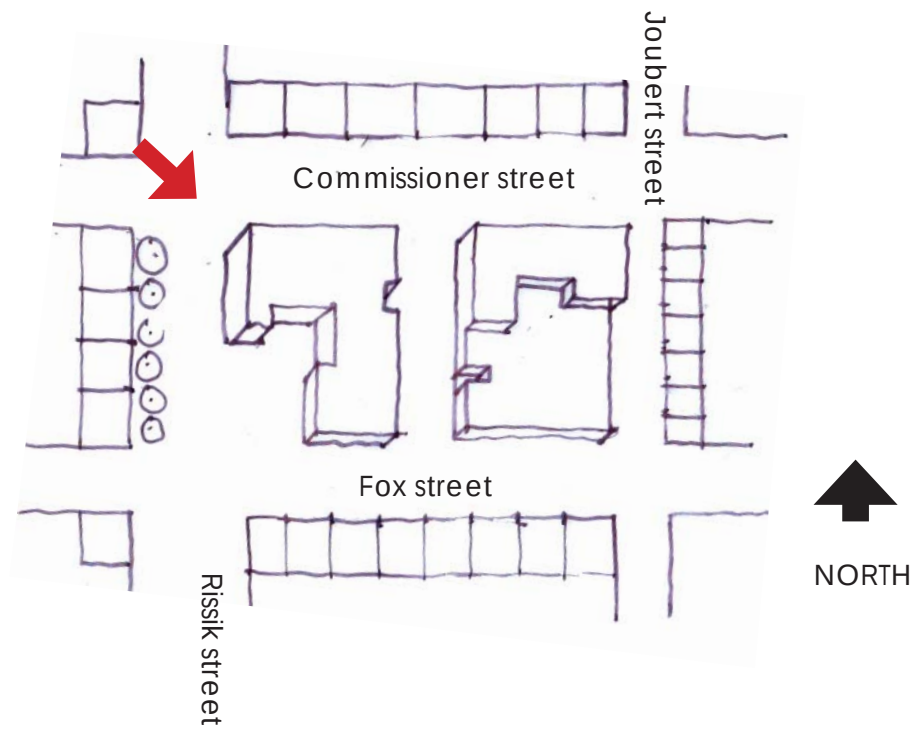


Both voids on site are used for parking, which stresses the need for parking space in the inner city. The void on corner Rissik and Fox presents a public interface opportunity, where the dialogue between the building and the public can take place. This also presents an opportunity for a public resector or hold (public functions), taken by: S.Mvumbi (2012)



Previously occupied by the Jeppe arcade. Although it is now an urban scar used as parking, the slot effortlessly connects one to the Joburg sky.

Taken from Fox street, showing the slot through the block and vertical connection with the sky, taken by: S.Mvumbi (2012)

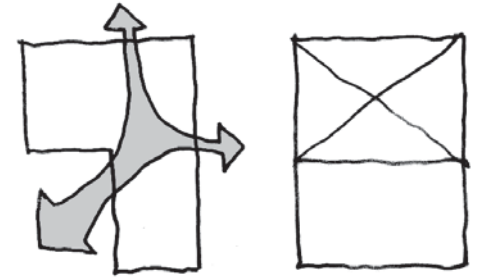


Taken from corner Rissik and Commissioner, showing the art deco facades

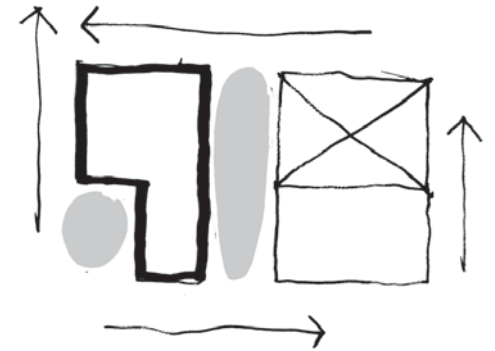


The Rissik and Commissioner street art deco facades are still intact but the building interior is seriously dilapidated. The ground floor is completely bricked up and first floor openings secured. The building still has an urban presence and reflects the architectural style of it's time, taken by: S.Mvumbi (2012)

GENERATORS AND DEVELOPMENT SKETCHES



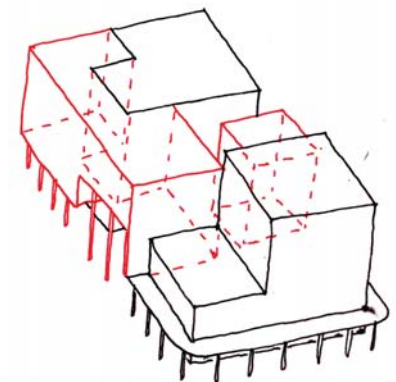
Movement and accessibility



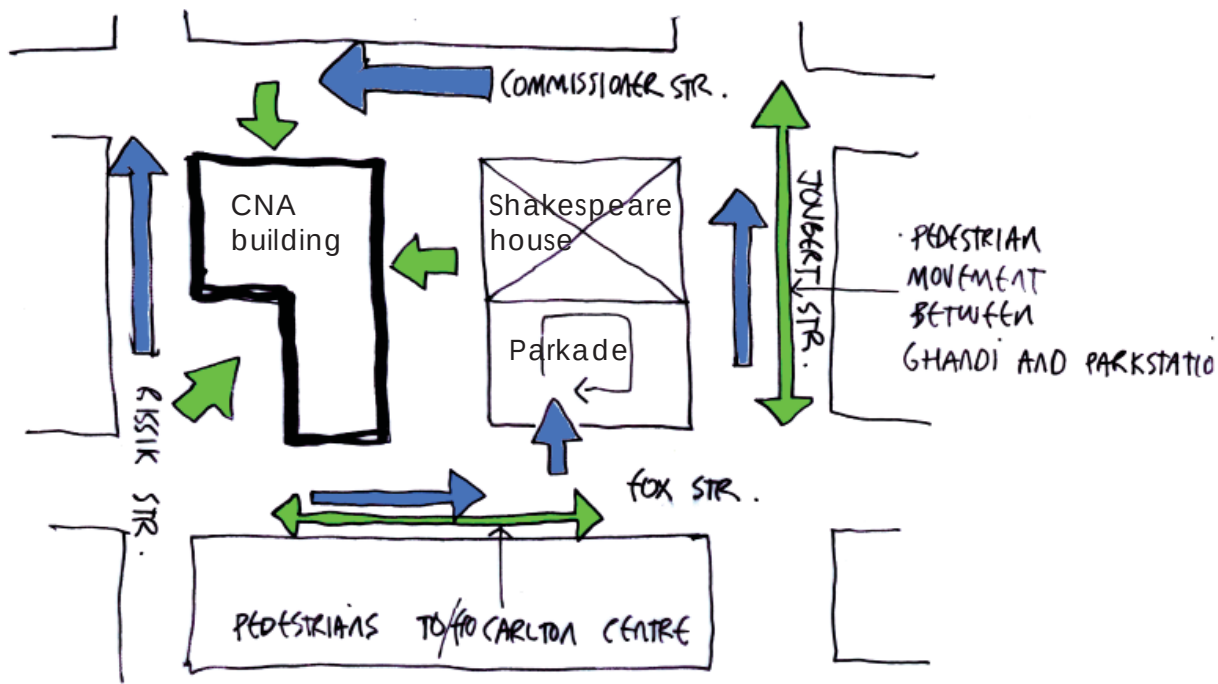
Reservoirs and holds



Conservation and re-use

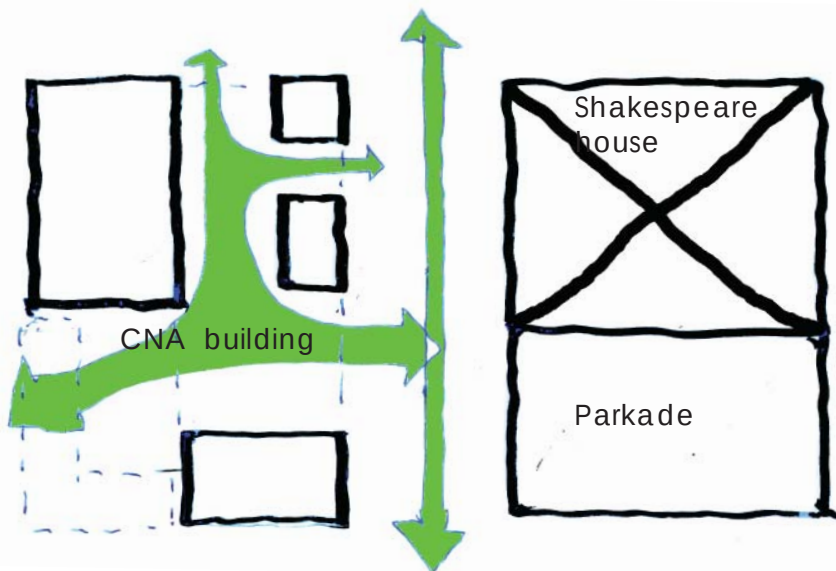


Development sketches



GHANDI SQUARE

Vehicles
 pedestrian movement & access

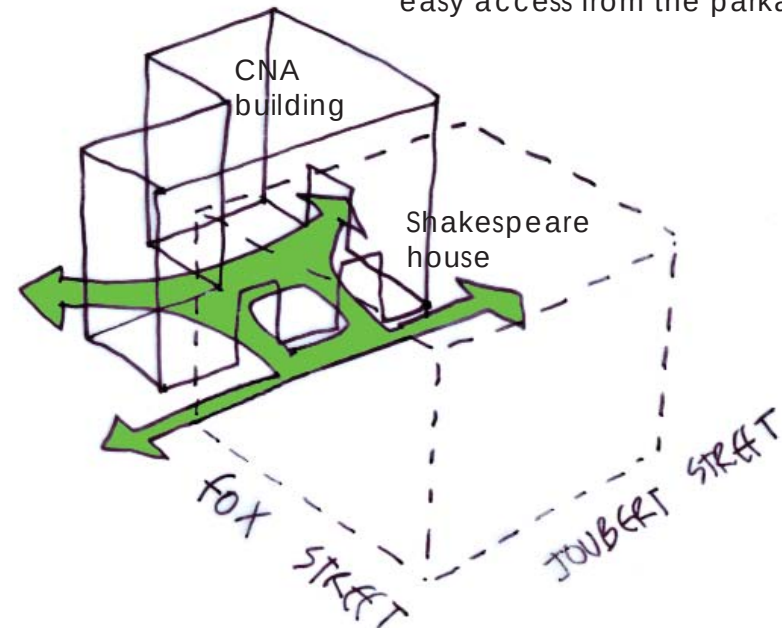


MOVEMENT & ACCESS

To improve accessibility and public use of the building, the entrepreneurship center (CNA building) will be accessed from the three sides: Commissioner, corner Rissik and Fox streets and from the east edge (the void). This will also connect the void (public interface) to Rissik street.

The Vehicular movement on Commissioner and Rissik streets is more denser than on Fox and Joubert street. This means points of entrances on these streets should be deeper into the building to create public pause areas between the building and the street.

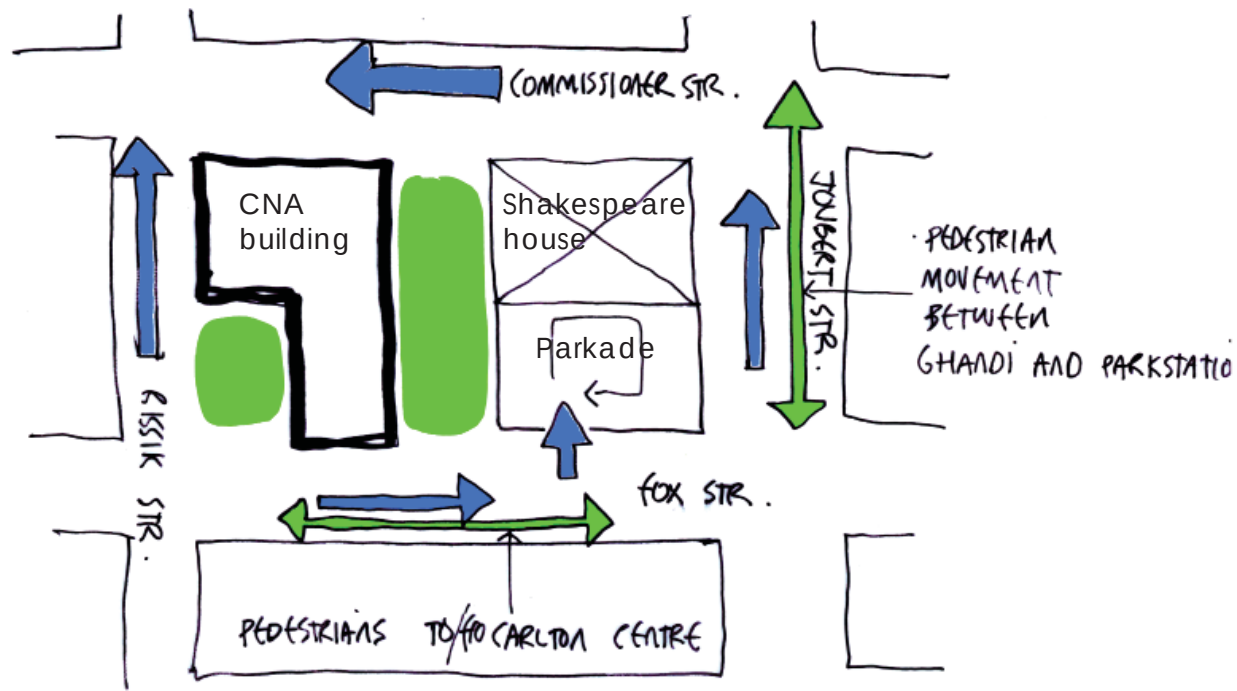
The public interface in the middle (the void) not only connects Fox and Commissioner streets, it also creates easy access from the parkade.



PUBLIC HOLDS

The existing voids - corner rissik and Commissioner and the space between Shakespeare house and the CNA building, act as draw-in areas and public reseivour.

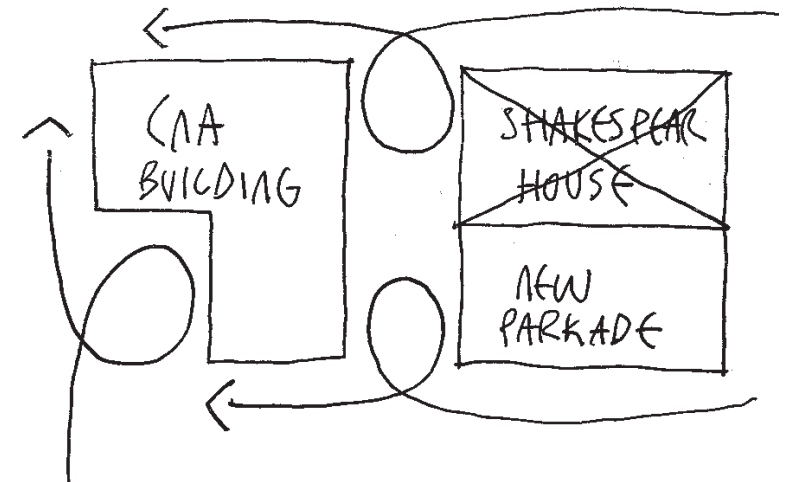
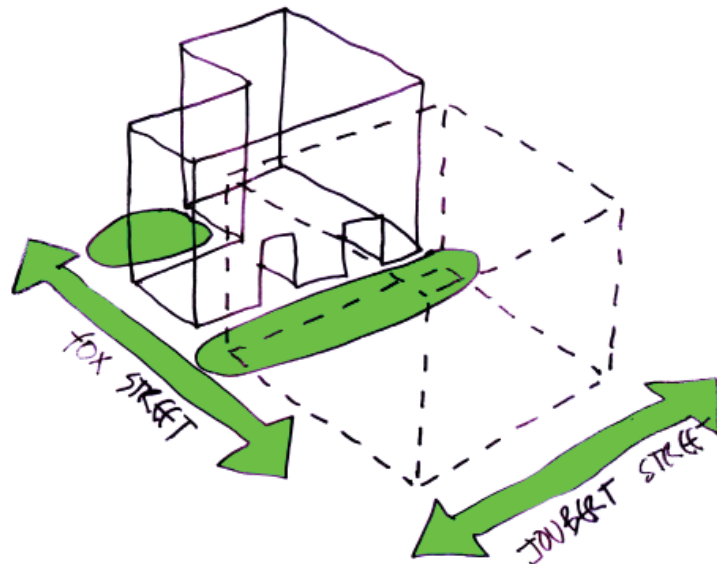
The block is surrounded by vehicular movement the voids also provide pause areas between the street and the building and an over spill area from the center



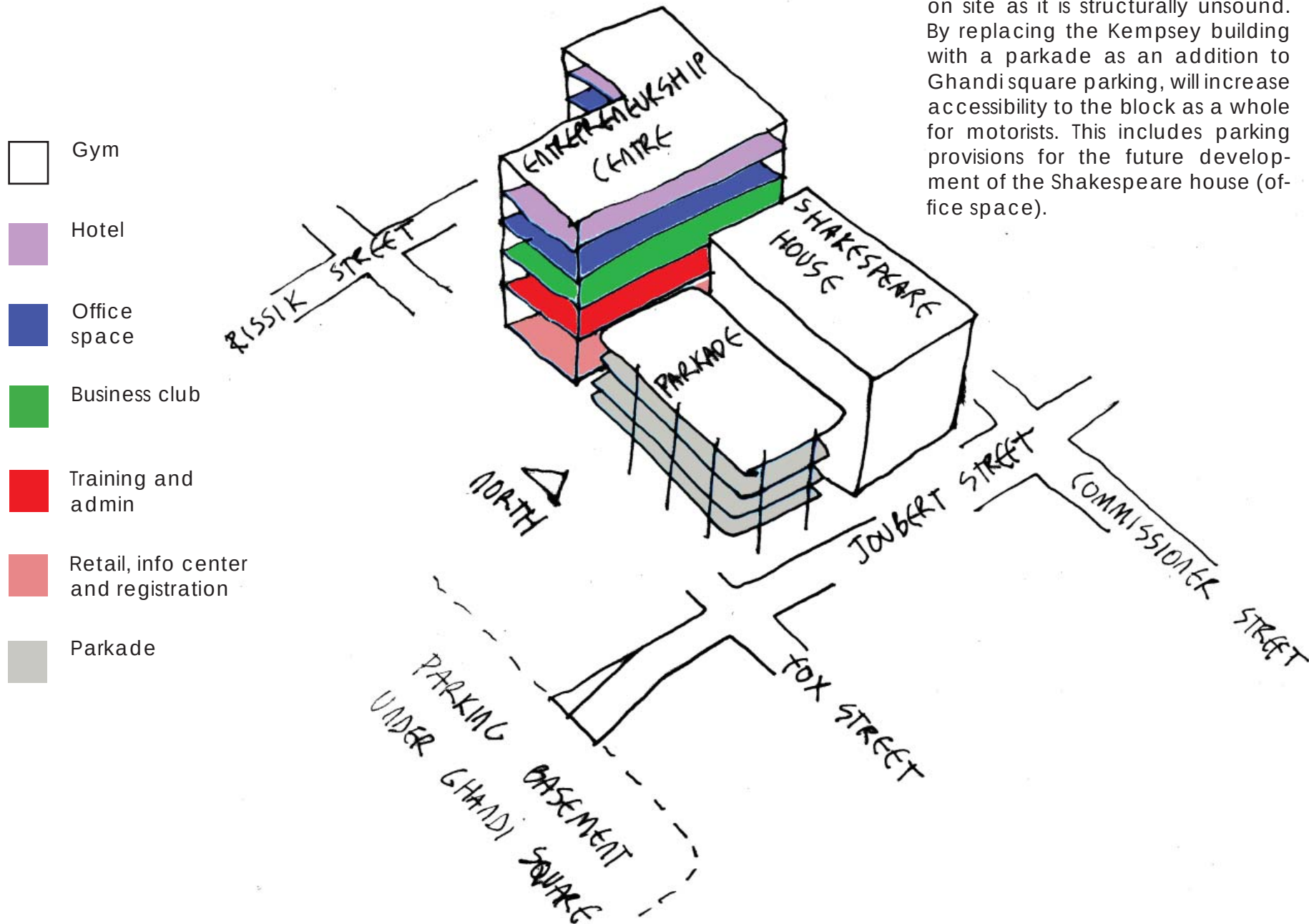
GHANDI SQUARE

■ Vehicles

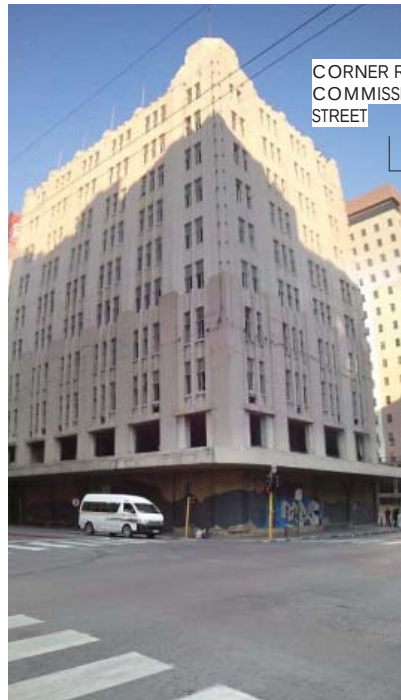
■ pedestrian movement & public interface



According to Schoeman H. CEO and director of Urban Ocean (Interview, September 07, 2012). The Company is putting plans in place to demolish the Kempsey building on site as it is structurally unsound. By replacing the Kempsey building with a parkade as an addition to Ghandisquare parking, will increase accessibility to the block as a whole for motorists. This includes parking provisions for the future development of the Shakespeare house (office space).

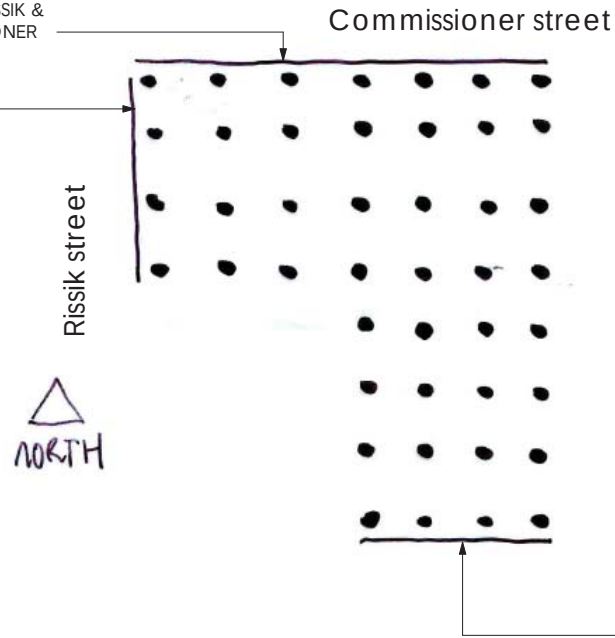


CONSERVATION AND RE-USE

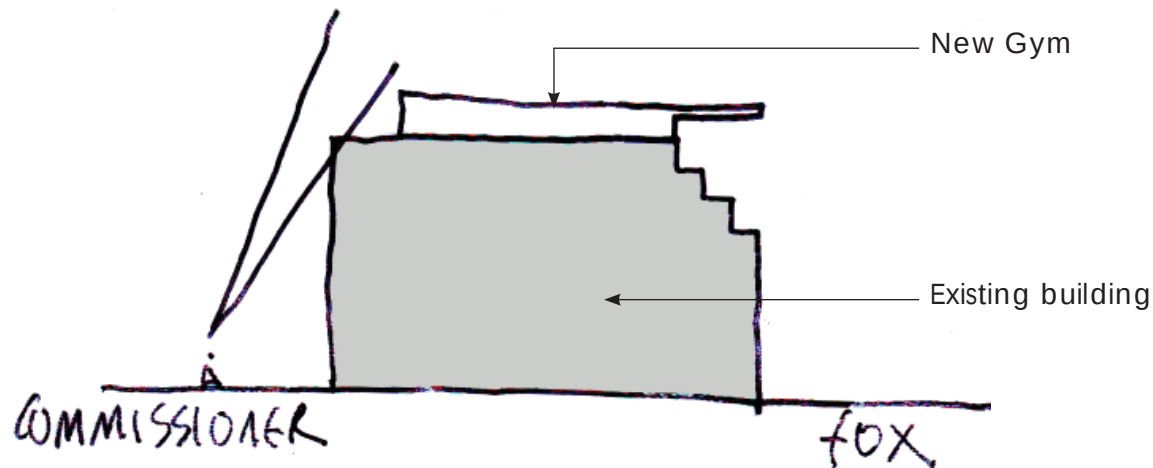


CORNER RISSIK & COMMISSIONER STREET

EXISTING BUILDING



SOUTH ART DECO FACADE



The Burra Charter

AESTHETIC VALUE

The Burra charter states that, aesthetic value may include the building's form and scale (The Burra Charter 1999, article 2.2).

The CNA building is 10 storeys high and approximately the same width as the Shakespeare house. The gym on the roof is set back so that it doesn't visually impact the size of the building on Commissioner and Rissik side.

RELATION OF BUILDING TO ITS SETTING (Burra charter 1999, 3.2e of article 3.0)

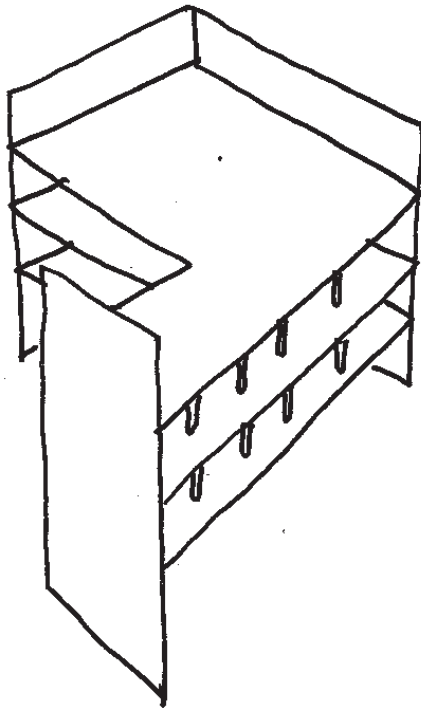
The heritage value of the CNA is not only on the building's Art Deco style but also as part of the precinct. The building's verticality is carried through to the Shakespeare house and His Majesty. The three buildings represent an era in the development of Johannesburg - the Metropolis development of Johannesburg in the 1930s (Chipkin, 1993, :152)

NEW WORK

There should be a clear distinction between existing and new work in material or form (The Burra charter 1999, 22.1, 22.2 of article 22)

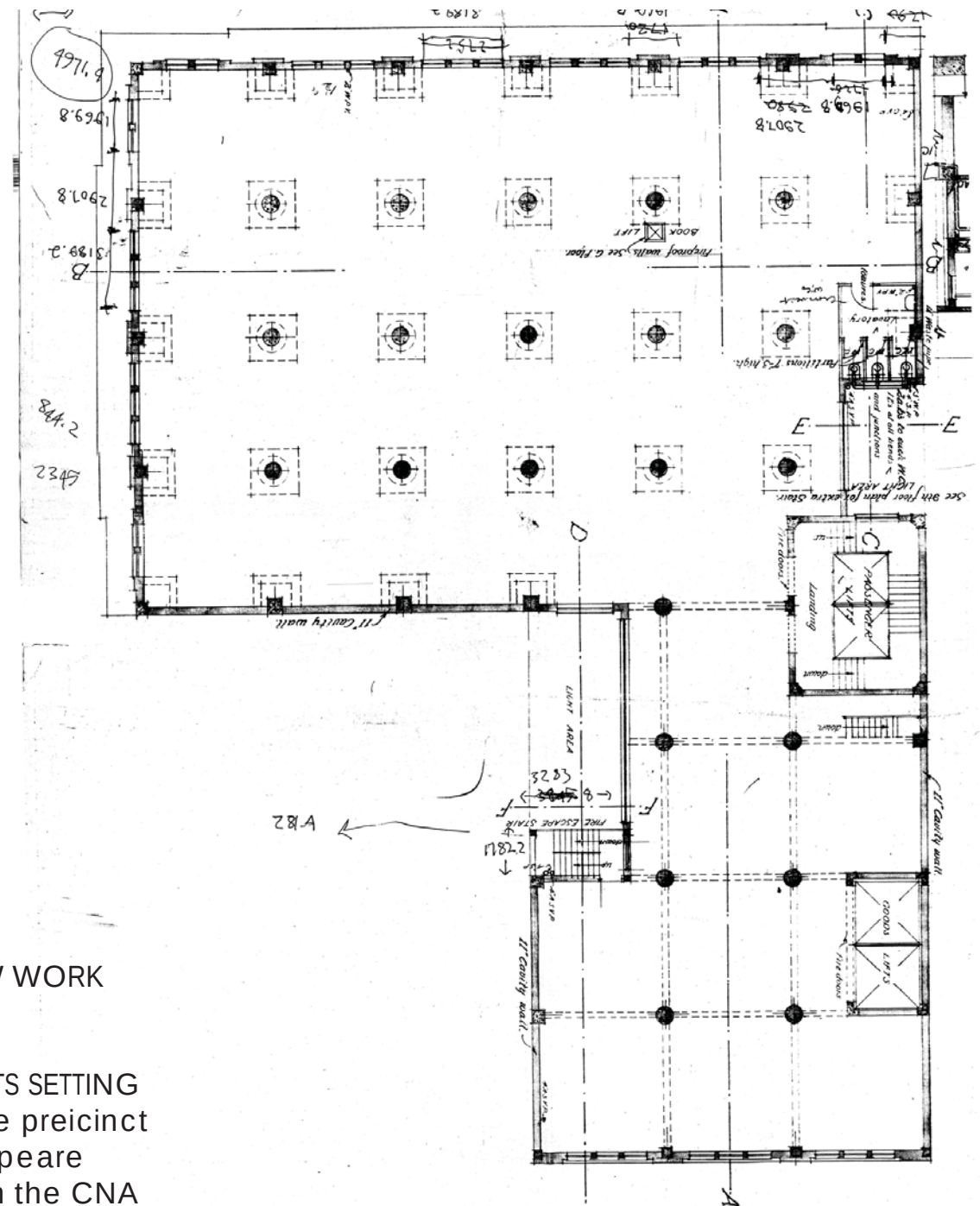
The intervention on the north and the west facades is minimal. The addition consists of a glazed skin contrasting the existing concrete Art Deco envelope of the CNA building

The existing slabs and art deco facade are to be kept

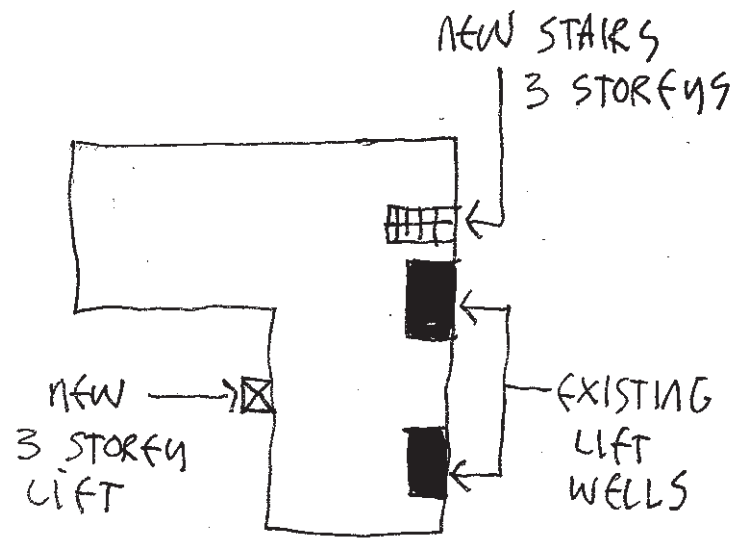


THE BURRA CHARTER

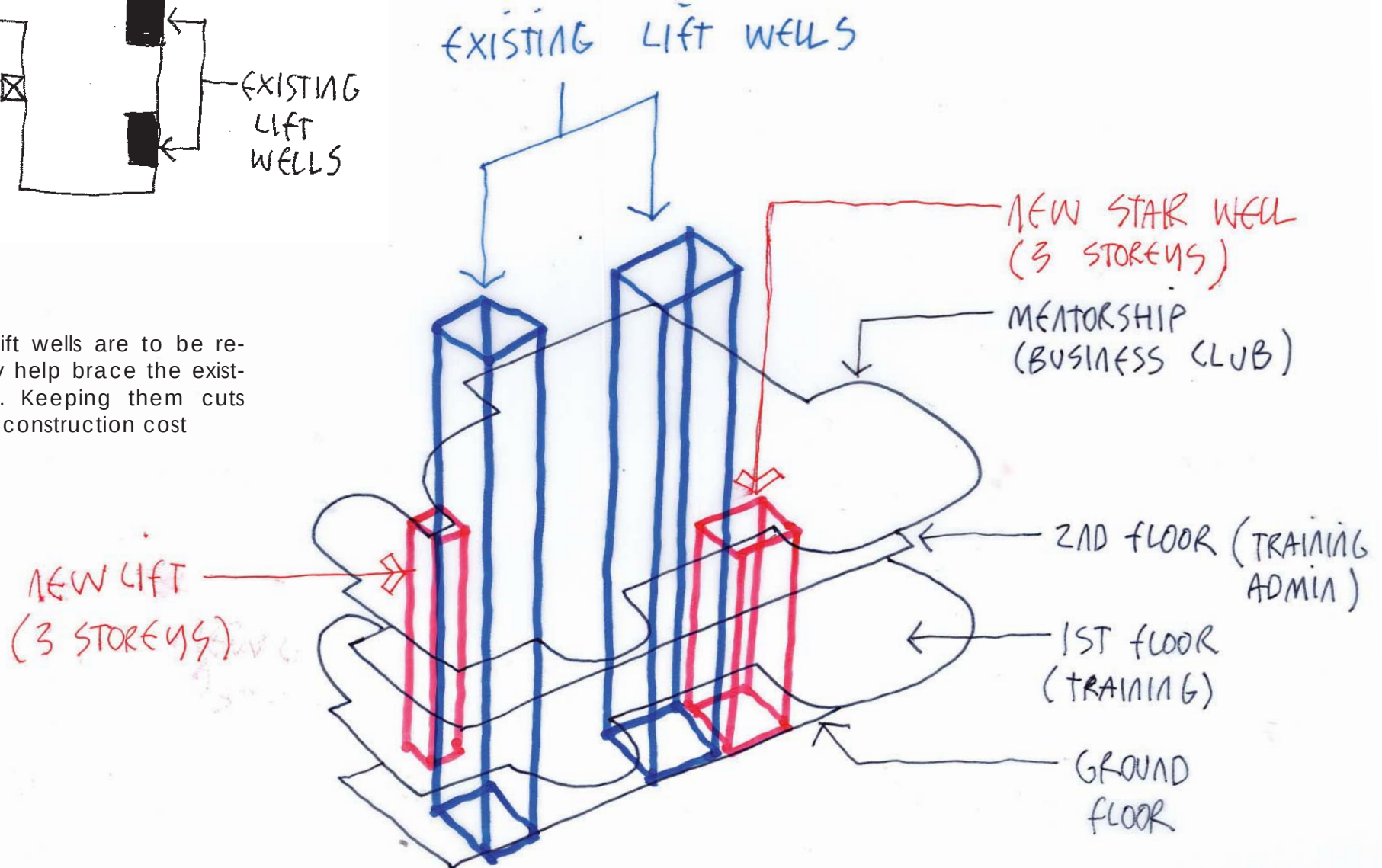
- CLEAR DISTINCTION OF NEW WORK FROM EXISTING STRUCTURE
- RELATION OF BUILDING TO ITS SETTING
Heritage value is more in the precinct (group of buildings - Shakespeare house and His majesty) than the CNA building individually. The Art deco and the metropolis vertically of the 1930s



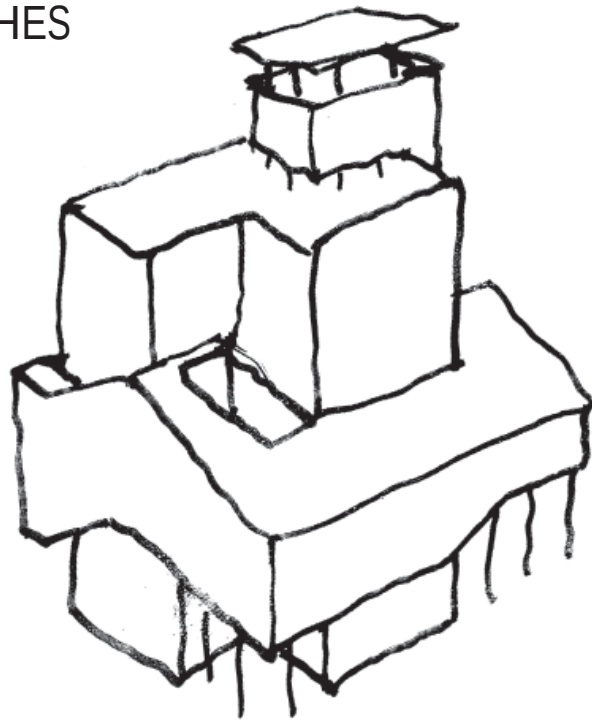
TYPICAL FLOOR OF EXISTING BUILDING
Johannesburg council (19.05.2012)



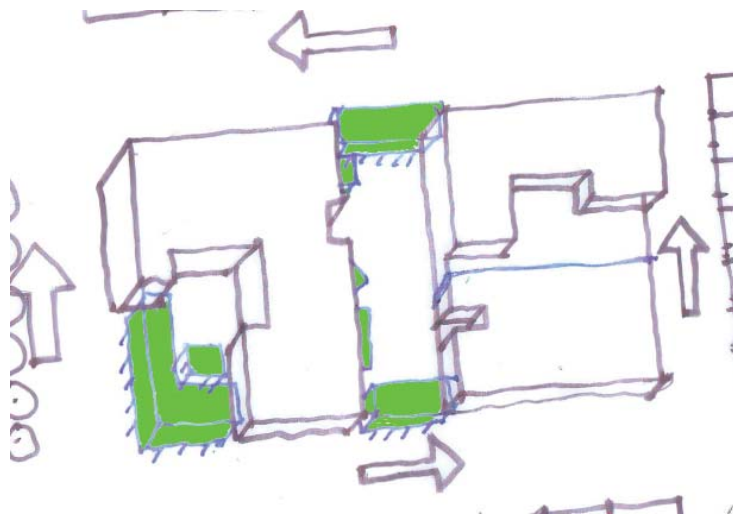
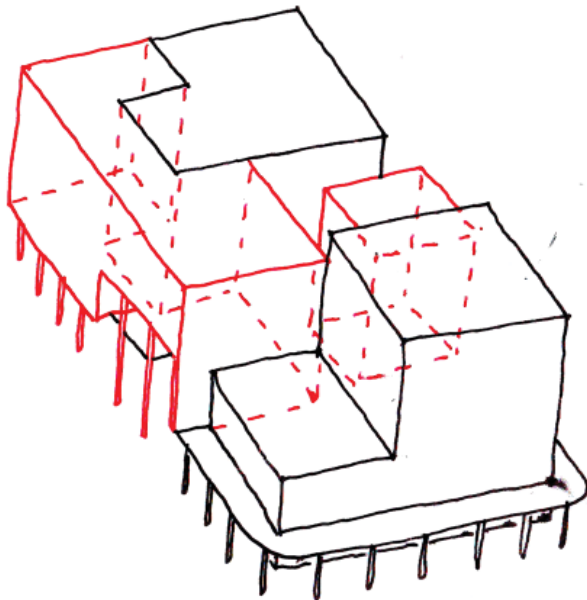
The existing lift wells are to be re-used, as they help brace the existing structure. Keeping them cuts down on the construction cost



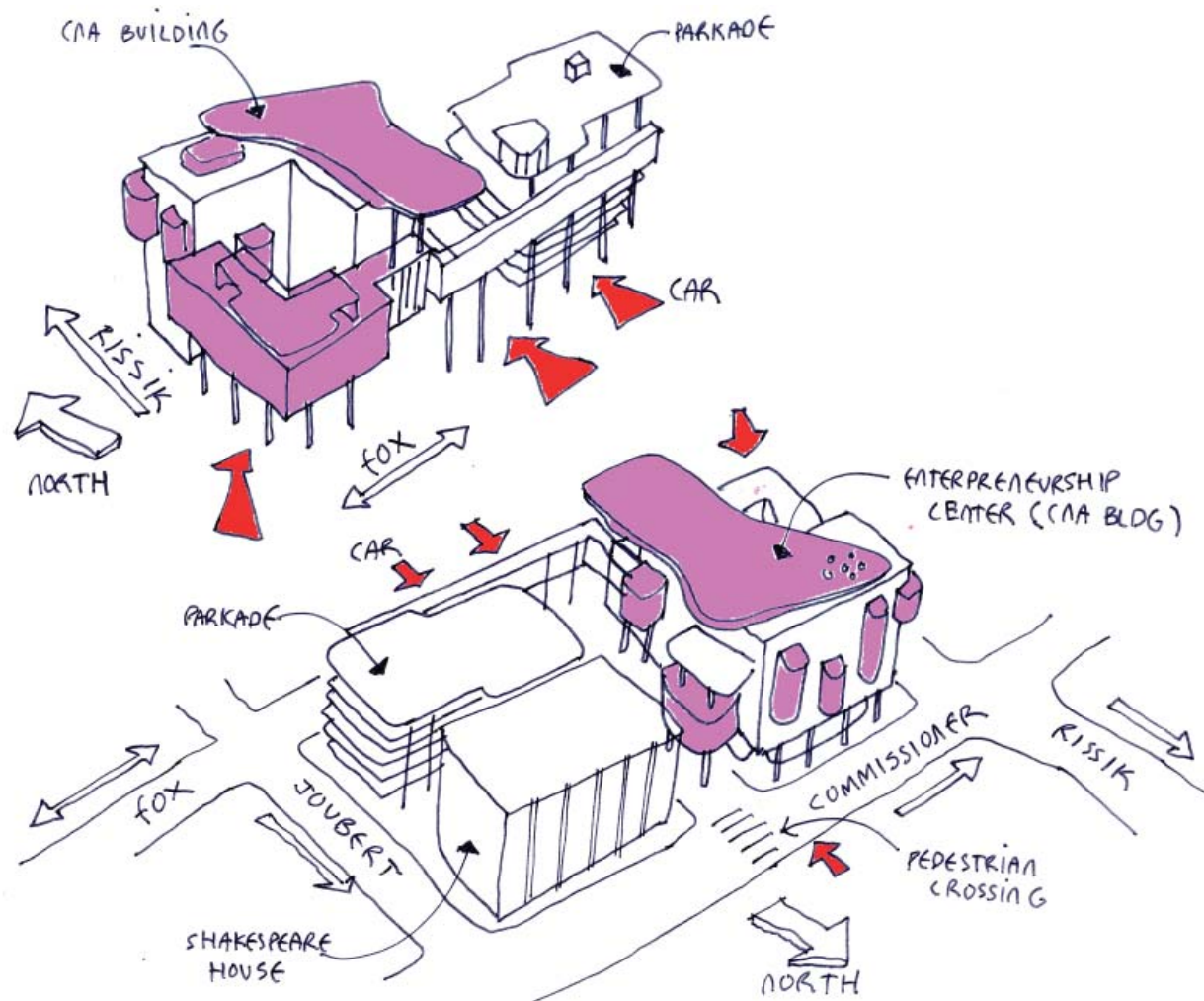
DEVELOPMENT SKETCHES



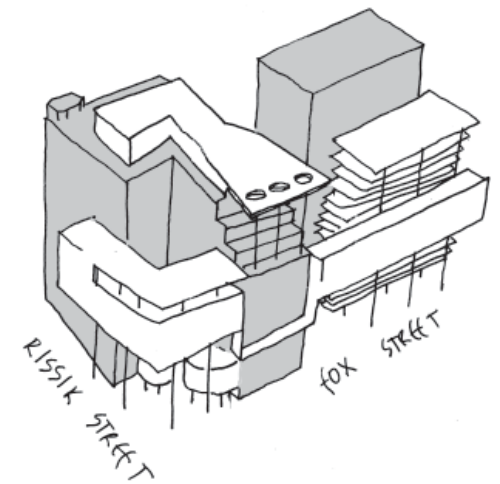
The initial idea was to rap around the existing building with a transparent skin and building above the voids yet revealing the existing CNA building



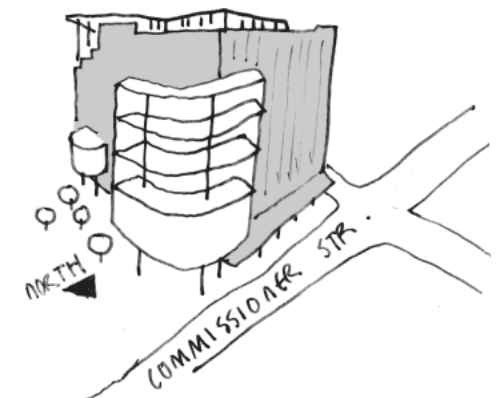
The void in the center is the heart of the site. Defining its edges and leaving the CNA building's facades intact and popping out on the east edge would add character to the space. Adding a floating piece at the south west corner of the block (corner Rissik and Fox streets) to define the entrance

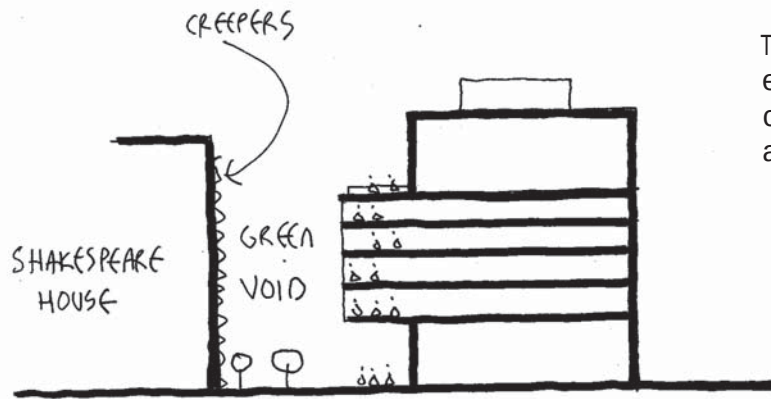


Engaging with the art deco facade with compromising its verticality, connecting the building to the parkade south east of the city block and adding the gym on the Roof which becomes part of the roof terrace.

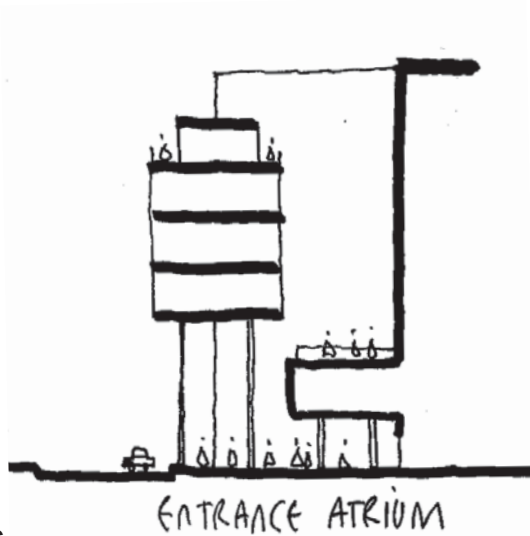
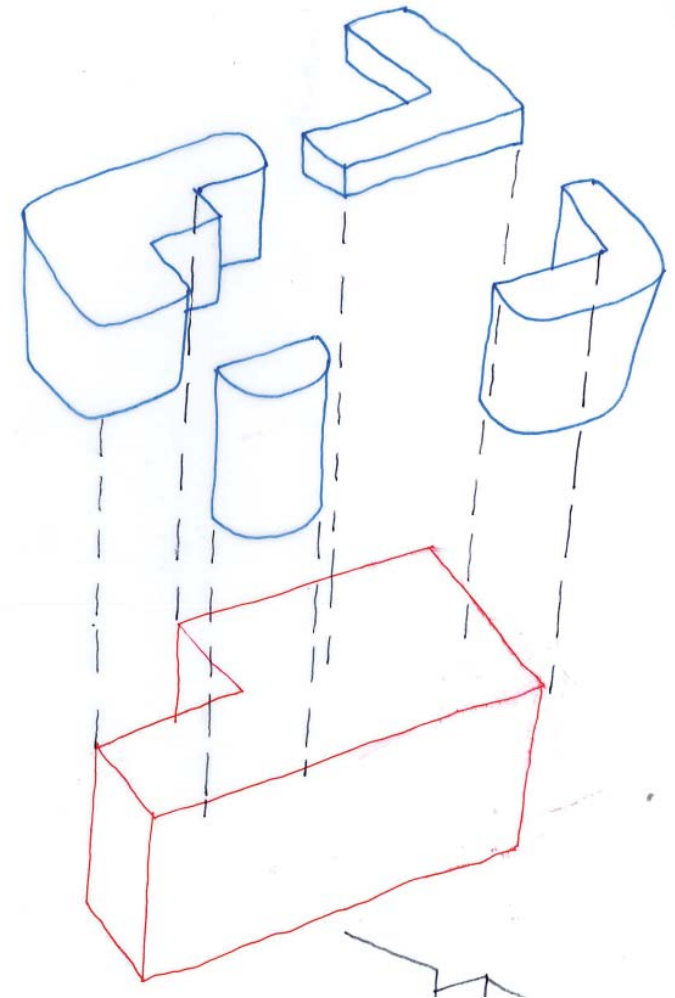
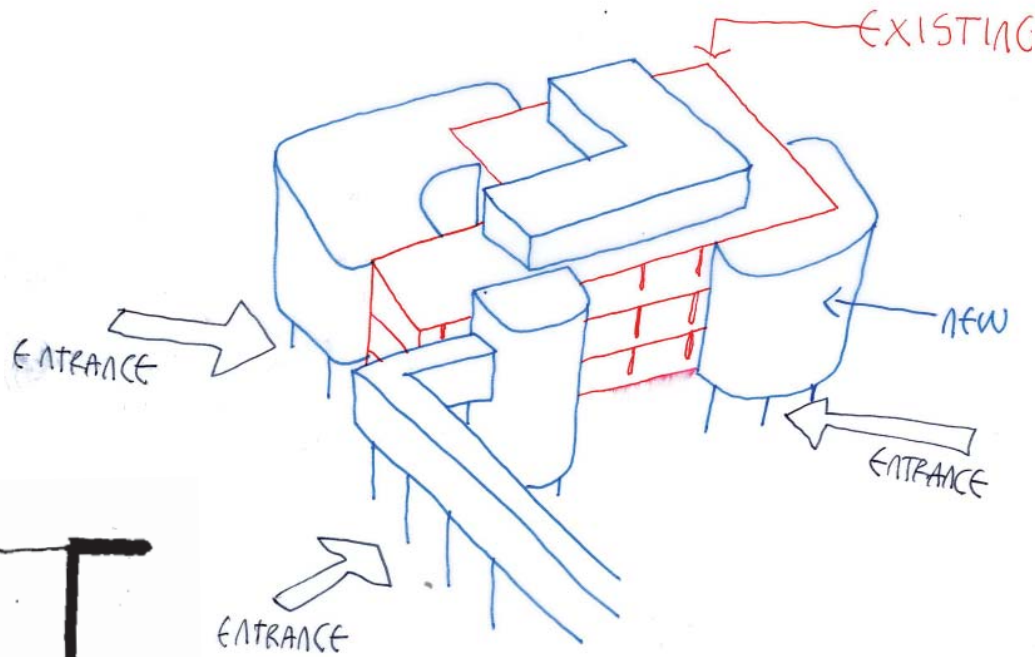
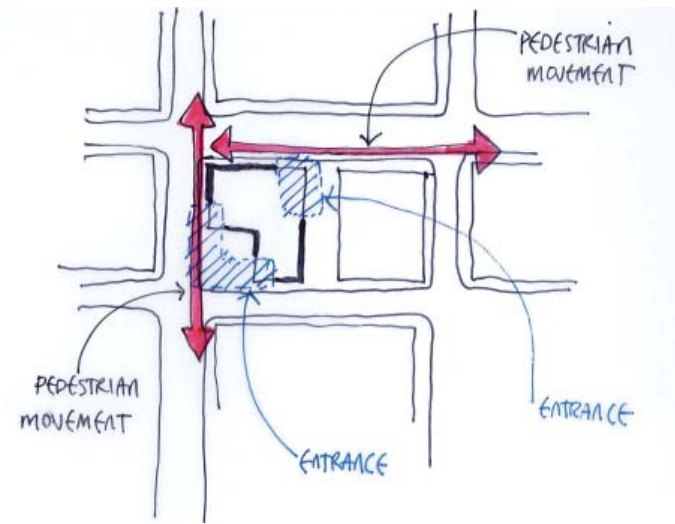


Defining the voids as public spaces and points of entrance, keeping the ziggurat on the south facade. Stepping back the gym on the roof for the existing building to take dominance instead of the gym roof. Popping out on the east facade; rapping around the north east corner and leaving the art deco facades and the risik/commissioner street corner as is.

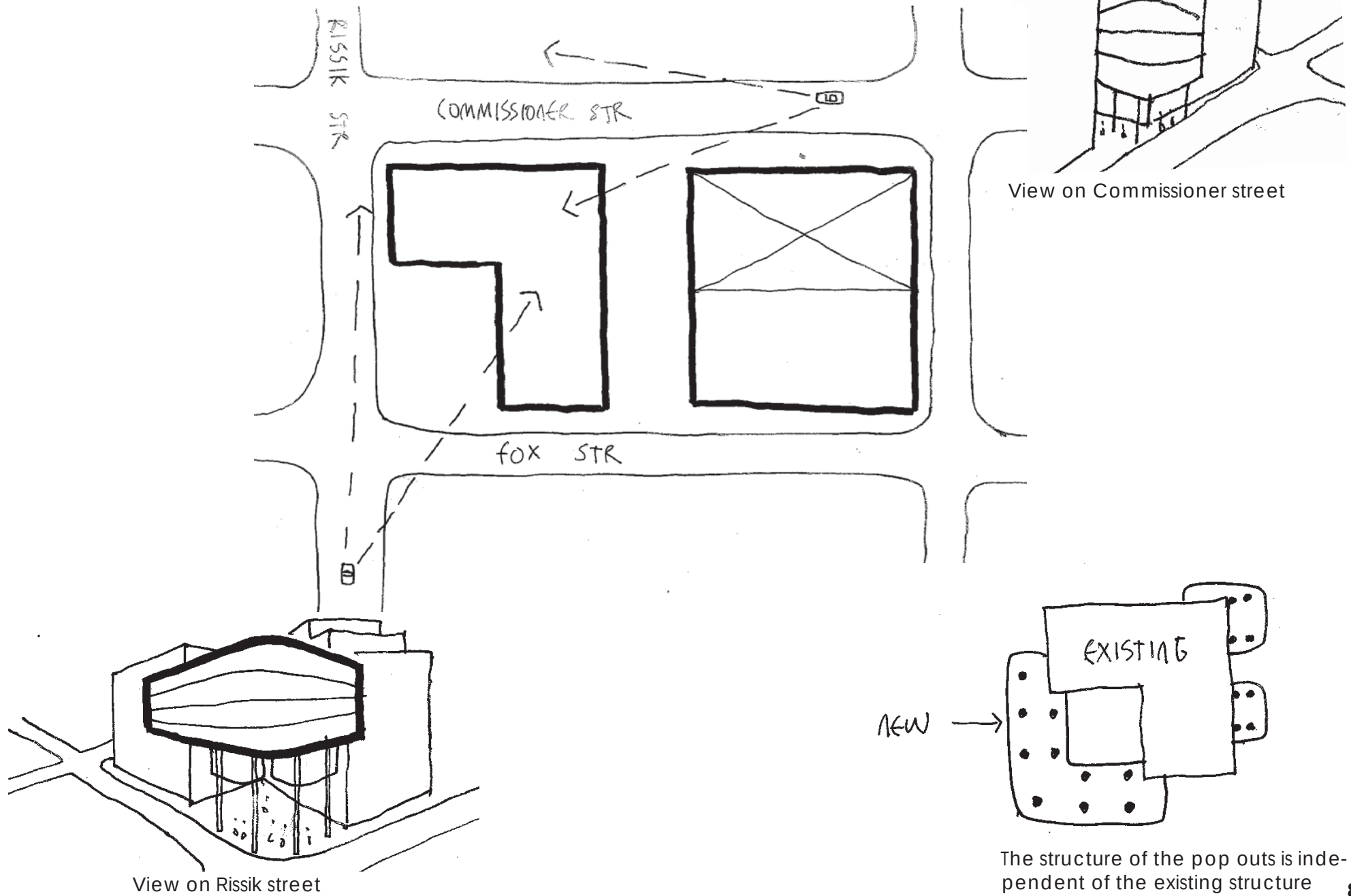




The new insertions help define the entrance points and also act as facade features along Commissioner and Rissik streets

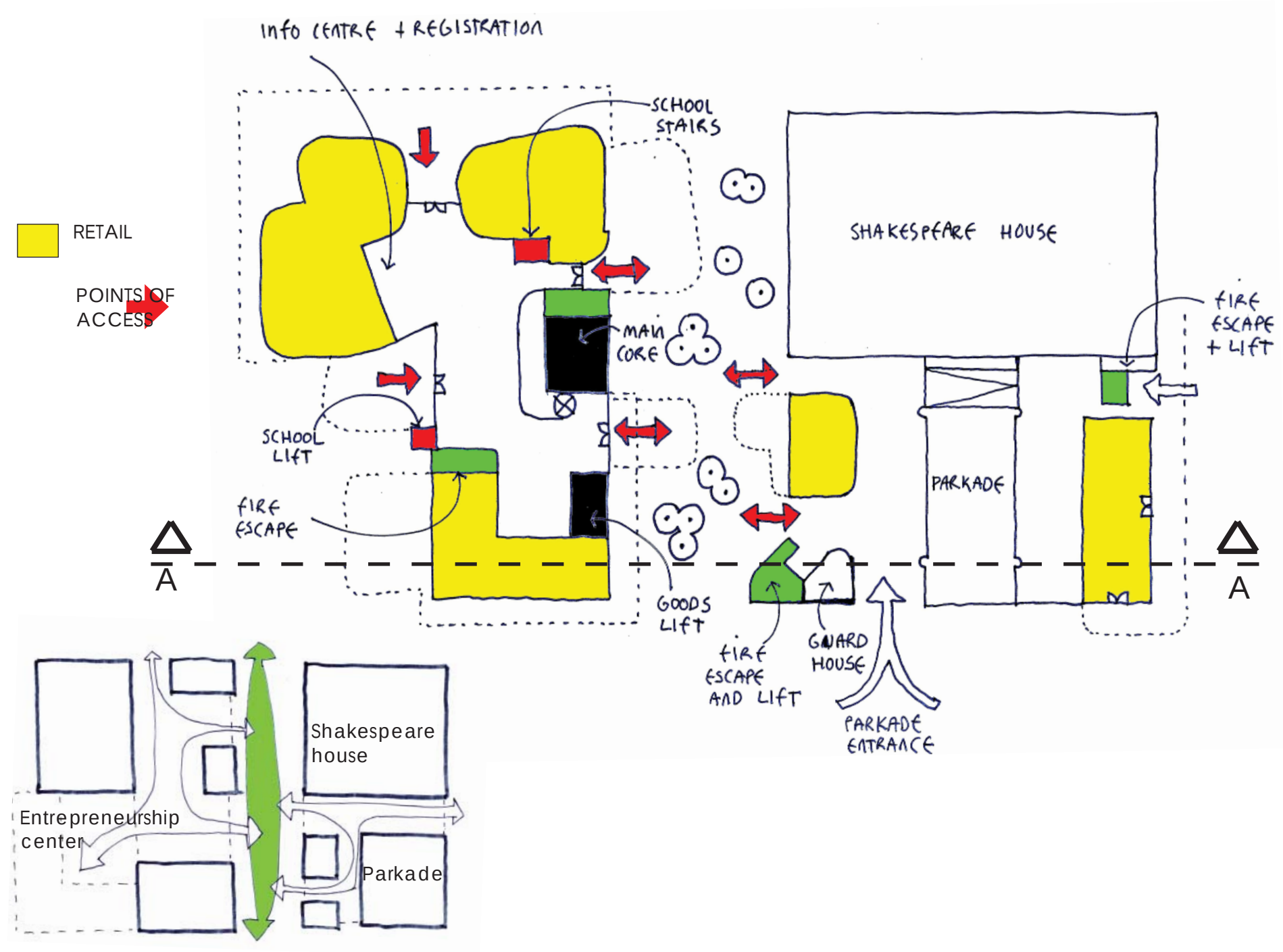


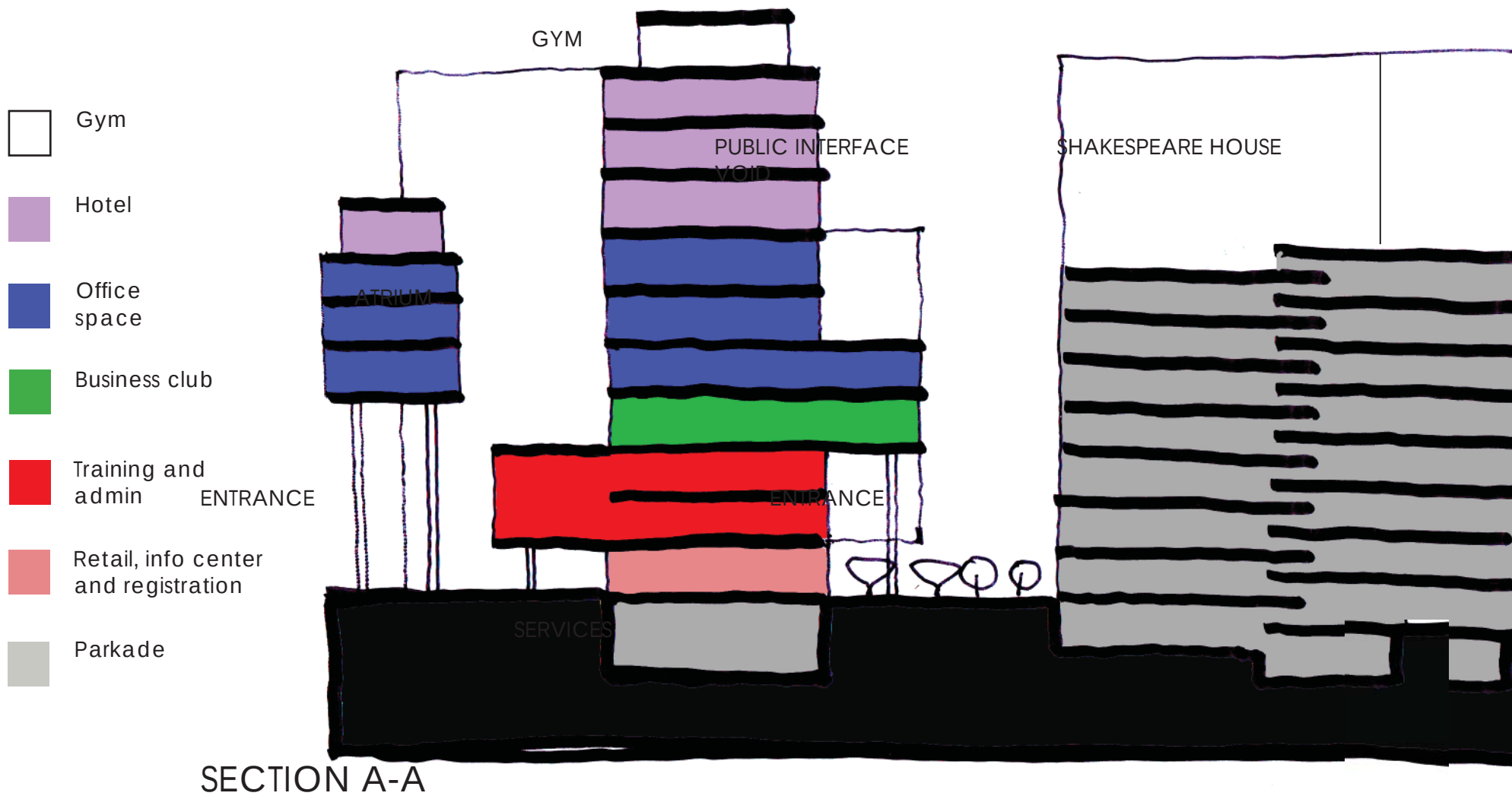
The new insertions (features) on the facades are in the line of view from the two major streets, Commissioner and Rissik street, particularly for vehicular traffic



The structure of the pop outs is independent of the existing structure

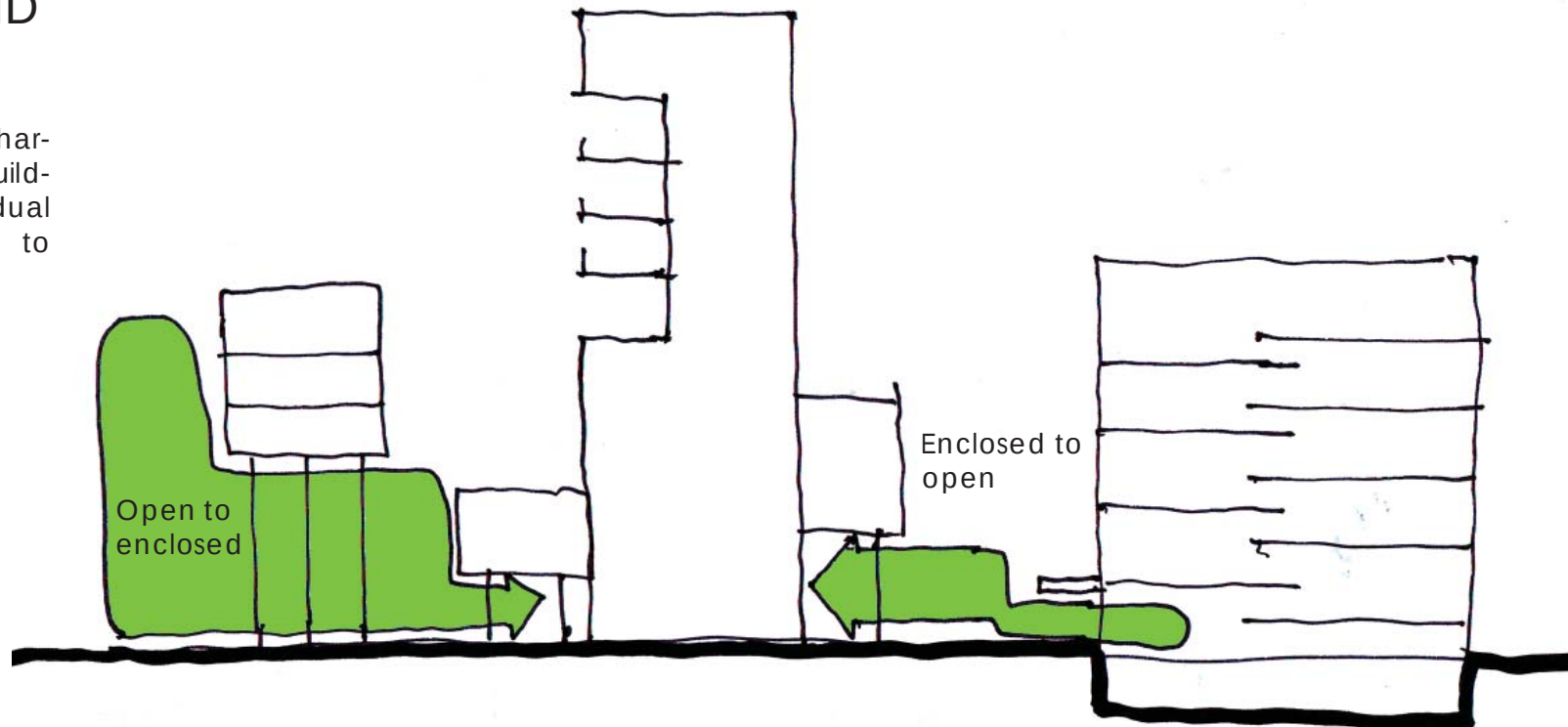
GROUND FLOOR PLAN





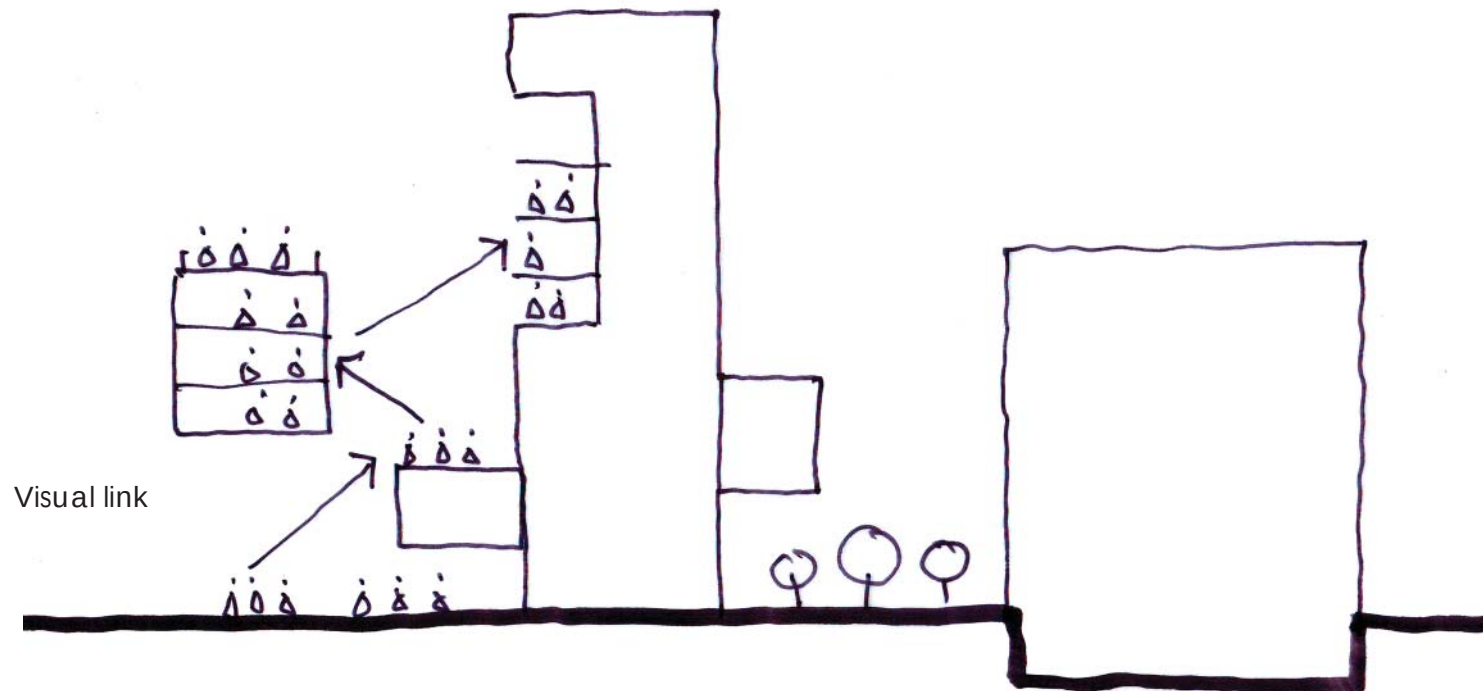
THRESHOLDS AND HIERARCHY

The change in spatial character on entering the building helps define the gradual movement from outside to inside (threshold)



ASPIRATION

The visual link between the entrance, training and practise space in the entrance atrium reflects the building's concept: ASPIRATION



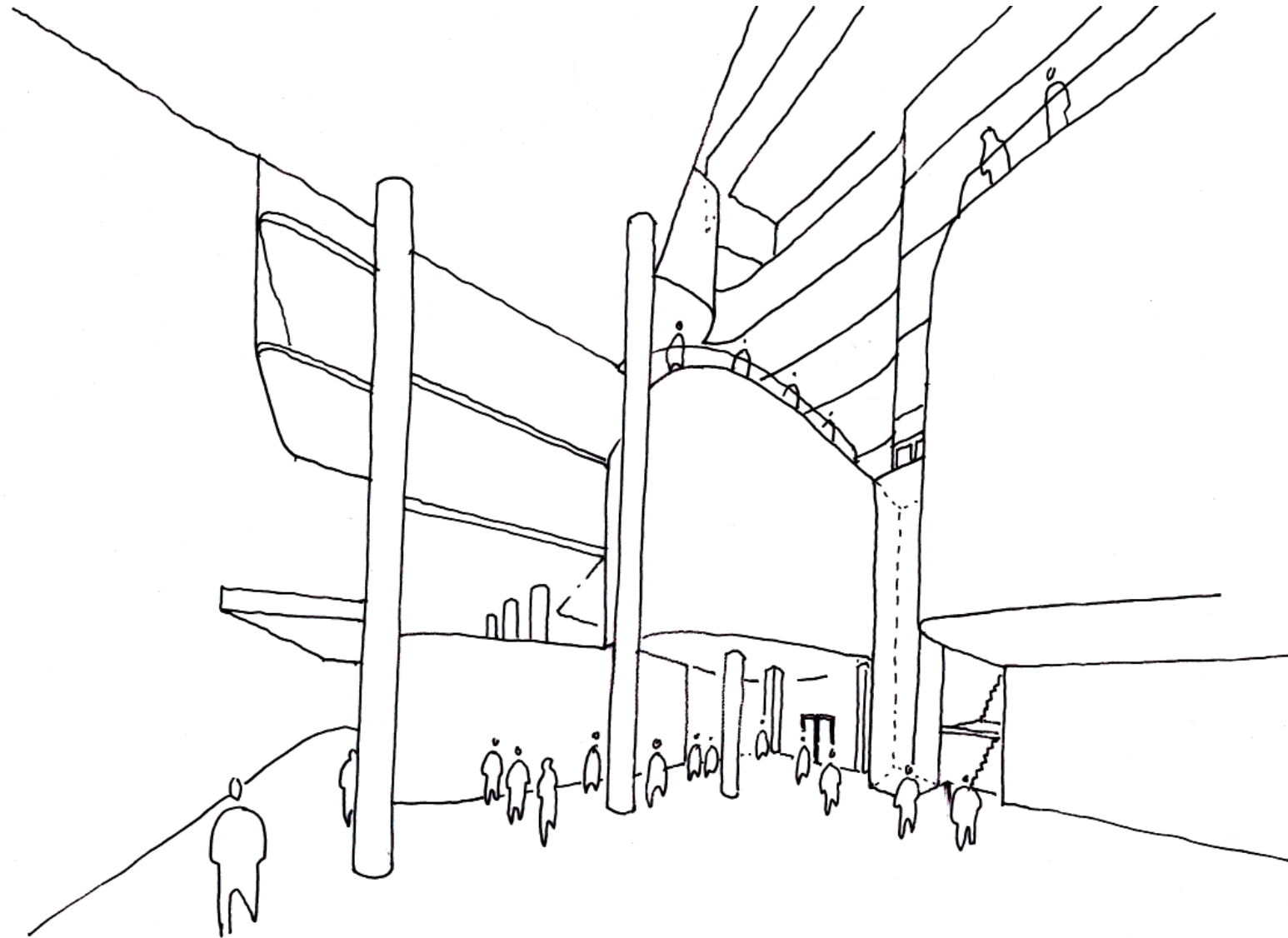
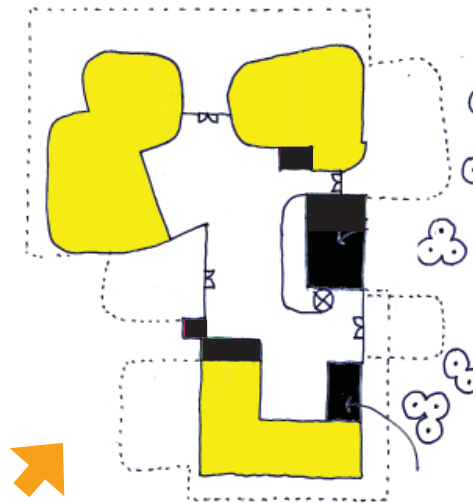
RETAIL + ENTRANCE FOYER GROUND FLOOR



VIEW



RETAIL



Entrance atrium

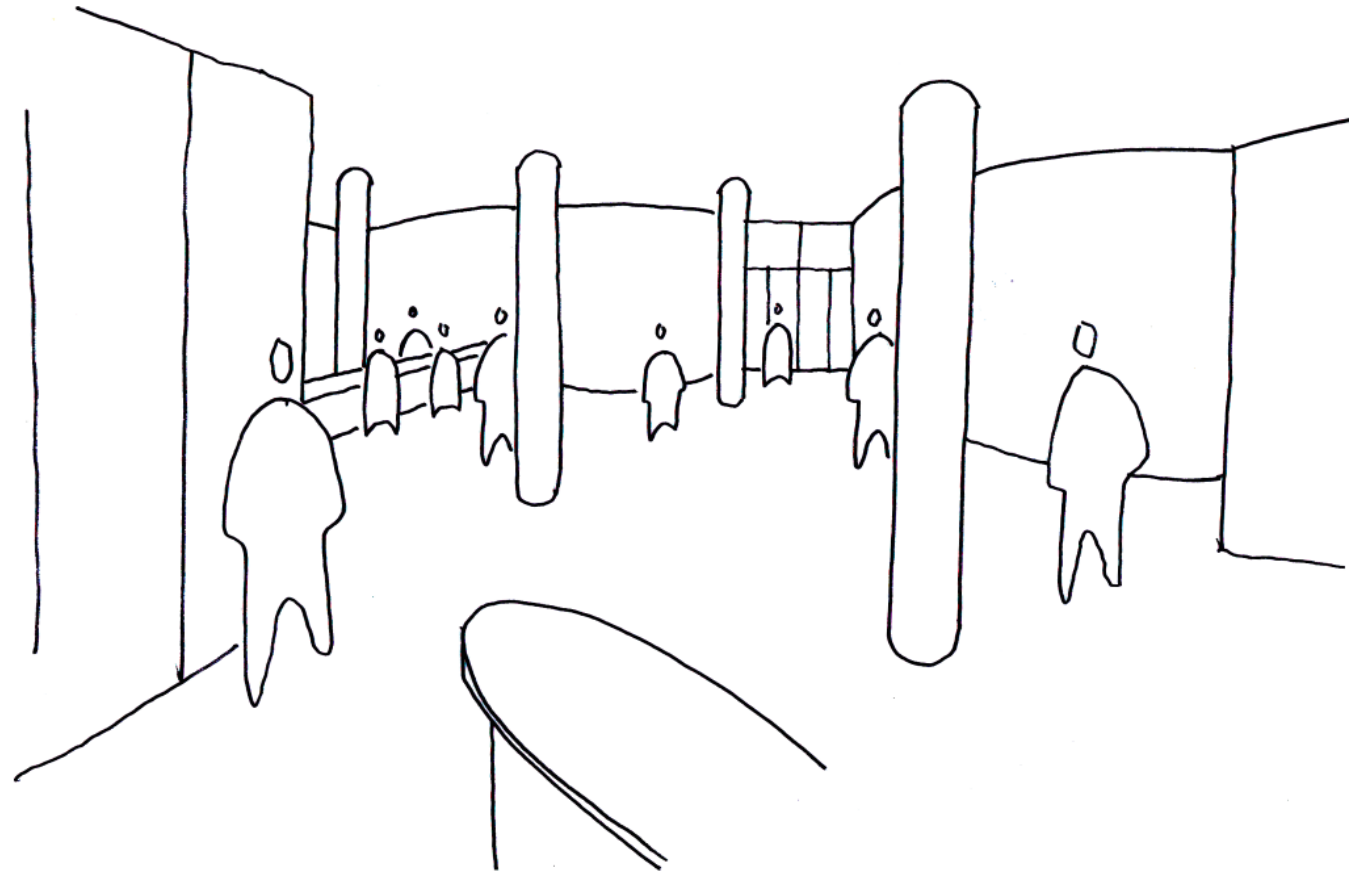
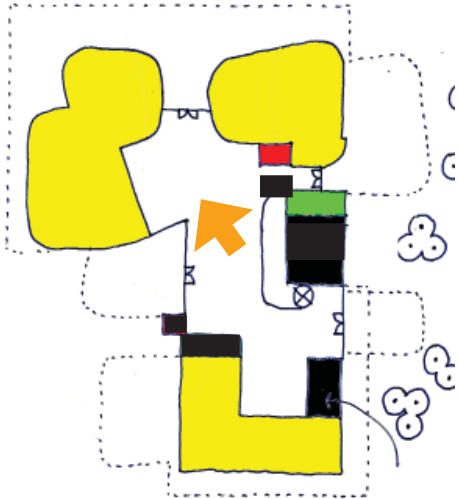
RETAIL + ENTRANCE FOYER GROUND FLOOR



VIEW



RETAIL

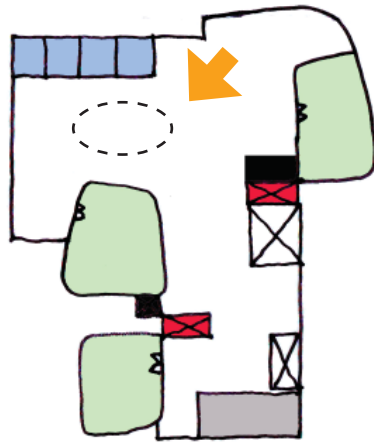


Entrance foyer



 Lecturers offices

 Lecture halls



 Stairs + lift

 Fire escape

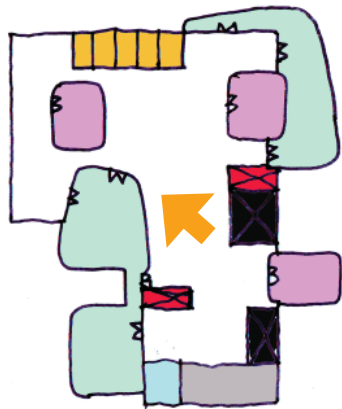
 Ablutions

 **OPEN PLAN :**
Media center
Reception
Printing



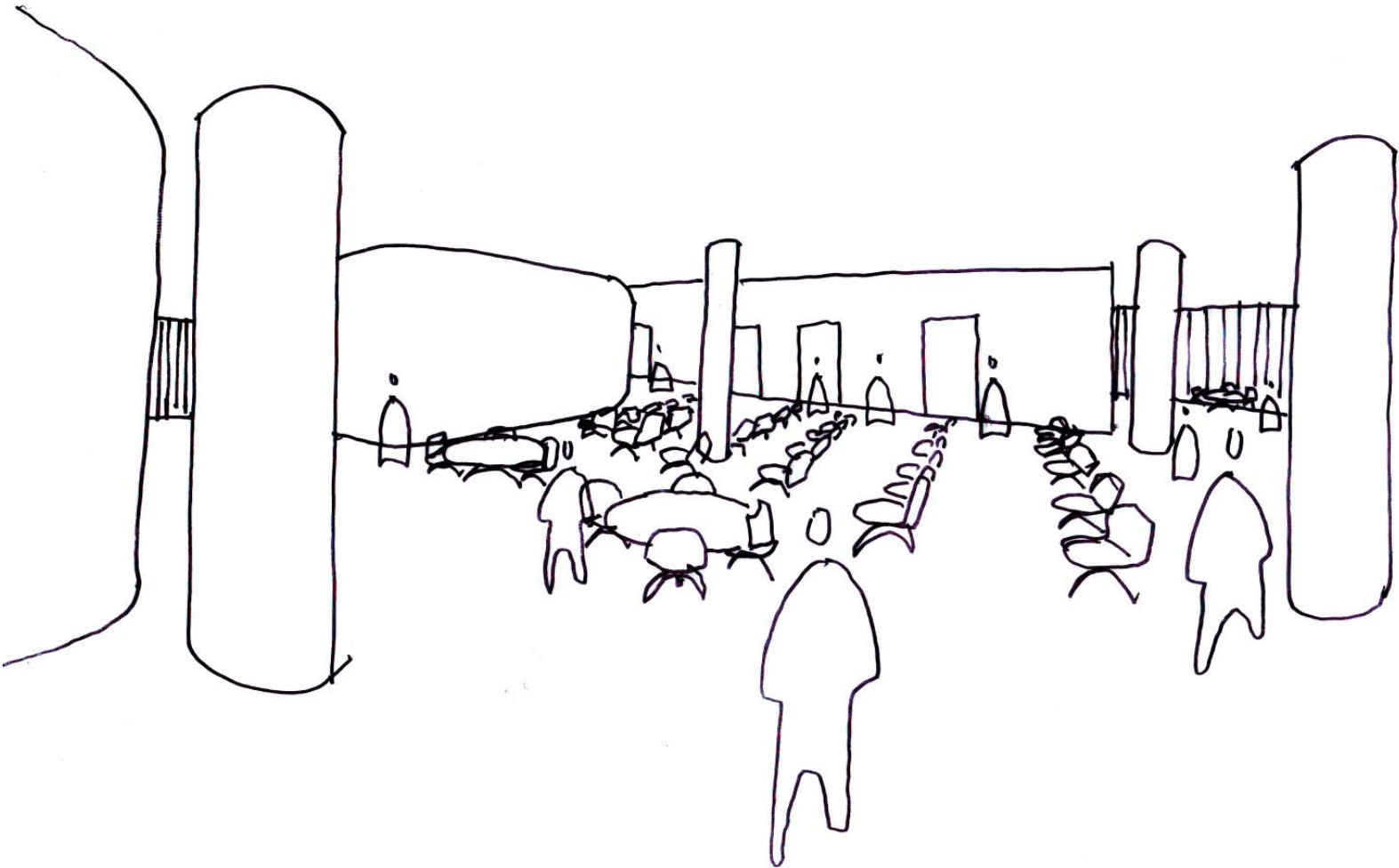


- Meeting booths
- Balcony + roof garden
- Boardroom

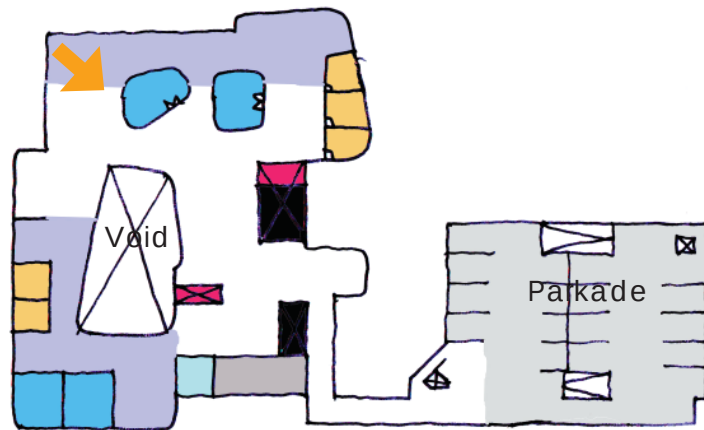
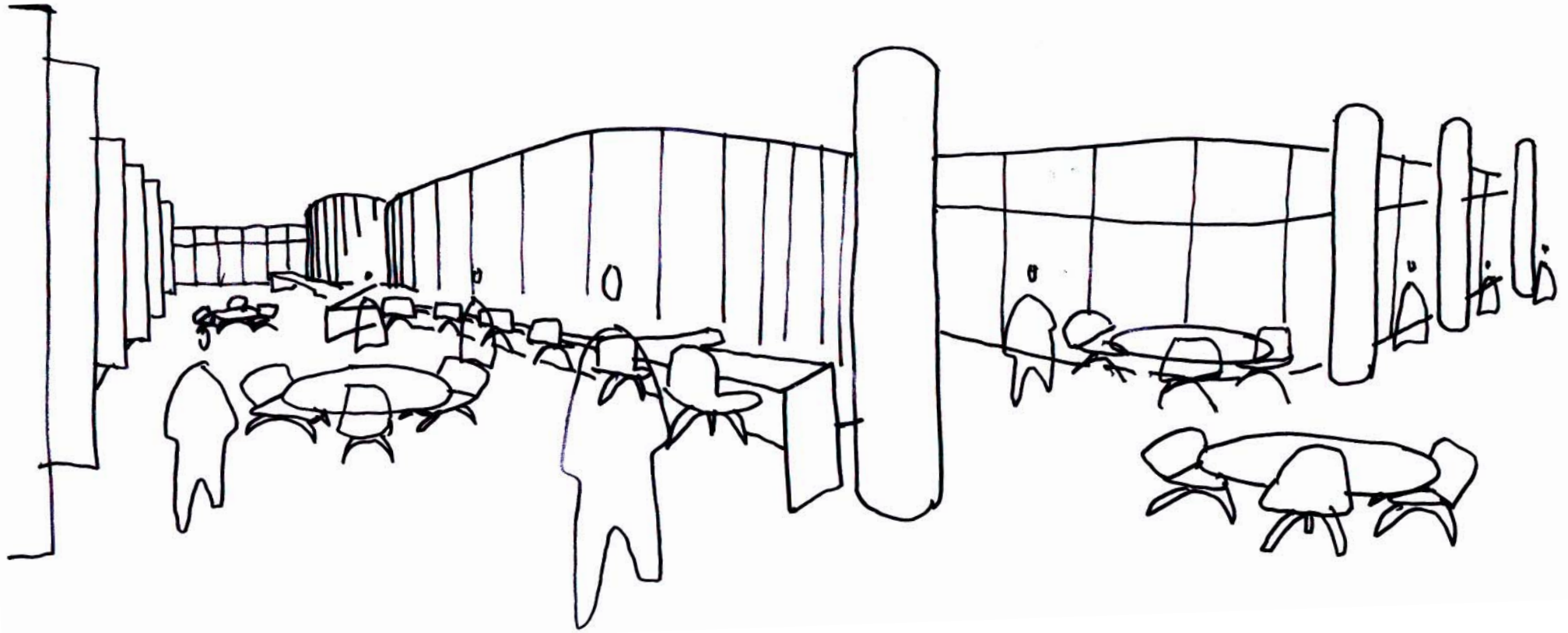


- Ablution
- Stairs + lift
- Fire escape
- Store room

- OPEN PLAN :**
- Library
 - Kitchen
 - Reception
 - Functions space
 - Working area (wi-fi)



OFFICE SPACE 4th ST FLOOR



Staff working space

Offices

Boardroom

Store room

Fire escape

Lifts and stairs

Lifts and stairs

OPEN PLAN :
Cafe'/kitchen
Reception
Lounge

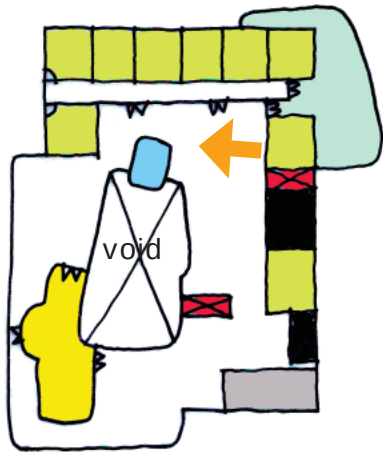
HOTEL FOYER 7th ST FLOOR



Apartment

Restaurant

Lift and stairs



Office

Ablution

Fire escape

Balcony

OPEN PLAN :
Bar
Dinning area
Roof terrace
Reception



Sun screen technology

Often, the principles associated with modern enterprise are: openness & communication. As a result, the building responds by having many glass facades. However, in summer direct sunlight gets into building's interior causing uncomfortably high temperatures and glare. This leads to high cooling bills, amongst other things.

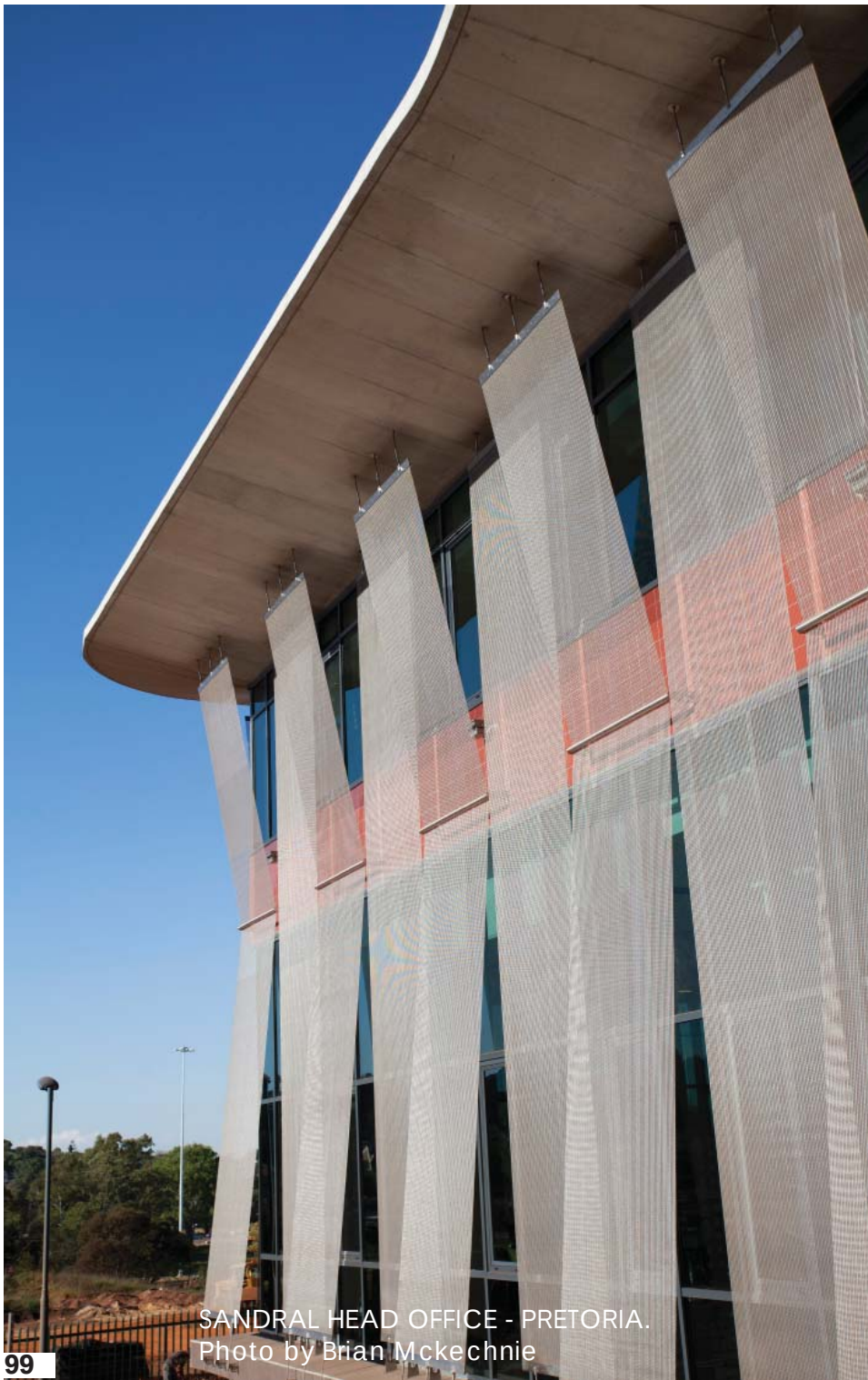
The challenge is therefore making the north, west and south glassed facades work to ones best advantage (maximising energy efficiency and openness) by considering the following:

- Allowing the penetration of winter sun in the morning.
- Keeping the sun off the facades
- Offering views out
- Maximising the penetration of day light instead of direct sunlight

To maintain an acceptable all year round comfort level, sun screening in the form of stainless steel wire GKD mesh is used. It is the material of choice primarily because it leaves unhindered views out and filters natural daylight in varied ways, into the space. GKD wire mesh is a robust, corrosion-resistant, weather-proof and recyclable sun screening solution. It is easy to clean, rainfall is sufficient for that task.

The mesh comes in maximum 8 meter wide panels and endless length sizes. It has a woven textile-like structure. It comprises of fine cables lengthwise (making it stable in one direction) and monofilament rods crosswise (making it bendable in the other direction).

The wire mesh's transparency and reflectivity, as well as its plasticity and rhythm vary according to how light falls on the mesh. These properties also give the mesh veil-like tendencies, as when light falls on it, it reveals new perspectives of what is being concealed. The position of the light plays a role in this regard: when lit from the front, the mesh appears to be a solid shiny surface; when lit from the back, the mesh appears to be a translucent membrane, *Woven metal mesh* (2010).

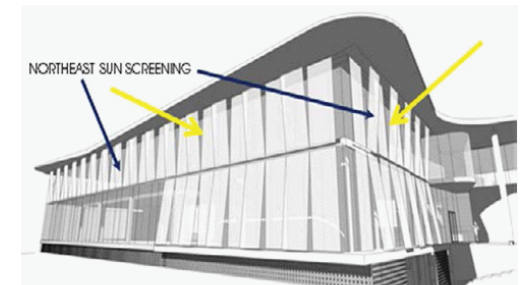
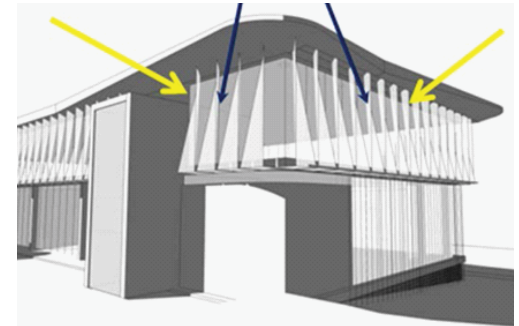


SANRAL HEAD OFFICE - PRETORIA.
Photo by Brian Mckechnie

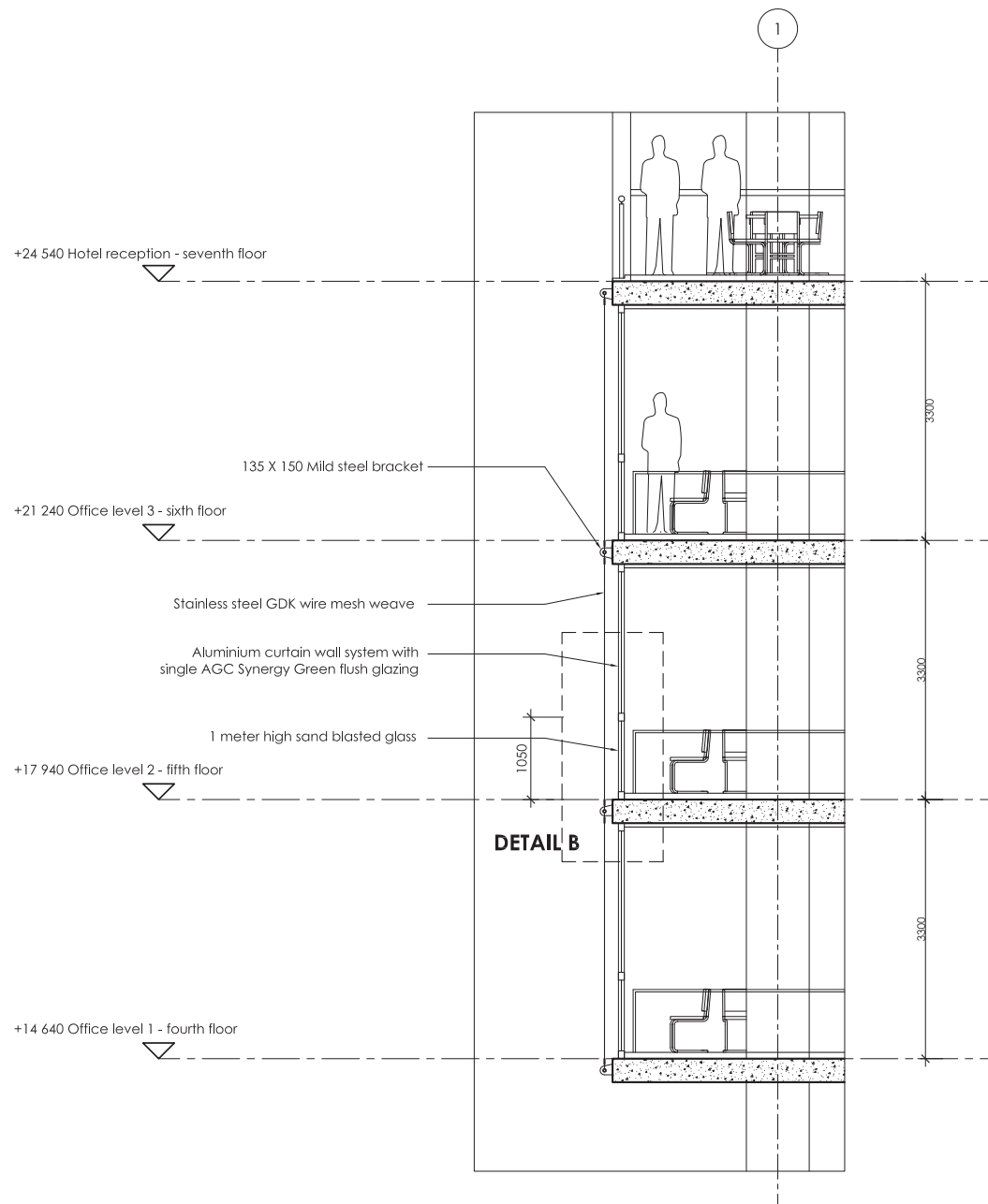
SANRAL HEAD OFFICE, PRETORIA BY ACTIVATE ARCHITECTS

Activate used GKD wire mesh on the SANRAL project, primarily because it contributed to the energy-saving objectives of the project. The mesh was used in combination, that is of the Tatami, Omega 1520 and Omega 1510 range of GKD mesh.

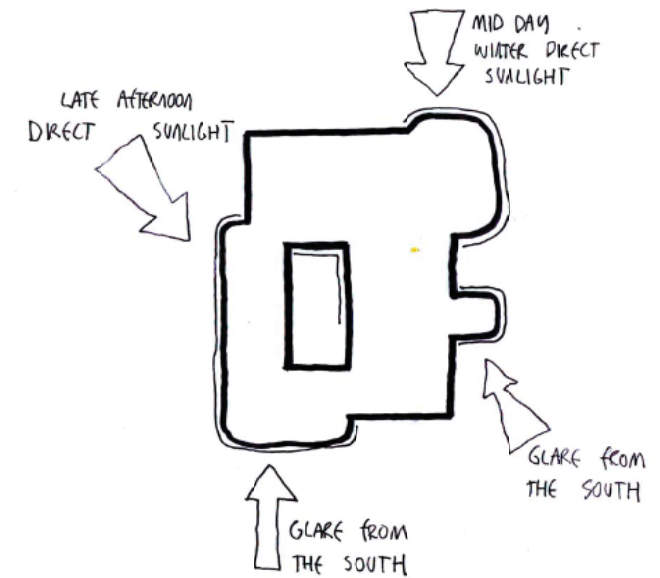
A slightly dense mesh is used in a flat position, for the north-eastern facade. The more dense mesh is used on the south-western facade, in a twisted position, so as to block out the early and late sunlight.



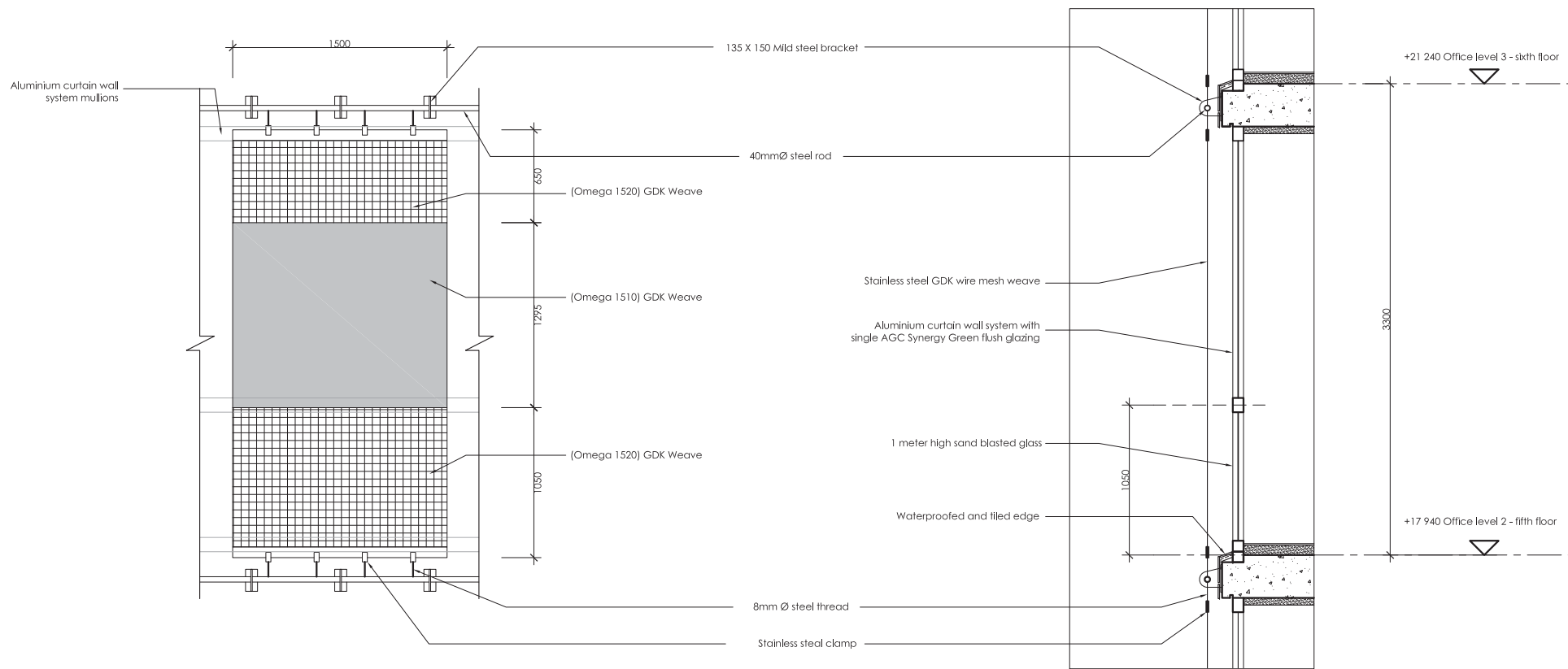
Solar protection - Arctivate Architecture



DETAIL A
SCALE 1:50



The new insertions consists of glazing skins. The GDK wire mesh will protection the insertion's interior from: direct winter sun north of the building; summer sun glare on the south and direct late afternoon winter sun west of the building.

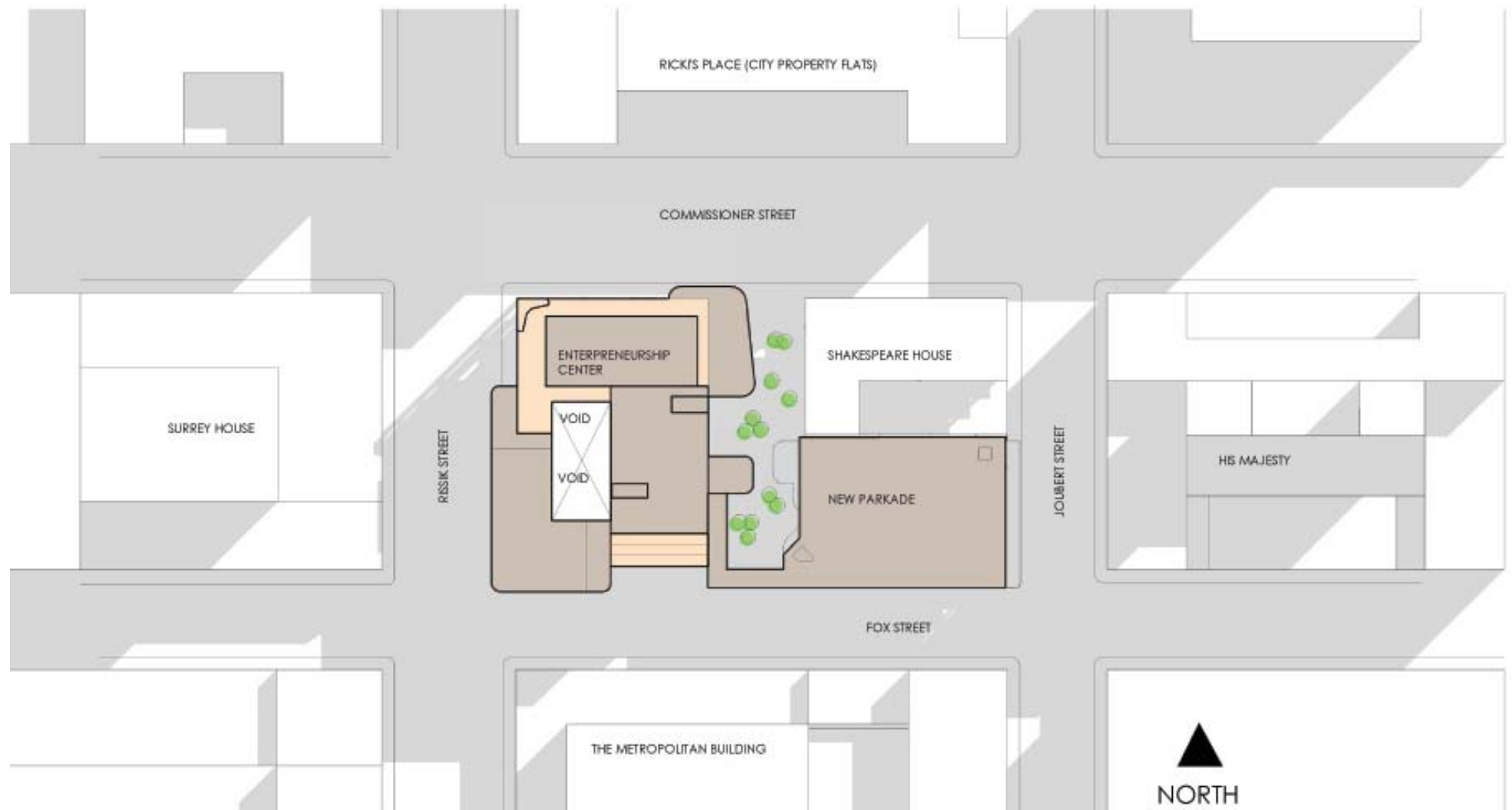


STEEL MESH ELEVATION
SCALE 1:25

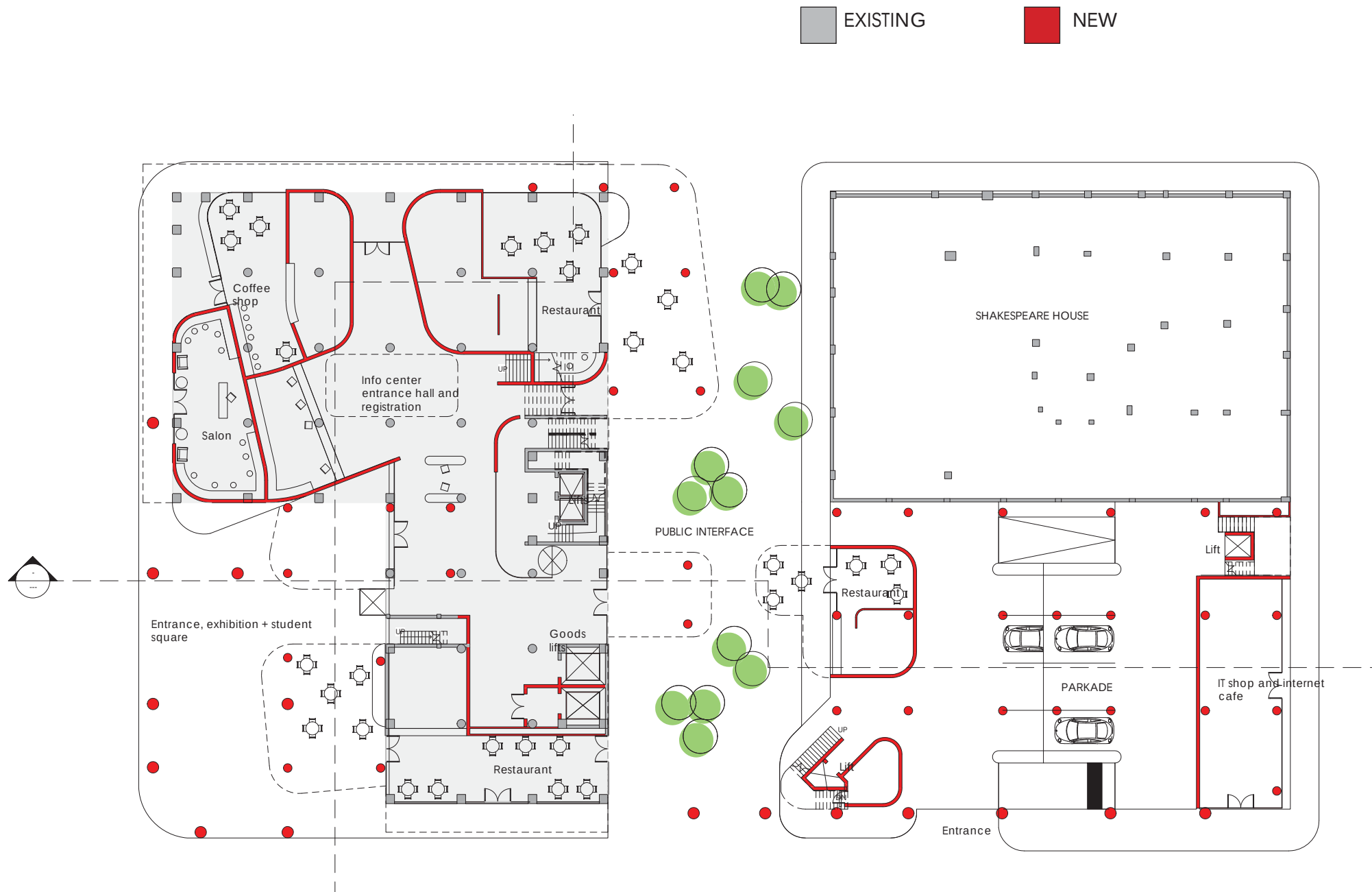
DETAIL B
SCALE 1:25

FINAL DRAWINGS

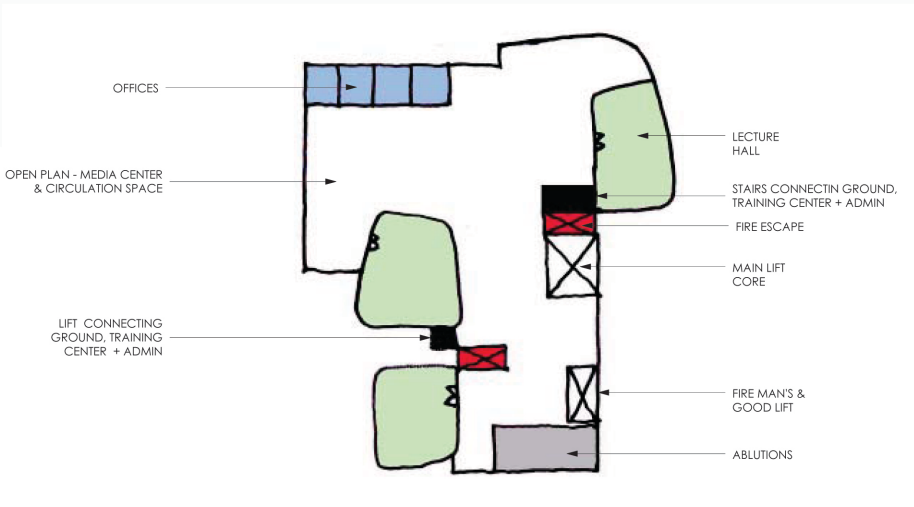
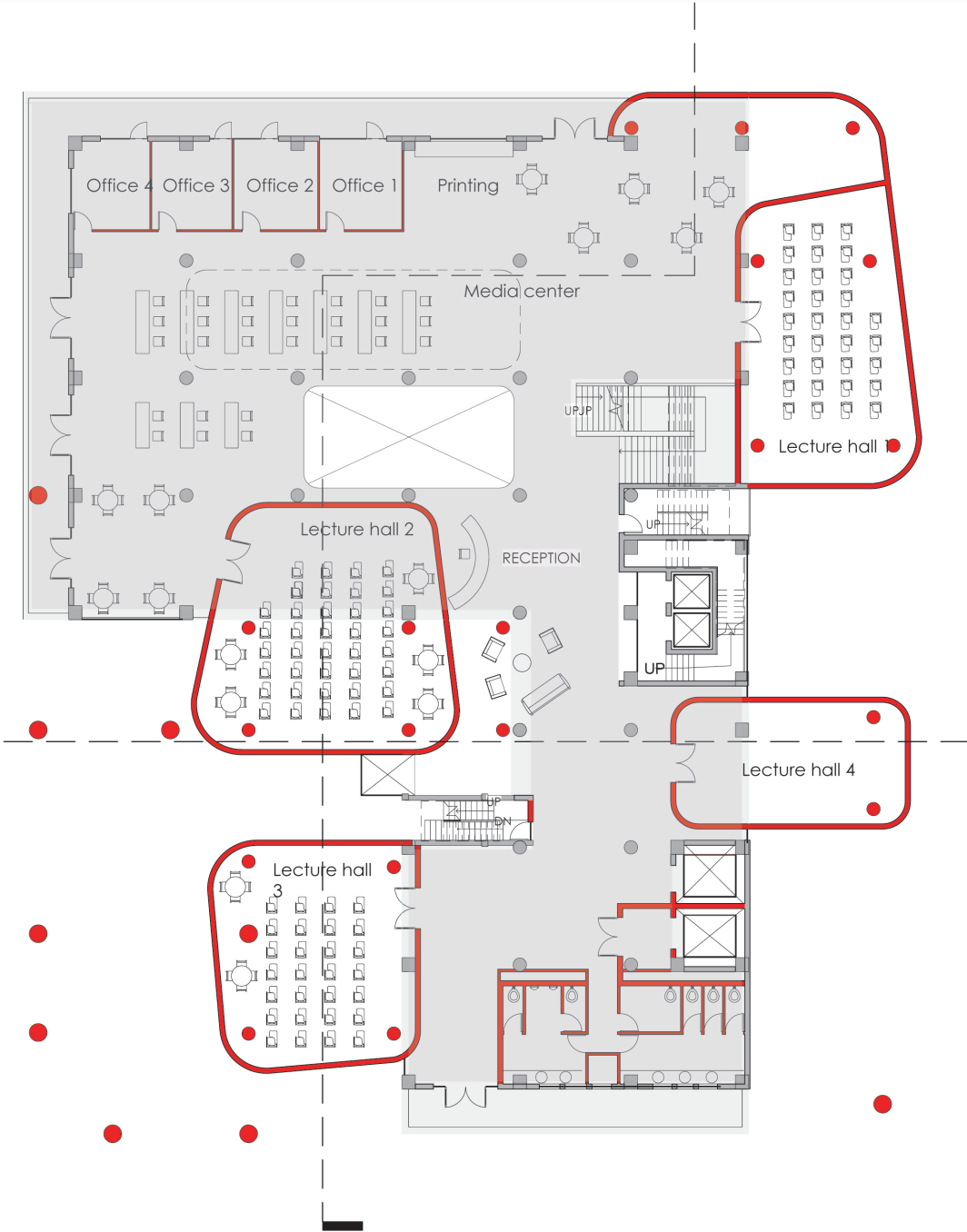
SITE PLAN



GROUND FLOOR Public interface



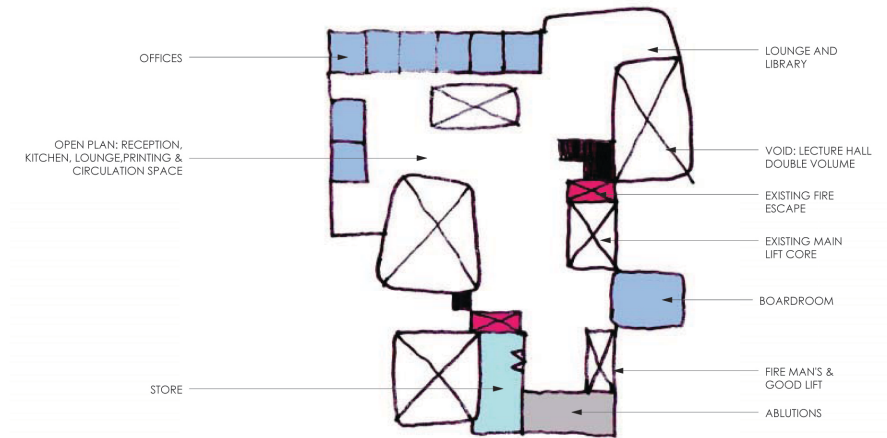
TRAINING CENTER 1st floor plan



NEW

EXISTING

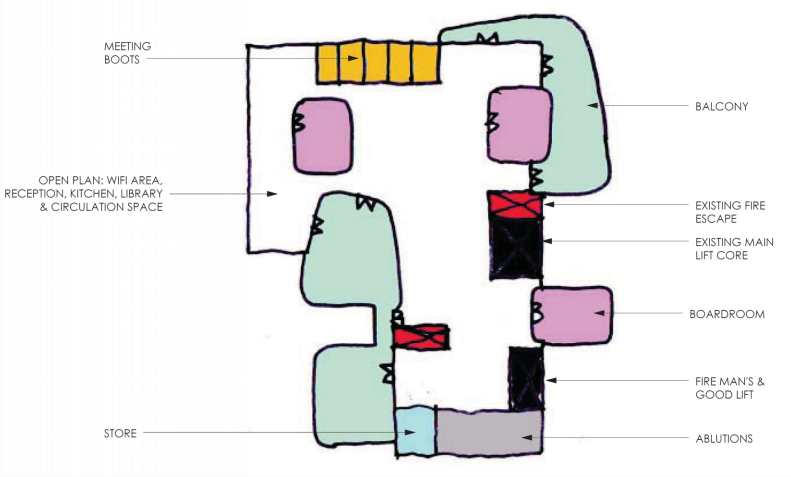
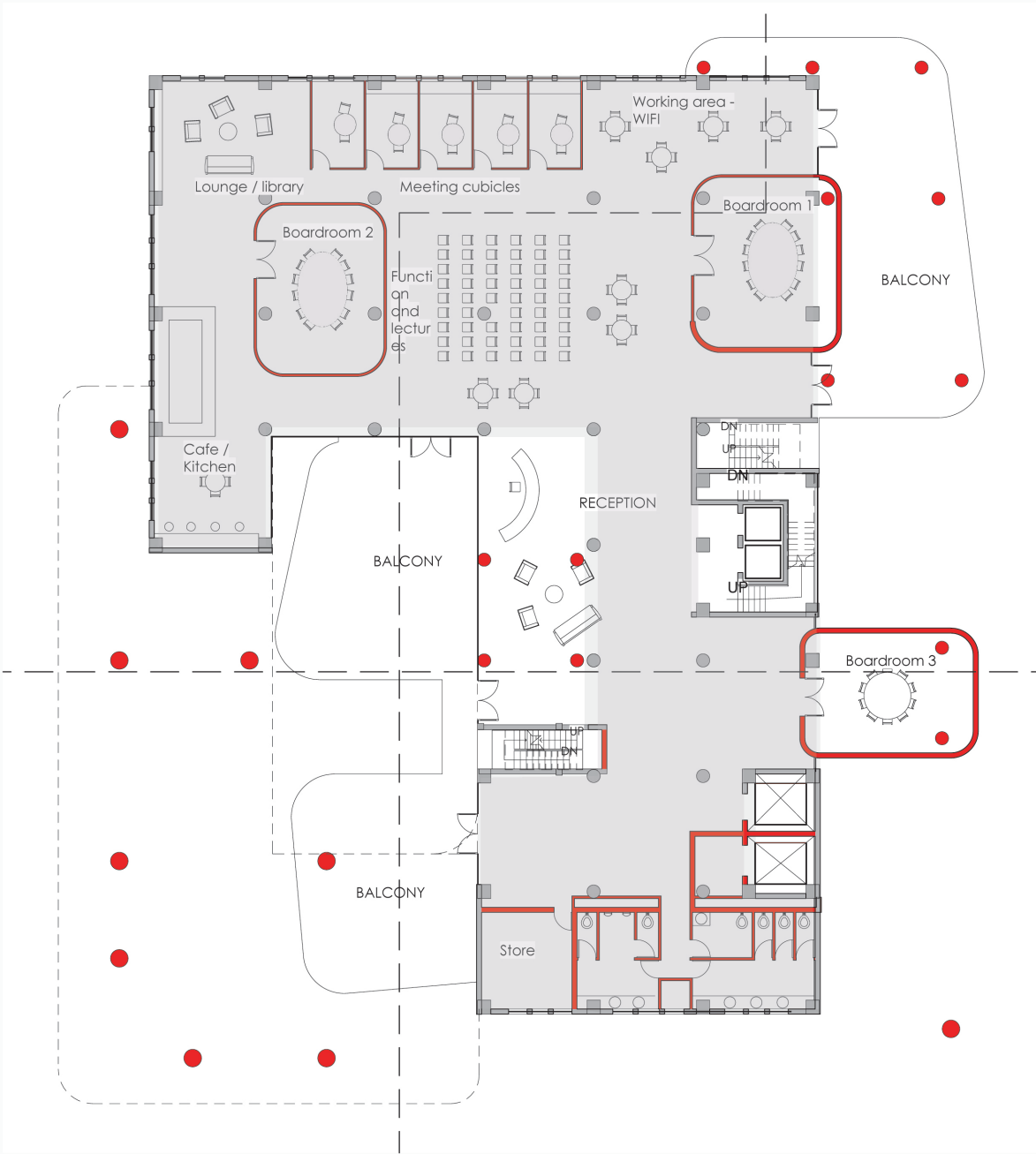
TRAINING CENTER ADMIN 2nd floor plan



NEW

EXISTING

THE BUSINESS CLUB 3rd floor plan



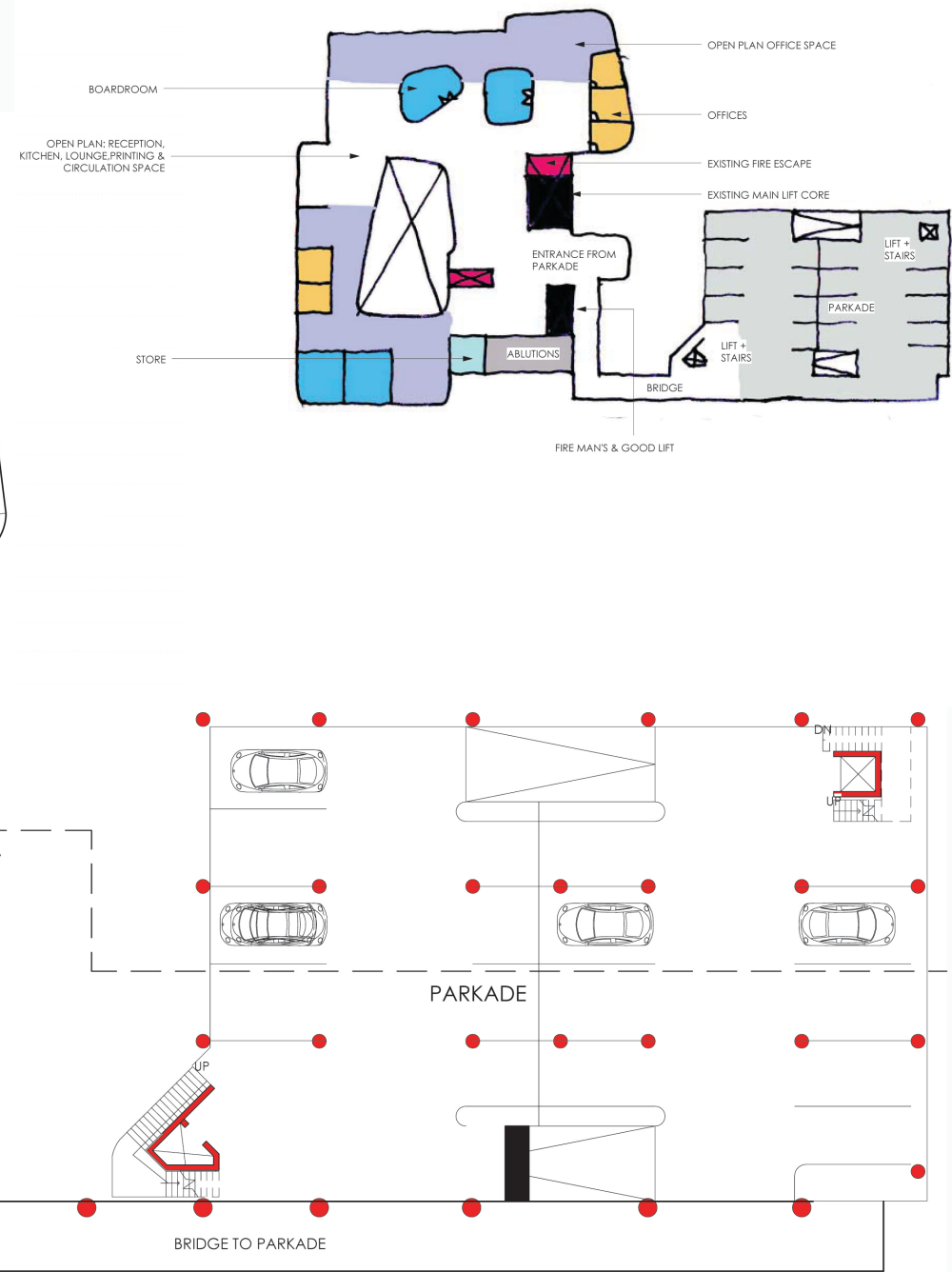
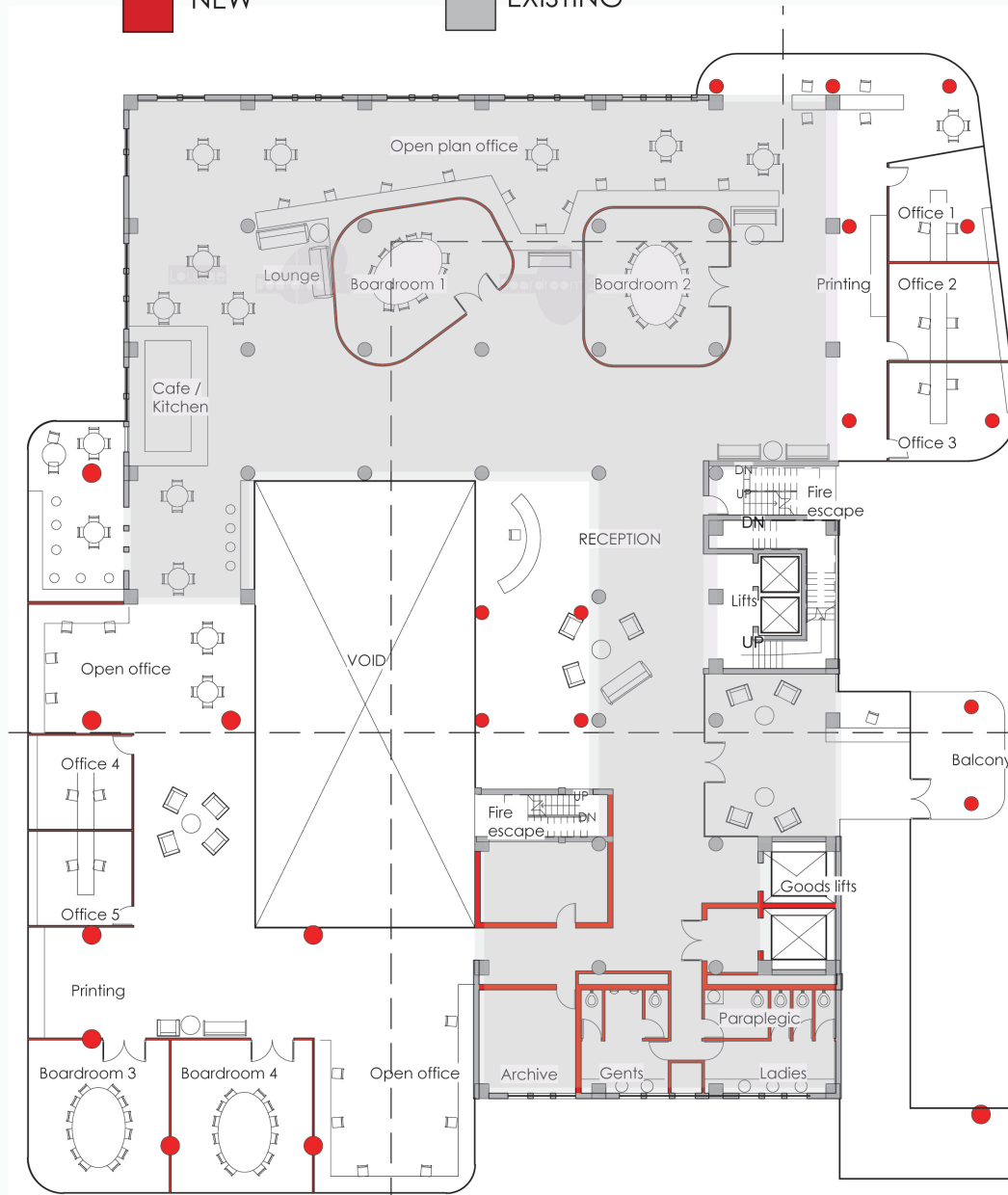
NEW

EXISTING

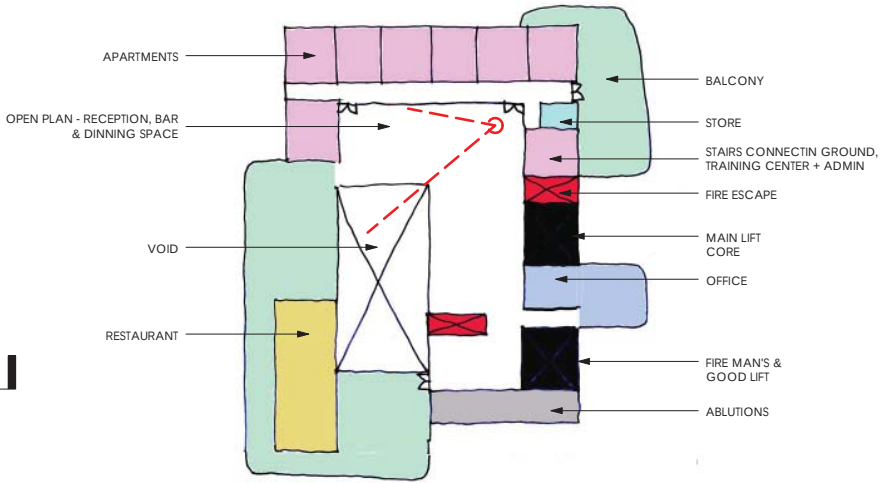
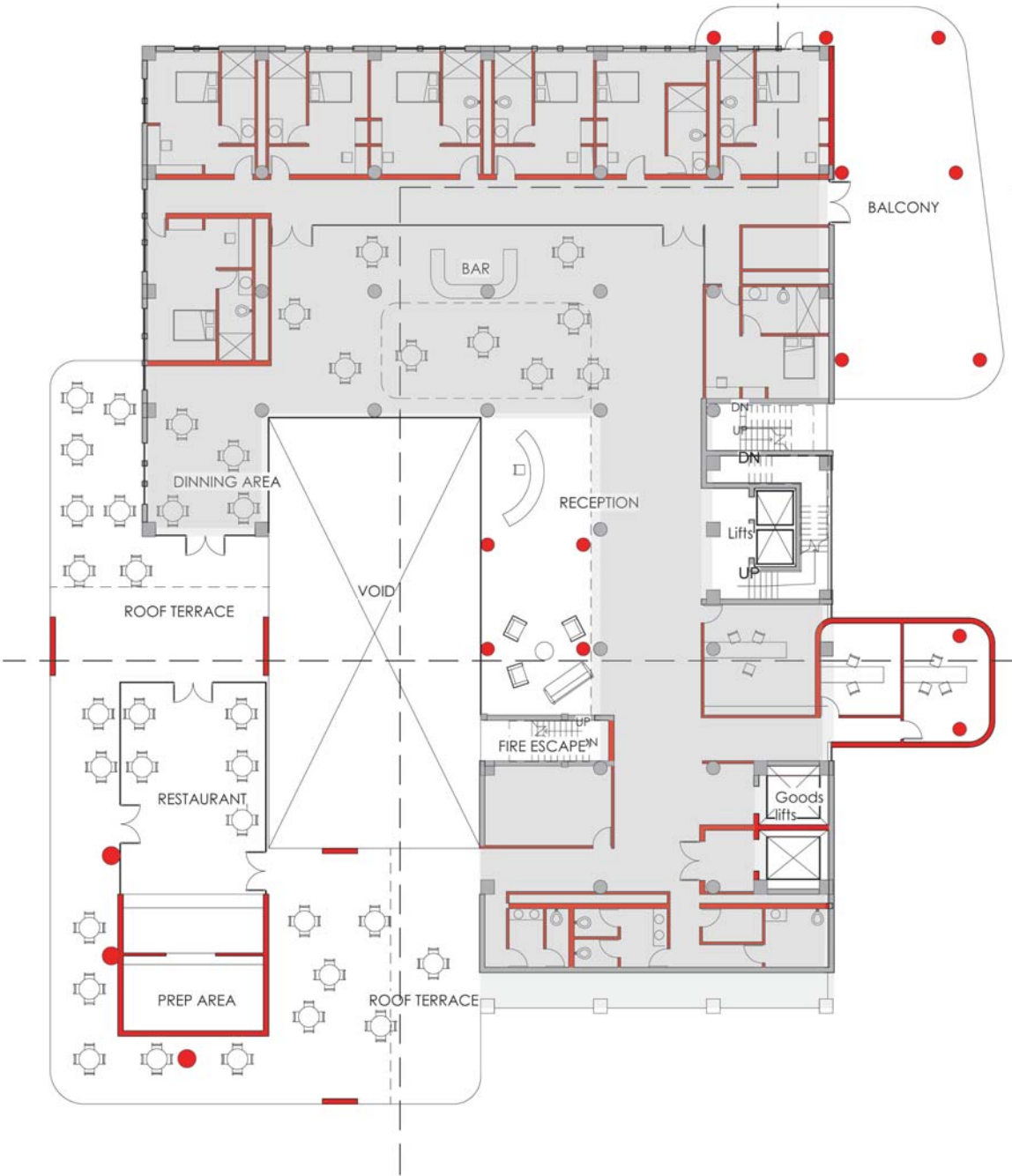
OFFICE SPACE 4th - 6th floor plan

NEW

EXISTING



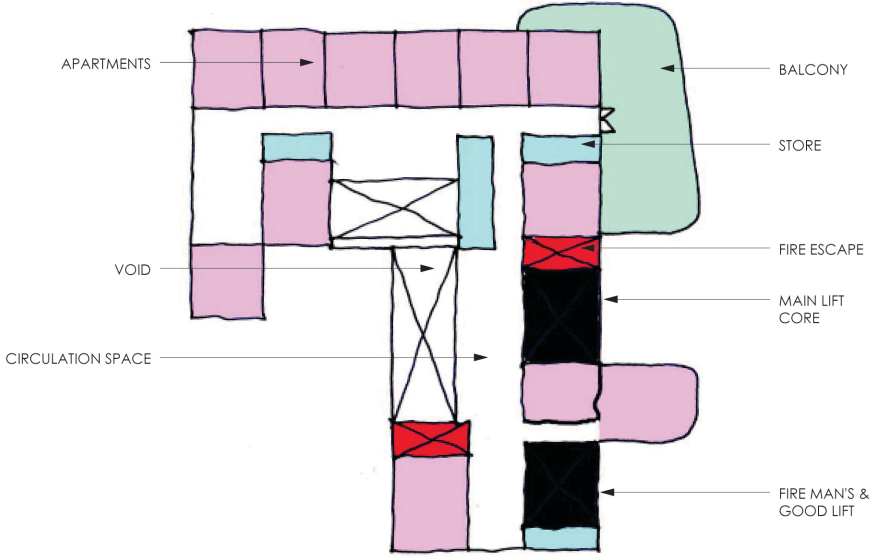
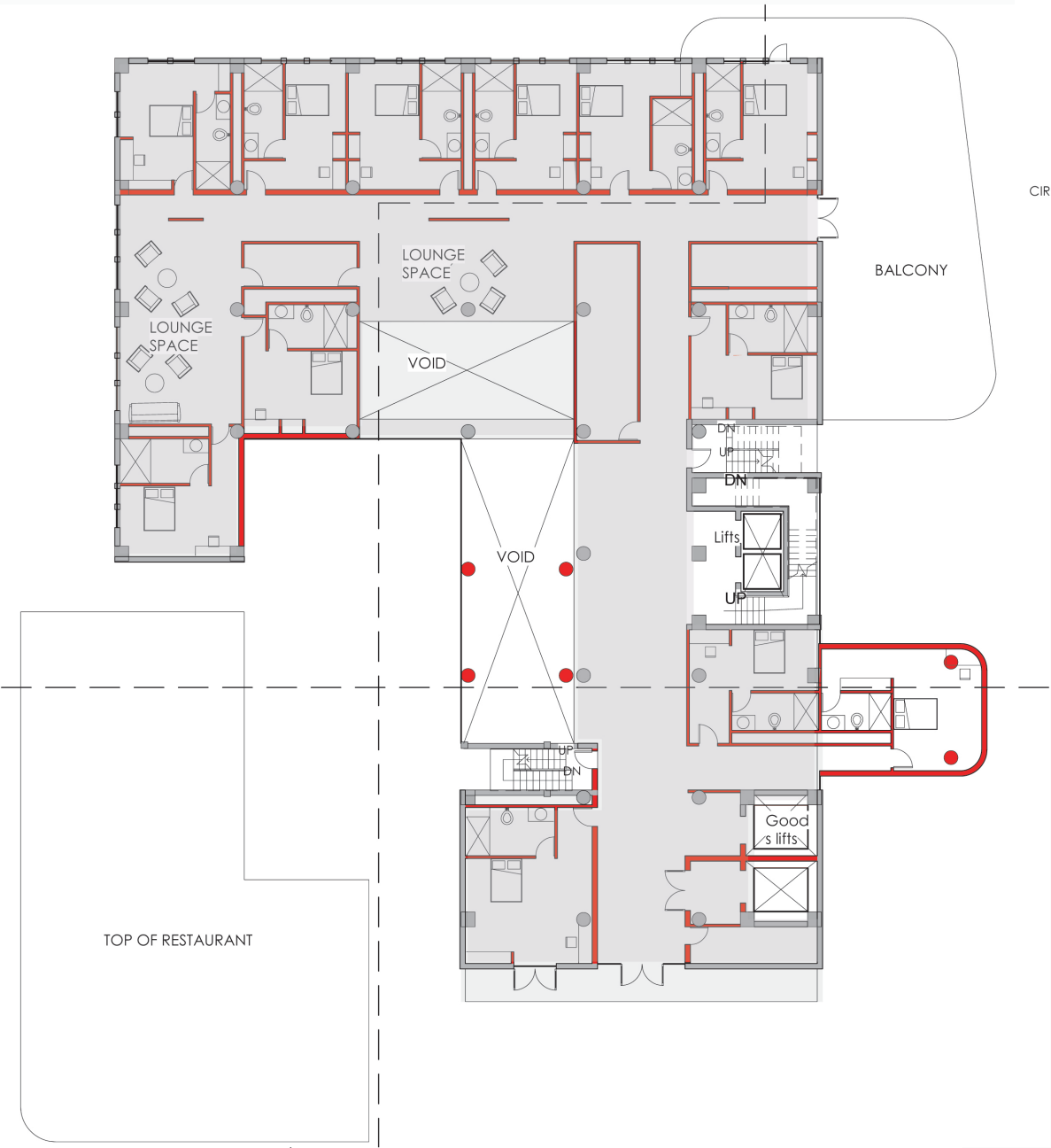
HOTEL ENTRANCE AND RESTAURANT 7th floor plan



NEW

EXISTING

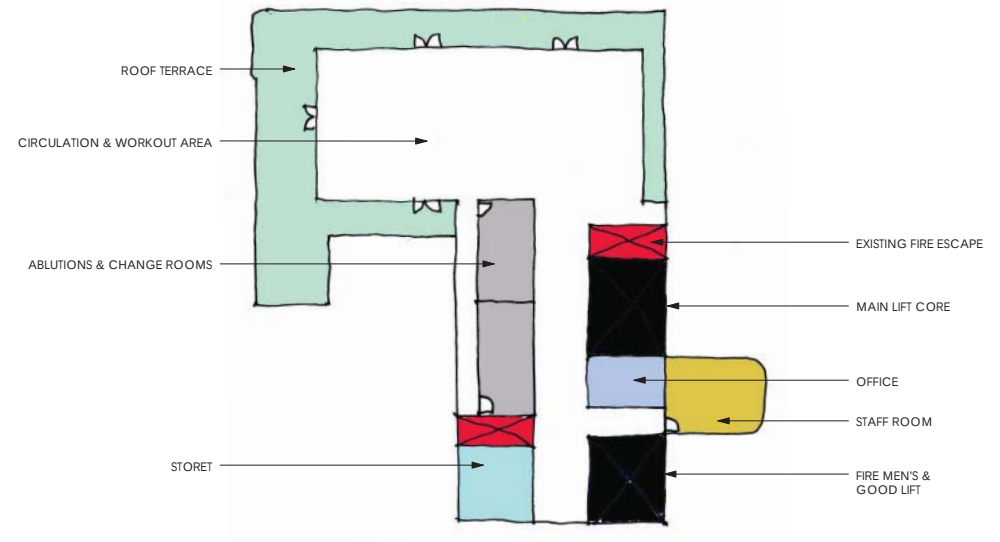
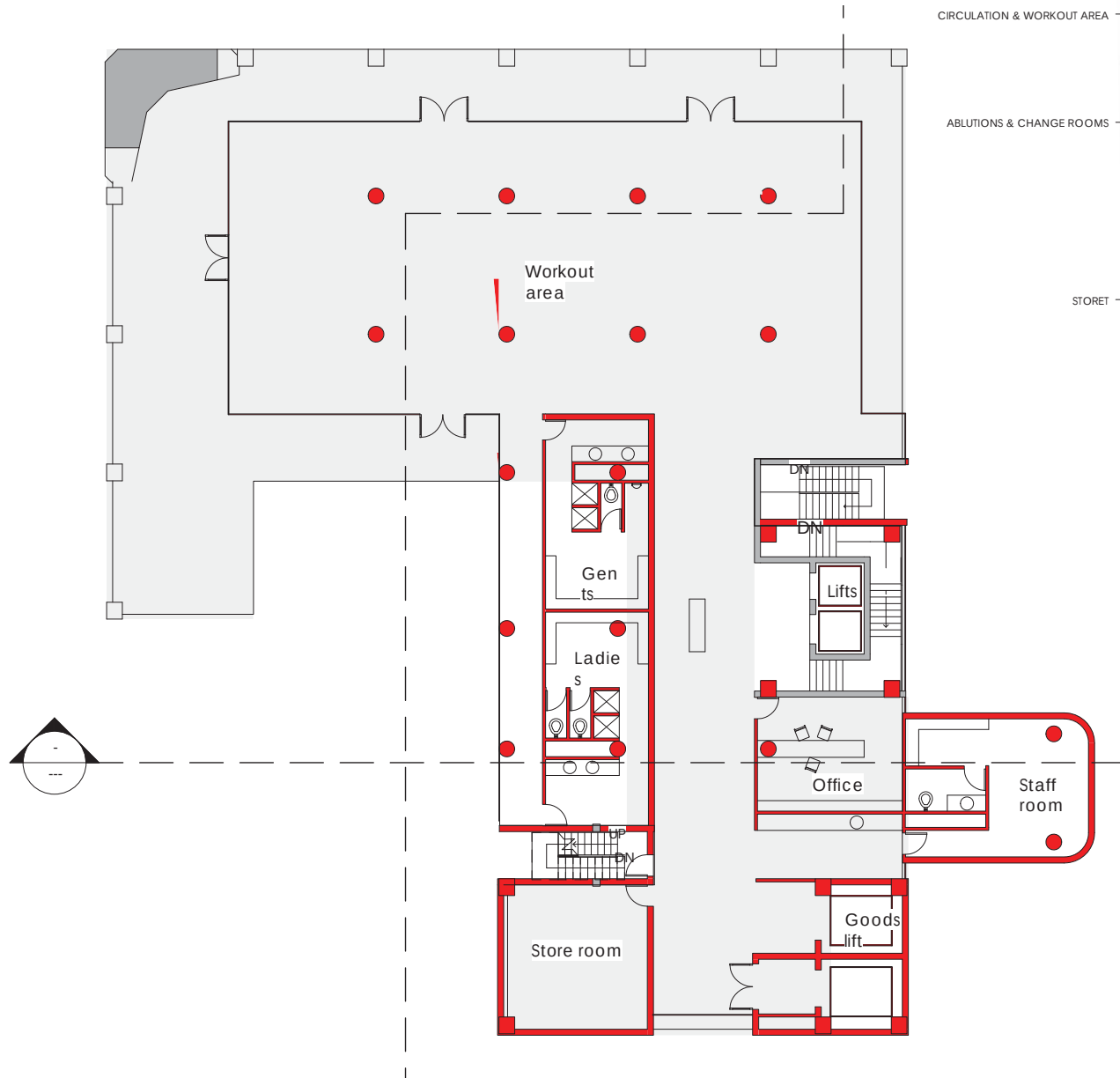
HOTEL TYPICAL FLOOR 8 & 9 floor plan



NEW

EXISTING

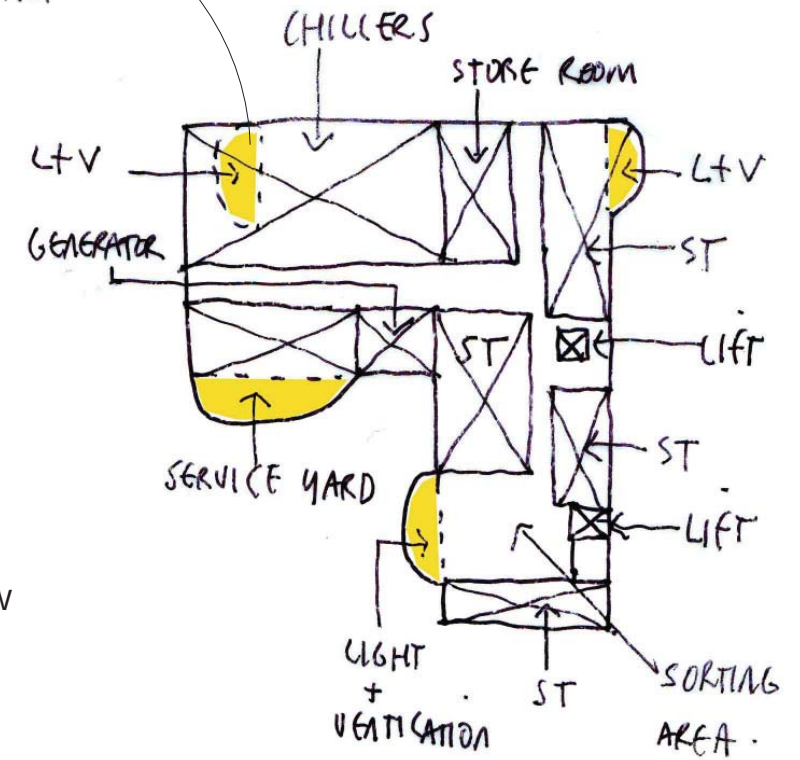
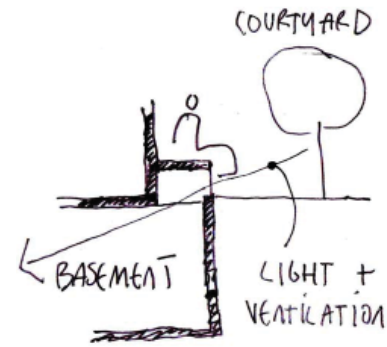
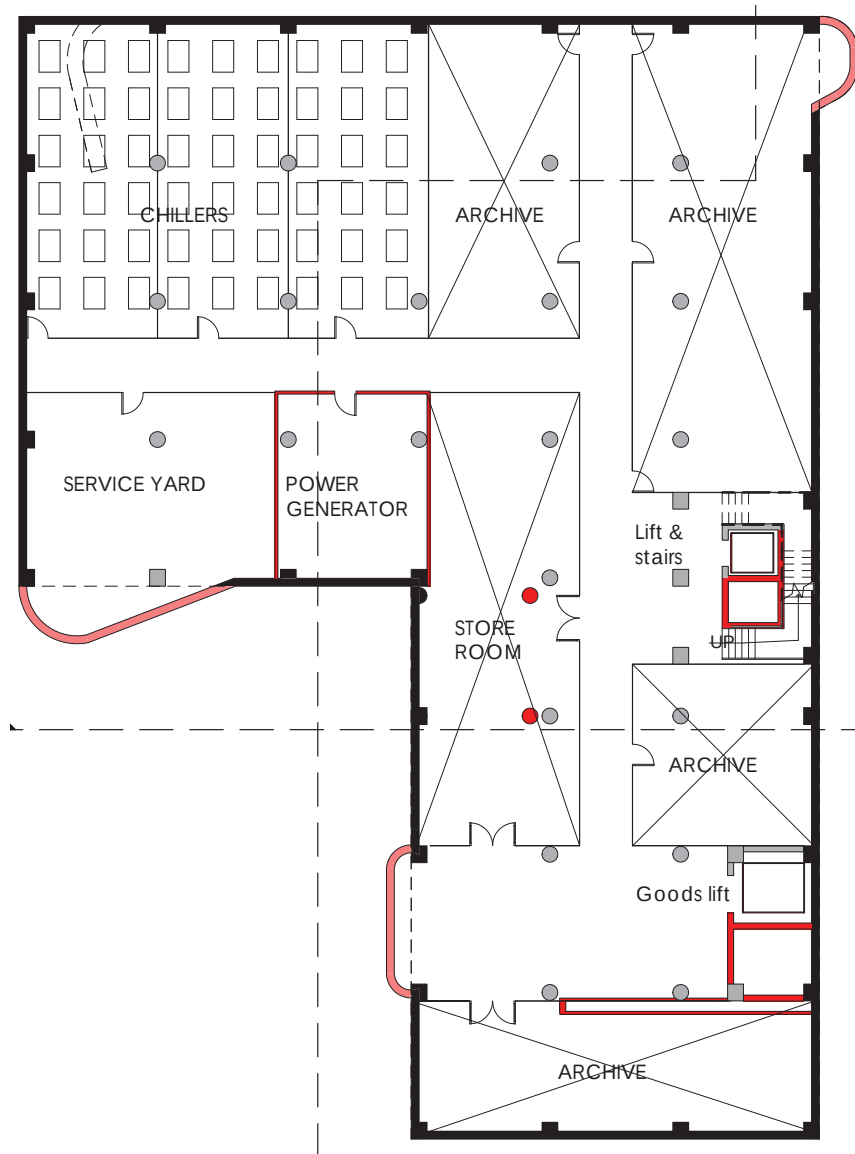
GYM 10TH floor plan



NEW

EXISTING

BASEMENT



NEW

EXISTING

- SURREY HOUSE
- 34 020 Gym - tenth floor
 - +30 780 Hotel level 2 - ninth floor
 - +27 540 Hotel level 1 - eighth floor
 - +24 300 Hotel reception - seventh floor
 - +21 060 Office level 3 - sixth floor
 - +17 820 Office level 2 - fifth floor
 - +14 580 Office level 1 - fourth floor
 - +11 340 Business club - third floor
 - +8100 Training admin - second floor
 - +4860 Training center - first floor
 - 0.00 Retail, entrance foyer and info center - Ground floor
 - 0.00 Services and store - Basement

SECTION 1
SCALE 1:50

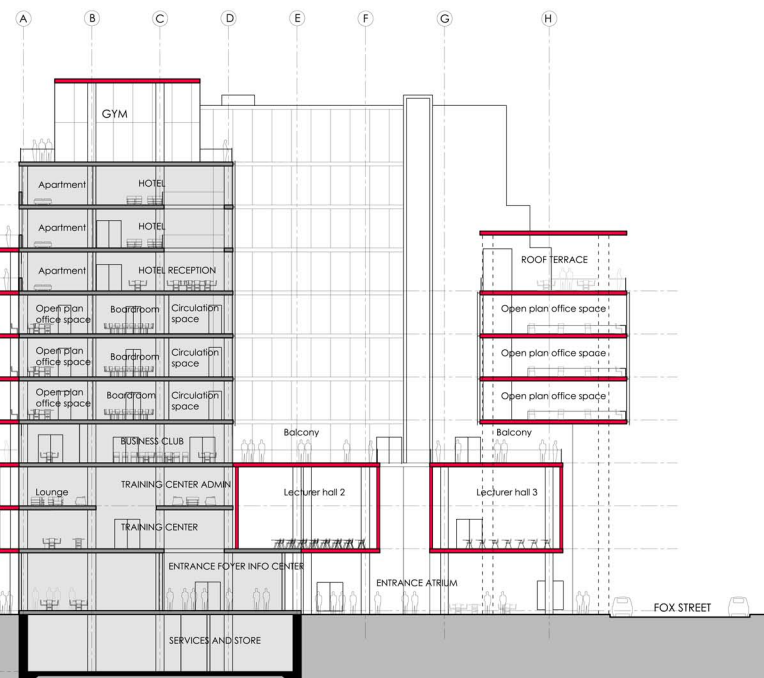


SECTION 2
SCALE 1:50

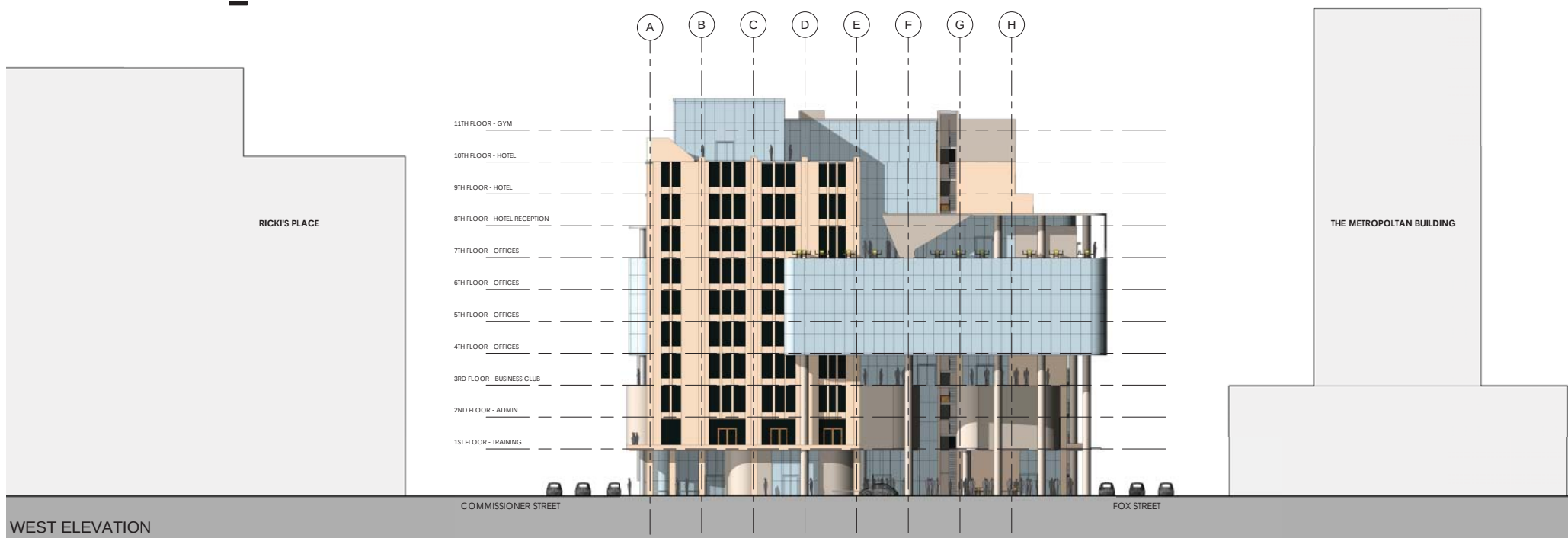
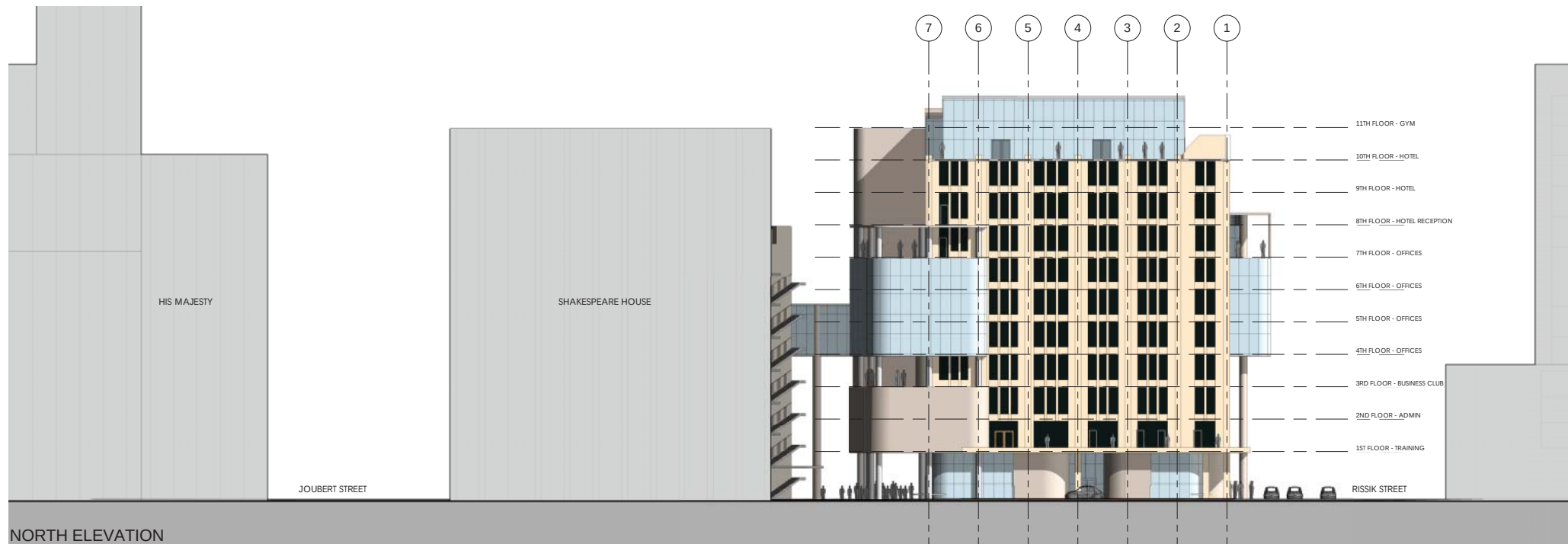
RICKI'S PLACE

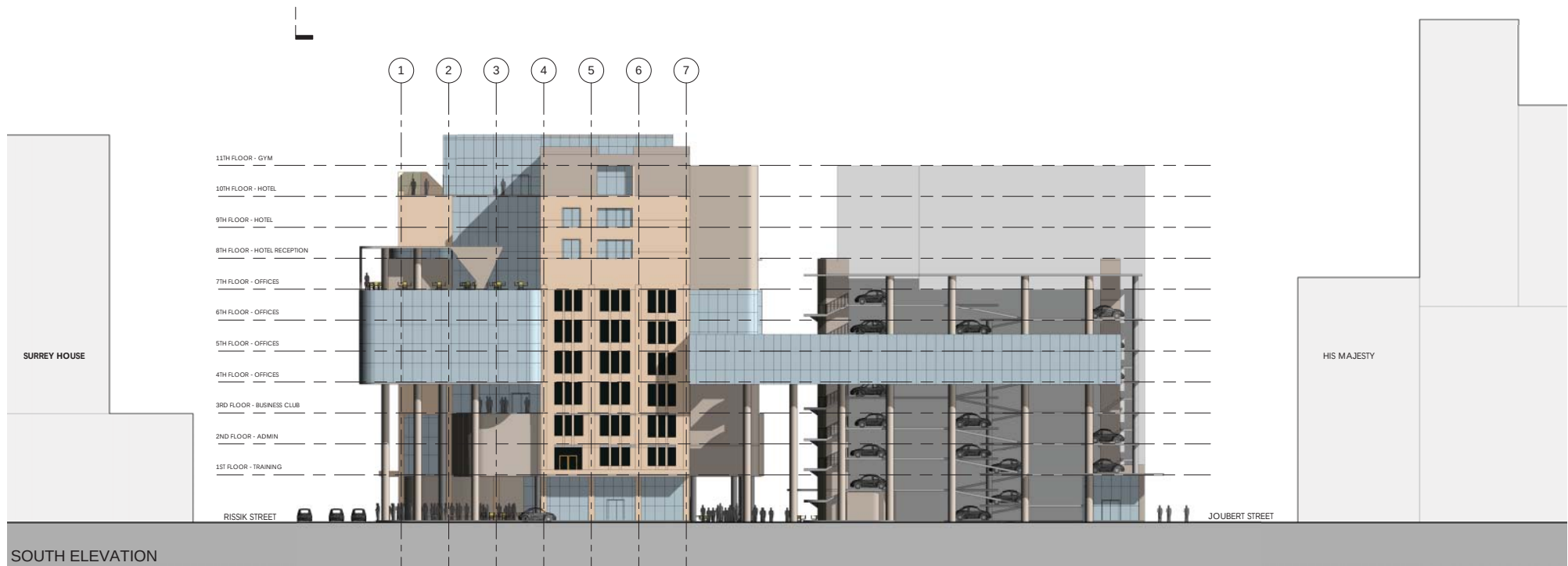
34 020 Gym - tenth floor
▽
+30 780 Hotel level 2 - ninth floor
▽
+27 540 Hotel level 1 - eighth floor
▽
+24 300 Hotel reception - seventh floor
▽
+21 060 Office level 3 - sixth floor
▽
+17 820 Office level 2 - fifth floor
▽
+14 580 Office level 1 - fourth floor
▽
+11 340 Business club - third floor
▽
+8100 Training admin - second floor
▽
+4860 Training center - first floor
▽
0.00 Retail, entrance foyer and info center
- Ground floor
▽
0.00 Services and store - Basement
▽

COMMISSIONER STREET



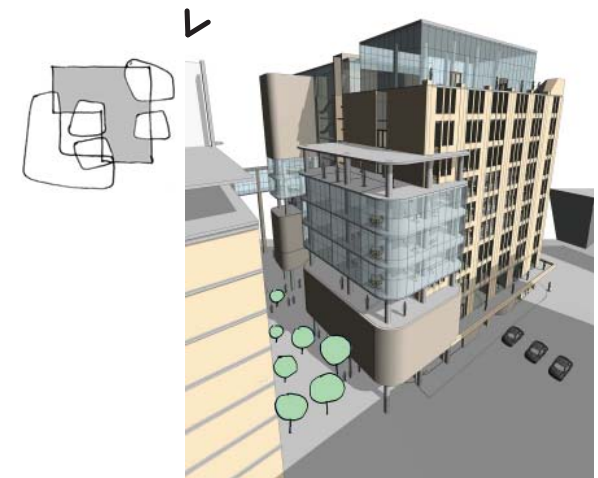
METROPOLITAN
BUILDING



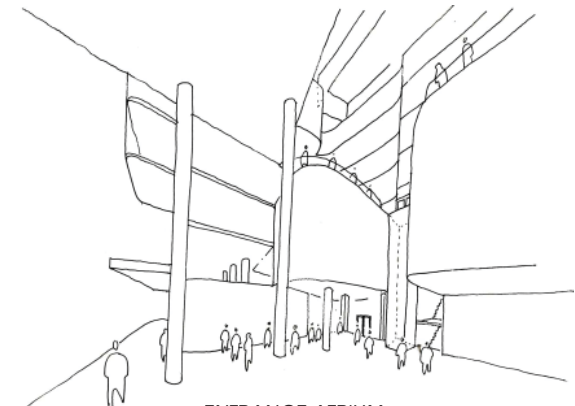




VIEW FROM CORNER RISSIK & FOX STREETS



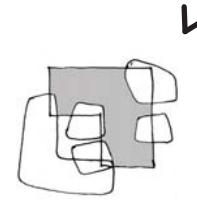
NORTH EAST BIRD'S VIEW
(COMMISSIONER STREET)



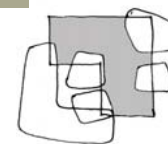
ENTRANCE ATRIUM
(Corner Rissik & Fox streets)



CORNER RISSIK & FOX STREET



VIEW FROM COMMISSIONER
STREET (NORTH EAST CORNER)



VIEW FROM FOX STREET
(SOUTH EAST CORNER)



Model showing north west bird's view (Conserved art deco facade)



Model showing south west corner (entrance atrium)



Model showing south west corner of the city block (new parkade)

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