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New beginnings: Introducing the freshened up *City Views* and CCID website

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A centre for all: The lowdown on Central City residents

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Journey through time: A look at the evolution of the CCID and the CBD

CityViews

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YOUR FREE CAPE TOWN CENTRAL CITY NEWSPAPER

Brought to you by the Cape Town Central City Improvement District (CCID)

Oct-Nov 2015



15 YEARS IN THE CENTRAL CITY
The CCID celebrates the CBD's full-colour revival

TURN TO PAGE 11 TO
COLOUR IN AND WIN

www.capetownccid.org

SAFE, CLEAN, CARING AND OPEN FOR BUSINESS



TALK OF THE TOWN

CityViews

IS A FREE CAPE TOWN CENTRAL CITY COMMUNITY NEWSPAPER PUBLISHED BY THE CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT (CCID), A NON-PROFIT ORGANISATION. IT IS THE CCID'S VISION TO ENSURE THE CENTRAL CITY IS SAFE, CLEAN, CARING AND OPEN FOR BUSINESS FOR ALL WHO USE IT, WHETHER THEY LIVE, WORK OR PLAY HERE, OR ARE PASSING THROUGH.

www.facebook.com/CityViewsCapeTown

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HAPPY BIRTHDAY TO US

The CCID turns 15 in November and we're celebrating with colour.

TASSO EVANGELINOS
COO OF THE CCID

Welcome to the new-look *City Views*. This publication was launched by the CCID back in 2001 as a glossy pamphlet and has evolved into a high-quality community newspaper with a circulation of 50 000. Kudos to the CCID's first-ever fulltime, full-service Communications team for developing the latest incarnation, which I believe is the best yet. It's the perfect companion for the organisation as it goes full steam into its next five years. The quality of the paper reflects the quality of our work and I hope, like me, you will find *City Views* useful as you navigate the Central City.

The launch of this design was planned to coincide with the CCID's 15th birthday in November; as was the launch of the CCID's new website, built from the ground up by an innovative CBD-based web design firm called Greenbox. It's all the things we love: clean, colourful, informative and dynamic, and, like *City Views*, is aimed at lighting your way through the CBD. Log on to www.capetownccid.org and you will see an easy-to-use, colour-coded wayfinder to the 1 000+ Central City retailers and service providers. This feature also provides retailers with the opportunity to promote specials, and we urge anyone who owns or

manages a store in our area to make use of it. For more on our website, go to **page 5**.

City Views and the CCID website are meant to help you add colour to your Central City experience – and we're also inviting you to celebrate our birthday with us and do so literally. On **page 11**, you will find a black and white illustration, designed by Carmen Ziervogel, of a scene on Greenmarket Square. Tear it out and keep it, or enter our colouring competition. For details on how to enter, **see below**.

On **pages 8 & 9**, you can take a look at highlights from the CCID's 15 years – how, together with our primary partners at the City of Cape Town and the SAPS, we brought colour back to the Central City and created an environment conducive to investment. Then, on **page 10**, I look to the future.

It's no real exaggeration to say I have been married to my work at the CCID since its inception in 2000. The 15th wedding anniversary is known as the "crystal" anniversary and, fittingly, I will give you a glimpse into my crystal ball so you can see what's in store for the Central City over the next five years.

Cheers to 15 great years and to the future Cape Town Central City!



COLOUR IN AND WIN

Fancy yourself an artist? Colour in the illustration on page 11 and return it to us by 30 November via post (13th floor, 1 Thibault Square, Cnr Long St & Hans Strijdom Ave, Cape Town, 8001) or email (reception@capetownccid.org) and you could win a R750 Book Lounge voucher. The winner will be announced in the next issue.

Alternatively, we think the image, printed on *City Views*' new paper, would make a great poster. It's our gift to you on our birthday.

HIGHLIGHTS OF WHAT THE CCID HAS DONE FOR YOU IN THE PAST TWO MONTHS

SAFETY & SECURITY



Conducted **19 653** crime prevention initiatives



Issued **6 241** warnings



Responded to **146** medical callouts



2 989 fines issued to a total of **R1 810 300**



Made **254** arrests with law enforcement



Dealt with **57** illegal trading offences



Rendered assistance **249** times

URBAN MANAGEMENT



Cleaned **4 175** drains



Undertook **303** road maintenance repairs



Identified **359** illegal posters



Maintained **344** tree wells



Removed **725** incidents of graffiti



Painted **148** road markings



Removed **5 207** strings & stickers

SOCIAL DEVELOPMENT



Assisted **23 adults** to shelters

Assisted **18 adults** home

Referred **1 adult** to Straatwerk for a work opportunity

Assisted **10 adults** to healthcare facilities

Referred **31 adults** to general social services

Referred **25 adults** to the Khulisa Streetscape project

Assisted **4 mothers** with children

COMMUNICATIONS



Generated **101 clips** across broadcast (10), print (45) and online (46), with total media exposure to the value of **R4 997 998**.



Published the 2016 **Best of Cape Town Central City** guide and the CCID **annual report**.



Completed production on the CCID's **new website**.

#TRENDING

Big board games



A game of chess in The Company's Garden confirmed that the hashtags #CapeTown and #nature always get the double taps.

Kiddie safety



One of our public safety officers was photographed helping a few of our CBD stakeholders across the road.

Fun festivals



City Hall played host to more than 160 shows over the course of the 11-day Cape Town Fringe festival, which was one of many September events that received the thumbs up.



Check out the Explore the CBD wayfinding tool on www.capetownccid.org for a comprehensive listing of CBD retailers and service providers.

OPEN FOR BUSINESS

The CCID welcomes these retailers to the Cape Town Central City.

- 

EAT

 - Charango Grill & Bar**
Peru's favourite drink, the pisco sour, is served alongside dishes such as ceviche at this restaurant, which is home to a stunning Faith47 mural and a deck that was built for chilling. **114 Bree St | www.charango.co.za 021 422 0757**
 - Giulio's**
This cosy café is bound to become a favourite lunchtime spot among nearby office workers. **16 Loop St www.giulios.co.za | 021 418 6304**

- Jiji Juice Bar**
Natural juice and smoothies are the order of the day at this refreshing new store. **30 Loop St www.jijijuice.com | 072 251 5820**
- Steers**
This Halaal fast-food outlet does free deliveries in the CBD for orders over R40. **263 Long St www.steers.co.za | 021 422 2480**
- The Velvet Cake Co**
The northern suburbs institution brings its baking prowess to town. **16 Loop St | www.thevelvetcakeco.com | 021 914 0482**

- 

SHOP

 - 99 Loop**
A new gallery for emerging and established artists has opened on the First Thursdays route. **99 Loop St | www.99loop.co.za 072 296 7627**
 - Black Dog**
Black Dog is an edgy South African menswear range inspired by global fashion trends. **Long Street Café, 295 Long St | www.blackdog.co.za 082 786 0312**



THE CBD BY NUMBERS: RESIDENTS

90%

of Central City residents report being happy living in the CBD.

86%

visit a CBD coffee shop at least once a week.

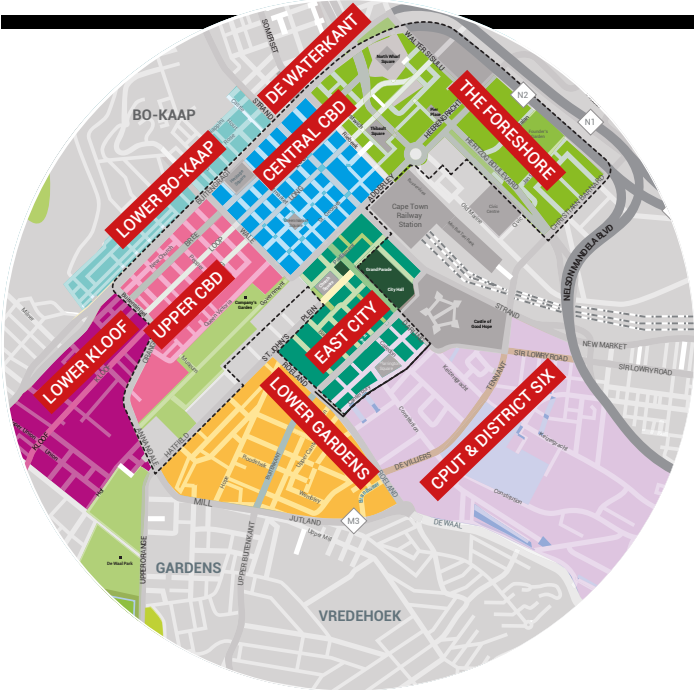
26%

have pets.

See pages 6 & 7 for more detailed insights into the Central City residential population.



- Mr Price pop-up shop**
The fabbest new retailer will be open throughout the spring-summer season for fashionistas. **110 Long St | www.facebook.com/MRPFASHION**
- Vape Mob**
A one-stop shop for e-cigarette "smokers". **190 Long St www.vapemob.co.za | 021 797 4555**
- 117 on Long**
Touted as a space where like-minded design brands can exhibit and sell their homegrown creations. **117 Long St www.117onlong.co.za 021 839 2103**



WINNERS OF THE CCID ONLINE RESIDENTIAL SURVEY ANNOUNCED

On pages 6 & 7 of this issue, you can view an infographic unpacking the nature of the Central City residential population. It is based on the results of the Online Residential Survey the CCID



Beryl Nell

ran from 24 August to 13 September, which was this year coordinated by the CCID's new researcher, Alex Jongens. The survey was open to anyone living in the Central City or on its borders, including Lower Bo-Kaap, Lower Gardens, Kloof Street and surrounds below Camp Street, and District Six and the CPUT campus. A total of 283 people took part and we have great pleasure in announcing the three prize winners. Our first prize winner is Beryl Nell who receives R1 500. Second prize goes to Lena Sulik who receives R1 000; and third prize goes to Emlyn Thomas who receives R500.

USEFUL CONTACTS

CITY OF CAPE TOWN SERVICES

SAPS CENTRAL CITY
021 467 8001/2
(24 hours)

EMERGENCY

AMBULANCE, HEALTH, NOISE & FIRE
107 / 021 480 7700
(24 hours)

107 from landlines only

CCID 24-HOUR SAFETY & SECURITY

082 415 7127
(Cape Town CBD only)

INCIDENT REPORTING & ENQUIRIES

- Traffic Signal Faults
0860 001 948
- Cable Theft
0800 222 771
- Prepaid Electricity Meters
0800 220 440
- Disaster Risk Management
080 911 4357
021 597 6000 (24 hours)
- Refuse Collection, Water Issues, Street Lights and Electricity Faults
0860 103 089

SOCIAL CONCERNS

- Alcohol & Drug Helpline
0800 435 748
- Social Development: Children
0800 220 250
- Social Development: Adults
0800 872 201
- CCID Social Department
082 563 4289

BYLAW & TRAFFIC INFRINGEMENTS

- Metro Police
0860 765 423
- Traffic Police
0860 765 423
- Law Enforcement
021 596 1999 (24 hours)

HOW WE BROUGHT COLOUR BACK TO THE CBD

CREATING A MASTERPIECE

With a residential population of an estimated 6 000, and a rising nighttime economy, the Cape Town Central City has become South Africa's most vibrant and successful CBD. This is the story of how the Central City Improvement District (CCID) and its partners helped revitalise an area once battling with urban decay.

Safe, clean, vibrant streets; restaurants and shops galore; almost 50 educational institutions; renowned museums and family-friendly public spaces: we have all the ingredients of a thriving downtown district. But this wasn't always the case: the Cape Town Central City was a dreary place 15 years ago. An area known for its history and colourful tradition had become lawless and dirty, which is hard to imagine now given that the Mother City's CBD is considered by many to be the safest and cleanest in South Africa.

The Cape Town CCID's COO, Tasso Evangelinos, remembers: "In the late 1990s, images relating to the Cape Town Central City that appeared in the press were frequently filtered through a black and white lens. These dramatic photos of litter, graffiti and antisocial behaviour were a sign

of those times, and an alliance of CBD stakeholders at the time used similar imagery in presenting its case for a city improvement district to be established in town."

Fast-forward 15 years and it's a very different picture. The interventions the CCID put in place in its early days – a Safety & Security presence on the streets and an Urban Management team to maintain those streets – have paid tremendous dividends, both literally to Central City property owners and in terms of placemaking for the general public. Currently, the CCID deploys 230 public safety officers in the Central City 24 hours a day, seven days a week. Sixty skilled cleaners are deployed via J&M Cleaning and a 300-strong semi-skilled cleaning and maintenance team is given daily work opportunities via the NGO Straatwerk.

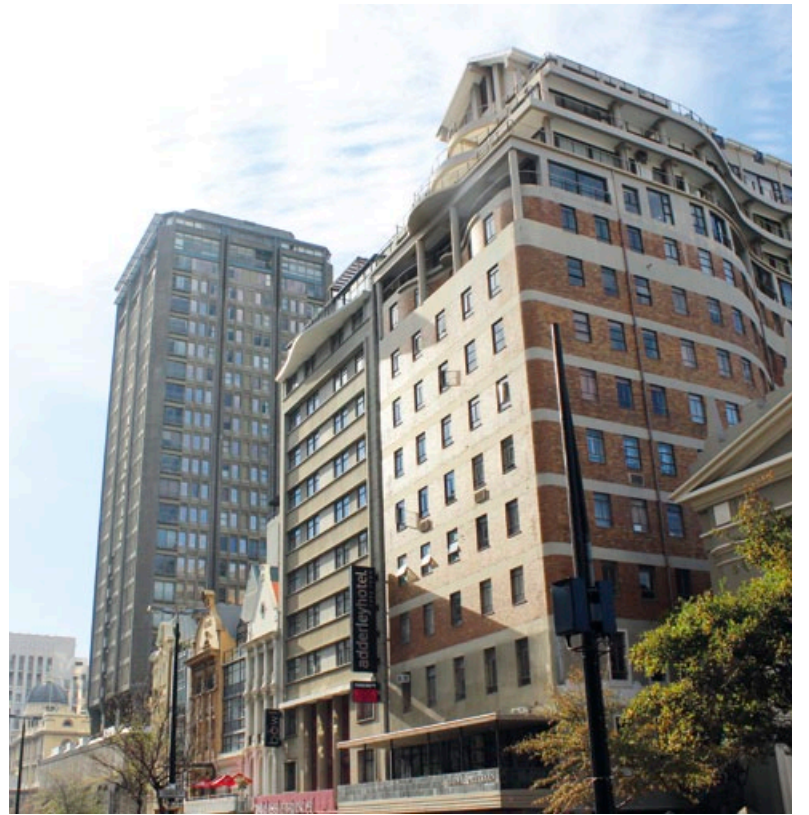
The subsequent additions of a Social Development department (consisting of three fieldworkers) to assist the CBD's street people and a fulltime Communications team to promote the CCID and its stakeholders have added to the appeal of the CCID as a trusted organisation that delivers top-up services to each and every person who spends any part of their day in the Cape Town CBD.

CCID chairperson Rob Kane, an arts enthusiast, says: "I liken the CBD's resurgence to a collaborative watercolour taking shape over time. The initial brushstrokes were made by the CCID and its City and SAPS partners, catalysing investment and inspiring others to add their own colours. And if you create a masterpiece, people will come from far and wide to see it."

The Central City is today one of the most popular areas for tourists to visit in Cape Town, and the overriding result has been steady reurbanisation: businesses have returned and the residential population has grown from 750 a decade ago to around 6 000 today.

Because more people are spending more time here, our streets are becoming more active after hours, both at night and on weekends. Just look to the revitalisation of the entire length of Bree Street.

The Foreshore is another area getting much needed TLC.



"I LIKEN THE CBD'S RESURGENCE TO A COLLABORATIVE WATERCOLOUR TAKING SHAPE OVER TIME."

Currently under construction are the CTICC expansion and the new Christiaan Barnard Memorial Hospital, both of which will contribute to increased footfall in an area once considered a windy wasteland. And the refurbishment of Foreshore landmarks – notably the Media24 Centre and The Towers – has transformed the skyline. By the end of 2017, when all currently planned CBD developments should

be completed, the value of CBD property will stand at over R26bn – across a healthy mix of private and public investment in commercial, retail and residential properties.

The CCID achieved success with the basics quickly and has spent the subsequent years streamlining its work. As we go into our next 15 years, we will ensure the Central City remains safe, clean, caring and open for business.



FAR LEFT: According to the latest Online Residential Survey undertaken by the CCID, 26% of Central City residents have pets.

LEFT: CBD coffee culture is a major perk for residents.

ABOVE: Nighttime events such as the monthly First Thursdays bring huge crowds to town.

TOP: Apartment living is on the rise in the Central City.

INTRODUCING OUR WEBSITE

CALLING ALL RETAILERS

The CCID's new website allows you to talk up your venue. Do you have a special you'd like to promote? Let us know via the website.

Find out at www.capetownccid.org why we assigned colours to the categories.

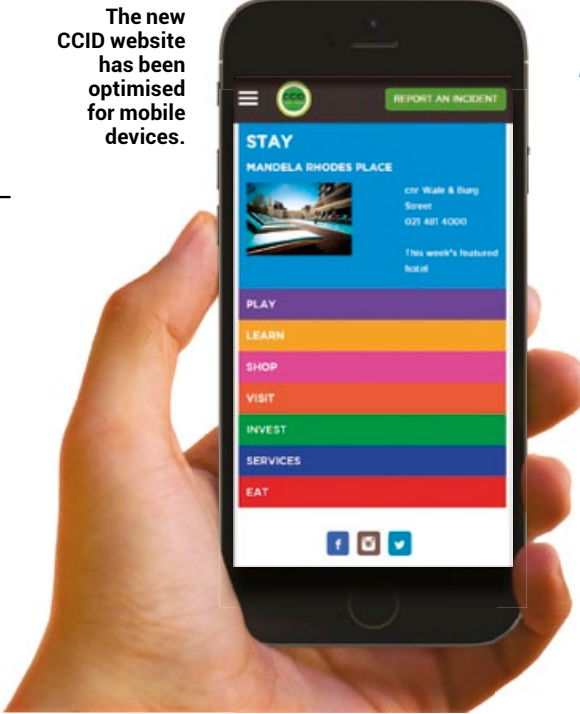
EXPLORE THE CENTRAL CITY ONLINE

The CBD's spectrum of retailers and service providers is represented on the new CCID website. Online coordinator Scott Arendse takes us through the look and feel.

In 2014, the CCID's Communications team initiated a long research process that analysed the CCID's needs as well as those of its stakeholders. It was decided that the Cape Town CBD should be the hero of a new CCID website, while the CCID's work would be highlighted as motivation for visiting and investing in the CBD.

The site will go live in time to celebrate the organisation's 15th birthday and sports a colourful new design that represents an innovative way of promoting the CBD's various living, working and playing options.

Visit www.capetownccid.org from 1 November to see for yourself!



A comprehensive image gallery and other media resources

Are you a journalist? This is your one-stop shop for CBD photos and CCID press releases.

A place to report an incident

We always recommend you report an incident by calling the CCID's 24-hour emergency number: 082 415 7127. But if it's not too urgent, you can log it online.

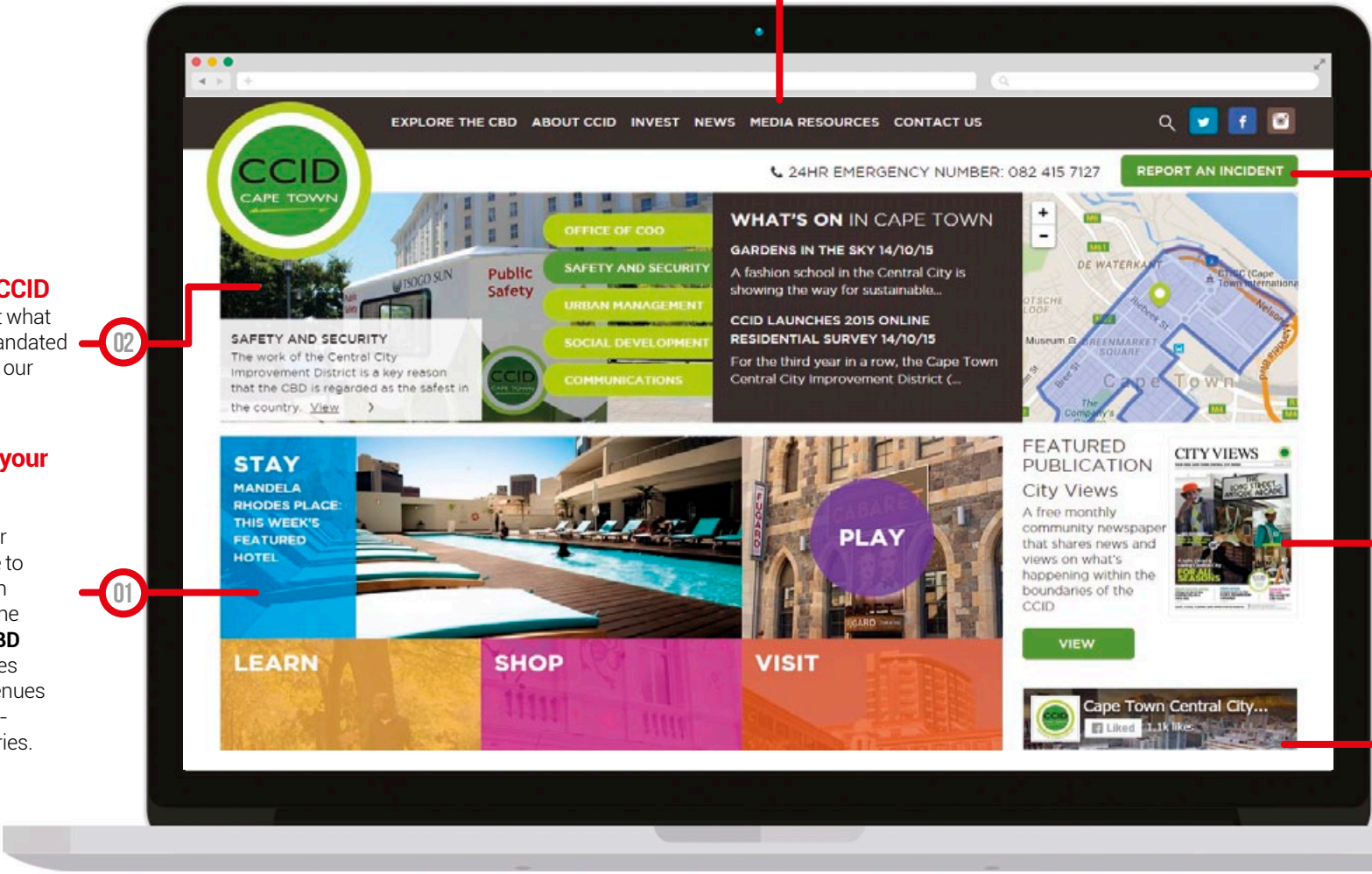
- 71 ACCOMMODATION VENUES
- 48 ENTERTAINMENT SPOTS
- 49 EDUCATIONAL INSTITUTIONS
- 676 RETAILERS
- 40 SIGHTS TO SEE
- 203 SERVICES
- 224 EATERIES

Info on the CCID

Find out about what the CCID is mandated to do and who our partners are.

The CBD at your fingertips

The new CCID website is your ultimate guide to the Cape Town Central City. The **Explore the CBD** section features Central City venues in eight colour-coded categories.



A place to locate our publications

Access back issues of *City Views* here, or download *The State of Cape Town Central City Report* and the latest *Best of Cape Town Central City* guide.

Social media feeds

Link to the CCID's various social media platforms directly from our website.

The new CCID website was designed and built by Greenbox Designs: www.greenboxdesigns.com.

WHAT YOU NEED TO KNOW ABOUT CITY VIEWS

We hope you love the new look as much as we do. It's the first total redesign since City Views became a newspaper in 2007.

The new *City Views* is not just about great-quality paper, an easy-to-hold compact format and fancy fonts – it has been created by the CCID Communications team in conjunction with its design agency, Infestation, to be a more useful guide to the Central City. To this end, each issue will now feature an infographic or map on the centre spread that will serve as a pull-out-and-keep reference. Additionally, we've incorporated the website's colour coding to help

you identify the various retail and service offerings within the CCID's boundaries: when we talk about restaurants, for example, they will always be highlighted in red.

This corresponds with the **Explore the CBD** section on our new website, as well as the listings in the *Best of Cape Town Central City* guide, the latest incarnation of which will also be out in November.

The major change is that your **free Central City newspaper**

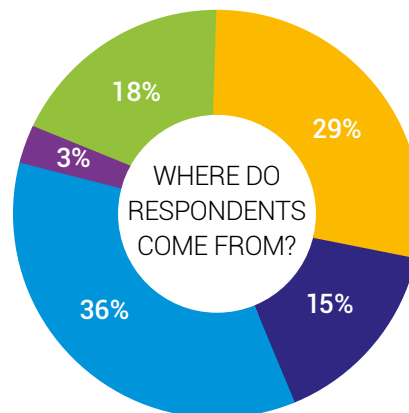
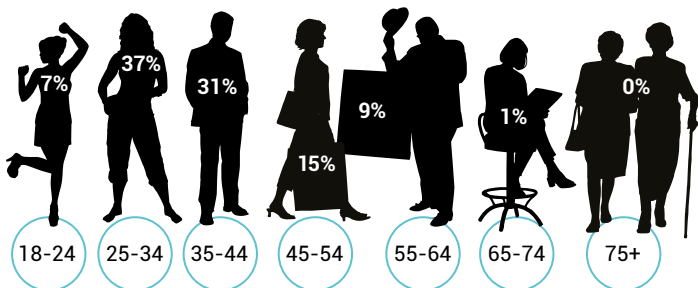
will, starting with the next issue, be coming out quarterly to correspond with the seasons: summer (December), autumn (March), winter (June) and spring (September). Each issue will cover a full three-month period and we will continue to provide great content, including beautiful images of the Central City, and promote CBD stakeholders and events. As always, look out for your free copy of *City Views* at over 250 Cape Town CBD retailers.



THE ANNUAL CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT (CCID) Residential Survey Infographic 2015

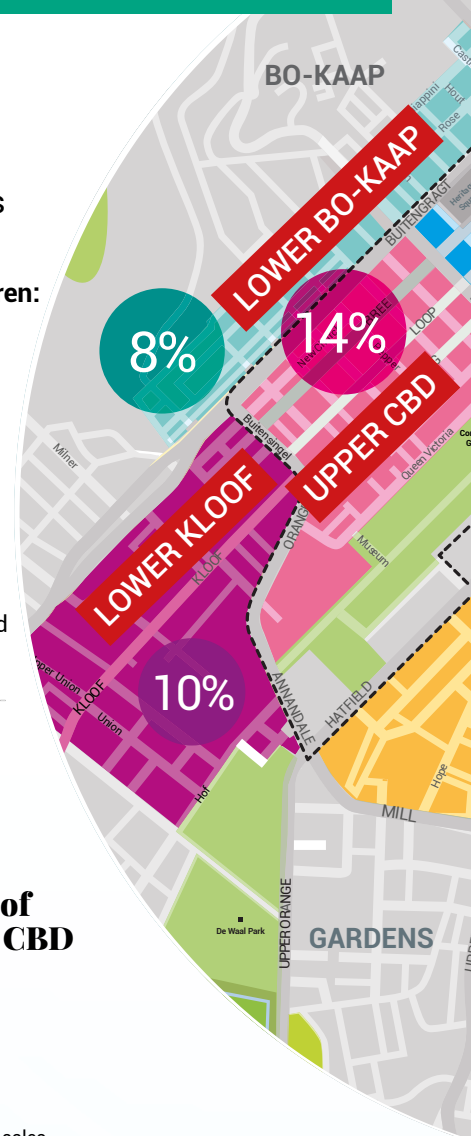
To find out more about who lives in and around Cape Town's CBD, the CCID ran its annual Online Residential Survey in September 2015. A total of 283 people responded, providing us insights into who lives in the area, what they like about it and the things they'd like to see improved.

AGE SPREAD OF RESPONDENTS IN YEARS



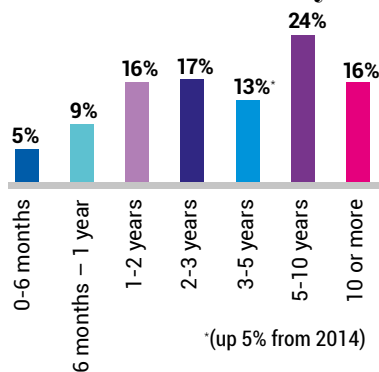
- Cape Town (locals)
- Somewhere else in the Western Cape
- Somewhere else in South Africa
- Outside of South Africa but within Africa
- An international destination

WHERE PEOPLE IN THE CBD LIVE



LIVING IN THE CBD

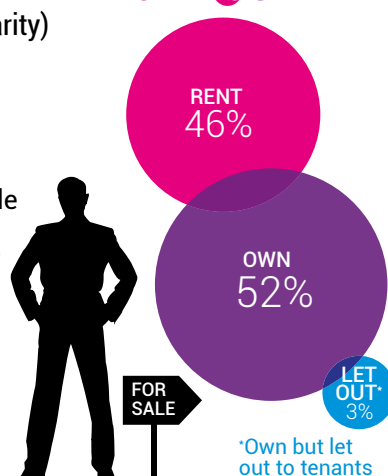
How long respondents have lived in the Central City



Top four reasons for living in the CBD (in order of popularity)

- The CBD is close to my place of work
- I like the idea of a "downtown" lifestyle
- Easy access to other neighbourhoods in Cape Town
- Safe environment

RENT & OWN



25% of respondents have children.

Of the people who have children:

- 27% have kids who are between 0 and 3 years old
- 34% have kids who are between 4 and 13 years old
- 10% have kids who are between 14 and 18 years old
- 30% have kids who are 18+ years old

WORKING IN THE CBD

Average gross monthly income of respondents



Respondents in the CBD use the following media.



Top four categories of professionals in the CBD

- Media, marketing, advertising and publishing
- Creative industries
- Financial sector
- Education, training, retail and sales

PETS

26% of respondents have pets.

90% of respondents reported being happy living in the CBD.

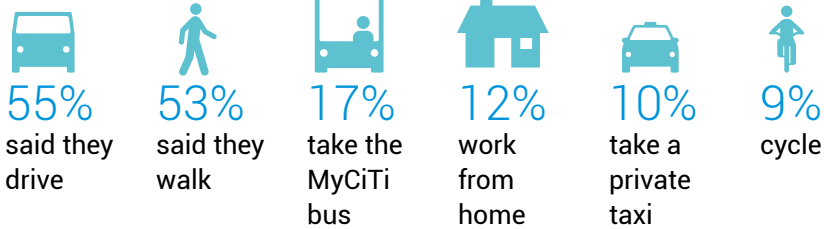
"The CBD is a central space if you're an aspiring entrepreneur. It puts me in close contact with potential clients."

MOVING TO AND AROUND THE CBD

73% of respondents live within 3km of their work or place of study, making non-car commuting a serious possibility. This has increased by 7% from 66% in 2014.

How do you get to and from work or school?

Respondents could choose multiple options.



ONLY 22% OF RESPONDENTS CYCLE IN AND AROUND THE CBD.

Many others feel there are not enough bike lanes; there's limited bike storage/parking (at work and home) and they don't feel safe from other traffic on the road.

6 Safety is an issue – cars drive and park in cycle lanes. Drivers generally are not aware of cyclists. 9

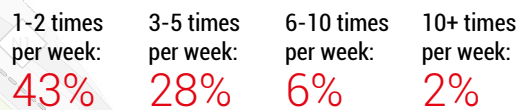
50% of respondents use the MyCiTi to move around the CBD. This is up from 37% in 2014.



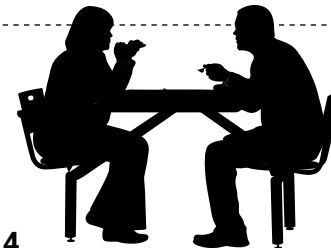
EATING AND DRINKING IN THE CBD

97% OF RESPONDENTS EAT OUT.

80% of these frequent a CBD restaurant at least once a week; up from 68% in 2014.

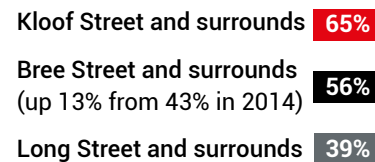


86% of respondents visit a CBD coffee shop at least once a week; up 2% from 84% in 2014.



Truth Coffee Roasting and Deluxe Coffeeworks were stated as favourites. Truth was named "best in the world" by UK newspaper the *Telegraph*.

THE TOP PLACES THAT RESPONDENTS GO OUT IN THE CBD ARE:



RETAIL IN THE CBD

Respondents indicated the following as their top four retail, entertainment and after-hours options to buy at or visit (in order of frequency).



Large chain retailers (eg Woolworths, Truworths, Edgars)



Clothing shops & theatres



Public art galleries & museums



Book shops



Homeware & decor

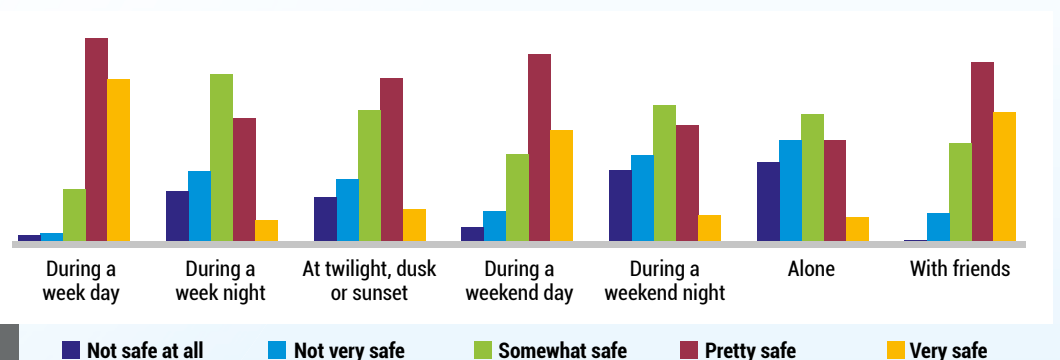


When asked what kinds of retail opportunities they wanted more of, the top responses were (in order of preference):

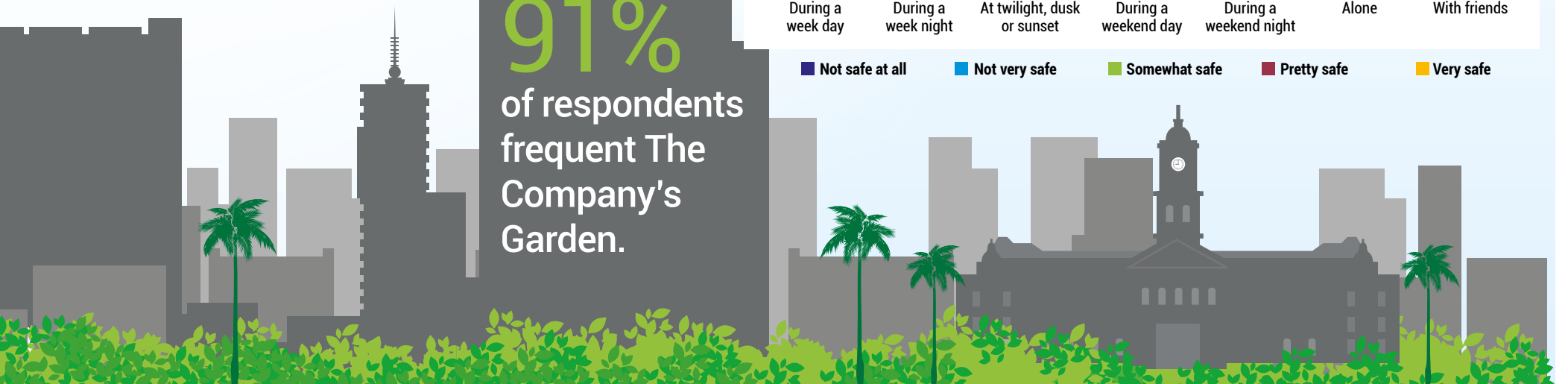
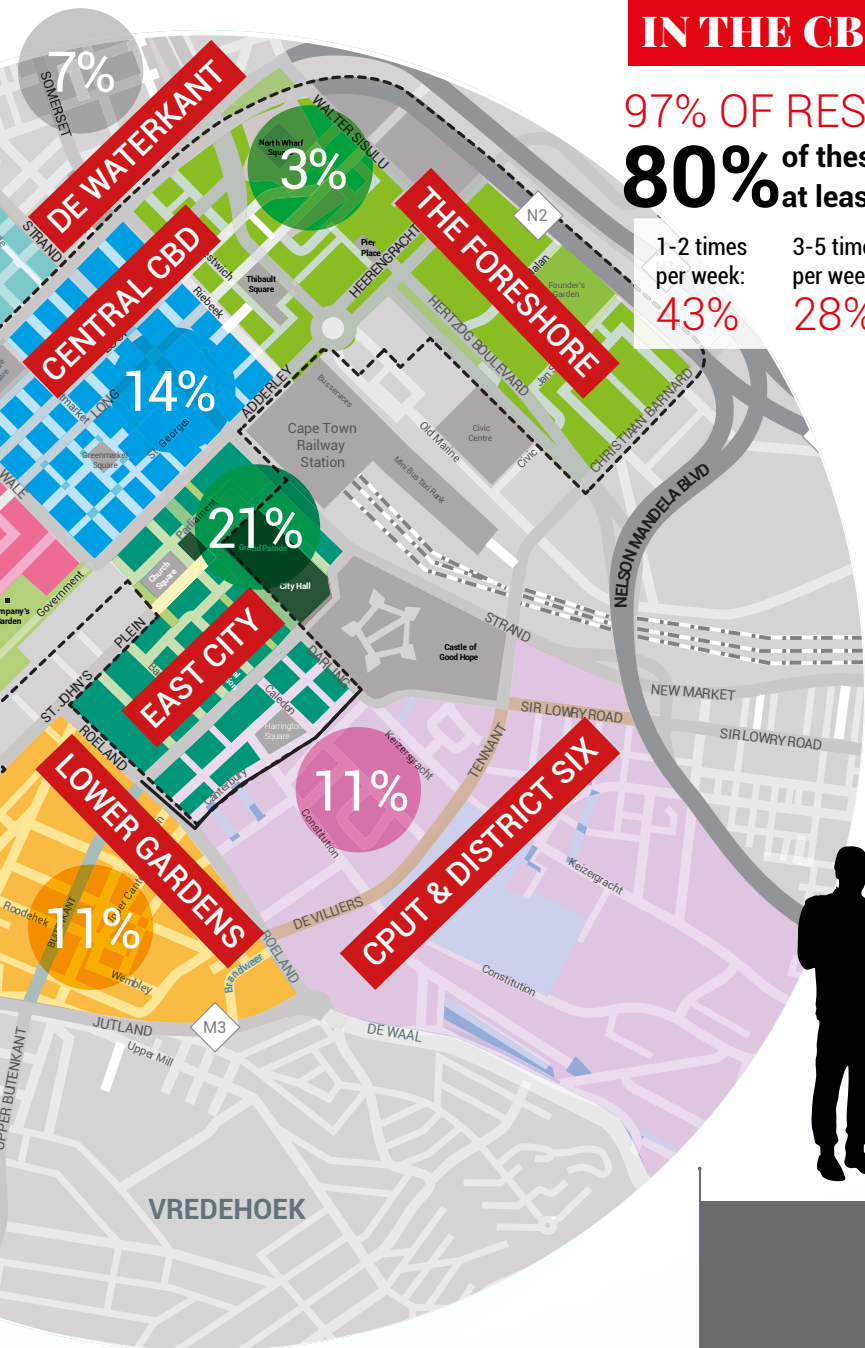
- 1 Retail with longer hours (beyond 17h00)
- 2 Delicatessen-type food stores
- 3 More restaurants

SAFETY IN THE CBD

The perception of safety in the CBD is illustrated below.



91% of respondents frequent The Company's Garden.



Percentages have been rounded to the nearest integer.

LOOKING BACK

ADDING BRUSHSTROKES OVER TIME

The CCID turns 15 in November, and *City Views* has been around for 14 of those. Here are some of the organisation's highlights, including the contents of its trophy cabinet.

2000

The CCID begins with 100 community police officers deployed on the streets.

2001

The Central City is divided into four CCID precincts. *City Views* launches as a four-page brochure, and six years later it assumes its current form as a newspaper.



2002

The CCID deploys 160 public safety officers (PSOs); 10 horses complement its response vehicles.

A user survey shows a remarkable turnaround has been achieved in the CBD in two years.



2003

Shop vacancies drop by 66%.

2004

The CCID starts working with Straatwerk, and a social development coordinator and two fieldworkers are also employed.

The organisation begins to provide supplementary security and cleaning to important events such as the Community Chest Twilight Team Run and the Mother City Queer Project.



2006

Specialised units to deal with robbery, ATM fraud, drugs and land invasions are formed.

2005

The Safety & Security department assists SAPS in establishing the pioneering sector policing project and in establishing community courts to deal with minor offences such as antisocial behaviour. The City of Cape Town establishes the Cyclops CCTV camera surveillance unit, with the CCID acting as a response team.



2007

J&M Cleaning, a fully black female-owned firm, is appointed by the CCID.

A winter blanket drive takes place as a precursor to the current GIVE RESPONSIBLY campaign, which launches in 2008.



2008

Iliso Protection Services, a fully black female-owned firm, is appointed on the CCID security contract. The Safety & Security team establishes a security forum, bringing together all law enforcement agencies and security companies operating in the CBD.

The CCID rolls out its first phase of cigarette bins across the CBD and hanging baskets for flowers are placed in St George's Mall.

The CCID distributes 2.5 tons of donations from Capetonians to victims of xenophobia.

The first edition of the *Best of Cape Town Central City* guide is published, and the CCID rebrands, with a new logo.

 International Downtown Association (IDA) Special Achievement Award for Social Development



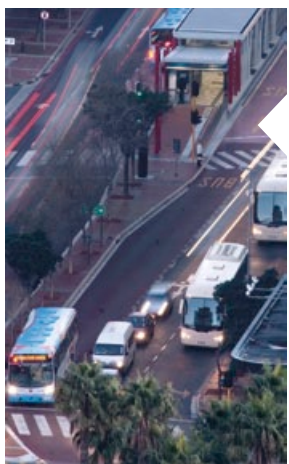


2009

Straatwerk provides 200 workers to the CCID (now 300).

The City introduces its "Rent a Cop" programme, and the CCID and Cape Town Partnership act as the pilot for the project by hiring eight dedicated law enforcement officers to work in the area and address bylaw contraventions.

WIN IDA Downtown of the Month



2012

A high-tech incident mapping system is installed at the CCID control centre.

The first annual *The State of Cape Town Central City Report* is published.

WIN IDA Achievement Award for Urban Management model

WIN IDA Downtown of the Month

2010

Four branded mobile security kiosks are placed on the streets; the following year this increases to five and today there are seven.

MyCiTi bus services begin running in the CBD, with the main station on the network opening at the Civic Centre.

WIN The City of Cape Town Certificate for Excellence for work during the 2010 FIFA World Cup™

2011

The Safety & Security department assists the City and SAPS to clean up Senator Park, evicting drug dealers and other criminal elements from the building.

The Straatwerk Dawn Patrol is introduced to clean the streets from nighttime debris between 04h00 and 07h00.

The first-ever street survey of the CBD's homeless population is conducted by the CCID, identifying 580 individuals.

The 2011 census reveals a Central City population of 5 647 – up from 750 when the CCID started.

2014

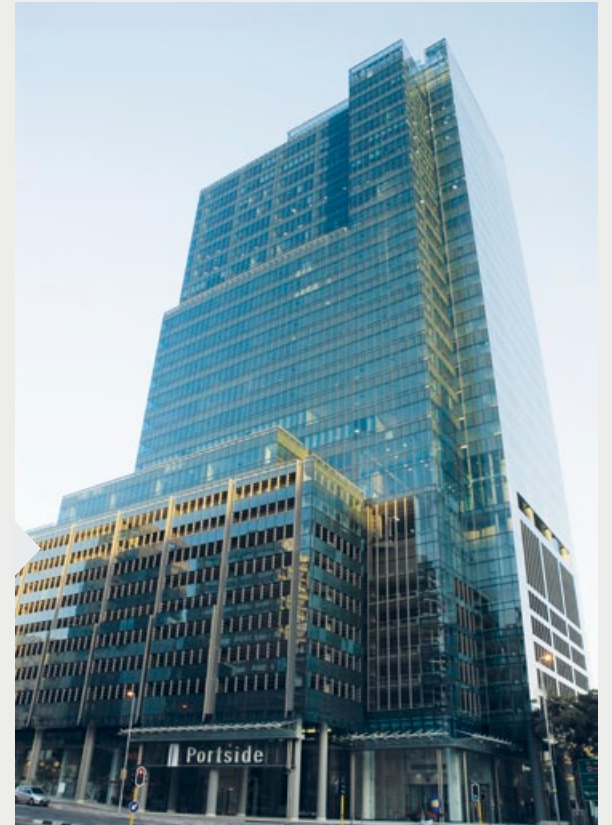
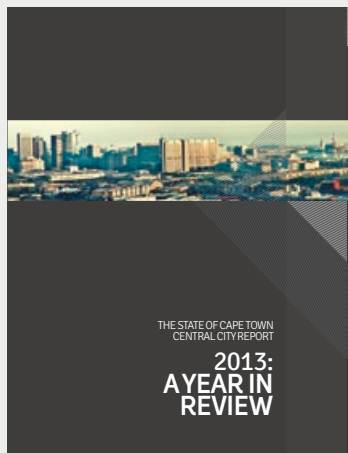
The Crime Prevention Unit is launched – a year later the team is equipped with body-worn CCTV cameras.

J&M Cleaning is provided with 20 new waste collection trolleys. The CCID purchases and installs 900 rodent boxes throughout the CBD.

The Social Development team establishes Siyakha Coaching, a programme concentrating on equipping Straatwerk Dignity participants with skills.

Portside, the Central City's first new skyscraper in 20 years, is completed, ushering in an era of unprecedented development on the Foreshore.

WIN IDA Merit Award in Economic Business & Development for *The State of Cape Town Central City Report: 2013 – A year in review*



2015

The Social Development department partners with Youth Solutions Africa (project manager John Philmon is pictured below right), arranging for beds for referral of clients from its fieldworkers. A Chronic Medicines Dispensing

WIN IDA Merit Award for Social Development's GIVE RESPONSIBLY campaign

Unit for street people is established at The Carpenter's Shop.

An additional nighttime manager is employed, bringing the total to two (pictured below) for the first time in the CCID's history.



LOOKING AHEAD

COLOURING OUTSIDE THE LINES

Branded mobile security kiosks, cigarette bins, waste collection trolleys and the street numbering project are just some of the innovations the CCID has introduced to the Cape Town CBD over the past 15 years. Here are eight more ideas that could change the face of the Central City across the next five years.

Signage such as this – in Calgary (BELOW LEFT) and London (BELOW) – would improve wayfinding in the Cape Town CBD.

Find out more about the street numbering project at www.capetownccid.org.

PUBLIC SPACE MANAGEMENT

The CCID has, together with the City of Cape Town, begun to research the most workable models and best international examples for optimising public spaces with regard to infrastructure and beautification. This is aimed at maximising economic opportunities for the formal and informal retailers in the CBD who earn a living within and alongside these spaces.

PUBLIC/PRIVATE LIGHTING STRATEGY

The primary component of this project is to continue encouraging and assisting our property owners and businesses to light up their buildings, preferably with LED lighting. Where this has already been achieved, it has made a huge difference to the perception of safety around these buildings.

ENHANCING PEDESTRIAN FLOW

A downtown that prioritises pedestrians and provides universal access brings the public to retailers and invigorates the streets and sidewalks. However, currently, step downs from pavements along St George's Mall at Longmarket, Church and Hout streets interrupt the flow of pedestrian traffic on the CBD's most famous walkway. In line with the City of Cape Town's pedestrian-priority programme and its installation of bump-outs in roads around the City Bowl, a levelling out at these intersections would promote easier pedestrian flow and calm traffic.



ABOVE: Opportunities exist to maximise the value of public spaces for all who use them.

RIGHT: A number of thoroughfares in the CBD leave little room for pedestrians on the pavement.

INNOVATION AND IMPROVEMENTS TO INFORMAL AND FORMAL TRADING

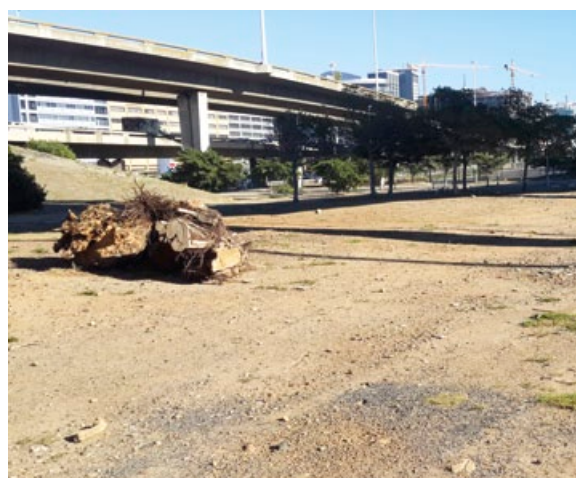
Spatial challenges along certain routes in the CBD have resulted in narrow walkways between informal traders' stalls and formal retail shop fronts. The solution may lie in the widening of certain pavements in the CBD to the benefit of all concerned and to maximise the promotion of both formal and informal trade merchandise. The provision of adequate storage space for informal traders as well as attractive structures that enhance display are also being researched.

COMMUNITY VEGETABLE GARDENS

The CCID is engaging with the City and various stakeholders around the possibilities of a social development project that could involve the creation of community vegetable gardens in currently unused areas on the periphery of the CBD.

WAYFINDING AND MAPS

The CCID is continually investigating innovative signage and wayfinding devices that not only assist the public, but that can promote and brand the Central City as a unique destination.



LEFT: Unused public spaces on the periphery of the CBD could be beautified with sustainable vegetable gardens.

CBD BROADBAND

As part of the mayor's vision for Cape Town to become the most digital city in Africa, this project is investigating the "last mile" concept of connecting City-owned fibre optic cables from the street to private buildings. The CCID sees its role as one that will offer to facilitate and coordinate a pilot project in the CBD between the City and the private sector.

INITIATIVES TO ENHANCE SECURITY

The CCID is currently in discussions with the Western Cape Government (WCG) Department of Community Safety to research options that may enable the deployment of WCG-funded Chrysalis Academy graduates to improve public safety in public spaces such as The Company's Garden.

ENTER OUR COLOURING COMPETITION

Colour in this illustration by Central City artist and jewellery designer Carmen Ziervogel, send us the page, and you could win a R750 voucher from the Book Lounge, which stocks a range of adult and children's colouring books. Turn to page 2 for details on how to enter.



GREENMARKET SQUARE CAPE TOWN CENTRAL CITY

PLAY

SUMMER IN
THE CENTRAL CITY

SUMMER IS READY WHEN YOU ARE. TO MAKE THE MOST OF THE WARMER MONTHS, GET INVOLVED IN SOME OF THESE GREAT CBD EVENTS AND ACTIVITIES.

For more event info, visit *City Views* on Facebook at www.facebook.com/CityViewsCapeTown.

STAYING
OUTDOORS

City Walk

Saturdays: 17 October and 21 November

#UrbanTrailSundays
(Motherland Coffee Company):
1 November

First Thursdays
5 November

SPOTLIGHT ON...

11 November & 9 December

TUNING THE VINE

Dig wine? Then this brand-new summer event will be right up your street. The #InnerCityWineRoute links 13 of the CBD's most exciting venues through a curated midweek adventure. Walk from one venue to the next and find a unique wine experience at every stop along the route – from wine tastings, cocktails and pairings to cellar talks, courses and live music. Each venue will also sell wine by the glass and the bottle. Get your tasting glass at the Youngblood Art and Culture Gallery (stop one – 70-72 Bree St) or Tjing Tjing Torii and Rooftop Bar (stop eight – 165 Longmarket St).

Where: predominantly on Bree and Wale streets

When: 17h30 – 21h30

Cost: R150 for tickets purchased through Quicket and R175 if purchased at the venues on the day

www.tuningthevine.co.za



LOCAL LAUGHS

14 – 25 October

NANDO'S PRESENTS:
MASS HYSTERIA

A who's who of South African comedians assemble for this politically charged show: John Vlismas, Tumi Morake, Mpho Poppo Modikoane, Alan Committie, Chester Missing, Loyiso Gola and Marc Lottering.

Where: Artscape Opera House,
DF Malan St | www.artscape.co.za

When: weekdays at 20h00, Saturdays at 15h00 and 20h00, Sundays at 14h00

Cost: R185 – R220

RAISING THE
CURTAIN

27 October – 21 November

BAD JEWS

This is the South African premiere of Joshua Harmon's West End smash hit about two grandchildren of a Holocaust survivor who fight over a gold ornament he held onto during his time in concentration camps.

Where: The Fugard Theatre,
Caledon St | www.thefugard.com

When: 20h00

Cost: R130 – R150

POMP AND
CIRCUMSTANCE

11 – 14 November

CAPE MILITARY TATTOO

The South African Defence Force's regiments perform musical numbers, dances, silent drills, gun runs and more in celebration of the rich military history and culture that lies within the Western Cape.

Where: Castle of Good Hope,
cnr Darling & Buitenkant streets

When: 18h00

Cost: TBC

www.capetattoo.co.za

GETTING
QUIZZICAL

Tuesdays and Wednesdays

OMG QUIZ NIGHTS

Tuesdays at 19h30 at Beerhouse
on Long, 223 Long St (R30)

Wednesdays at 20h00 at
Alexander Bar, Café and Theatre,
76 Strand St (R30 online,
R40 at the door)

www.omgquiznights.weebly.com

GIVE
RESPONSIBLY

HELP THE NGOS THAT HELP
THE HOMELESS AND GIVE WHERE
IT WILL MAKE A DIFFERENCE*



*The Cape Town Central City Improvement District (CCID) works closely with the following NGO partners in the Cape Town CBD

Salesian Institute

Projects providing education, skills training and rehabilitation to vulnerable youth

The Carpenter's Shop

Skills training and rehabilitation services for adults

The Haven

Night shelters with the vision to get the homeless home

Ons Plek

Residential care and reunification processes for girls

Straatwerk

Job rehabilitation projects for men and women

The Homestead

Residential care and family integration for boys

There are a number of wonderful NGOs that work with street people in an attempt to provide them with alternatives to begging and life on the streets. These alternatives range from rehabilitation services, skills training and education, to the possibility of shelter or even family reintegration.

GIVE RESPONSIBLY to the NGOs who provide these services and help break the cycle of life on the streets. To help the NGOs listed above that work with the CCID, you can make a difference in one of the following ways:

SNAPSCAN

You can download the free SnapScan app onto your smartphone and SCAN the code to the right to donate the amount of your choice via your phone.



SMS 'GIVE' TO 38088

to donate R10 towards the NGO partners with which the CCID works closely in the Cape Town Central City.

An average of R8 is donated depending on your service provider. For detailed Ts & Cs visit.

VISIT OUR WEBSITE

for more information on the GIVE RESPONSIBLY campaign, our NGO partners and other ways in which you can assist.

WWW.GIVERESPONSIBLY.CO.ZA

This campaign is an initiative of the Cape Town Central City Improvement District (CCID) www.capetownccid.org

