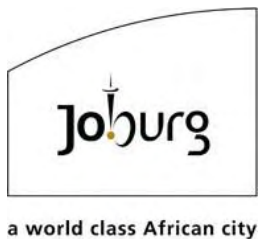


# BERTRAMS PRIORITY BLOCK



Draft support documentation to the recommendations to SAHRA for the Priority Block, Bertrams, Johannesburg

OCTOBER 2008

---

## CONTENTS

1. **Executive Summary**
2. **Report Structure**
3. **Background**
4. **Bertrams Precinct Plan**
  - 3.1 Development Objectives
5. **BRT**
6. **Housing Initiatives**
7. **Community Developments**
8. **Project Description**
  - 8.1 Significance of the Priority Block
    - 8.1.1 Issues taken from the Cultural Significance Report
9. **Development Parameters**
  - 9.1 Pertinent Issues to the Development
  - 9.2 Options

## References

### List of Figures

- Figure 1 Greater Ellis Park Current Interventions & Locality
- Figure 2 Bertrams Precinct Vision
- Figure 3 Bertrams Road
- Figure 4 Housing Initiatives
- Figure 5 Community Facilities
- Figure 6 Bertrams Priority Block
- Figure 7 Bertrams Priority Block Existing
- Figure 8 Density Coverage for Bertrams Priority Block
- Figure 9 Zoning of Greater Ellis Park Area
- Figure 10 Bertrams Priority Block Zoning Information
- Figure 11 Housing Density Proposal Option A
- Figure 12 Housing Density Proposal Option B

## 1 EXECUTIVE SUMMARY

The purpose of this report is to provide support information to the application to SAHRA to allow for the redevelopment of the Priority Block located in the northwest section of the Bertrams precinct.

### Summary

The Priority Block is defined by Berea Road (to the north), Liddle Street (to the east), Bertrams Road (to the west) and Gordon Road (to the south) and consists of 25 erven, 20 of which have been purchased by the City of Johannesburg (CoJ).

### Neighbourhood Regeneration

The aim of this project is to promote the consolidation and development of mixed income housing, increase densities along the BRT routes, stimulate investment and upgrade the existing social facilities within the area to support increased numbers of users. The Priority Block is strategically located along the main transportation routes and directly adjacent to existing and proposed social housing projects.

### Heritage Resources

The JDA commissioned a study to assess the cultural significance and heritage status of the existing structures. The report, prepared by specialists, indicates that no evidence has been found to suggest that any structure recommended for demolition has historical significance.

### Involving the community

A Heritage Impact Assessment has been initiated, taking into account the core area or Priority Block, and the area surrounding it. The purpose is to seek the input and comment of the community and affected parties with a view to defining the development parameters and ensuring that the amenities of the area will not be compromised.

### The need for guidelines

To ensure a positive and appropriate response by developers, while achieving the number of units and types to make a model and a success of this project, the JDA is willing to develop specific guidelines in close consultation with the city's heritage authorities defining the architectural response in terms of scale, articulation and character.

### Providing choice and quality environments

Detailed investigation has been conducted by a housing specialist to determine the housing needs in the area. At the moment a large number of buildings are run and occupied illegally with people living in unacceptable conditions. Through this project the JDA is committed to promoting the development of sustainable and appropriate housing that fits in and enhances the character of the area following the guidelines contained in the Heritage Management Plan prepared for the area and the additional parameters discussed in the heritage specialist report. The intention is to do an infill development that maximizes the development potential of the block and complements the character of the area while contributing to making this neighbourhood a better place to live and work in.

## 2 REPORT STRUCTURE

### Purpose

The purpose of this report is to provide background information about current initiatives affecting the Bertrams area. It further describes the town planning and development parameters for the sites located within the Bertrams priority block bordered by Berea Road, Gordon Road, Liddle Street and Bertrams Road.

The Priority Block is comprised of 25 erven, 20 of which are owned by the CoJ.

### Focus on the Bertrams precinct

The development objectives established in the Precinct Plan, the Bus Rapid Transport (BRT) system which passes through the precinct and the existing housing initiatives and community facilities, are examined.

### Significance of the Priority Block

The block is described and issues taken from the Cultural Significance Report are listed.

### Development Parameters

Issues pertinent to the intervention are detailed and two options presented.



### 3 BACKGROUND

In 2004 the City of Johannesburg approved the Greater Ellis Park Urban Design Framework. This document set up the overall vision and parameters to guide the regeneration of the entire area.

The overall vision for Greater Ellis Park is as follows:

*“The Greater Ellis Park area will be a secure, safe, vibrant and sustainable world-class competitive and leading destination of choice for sports and recreation within the City of Johannesburg. It will be a well-managed and highly integrated inner city multi-nodal area with highly appealing and diverse opportunities to live, play, work, visit, be educated, shop, be entertained and relax.”*

The area includes the suburbs of Doornfontein, New Doornfontein, Bertrams, Lorentzville, Judith’s Paarl and parts of Troyeville and Bezuidenhout Valley.

Since the approval of the plan, the City, through its development agency (JDA), has actively tried to address the area’s decline, through the promotion of the upgrading of its infrastructure. It was envisioned that this would improve environmental conditions and stimulate investment in the area. Further to these initiatives is the promotion of the development of affordable housing and the preservation of heritage buildings in the area.

The City has promoted Ellis Park as one of the venues to host the 2010 Soccer World Cup and has prepared extensive plans to upgrade the existing infrastructure to meet both FIFA’s and the city’s urban regeneration requirements.

Figure 1 indicates the locality of the Priority Block in relation the 2010 legacy projects currently being implemented.



Figure 1: Greater Ellis Park Current Interventions & Locality

## 4 BERTRAMS PRECINCT PLAN

The vision of Bertrams proposed is of an attractive and well connected neighbourhood offering:

- Convenience and variety
- Integrated social facilities and public spaces
- Sustainable communities
- A friendly urban environment
- Safety and security

### 4.1 Development Objectives

The regeneration of the precinct aims to achieve the following:

- 1 Improve safety and security by addressing social and economic issues
- 2 Promote the intensification of land uses in the area
- 3 Develop a community based revitalisation programme for the area to encourage the introduction of appropriate models for residential densification and development
- 4 Develop an appropriate and integrated management programme to support the neighbourhood regeneration activities
- 5 Promote investment in the area and engage the community through private and public community partnerships
- 6 Promote and strengthen existing social facilities and services
- 7 Promote the provision of integrated services and facilities to meet the demands of an increasing residential population
- 8 Guide the development of the residential components of acceptable standards



Figure 2: Bertrams Precinct Vision

## 5 BUS RAPID TRANSPORT SYSTEM (BRT)

The BRT is a rapid bus service designed to link the city from Soweto through the CBD and Ellis Park area to Sandton. This new public transport infrastructure is intended to consolidate the urban core and make Johannesburg a more integrated, efficient and sustainable metropolis. The Ellis Park route is the first to be constructed within the inner city area and is to be up and running in time for the 2010 Soccer World Cup.

This access to transport allows for densification along the BRT bus route and the Priority Block could be an early example of potential development within the Bertrams area.

Bertrams Road forms the western boundary of the Priority Block as well as part of the BRT route. Erven located along Bertrams Road are predominantly retail and commercial. New developments along this road edge should retain these functions. Mixed use buildings would be appropriate.

There are two stations strategically located in close proximity to the Priority Block serving the Sports and Bertrams precincts, which will promote convenient access to facilities and work opportunities.



Figure 3: Bertrams Road

## 6 HOUSING INITIATIVES

The Bertrams area surrounding the Priority Block already has key residential developments.

The development of the Priority Block would add to the stock of much needed social housing within Bertrams.

Housing developments within the Priority Block area include initiatives by COPE and JOSHCO. JOSHCO's mandate is to provide sustainable mix-density, low cost housing units targeted at households earning between R 1 500 and R 3 500 per month.

The Johannesburg Housing Company is planning two new social housing developments along Terrace Road. this is indicated in orange in figure 4.



Figure 4: Housing Initiatives

## 7 COMMUNITY FACILITIES

There are many community facilities and resources within the area that are underutilised. Current projects include the upgrading of the Maurice Freeman Park to create a cricket academy to promote the sport at community level, the extension and upgrading of Bertrams Park to complement the recreational and sporting facilities of the Bertrams Primary School, and the upgrading of the Ellis Park swimming pool to promote swimming as a sport at regional and community level.

1. Bertrams Park
2. Swimming Pool
10. Maurice Freeman Park



Figure 5: Community Facilities

## 8 PROJECT DESCRIPTION

The Priority Block is comprised of 25 erven, 19 of which are built structures and 4 of which are vacant. Some of the structures have additional outbuildings in the back yards.

### 8.1 Significance of the Priority Block

The structures within the Priority Block have cultural significance. The significance and a brief historical background are further explained in a report prepared by H Prins and K Maluleke (September 2008). This has also been discussed in a report prepared by J Bruwer, W Martinson and H Paine on the Derby Road Precinct and Bertrams as a whole. This report covers issues which are pertinent to the Priority Block. These issues include the historical importance and character of Bertrams as well as the ability to demonstrate various housing types found within the Priority Block.

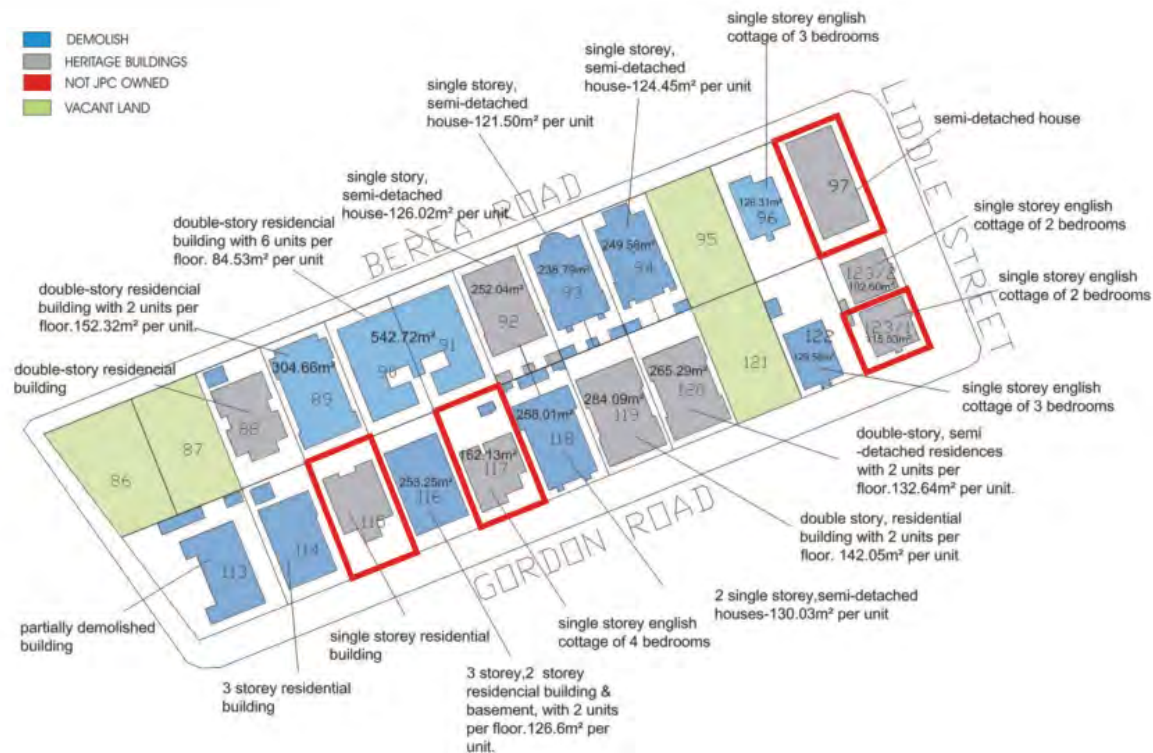


Figure 6: Bertrams Priority Block

### 8.1.1 Issues taken from the Cultural Significance Report

- 1 Significance of the Bertrams area and its development within the city of Johannesburg. Key elements of the history of Johannesburg are linked to the Priority Block and the suburb of Bertrams.
- 2 An analysis of the buildings within the Priority Block including architectural and aesthetic value.
- 3 Cultural significance of the buildings. These include historic and sociological value of these buildings within the context of Bertrams.
- 4 Conservation policy recommendation of these buildings by heritage specialists and the heritage status of the Priority Block. This would inform guidelines for development that are particular to the block and allow for appropriate architectural intervention.

Figure 7 illustrates buildings earmarked for demolition (hatched) and describes the current building profile.



Figure 7: Bertrams Priority Block Existing Conditions

## 9 DEVELOPMENT PARAMETERS

### 9.1 Pertinent Issues to the Development

- 1 Zoning and coverage within the block.  
Commercial rights only along Bertrams Road (erf 113) while the remaining erven are residential.
- 2 Viable densification of the block to maximise potential redevelopment while still conserving the heritage significance.
- 3 Not all of the 25 erven within the Priority Block are owned by the JPC. Five erven, 115, 117, 123/1 and 97, are privately owned. Development guidelines cannot be imposed on privately owned property.
- 4 The application of the guidelines and heritage conservation principles by developers.
- 5 Sufficient parking within the block. Some erven may have to be developed as parking areas. Alternatively parking may need to be incorporated into the design of the structures or landscaping.

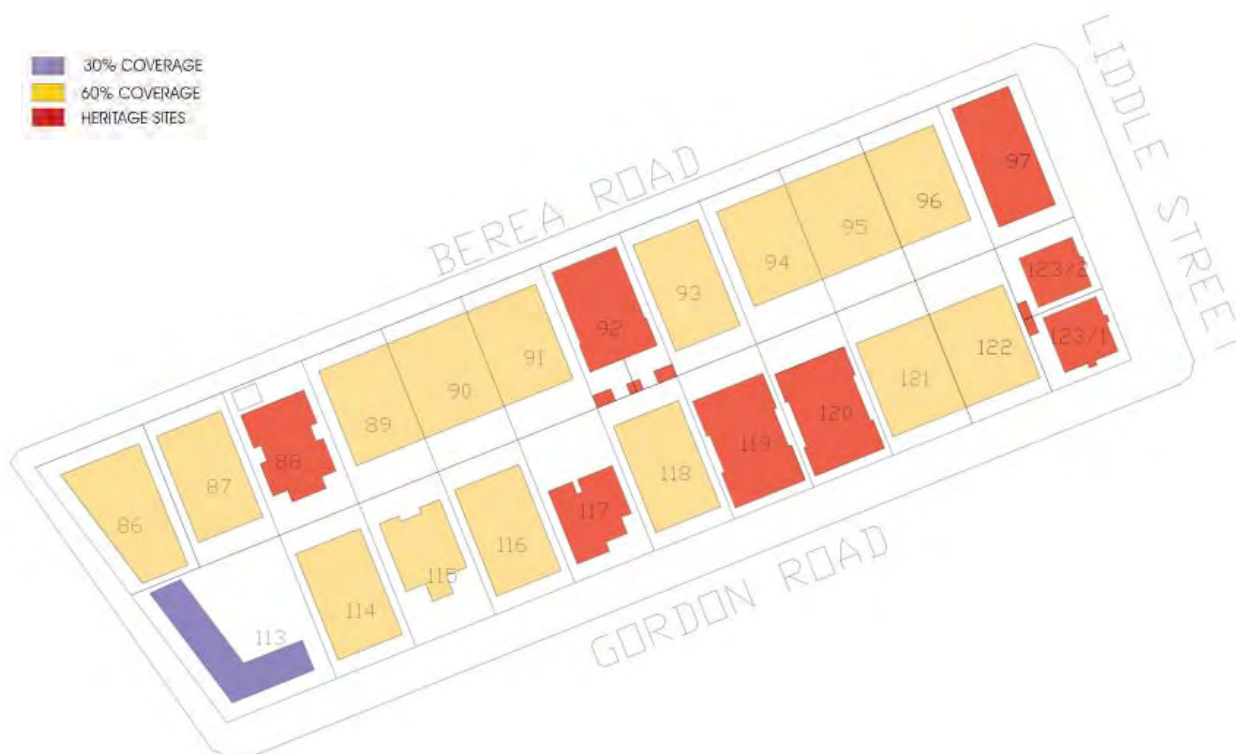


Figure 8: Density Coverage for Bertrams Priority Block

**ZONING**

- RESIDENTIAL 4
- BUSINESS 1
- PUBLIC GARAGE

BRT ROUTE

RAILWAY

1. NORTHERN GATEWAY
2. SEMERT SIEWRIGHT UPGRADE
3. EASTERN GATEWAY
4. BERTRAMS + BEZUIDENHOUT ROAD UPGRADE
5. NUGGET + SARATOGA ROAD UPGRADE
6. ELLIS PARK SQUARE
7. ELLIS PARK STATION NODE
8. DOORFONTEIN STATION NODE
9. END STREET PARK
10. MAURICE FREEMAN PARK



Figure 9: Zoning of Greater Ellis Park Area

### Bertrams Priority Block Zoning Information

STAND NO	STAND SIZE	TOWNSHIP	ZONING	FAR	COVERAGE	HEIGHT ZONE	LAND USE	LAND PARCEL
86	500	BERTRAMS	RES4	2.4	60%	H5	RES	15B
87	446	BERTRAMS	RES4	2.4	60%	H5	RES	15B
88	446	BERTRAMS	RES4	2.4	60%	H5	RES	
89	446	BERTRAMS	RES4	2.4	60%	H5	RES	
90	446	BERTRAMS	RES4	2.4	60%	H5	RES	
91	446	BERTRAMS	RES4	2.4	60%	H5	RES	
92	446	BERTRAMS	RES4	2.4	60%	H5	RES	
93	446	BERTRAMS	RES4	2.4	60%	H5	RES	
94	446	BERTRAMS	RES4	2.4	60%	H5	RES	
95	446	BERTRAMS	RES4	2.4	60%	H5	RES	14
96	446	BERTRAMS	RES4	2.4	60%	H5	RES	14
97	446	BERTRAMS	RES4	2.4	60%	H5	RES	14
113	725	BERTRAMS	BUS1	0.3	30%	2 st	BUS	15B
114	446	BERTRAMS	RES4	2.4	60%	H5	RES	
115	446	BERTRAMS	RES4	2.4	60%	H5	RES	
116	446	BERTRAMS	RES4	2.4	60%	H5	RES	
117	446	BERTRAMS	RES4	2.4	60%	H5	RES	
118	446	BERTRAMS	RES4	2.4	60%	H5	RES	
119	446	BERTRAMS	RES4	2.4	60%	H5	RES	
120	446	BERTRAMS	RES4	2.4	60%	H5	RES	
121	446	BERTRAMS	RES4	2.4	60%	H5	RES	
122	446	BERTRAMS	RES4	2.4	60%	H5	RES	
123/1	223	BERTRAMS	RES4	2.4	60%	H5	RES	
123/2	223	BERTRAMS	RES4	2.4	60%	H5	RES	

Residential 4: Density in excess of 80 dwelling units per hectare

Density: 1 dwelling/200 m<sup>2</sup>

Building line: 3m along street boundary

Figure 10: Bertrams Priority Block Zoning Information

## 9.2 Proposals

The proposed interventions were informed by the Cultural Significance Report prepared by H Prins and K Maluleke.

Two proposals have been suggested to allow for viable residential development within the block, options A and B.

### Option A

Option A proposes four storey walk ups interspersed with conserved heritage buildings.

The consolidations of certain erven along the street edges allow the development of four storey walk ups with courtyards opening up into an internal green space.

A mixed use corner development could be built along Bertrams Road which incorporates ground floor retail and upstairs residential.

### Option B

Option B allows for single erven developments with shared adjoining courtyard spaces. It is envisioned that an internal green corridor could be created.

Erven facing onto Bertrams Road could be developed to incorporate mixed use.



Figure 11: Housing Density Proposal Option A



Figure 12: Housing Density Proposal Option B

---

## References:

Albonico Sack Mzumara Architects & Urban Designers in association with MMA Architects. Greater Ellis Park Development Implementation Stage. Bertrams Community Cluster. May 2005.

Paine, H & Gould, B. Greater Ellis Park Development Heritage Management Framework. 2005.

Albonico Sack Mzumara Architects & Urban Designers. Ellis Park Heritage Triangle Baseline Report. November 2007.

Prins, H & Maluleke, K. The Priority Block, Bertrams, Johannesburg. Cultural Significance Report and Recommendations. September 2008.