

Executive Summary:

The Midvaal Local Municipality is considering wide-ranging interventions for the economic and social development of the Meyerton Central Business District, which flows from the Midvaal CBD Urban Design Framework developed in 2019.

Cadre Connect was appointed to compile an implementation programme, investment plan and commercialisation proposals for the development of the Meyerton CBD. Meyerton is the municipality's primary urban conglomerate, and the objective is to regenerate the vibrancy of the precinct.

The Investment Plan identified several private financing incentives which can be further explored and developed into policies for the municipality to introduce.

THE ESTABLISHMENT OF A CID

A key recommendation is the establishment of a City Improvement District – CID – as a partnership between the local municipality and the private sector, which resulted from a web-based stakeholder and public engagement process.

BENEFITS OF A CID

- These districts leverage private funding and public cooperation to catalyse urban development, arrest urban decay and create a local environment conducive to future investment in infrastructure and business growth.
- A CID creates reliable funding sources for value-adding services and programmes such as fighting 'crime and grime' as well as marketing and brand promotion of the area.
- A Meyerton CID can grow into a functional and prosperous precinct which benefits the entire municipality and the wider district.
- It can create a liveable central business district with the potential to sustain formal and informal businesses, attract investment, brand the municipality, increase the value of properties, and achieve the socio-economic objectives of the municipality.

This report set out detailed proposals on the incentives the Midvaal Local Municipality can develop to facilitate the establishment of a CID and the legal framework required to achieve it.

STAKEHOLDER ENGAGEMENT

In terms of stakeholder engagement, the priority projects that were identified include:

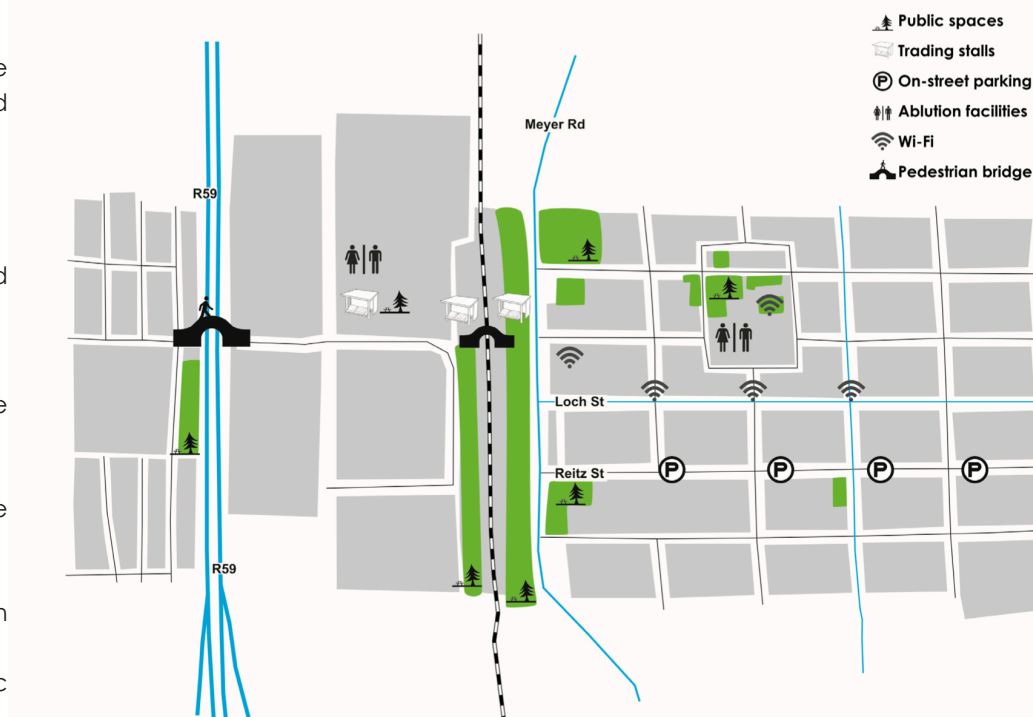
- Informal trading stalls
- On-street parking
- Construction of ablution facilities
- Wi-Fi at public transportation stops, and

PROJECTS TO FUND

Various projects requiring funding from the National Treasury were identified.

These projects were grouped into the following categories:

- **Category 1** - Pedestrian bridge
- **Category 2** - Construction/installation of movement systems
- **Category 3** - Development of public spaces and supporting features



For these projects, there is a need to streamline the financing applications. The projects can run concurrently over the financial years (2021 to 2023).

Category 1, the pedestrian bridge, has been earmarked as a priority. Since 2018, Midvaal has requested progress updates from the Gauteng Department of Roads and Transport regarding the R59 pedestrian bridge. Inquiries were made in August 2019, January 2020, and August 2020.

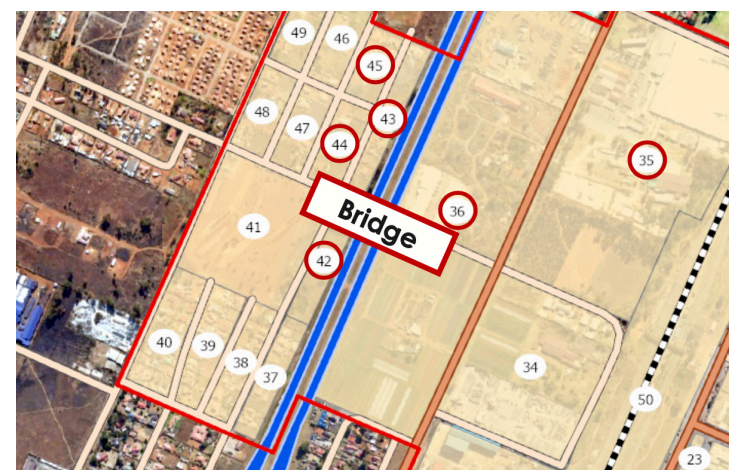
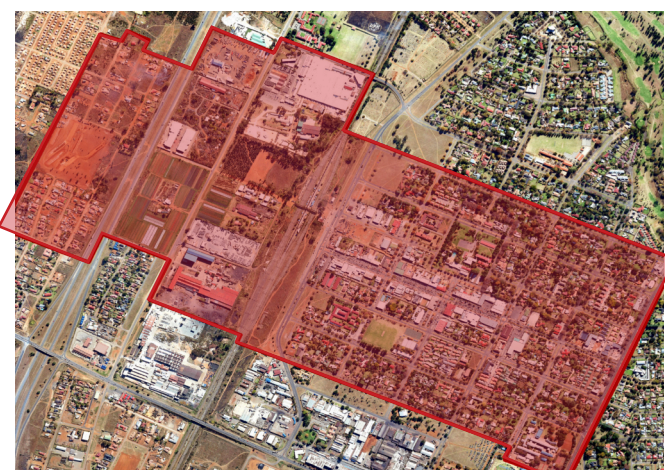
On 1 August 2020, the Gauteng Department of Roads and Transport stated that the evaluation process was in its final stages and awaiting the signature of the Head of the Department. The stakeholder engagement subsequently identified this project as a priority in the CBD because it will act as a catalyst for human movement between Sicelo and Meyerton CBD.

KEY ACTIONS

The report outlined the following required actions for Midvaal Municipality:

1. Application of funding from the National Treasury for the consolidated projects of:
 - Category 1
 - Category 2
 - Category 3
2. Develop a policy to utilise the identified investment opportunities for the municipality when partnerships are required.
3. Taking custodianship of the Land Audit and utilising it as a knowledge tool.
4. Establishing a CID to attract and retain private investment.

MEYERTON CBD UDF STUDY AREA



Meyerton CBD Implementation Programme, Investment Plan, and Commercialisation Proposals

December 2020

Key Information:

This report outlined the efforts required to address issues related to urban decline and the movement of business outside of Meyerton and indicates the possibilities of innovative solutions that can improve the municipality's character.

THE PROPOSED IMPLEMENTATION PROGRAMME:

- Indicates how the wide range of identified projects can be delivered.
- Sets out draft medium-term budgets and allocates responsibilities in line with the UDF.
- Contains firm proposals on actions required by the municipality.
- Includes recommendations to Council on utilising the land audit data, developing investment strategies and policies, pursuing actions with National Treasury and merging these recommendations with the proposals for a City Improvement District.
- Is supported by maps and uses the Urban Hub Design Toolkit, which can support the phased implementation of the programme.
- Links to the Midvaal Local Municipality Economic Recovery Plan, which introduces key interventions regarding issues such as digitisation, community engagement and a 10-point strategy for service delivery and local economic development.
- Includes the results of a stakeholder and public engagement process facilitated by Cadre Connect in partnership with the Midvaal Local Municipality in September 2020.
- Is in line with the key recommendations of the draft Urban Development Framework which seeks to build a sustainable and vibrant CBD.

Project Details:

Location: Midvaal Local Municipality, Meyerton

Time-frame: 6 months

Project lead: Reinier Minny and Mpumi Ramatsoga

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Project Sponsor: Department of National Treasury



Client: Midvaal Local Municipality

