

# PROPOSED STRAND BUSINESS IMPROVEMENT DISTRICT



Public Meeting

23 April 2013



# Agenda

- Opening and welcome by chairman
- Introduction to the SBID initiative
- Presentation on the Proposed SBID SRA
- Questions
- Closing



# Would you like to work in an area where you could:

- Feel safe at your business?
- Appreciate clean pavements?
- Where staff feels secure walking from transport nodes to their place of work?
- With customers that feels safe to enjoy your business offerings
- Leave you can park in the street and find that your car had not been broken into?
- Where you can drive on roads without potholes and with effective signage?
- Support unemployed people?



# STRAND BUSINESS Area could have this future.... but there are some challenges

- A perception survey amongst 51 business and property owners and 38 shoppers was conducted in July 2012
- 25% were property owners, 75% tenants
- The survey questions were grouped into 5 sections, each focussing on five general urban issues namely:
  - Section 1 - Safety and security
  - Section 2 - Litter and cleanliness
  - Section 3 - Lighting & marking of streets and pavements
  - Section 4 - Public environment
  - Section 5 - Social environment





**Proposed Strand CBD SRA**

Proposed Strand Special Rating Area  
Feasibility Study

**Legend**

 Survey Locations



Figure No. 6



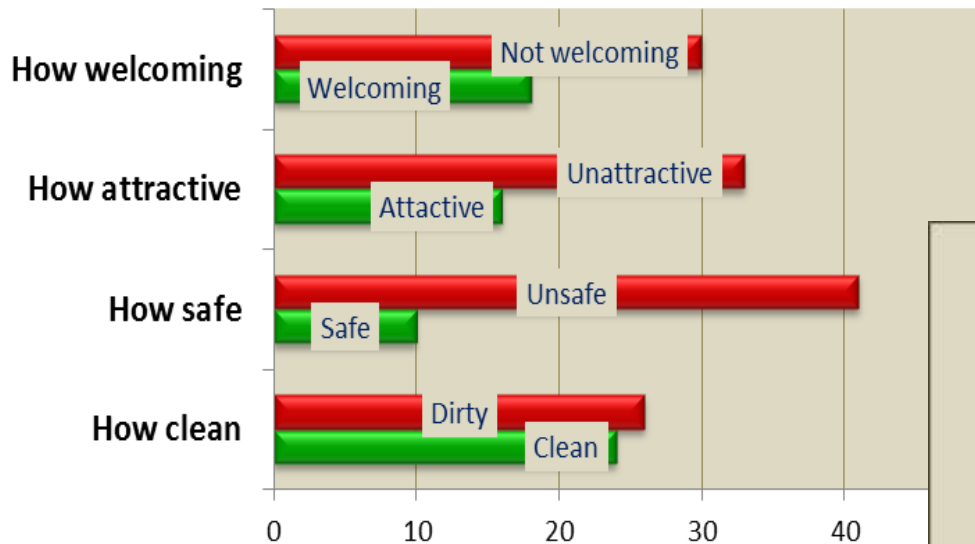
Geospatial Information Systems  
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021 251 1807

Date: 2012/01/18



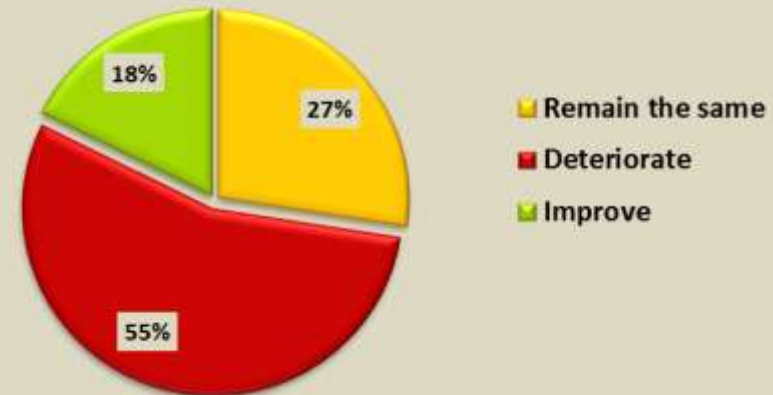
# Overall Perception of how people view the Strand CBD

## Overall impression of the area



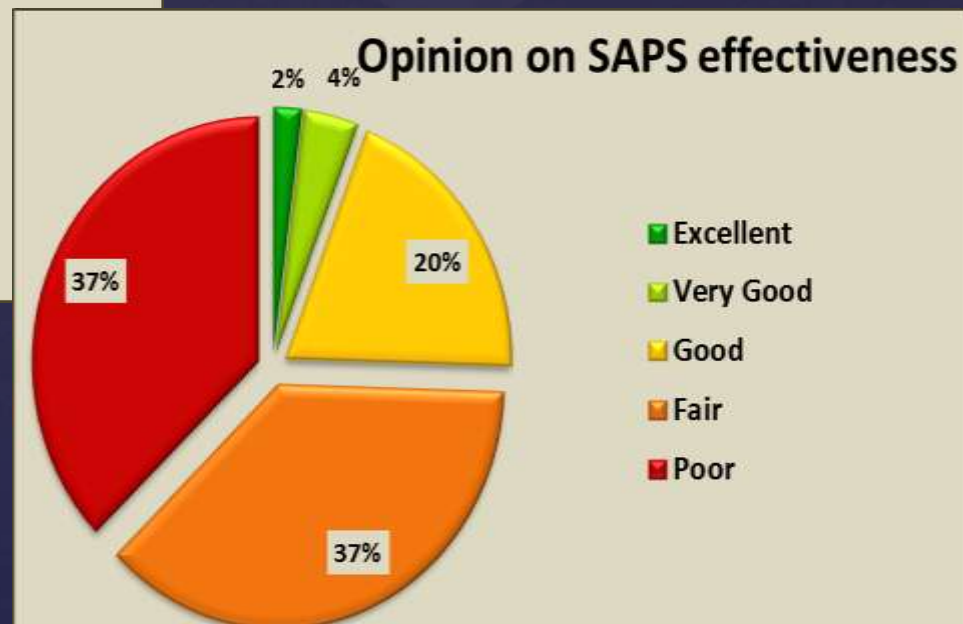
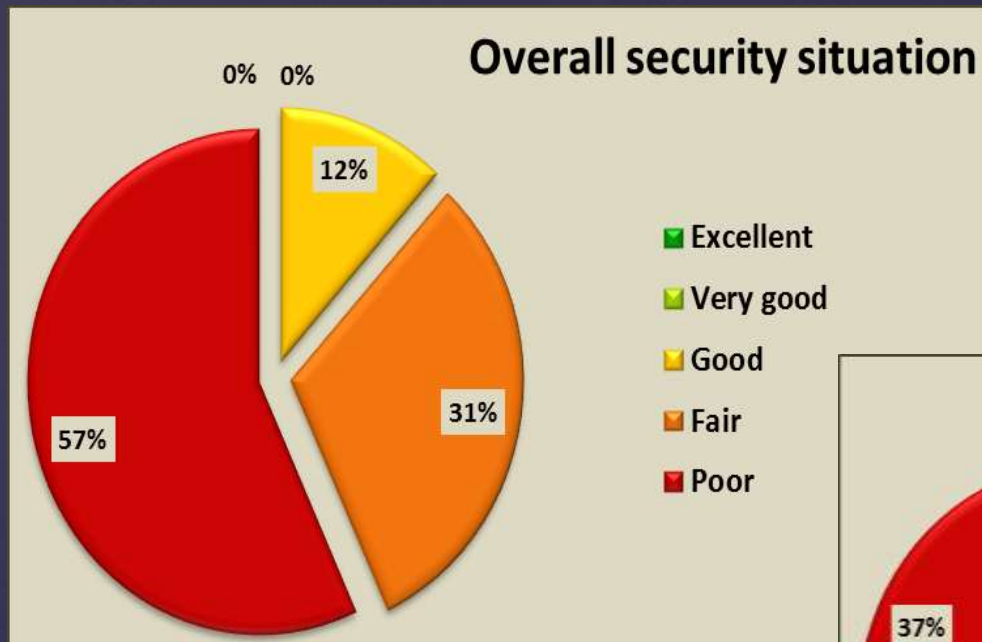
Business and property owners

## The last 5 years - did the Strand CBD

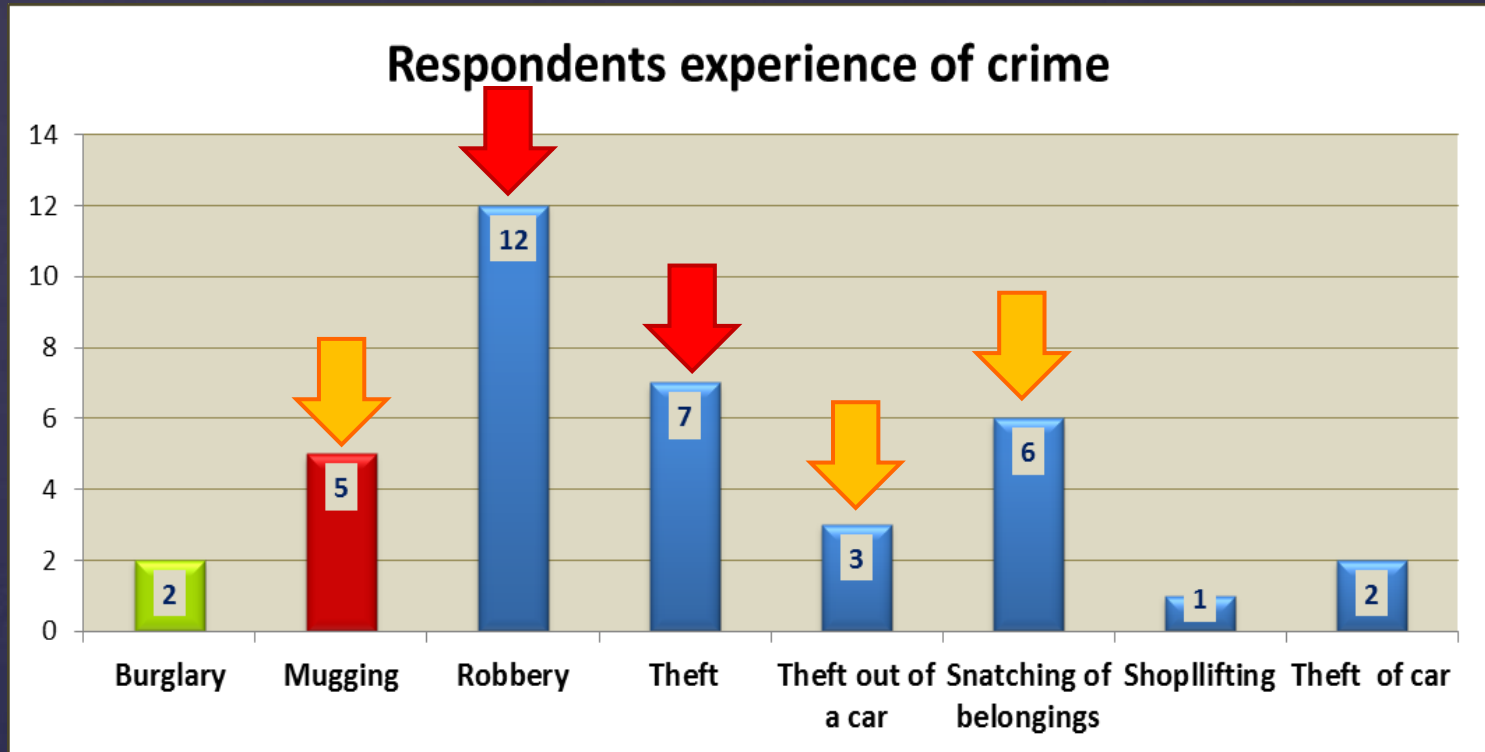


# Perception on safety in the STRAND CBD

Business and property owners



# Perception on safety in the STRAND CBD





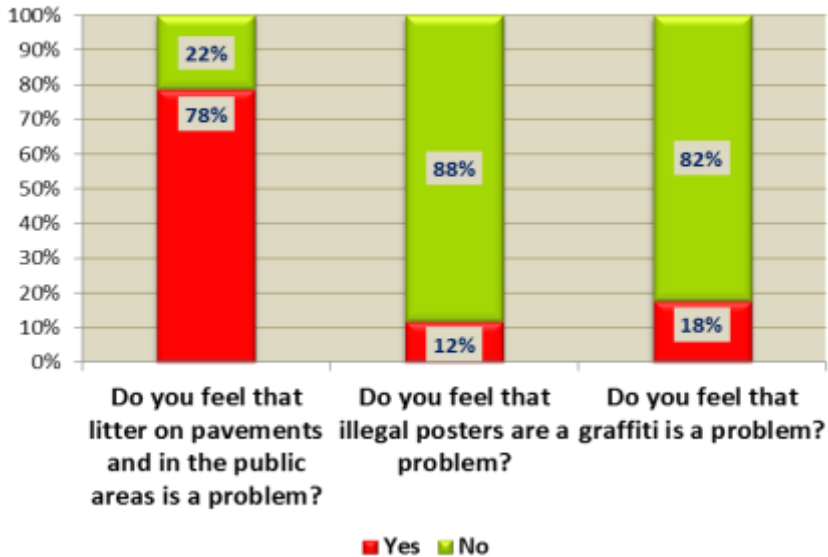
# Perception on safety in the STRAND CBD

## Indication of time of day that crime takes place



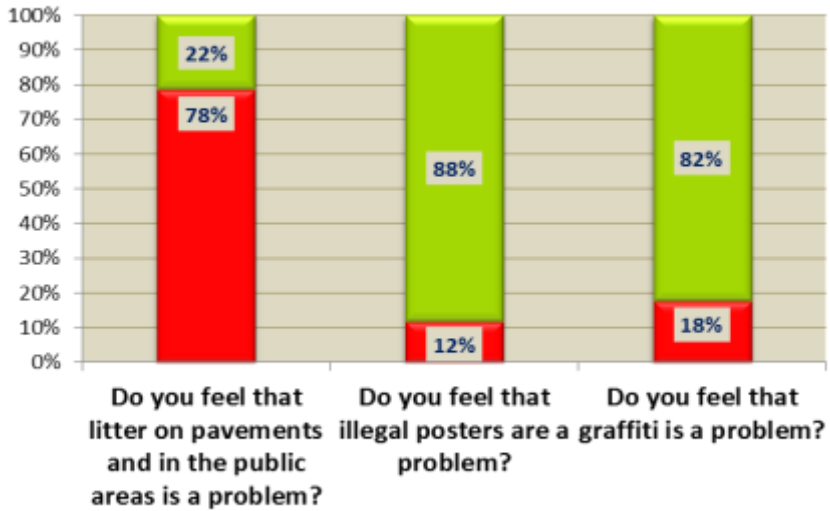
# Perception on public cleaning

## Issues regarding litter and cleanliness



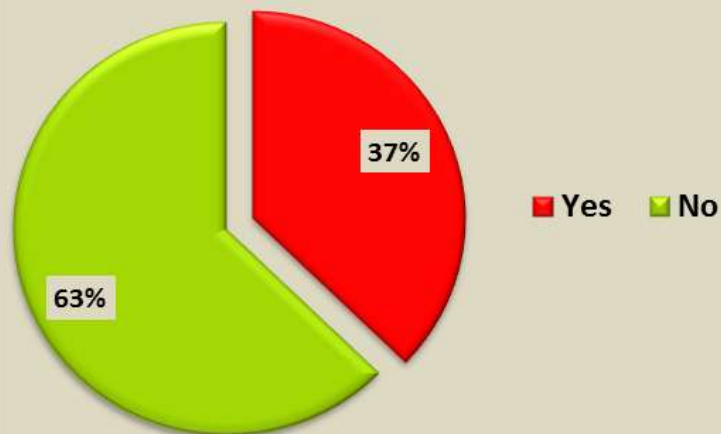
# Perception on public cleaning

## Issues regarding litter and cleanliness

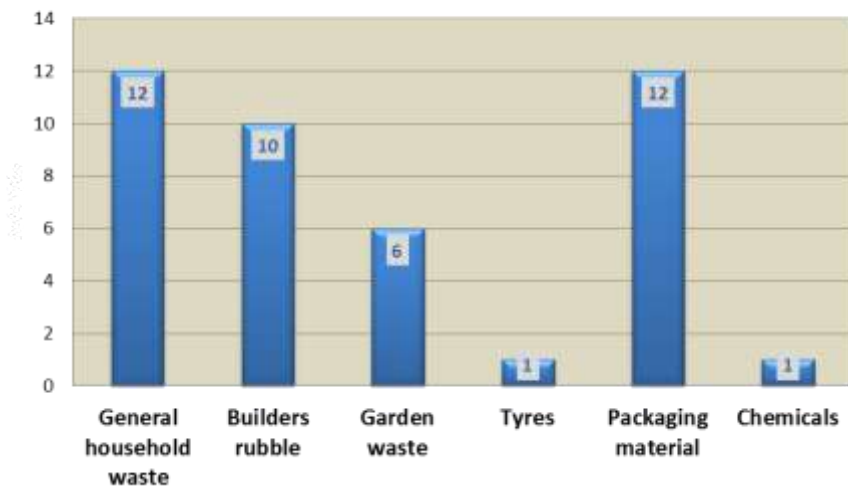


# Perception on public cleaning

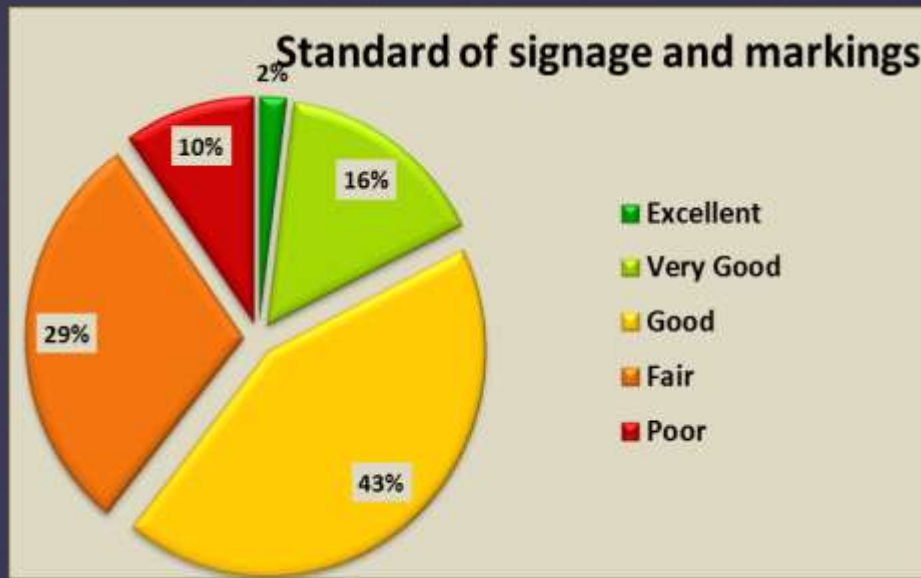
## Is illegal dumping a problem



## Types of waste illegally dumped

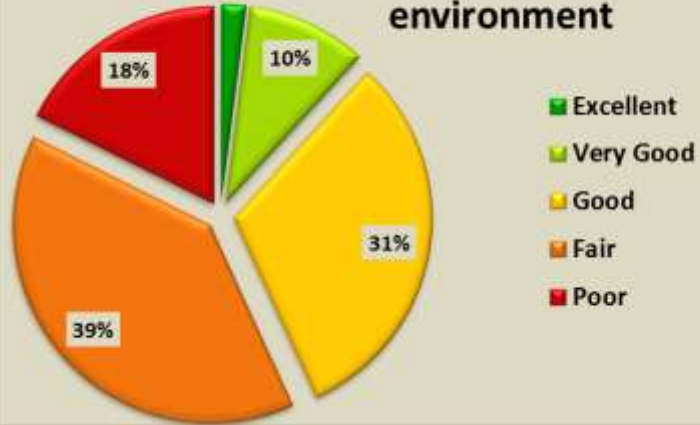


# Perception on public streets and signage



# Perception on public environment

Perception of the status of the public environment

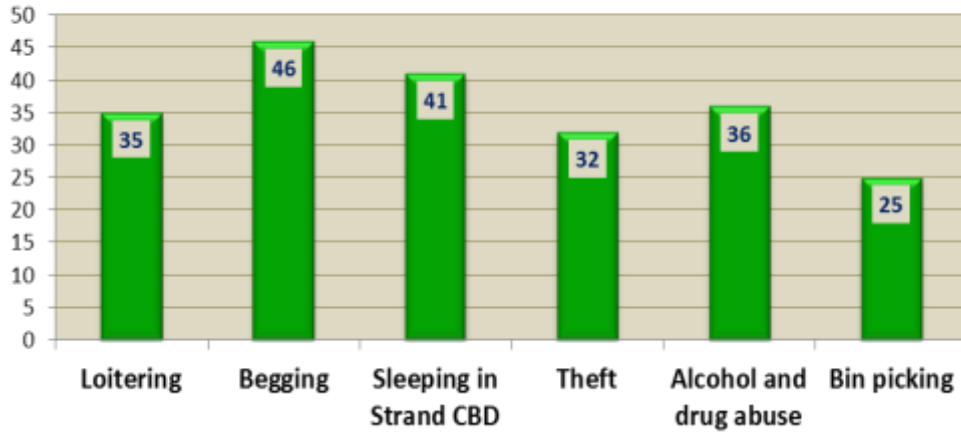


# Perception on public environment



# Perception on social issues

## Issues related to homelessness





# What is a Special Ratings Area (SRA or CID)

- An SRA (NPC) provides additional services (security, cleansing and urban management) to those provided currently by the City of Cape Town
- A statutory body established under the SRA by-law (Provincial Gazette 6651/2009) previously known as a City Improvement District (CID)
- Funded by an additional rate collected from rate payers by the City and paid over to the SRA management board
- Funds raised are dedicated to provide additional services (security, cleaning, urban upgrades) exclusively within the SRA as per the business plan
- Cape Town has 24 SRAs in operation, and more communities have expressed interest to form SRAs.



# Typical Benefits

- Well managed area
- Pride in communal achievements
- Social responsibility
- Environmental awareness (recycling, greening, energy efficiency, conservation)
- Attract new investments
- Market / promote area

# The Proposed STRAND SRA Boundary



**Proposed Strand CBD SRA**  
Proposed Strand Special Rating Area  
Feasibility Study

## Legend


 Proposed Strand SRA Boundary



Figure No.  
1



Date: 2015/02/10

# Priorities



Service delivery category	Most important	2nd most important	3rd most important
Safety and security (including lighting)	<b>76% selected</b>		
Litter and cleanliness		<b>49% selected</b>	
Road and street signage			
Maintenance of public spaces			
Social issues such as vagrancy and begging			<b>37% selected</b>
Health and environmental safety			
Marketing of Strand			

# Goals

- Reducing crime significantly by proactive visible
- Creating a safe and clean public environment by addressing issues of:
  - maintenance and cleaning of streets,
  - pavements and
  - public spaces.
- Manage existing and new public infrastructure
- Protect property values.
- Attract investment to the area.
- Support the promotion of the Strand CBD
- Promoting greening, energy efficiency, recycling
- Support and promote social responsibility in the area
- The sustained and effective management of the area.



# SBID Management

- NPC formed
- Appoint staff and service providers
- Board responsible for implementation of the Business Plan
- Special General Meeting will be called within 6 months of establishment in order to elect Board and approve next year's budget
- Directors elected annually from property owners at AGM
- AGM annually to reflect on past year and confirm planning and budget for next year's operations
- Board meets once a month

# SBID services

## Public Safety:

- ❑ 4 x public safety patrol officers patrolling the area on foot, 7 days a week during the day-time
- ❑ 1 x mobile command post
- ❑ Radio communications network



# SBID services

## Cleaning and Urban Management

- Urban management workers undertaking cleansing duties
- Acting as a Reaction Team to deal with illegal Dumping
- Graffiti removal where possible
- Removal of illegal posters and pamphlets from public spaces and infrastructure
- Painting of road markings and correction of road signs
- Greening, tree pruning and landscaping
- Kerb, bollard and paving reinstatements
- Stormwater drain cleaning where required



## Social Intervention coordination

- Integration With a job creation programme



# SBID services

- 3 x urban management workers in one 4 hour shift per day.  
The shifts will be run Monday to Friday  
1 x urban management supervisor (may be the CID manager)





# SBID services



# SBID services

- Recycling Initiative
- Social responsibility
- Marketing
- Property Owner Supported Projects



# SBID Budget

**The main elements to the budget are:**

**Management of the SBID and operational staff (26.5%)**

**Operations (52.5%)**

**Security and law enforcement**

**Cleansing and Urban Management**

**Social programmes**

**SRA company operational and administrative costs (18%)**

**Bad debt provision (3%)**

**5-year budget escalation**

**8 % for operational costs**

**7 % for salaries**

# SICID Contributions

MUNICIPAL PROPERTY VALUE	APPROXIMATE RATE PER YEAR	APPROXIMATE RATE PER MONTH
R 500 000	R 1 391	R 115.88
R 1 000 000	R 2 781	R 231.75
R 2 500 000	R 6 952	R 579.38
R 5 000 000	R 13 905	R 1 158.75
* Please note that these are illustrative values only. All calculations Excl VAT		

# The Legal Process

- ✓ Form steering committee
- ✓ Perform perception survey and feasibility study
- ✓ Draw up business plan
- Host Public Meeting
- Obtain 50% + 1 votes from property owners
- Submit application for an SRA
- Objection period
- Obtain approval from Council
- Appoint service providers
- Commence operations (1 July 2014)



# Questions ?



# Contact Details:

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IMPROVEMENT DISTRICT**

**Steering Committee**

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**or**

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