

SOPHRON

HOSPITALITY & TOURISM CONSULTING | PRECINCT ENGINEERING





ABOUT US

An effective and context-specific precinct engineering model and roll-out plan are essential to the realisation of a region's ability to control its economic future, coordinate investment and ensure well-integrated collaboration between public and private sector role-players.

Due to the fact that the precinct development arena is an engine of economic development, GDP growth and a growing focus area for the evolution of LED strategies, an amalgamated local economic development and tourism strategy is a relevant approach to actualising the socio-economic potential of a space to rapidly expand the local economy through poverty alleviation, job creation, attracting both capital and foreign direct investment and, attracting revenue from outside the local area.

At Sophron, our multi-disciplinary team works to ensure that through the implementation of innovative, future-proofed, relevant and duplicatable local precinct development strategies, potential-rich and under-utilised spaces are guaranteed to see increasingly diversified, lucrative and sustainable economic participation.

The Western Cape has not yet managed to implement a high-impact, integrated precinct development model and implementation programme with the capacity to attract significant investments, reduce unemployment and empower local entrepreneurs. Over the past year we have spent a considerable amount of time evaluating the existing economic context, tourism opportunities and have undergone a comprehensive precinct-mapping exercise allowing us to generate meaningful, context-specific and highly robust solutions to the key challenges faced by the region.

BUILDING CITIES IS LIKE BUILDING
RELATIONSHIPS, IT'S ALL ABOUT
CONNECTIONS.

– SEAN BYRNE, THOMSON ADSETT

OUR VISION

We see immense potential for economic growth and prosperity in Africa, with its rich array of tourist destinations and economic opportunities. To achieve this, it is crucial to implement successful placemaking strategies that foster the development of secure, resilient, and connected precinct communities, leading to improved social and economic outcomes.

The private sector is increasingly recognizing the importance of such initiatives and is taking a purpose-driven approach to design and development. Property owners and developers are altering their strategies to better accommodate the need for meaningful places and amenities.

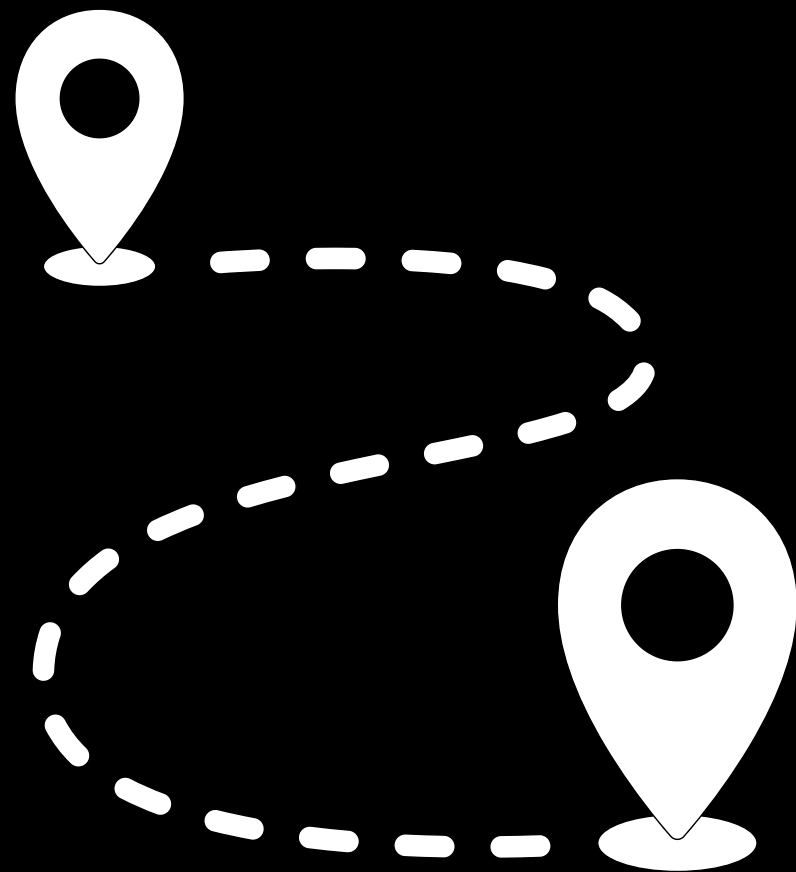
To bring the local stakeholders' unified vision to fruition, a collaborative public-private partnership is necessary, leveraging all available resources efficiently. This partnership can drive the development of communities that promote economic growth and prosperity in Africa. We aim to create precincts that:

- Are designed to meet the diverse and complex needs of the specific communities they serve.
- Are accessible, integrated, welcoming and inclusive.
- Are adequately equipped with efficient transportation options and infrastructure, such as convenient pedestrian access and dedicated bicycle lanes.
- Equipped with robust digital infrastructure, including high-speed internet connectivity and smart city technologies, to support the needs of its residents and businesses.
- Provide multi-dimensional spaces, amenities and businesses that cater to the mental, emotional and physical needs of a community such as markets, galleries, fitness centres and where possible day and night trade.
- Have a distinct identity that both encapsulates the precinct's history and is also relevant and contemporary, enabling it to attract aligned business, investment, tenants and foot-traffic.
- Support a connected, invested and thriving residential community.
- Host community-driven events of interest aligned to the precinct identity.
- Provides access to amenities and essential services such as public safety, parks, communal open spaces and recreational facilities.
- Foster strong relationships and lines of communication between the public sector and the business and residential communities.
- Improve urban vitality.



PRECINCTS

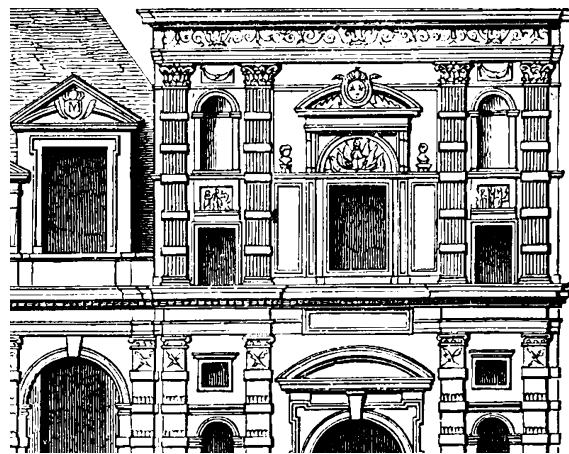
A PRECINCT IS AN AREA WITH DEFINED BOUNDS WITHIN A TOWN OR CITY THAT DRIVES ECONOMIC AND SOCIAL ACTIVITY THROUGH A CONCENTRATION OF ATTRACTIONS AND PEOPLE ESTABLISHED FOR ADMINISTRATIVE, MANAGEMENT AND IDENTIFICATION PURPOSES.



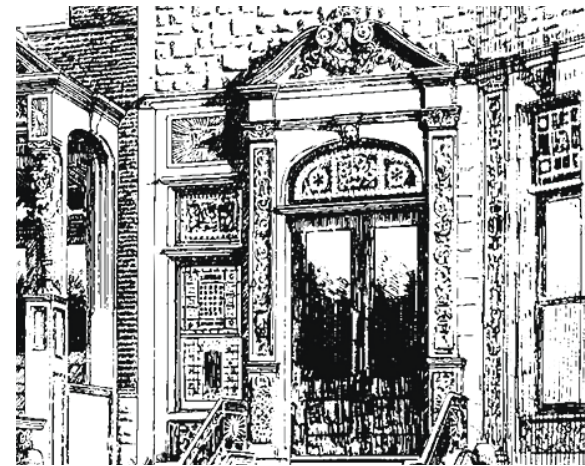
PRECINCT ENGINEERING

PRECINCT ENGINEERING REFERS TO THE PROCESS OF DEMARCATING PRECINCT BOUNDARIES AROUND CENTRES OF ACTIVITY AND ESTABLISHING STRONG, IDENTIFIABLE, WELL-MANAGED AND CONNECTED SPACES WITHIN THESE DEMARCATED ZONES.

SUCCESSFUL PRECINCTS



LE MARAIS
PARIS



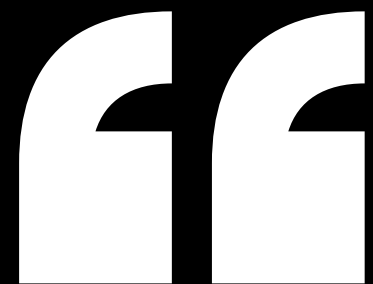
GREENWICH VILLAGE
NEW YORK CITY



SOHO
LONDON



V&A
CAPE TOWN



A SUCCESSFUL PRECINCT IS ONE THAT HAS BEEN DESIGNED TO
ATTRACT TALENT AND INVESTMENT. IT IS WELL-MANAGED AND
FUTURE-PROOFED.



PRECINCT ENGINEERING

ASSESSING PRECINCTS AND ASSIGNING INTERVENTIONS

IDENTIFYING SPACES THAT WOULD BENEFIT FROM THE REVITALISATION MODEL | DEVELOPMENT OF PLACEMAKING STRATEGY

STAKEHOLDER & COMMUNITY ENGAGEMENT

ASSESSMENT OF PRE-EXISTING COMMUNITY ACTION PLANS | DETERMINATION OF ASPIRATIONS | STAKEHOLDER MANAGEMENT

CRIME & GRIME

INCREASING SAFETY & SECURITY THROUGH VARIOUS PUBLIC-PRIVATE INITIATIVES.

BRANDING, IDENTITY & POSITIONING

CREATION OF A DISTINCT IDENTITY THAT BOTH ENCAPSULATES THE PRECINCT'S HISTORY AND IS ALSO HIGHLY RELEVANT,

FORMING OF ASSOCIATIONS

FACILITATING THE FORMATION OF STRONG, MULTI-SKILLED AND INVESTED PRIVATE SECTOR ASSOCIATIONS AND MANAGEMENT BODIES THAT ARE EMPOWERED TO MEANINGFULLY ENGAGE AND COLLABORATE WITH THE PUBLIC SECTOR.

SHORT-TERM STABILISATION STRATEGY IMPLEMENTATION

CONSOLIDATION AND AMPLIFICATION OF EXISTING OFFERINGS. | QUICK-WIN-HIGH-IMPACT SAFETY , GREENING, PUBLIC LIGHTING, CLEANING AND ACTIVATION PROGRAM.



GREENING & SUSTAINABILITY

INCORPORATION OF GREEN URBAN DESIGN AND INFRASTRUCTURE AS WELL AS SUSTAINABILITY AND LOW-IMPACT INITIATIVES.

INNOVATION PROJECTS

CONCEPTUALISING INNOVATIVE SOLUTIONS TO ADDRESS AREA-SPECIFIC URBAN DECAY, SOCIAL ISSUES AND ECONOMIC STAGNATION.

ENTERPRISE DEVELOPMENT

CONSULTING OFFERING AIMED AT OPTIMISATION AND AMPLIFICATION OF SMMEs OPERATIONS AND PERFORMANCE.

PRECINCT COMMUNITY PLATFORM

ONLINE PLATFORM THAT ALLOWS FOR BUSINESS COLLABORATION, HOSPITALITY BOOKINGS, EVENT SHOWCASING AND PROPERTY LETTING/SALES.

ACTIVATIONS & EVENTS

CONCEPTUALISATION, ORGANISATION AND MANAGEMENT OF COMMUNITY-DRIVEN EVENTS.

FUTURE-CITY PURSUIT

INTRODUCTION OF SMART-CITY DIGITAL INFRASTRUCTURE AND THE '15-MINUTE CITY' PURSUIT.

NO MANS LAND & UNDER-UTILISED CITY ASSETS

LOW-COST-QUICK WIN ACTIVATION STRATEGIES | REZONING | REPURPOSING

ECONOMIC DEVELOPMENT PROGRAMS

DEVELOPMENT OF EFFECTIVE, COLLABORATIVE AND CONTEXT-SPECIFIC ECONOMIC DEVELOPMENT INITIATIVES.

TYPES OF PRECINCTS

IDENTITY

A well-defined identity for a location is crucial in promoting organic growth by attracting businesses, investment, boosting visitor traffic, and fostering community involvement. Precincts with a clear and considered identity can quickly establish their unique selling point and attain the desired results.

The identity of a precinct is determined by its intended purpose. To ensure success, it is essential for governments and the private sector to have a unified vision for the precinct and invest in the necessary infrastructure and initiatives. For instance, an innovation and technology precinct requires a different approach than a regional agricultural precinct, as they each cater to specific community needs.

TYPES

- MIXED-USE CBD
- RESIDENTIAL
- INFORMAL (RESIDENTIAL)
- TOWNSHIP
- TRANSPORT | PUBLIC TRANSPORT INTERCHANGE
- ENTERTAINMENT | TOURISM | FOOD & BEVERAGE | HOSPITALITY
- SPORTING PRECINCTS
- ECOLOGICAL PRECINCTS
- COMMERCIAL PRECINCTS
- TECHNOLOGY & INFORMATION
- EDUCATION

STAKEHOLDER & COMMUNITY ENGAGEMENT

QUARTERLY INPUT SESSIONS FROM COMMUNITY.



5. COLLABORATION

DEVELOP 24 MONTH EXECUTION PLAN.



4. EXECUTION

SOLIDIFY BUSINESS ASSOCIATION.



3. ASSOCIATION

CONSULTATION WITH PUBLIC/PRIVATE
STAKEHOLDERS & HISTORICAL COMMITTEE.



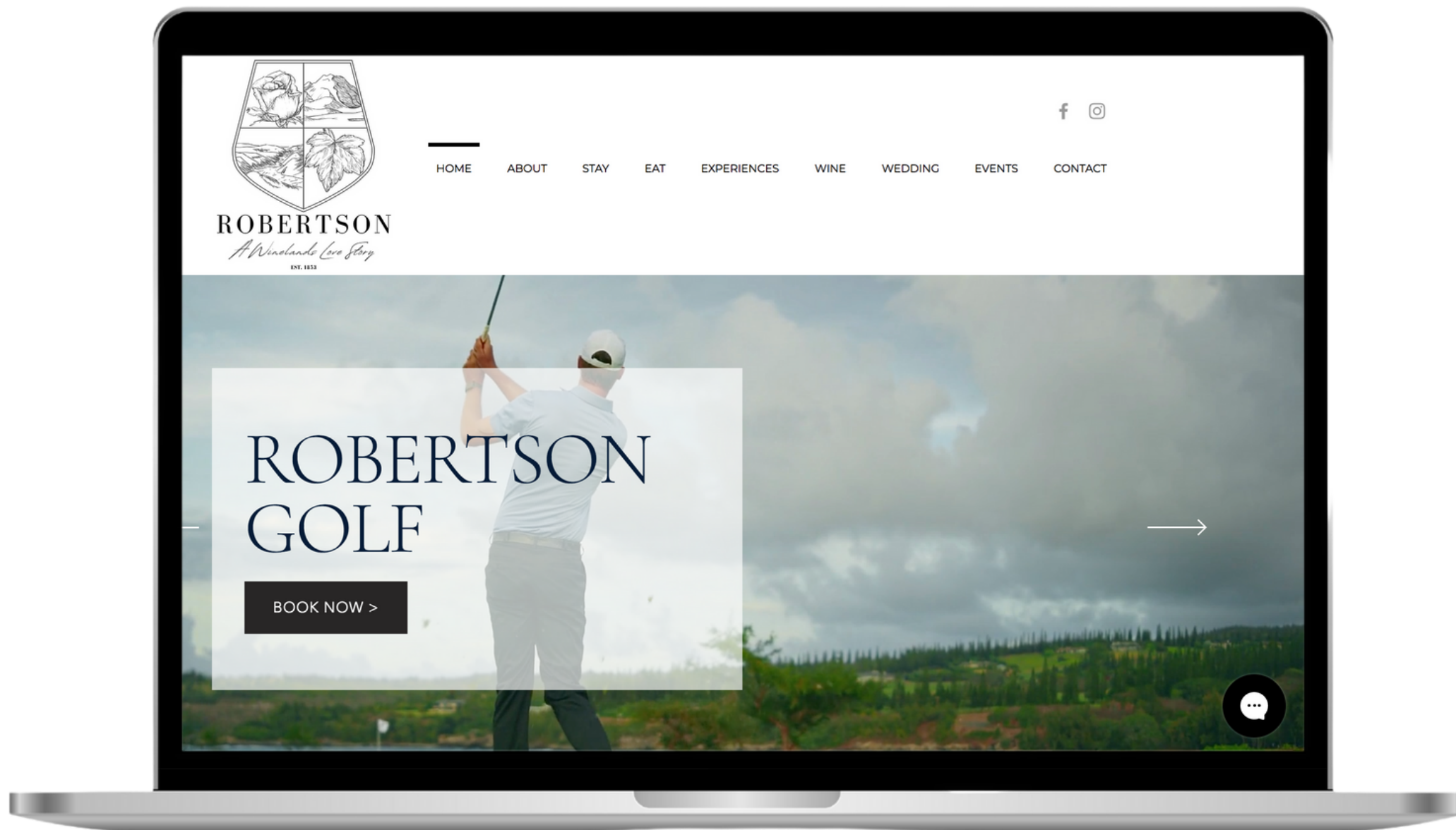
2. CONSULTATION

MANDATE RECEIVED FROM PRECINCT
MANAGING BODY.



1. MANDATE

COMMUNITY PLATFORMS



Digital communities allow for easy communication and collaboration among stakeholders, whether they be residents, businesses, or government agencies. They can also provide a platform for sharing information and resources, as well as for gathering feedback and input from community members.

In the context of a precinct, digital communities can play a crucial role in the planning and development process by allowing for more transparent and inclusive decision making. They can also help to build a sense of community and engagement among residents and stakeholders, which can in turn lead to a more livable and sustainable precinct.

Additionally, digital communities can also be a valuable tool for managing and maintaining the precinct once it is built. They can be used for reporting issues, coordinating maintenance and repairs, and providing information about events and activities in the precinct. Overall, the use of digital communities can greatly enhance the functionality and livability of a precinct.

Functionality Includes:

- Business Owner Forums
- News & Updates
- Information Centre
- Bookings
- Property Leasing & Sales Platform

ENTERPRISE DEVELOPMENT

A SUCCESSFUL PRECINCT IS ONE THAT HAS BEEN DESIGNED TO ATTRACT TALENT AND INVESTMENT. IT IS WELL-MANAGED AND FUTURE-PROOFED. THE **BUSINESSES AND OFFERINGS** WITHIN A PRECINCT ARE THE BIGGEST DETERMINANT FOR THE PRECINCT'S SUCCESS.

THE BUSINESS OPTIMISATION AND REVITALISATION PROCESS:

1. COMMERCIAL
REVIEW

Business Model
Commercials
Management Structure
Organisational Structure
Value Proposition
Supplier Rationalisation
Pricing
Positioning
Competitive Strategy
Market Opportunity

2. BRAND
AUDIT

24 Brand Touchpoints
Ideal Customer Profile
Corporate Identity
Digital Marketing
Digital User Experience
Competitive Assessment
Reputation Management
Culture Mapping
Internal Marketing

3. EXPERIENCE
MAPPING

Experience Map
Reviews
Consumer Insights
Customer Journey
Customer Engagement

4. HR
ASSESSMENT

HR Policies
Employee Relations
Training & Development
Performance Management
Change Management
Workforce Analysis
Recruitment
B-BBEE

5. PRODUCT
REVIEW

Concept
Wine Selection
Food & Beverages
Staff Knowledge
Interiors & Exterior
Accommodation
Dining Experience
Customer Journey
Safety & Security
Amenities & Access
Ambiance

PRECINCT DEVELOPMENT BENEFITS

“CREATE SPACES THAT ARE LIVEABLE, EQUITABLE, SUSTAINABLE, RESILIENT AND EFFICIENT, AND SUPPORT ECONOMIC OPPORTUNITIES AND SOCIAL COHESION.” -CHAPTER 8 | NDP



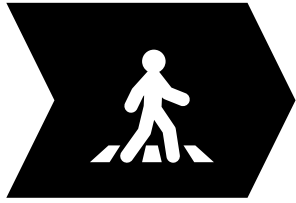
SOCIAL & COMMUNITY

- INCREASED SOCIAL INCLUSIVITY
- INCREASED INTERACTION AND COLLABORATION AROUND PURPOSE-CENTRED SPACES
- INCREASED COLLABORATION BETWEEN ALL PUBLIC & PRIVATE STAKEHOLDERS
- COMMUNITY CONNECTEDNESS VIA DIGITAL PLATFORM



ECONOMIC

- ENHANCES RETURN ON PUBLIC & PRIVATE INVESTMENTS.
- ATTRACTS HIGH-QUALITY TENANTS
- PROMOTES JOB CREATION & ECONOMIC GROWTH
- INCREASED ECONOMIC ACTIVITY & RESILIENCE
- CATALYTIC PROJECTS



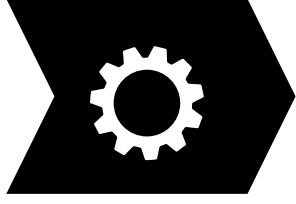
ACCESS & AMENITIES

- INCRESUED WALKABILITY & PEDESTRIAN ROUTES
- IMPROVED TRANSPORTATION ACCESS
- IMPROVED AMENTIIES
- ACTIVATION OF UNDERUSED PUBLIC SPACE



ENVIRONMENTAL

- CREATION AND MAINTENANCE OF GREEN SPACES
- OPEN PUBLIC SPACES THAT PROMOTE PEDESTRIANISATION
- GREENING INITIATIVES
- ECO-DEVELOPMENTS



FUTURE CITY PURSUIT

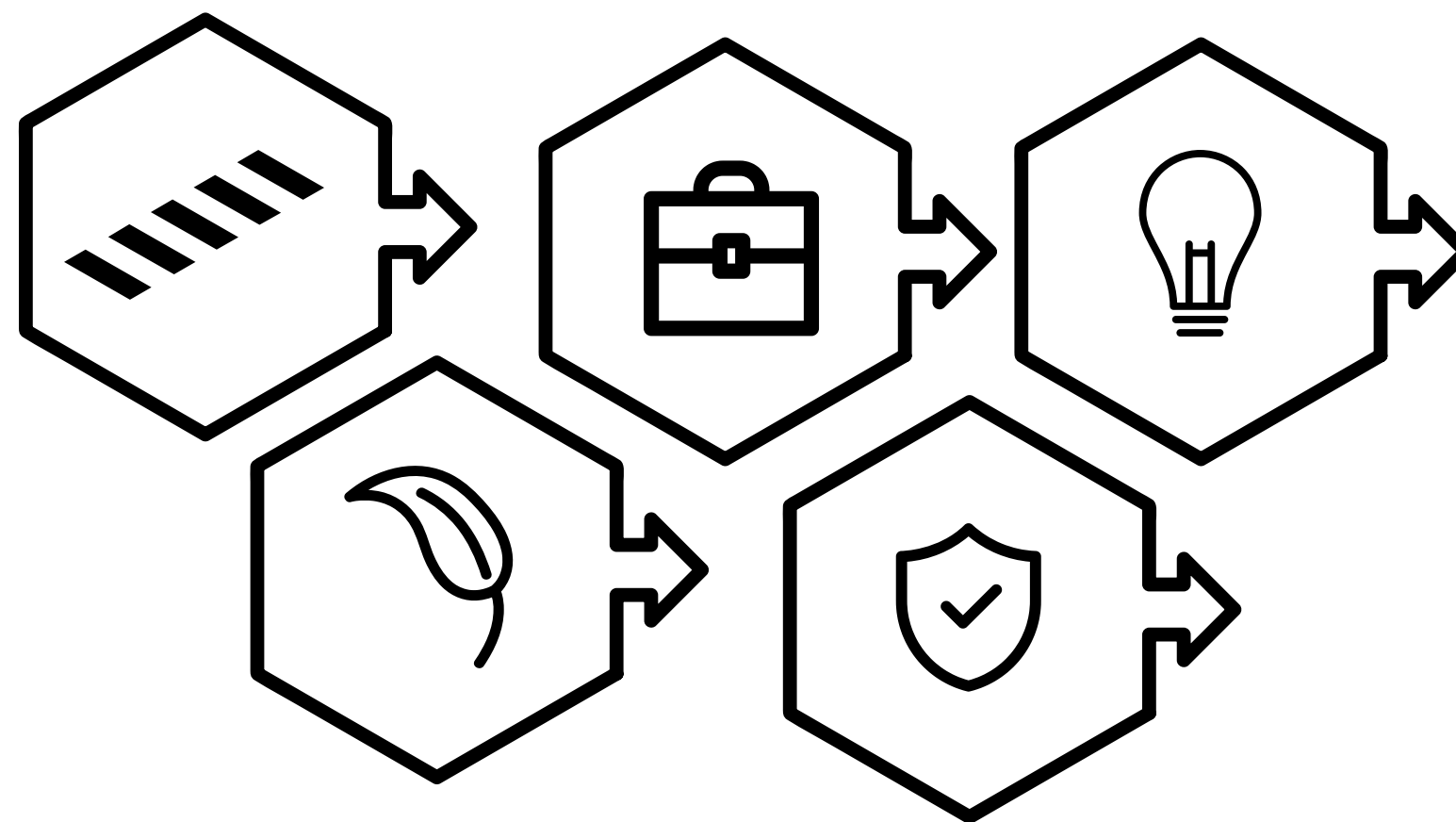
TOWNSHIP PRECINCT DEVELOPMENT

MOBILITY

Well-considered transport routes are essential for the successful functioning of township precincts. They play a key role in connecting residents to the wider community, providing access to jobs, services, and amenities.

FOOD SECURITY

Food security is a critical aspect of precinct development as it directly impacts the well-being and quality of life of the residents. Having access to nutritious and affordable food is essential for maintaining good health, and is considered as one of the basic human needs. Food security is also closely linked to economic stability and poverty reduction.



ECONOMIC DEVELOPMENT

Economic development will be achieved by encouraging innovation and entrepreneurship, through the provision of business support, incubators, co-working spaces, and localised communities connected through digital platforms.

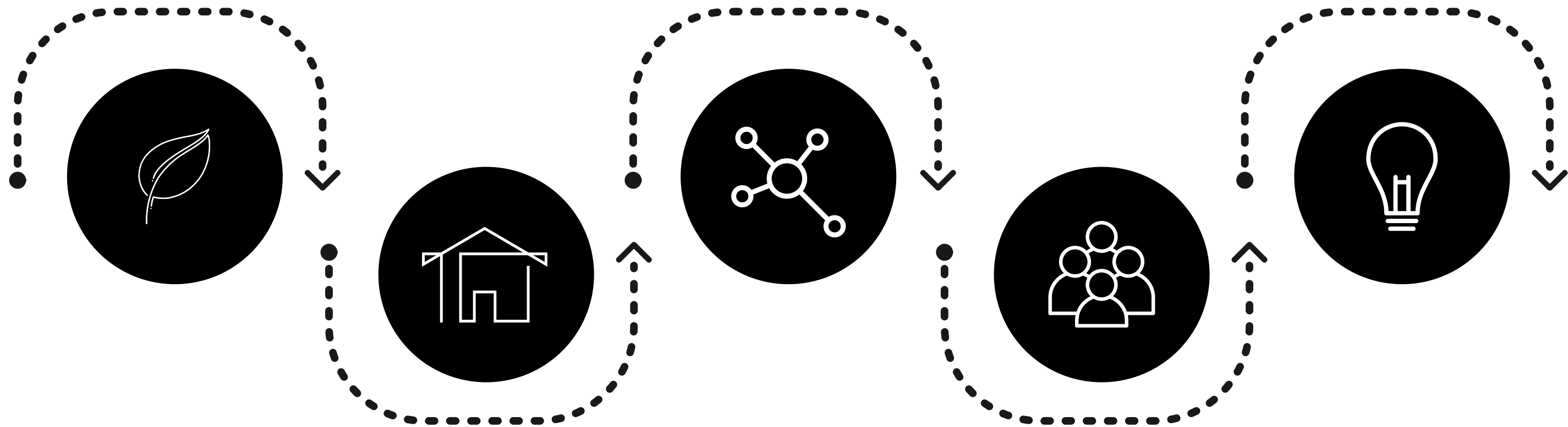
INNOVATION PROJECTS

Innovation projects play a critical role in the development and success of township precincts. They can provide new and creative solutions to the unique challenges faced by these communities, and can help to make them more livable, sustainable, and resilient. Examples include green infrastructure, smart city technologies, people-centric recreational space design etc.

SECURITY

A secure and safe environment is essential for residents to feel comfortable and confident in their community, and is a fundamental aspect of creating a livable, sustainable, and resilient precinct. Crime prevention and management, emergency management and disaster resilience planning are important aspects of security and safety.

FUTURE-CITY PURSUIT



Sustainability:

Future cities must be designed with a focus on reducing their environmental footprint, and promoting sustainable practices such as energy efficiency, green infrastructure, and waste management.

Resilience:

Future cities must be designed to be resilient to the effects of climate change and other natural and man-made hazards, such as floods, heat waves, and power outages.

Connectivity:

Future cities must be designed to be highly connected, with an emphasis on smart city technologies, digital infrastructure, and transportation options that facilitate the movement of people, goods, and ideas.

Inclusivity

Future cities must be designed to be inclusive, with a focus on providing access to opportunities and services for all residents, regardless of their income, background or abilities.

Innovation

Future cities must be designed to be innovative, with a focus on testing new technologies, policies, and practices, that can help to create more livable, sustainable and resilient communities.



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