



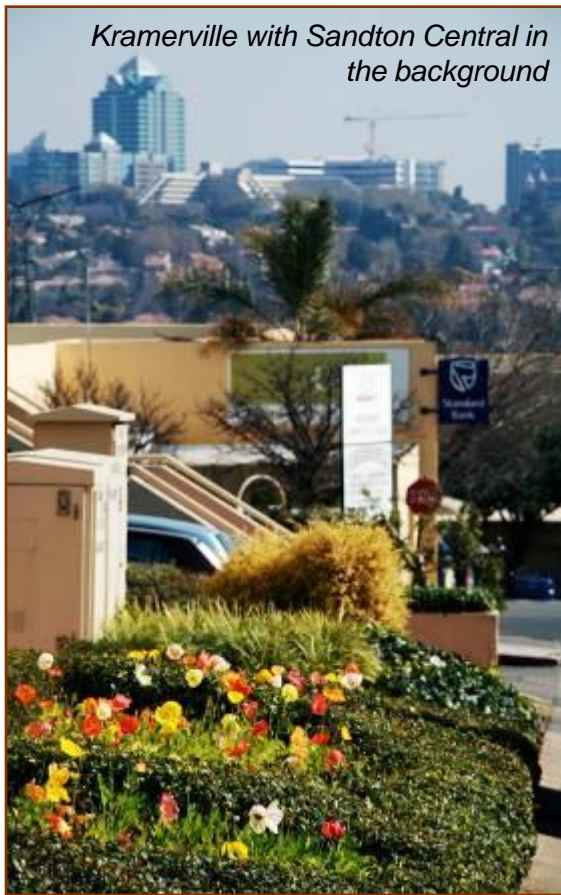
Kramerville Management District Annual Report 2007



Kramerville in the early morning



Kramerville Management District Structure



Kramerville with Sandton Central in the background

Management Offices

Ground Floor 3 Gwen Lane Sandton Central; Tel: (011) 784-8400

Team Managed By Kagiso Urban Management

Business Manager - Lindie la Grange

Marketing Manager - Cara Reilly

Senior Operations Manager - Brendan Stolle

Operations Manager - Pieter van Heerden

Admin and Levy Collection - Nwabisa Madikizela

Kramerville Management District Board Of Directors

Graham Hamilton – Optiplan

Heather Chiddick – Westcor

Helder Marques – Mavromac (**Chairman**)

Noel Deacon – SAGID

Peter Prinsloo – KIA Motors

Peter Stainton – RMB Properties

Syd Moodley – Region E



What is an Improvement District?

- Defined geographic area within which property owners pay for services to enhance public space.
- These services are supplementary to those provided by council and usually include safety initiatives, cleaning and maintenance projects and the maintenance of public space.
- Complementary services, taken on by the improvement district include: communication and information systems connecting all businesses; branding and marketing the improvement district or events management to attract more people to the CID area.

The provision of these services is based on a hierarchy that looks at how cities move from an unpleasant to an exceptional experience. The type and level of services required of each area is based on its needs.



Enjoying the outdoors in Kramerville





In Gauteng, improvement district applications to local authorities are considered in terms of the Gauteng City Improvement District Act No. 12 of 1997 which was approved by the Gauteng provincial legislature on 9 December 1997.

Who pays for additional services in the Improvement District?

- Once an improvement district is legislated the cost are borne by the property owners in the area.
- The levy is mandatory and is based on the land size of the individual stands.
- Unlike rates, improvement district funds may only be spent in the area in which they are collected.

What are the benefits of establishing an improvement district?

- The approach is holistic - all issues impacting on the area are and dealt with on an integrated basis
- Enhancing safety, cleanliness and economic vitality of the node and investment by business
- An improvement district creates a positive identity for the area
- The improvement district offers private sector management and accountability
- The effectiveness of the improvement district is constantly measurable
- CID's monitor any new major developments or interventions that impact the area
- Improvement districts have effective working relationships with appropriate bodies or associations
- The improvement district is able to put forward and spearhead ideas for change to council



A Kramerville Public Safety Ambassador in Kramer Rd



Why The Kramerville Management District?

A burgeoning interior design centre property owners in Kramerville decided to take the future growth of the area seriously and created a business improvement district The Kramerville Management District (KMD) was formed and operations began in March 2006 in the area between Archimedes Street, Katherine Street, Marlboro Drive and the M1 North.

In the KMD, a dedicated team supplies clearly defined services that are based on the needs of the area as well as best practise in terms of an international improvement district place-making hierarchy that looks at how cities move from an unpleasant to an exceptional experience.

As part of the mandate of the KMD to elevate the node in a way that underpins the property asset base and secures investment in the area, the KMD has since March 2006:

- Erected a fence along Archimedes Street - a huge added safety feature;
- Removed all illegal signage located in public space;
- Embarked on a greening project that will see 54 x 100 litre indigenous Acacia Karroo trees planted in the central median of Kramer road.
- Developed a website that carries a full directory listing of all companies in the KMD

It is through this and other initiatives managed through the improvement district structure that the property values in Kramerville and be protected and can grow.



Special features such as these make Kramerville such a unique design area.



Crime Prevention



*A Public Safety
Ambassador on his
bicycle*



Crime Prevention Services

The KMD has a team of 10 Public Safety Ambassadors (PSA's) who work strictly in public space. The PSA's are trained in the provision of security, attending to pro-active and re-active crime prevention, attending to Council utility problems, informal trade management, and they have a very important ambassadorial function. More specifically, the PSA's and their supervisor must:

- Take note of and investigate any unusual occurrences and alert supervisor as appropriate
- Be polite, alert and assist the public at all times.
- Through their presence deter criminals from perpetrating crimes
- Arrest without warrant, as contemplated in Section 42(3) of Criminal Procedure Act No. 51 of 1977 any person found committing any offence.
- Familiarise themselves with the businesses and retail outlets in the improvement district and any security personnel on the patrol routes.
- At the start of each patrol carry out a visual inspection of the patrol area looking for:
 - Missing drain lids/ manhole covers
 - Broken paving or street repairs that are required
 - Leaking / blocked drains
 - Illegal posters / graffiti
 - Litter collection
 - Street lights out of order;
 - Damage to property e.g. broken windows etc

*A Kramerville Public Safety
Ambassador below the
trademark pylons in Kramer Rd*





Crime Prevention Services

The KMD crime prevention team consist of day and night shift with 6 patrol officers on bicycles and 2 officers in the KMD branded vehicle during the day and 2 officers in the patrol vehicle at night. The crime prevention operations are managed by Pieter van Heerden and Brendan Stolle.

Based on the nature of the crimes that have been and could in future be perpetrated in Kramerville, the small crime prevention team has developed various strategies to combat this. These include:

- Creating awareness amongst users to the area on issues such as locking car doors, not leaving valuables in visible sight, the role of the PSA's and how the public can alert them, etc
- Educating and training PSA's via a two day training programme
- Working closely with private security personnel to create a united crime prevention front.

Statistics March 2006 – June 2007

Stolen / Recovered vehicle – 3

Theft of motor vehicle – 6

Armed robbery – 7

Robbery / Mugging - 2

Vehicle Accidents – 56

Sewer/Water leaks – 66

Construction / Maintenance – 222

Assistance to the Public - 184



Cleaning And Maintenance



*Cleaning in the
Kramerville
Management
District*



Cleaning Services

The KMD cleaning team consist of 3 cleaners Monday to Friday who are on site to implement cleaning and ambassadorial duties in Public Space. The cleaners basic duties and responsibilities include:

- Pick up litter - both from pavements and gutters
- Pressure wash pavements
- Remove graffiti / illegal posters / illegal stickers
- Assist Council Utilities with cutting of grass verges
- Refuse removal from area - (where applicable)
- Remove trash / debris / dumped litter from the area
- Report on all issues relating to public space such as:
 - missing drain lids,
 - water leaks / blocked drains,
 - damaged street signs,
 - damaged paving,
 - street repairs that are required,
 - damage to property etc.

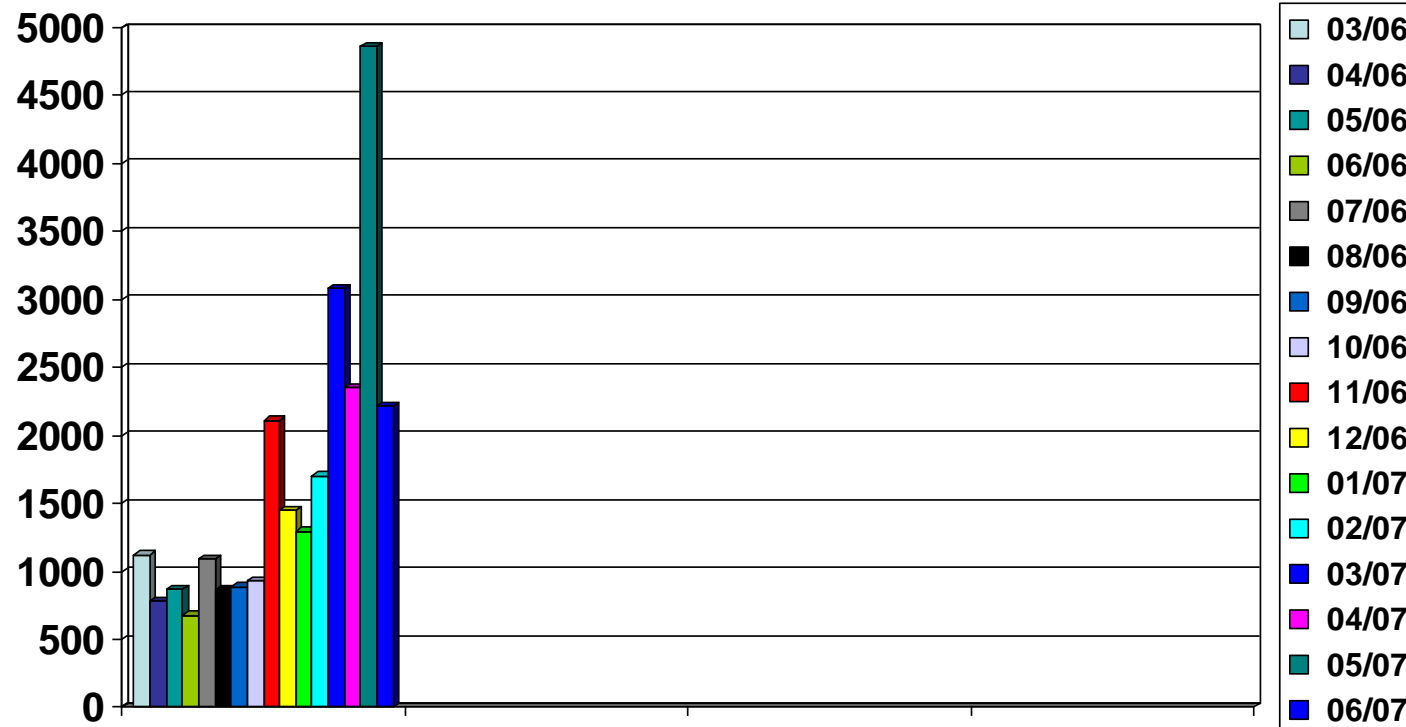
The cleaning team will concentrate on maintaining the current status and improving the area. Once the landscaping project is complete at the corner of South and Desmond, it will become the responsibility of the cleaning team to maintain this area. The cleaning ambassadors will also attend a one day training course which will assist them in performing their duties.

*Cleaning in the Kramerville
Management District*





Cleaning and Maintenance Statistics



A total of **4 309** refuse bags / **26 288 kg's** were collected during the period March 2006 – June 2007.

*This informal trader stall
is sponsored by St
Leger & Viney*





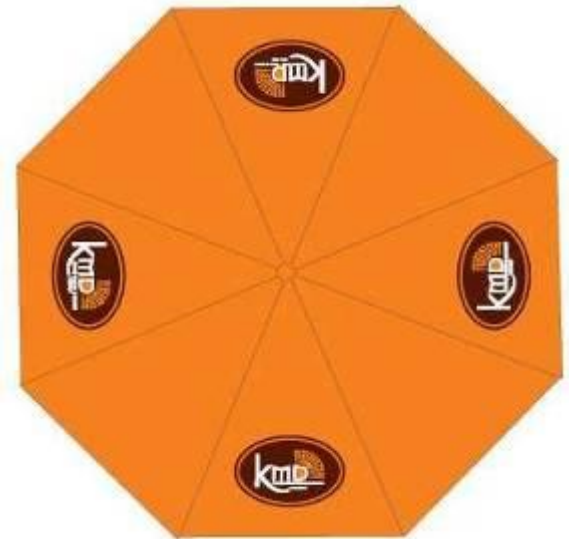
Informal Trade

Informal traders form part and parcel of urban nodes, but it is important to manage them and make sure they follow the aesthetics of the area. With this in mind, it was deemed important to house the fruit, vegetable and sweet traders in a more suitable trading structure that looks neat and is painted in the Kramerville colours.

Trader stalls painted in the Kramerville orange were made for this purpose and were designed to accommodate the traders' wares, have a storage facility, a bench attached to it as well as a Kramerville branded umbrella to give the traders shade.

In terms of the management of the stalls, the KMD will charge each trader R30 per month for the rental of the stall and this money is put into a fund for maintenance. Charging this nominal fee will also instill a sense of ownership in the traders and hopefully encourage them to look after the stalls.

The 4 stalls will be put in place on Monday 13th August 2007.





Marketing And Place-Making



*People gathered outside
Panetone in Kramerville*



Place-Making In The KramerVille Management District

Place-making means physically defining, enhancing and uplifting the public space within an improvement district and communicating the positive elements of this space to the stakeholders. Place-making brings with it an array of potential initiatives all aimed at creating an exceptional environment that gets people onto the streets enjoying an environment that is safe, clean, easy to navigate, has things to do and see and offers an array of services and businesses. The specific place-making focus is dependent on the area, the budget and how the improvement district operations plan has progressed.

With this in mind, since inception the KMD marketing focus has been on setting up communications channels with property owners, tenants and other stakeholders, looking at cost-effective ways to positively impact on the public environment and elevate the image of the area. As such the KMD has focused on:

- Newsletters and stakeholder communication
- The Website and directory
- Signage
- Landscaping





Newsletter And Communication



NEWSLETTER - JULY 2007

Dear Property Owners and Tenants

Here's a newsletter from the KMD management team to give you feedback on what's been happening in KramerVille and also what the board is planning for the future.

The KMD management team would like to thank you for your continued support - without your levy contributions, none of this would be possible.

Please send your feedback and comments to: info@kramersandton.co.za

Every month the KMD management sends out a newsletter in the invoices that go directly to the paying property owners. This newsletter contains information relating to:

- Current news and important information
- Crime Statistics
- Cleaning statistics
- Financial management
- Marketing and related issues

Over the next few months it is the intention of the KMD management team to grow the recipients either through a direct mail version of the newsletter or, in time, through capabilities linked to the KMD website.

Advertising Opportunities

Each month there are opportunities for businesses in the KMD to sponsor the KMD newsletter. The current database is small with 140 recipients but through our efforts will grow significantly and will be a fantastic opportunity for a monthly sponsor.



Action in Kramerville



The Website And Directory

During the early part of 2007, the KMD decided to develop some sort of presence on the internet through a “landing page” style website. This website is a basic information page explaining what the KMD is and what work it does.

The KMD has now developed a full website, which can be accessed from www.kramerville.co.za. This website still has basic functionality with the following navigation:

- Home – a short descriptive paragraph positioning KMD with monthly highlights
- About Kramerville – A short description of the KMD CID
- What is a CID? – to inform visitors on City Improvement Districts in general
- Contact us – a web based email for to keep visitors in touch with the CID
- Map – a clear map of the KMD
- Business directory – a database driven, categorised directory of all businesses operating in the KMD. If the company has a web address a link to that site is included. The directory listing will link to the map with an index number of the listing included for easy reference.

Limited advertising opportunities do exist on the KMD website the cost of which will be assessed once the website launches and the user numbers can be assessed.

Kramerville branding on the Archimedes Street fence





KMD Signage

Signage and the management of where and how it is erected and maintained is an important issue when it comes to ensuring public space is well managed. To this end, the KMD has removed messy and illegal signage from the Archimedes Street fence in particular and is embarking on a strategy for the area that looks at simple signage solutions to demarcate and neaten the space. The signage interventions are:

- Re-branding the stacking signage managed by Clear Channel Independent
- Using signage on the Archimedes Street fence as a branding and advertising opportunity
- The standardisation of broker / tenant / property developer boards in the KMD

Advertising Opportunities

In order to combat clutter and brand the area so that people know it is a well managed environment the KMD has branded the fence with a “cut-out” of the KMD logo. The nature and positioning of this signage allows for advertising to be placed between these logos in a way that highlights the advertiser in the best light and maintains the integrity of the public space.

Based on the look that must be maintained in the KMD, all advertising in public space must follow a set style. Advertising signage on the Archimedes fence will be housed in 3m x1.2m square tube frames with aluminum edging and will make use of PVC print. The KMD will be offering set prime sites along the fence to potential advertisers for contract periods of 6 and 12 months. The cost of advertising is R6 800 for 6 months and R12 000 for 12 months.

A sea of colour in Kramerville





KMD Landscaping

Desmond and South Road

The City of Johannesburg, Region E has allocated funds for a landscaping project at the corner of Desmond and South Road. This project will enhance the entry point to the Kramerville Management District, an area which has much needed an improvement. The work includes a combination of hard and soft landscaping, with indigenous plants, paving, bollards with the potential of signage. This project is set to be completed by the end of August 2007. Future possible upgrade projects for consideration is Archimedes Road as well as the section on South Road bordering the palisade fencing.



The landscaping being done on the corner of Desmond and South Roads Kramerville.



KMD Landscaping

Kramer Road Greening Project

As part of the mandate to uplift public space the KMD has embarked on a greening project to plant 54 x 100 litre indigenous Acacia Karoo trees in the central median of Kramer road. This initiative will bring about a positive change to the physical environment and will also serve to provide a more secure road way for all users. With a small budget focused on crime and grime in order to green Kramer road, each tree needs to be sponsored. The sponsorship cost is R4 000 (ex VAT) and includes the tree (between 2m and 3m), a concrete tree ring and a clearly visible plaque on which the sponsor company name and logo will be placed and media exposure. The KMD has secured sponsors for 18 trees and for this we would like to thank the following sponsors:

- City of Jhb Region E – 5 trees
- Mavromac – 1 tree
- Optiplan – 1 tree
- Westcor – 1 tree
- Tiber – 1 tree
- PVM Architects – 1 tree
- Wolfe Street Fabrics – 1 tree
- WhatNot Fabrics – 1 tree
- Uniglobe Travel – 1 tree
- SAGID – 1 tree
- La Grange Interiors – 1 tree
- Home Fabrics – 1 tree
- Gordon Fraser – 1 tree
- Black Fabrics – 1 tree



A view down Kramer Road



Conclusion

Moving forward, the Kramerville Management District will focus strongly on developing the baseline services of cleaning, public safety and communication and paralleling that with efforts focused on giving the KMD the sense of place it so easily can have.

Budgets are tight and ambitions are high hence the need to call on all parties in the area to come on board and actively participate in developing the KMD. Much of the work done to elevate public space and create a physical area that suits the stakeholders within it takes time and patience but the Kramerville Management District remains committed to seeing this process through and calls on all property owners and tenants within Kramerville to do the same

Kramerville is home to a number of big companies and a burgeoning interiors design and decorating centre and with it's strategic location near Sandton Central and with easy access to main highways and roadways, the property values within the area should only escalate.

The Kramerville Management District Team is continually striving to get the best out of the area and would like to encourage communication and participation. The team can be contacted on (011) 784 8400 / cara@kumsandton.co.za / www.kramerville.co.za