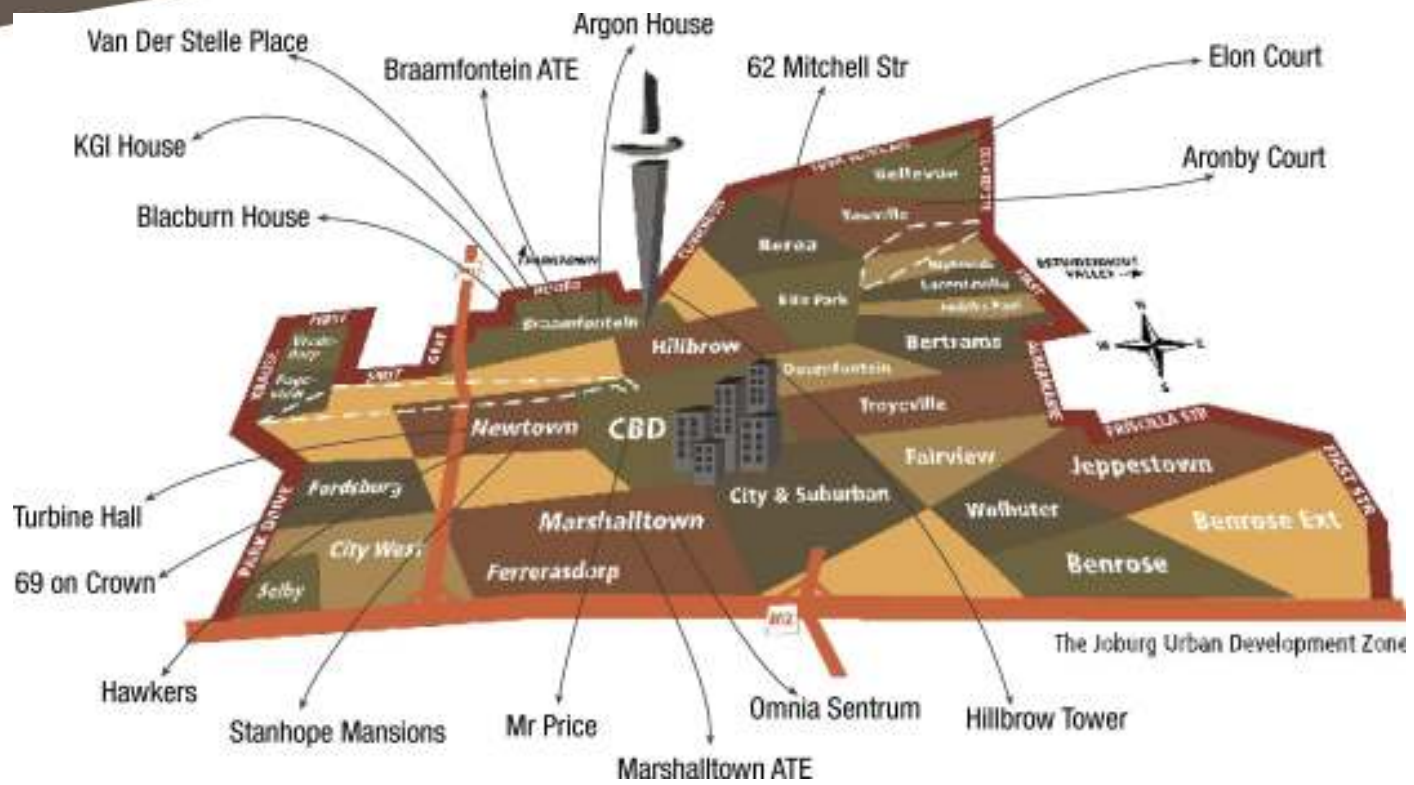


UDZ WORKSHOP: CITY OF JOHANNESBURG'S
COMMENTS: LEBO RAMOREBOLI

NKOSI ALBERT LUTHULI ICC, DURBAN
January 25 2008



JOBURG Udz



Institutional Arrangements

For Effective Promotion of UDZ

- **Joburg significant contributor to SA's GDP**
- **Joburg's Economic Growth target of 9% expected to lead to 6% National Growth; Inner City economy, infrastructure, employment, larger than Sandton, Roodepoort, Kempton Park combined**
- **Mayoral Priority as Part of Inner City lead to Inner City Charter endorsed by all Inner City Stakeholders**
- **Elevation of Economic Development incl. Directorship in Spatial Economic Development, Department of Economic Development**
- **Management by qualified Economic Development, Urban Planning, Financial analysis and Marketing specialists**
- **Prioritized Resources for Promotion and Analysis of Impact as well as Monitoring**

- **Aggressive Promotion involving Events,**
- **Radio and TV Interviews,**
- **Targeted Print Media Commentaries,**
- **Placement of Advertorials and Ads Locally and Internationally**
- **Devoted WebPage; www.joburg.org.za/UDZ**
- **Distribution of continuously up-dated Promotion Literature**

OUTCOMES

- **TRAFFIC OF ENQUIRIES**
- **RECORDED INVESTMENT WORTH ABOUT R3.0 BILLION**
- **PIPELINE OF PROJECT PROGRESSION FROM CONSTRUCTION PHASE TO COMPLETION (NO DUPLICATION)**
- **COMBINATION OF LARGE INVESTMENTS AND SMALL ONES EG Turbine square, Small Holdings in Yeoville, etc**
- **PREDOMINANT BROWNFIELD REFURBISHMENTS**

- **NOTABLE TRANSFORMATION OF INNER CITY**
- **ADDITIONAL INVESTMENT IN THE VALUE CHAIN**
- **TRICKLING IN OF BEE, YOUTH AND WOMEN INVESTMENT**
- **FOREIGN DIRECT INVESTMENT**
- **PART-TIME EMPLOYMENT OPPORTUNITIES**
- **CONFIRMATION BY PRIVATE SECTOR THAT UDZ TAX INCENTIVE IMPROVES BOTTOM LINE**

UP-COMING DEVELOPMENTS

- **JEWEL CITY PRECINCT**
- **GAUTRAIN PARKSTATION PRECINCT UPSCALING**
- **CROSS-BOARDER SHOPPING**
- **2010 SOCCER WORLD CUP TOURISM SMME FACILITATION**
- **BPO PRECINCT**
- **SKILLS HUB PRECINCT**
- **BETTER BUILDINGS PROJECT UPSCALING TO FOSTER BEE INVESTMENT**
- **DECKING OF AREA FROM PARKSTAION TO M2 TO PROVIDE MORE LAND FOR DEVELOPMENT**
- **FURTHER OFFICE AND COMMERCIAL DEVELOPMETS**

CHALLENGES

- **ACCURATE MEASURING TOOLS FOR ASSESSING ECONOMIC IMPACT % INCREMENTAL INVESTMENT & SOCIAL BENEFITS**
- **PROVISION OF TRANSITIONAL & AFFORDABLE HOUSING**
- **URBAN MANAGEMENT**
- **UDZ SUNSET CLAUSE ELIMINATION**
- **SUPPLIMENTARY & COMPLEMENTARY INCENTIVES**

COSMO CITY

- **COSMO CITY IS ANOTHER DORMITORY SETTLEMENT CASE WHERE HOUSING IS CONSTRUCTED BY DEVELOPER WITHOUT CONSIDERING SUSTAINABLE LIVELIHOODS**
- **DEVELOPMENT ISSUES INCLUDE:**
 - **PROXIMITY TO SERVICES**
 - **INCOME ENHANCEMENT ACTIVITIES VS LARGE SCALE RETAIL**
 - **TOD DEVELOPMENTS**
 - **HOLISTIC DEVELOPMENT INCLUDING KAYSAND, LANZARIA AIRPORT EXPANSION, DIEPSLOOT, IVORY PARK**
 - **URBAN MANAGEMENT**

Development Priorities in Johannesburg

- **Soweto Economic Transformation**
- **Townships Economic Transformation**
- **Business Districts & High Street Establishment with high Order Services**
- **Special Economic Development Zones in the North, South**
- **Tod for Gautrain & BRT precinct**

THANK YOU

