INCLUSIVE URBAN REGENERATION IN JOHANNESBURG:
The Case of Ekhaya Residential City Improvement District in Hillbrow
"We seek to actively use the instrument of local government - the municipality - to improve the quality of life of all residents and citizens. The City will, through its improved Multi-Disciplinary Daily Operations, alleviate any kind of lawlessness in the inner city."

Former mayor - Amos Masando (2000-2011)

"A City in which today is clearly better than yesterday; which every day finds new ways to work with its people to ensure tomorrow will be better than today."

Former mayor - Parks Tau (2011-2016)

"I am determined to deliver the change the residents of our city demand. We as government are your servants. You are our bosses. We serve at your pleasure. We are here to hear you tell us your needs. We want to build a social contract with our residents which will guide us in delivering the services you need."

Current Mayor - Herman Mashaba (2016-present)

**KEY INNER CITY POLICIES DEVELOPED:**
- Inner City Regeneration Charter 2007-2012 (2007)
- Inner City Urban Design Implementation Framework (2009)
- Inner City Roadmap (2015)
- Problem Properties By-Laws (2014)
- Inner City Housing Implementation Plan (2017)
FOCUS: NEIGHBOURHOOD IMPROVEMENT WITHOUT GENTRIFICATION

PROPERTY INVESTMENT CASE

GOAL: The aim of Ekaya is to create a safe, clean and home like environment in Hillbrow.

PURPOSE: The Ekaya Neighbourhood Development was introduced as a community level intervention.

PRIVATE INVESTMENT: Private sector investment in building stock and in additional management services

PUBLIC INVESTMENT: Local government interventions in the public realm (streets, alleyways etc.)

INSTITUTIONALIZATION: Form a business improvement district with Social programming and support.

PROPERTY INVESTMENT CASE

Learning from informal sector densification strategies- formalising and offering improved products.

NEIGHBOURHOOD INVESTMENT

PRINCIPLES

PUBLIC INVESTMENT IN ENVIRONMENT

 tools

 BUILDING DENSIFICATION

 SOCIAL HOUSING & PRIVATE SECTOR INVESTMENT

 SOCIAL SUPPORT

 KNOW YOUR NEIGHBOUR

 CLEANLINESS

 FRIENDLINESS

 URBAN MANAGEMENT

 BUILDING MANAGEMENT

 SAFETY
INCREASED CAPITAL VALUES + STABLE POPULATION BY INCOME

While Hillbrow neighbourhood data is not available in detail. The Inner City data is indicative of Hillbrow trends given that 1/5 of the Inner City population resides in Hillbrow. The graphs below highlight an increase in Capital values per square meter as well as income ranges for Inner City Residents.

The Inner City population is increasingly lower-middle income and employed but with large number of very poor households.

IMPROVED LIVING ENVIRONMENT

CHANGE OF RESIDENT PERCEPTION

"In the past I would often not even answer my cellphone in this area. But now with police everywhere and eKhaya security things have changed. I am still cautious…but things have definitely improved."  

"If a person is looking for a place where people are friendly and like to interact with neighbours, then the place is recommended but if a person is looking for a remote and quite place then they must go the suburbs."

"I normally send my kids to tournaments even when I do not attend myself as they seem to enjoy the soccer. The sports keep them busy and away from misbehaving."
LESSONS LEARNT

FORMULA TO EKHAYA SUCCESS = PHYSICAL REPAIR OF BUILDING STOCK + PARTNERSHIP + INVESTMENT IN PUBLIC SPACE + JOINT MANAGEMENT OF PUBLIC REALM

Neighbourhood level governance mechanisms play an integral role:

- Localising state agendas
- Allowing for direct citizen engagement and co-production
- Creating unique partnerships across state, business and civil society
- Being responsive and often accurate to improve local problems
- Key interface between formal and informal structures and engagement
- Formalised partnerships developed over time

“Focus on building communities as key to building cities”

CHALLENGES

There are still major challenges in the Hillbrow context including:

- “Hi-jacked” buildings
- High levels of drug use
- Unemployment and poverty
- Aging engineering services
- Fragmented Institutional structures
This model of regeneration has influenced the re-development of declining areas throughout the City of Johannesburg.

**EKHAYA= CREATING A HOME**

- Key role in social support and programming.
- Social support and systems for social cohesion

**ROLE OF SOCIAL HOUSING INSTITUTIONS**

- Key role in social support and programming.
- Social support and systems for social cohesion

**INVESTMENT**

- In joint management system.
- In Public Realm, so that dense environments have good shared space.

**ATRACTING INVESTMENTS**

- Ekhaya has attracted commercial and institutional investments by upgrading and cleaning up the Hillbrow area.

**EMBRACING INFORMALITY**

- Organisational change at Ekhaya allows for informal relationships with non-member building, tenant and informal businesses in the areas. This allows for a safe space for expression for everyone or improving inequalities.

**SOCIAL HOUSING FOR LOW INCOME RESIDENTS**

- Collaboration not-for-profit Social Housing Institutions (SHI) and for-profit landlord and management agents to bring about urban regeneration in Hillbrow.

**SDG**

- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities and Communities

**EKHAYA PRINCIPLES**

- Promoting policies that encourage entrepreneurship and job creation.
- Creating opportunity for everyone.
- Creating good, affordable public housing and public transport.

**TRANSFER & REPLICABILITY**

**REPLICABILITY TO OTHER PARTS OF THE INNER CITY & BEYOND**

- Exploring density in well-located contexts.
- Re-use of existing building stock.
- Initiatives like inclusionary housing policies or incentives could foster such innovation.
- Stabilises area through state investment and protects area from gentrification.