



Randburg CBD Performance Survey 2006

Prepared for the JDA by

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Executive Summary

The City of Johannesburg has adopted a revitalisation project for the Randburg CBD to re-establish Randburg as an important business, cultural and entertainment destination in the metropolitan region. This report continues on the baseline data for the Randburg CBD collected in the previous years and measures the achievements of the JDA relative to the indicators and targets that have been set.

- **Property:** Vacancy rates in Randburg showed a rapidly rising trend since the end of 1999. The results over the past year are very encouraging as it shows a continuous decrease in vacancy rates. Over the course of 2005 vacancy rates have steadily declined and by the end of 2005, A grade vacancies were down from 17.5% to 6.8%. B grade vacancies showed a good decline through 2005 but rose to 13.3% in the last quarter.

As regards building plans ~ no satisfactory data on building plans has been received for 2004 or 2005

- **RSC levies** in the Randburg CBD (proxy area of Ferndale) have shown a continuous rise since 2002 and stabilized in 2004. In 2005 we have seen turnover decline by 14% and salaries by 19%. These figures do not align with other results seen in the 2006 report and we are once again faced with very unstable RSC data and apparent collection problems exacerbated by the phasing out of RSC levies.

- The overall **satisfaction of stakeholders** in the Randburg CBD based on our business survey for the year 2006 is 53.3 much in line with 53.4 in 2005 - this represents an increase of 11.5% on the baseline set in 2004.
- Satisfaction of stakeholders regarding **cleanliness** of Randburg – a 5% p.a target was set in 2004. Stakeholders were asked about the following statement: ‘Over the past year I have noticed an improvement in the cleanliness of Randburg: 22% agreed, 26% were neutral and the rest disagreed. It scored a 41.4 on the scale (down from 44.8 in 2005) but still up compared to 39.8 in 2004.
- **Crime:** We report two sets of indicators for this category, namely subjective perception based on our survey and objective data released by the SAPS. On the crime index, respondents were asked the following question: Over the past year I have noticed a decline in the crime rate in Randburg: almost 70% disagreed and only 13.6% agreed with this statement. It scored 31.8 on the scale down from 32.9 in 2005.

However, when we examine actual crime data for the area as released by the SAPS we in fact see that crime has declined. Crime has decreased in the area from 7,119 in 2003 to 6,765 in 2004 and 6,050 in 2005 - a decline in crime incidents of 5% in 2004 and 10% in 2005.

- **Customer satisfaction and awareness** of the JDA. There has been a remarkable turnaround in awareness of the initiatives to establish Improvement Districts in the Randburg CBD area. In 2004 only 39% were aware of these improvement districts, in 2005 it was 68% and this year it rose to 86%. 90% thought that these improvements districts would make a real positive difference to the Randburg CBD environment – up from 73% in 2004. 80% of respondents had heard of the Johannesburg Development Agency – up from only 45% in 2004 and 61% in 2005. Our JDA proxy scored 50 on the index for Randburg in 2004, 63.7 in 2005 and significantly 87.5 in 2006.

- INTRODUCTION

As has been the trend with most CBD's in South Africa the Randburg CBD has been in steady decline over the past few years. This can be attributed to the mushrooming of new business and retail districts all over Johannesburg. These new districts have drawn customers away from the CBD. This migration has led to the Randburg CBD suffering from neglect and underinvestment and this has become very visible.

To address the problems just mentioned the City of Johannesburg has started a revitalisation project for the area. The vision is to ensure that Randburg becomes a safe, clean, attractive and user-friendly CBD that re-establishes Randburg as a premier business, cultural and entertainment destination in the metropolitan region. The broad goals of the project are as follows:

- To make the Randburg CBD safe, clean, attractive and user-friendly by providing a range of enhanced management services
- To improve the economic well-being of Randburg
- To facilitate public and private investment in the Randburg CBD
- To market and promote the assets of the Randburg CBD and the services of the Improvement District

This report builds on the baseline data developed in previous reports for the Randburg CBD upon which performance targets will be based. The actual survey was conducted on businesses in the area during April 2006.

2. RANDBURG CBD TREND DATA

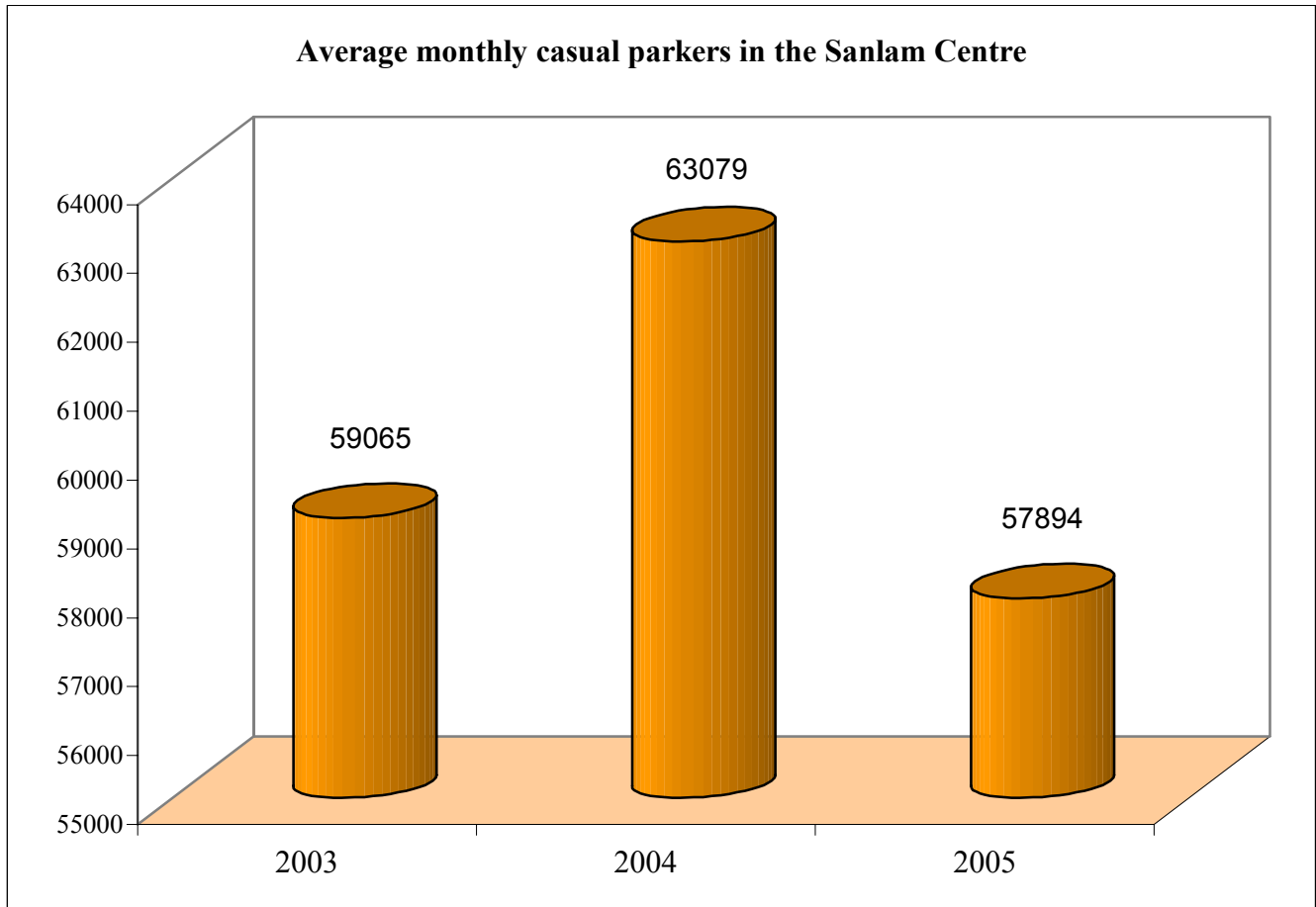
2.1 Proxy for Shoppers in Randburg

An important dimension of the Randburg CBD revitalisation programme is an attempt to enhance its status as a major shopping node. There are a number of proxies that we can use to monitor the growth in the number of shoppers in the area. We could not get turnover figures for the major shopping destination in the Randburg CBD, namely the Sanlam Centre. However, they were willing to provide us with data on the number of parkers in their paid park area which is a viable proxy for shopping activity. The table below provides the data on the number of parkers in the Sanlam Centre. The figure presents the average number of monthly parkers for 2004 and 2005 and shows a declining trend in casual parking. Unfortunately these parking statistics could be misleading as this might hide a change in shoppers from a higher to lower socio-economic group. What has happened in many CBD's is that retailers that cater to the lower economic groups have formed clusters in the CBD. The reason being that the public transport infrastructure is normally well developed in the CBD, with access to buses and taxi ranks. So the Sanlam centre may merely have transformed itself to cater to a different socio-economic group.

Parking in the Sanlam Centre

| Sanlam Centre Randburg – Parking Trends | | |
|--|---------------------------------|----------------------------------|
| Month | Number of Casual Parkers | Number of Monthly Parkers |
| May 02 | 60087 | 434 |
| June 02 | 49890 | 440 |
| July 02 | 58046 | 439 |
| August 02 | 53600 | 438 |
| Sept 02 | 52078 | 442 |
| Oct 02 | 61401 | 432 |
| Nov 02 | 55717 | 428 |
| Dec 02 | 54821 | 429 |
| Jan 03 | 58082 | 429 |
| Feb 03 | 54970 | 436 |
| March 03 | 54272 | 434 |
| April 03 | 51365 | 435 |
| May 03 | 58786 | 434 |
| June 03 | 52333 | 415 |
| July 03 | 58737 | 421 |
| Aug 03 | 66408 | 422 |
| Sept 03 | 64855 | 413 |
| Oct 03 | 67662 | 413 |
| Nov 03 | 60040 | 411 |
| Dec 03 | 61270 | 418 |
| Jan 04 | 59666 | 419 |
| Feb 04 | 56551 | 416 |
| March | 64480 | 409 |
| April 04 | 59079 | 350 |
| May 04 | 66574 | 345 |
| June 04 | 64251 | 341 |
| July 04 | 65938 | 344 |
| Aug 04 | 64400 | 340 |
| Sept 04 | 64562 | 330 |
| Oct 04 | 63259 | 321 |
| Nov 04 | 65837 | 322 |
| Dec 04 | 62351 | 318 |
| Jan05 | 60364 | 317 |
| Feb05 | 59043 | 315 |
| Mar05 | 61717 | 308 |
| April 05 | 60931 | 306 |
| May 05 | 60393 | 310 |
| June 05 | 58730 | 312 |
| July 05 | 58501 | 115 |
| Aug 05 | 59507 | 194 |
| Sept 05 | 56442 | 195 |

| | | |
|--------|-------|-----|
| Oct 05 | 52613 | 195 |
| Nov 05 | 55710 | 191 |
| Dec 05 | 50534 | 189 |



2.2 Property

The Randburg area is a significant contributor to the office market in Johannesburg. SAPOA's figures show that it has 366,634 m² of rentable A and B grade area and a further 136,236 m² of C grade property. Vacancy rates (A&B) in Randburg have shown a rapidly rising trend since the end of 1999. For example, A grade property vacancy rates rose from 3.6% in August 1999 to 23.6% by December 2003. B grade property rose from 5.8% in August 1999 to 24.9% by mid 2003. Partly as a result of these trends, the JDA has intervened and established a City Improvement District in the area.

The encouraging improvement that we saw in 2004 has continued through 2005. Over the course of 2005 vacancy rates have continued to fall dramatically. At the end of 2005 A grade vacancies were down from 17.5% to 6.8%. B grade vacancies showed a good decline through 2005 but rose to 13.3% in the last quarter. Such a sudden surge can often be attributed to a tenant vacating a large premise in the quarter. Even with this surge the vacancy rates for B grade property was still below 2004 highs.

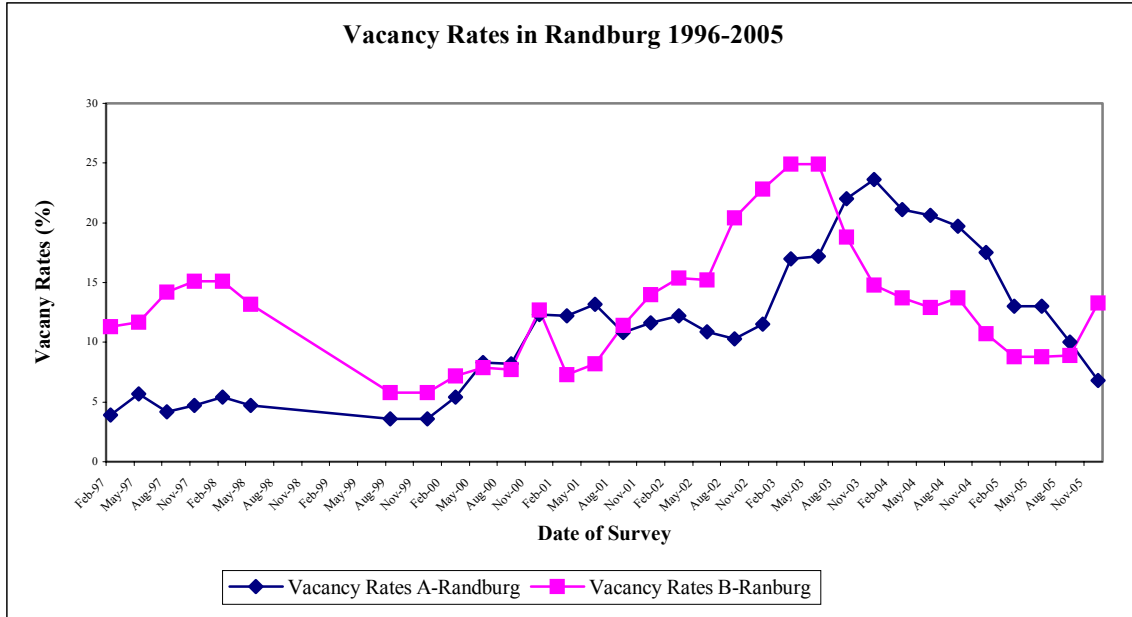
Gross asking median rentals for A grade properties in Randburg remained stable at a mean of R45 m² and likewise B grade property remained constant at R35 m² during the past two years.

The table below illustrates the falling vacancy rates in the Randburg area over the course of the past 2 years.

SAPOA Vacancy Rates (%) A&B Property in Randburg

| Date of Survey | Vacancy Rates A | Vacancy Rates B |
|----------------|-----------------|-----------------|
| Feb-97 | 3.9 | 11.3 |
| May-97 | 5.7 | 11.7 |
| Aug-97 | 4.2 | 14.2 |
| Nov-97 | 4.7 | 15.1 |
| Feb-98 | 5.4 | 15.1 |
| May-98 | 4.7 | 13.2 |
| Aug-99 | 3.6 | 5.8 |
| Dec-99 | 3.6 | 5.8 |
| Mar-00 | 5.4 | 7.2 |
| Jun-00 | 8.3 | 7.9 |
| Sep-00 | 8.2 | 7.7 |
| Dec-00 | 12.3 | 12.7 |
| Mar-01 | 12.2 | 7.3 |
| Jun-01 | 13.2 | 8.2 |
| Sep-01 | 10.8 | 11.4 |
| Dec-01 | 11.6 | 14 |
| Mar-02 | 12.2 | 15.4 |
| Jun-02 | 10.9 | 15.2 |
| Sep-02 | 10.3 | 20.4 |
| Dec-02 | 11.5 | 22.8 |
| Mar-03 | 17 | 24.9 |
| Jun-03 | 17.2 | 24.9 |
| Sep-03 | 22 | 18.8 |
| Dec-03 | 23.6 | 14.8 |
| Mar-04 | 21.1 | 13.7 |
| Jun-04 | 20.6 | 12.9 |
| Sep-04 | 19.7 | 13.7 |
| Dec-04 | 17.5 | 10.7 |
| Mar-05 | 13.0 | 8.8 |
| Jun-05 | 13 | 8.8 |
| Sept-05 | 10 | 8.9 |
| Dec-05 | 6.8 | 13.3 |

The figure below graphically illustrates the continued improving vacancy trends for A and B grade property in Randburg.



2.3 Building Plans

As regards building plans ~ no satisfactory data on building plans has been received for 2004 or 2005.

2.4 RSC Levies

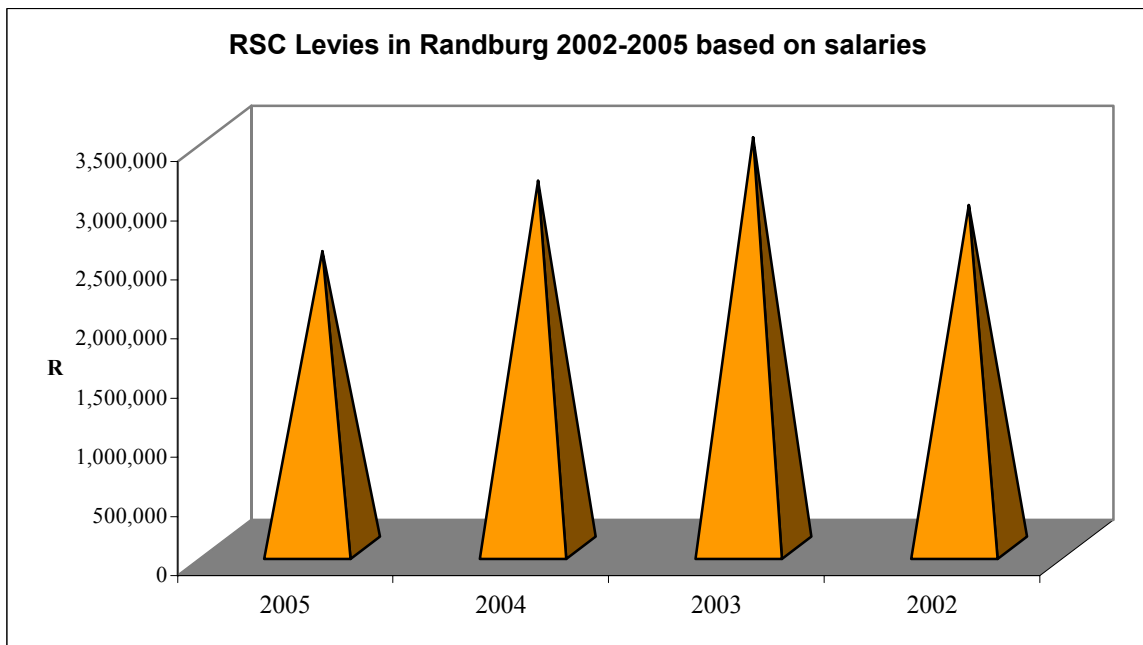
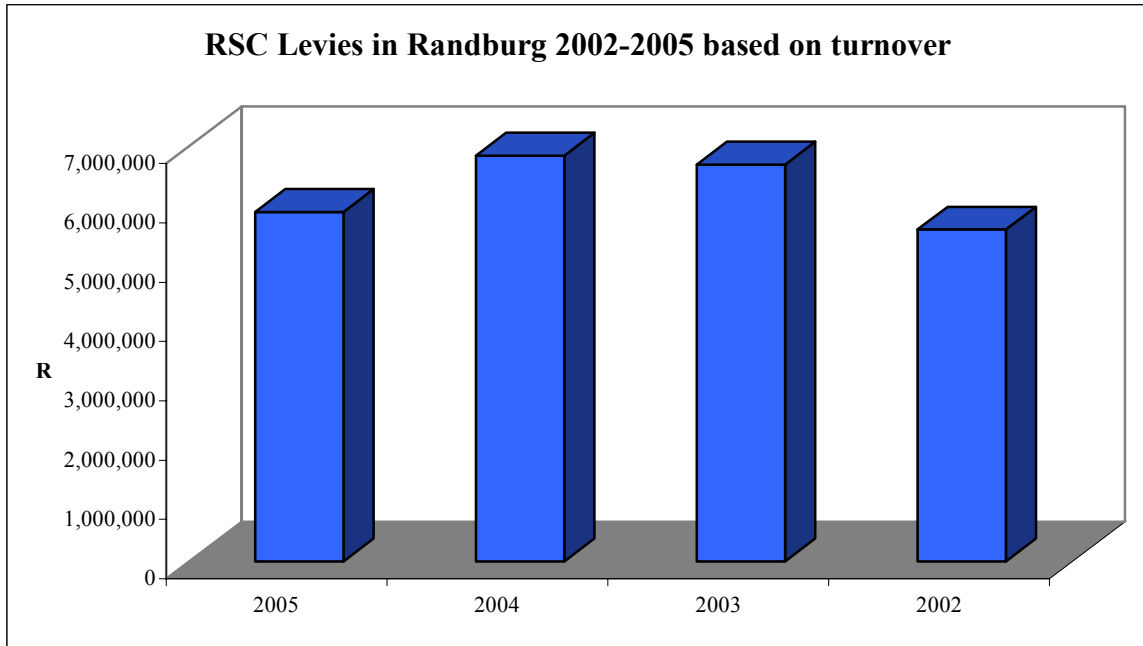
The table below presents the data for the RSC (Regional Services Council) levies for Randburg. The data is important as these taxes are levied upon business turnover and their salary expenditure. As a result it gives an indication of trends as regards business activity and employment levels in the Randburg CBD. It should be cautioned, however, that RSC levies are notoriously volatile. Nevertheless, it remains a useful guide.

We used Ferndale as our proxy for the Randburg CBD given that this area covers the bulk of the business activity that is being targeted. RSC levies on both turnover and salaries show a steadily rising trend between 2001 and 2003 and stabilising in 2004. In 2005 the trend reversed and turnover declined by 14% to R5,899,057 and salaries by 19% to R2,508,070.

RSC Levies 2002 - 2005 for the Randburg CBD

| Turnover | Salaries | Turnover | Salaries | Turnover | Salaries | Turnover | Salaries |
|-------------|-----------|-------------|-----------|-------------|-----------|-------------|-----------|
| 2005 | | 2004 | | 2003 | | 2002 | |
| 5,899,057 | 2,508,070 | 6,841,955 | 3,102,169 | 6,697,565 | 3,472,385 | 5,599,271 | 2,899,623 |

The figures below present the RSC levies based on turnover and salaries for Ferndale between 2001 and 2005.



2.5 Crime statistics

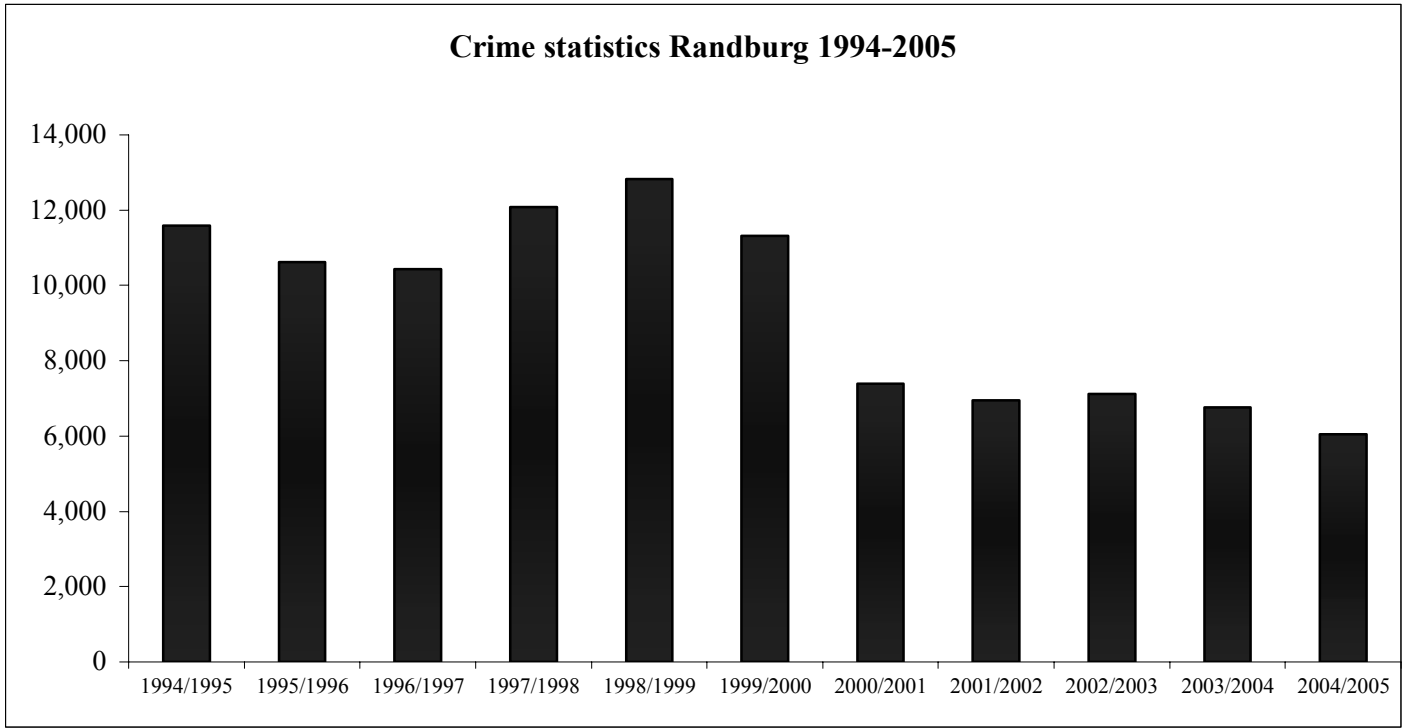
The latest SAPS statistics are very encouraging as they show a steady decline in overall crime in the Randburg area. Crime statistics reported at the Randburg police station show crime falling to 6,050 reported cases. This is just over a 10% improvement on 2004 and considerably down on 2001 when 7,398 cases were reported.

(Note however, that Douglasdale was ceded from the area in August 1999 and hence the sharp fall between 2000 and 2001.)

Crime Statistics: Randburg 1994-2005

| Crime Category | April to March | | | | | | | | | | |
|---|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 94/95 | 95/96 | 96/97 | 97/98 | 98/99 | 99/00 | 00/01 | 01/02 | 02/03 | 03/04 | 04/20 |
| Murder | 38 | 44 | 35 | 29 | 38 | 27 | 10 | 9 | 11 | 10 | 11 |
| Rape | 103 | 74 | 87 | 74 | 63 | 78 | 43 | 39 | 42 | 25 | 21 |
| Attempted murder | 59 | 48 | 52 | 39 | 20 | 25 | 20 | 19 | 27 | 26 | 27 |
| Assault with the intent to inflict grievous bodily harm | 257 | 224 | 260 | 277 | 258 | 228 | 138 | 142 | 167 | 195 | 140 |
| Common assault | 557 | 535 | 456 | 504 | 505 | 311 | 211 | 224 | 257 | 226 | 231 |
| Robbery with aggravating circumstances | 490 | 487 | 446 | 657 | 645 | 600 | 446 | 480 | 549 | 599 | 481 |
| Common robbery | 98 | 150 | 170 | 165 | 259 | 192 | 163 | 193 | 165 | 223 | 267 |
| Indecent assault | 8 | 16 | 20 | 7 | 7 | 7 | 7 | 8 | 5 | 4 | 9 |
| Kidnapping | 11 | 7 | 11 | 10 | 7 | 15 | 12 | 4 | 1 | 3 | 1 |
| Abduction | 4 | 3 | 3 | 9 | 2 | 4 | 4 | 1 | 6 | 4 | 7 |
| Neglect and ill-treatment of children | 3 | 4 | 2 | 5 | 3 | 6 | 1 | 1 | 5 | 4 | 6 |
| Culpable homicide | 45 | 53 | 39 | 75 | 39 | 30 | 18 | 23 | 13 | 18 | 10 |
| Public violence | 2 | 3 | 6 | 12 | 1 | 8 | 2 | 0 | 2 | 3 | 6 |
| Carjacking (Sub Category of Robbery Aggravating) | - | - | 106 | 171 | 94 | 90 | 69 | 68 | 46 | 72 | 82 |
| Truck hijacking (Sub Category of Robbery Aggravating) | - | - | 38 | 50 | 36 | 58 | 13 | 19 | 0 | 2 | 1 |

| | | | | | | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|
| Bank robbery (Sub Category of Robbery Aggravating) | - | - | 6 | 2 | 11 | 8 | 8 | 1 | 2 | 1 | 5 |
| Robbery of cash in transit (Sub Category of Robbery Aggravating) | - | - | 1 | 1 | 0 | 1 | 4 | 0 | 3 | 2 | 0 |
| House robbery (Sub Category of Robbery Aggravating) | - | - | - | - | - | - | - | - | 61 | 42 | 59 |
| Business robbery (Sub Category of Robbery Aggravating) | - | - | - | - | - | - | - | - | 75 | 31 | 41 |
| Arson | 24 | 13 | 15 | 12 | 15 | 15 | 3 | 6 | 4 | 6 | 5 |
| Malicious damage to property | 611 | 563 | 532 | 639 | 706 | 703 | 452 | 375 | 377 | 422 | 421 |
| Crimen Injuria | 70 | 47 | 59 | 70 | 50 | 33 | 41 | 45 | 64 | 49 | 39 |
| Burglary at residential premises | 2,759 | 2,686 | 2,468 | 2,608 | 2,075 | 1,199 | 646 | 701 | 675 | 594 | 566 |
| Burglary at business premises | 209 | 153 | 159 | 229 | 193 | 235 | 297 | 324 | 210 | 219 | 167 |
| Theft of motor vehicle and motorcycle | 1,384 | 989 | 1,077 | 1,275 | 1,412 | 1,042 | 644 | 580 | 493 | 505 | 480 |
| Theft out of or from motor vehicle | 1,879 | 1,454 | 1,239 | 1,314 | 1,487 | 1,383 | 862 | 730 | 745 | 495 | 408 |
| Stock theft | 5 | 6 | 4 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Illegal possession of firearms and ammunition | 16 | 13 | 16 | 10 | 16 | 7 | 6 | 8 | 12 | 13 | 9 |
| Drug related crime | 53 | 37 | 68 | 28 | 28 | 59 | 51 | 144 | 107 | 103 | 53 |
| Driving under the influence of alcohol or drugs | 57 | 44 | 77 | 72 | 32 | 16 | 19 | 12 | 16 | 13 | 29 |
| All theft not mentioned elsewhere | 2,026 | 2,177 | 2,068 | 2,563 | 3,669 | 3,911 | 2,414 | 2,109 | 2,253 | 2,181 | 1828 |
| Commercial Crime | 481 | 433 | 567 | 707 | 725 | 761 | 626 | 478 | 489 | 490 | 464 |
| Shoplifting | 345 | 361 | 353 | 456 | 425 | 256 | 168 | 202 | 237 | 185 | 176 |
| TOTAL | 11,594 | 10,624 | 10,440 | 12,073 | 12,823 | 11,308 | 7,398 | 6,945 | 7,119 | 6,765 | 6,050 |



3. Randburg Survey

Objective: This section presents the results from a survey that was conducted on businesses operating in the Randburg CBD. The purpose of the research was to gain an understanding of perceptions of the Randburg CBD by businesses operating in the area. This was done in an effort to monitor the perceived success of the JDA's interventions in the study area.

Methodology: The survey was conducted during April 2006. Trained students were sent out to designated areas within the Randburg CBD to administer the questionnaires. Over 80 questionnaires were completed in this manner. The data from the surveys was then captured and analysed.

Limitations of methodology:

- Whilst every effort was made to ensure that the questionnaire was completed by the intended person (Senior Manager or Owner), in a few questionnaires it may have been completed by a less informed person.
- The respondents may not always have given the survey the necessary effort and attention that it required which may have led to some poor responses.
- Convenient sampling has some shortcomings in terms of representativity.

- The Randburg CBD was defined in this study as the proposed City Improvement District zone in Randburg. The area is bounded by the following roads:
 - Selkirk and Harley in the South
 - Dover Street in the North
 - Kent Street in the West
 - Bourdeaux Street in the East

3.1 Business Confidence

The first part of the questionnaire develops a business confidence index for the Randburg CBD as per the methodology that has been employed in the Johannesburg Inner City since 2002. The Randburg 2006 results are compared with those for 2005 and are juxtaposed with other areas in Johannesburg where relevant.

The overall index score for the year 2006 in the Randburg CBD is 53.3 much in line with 53.4 in 2005. This still represents an increase of 11.4% over 2004

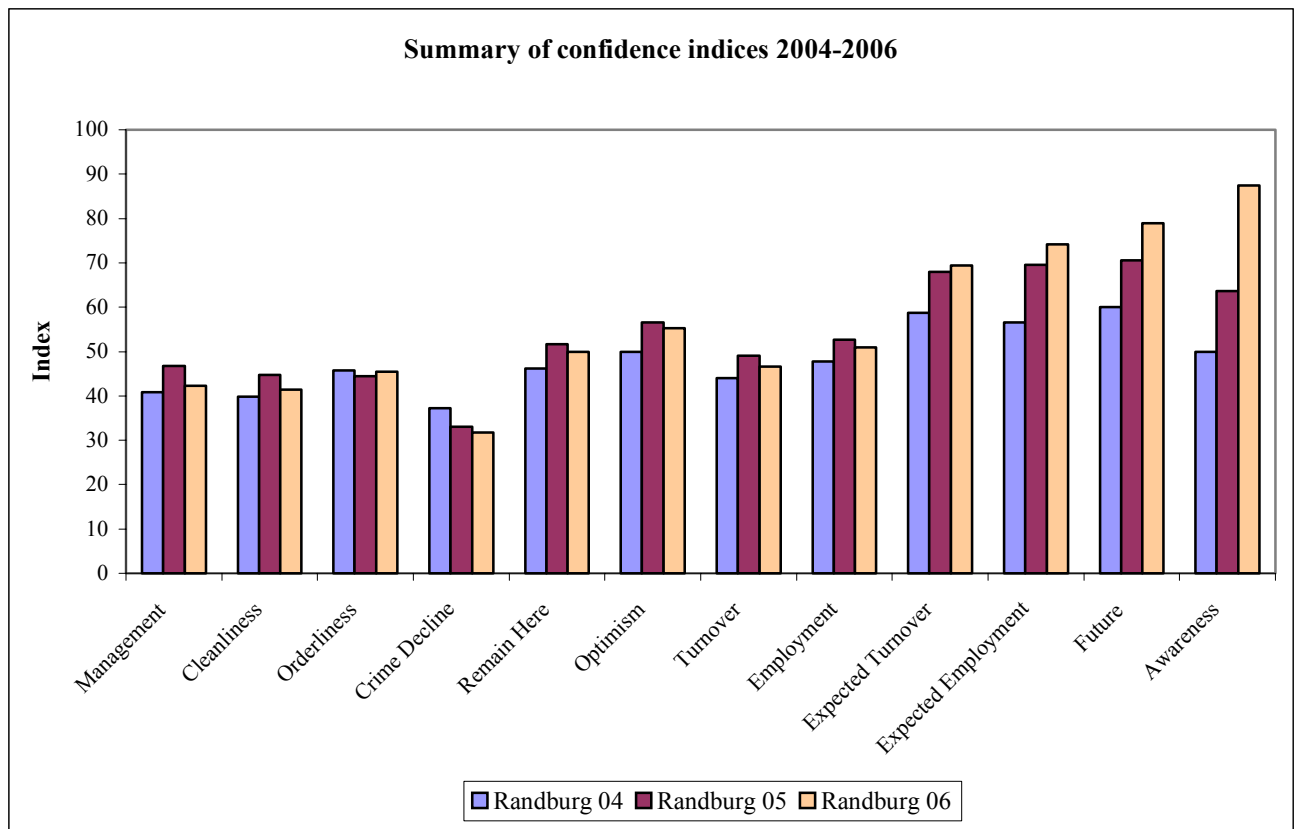
The responses to the following questions were as follows:

- Over the past year I have noticed an improvement in the management of the Randburg CBD: 25.9% agreed (35% agreed in 2005), and 15% were neutral. It scored a 42.3 on the scale compared to 46.8 in 2005.
- Over the past year I have noticed an improvement in the cleanliness of the Randburg CBD: 22.2% agreed (compared to 31% in 2005), 26% were neutral and the rest disagreed. It scored a 41.4 on the scale compared to 44.8 in 2005.
- Over the past year I have noticed an improvement in the orderliness of the Randburg CBD: 27.2 % (44% in 2005) agreed, 27.2% were neutral and 45.7% disagreed. It scored 45.4, slightly up on 2005's 44.5 on the scale.
- Over the past year I have noticed a decline in the crime rate in the Randburg CBD: 70% disagreed and only 13.6% agreed with this statement (slightly up on 12.5% for 2005). It scored 31.8 on the index – the lowest index score for Randburg and a fall from 32.9 in 2005.
- Over the past year my resolve to remain based in the Randburg CBD has risen: 22.2% agreed with this statement, 54.3% were neutral and 23.5% disagreed. It scored a 50.0 compared to 51.7 in 2005.
- Over the past year I have become more positive/optimistic about the Randburg CBD: 33.3% agreed with this statement (down from 50%), and 13.6% disagreed (down from 23%). 55.2 on the index compared to 55.2 in 2005.

- Over the past year my business turnover has risen: 29.6% disagreed (up from 25%), 20% agreed and the rest were neutral. 46.6 on the index compared to 49.1 in 2005.
- Over the past year my employment levels have risen: 17.3% agreed, 68% were neutral and 13.6% disagreed. It scored 50.9 (from 52.6) on the index.
- Over the coming year I expect my business turnover to rise. 73% of the respondents agreed (up from 68%), and only 2.5% disagreed. It scored 69.4 on the Randburg index – up from 67.9.
- Over the coming year I expect to increase my employment levels: 76.6% agreed (up from 67%) and only 4.9% disagreed with this statement. 74.1 on the index – up from 69.5%.
- Over the coming year I am optimistic that things will improve (crime, grime etc) in the Randburg CBD: Almost 84% of the respondents agreed (significantly up from 72% in 2005) whilst only 4.9% disagreed. It achieved the best Randburg result of 79.0 – up from 70.4 in 2004 on the index – a rise of 8.6%.
- Finally, we have an awareness proxy. It is made up of four questions related to the awareness of improvement districts, perceived success of these districts, and awareness of the JDA and its projects. It scored 50 and 63.7 in 2004 and 2005 respectively. This year it showed a massive rise to 87.5.

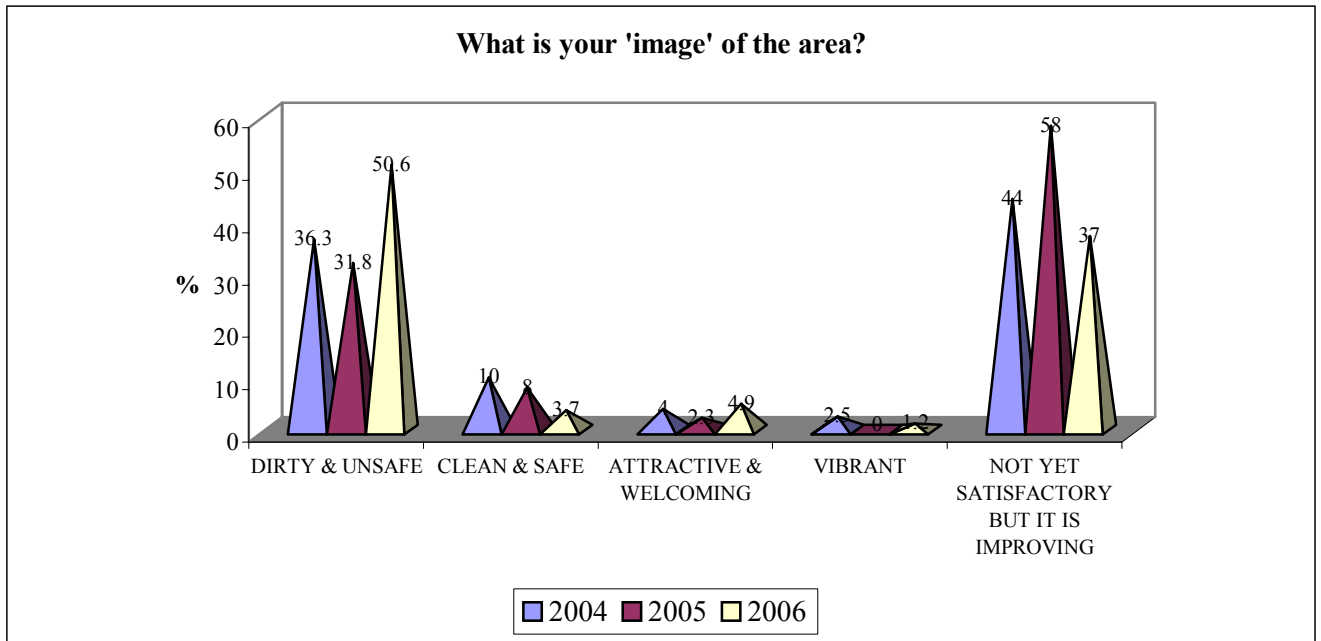
Summary of confidence indices 2004-2006

| Index | Randburg 04 | Randburg 05 | Randburg 06 |
|---------------------|--------------------|--------------------|--------------------|
| Management | 40.8 | 46.8 | 42.3 |
| Cleanliness | 39.8 | 44.8 | 41.4 |
| Orderliness | 45.8 | 44.5 | 45.4 |
| Crime Decline | 37.3 | 33.0 | 31.8 |
| Remain Here | 46.2 | 51.7 | 50.0 |
| Optimism | 50 | 56.5 | 55.2 |
| Turnover | 44 | 49.1 | 46.6 |
| Employment | 47.7 | 52.6 | 50.9 |
| Expected Turnover | 58.7 | 67.9 | 69.4 |
| Expected Employment | 56.5 | 69.5 | 74.1 |
| Future | 60 | 70.5 | 79.0 |
| Awareness | 50 | 63.7 | 87.5 |



3.2 Randburg Image

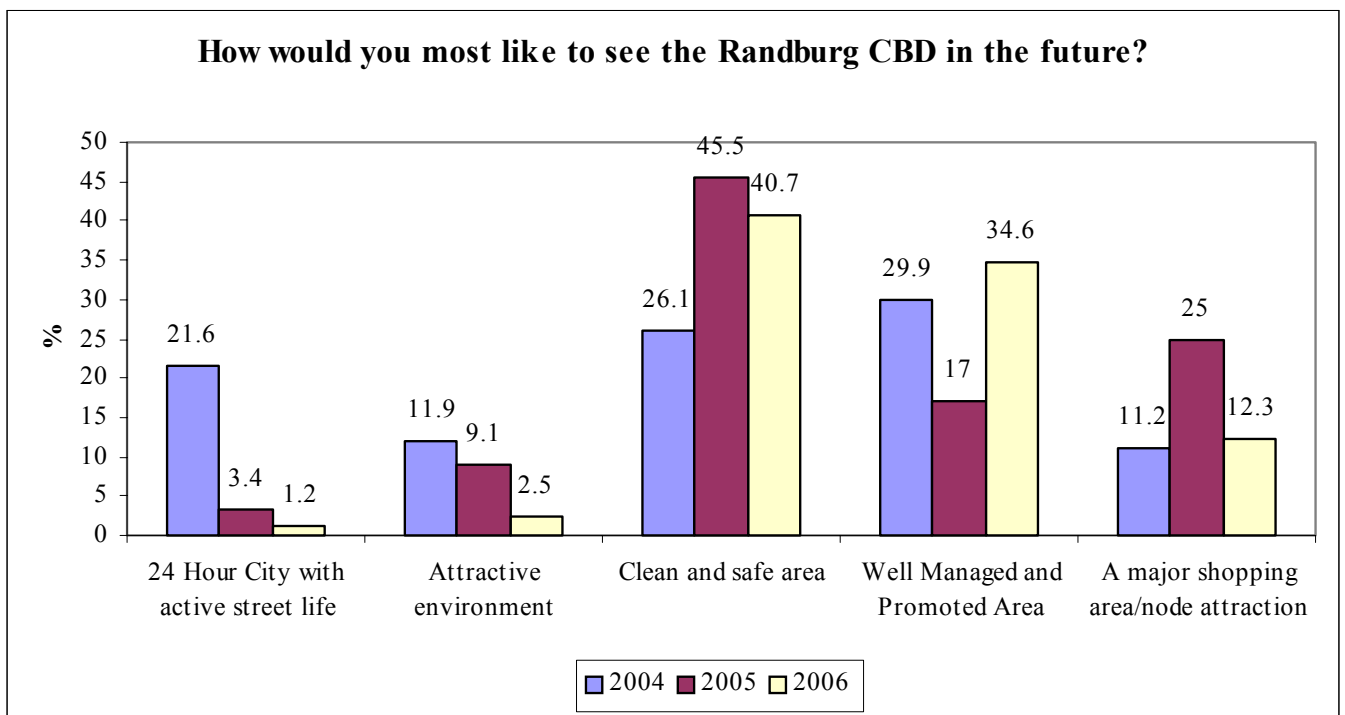
- 50% of respondents maintained that their image of the Randburg CBD was that it was dirty and unsafe (up from 32%). A further 37% argued that it was not yet satisfactory but that there were signs of improvement (down from 58% in 2005).



- 6% (down from 38% in 2005) felt that there was not enough entertainment in the Randburg CBD. While 74% felt there was not enough entertainment but that it was improving. When asked what sort of entertainment would improve the experience in the area, the dominant responses were the similar to previous years: more upmarket restaurants, cinemas, clubs, and malls.
- 82% believe that the current variety and choice of shops is adequate or improving in the Randburg CBD. Those that were unhappy would like to see more of the

following in the area (much like previous years): a proper mall, more anchor tenants, more upmarket clothing stores, better supermarkets (like Pick 'n Pay, Woolworths), more banks, fast food outlets (Steers, McDonalds), department stores, Gyms, coffee shops etc.

- Respondent were asked how they would like to see the Randburg CBD in the future? 41% would like to see a clean and safe place, 34% as a well managed and promoted area and 12% as a major shopping node.



3.3 Economic Health

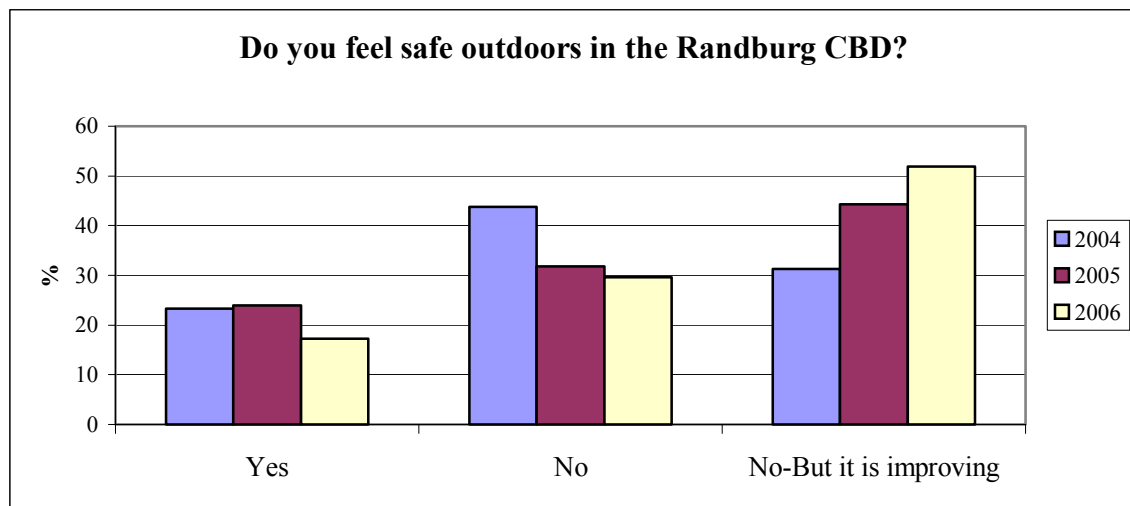
- Businesses were asked which single attribute of the Randburg CBD do they feel has the most positive effect on their business and similarly draws most people to the area? The most frequent responses (similar to previous years) are listed below:
 - Accessibility to bus routes and taxi rank
 - Visible security personnel
 - Increase in people visiting CBD
 - The Randburg Mall
 - Diversity of shoppers and residents
 - The flea market
 - The corporate sector
 - Central location in North of Johannesburg
 - New developments

- As regards the most negative effect on their business, the following responses were forthcoming:
 - Crime and Grime (most frequent response)
 - Informal hawkers (blamed for most of the grime)
 - Not vibrant enough to attract youth

- Respondents were asked what public sector improvements would most improve the economic health of the Randburg CBD? The responses in order of frequency were as follows:
 - Cleaner public environment
 - Greater security presence
 - Capital upgrading of existing buildings
 - Promotion and Marketing
 - Improvement in the transport infrastructure

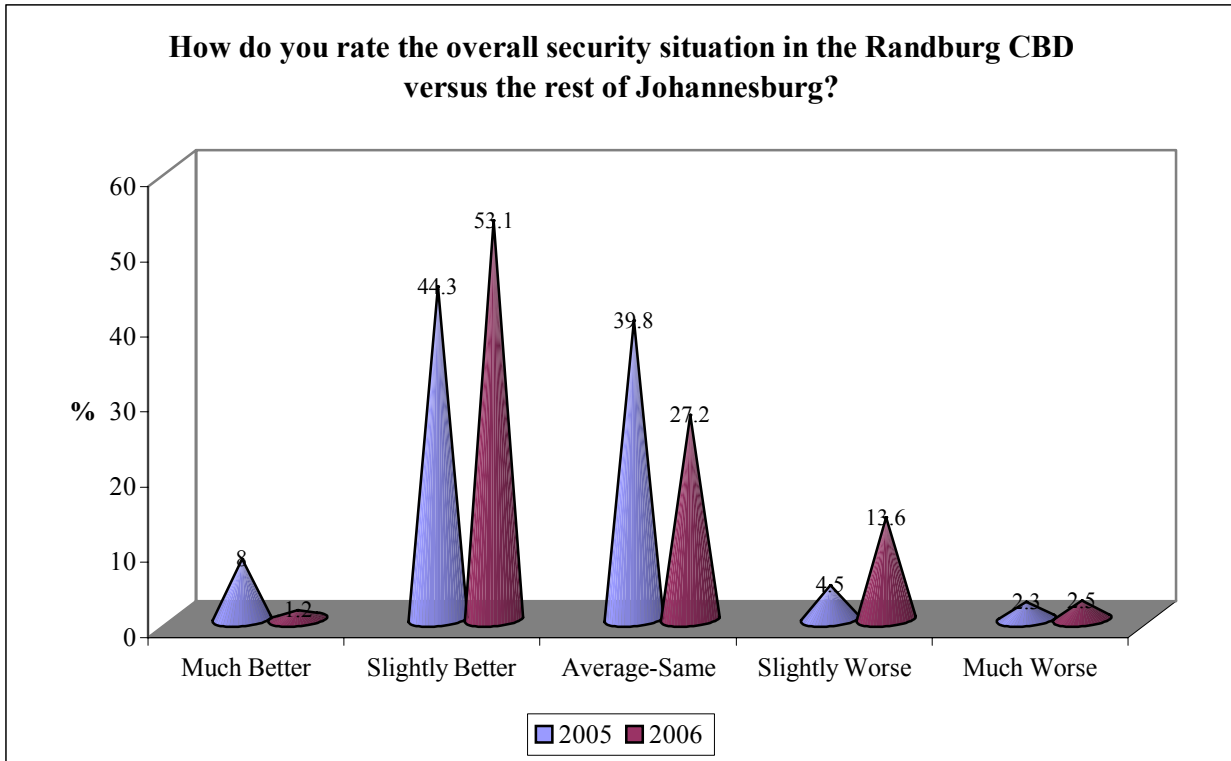
3.4 Safety and Security

- 30% of respondents do not feel safe outdoors in the Randburg CBD (slightly down from 32%), whilst a further 52% (up from 44% in 2005) do not feel safe but do believe it is improving.
- 57% do feel safe indoors in the Randburg CBD and only 14% do not (much the same as 2005); the rest feel that it is improving.



- 55% respondents argued that crime has increased over the past year.
- 43.2% of respondents stated that current policing initiatives were not effective in the Randburg CBD (up from 21.6% in 2005). A further 45.7% felt that they were not yet effective but that there was improvement.

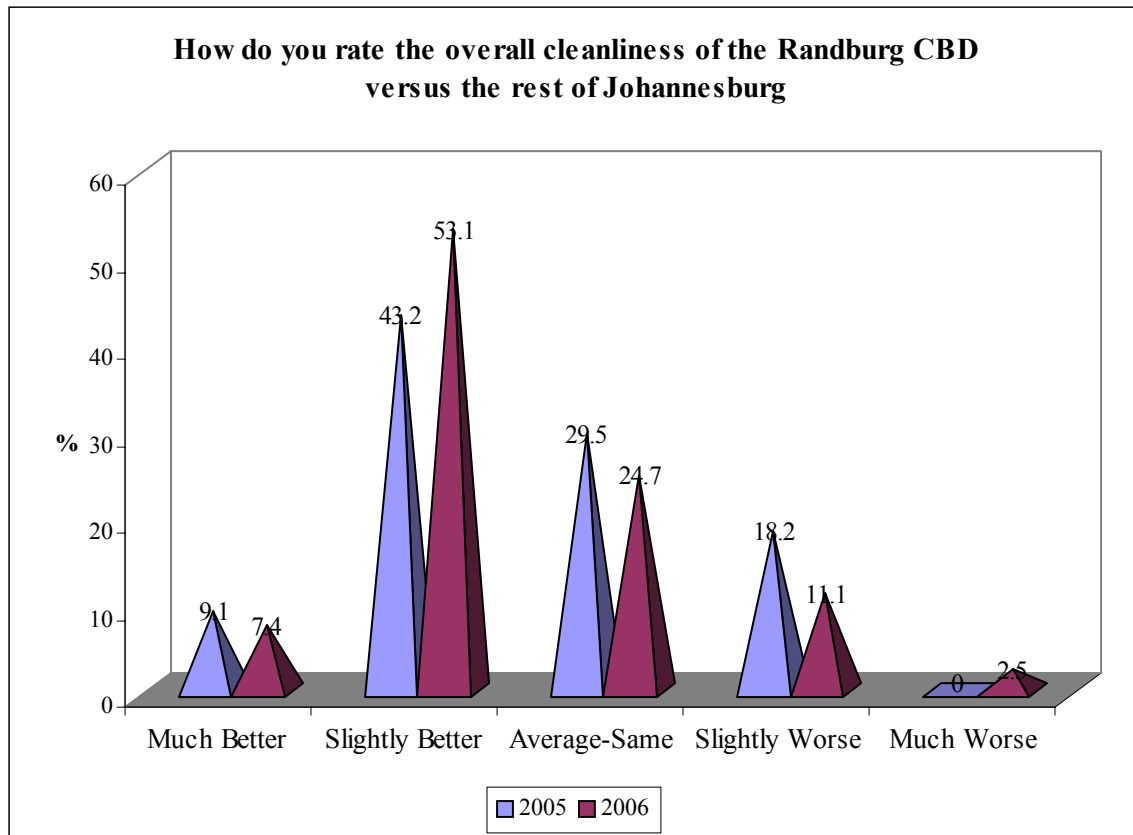
- When asked to rate the overall security situation in the Randburg CBD versus the rest of Johannesburg, 27% felt that it was about the same, 54% felt that it was better and only 16% that it was worse.
- When asked what it would take to make them feel safer almost all respondents maintain that they would feel safer in the Randburg CBD if there were a more visible police and security presence. There were also calls for control over informal traders and the overnight homeless people. Others also suggested better lighting at night and surveillance cameras.



3.5 Appearance

- 44% of respondents felt that street and pavement lightening in the Randburg area was inadequate whilst only 9% felt that it was adequate.
- 51% of respondents argued that litter on pavements was a major problem in the Randburg CBD (down from 69% in 2005). 40.7% of respondents stated that illegal posters and graffiti was a problem in the area, whilst 58% did not believe this to be the case.

- 71.6% of respondents stated that refuse removal had improved over the past year in the area (an improvement over 2004). When asked to rate the overall cleanliness of the Randburg CBD versus the rest of Johannesburg, 60.5% of respondents felt that it was better, 25% that it was about the same and only 11% that it was worse.



3.6 Informal Trading

- Encouragingly, 88.9% (71.6% in 2005) of respondents supported the concept of informal trading in principle, with 9.9% (26% in 2005) not supporting the concept.

- 95% felt that the relocation of informal trading to designated areas would have a positive impact on the Randburg CBD. When asked why they felt this would have a positive impact, the reasons included:
 - Cleaner pavements and more walking space
 - It would reduce crime
 - Controlled environment
 - Less interference with formal business
 - Prevent overtrading

3.7 Marketing

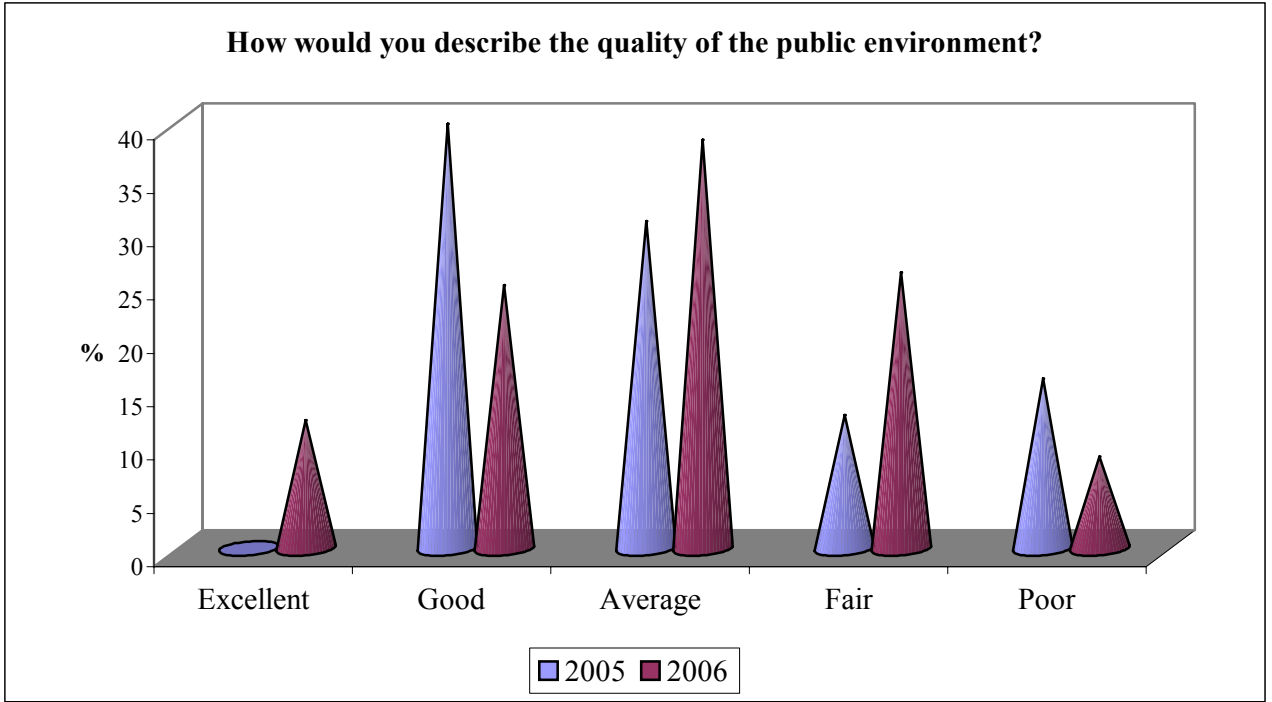
- 94% stated that it would be beneficial to have events to attract people to the area. 30% felt they should take place over lunch hours. 20% felt that these events should take place over weekends and 24% at month end.

3.8 Transportation

- Only 27% stated that parking was a problem in the Randburg CBD.
- Only 10% believed that the flow of traffic was a concern in the Randburg CBD whilst 88% did not believe that this was the case.
- 63% do not want the taxi rank in Randburg to be relocated, with only 35% arguing for its relocation. Respondents indicated that the taxi rank brought in business but that it was not sufficiently controlled and managed.
- 31% perceived the public bus system favourably, 52% felt that it was average, whilst 17% perceived it negatively.
- 65% of the respondents rated the standard of road signage in the Randburg CBD as better than the rest of Johannesburg. 33% rated it as about the same, whilst no one rated it worse.

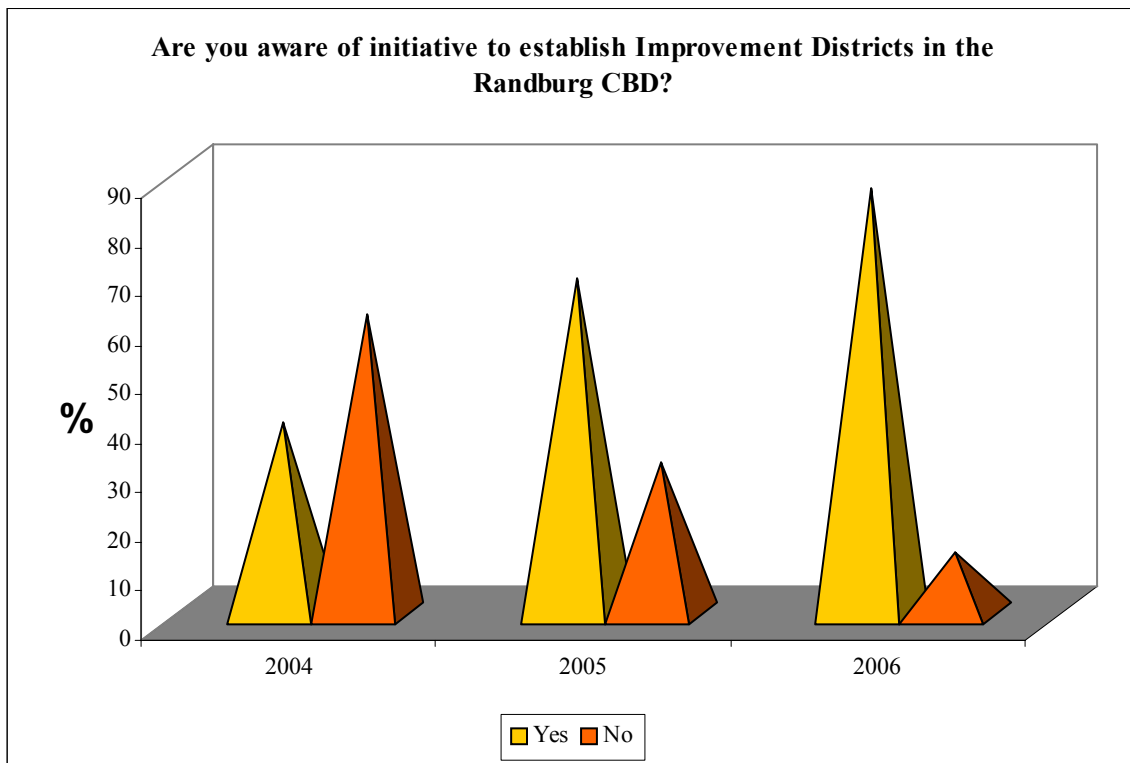
3.9 Public Environment

- 21% of the respondents (down from 41% in 2004) felt that there were not enough public facilities in the Randburg CBD (information points, public toilets, bus shelter, public seating etc.). 44% of respondents felt that these facilities were adequate. Public seating and toilets were again the most frequently requested facilities by the respondents. The other most common request was for information points.
- 26% described the quality of the public environment in the Randburg CBD as good or excellent, 38% as average and 34% as fair or poor. 43% argued that there were not enough natural elements (such as parks, trees etc.) and a further 46% saw improvement in this dimension.

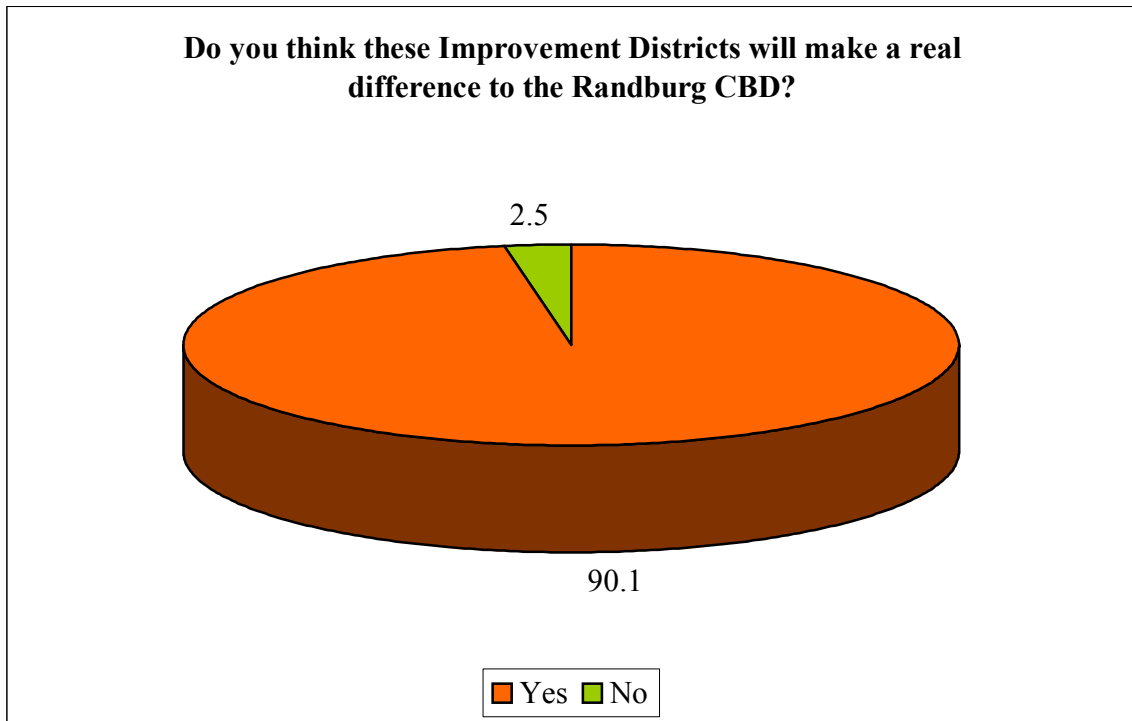


3.10 City Improvement Districts

- The remarkable turnaround in awareness of the initiatives to establish Improvement Districts in the Randburg CBD area seen in 2005, continued in 2006 with 86% of respondents being aware of the initiatives, up from 68% in 2005.

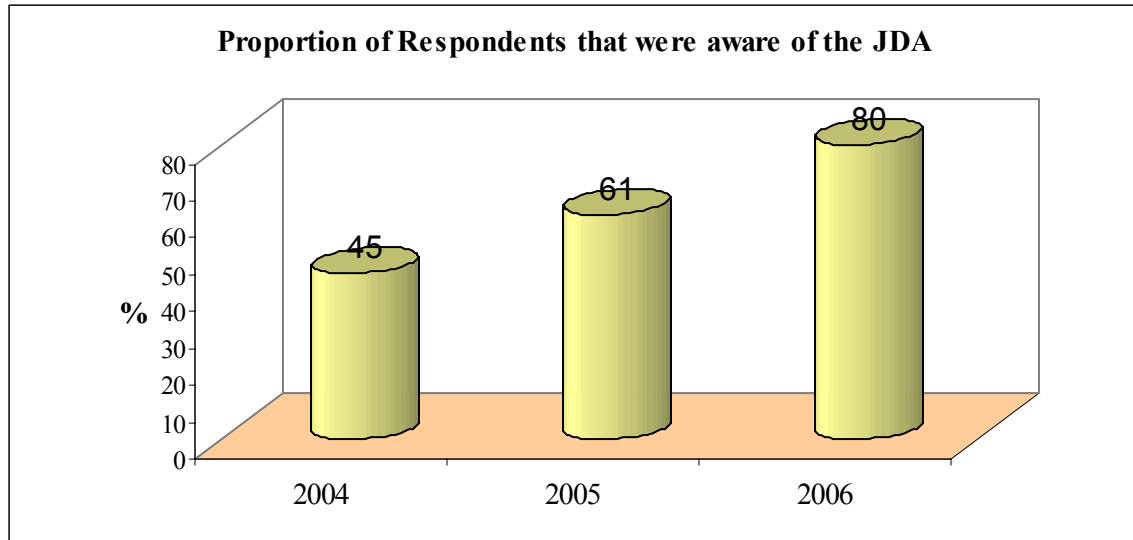


- 90% thought that these Improvements Districts would make a real positive difference to the Randburg CBD environment – up from 73% in 2004 and 85% in 2005.

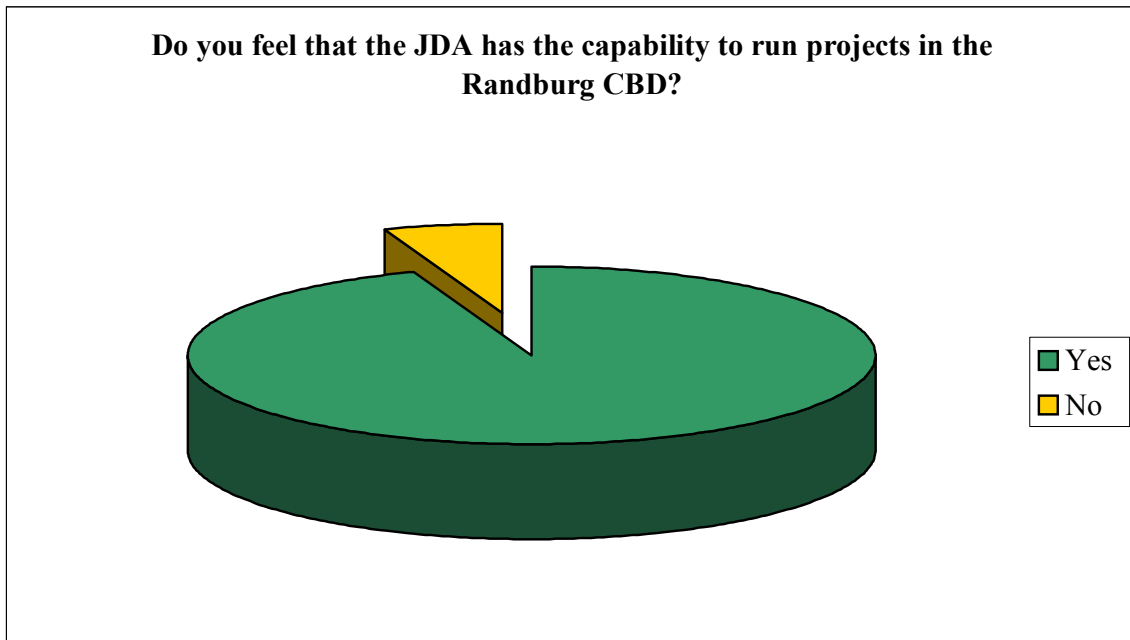


3.11 The Johannesburg Development Agency

- 80% of respondents had heard of the Johannesburg Development Agency – up from 61% last year.



- 80% of respondents were not aware of the initiatives and projects planned to improve conditions of the Randburg CBD.
- Only 13.6% had any dealings with the Johannesburg Development Agency and roughly half of them were satisfied with the service that had been provided by the Agency.
- When asked whether they felt confident that the Johannesburg Development Agency had the capability to manage projects in the Randburg CBD, 82% said yes, which is much in line with last year.



3.12 Conclusion of survey

Respondents were lastly asked a number of open-ended questions regarding developments in the Randburg CBD.

1. What has been the most positive development in the Randburg CBD in the past two years?
 - The Randburg taxi rank
 - The Public transportation system
 - Public toilets
 - The Post Office moving

- Improved cleanliness: ‘The street sweepers in the blue and orange overalls’
 - Improved security
2. What has been the most negative development in the Randburg CBD in the past two years?
- Uncontrolled informal trading
 - Congestion
 - Crime and grime
 - Decay of CBD buildings
 - Outflow of businesses from CBD
 - Invasion by illegal immigrants
3. What does the JDA need to address most urgently in the Randburg CBD?
- Crime –most frequent response
 - Control informal trading
 - Illegal immigrants
 - More meetings with Randburg business community to discuss ways to improve
 - Continue improving cleanliness

It is clear that the Improvement District in the Randburg CBD is bearing fruit. Results this year show a continued improvement over those of 2005. It is important that visible delivery keeps continuing to maintain buy-in by the Randburg business community.