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City of Johannesburg
Johannesburg Development Agency

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18 August 2010

Dear Sir / Madam

**REQUEST FOR PROPOSALS FOR A SERVICE PROVIDER TO PREPARE A
PROPERTY LEASING AND DEVELOPMENT STRATEGY FOR THE WALTER
SISULU SQUARE OF DEDICATION IN KLIPTOWN, SOWETO**

The Johannesburg Development Agency (JDA) is a wholly owned agency of the City of Johannesburg which stimulates and supports area-based based development initiatives throughout Johannesburg in support of the City of Johannesburg's Growth and Development Strategy. As development manager of these initiatives, the JDA coordinates and manages capital investment and other projects involving both public and private sector stakeholders.

One of the areas where JDA has undertaken a large-scale urban regeneration project is Kliptown in Soweto.

Kliptown is an area with significant historical value as the site in June 1955 when it was host to the Congress of the People where the Freedom Charter was first read. In those days Kliptown had large tracts of undeveloped land – like the portion where the Congress of the People gathered – interspersed with densely occupied residential sites and a vibrant retail strip along Union Street. Today Kliptown still functions as a retail node, but it is one node among many, and is dwarfed by a range of other nodes in the city – including the Johannesburg CBD, the large retail malls that have emerged along the orbital freeway, and the new retail centres within Soweto.

In 2005 a new scheme was conceptualised for the area. This centred around an international architectural competition to devise an appropriate memorial to the signing of the Freedom Charter. One component of the competition was the preparation of a new Kliptown Urban Design Framework as a supporting document to the newly conceived Walter Sisulu Square of Dedication (WSSD). The winning scheme, submitted by StudioMAS, created two monumental structures containing commercial and public amenities. These two buildings framed and extended the original square, effectively doubling the size of the original gathering space.

A critical analysis of the square today reveals that the project has not achieved its desired outcomes. While the square functions successfully for national celebrations and large events, the everyday functioning of the space is problematic. The functions accommodated around the square do not attract large numbers of people on a daily basis, with the result that the square is underutilised and often empty. Efforts to transform the nature of the area through the introduction of tourist-related facilities (hotel,

Building a better city

Directors

L. Vutula (Chairperson) A. Roriston L. Matlhape D. Lewis N. Lila D. Naidu P. Masilo T. Mendrew (Acting CEO) A. Goldsmith (Company Secretary)
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conference centre, museum and tourist-related retail) have not been able to alter the fundamental character of the area, which continues to comprise a loose agglomeration of low-income housing, limited community facilities, and vibrant informal and bulk-retail trading.

Informal trading makes up a significant part of the Kliptown economy, including:

- Wholesale and retail vegetable sales along the northern edge of Union Street;
- Recycling and collection of paper, plastic, glass and metals;
- Car servicing, hubcap sales and repair of exhausts and engines; and
- The sale of building materials such as corrugated-iron panels.

The JDA now wishes to appoint a service provider to undertake research and analysis on the property needs of current and potential tenants for the Walter Sisulu Square of Dedication, in order to make proposals on how to achieve a more sustainable property management model and a more vibrant and well-used public space.

The budget for this assignment is R200 000; and the project is expected to include at least the following activities:

- Review information and analysis about Kliptown that is assembled in the urban development framework and other planning documents.
- Carry out interviews with a sample of current and potential tenants in the Kliptown area and analyse the property needs and potential.
- Review and synthesise information on retail trends and opportunities in this node, in surrounding areas, and in similar nodes in other cities.
- Interview the property manager working for the Johannesburg Property Company about the property management and rental experience.
- Draw conclusions and make recommendations on how to achieve a sustainable mix of uses and tenants. In particular, please consider the civic role of the property, and how to optimize its retail and tourism potential.
- Present this analysis and recommendations in the form of: (a) a narrative report of approximately 50 pages (with fully integrated tables and graphs and illustrations). This should be delivered as an electronic copy of the report (in MS Word or equivalent), along with original data tables and graphs (in MS Excel or equivalent) and any picture or video files; and (b) as a 20-minute presentation supported by a PowerPoint presentation. It is anticipated that this presentation will have to be delivered on at least 3 occasions to the JDA and other City of Johannesburg forums.
- Ensure coordination and buy-in throughout the project by participating in at least 3 meetings with a project team.

This assignment will commence upon signature of a service delivery contract, and must be completed by 30 November 2010.

The quotation and project proposal must be submitted on the letterhead of your business and delivered to The Bus Factory, 3 President Street, Newtown, Johannesburg by no later than 12:00 on Friday 27 August 2010. The quotation should include a company profile and references to similar work undertaken with samples provided where possible.

The following conditions will apply:

- A valid Tax Clearance Certificate must be submitted
- Price(s) quoted must be valid for at least thirty (30) days from date of your offer.
- Price(s) quoted must be firm and must be inclusive of VAT.
- A firm delivery period must be indicated.

- If the price quoted is above R 30 000 (inclusive of VAT), the quotation will be evaluated in terms of the 80/20 preference point system as prescribed in the Preferential Procurement Policy Framework Act (No 5 of 2000). For this purpose the Tax Clearance Certificate, Declaration of Interest and BEE Forms must be scrutinized, completed and submitted together with your quotation. The BEE form can be downloaded from the JDA website under tenders (www.jda.co.za).
- The successful provider will be the one scoring the highest points.

Failure to comply with these conditions may invalidate your offer, and no quotations will be considered from persons in the service of the state¹

The selection of qualifying tenders will be at the JDA's sole discretion. The JDA does not bind itself to accept any particular tender. Correspondence shall be entered into with the successful tender. The JDA reserves the right not to appoint a service provider.

Enquires can be directed to Joselyn Davids on 011 688 7830 or jdavids@jda.org.za

Yours faithfully



Sharon Lewis
Executive Manager: Planning and Strategy

¹ * MSCM Regulations: "in the service of the state" means to be –

- (a) a member of –
 - (i) any municipal council;
 - (ii) any provincial legislature; or
 - (iii) the national Assembly or the national Council of provinces;
 - (b) a member of the board of directors of any municipal entity;
 - (c) an official of any municipality or municipal entity;
 - (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
 - (e) a member of the accounting authority of any national or provincial public entity; or
 - (f) an employee of Parliament or a provincial legislature.
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