



## **De Kelders Tourism Node**

## **Urban Design Framework**

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Prepared for:

## Overstrand Municipality



Prepared by:



Tel: +27 (0) 861 276 266      [www.csmeng.co.za](http://www.csmeng.co.za)

In association with :



## **Kelders Tourism Node**

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<b>No.</b>	<b>Name</b>	<b>Institution</b>	<b>Tel. No.</b>	<b>Fax No/E-mail</b>
<b>ORIGINAL TO PRIMARY ADDRESSEE:</b>				
1	Liezl Du Plooy	DECA Engineers	021 789 1090	liezl@d-e-c-a.co.za
<b>COPY TO:</b>				
2				
3				
4				
<b>AUTHOR OF REPORT:</b>				
Maria Laura Santamarina				
----- Name		----- Signature		----- Date
<b>REVIEWED BY MANAGER/SUPERVISOR:</b>				
George Gordon				
----- Name		----- Signature		----- Date
<b>RECEIVED BY CLIENT:</b>				
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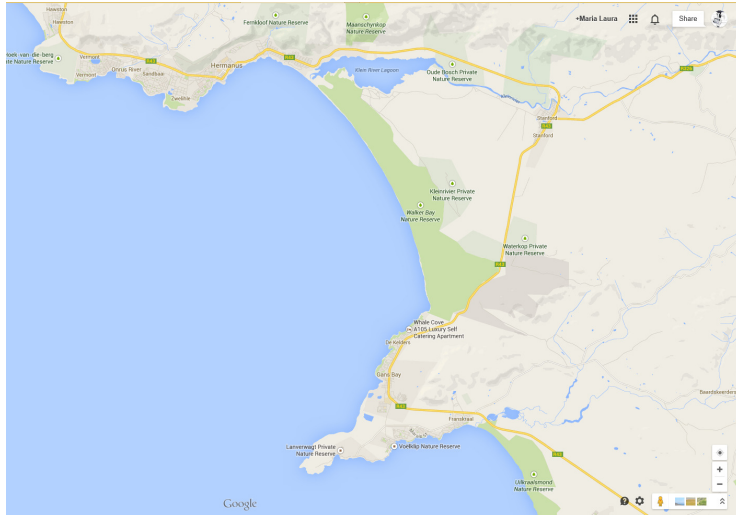
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# 1. The site

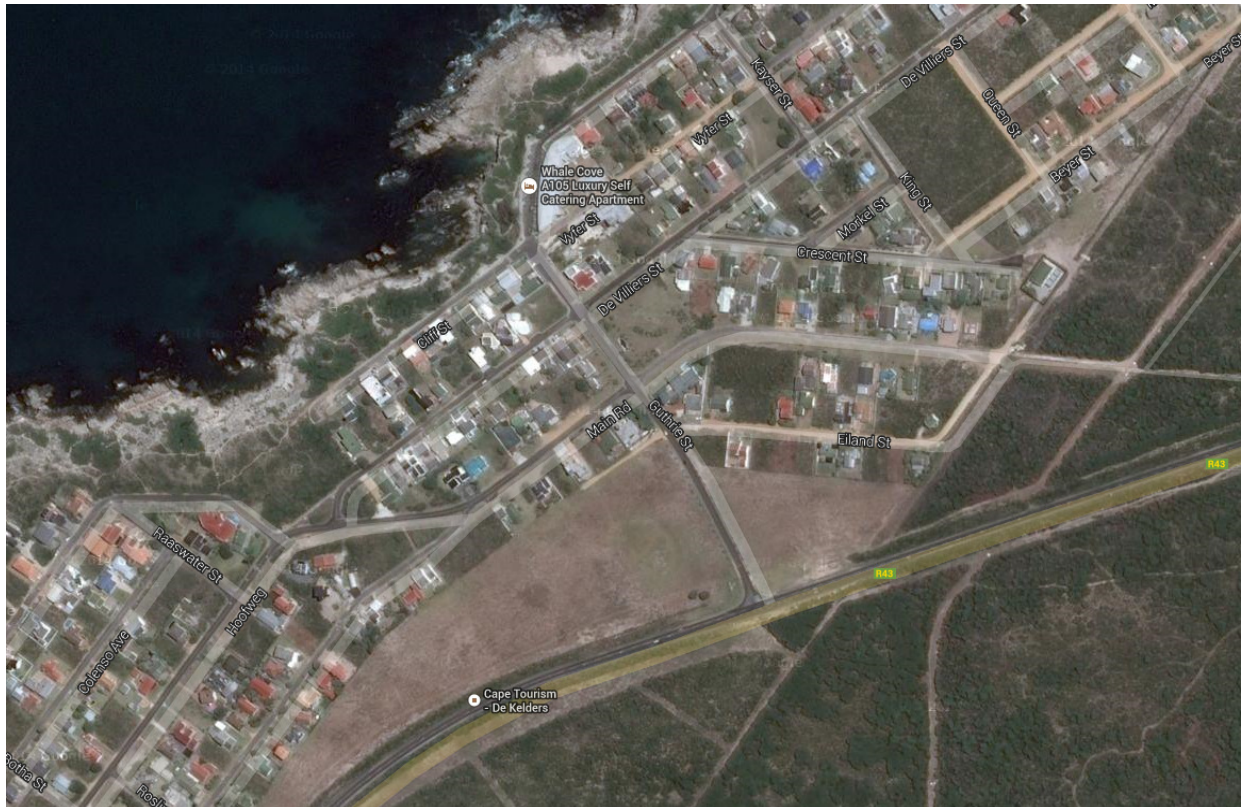
## 1.1 Locality

Locality map (Source: Google maps)



## 1.2 Aerial Photo

Aerial photo (Source Google maps)



1.3 Photographic survey



Approach from R43 along Guthrie Road



De Kelders Signage



Viewing platform



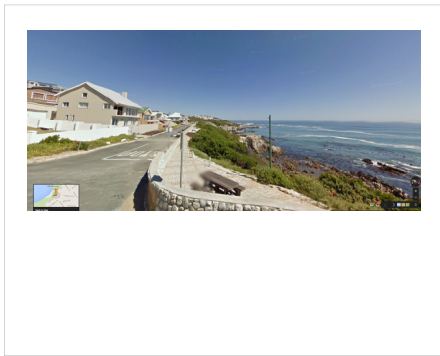
Water edge



Existing Parking



Cliff Road



Sea-facing properties along Cliff Rd.



Existing Public Open space



## 2 Status Quo Synthesis

### 2.1 Vision

Tourism is a positive influence. However it may have a negative impact on the receiving environment that if not properly managed will cause in due course a detrimental effect on the tourism amenity itself.

The focus of this study is to create a memorable experience by harnessing the positive impact from tourism in a manner that manages the impact on the receiving environment. This will be achieved by Operating interventions that provide environmentally sensitive, top quality tourist facilities.

### 2.2 Issues:

There is a lack of sense of place, legibility and spatial hierarchy in the public realm. This is evident when looking at the photo sequence from R43 to Cliff Rd. and the cove.

High volumes of vehicles during Peak season (especially those circulating and parking next to the Cove) cause a negative impact on the receiving environment affecting the tourism amenity.

The Architecture is in some cases too visually prominent and dissonant with the natural character of this environment.

### 2.3 Overarching Principles:

The cove is a place of nature.

Architecture, the public realm and vehicles should be subject to and celebrate this natural character.

## 3 Urban design Framework

### 3.1 Guiding design Principles

- Management of vehicular circulation and parking.
- Hierarchical organisation of Urban Space by adequate design and landscape treatment
- Mitigation of visual impact
- Provision of Adequate tourist facilities removed from environmental sensitive area





## Urban Design Framework

### Summary of Existing Situation



Nature conservation character



Built form along cliff Rd. Threat of Potentially High visual impact



Retain Simplicity of existing signage



Built form Edge along Cliff Rd:  
Potentially high visual impact



Existing parking: visually inappropriate. Too close to nature



Public Open Space is underutilised.  
Too large in relation to village scale and character

Guthrie Road lacks sense of place, legibility and scale in relation to its role as the approach to a Village and tourist - nature conservation feature



Vacant land at gateway to Kelders provides an opportunity for the creation of a multipurpose active recreation area that can also accommodate large volume of parking in high season. Lack of sense of arrival, but visual simplicity is a very good quality.



## Urban Design Framework

### Structuring elements

Tourism node interventions:

Low impact. Sensitive.  
Conservation driven.

#### 5 Tourism amenity

Nature Conservation character

Visually recessive features

Design simplicity

No parking

#### 4 Redesign existing public space into a High quality New Village square-pocket Park .

Perimeter block – ribbon building:  
Tourist information – Environmental education centre

Small shops- coffee shops –  
community facilities- tourist accommodation above.

#### 3 Kelders Village Boulevard:

Redesign Guthrie Rd. into a Non-motorised Transport priority village street.

Slow speed vehicular movement. (20K)

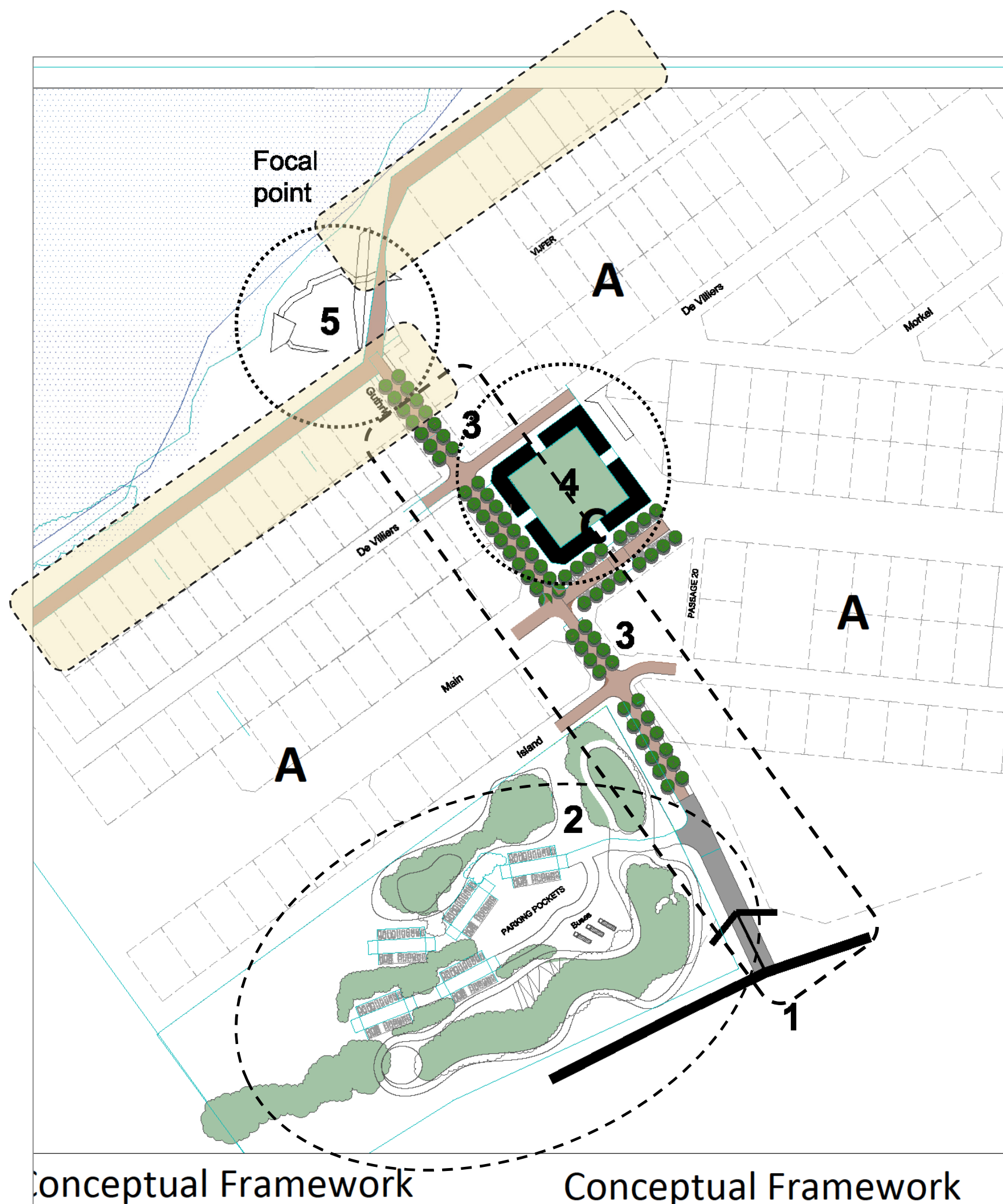
Traffic calming.

#### 1 and 2 Kelders Gateway Park

Multipurpose green space with indigenous vegetation planted berms.

Cycling and jogging trail

Parking pockets and picnic spots



## Urban Design Framework

Existing residential: Retain and protect village scale and character

A safe, walkable village environment



Slow speed vehicular movement.

Redesign roads to incorporate Cycling, pedestrian and wheel chair lanes.



All residential properties should be subject to design guidelines in order to ensure their contribution to an overall sense of place and village character.

Consistency of visual language. Unity within variety



# Urban Design Framework

## Structuring elements

Built form

### Focal Place: Tourist destination

Drop off golf cart mini bus only. No parking permitted

Redesign roads into pedestrian promenade with limited vehicular movement. (Residents)

Retain and Improve existing minimal toilets. Do not add any more structures.



### Properties fronting onto Cliff Road

To be subject to special design guidelines for visual impact mitigation as there is increasingly negative visual impact on the nature conservation amenity.



### Place Structure: Neighbourhoods

Existing residential neighbourhoods: Single residential dwellings. A Existing residential properties to be subject to new urbanism design guidelines to ensure the preservation of a village sense of place and character .

### Kelders Boulevard

Slow speed vehicular movement

Parallel parking on both sides

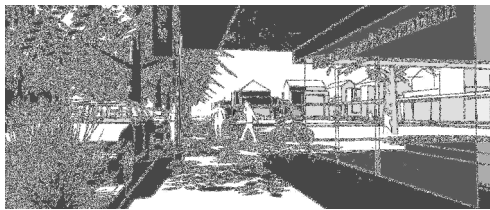
Pedestrian and NMT priority

### New Village Square: Perimeter block

Double storey

Narrow (max 12 m) ribbon buildings placed on the street boundary.

Fine grain architectural articulation so that the composite form reads as an aggregate of small buildings



**Kelders gateway Park.** Bicycle and jogging trails. Parking pockets for visitors (cars and buses). A system of golf cart “minibuses” can be implemented from this parking hub to the viewing point along Kelders Boulevard.



## Urban Design Framework

Implementation:  
Projects

### 1 Tourist Destination

Redesign roads to pedestrian realm  
Surface and landscape treatment  
Retain and improve existing toilet  
No new structures

### 2 Village Centre

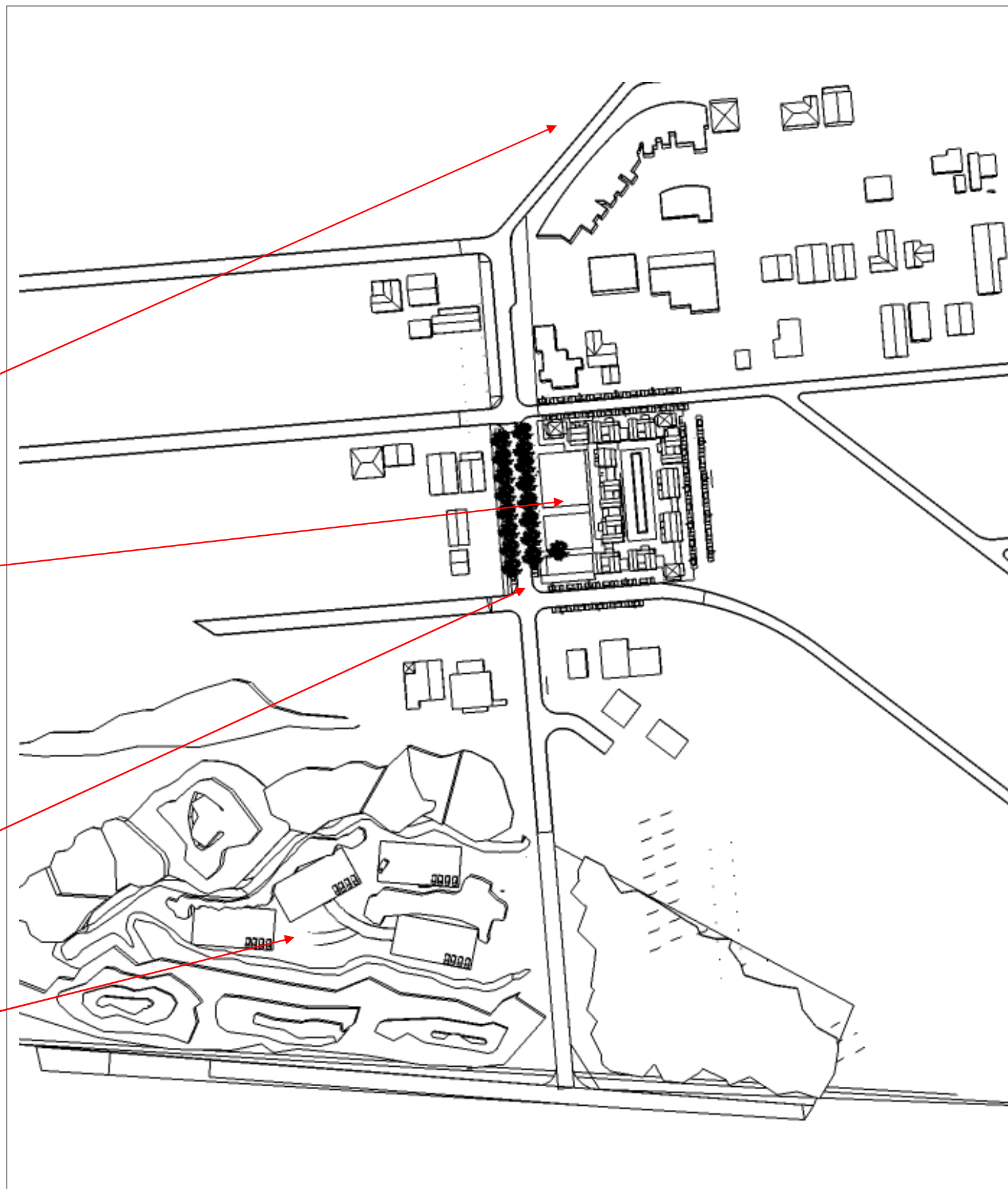
Design public square – playground  
Perimeter block: Community facilities, tourist and environmental information centre, small shops-coffee shops  
Accommodation on first floor

### 3 Kelders Boulevard.

Redesign to a walkable and non-motorised transport priority village street.  
Critical component: Transportation management plan

### 4 Kelders gateway park

Bicycle and jogging tracks  
Seating areas – picnic  
Parking pockets  
Indigenous planted berms



## Urban Design Framework

Implementation:  
Phasing

The implementation framework stages are indicative and dependant on a number of factors.

### Phase 1 Short term

Detail planning - design phase.  
Statutory applications  
Street improvements

### Phase 2 Short to medium term

Tourist Node  
Village centre  
Kelders Gateway Park

### Phase 3 Incremental- Long term

Implement New Urbanism design guidelines in the entire Kelders area including existing residential properties

## Street Space:

Pedestrian and Non-Motorised circulation priority

The transportation network: management based. Interventions in the public realm will be focused on adding legibility and sense of place.

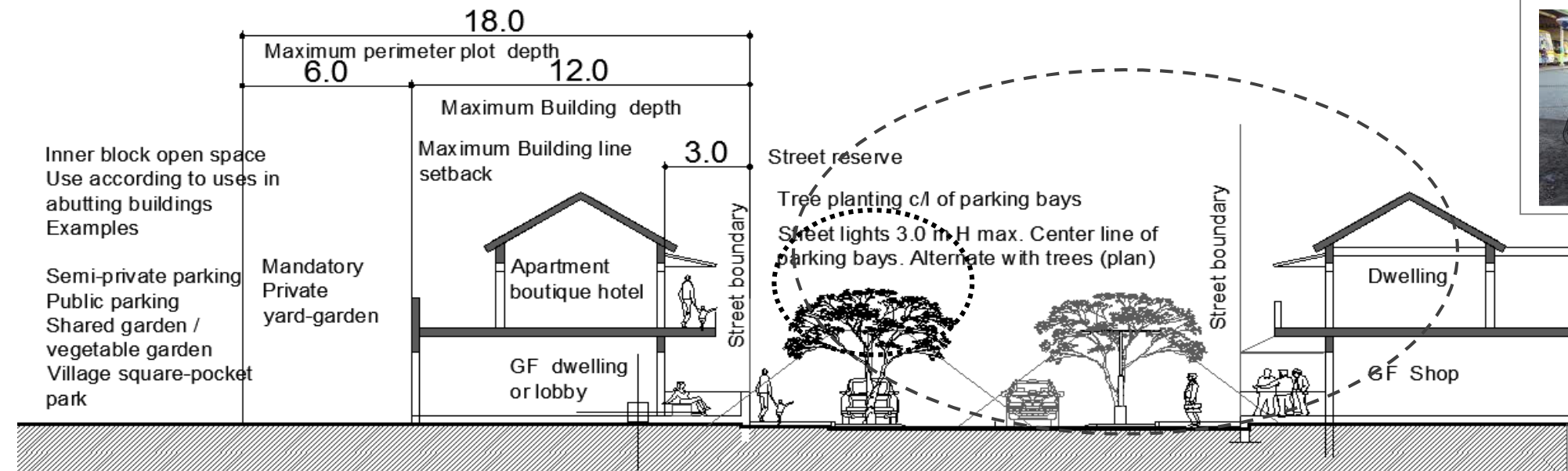
Public parking for tourist buses and vehicles will be accommodated at Kelders Gateway Park.

“Park and ride” on NMT and foot protects the village sense of place and prevents negative impacts associated with disproportionate vehicular traffic.

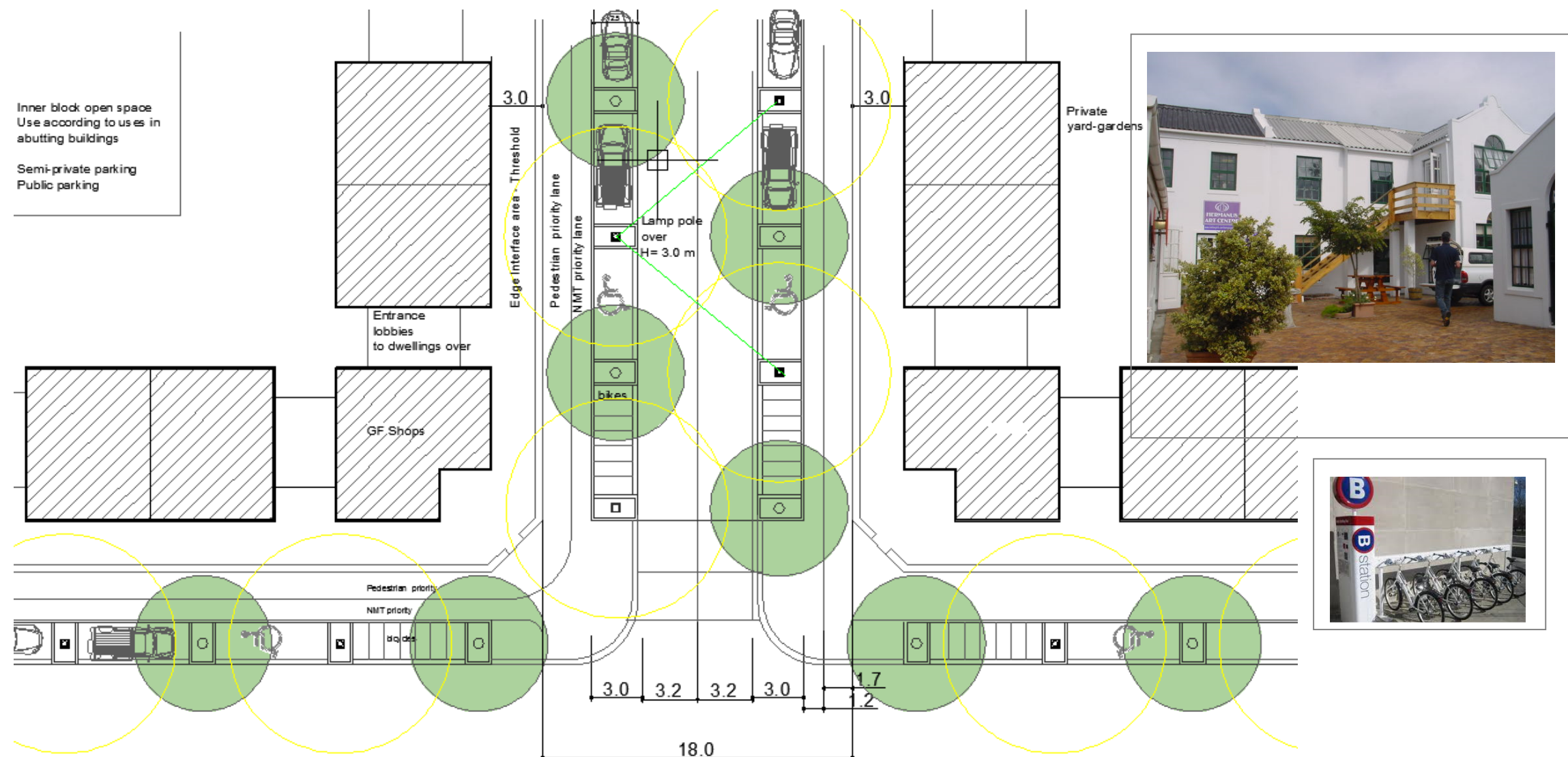
### Walk

As people walk from the public parking to the sea front they enjoy the amenities that the village boulevard and centre has to offer. People's presence adds vitality to the place and diversifies economic activity

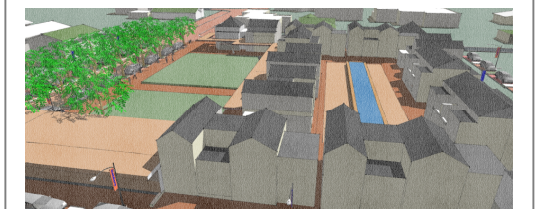
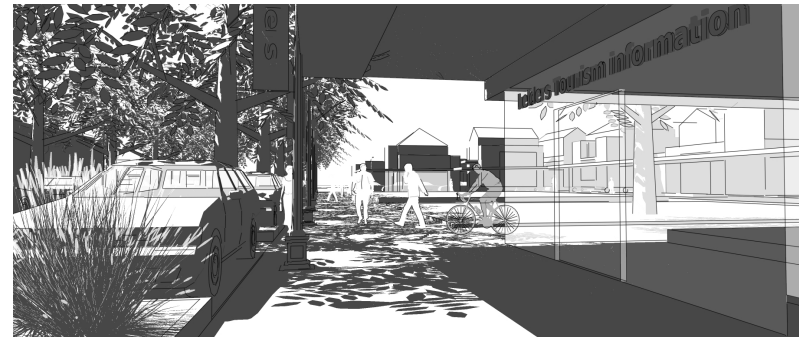
Alternative NMT: Golf cart “trains” as a tourist service (Similar to CT Airport)



**Kelders Village Street** Typical plan and cross section including perimeter block guidelines







## 5 Conclusions and recommendations

In order to:

- Preserve and protect a highly sensitive ecological feature (Whale Cove)
- Preserve and protect the scale and sense of place of Kelders village
- Preserve and protect the local inhabitants' quality of life
- Create a safe, diverse and attractive environment for all tourists.
- Promote, attract and capitalise on sensitive Tourism

We recommend that:

- Kelders village is regarded as a small seaside village - hamlet.
- Physical interventions on the public realm are focused on introducing sense of place and scale.
- The built environment is subject to design guidelines to minimise visual impact, especially properties facing the sea.
- The traffic generated by tourism is regarded as an "overlay" activity with ephemeral, albeit critically important, frequency.
- The volume, frequency and potential negative impact of vehicular movement that tourism generates is managed by Accommodating overflow parking at "Kelders gateway Park"
- Kelders tourism node is regarded as a pedestrian and Non-motorised transport priority environment







