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HERMANUS CBD REGENERATION FRAMEWORK

Final Report

2016

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Glossary of Terms & Abbreviations

CBD - Central Business District

FA - Focus Area

ICOD - Impact of Commercial and Office
Development

OM - Overstrand Municipality

PSDF - Provincial Spatial Development Framework

SDF - Spatial Development Framework

UDF - Urban Design Framework

WCG DoTPW - Western Cape Government
Department of Public Works



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The
CBD needs its
best foot put forward so
that when the time comes it
is in a healthy state to compete.
High Street done properly is
the only precinct that could be
developed to compete against a mall
effectively and it is a long way from
that position in its current state. There
is no time to lose if we are to reduce
the damage the CBD will take
and accelerate its recovery.

Hermanus Business Chamber

1. PROJECT BACKGROUND

1.1. Introduction

The review of the 2002 renewal and conservation plan for the Hermanus CBD (hereafter referred to as the 2002 CBD Regeneration Framework¹) is motivated by the need to sustain investment within the Hermanus CBD and to boost its economic role as a business area and tourism centre.

The 2002 Renewal Plan make recommendations for a number of projects, many of which have been implemented by the Overstrand Municipality. These have undoubtedly contributed to the economic survival of the CBD to date, especially when compared with towns of similar size in the Western Cape.

However, competition from new out of town malls, means that the CBD needs a new impetus to remain competitive. This Regeneration Framework is intended to provide a plan for the ongoing upgrading of the public environment to ensure that the Hermanus CBD remains a vibrant, safe and attractive place for locals and visitors to spend time.

International evidence shows that vibrant, small town CBDs and main streets can be more economically successful than malls if they can provide a safe and well maintained public environment and a balanced retail offering.

With its unique coastal site, fine grained street network and rich historic features, the Hermanus CBD has all of the ingredients to remain a vibrant commercial and tourism destination.

1.2. Purpose and Focus of the Report

This draft report outlines the findings and proposals for an updated Hermanus CBD Regeneration Framework. It takes as its starting point the 2002 CBD Regeneration Framework for the conservation and development of the central business area of Hermanus.

The study included a rapid review of projects proposed in the 2002 Regeneration Framework, highlighting those yet to be implemented as well as recording other projects and ideas that have been proposed or implemented since 2002.

The Regeneration Framework for the Hermanus CBD includes an updated regeneration framework, identifying 4 regeneration themes for the CBD. The framework links up regeneration proposals for 6 focus areas and highlights priority projects within each of these focus areas.

The project has three main objectives:

1. Review and Update 2002 Regeneration Framework (UDF)
2. Identify and Design Focus Areas
3. Identify Priority Projects for Implementation

This report provides development concepts for six focus areas and identifies priority projects within these focus areas. These are presented here as draft proposals for final comment and feedback from the technical team and local stakeholders before finalisation of the Regeneration Framework and its priority projects.



Figure 1. Hermanus Proposals for the Renewal, Conservation and Development of the Central Business Area (2002)

¹ [Hermanus Proposals for the Renewal, Conservation and Development of the Central Business Area]

1.3. Study Area

The study area is referred to as the Hermanus Central Business District (CBD). In the context of Hermanus, this refers to the central area of town, bounded by the coastline to the south and east, Lord Roberts Street to the north and the municipal precinct to the west of Royal Street.

The CBD is located along the R43 coastal route, connecting Betty's Bay, Onrus, Stanford and Gaansbaai. Hermanus is the last significant destination on this route, which continues beyond Hermanus, inland to Stanford and along the coast to Gaansbaai.

1.4. The CBD Origins

The town of Hermanus originates from the settlement of Hermanus Pieters, a teacher and shepherd, at a fresh water spring in 1830. By 1855, a few plots were surveyed and a town proclaimed. In 1857 the first commercial fisherman settled there. By the turn of the century, Hermanus was an established fishing village and holiday retreat.

The town was shielded from excessive leisure development by the efforts of Sir William Hoy, who prevented the extension of the railway line from Bot River to Hermanus. As a result, Hermanus was in the unique position of having a station without any tracks or trains.

This station has become the site for the new large scale commercial development that was recently completed in 2012.

The informal fishing settlement which grew around the sheltered cove used for fishing and where a harbour was first built, forms the core of Hermanus and its town centre. As a result the core or town centre has a dense, small scale and finely grained character, as opposed to some of the larger scaled holiday villa's dating to the early 20th century situated on the cliff edges surrounding the town centre.

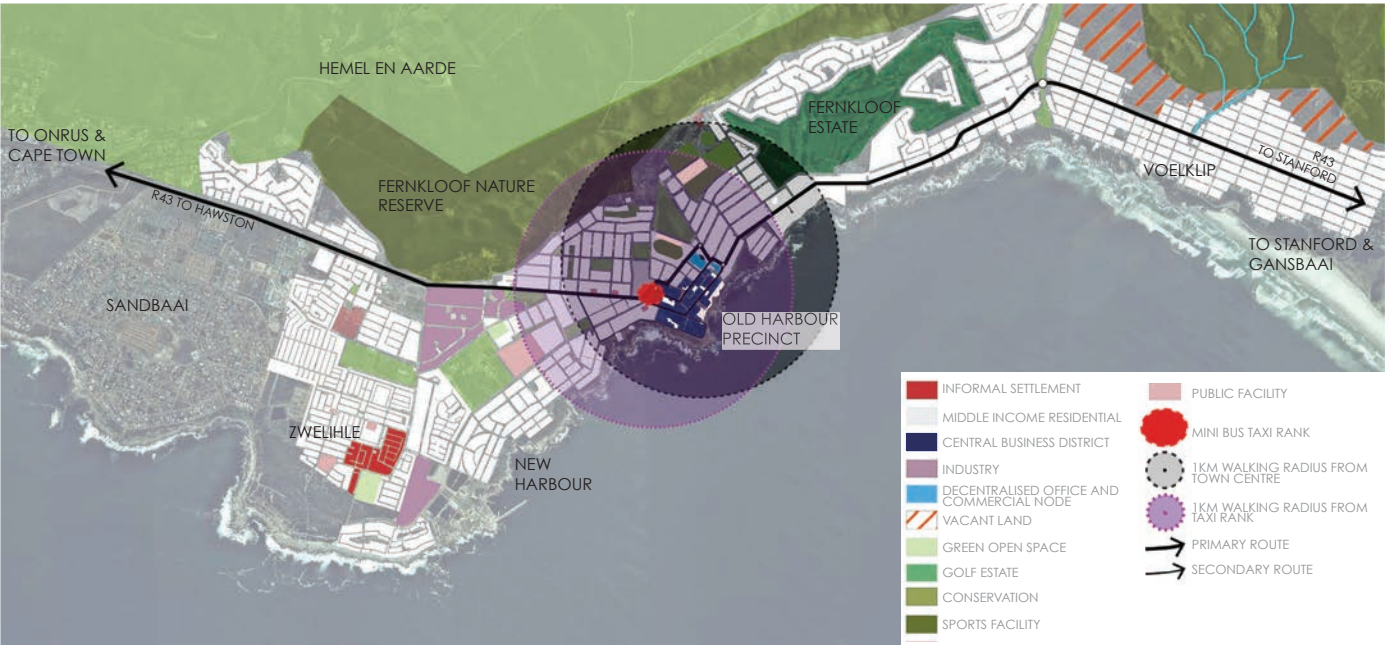


Figure 2. The Context of the Hermanus CBD (City Think Space 2012)



Photo 1. Hermanus Marina Hotel (1920)



Photo 2. Old Harbour Fishing Boats, Old Harbour Museum



Figure 3. Study Area



2. STATUS QUO

2.1. Current Local Planning Policy Context

2.1.1. Western Cape PSDF (2012)

The Provincial Spatial Development Framework (PSDF) for the Western Cape outlines the importance of the Overberg coast in its regional identity and the need to protect the coastal ecosystem for environmental reasons and long-term sustainability, including economic input from the tourism, leisure, lifestyle and retirement industry.

Hermanus is identified as having very high growth potential and low socio-economic need within the CBD but higher on the fringes of the town.

The Hermanus CBD was part of a specialist case study for the PSDF. This explored the Impact of Commercial and Office Development (ICOD) in three small towns within the Western Cape.

The study found that the approach taken by the Overstrand Municipality in motivating and achieving the Station Square and new Woolworths developments to provide new retail offerings in town rather than edge of town or out of town malls was far more successful than approaches adopted elsewhere in the Western Cape. The results showed that the Hermanus CBD performs far better in terms of integrated and sustainable settlement, town quality and character and economic indicators.

2.1.2. Greater Hermanus Sub-Regional SDF (2000)

The Greater Hermanus Sub-Regional Structure Plan/SDF highlighted the character and commercial function of the CBD by:

1. Retaining the historical village character and aesthetics through appropriate scale and form, integrating public spaces and facilities, maintaining the main road character and integrating historic built structures into urban design proposals.

2. Recognising the importance of tourism in the CBD and support it by improving vehicular and pedestrian movement and linkages and visibility from the primary travel routes to retail, tourist and coastal attractions and nature.
3. Encourage efficient traffic flow and provide adequate parking.
4. Encourage diversity and growth by encouraging a mix of commercial, services, cultural, recreational, business and residential land uses.

2.1.3. Overstrand Municipal SDF (2006)

The Municipal SDF's objective was to integrate spatial planning and management of land use and economic development and highlights two major points related to this project:

1. The concentration of business, commercial, retail, offices and high density residential uses should be located within the CBD.
2. Heritage aspects such as the coast, Hoy's Koppie and the fine grain of the urban form and positive qualities of the CBD's street-scape should be conserved.

2.1.4. Densification Policy (2010)

The Hermanus CBD is noted for its historic character and retail services. As such, residential densification is limited to 3 storeys, row houses and mixed use development that relate to the commercial aspect of the area. This format could increase the density to 30.5 du/ha and such development would require an additional pre-primary school, a library and 2.4 ha of open space.

2.2. Approach to the Status Quo

The status quo is informed by:

- A review of what has changed / been implemented since the 2002 Renewal Plan was prepared;
- Urban design site evaluation;
- Traffic investigations; and
- Stakeholder engagement.

The updated status quo reflects on the performance of the CBD in terms of the original principles identified in the 2002 Renewal Plan, supplemented by new policies and international best practice.

The analysis focusses on opportunities for improvement within the Hermanus CBD in relation to:

1. Heritage and environment
2. Access and Circulation
3. Public Realm
4. Development and Economic Resilience

After a review of what has been implemented since 2002, the sections that follow provide the key principles for each of these components of the CBD and assess the current performance of the CBD in relation to these principles.

2.3. 2002 Renewal Plan

2.3.1. Objectives

The objectives of the 2002 Regeneration Framework were to consolidate identified needs and desires for the regeneration of the Hermanus CBD. Proposals and priorities were widely discussed with stakeholders.

The objectives of the 2002 Regeneration Framework that remain valid and have been incorporated into this report are to:

1. Identify key catalytic projects that revitalise the economy and create positive, immediate impacts on the local community.
2. Protect the natural environment and their contribution to its coastal character and promote renewal and maintenance of the historic village character.
3. Coordinate transportation, improve circulation and mitigate vehicle-pedestrian conflict.
4. Develop and manage growth in a sustainable manner.
5. Prioritise the pedestrian and establish quality public space to create a vibrant public realm.

2.3.2. 2002 Spatial Context

An understanding of the challenges and opportunities existing at the time of the Regeneration Framework assists in contextualising the proposed projects and its relationship to the town in 2015.

2002 Challenges:

- Deterioration of the built environment related to poor maintenance, lack of facade standards, cluttering of types of signs and street furniture and conflicts of use;
- Growth and development pressures;
- Inadequate distribution of parking supply;

- High traffic volume dominating the CBD (Main Road) and associated speeding issues and lack of pedestrian safety also creating visual barrier to coastal attractions (Marine Drive);
- Poorly defined road hierarchy and discontinuity of road capacity; and
- Lack of continuity between Lemm's corner and museum precinct.

2002 Opportunities:

- Internationally recognised tourist attraction for whale watching;
- Use alley ways to strengthen pedestrian network; and
- Market Square as point of arrival to be strengthened with establishing as pedestrian precinct.

2.3.3. Projects from the Regeneration Framework and Implementation Status

Table 1 lists the projects proposed in 2002 and indicates which have been completed. The major projects that have been completed are the improvements to Market Square, the coastal walk, public space, parking efficiency and adequacy, and implementation of the relief road.

2.3.4. 2002-2015 Proposed Additional Projects and Implementation Status

Since 2002, several projects have been proposed in line with the Regeneration Framework and providing more detail to general proposals made in the document. These are listed in Table 2. The major projects that have been realised are:

- The identification and grading of historic sites (Overstrand Heritage Survey, 2009); and
- Station Square Mall retail centre (2013)

Table 1. 2002 Regeneration Framework Proposed Projects

2002 RENEWAL PLAN PROJECTS PROPOSED	PROJECTS COMPLETED
Improvements and Upgrades to Swallow's Park	
Upgrade of Lemm's Corner	
Museum Precinct	
New Development Precinct & Parking (Checkers Centre)	✓
Taxi Rank Upgrade	
Market Upgrade	✓
Coastal Walk	✓
Relief Road	✓ (2012)
Landscape Main Road	
Upgrade Main Road between Church and Harbour Streets	
High Street Paving and Upgrade	
Rationalise Parking	✓ (ongoing)
Coastal Parking	✓
Signage	✓ (ongoing)
Street Furniture	✓ (ongoing)

Table 2. 2002-2015 Additional Projects

PLANNED AND PROPOSED	PROJECTS COMPLETED
Mitchell Street Square Development and Public Space Improvements	
Historic Resource Survey	✓ (2009)
Long Street Pedestrian Improvements	
Major Retail Centre - Station Square	✓ (2012)

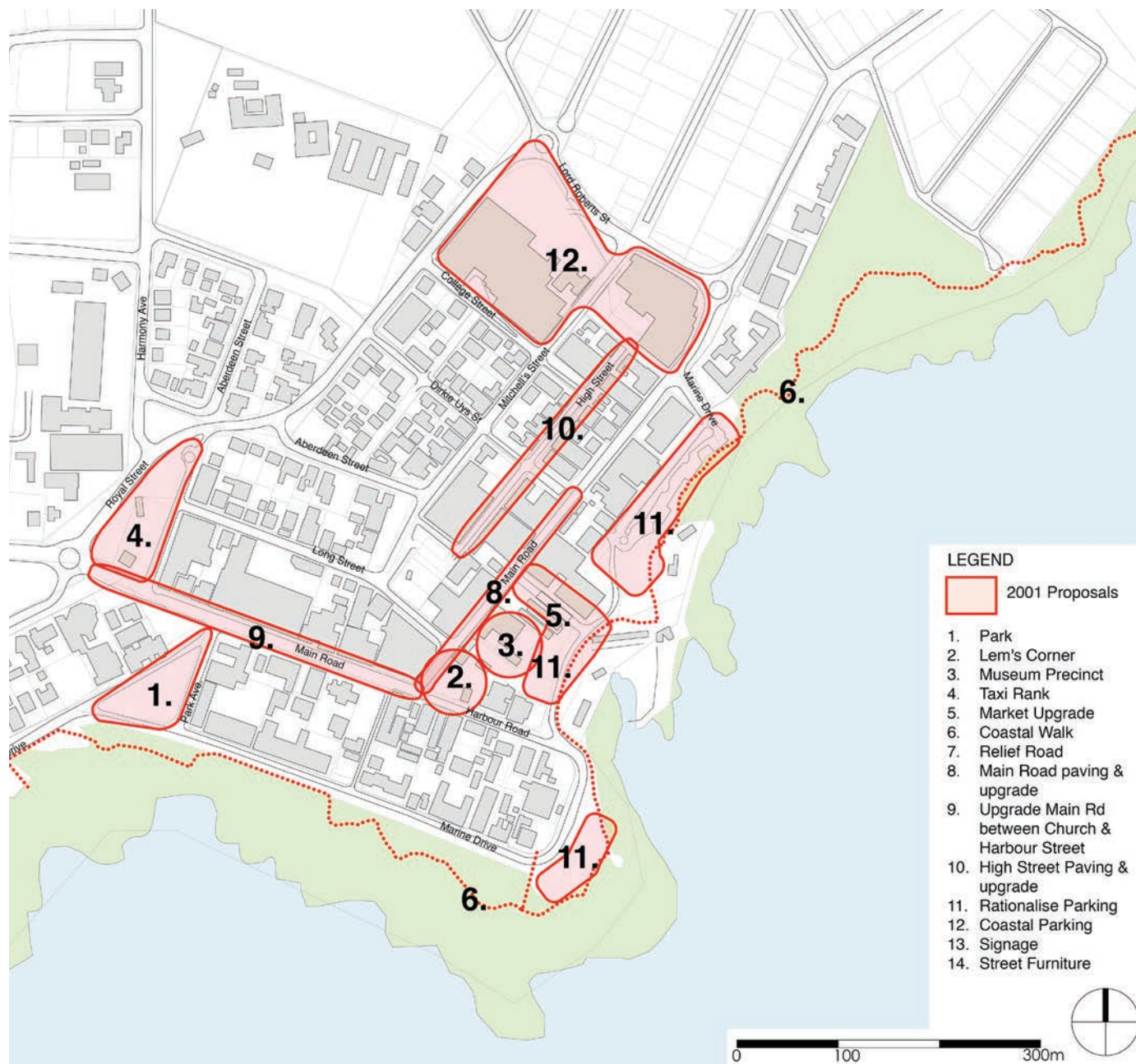


Figure 4. Hermanus CBD Regeneration Framework: 2002 summarised map of projects

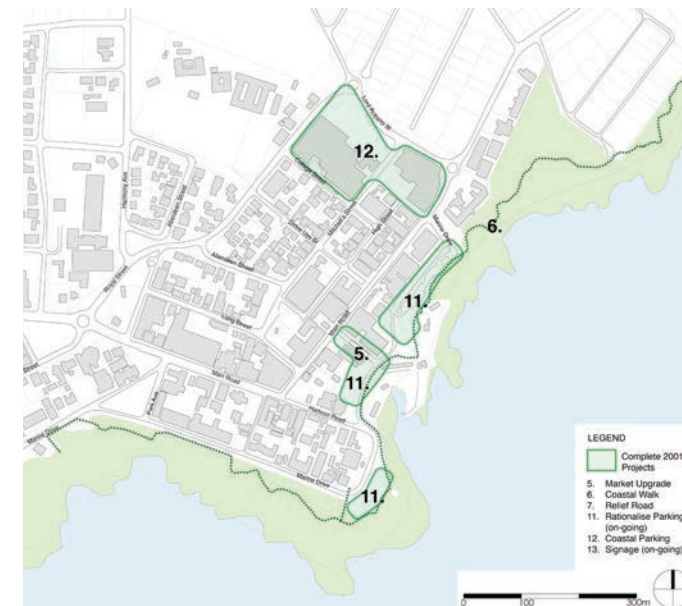


Figure 5. 2002 CBD Regeneration Framework Projects Completed by 2015

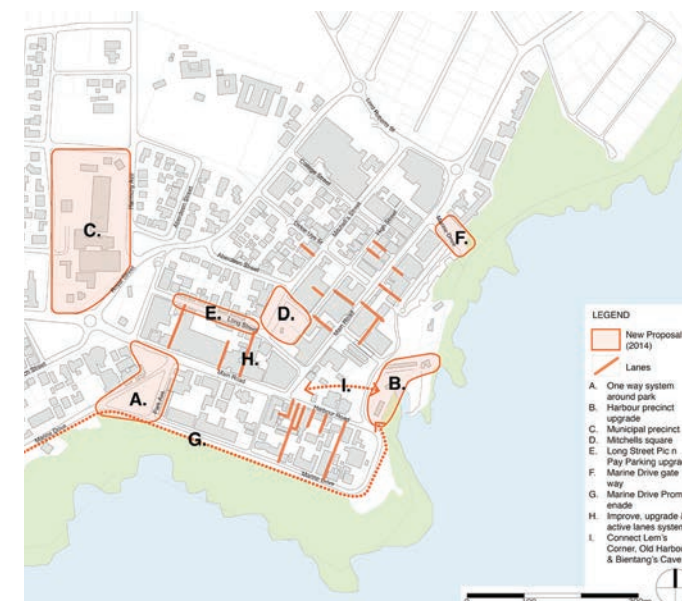


Figure 6. 2015 CBD Regeneration Framework Projects Proposed

2.4. Status Quo 2015

2.4.1. Heritage and Environment

Principles:

The heritage resource is made up of buildings, sites, land forms, natural features as well as cultural histories. The rich heritage resources of Hermanus contribute to its unique identity and strong sense of place. It gives authenticity, a quality that attracts residents, businesses and visitors alike.

Regeneration, development and growth within Hermanus CBD needs to take cognisance of the following heritage principles:

- Ensure a sensitive response to the natural and built context and scale;
- Protect and enhance protected landscapes, structures and buildings;
- Protect and enhance the historic grain and character of the CBD;
- Protect and enhance the relationship between the CBD and it's landscape setting (mountains and coastline); and
- Distinguish old from new but ensure visual harmony between historical fabric and new interventions in terms of appropriate scale, massing form and architectural treatment.

Current performance:

The Overstrand region is rich with cultural and social history, The 2009 Overstrand Heritage Survey by the Overstrand Heritage Landscape Group provides a thorough evaluation of the value of the Heritage resources and landscapes in the region.

Hermanus was founded on the basis of the richness and diversity of natural resources. Farmers came to graze their herds and bring their family to enjoy the sea. The first residents to settle in the town were fishermen and the construction of the old harbour is a reminder of these origins. The 2009 Overstrand

Heritage Survey identifies several buildings of local heritage importance (Grade IIIA and IIIB) which are mapped in Figure 7. The remaining listed buildings are somewhat scattered, however a few short segments of historic streetscape remain. Most notably on Aberdeen, Long and High Streets.

The street grid and these fragments of historic streetscapes are key to retaining what remains of Hermanus' historic settlement.

Together with the Station Building, Old Harbour and its associated buildings and the cannons, these remnants form the key heritage resources of the CBD.

While several key buildings and structures have been renovated in recent years, including improvements to the landscaping around the cannons as part of the Market Square upgrading and current renovations to the museum, the heritage resources of the CBD are not being fully optimised.

The economy of Hermanus is heavily reliant on tourism and the heritage resources of the CBD are crucial assets in sustaining and developing this economy. It is therefore essential that the full portfolio of heritage assets are well managed and used optimally to improve the visitor experience to the CBD.



Photo 3. Heritage building on Mitchell Street



Photo 4. Hermanus Coastal Walk



Photo 5. Hermanus Station building



Photo 6. WW1 and WW2 roll of honor memorial, Old Harbour precinct



Figure 7. Hermanus CBD Heritage Informants

2.4.2. Access and Circulation

2.4.2.1 Pedestrian Network

Principles:

People travel by a variety of transport modes but everyone spends part of their trip as pedestrians. Walking is important for physical health, community interaction and economic sustainability of businesses. The efficiency and quality of pedestrian links impacts the walkability of the precinct.

Pedestrian accessibility on foot is a key ingredient to the successful retail, tourist attraction and retention and quality of life for residents. Good quality pedestrian environments should provide:

- Comfortable routes with even surfaces, gentle gradients, generous sidewalks, shelter from the elements including shade and rain;
- Places to sit / linger / rest;
- A clear network of unimpeded and connected routes connecting key destination places within the CBD;
- Legibility: clearly signposted with consistent wayfinding;
- Well defined street spaces;
- Safety, with optimum surveillance and visual connection between indoor and outdoor spaces;
- Active edges to provide interest and diversity which encourages walking (the design of malls is based on this); and
- A common landscape language including paving materials, street furniture, lighting, planting and signage.

Current performance:

The Hermanus CBD offers a unique integrated urban retail experience with a mix of brand name retailers and local boutiques. Its commercial core and distributed parking provides an accessible range of commercial and social activities within a

comfortable walking distance. The walking distance across the whole CBD of Hermanus is comparable to the walking distances within Somerset Mall (refer to Figure 9).

Hermanus CBD is highly walkable in terms of globally accepted walking distances with everything within a 400m walking distance of the centre of the CBD at Mitchell Street. The fine grained network of streets and lanes also adds to the permeability and potential walkability of the CBD

However the quality of the pedestrian environment is very poor and incomplete. Sidewalks are uneven and often too narrow or even non-existent and the CBD lacks safe, comfortable pedestrian connections between key destinations within and around the CBD. This deters residents and visitors from enjoying what Hermanus CBD has to offer on foot.

The CBD street network does not connect strongly with the cliffs and harbour. The heavy traffic flows and car dominance of Main Street are a significant barrier to easy pedestrian connections between the street grid of the CBD core and the coastal edge. Together these deter residents and visitors from fully experiencing Hermanus CBD on foot.

Many pedestrians travel into town via taxi and disembark at the Taxi rank and the routes between the taxi rank and the main pedestrian destinations are of poor quality with narrow and uneven sidewalks, and cluttered by signage and street furniture.

The pedestrian alley-ways provide good access for pedestrians through large development blocks. Substantial improvements could be made to these hidden gems through improvements in their legibility (visibility), safety, attractiveness, comfort and levels of activity.



Photo 7. High Street; fine grained, small scale urban fabric



Photo 8. Existing pedestrian alleyway in the CBD.



Photo 9. Shop frontages and colonnades improve the pedestrian environment along Main Road



Figure 9. Somerset Mall Scale Comparison

Figure 8. Hermanus CBD Existing Pedestrian Linkages

LEGEND

-  Pedestrian routes
-  Alley ways
-  Coastal walk

How does the design of a city (or town) affect how healthy its population is?

Throughout our whole history, people have walked for transportation. We've deleted that. We've designed that feature out of the world for many, many people and we now have the evidence that our planning and community design decisions and our transportation decisions are reducing activity and contributing to chronic diseases.

What does the research show?

You can't do randomized controlled studies with this sort of thing, but we do have natural experiments – cities that are designed well for pedestrians and cities that are not. And when we do comparison studies that adjust for socioeconomic status and other factors we find, over and over again, that people are much more active in walkable cities. Many of those studies show that people in more walkable cities are less likely to be obese. We've done studies that show this across all age groups. We've done a study in 11 countries showing the same thing internationally. So the evidence is really adding up.

Dr. Sallis; University of California San Diego's Department of Family and Preventive Medicine

[<http://www.theglobeandmail.com/news/national/the-city-state-how-urban-design-affects-our-health/article7616817/>]

Vehicular Movement

Principles:

Motorised transport is a vital part of the CBD's functioning and includes private vehicles, delivery vehicles, tour buses and taxis, which need to be accommodated and integrated with the urban fabric without compromising the experience of people on foot, especially within the core of the CBD.

The access network and parking provision should be set up a balanced, efficient and equitable distribution network that permits reasonable vehicular access, convenient parking and delivery access to support business without dominating the fine grained street network of the CBD.

Current performance:

Hermanus straddles the R43, which has been an important urban structuring element ever since the town was established during the early 1900's. This road also functions as the main collector road for the town, but its regional mobility has been compromised due to a large number of minor road connections, direct property access and commercial developments, particularly along Main Road in the CBD area. For this reason, the Hermanus CBD Relief Road along Royal Street and Lord Roberts Street was recently built to take external traffic around the busiest section of the town centre rather than through it.

Main Road is at its busiest during long weekends, festivals and the December school holiday period. Traffic counts done in December 2012 indicate that close to 7500 vehicles (total both ways) travel along Main Road per day, with peak hour volumes up to 750 vehicles per hour. Traffic volumes during the off-season are approximately 50% lower and intersections in the CBD experience little congestion.

The Western Cape Provincial Department of Transport and Public Works are the roads authority of the R43 and, by implication, of Main Road through the Hermanus CBD. The Provincial Roads Engineer conceded that, due to the conflicts between traffic, urban design and pedestrian priorities, Main Road is no longer able to fulfil the function of a major urban arterial. The Provincial Roads Engineer therefore in recent years approved the provision of the Hermanus CBD relief road and commissioned an investigation into a bypass road that could take over Main Road's function of urban arterial. As soon as the bypass road is approved, the section of Main Road between Church Street and Lord Roberts Street will be de-proclaimed as a provincial main road and transferred to Overstrand Municipality, who can then adapt the road environment to fulfil the function of an activity corridor.

The lower order streets in Hermanus CBD were built in a grid patterns, with streets running parallel to the east-west and north-south sections of Main Road, respectively. Parallel parking is provided along most streets, with off-street parking areas providing additional capacity. Other challenges are the accessibility and visibility of parking areas and management of deliveries.

There is significant pedestrian-vehicular conflict within the CBD. Also detrimental to the CBD are the challenges of safety, noise, emissions and congestion which undermine the character of the CBD. Organisation of routes must be managed in such a way that balance, efficiency and equitable distribution is achieved.

Hermanus' CBD has mitigated traffic congestion in the core area by building a relief road that provides a successful means for through traffic to pass the town while still maintaining visibility and proximity of passing traffic to attract visitors into the core area.



Photo 10. Relief Road (Royal Street) functions as a main urban arterial for Hermanus, mitigating traffic flow along Main Road



Photo 11. Main Road, a provincial main road through the centre of the CBD



Photo 12. Main Road, between Long Street and Marine Drive



Figure 10. Hermanus CBD Existing Vehicular movement

Principles:

Parking areas can in many cases serve multiple functions, and could for example be seen as pedestrian squares or market places on certain occasions, as is the case of many traditional towns. Where parking only takes place on an intermittent basis, informal parking can be provided on gravel or grass surfaces, helping to minimise unnecessary hard surfaces. Landscaping and treating the edge of parking areas can aid in visually screening parking thus significantly improving their appearance.

Parking demand can be achieved through strategic placement of parking areas in the CBD and on the edge of the CBD. It is strongly advised that parking nodes be established for tour buses, and to handle demands during peak periods. This can encourage foot traffic through the CBD, and avoid cluttering the streets, and pedestrian areas with parking.

Current performance:

Parking in the CBD is a highly contested subject, with seasonal parking demands fluctuating dramatically. Most streets in the town centre provide street parking with many parking lots providing parking for private vehicles. The parking area at Gearings Point provides a significant parking pool within easy reach of the CBD core. It also serves a public space that can be used for public events. Recent developments including the Station Square and Woolworths developments have significantly increased the parking available within the CBD and are very seldom full.

A parking survey indicated that there are just over 400 on-street parking bays and close to 1500 bays in off-street parking areas and parking garages. Refer to Deca Drawing (Figure 49 in Section 7.1). There

are a total of 1483 parking bays in the CBD study area. This includes:

- 413 on-street bays
- 760 in open formal parking areas (Gearings Point, Harbour precinct, adjacent to Spur (off Park Avenue), at Pick n Pay and other small parking lots throughout the CBD)
- 723 bays of pay parking at Station Square, Woolworths Centre and Pick and Pay

It should be noted that 73 bays are in semi-private parking areas, 773 bays are paid parking and approximately 1050 bays are free parking. Existing zoning plans indicate that the combined area of commercial properties in Hermanus CBD is approximately 110 000m², excluding the Checkers and Woolworths centres. The lettable area of retail properties is typically around 35% of floor area, which means that the gross lettable retail area in Hermanus CBD is about 35 000m². This means that parking in the CBD is provided at about 2,5 bays per 100m² gross lettable area. This is less than the standard requirement of 4 bays per 100m².

The lack of parking is not evident in the off-peak season, but becomes apparent during peak periods. The primary challenges relate to achieving a careful balance of pedestrian priority and reasonable convenience for vehicular access and parking within the CBD.



Photo 13. Parking lot adjacent to Spur off Park Avenue



Photo 14. High quality Landscaped parking lot associated with the new Station Square development

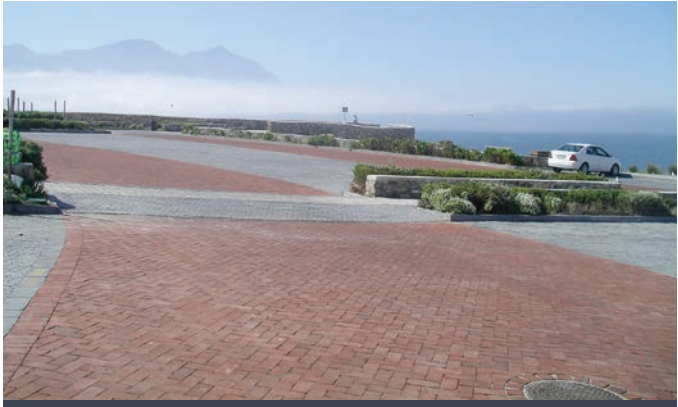


Photo 15. Gearings point; high quality landscaped parking court.



Figure 11. Hermanus CBD Existing Parking Distribution

2.4.3. Public Realm

Principles:

The public realm is comprised of streets, lanes, squares and parks.

These spaces should be visible, legible, comfortable and well defined. These define a high quality public realm that attract people to the space who create the vibrancy needed for quality of life for residents, improved economics for local businesses and attract new visitors and encourage longer stays.

Current performance:

The Hermanus CBD is characterised by a fine grained street grid and interconnected spaces, low rise built form which results in a human-scaled environment, a key feature of it's charm and character. The CBD streets and spaces, in relation to "best practice" principles are of a comfortable scale.

The improvements to Market Square, Gearings Point and the cliff boardwalk have undoubtedly made a dramatic improvement to the quality of the public spaces of the CBD. Similarly the investments in the public space associated with the Station Square and Woolworths developments have consolidated this. However much remains to be done.

These newly landscaped spaces do not connect well with the core CBD and the streets and spaces of this core are in poor condition.

The Mitchell Square Development includes a proposal to establish a strong central square at the centre of the CBD, intended to connect Station Square/ Woolworths as well as Market Square and the coastal cliff walk.

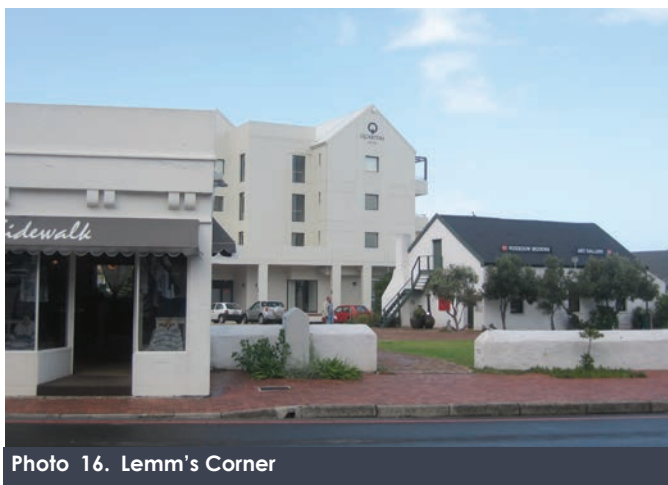


Photo 16. Lemm's Corner



Photo 17. High quality public amenities and green spaces along the coastal edge



Photo 18. Exquisite views from the coastal cliff walk



Photo 19. Pedestrian alleyways perforate the city blocks throughout the CBD



Photo 20. Market Square upgrade, vastly improved the public interface with the Old Harbour precinct



Photo 21. Market Square parking and public space upgrade



2.4.4. Development & Economic Resilience

Principles:

The PSDF Impact of Commercial & Office Decentralisation (ICOD) report, 2014. Highlights the value of retaining commercial and economic activity within town centres.

"Footfall is key to achieving thriving, successful town centres"(National Review of Town Centres External Advisory Group Report, 2013) The best way in which footfall can be achieved is through residential activity. People living in town centres activate it's shops and facilities and generate a vibrant life within the town center both day and night.

Australian studies conducted by Mike Cullen in 2012 found that:

- The highest retail rents are found in high streets and not in malls;
- If a high street has the same foot traffic as a mall it generally out performs the mall;
- Streets encourage and promote entrepreneurship and incubator businesses to a greater degree than malls;
- Even if the retail space is the same, high streets provide more employment opportunities than malls;
- Town centre retail delivers between 2 to 5 times more non-retail employment than that of malls; and
- Streets activated by retail attract high value non-retail businesses and entrepreneurship.

Current performance:

Hermanus is the primary town within the Overstrand Municipality and serves the broader region as the main municipal and commercial hub.

Aside from the coastal attractions the small town character of the CBD creates a fine grained fabric

of small shops, restaurants and galleries along the main streets in town and throughout the CBD.

Hermanus has a vibrant tourism economy, and boasts a large number of art galleries and restaurants and is, amongst others home to the annual whale festival in September. The many tourist attractions within the CBD, including the harbour, market, restaurants, museums and coastal walk make the town centre highly convenient, with a wide range of activities available for locals and visitors.

The economic value of the tourism sector is a significant factor in the economic resilience of Hermanus. However the resilience of Hermanus needs to be driven by other factors in addition to tourism these include; town centre living, vibrant local economies, enterprising communities, accessible public services and pro-active planning.

A diverse range of retailers including most of the national supermarket chains are represented in the CBD. These include Pick 'n Pay, Spar, Checkers and Woolworths. The combination of these national chains with a diverse range of boutique shops, with the spectacular coastal context is what makes Hermanus a unique destination for local and global visitors. The challenge is to sustain this vibrant mix throughout the year.

This is supplemented by all of the major civic services including the post office, municipal offices, churches and schools.

The CBD's survival as a commercial and retail centre will be challenged by the imminent development of a new Regional Mall at Sandbaai. This will require proactive investment in the unique offerings and quality of environment within the CBD.



Photo 22. Shop fronts along Marine Drive



Photo 23. Checkers retail centre development (2013)



Photo 24. Woolworths centre development (2013)



Figure 13. Hermanus CBD Development and Economic resilience



LEGEND

School	Restaurant	Informal Trade
Place of Worship	Art / Craft	Minibus Taxi Rank
Municipal	Home / Furniture	
Civic	Petrol Station	
Mixed Use	Banking / Loans	
Business / Office	Green Open Space	
Retail	Public Open Space	
Hotel	School Field	

Figure 14. Hermanus CBD: Diversity of the town centre



3. PUBLIC PARTICIPATION

3.1. Engagement Processes

The stakeholder engagement process for this project consisted of a notification to the public of the commencement of the process in early November 2014. This was followed by a public workshop in late November 2014.

Draft proposals were then presented to the Ward Committee on 30 April 2015 where the overall proposals were discussed and endorsed. This report reflects the outcome of the above processes and provides a record of the CBD Regeneration Framework proposals for public comment.

3.2. Stakeholder Workshop

A public workshop was held on 27th November 2014 and was attended by 40 stakeholders. The attendance register and a full record of the workshop outcomes is provided in Appendix 7.2

3.2.1. Objectives

Identifying the Issues:

Identify and discuss key issues for Hermanus CBD and its surrounding area with regards to:

- Public environment and overall structure;
- Urban form, character and quality;
- Land use and activity;
- Access and connectivity;
- Open space, environmental management and conservation; and
- Special features of the CBD.

Formulation of a Common Vision:

Collaboratively formulate a vision for Hermanus CBD.

3.2.2. Workshop Methodology

Adopted from the Project for Public Space in New York, the workshop methodology involved the stakeholders in a process of mapping and discussing issues, opportunities and assets of the CBD and sharing their ideas for improving it.

This process yielded a rich set of insights and ideas for the technical team and these were taken into the formulation of the framework proposals in this document.

3.2.3. Outcomes

A synopsis of the workshop outcomes are provided below.

3.2.3.1 Issues & Problems

The workshop participants identified the following as their main areas of concern:

- Unsightly and poor quality of the taxi rank, together with it's lack of adequate facilities;
- Safety and accessibility of stairs at Bietang's cave;
- Neglect of the Old Harbour;
- Poor sidewalk conditions;
- Quality of sidewalks generally within the CBD;

- Antisocial activity at Swallow's Park and lack of amenities for workers who take their lunch breaks there;
- Pedestrian - vehicular conflict in numerous locations, but especially at the traffic circles;
- Lack of public transport;
- Lighting and safety; and
- Lack of public toilets.

3.2.3.2 Opportunities & Assets

The following assets and opportunities were identified by the stakeholders: -

- Opportunity to make Lemm's Corner the heart of the CBD as the junction between Main Street and the Harbour and Market Square;
- The Old Harbour offers significant opportunities for tourism (interpretive information/ Whale sighting/ listening facility) and recreation (restaurant/ coffee shop);
- The Cliff Path is a major asset and should be better connected into the CBD core;
- Improved walkability;
- Main road / High street pedestrianisation;



Photo 25. Stakeholders participating in the workshop mapping exercise

The following project ideas were put forward by the stakeholders:

- Develop Pick 'n Pay area similar to Checkers development;
- Promote village life - less franchises, promote local markets, fresh produce galleries etc;
- Pavements throughout need improvements and repair - uneven and unsafe;
- High Street / Long street could become a covered pedestrian mall;
- Redevelop taxi rank - taxi's in underground structure with retail /business investment on ground floor;
- Lemm's corner - improvements and bring in more markets / events;
- Discourage cars, widen pavements, promote more tree planting and greenery, and lighting;
- Cycling routes; and
- Maps, wayfinding/ signage throughout town.



Figure 15. Word-cloud of key ideas, issues and assets distilled out of the public workshop





4. REGENERATION FRAMEWORK

4.1. International Best Practices for Urban Regeneration

4.1.1. Project for Public Spaces

The Project for Public Spaces is a nonprofit organisation based in New York. Led by Fred Kent, they providing planning, design and education on strengthening communities through the creation and maintenance of public spaces. Kent has defined the tangible and intangible elements that typically characterise a place in terms of 4 areas;

1. Sociability (intangible);
2. Uses and Activities (tangible);
3. Comfort and Image (intangible); and
4. Access and Linkages (tangible).

What is important is that tangible and intangible elements can be differentiated but that both are of equal significance in making a place work.

The key attributes that make for a successful place are defined in relation to these 4 main elements.

This framework has informed the approach taken in evaluating the urban design performance of the Hermanus CBD. The following Urban Design principles are adopted as the basis for the evaluation and to focus the proposals for the Regeneration Framework:

- Walkability – safe, attractive, comfortable (shade/shelter) people-oriented routes;
- Accessibility;
- Diversity – of uses, activities, places and destinations;
- Safety – traffic and personal;
- Legibility – signage and clear connections;
- Sense of place/identity - character of built form and heritage, views and vistas; and
- Vibrant and economically resilient – flexible mix of land uses.

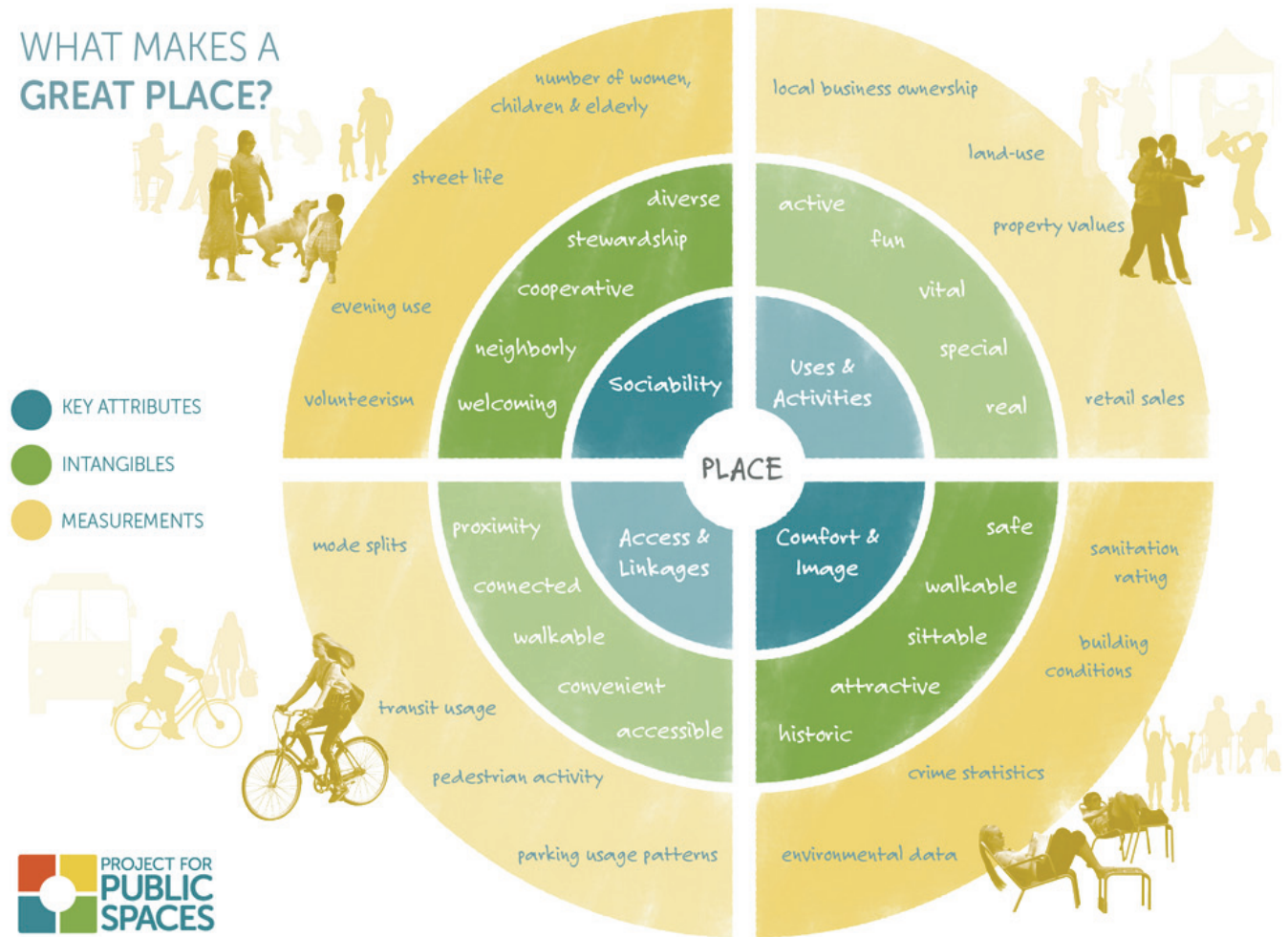
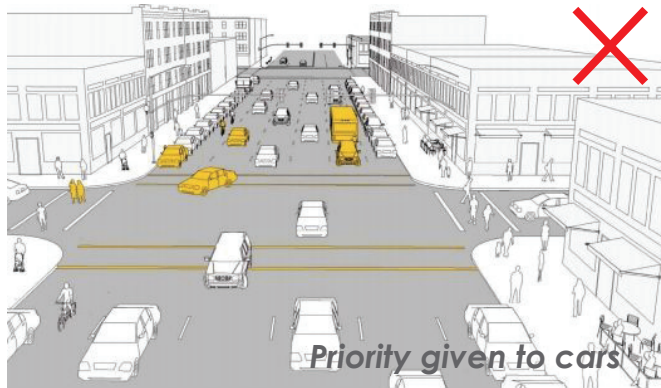


Figure 16. Characteristics of a successful place (Fred Kent, Project for Public Spaces)

4.2. Built Form Guidelines

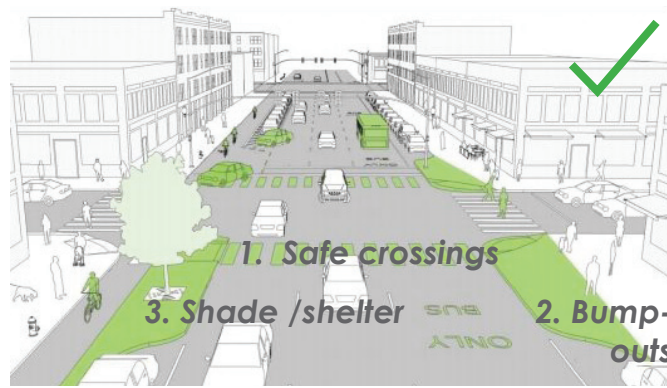
4.2.1.1 Walkability - Sidewalks, Continuity and Universal Access

37



Provision for pedestrian considered last after space for vehicles and service provision.

Narrow sidewalks, without shade or shelter from the elements.

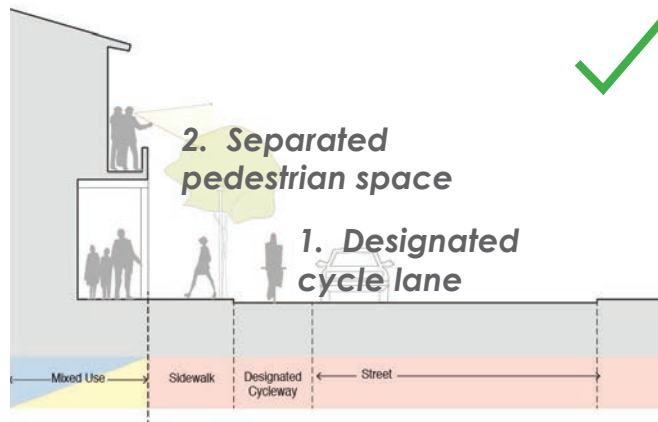
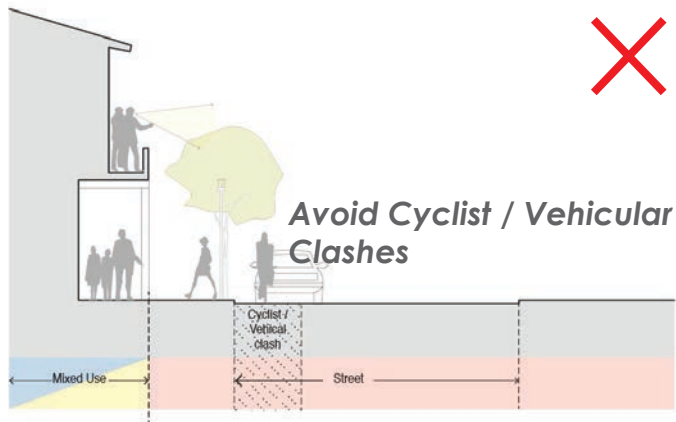


Completeness (complete routes) of the sidewalk network is a basic requirement.

The network should meet local accessibility regulations or quality standards and receive adequate lighting.



4.2.1.2 Cycleways

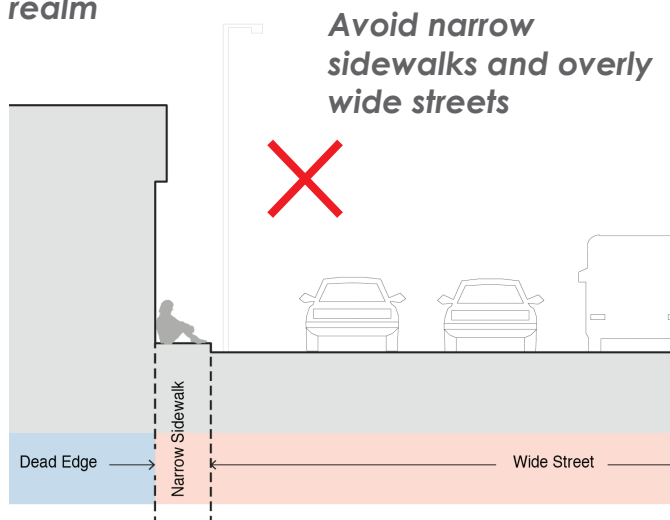


Streets with speeds above 30km/h should have cycleways that are spatially segregated (eg. painted lanes or physically separated cycle lanes).

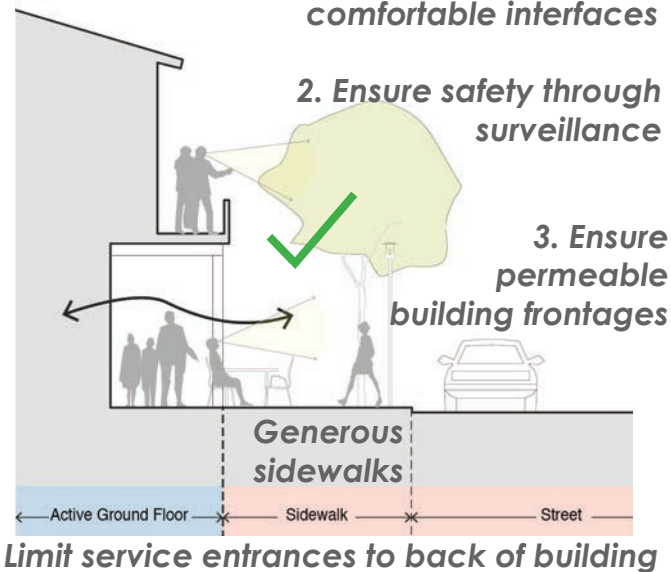
Appropriate provision of bicycle parking facilities



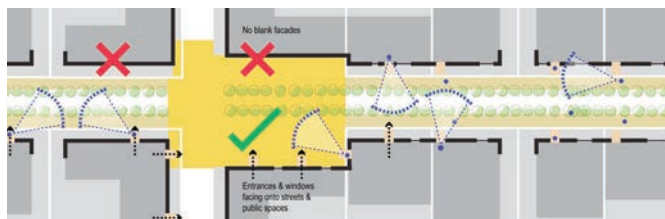
Avoid blank walls facing onto public realm



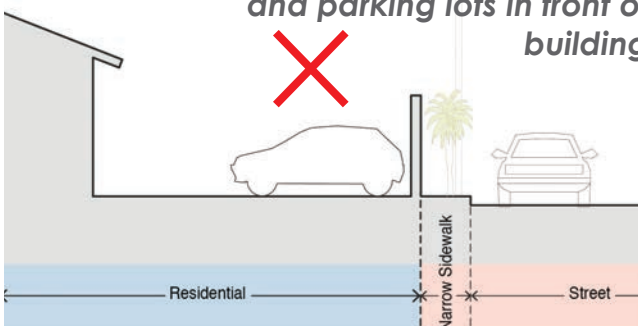
1. Promote colonnade/overhang creating comfortable interfaces



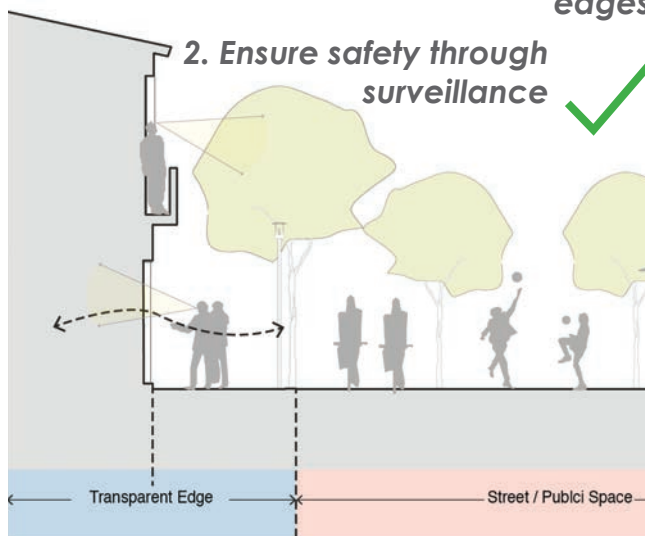
4.2.1.4 Positive Edge



Avoid high walls on street edge and parking lots in front of building



1. Create transparent & positive building edges



4.3. Regeneration Objectives

Out of the status quo a simplified list of principles were derived to guide the proposals for the updated regeneration framework.

1. **Strengthen the sense of place** - specifically in protecting the historic village character and relationship to the natural environment of the coast.
2. **Promote ease of access** - the pedestrian network should be efficient, complete, safe, legible and comfortable and vehicular circulation should be efficiently managed with adequate provision of appropriately located parking.
3. **Encourage economically resilient development** - establish critical mass through densification, infill, mixed-use and clustering of activity.
4. **Create a vibrant public realm** - that is pedestrian/people-oriented, providing comfort, legibility, unified and defined sense of spaces.



Photo 28. Strengthen historical village character: Hermanus Old Harbour



Photo 29. Improve Access and continuity of comfortable pedestrian and public spaces throughout the city.

4.4. Regeneration Themes

The above principles inform and drive future regeneration projects and guide the management, conservation and development of the Hermanus CBD. The themes emerging from these principles are:

- **Heritage and Environment**
- **Access and Circulation**
- **Retail and Office Development**
- **Public Spaces**



Photo 30. Promote local business and quality of village retail experience.



Photo 31. Promote tourism and strategic, integrated spatial development.

4.4.1. Heritage and Environment

Heritage resources of the Hermanus CBD represent a collection of tangible links to the history of the town and include architecture, structures and the settlement pattern of the CBD itself. It's history is also represented in intangible cultural and social memories and practices. In order to preserve the historic architecture, costly upgrades and a long-term commitment to maintenance are required.

The Regeneration Framework proposes the protection and enhancement of heritage sites and resources through adaptive reuse and improved connections of the pedestrian route network and links to public spaces of the CBD. Heritage management should promote renewal and maintenance of buildings through adaptive reuse and protective heritage standards. The coast and natural landscape of the cliffs must also be protected and maintained as natural features that are visible and accessible for human interaction and enjoyment of nature. The Regeneration Framework pays specific attention to the following;

Lemm's Corner:

One of the oldest parts of town now belongs to the Museum. Development of this area as the "fishermans village" includes the museum precinct building, a ring wall was built around to enclose the grounds, and lawn was planted to create a village green. The old buildings were renovated and let out as shops.

Lemm's Corner has become as famous as the fishermen's village of Hermanus itself in the late 1960's and is now the regular meeting place of crafters, buyers and browsers at the weekly craft market. Lemm's corner presents a significant opportunity for renewal, through simple interventions and upgrades to the landscaping, provision of edge activation, seating, wayfinding and interpretive signage. There is the opportunity of expanding on the current market activities and hosting other events in this space such as temporary art installations and movie screenings.

Old Harbour Museum Precinct:

The Old Harbour precinct is the historical fishing harbour. In 1932 it was decided that a new harbour had to be built, building started on the new harbour in 1939 but due to the war it was only finished in 1951. Today, 60 years later, the two harbours are still known as the Old Harbour and the New Harbour. Fishing continued to be an important economic driver of the town until the last two decades when tourism took over as the main lifeblood of business.

For many years the Old Harbour served as the economic and social hub of Hermanus and it was proclaimed an open-air museum in 1972. The Old Harbour Museum contains several exhibitions that explain the whaling industry, and the De Wetshuis Photo Museum houses an exhibition of photos by T D Ravenscroft that depicts the history of Hermanus. The Whale Museum houses a skeleton of a whale and shows an audio-visual presentation of whales and dolphins. The museum precinct is managed by the museum trust and proposals for this precinct will need to be workshopped and developed in partnership with the trust.

Coastal and Biodiversity Walk:

Improvements to the existing coastal walk through the development of a biodiversity walk with

interpretive signage and points to sit and linger along the route.

This project included upgrades to the coastal walk between gearings point and Swallows Park. Stone seating has been built and interpretive signage installed. Rehabilitation of the coastal flora is planned for the near future. The biodiversity walk was launched on 22 May 2015 .



Photo 33. Old Harbour museum: A valuable heritage resource and tourism asset.



Photo 32. Lemm's Corner, village green

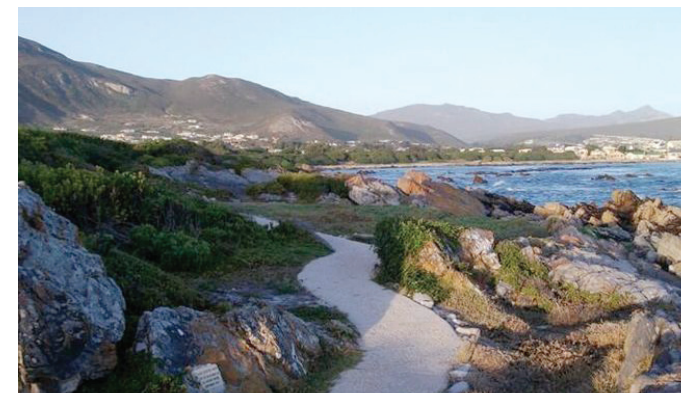


Photo 34. Exquisite views and experiences along the coastal walks.



Figure 17. Hermanus CBD Regeneration Framework: Heritage and Environment

4.4.2. Access and Circulation

4.4.2.1 Pedestrian Network

The regeneration framework looks to improve the overall connections and quality of the pedestrian network. It has been outlined in earlier sections that the ‘walkability’ of the CBD is largely attributed to the quality of sidewalks and the level of continuous routes for pedestrians throughout the CBD and the quality of the pedestrian environment.

The coastal walk is a key attraction in Hermanus and links to and from this key pedestrian space and are vital in improving the legibility and quality of the pedestrian environment for Hermanus.

Improved linkages along this iconic walkway, such universal access to Bietang's cave, improving Swallow's park as a destination or gateway to the coastal walk are outlined as desirable improvements for the coastal walk.

Prioritisation of regeneration interventions in terms of the pedestrian network are informed by the status quo evaluation;

The framework prioritises the following streets for pedestrian upgrading:

- High Street: this important link between Station Square and the future Mitchell Square development should be designed and planned as a pedestrian priority “mall”;
- Main Street: widen and upgrade sidewalks, provide landscaping, street furniture and signage and improve pedestrian crossings at key intersections, especially aligned with the pedestrian alleyways;
- Long street, linking the taxi rank to Mitchell Square through Lemm's Corner to the Harbour precinct;
- Improve pedestrian links along main streets; high street and main road - through improving the quality of the pedestrian environment along these streets;

- Enhance the existing Alleyway pedestrian connections;
- Provide safe, raised crossings and bump-outs at improving pedestrian links, safety and visibility at strategic locations;
- Establish Swallow's park as a gateway to the coastal walk; and
- Improve links along the coastal walk, such as universal access to Bietangs cave.



Photo 37. High quality pedestrian environment



Photo 35. Place for people to sit and linger



Photo 38. Vibrant and safe alleyway environments



Photo 36. Positive building interfaces enhance the pedestrian environment



Photo 39. Raised pedestrian crossing



Figure 18. Hermanus CBD Regeneration Framework: Pedestrian Network

4.4.2.2 Vehicular Movement

The overall objective of the Regeneration Framework are to balance vehicular and pedestrian access. It is possible to create strongly pedestrian oriented streets while still allowing important vehicular circulation and access.

A revised traffic circulation network is proposed along with changes to road surfaces, sidewalk withs and kerblines to improve pedestrian safety and comfort while still enabling the vehicular network to function.

The following road network interventions are proposed;

- Closure of Marine Drive extension in front of Spur, to allow for future engagement of property interfaces / frontages onto Swallow's park;
- Park Avenue becomes a two way road with rationalised parking on the eastern edge, allowing for improved widening sidewalks and tree planting;
- Marine Drive past Park Avenue to become single direction road segment, allowing for a vastly improved pedestrian sidewalk / promenade along the coastal edge of Marine drive - establishing a gateway to the coastal walk from Swallows park; and
- Single surface / level treatment to High street, with reduction in parking - allowing for improved pedestrian engagement with shop / restaurant / gallery frontages.

4.4.2.3 Parking

The following parking interventions are proposed;

- Reduced on-street parking along Main Road between Park Avenue and Harbour road, to allow widening of sidewalks and bump outs for improved pedestrian crossings;
- Reduced on-street parking along Marine Drive between Park Avenue and Gearings point

parking area to allow for the provision of a pedestrian, coastal promenade;

- Reduced on-street parking along the southern side of Long Street;
- Rationalise parking areas adjacent to the Spur (off Park Avenue), at Church street, at the municipal buildings and at the checkers precinct;
- On-street parking reduced significantly, along High street to maximise pedestrian priorities along this street;
- Promote the use of the Hermanus Primary School fields as a temporary parking area for event and during peak periods; and
- Establish a tour bus drop-off and parking node the will encourage foot-traffic through the city and reduce congestion of buses moving through the CBD.



Photo 40. Traffic calming and pedestrian prioritisation, Lancaster, California



Photo 41. Resurfaced generous pedestrian crossing, prioritises pedestrians and reduces pedestrian/ vehicular clashes



Photo 42. Waterkant Street 2009: before pedestrian improvements dominated by cars and parking



Photo 43. Resurfaced Pedestrian Friendly Waterkant Street, Cape Town (Fan Mile)



Figure 19. Hermanus CBD Regeneration Framework: Vehicular and Parking Proposals

4.4.3. Public Realm & Built Form

The Regeneration Framework proposes strategies for improving the quality of the public realm in Hermanus. Public areas are a key determinant of the image that people form of the quality of a development as a whole. Improvements to the pedestrian and public realm can create an environment more comfortable and desirable for the pedestrian.

Hermanus is characterised by its fine grained village character and retention of the historical village character of Hermanus should both be maintained and reclaimed wherever possible. Development should respond to and aim for appropriate height increases and infill development are generally encouraged to establish critical mass and retain existing urban edge.

The following public realm interventions are proposed;

- Prioritising connections and safe pedestrian movement along a network of active street frontages will strengthen the economic resilience of the businesses within the CBD by increasing the foot traffic along these routes.
- All public open space is overlooked by surrounding homes so that this amenity is owned by the residents and safe to use, the pedestrian Alleyways that perforate the urban fabric offer significant opportunity for improved activation and visibility;
- Enhance existing public spaces through encouraging frequent use of the space and integration / linking with existing pedestrian routes and adjacent activities;
- Provide public amenities such as public toilets and way-finding /town maps at strategic locations; and
- Roads and parking areas are considered as an integral landscaped element in the design of the public realm.

4.4.3.1 Alleyways

The fine grained network of the CBD is enhanced by the system of pedestrian lanes that add to the unique character of the CBD and also increases the quality of the public realm and permeability for pedestrians.



Photo 44. Pedestrian alleyway connection in Hermanus, provide dedicated connections for pedestrians



Photo 45. Pedestrian mall - positive active edges, with priority given to pedestrians



Photo 46. A safe pedestrian lane in Chania, Portugal

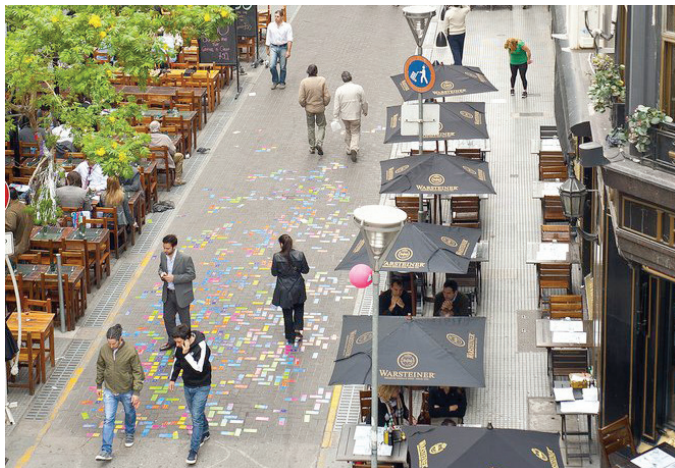


Photo 47. High quality pedestrian mall; cafe/ restaurant overflow with positive interface with the pedestrian realm



Photo 48. High quality public amenities (public toilets illustrated) that contribute positively to the built environment



4.4.4. Land Use and Development

Internationally, spatial planning professionals have timelessly agreed that the efficient use of land needs to be compatible with the social well-being and healthy environment objectives. Therefore concepts such as densification, urban growth management and the mixing of land uses have become popular in the process towards achieving these universal goals.

Diverse environments provide a variety of opportunities, experiences and choice. The more varied a place, the more valued because of the individual qualities that make it distinctive from other places.

activity should be concentrated in core areas and important nodes and provide a cluster of complementary but diverse set of uses. This provides people with choices and promotes walking between destinations.

This framework prioritises the following development projects to support the regeneration of the CBD and build the critical mass of retail and commercial development:

- The Mitchell Square Development;
- The Tennis Court Development; and
- Redevelopment of the Taxi Rank

Further land use policy support and incentives should include:

- High Street Shopping Precinct: Promote the conversion of High Street into a high end retail precinct through appropriate zoning, guidelines and incentives to the private sector;
- Office park precincts: consolidate and support the development of the “office park” zone east of Magnolia Street; and
- Main Street: Promote investment in retail and mixed use along Main Street, ensuring that redevelopments include active ground floor uses that open onto the street and limit/prohibit blank facades.

“We agree that Hermanus CBD is already a regional shopping node which needs focus and assistance to prevent serious degradation should its regional shopping node role receive competition from Sandbaai. The CBD particularly needs a precinct that can compete on merit for shoppers and tenants which for a CBD is not an easy task against a dedicated mall”.

Hermanus Business Chamber



Photo 51. Active Retail Frontage in Arburtus Village, USA



Photo 49. Retain local businesses along alley ways and small streets

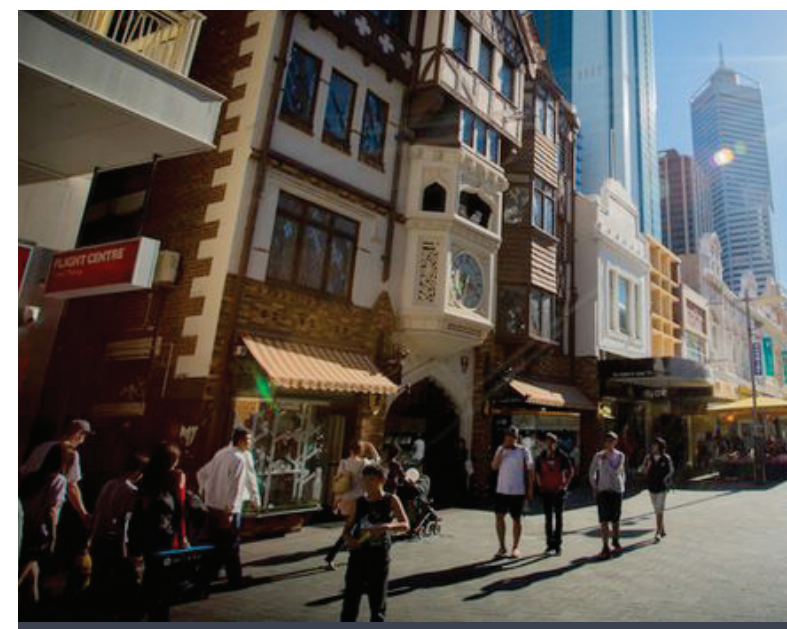
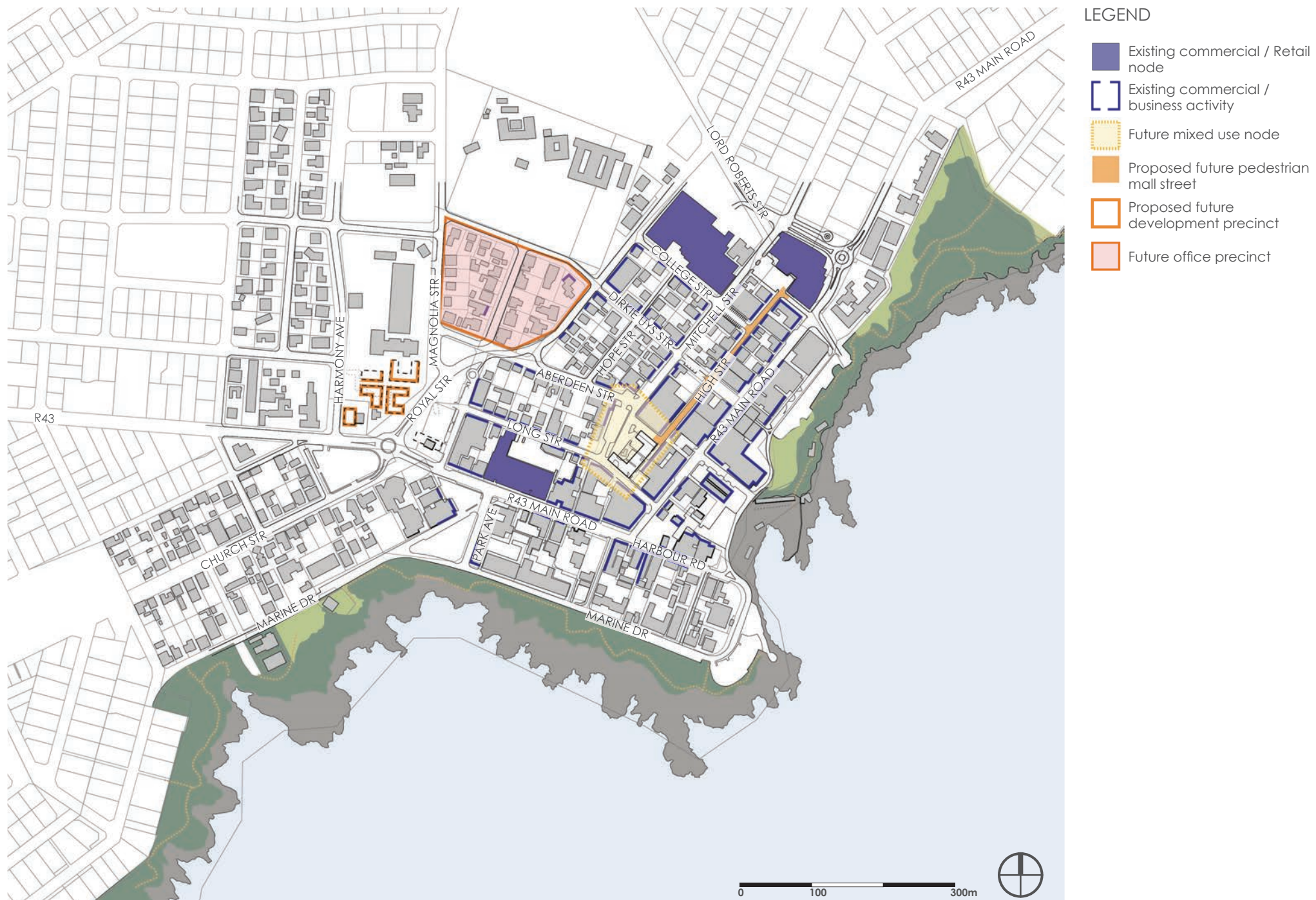


Photo 50. Investment in the public and pedestrian environment, and mixed use activity promotes active precincts, Hay Street Mall, Perth.



4.5.1. Overall Framework

In thriving small towns streets serve as meeting places, where social and economic and cultural activities, can take place. Globally, there is a growing trend to reverse the negative economic and social impact of cars on small town CBDs. Increasingly local streets are viewed as more than conduits for vehicular traffic and places to park but being reinvented as important public spaces and an integral part of the built fabric or townscape.

The focus of the Urban Design Framework is to pursue these objectives in support of the ongoing regeneration of the Hermanus CBD. Figure 23, overleaf distills the overall framework elements described in "4.4. Regeneration Themes".

In summary, the key concepts making up the framework are to (refer to Figure 22):

1. Reinforce Main Street as an integrating, multifunctional street that stitches together the CBD core and the coastal edge.
2. Improve pedestrian access and legibility of Lemm's corner as the knuckle that connects Main Road to the Old Harbour.
3. Reinforce the streets and lanes that cross Main Road and connect the CBD core to the coastal edge.
4. Establish a new CBD heart at Mitchell Street square including a new mixed use development, structured parking and public space and road upgrades.
5. Develop High Street into a pedestrian priority street that connects the new retail complexes at Station Square to Mitchell Street
6. Improve the Marine Drive promenade and improve pedestrian and cycle access by widening the seaside sidewalk and connecting into the Coastal Boardwalk

7. Regenerate Swallows Park by closing the Marin Drive extension - Main Road link and encouraging adjacent developments to open onto and activate the park.
8. Improve the range of activities and accessibility of the Harbour precinct and connect this with Bientang's Cave.
9. Establish a clear, well defined and safe CBD gateway through appropriate new development at the tennis court site and taxi rank.

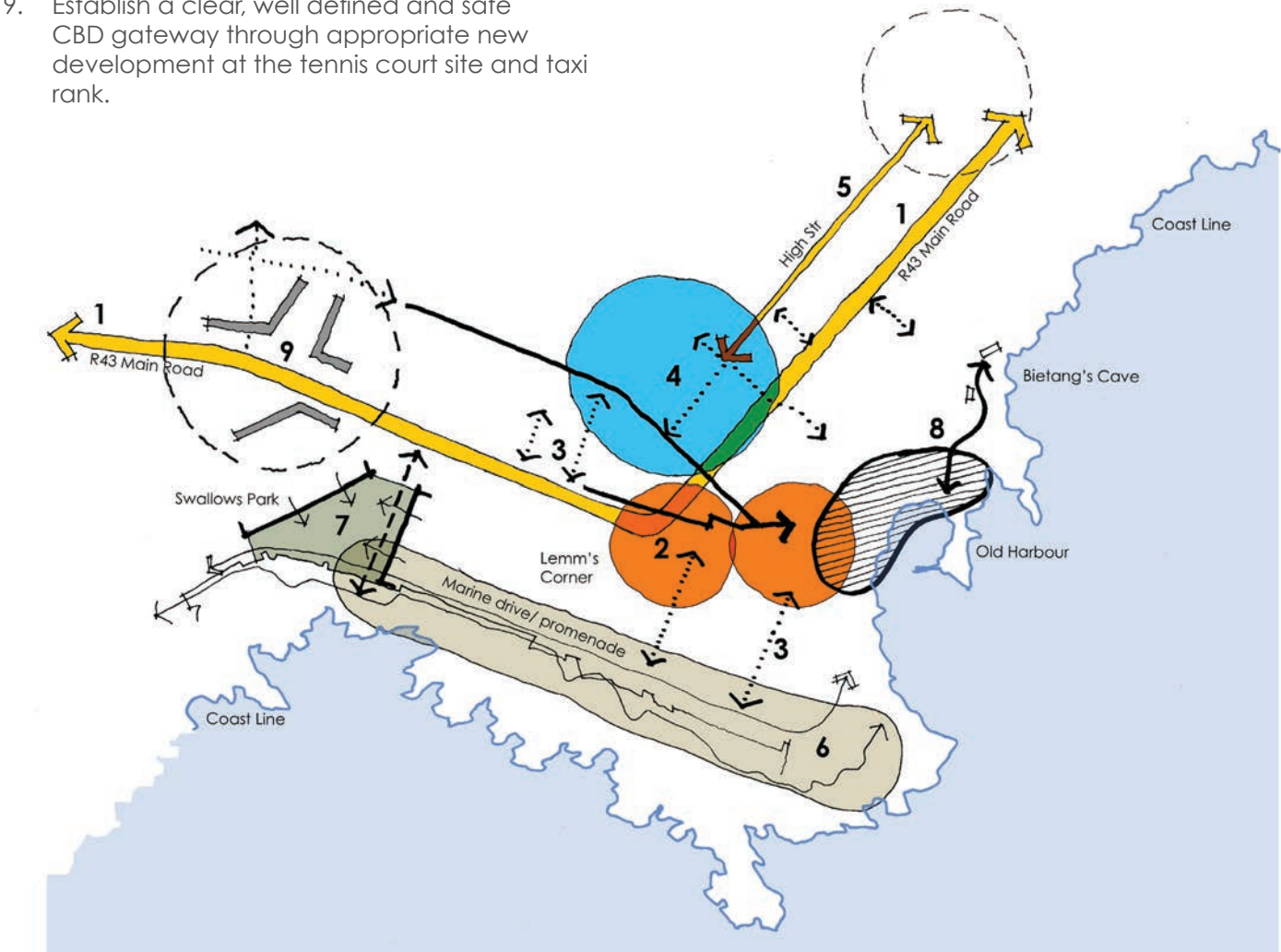


Figure 22. Hermanus CBD Regeneration Framework: guiding principles and concepts



Figure 23. Hermanus CBD Regeneration Framework



Photo 52. Aerial perspective of Hermanus CBD.

5. IMPLEMENTING THE FRAMEWORK

4.6. Priority Upgrading Areas

Within the overall concept, six Focus Areas have been identified as the most strategic areas for implementation. These focus areas are:

1. Taxi Rank and Municipal Precinct
2. Swallow's Park
3. Mitchell Street Square
4. High Street
5. Lemm's Corner
6. Old Harbour Precinct

The six Focus Areas as well as the priority projects within each of these focus areas described below

4.7. Implementing the Framework

The priority projects and the implementation preconditions, drivers, and timeframes are summarised into a draft implementation matrix.

This framework will be finalised after the final public meeting to be held in July 2015 where the content of this report and the regeneration proposals will be presented to the public.

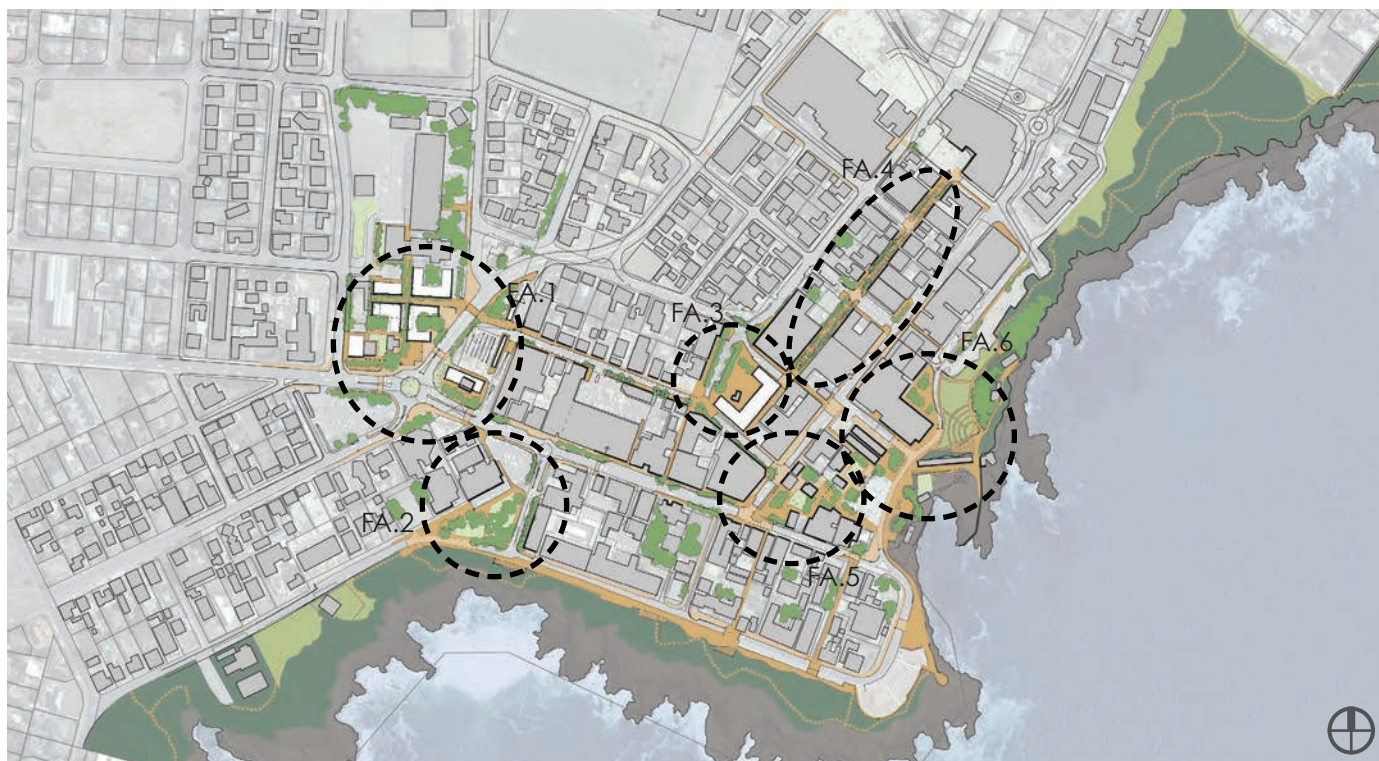


Figure 24. Hermanus CBD Regeneration Framework: Spatialisation of Focus Areas and priority projects

5.1. Focus Area 1: Taxi Rank and Municipal Precinct Upgrade

5.1.1. Main Ideas

The Taxi rank and Municipal precinct form the gateway to Hermanus CBD from the R43 and improvements here can do a lot for its regeneration.

These areas require significant upgrading but also offer potential for infill development that can improve the quality and appearance of this undefined, often unsafe environment.

Undefined and unused vacant land, haphazard parking, trading and taxi operations are an eyesore and the Royal Street end of the Municipal precinct is underutilised.

The main ideas are to introduce new developments, landscaping and pedestrian improvements that can establish a clear sense of arrival and gateway into the CBD.

5.1.2. Priority projects

P1. Rationalise current taxi operations and parking:

- Consolidate Taxi rank, haphazard parking and informal trading ;
- Establish an associated public space of high quality;
- Landscape interface onto Royal street; and
- Possible new buildings to accommodate taxi operations public toilets and retail

Taxi Rank Options (Figure 25)

Option 1:

- At grade improvements with new taxi / retail edge and market structures

Option 2:

- Taxi rank included into a new building with retail and parking above or below

P2. Improved pedestrian crossings at Royal Street traffic circle and links towards the coast:

- Pedestrian link from Taxi rank to long street;
- Raised surfacing and dedicated surfacing for pedestrian crossings;
- Additional proposed pedestrian crossing aligned with the top of Long Street to connect through Taxi rank and to the municipal precinct; and
- Improved pedestrian connections across Main Road.

P3. New Infill Development:

The municipal tennis courts and adjacent land are earmarked for sale and redevelopment. The concept proposes that this redevelopment



Photo 53. The current taxi rank, with the municipal precinct in the background



Photo 54. The parking lot adjacent to the existing taxi operations

accommodates mixed use infill development which defines well landscaped public squares that open onto the Royal Road circle. These squares should connect into the pedestrian routes into the Municipal office precinct and Library.

P4. Tourism Information Centre and Tour Bus Parking:

- The old Synagogue Building is envisaged as part of a new development which could accommodate small businesses, exhibitions as well as a tourist information centre and tour bus drop off area.

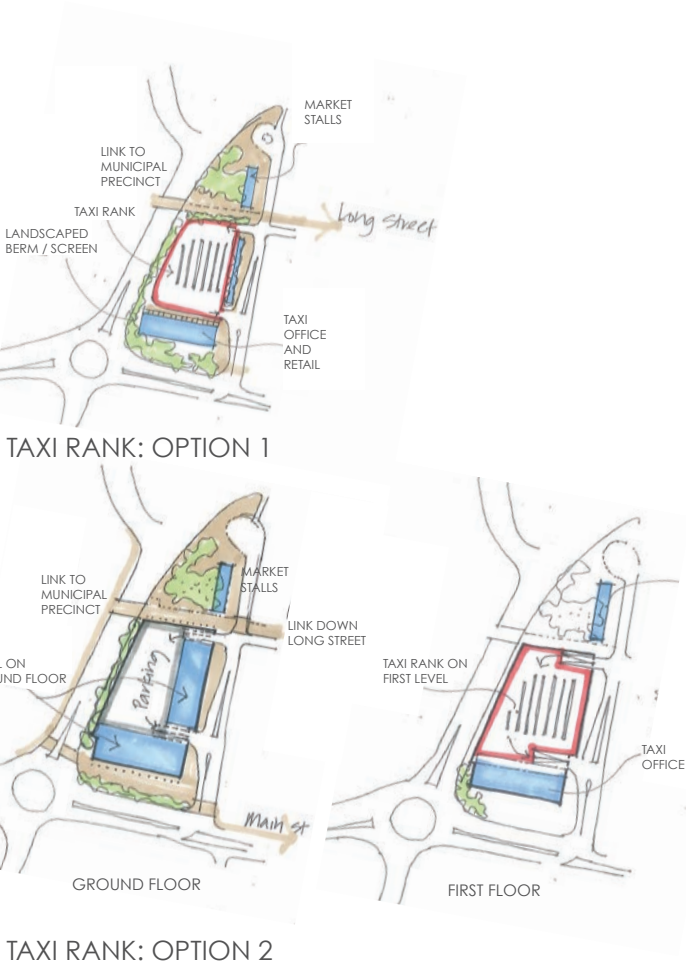


Figure 25. Taxi rank options; concept sketches

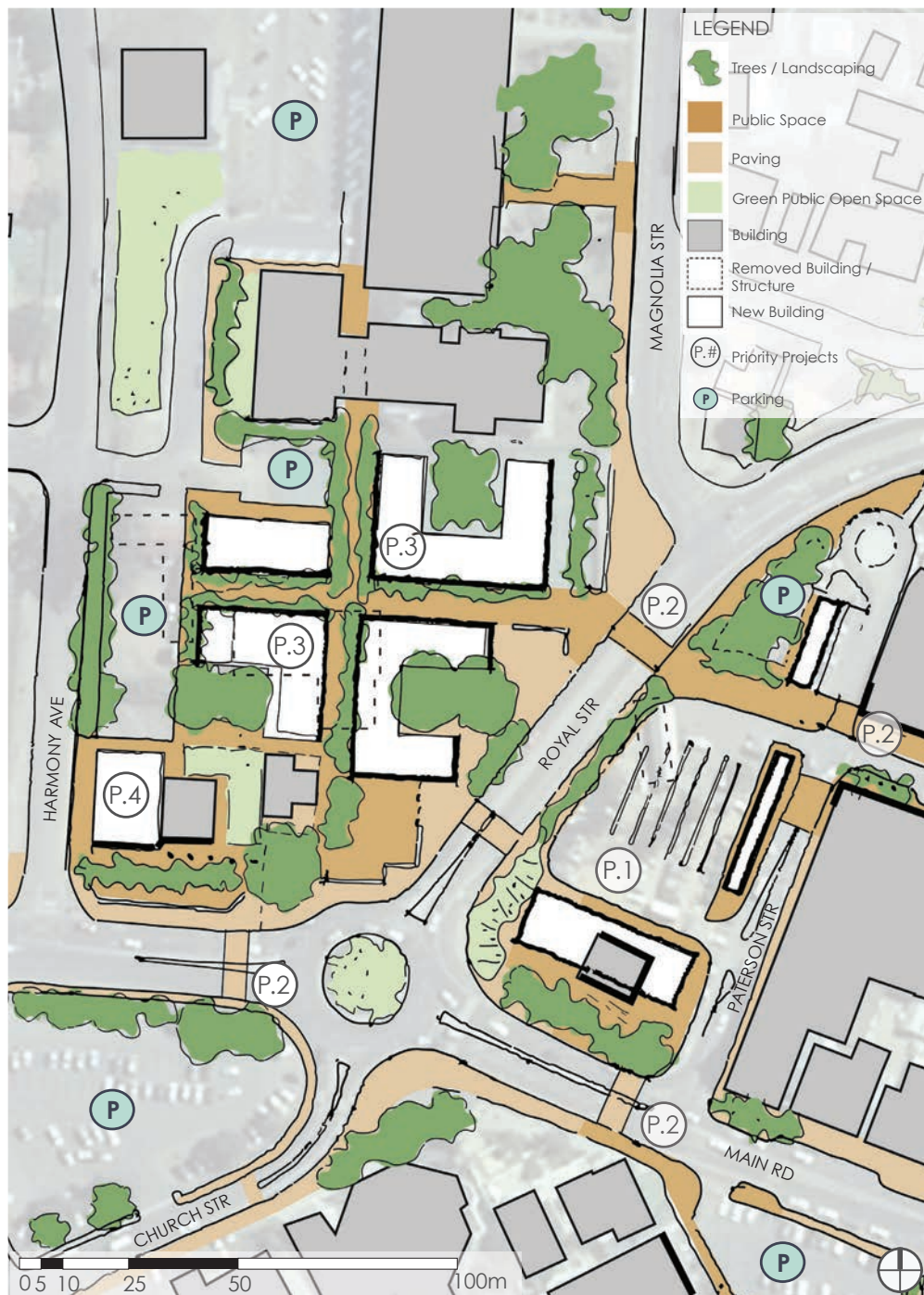


Figure 26. Focus Area 1: Taxi Rank and Municipal Precinct



Photo 55. Taxi interchange upgrade, Kuyasa Station Khayelitsha, 2012 (above and top left), Khayelitsha Station retail center (top right), high quality public environment associated with a transport interchange



Photo 56. Seating and comfortable places for people to wait for transport



Photo 57. Generous sidewalks with tree planting as shelter from the elements

5.2. Focus Area 2: Swallow's Park and Marine Drive

5.2.1. Main Ideas

Swallow's Park is a significant green space and public amenity, ideally located to integrate the CBD with the coastal walk. However, its amenity and sense of safety are undermined by the fact that it is landed by surrounding roads.

The concept proposes that the park interfaces with the surrounding properties are improved so that the buildings on the park edges open up onto the park and that pedestrian connections through and around the park are improved.

In order to improve the precinct around Swallows Park and to address the current layout of the Main Road / Marine Drive Link / Park Avenue intersection, The concept proposes that the Marine Drive link to Main Road should be closed and incorporated with Swallows Park allowing the retail and restaurant activities to open onto the park.

Traffic improvements, including a traffic circle on Main Road, are proposed to resolve access and egress from the filling station on the corner of Main and Park Avenue. The access to the Spur/ parking area corner opposite is also proposed to be relocated.

5.2.2. Priority Projects:

P1. Close Marine Drive extension in front of Spur:

- Allow restaurant spill out space and activation of park;
- Improve pedestrian linkages to Marine drive and Coastal Walk;
- Implement Tree planting and landscaping;
- Provide facilities for cyclists; and
- Upgrade Swallows park including the provision of seating, lighting and public toilets.

Refer to sections in Figure 28 on page 58 (before) and Figure 29 on page 59 (after) for an illustration of the proposed interventions.

P2. Park Avenue upgrade:

- Widen sidewalks and encourage cafe / restaurant activities to open onto widened sidewalks;
- Rationalise parking along Park Road;
- Implement tree planting and landscaping; and
- Implement two-way road segment

Refer to sections in Figure 30 on page 60 and Figure 31 on page 61 as an illustration of the proposed interventions.

P3: Parking access and Main Road

- Rationalise parking lot access off Park Avenue and Main Road; and
- New traffic circle on Main Road to manage traffic flow and access between Marine Drive and Main Road.

P4: Improve pedestrian interface from Swallows park and to the coastal walk

- Pedestrian avenue and cycling link from Swallows park across Marine Drive; and
- Raised pedestrian crossing as traffic calming.

P5: Gateway to coastal and biodiversity walks; pedestrian promenade along marine drive:

- Traffic flow becomes single direction along marine drive between Park Avenue and Harbour road;
- Sidewalk along coastal edge of marine drive is widened for a pedestrian promenade space; and

- The provision viewing points and seating to tie in with the Proposed Biodiversity walk project (2015)

Refer to sections in Figure 32 on page 62 and Figure 33 on page 63 for an illustration of the proposed interventions.



Photo 58. Established trees in Swallows park offer shade and comfort value.

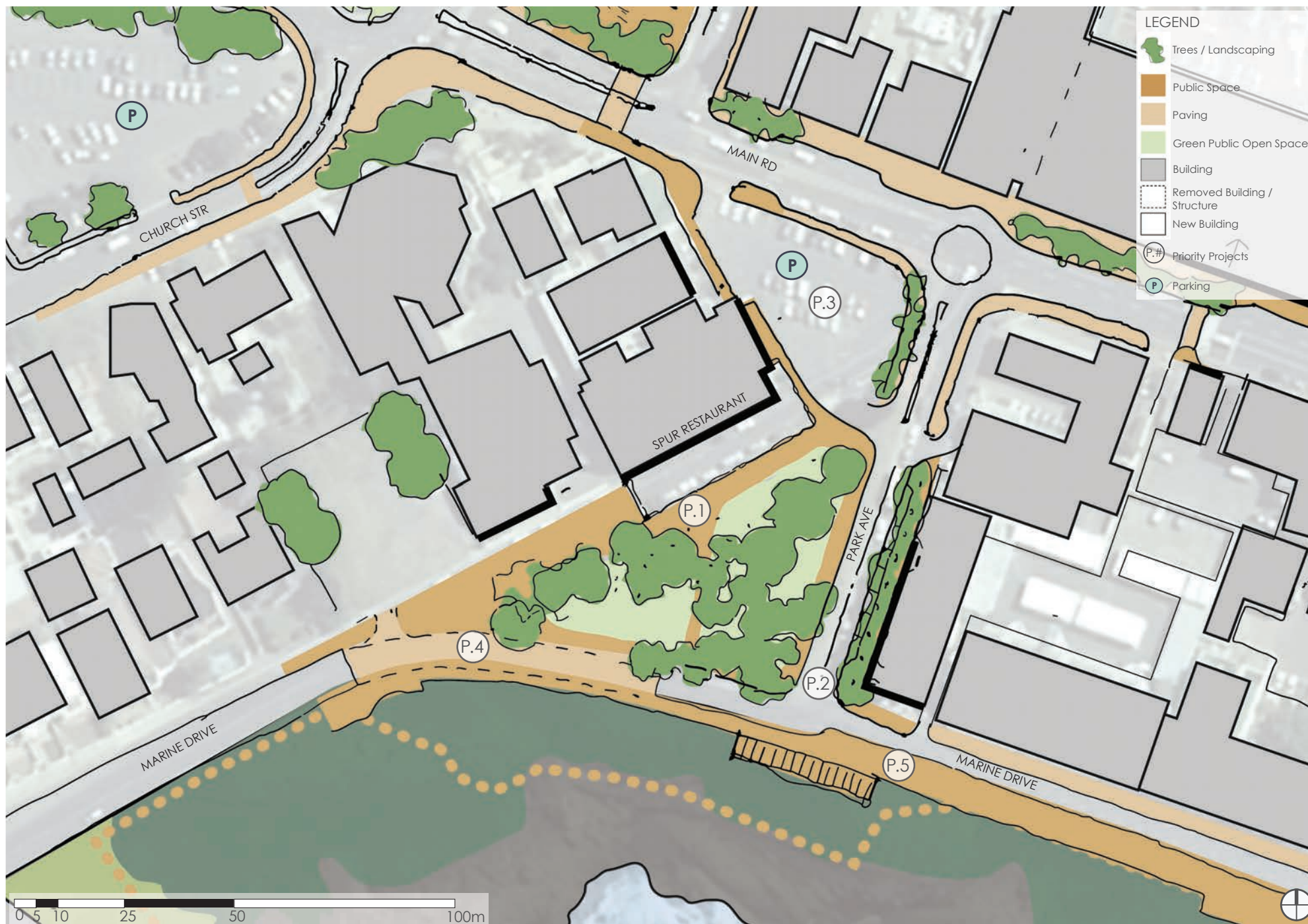


Figure 27. Focus Area 2: Swallow's Park

The Current Marine Drive Cross Section

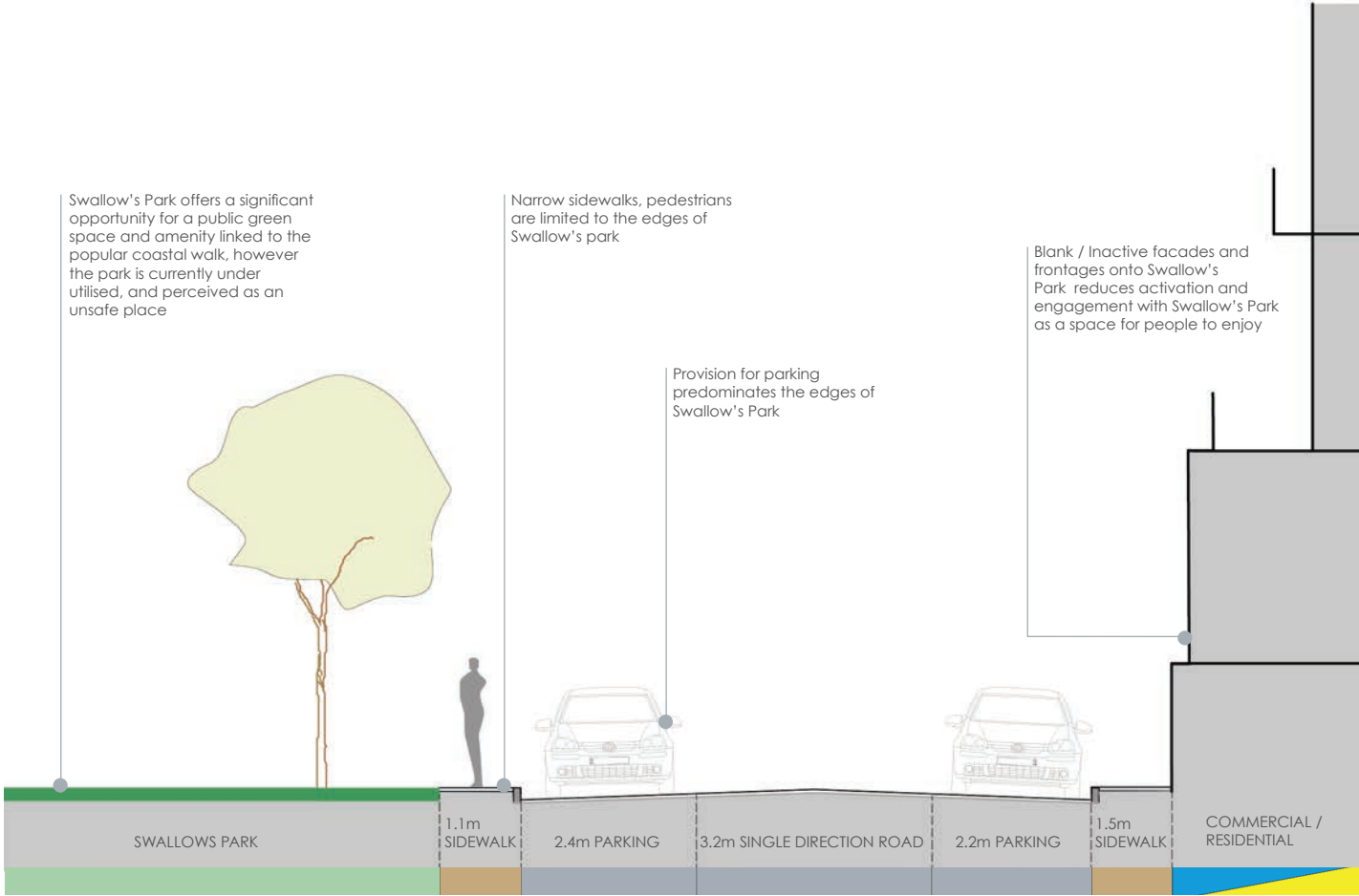


Figure 28. Marine Drive extension in front of Spur and the Grobbelaar's Saal, existing conditions



Photo 59. View towards the Spur restaurant building from Swallows Park



Photo 60. View of the existing conditions along Marine Drive extension

The Proposed Marine Drive Cross Section

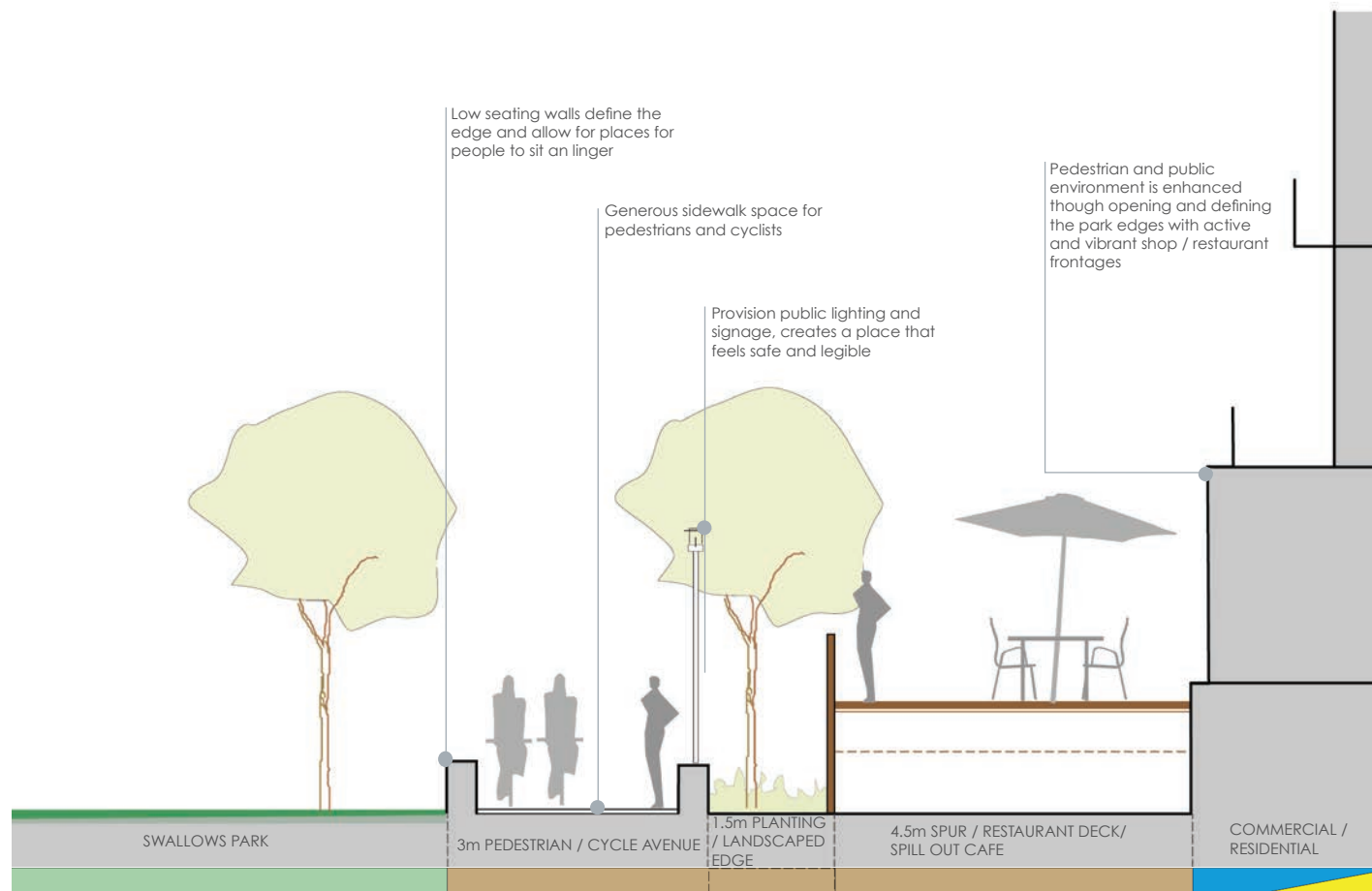


Figure 29. Marine Drive link road in front of Spur and the Grobbelaar's Saal, existing conditions



Photo 61. Cafe spaces activate and enliven edges

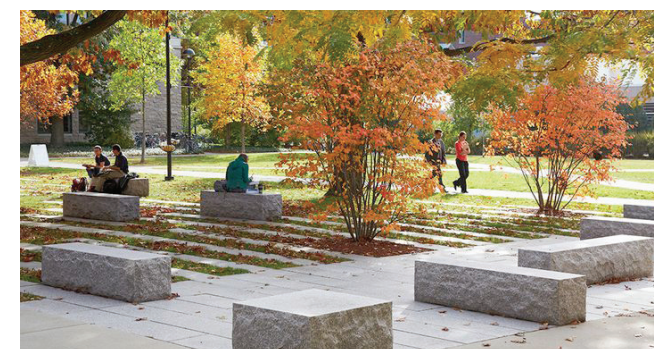


Photo 62. Transition from pedestrian path to green space



Photo 63. Allow for people to linger on the edges of green space

The Current Park Avenue Section

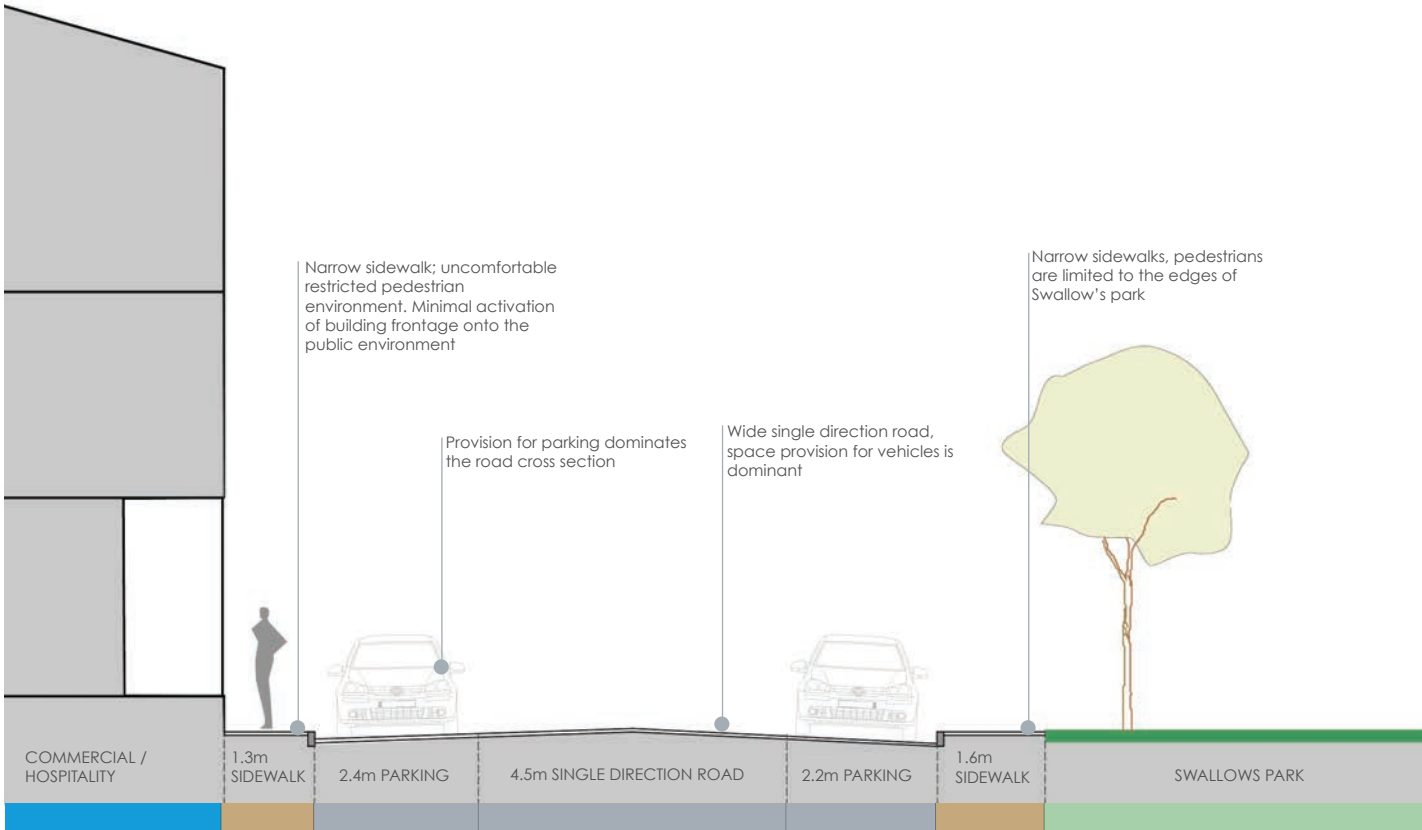


Figure 30. Park Avenue, existing conditions

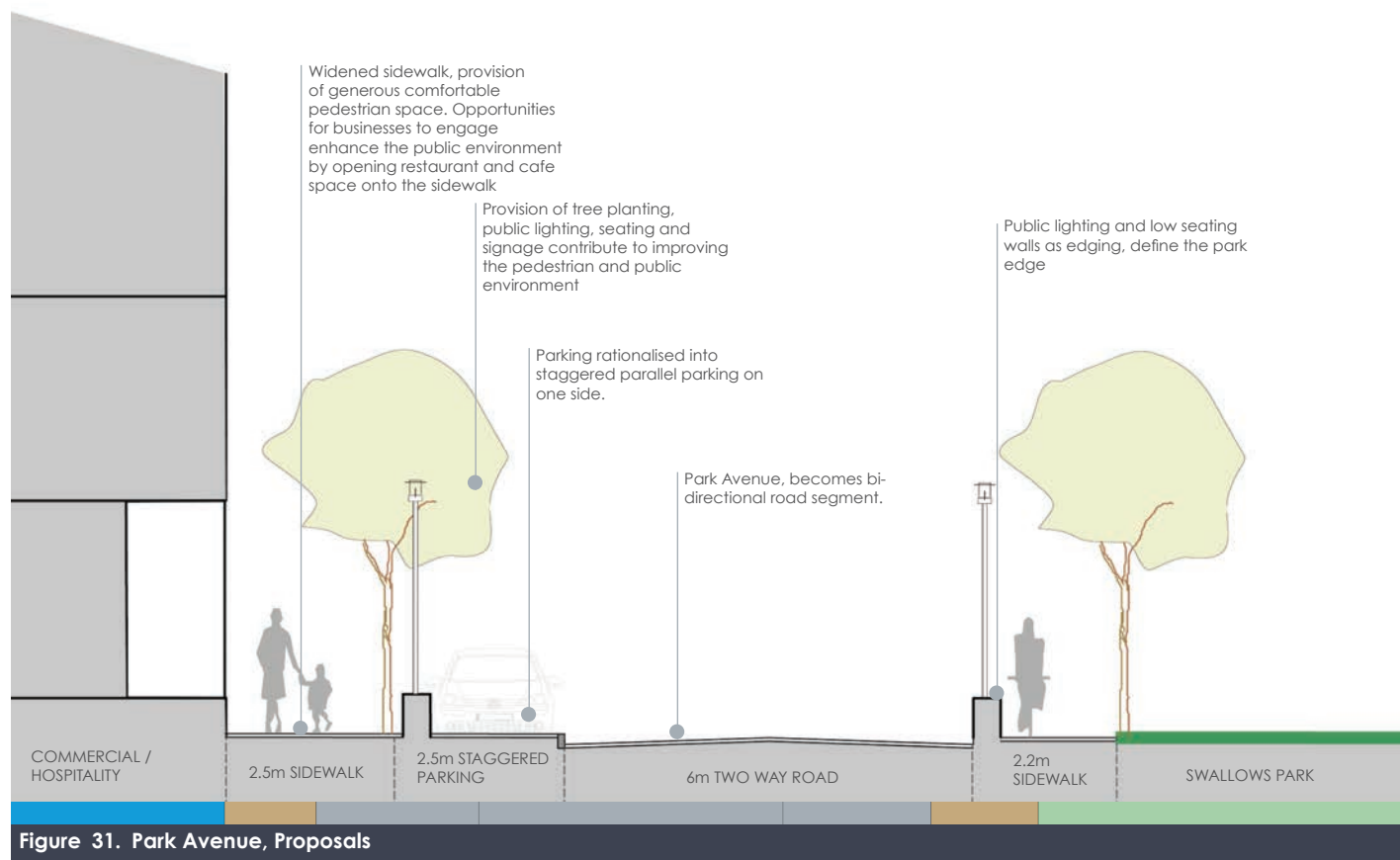


Photo 65. Swallows park edging onto Marine Drive and towards coastal walk



Photo 64. View of the existing conditions along Park Avenue

The Proposed Park Avenue Section



The Current Marine Drive Section



Photo 68. Marine Drive is dominated by vehicular space with limited pedestrian facilities



Photo 69. Narrow pedestrian environment (seaside sidewalk) with minimal allowance for interaction with the coastal edge.

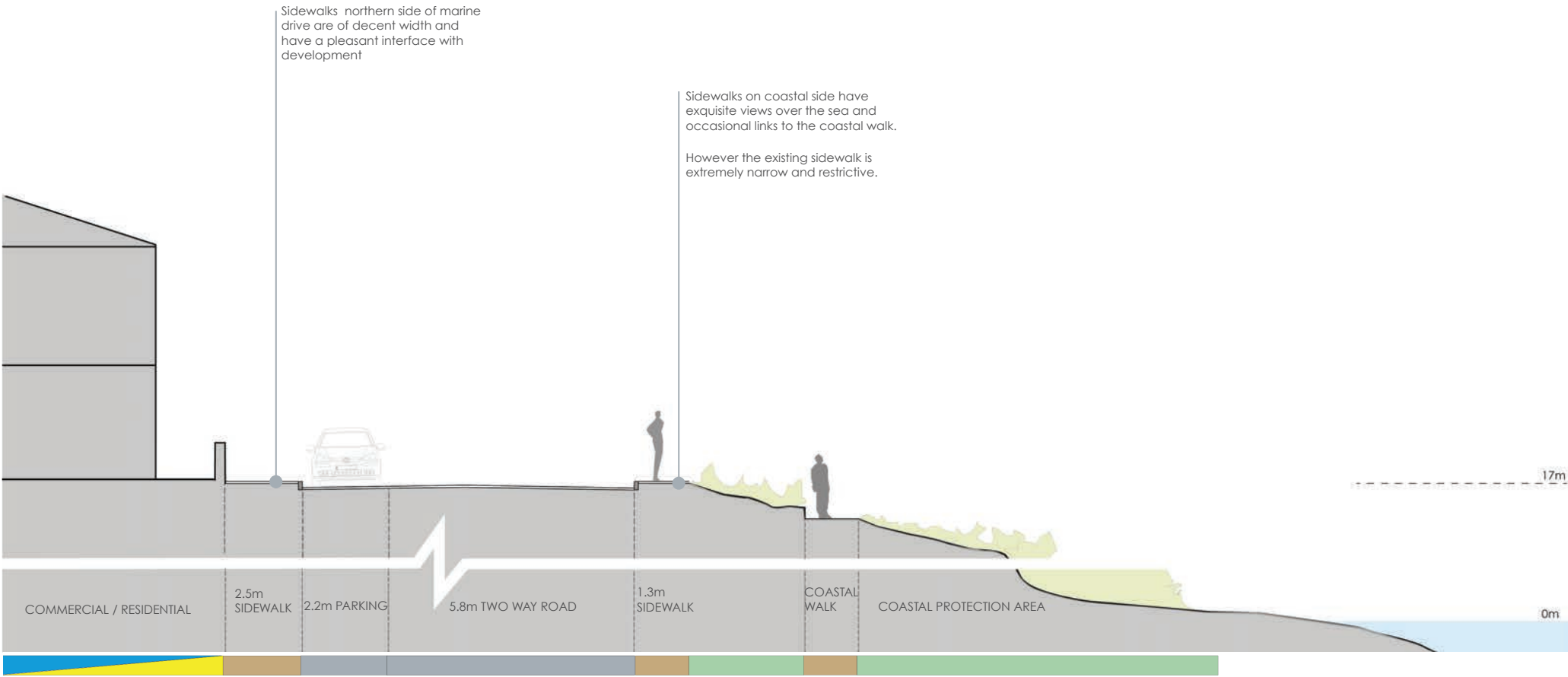


Figure 32. Marine Drive, Existing conditions

The Proposed Marine Drive Section



Photo 70. Key interventions ought to be implemented in order to create a pedestrian environment that engages with the coastline



Photo 71. Seating is key public space asset enabling various activities with the public realm to take place.

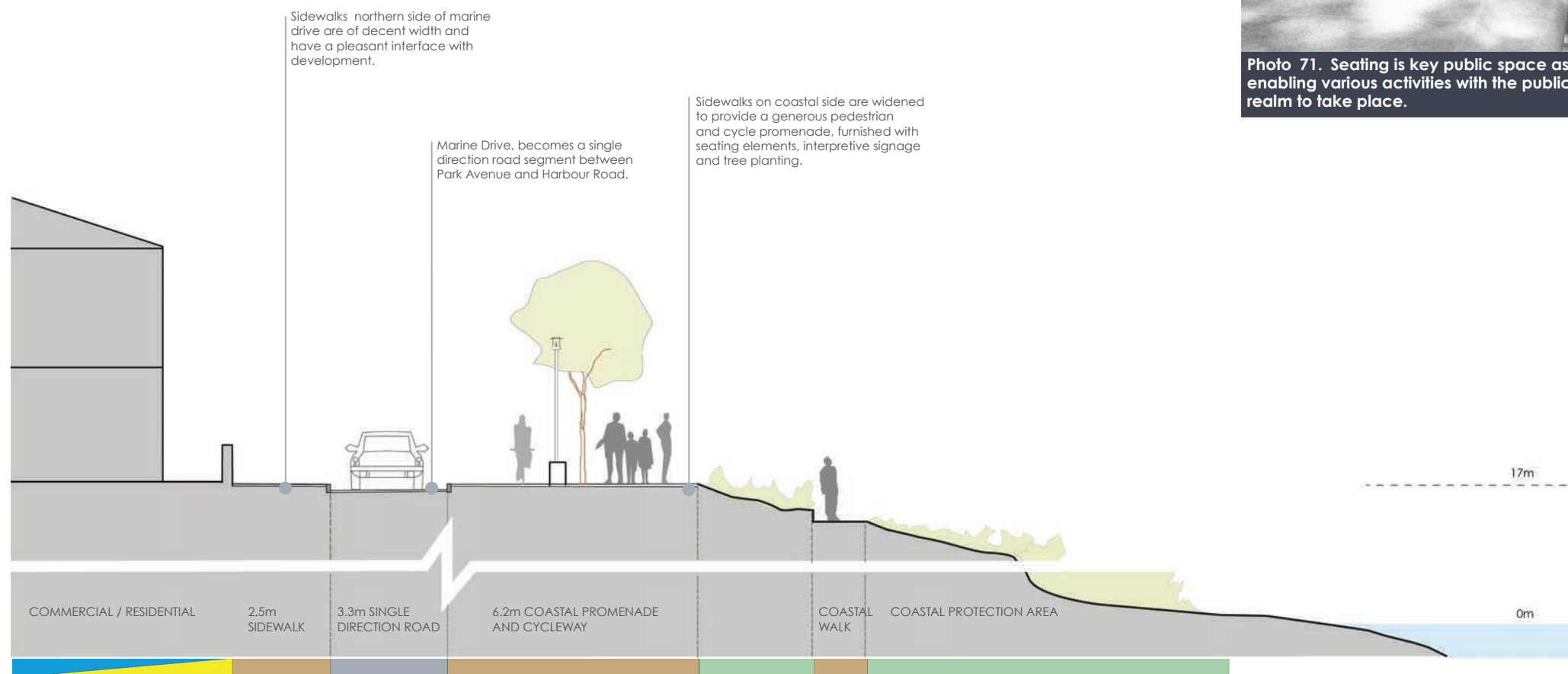


Figure 33. Marine Drive, Proposals

5.3. Focus Area 3: Mitchell Square Redevelopment

5.3.1. Main Ideas

Mitchell Street Square is strategically located within the centre of Hermanus CBD. It sits at the junction of several pedestrian networks and links to a number of public and civic amenities such as the cliff walk, Market Square, Civic and Municipal Precinct, Taxi rank and Commercial nodes along Long, High and Mitchell streets.

The development of Mitchell Street square has the potential to become the heart of Hermanus CBD as a vibrant public amenity for both locals and visitors to the town. The Mitchell Street development proposal accommodates the surface parking lot within structured parking levels within the new development, as a result the Mitchell Street Square will be released for the development of a high quality public square with ground floor activation with new business / cafe / restaurant opportunities. This proposed intervention is a key investment into the public environment in the core of the CBD, knitting together key destinations and pedestrian routes along High, Mitchell and Long Streets.

5.3.2. Priority Projects:

P1. Mixed use development opportunity:

- Mixed use development;
- Structured Parking;
- Ground level becomes available for new public square; and
- Rationalised street parking.

P2. Improved Pedestrian links along Long Street

- Improved legibility and strong accessible connection from the Taxi rank and municipal precinct to Lemm's corner and the Old Harbour Precinct;

- Improved pedestrian environment, through pedestrianised crossings and raised intersection crossing at Mitchell Street - Long Street junction; and
- Widen sidewalks and encourage business / shop activation of sidewalks

Refer to sections in Figure 35 and Figure 36 on page 66 and Figure 37 and Figure 38 on page 67 for an illustration of the proposed interventions.

P3: Retain existing heritage building

- Reuse as cafe / hospitality space.

P4: Pedestrian link to High Street

- Raised pedestrian intersection where Broad Street turns into High Street, indicating a transition into a pedestrian priority area.



Photo 72. Heritage building on Mitchell Square, marooned in a sea of roads and parking



Photo 73. Mitchell Street Square is dominated by surface parking



Photo 74. View Mitchell Street precinct from Long Street



Photo 75. View Mitchell Street square, northern edge, with view down High Street (right)

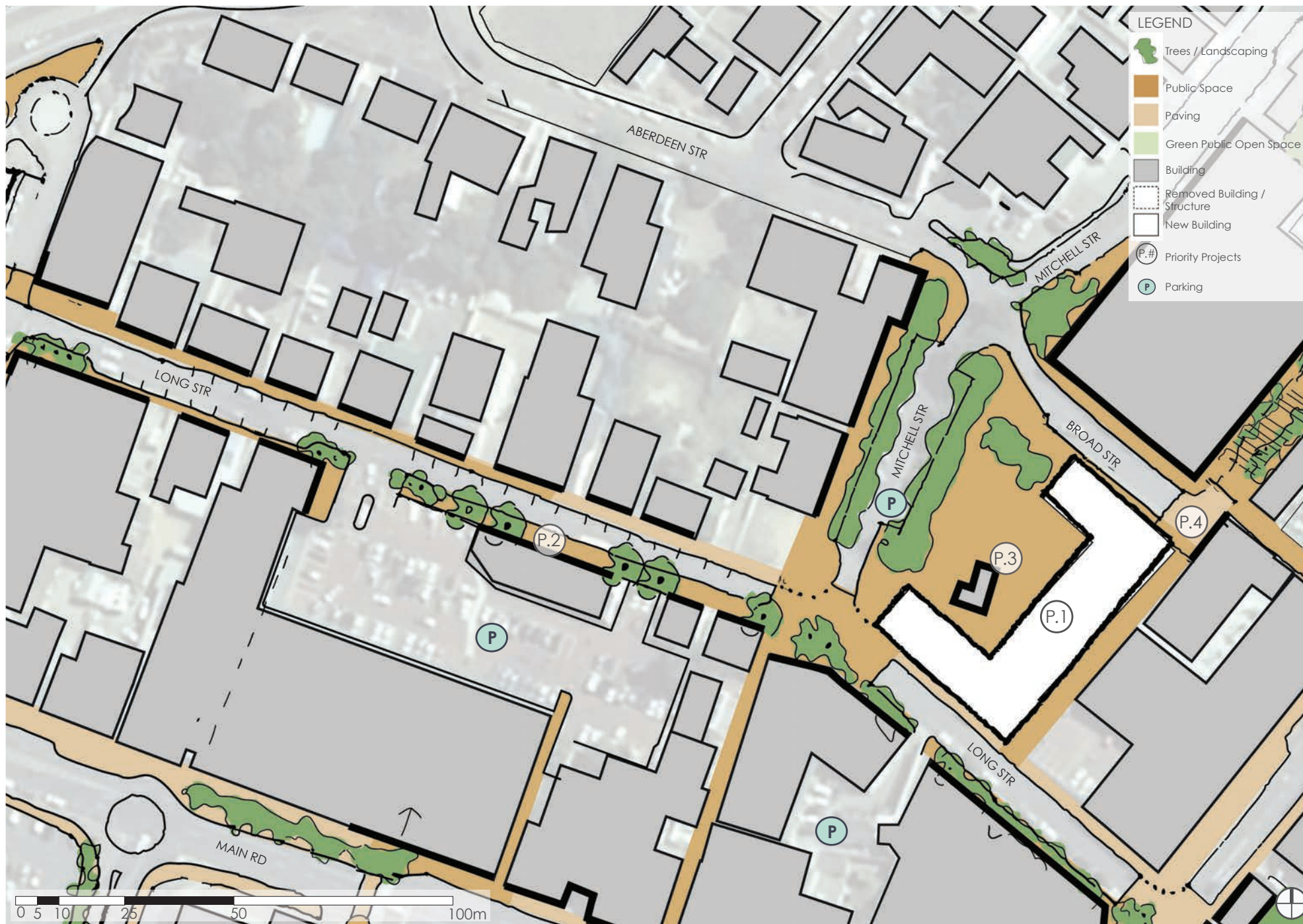


Figure 34. Focus Area 3: Mitchell Square Proposal (based on City Think Space proposal (2011))

The Current Long Street Sections

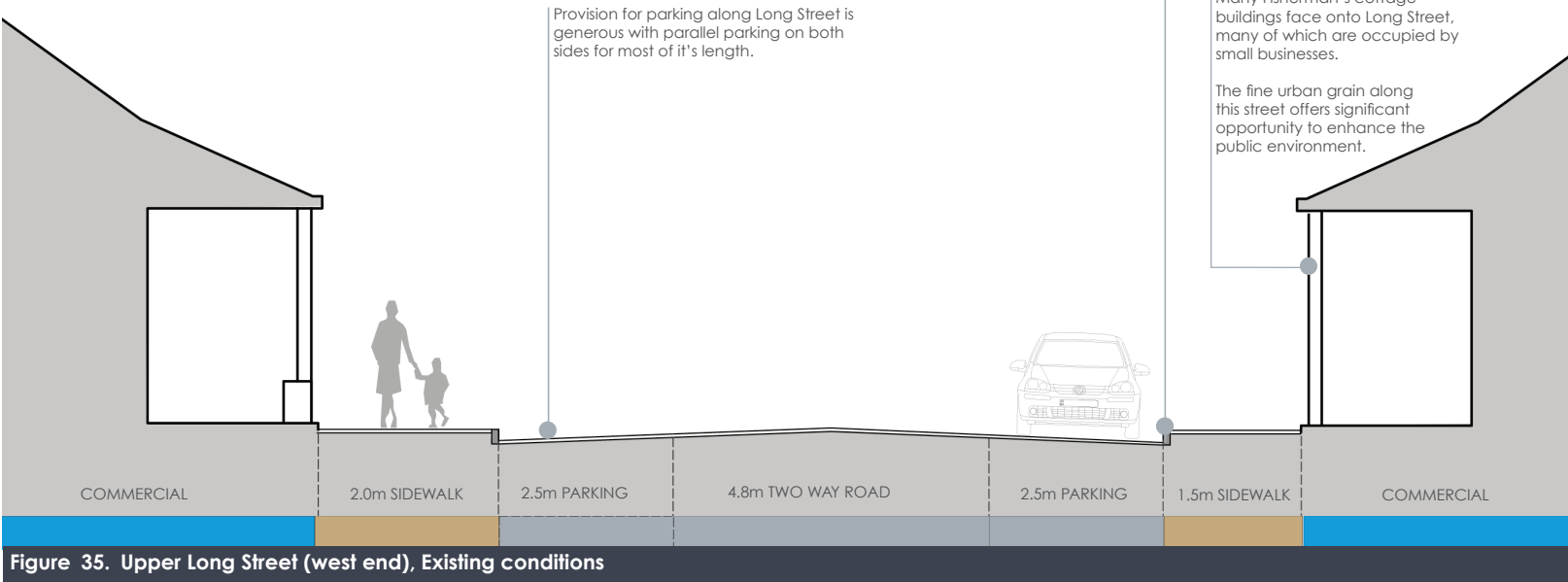


Photo 76. View down Long Street towards Mitchell Street

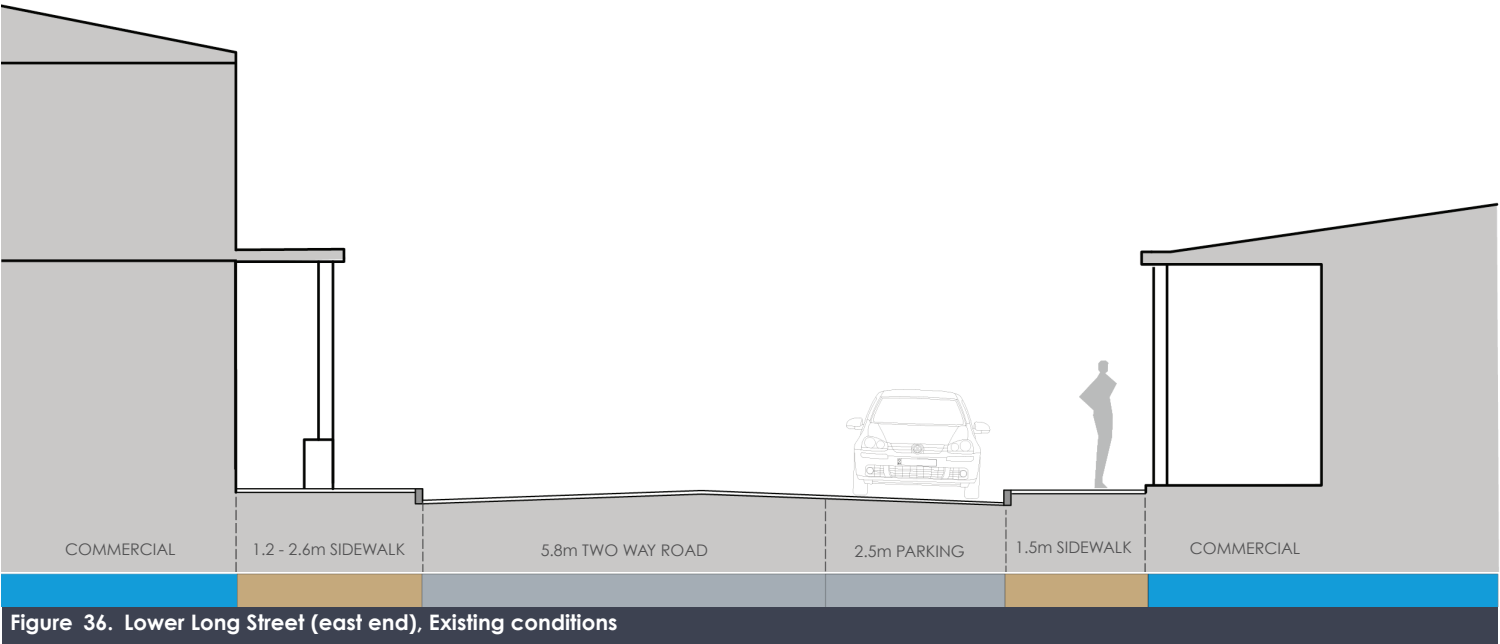


Photo 77. Long Street intersection with Main Road

The Proposed Long Street Sections

Improved quality of the sidewalks on the northern side of Long Street, through improved / level surfacing, seating.

Sidewalks along Long Street are proposed to be widened along the southern side.

In addition, Tree planting, provision of seating, signage and way finding, improved / level surfacing, public lighting and allowance for cyclists is proposed.

Through improvements to the quality of the pedestrian environment and making use of the frontages onto Long Street, the public environment can become an engaging place that people enjoy.

Policy can encourage businesses to open up their store fronts onto the public space, and reduce clutter through avoiding placing store signage and sale of goods on the sidewalks.

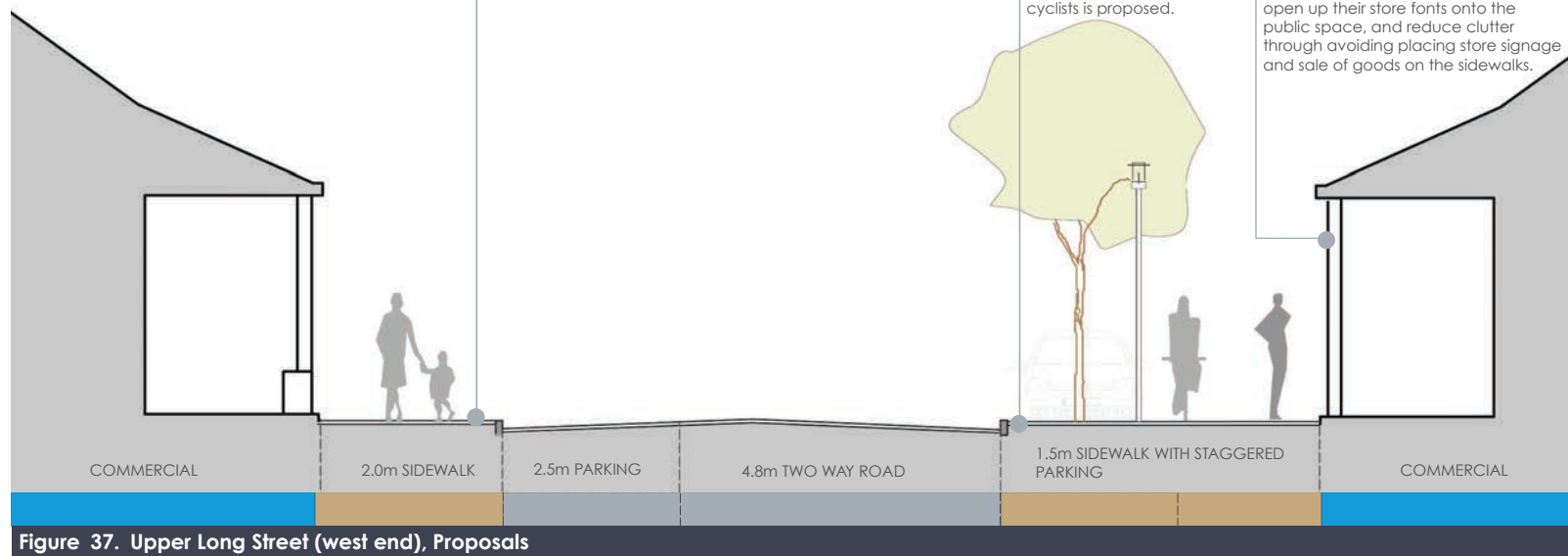


Photo 78. Landscaping, planting and provision of seating and shelter along with activity create places for people to spend time

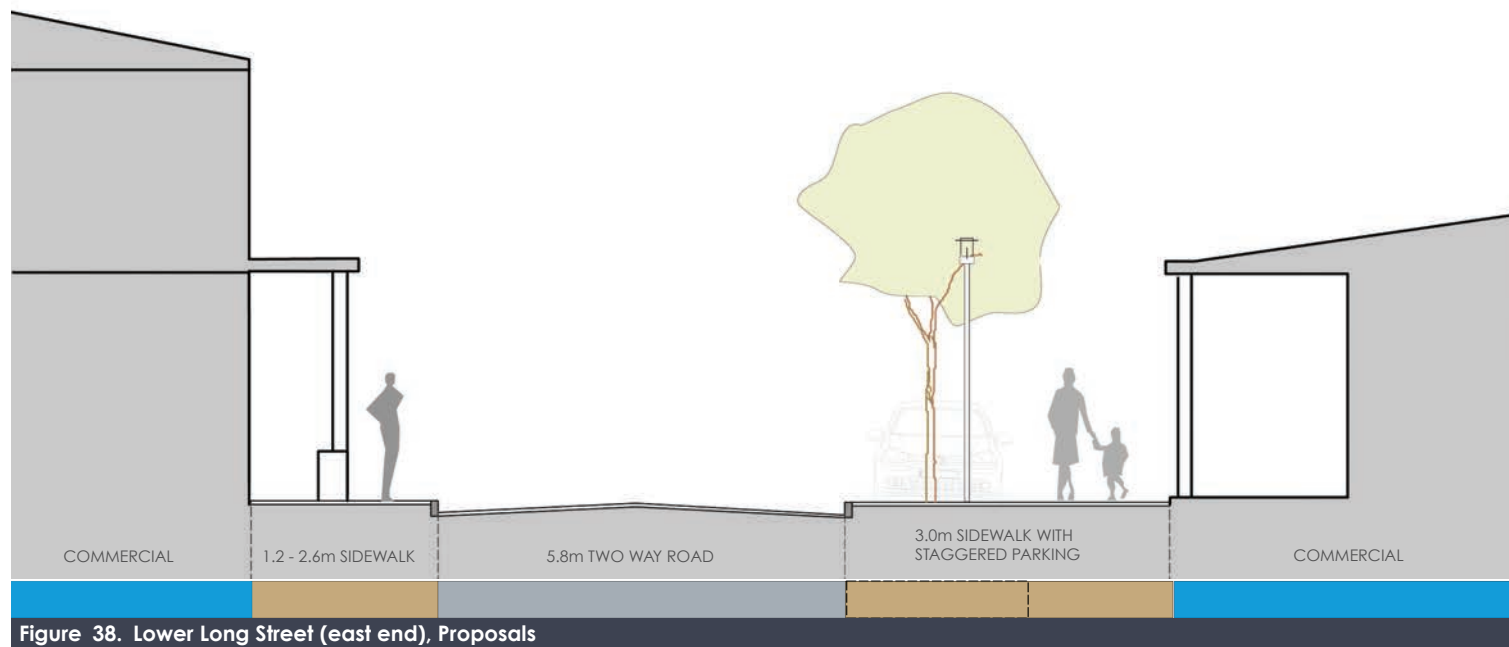


Photo 79. Cafe / restaurant spill out and activation of public environment

5.4. Focus Area 4: High Street

5.4.1. Main Ideas

The main idea for High Street is to transform it into a vibrant, pedestrian friendly retail high street that connects the current “anchors” of the Station Square and Woolworths developments with the proposed Mitchell Square Development.

The concept envisages the transformation of the street into a space which encourages people to spend time by providing, safe walking conditions, shelter from the elements, seating and lighting.

The fine grained, low rise cottages facing onto High Street contribute to it's character but are currently overwhelmed by the car dominance of the street. Town centre retail may be hard-pressed by the proposals of large out of town mall developments, but a great advantage over out-of-town or the Internet retail is that it is part of a rich and social mix of homes, businesses, parks, culture, leisure and institutional uses within the CBD core. The best way to support local retail is to fortify this diversity, by weaving more footfall around it – through intervening along High street the context for shopping in town can become more attractive, vibrant and busier.

5.4.2. Priority Projects:

P1. Landscape High Street to create a high quality pedestrian priority mall

Traffic circulation within the CBD does not allow for the exclusion of all vehicular traffic from High Street, however there is a lot of scope to transform the street to a pedestrian dominated space while still allowing traffic to pass through. The example of Cape Town's Waterkant Street provided in Section 4 is an excellent precedent for such improvements.

Currently pedestrians are confined to narrow sidewalks along the of High Street and the continuity of the street edge is disrupted by car parking lots at College and Dirkie Uys Streets.

The proposal is transform High Street by establishing a single paved surface from building edge to building edge and defining vehicular traffic routes with bollards.

Avenues of trees are envisaged to provide shade and character to the street and careful lighting to provide a sense of safety and vibrancy at night.

P2. Provide Canopies, Shelters and Pergolas for Winter Cover

- Provision of pergola / canopy structures along High street as shelter from the elements and as a unifying element along the pedestrian mall street



Photo 80. Street Canopies in Puerta del Sol



Photo 81. Fine Grained Heritage Buildings on High Street



Photo 82. Comfortable Pedestrian Street in Pitt Street Mall, Sydney

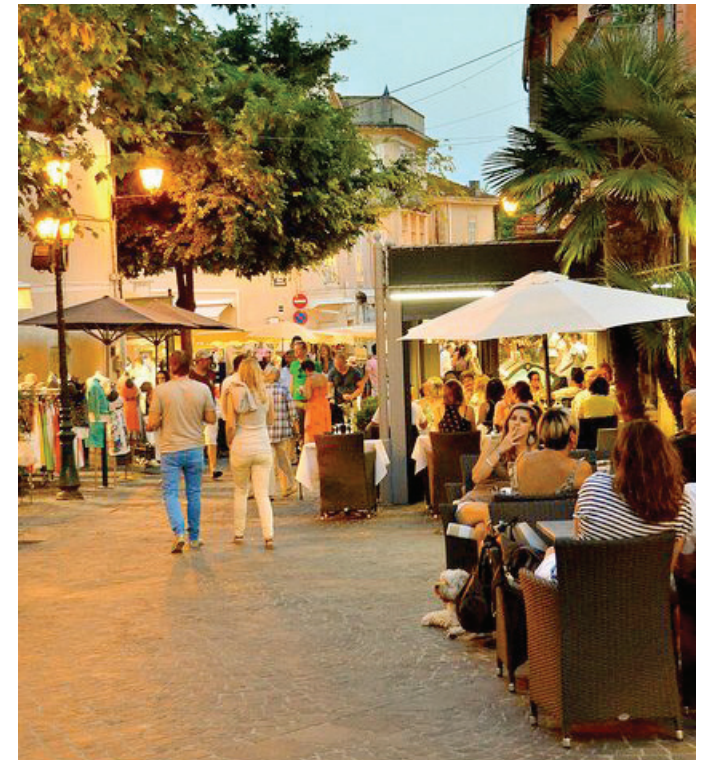


Photo 83. Pedestrian and public environment is enhanced through defining edges with active interfaces



Photo 84. Pedestrian and public environment is enhanced through defining edges with active interfaces

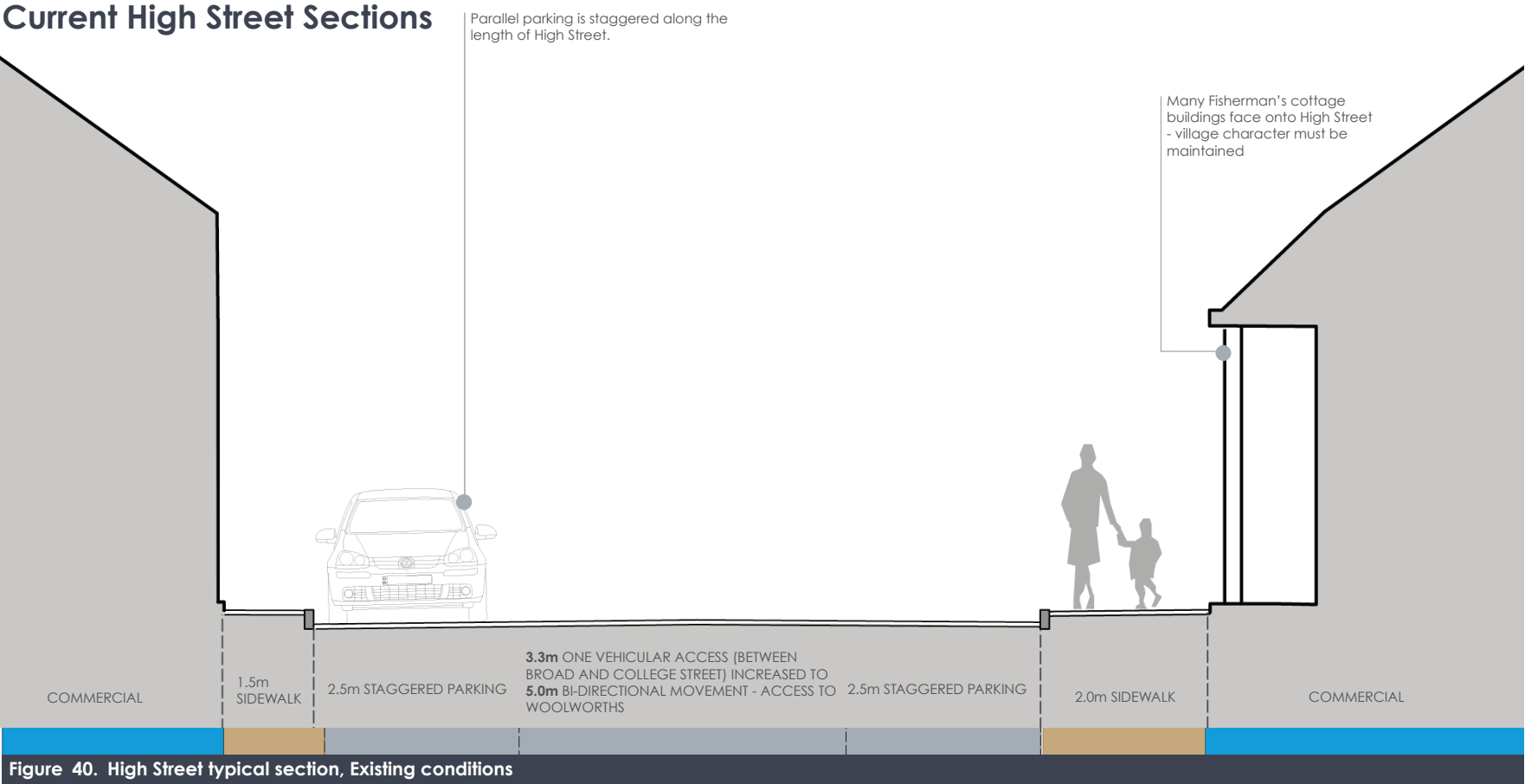


Photo 85. Parking lots create poor public environments.



Photo 86. High Street is a key link that has a unique quality due the street width and abutting buildings.

Current High Street Sections



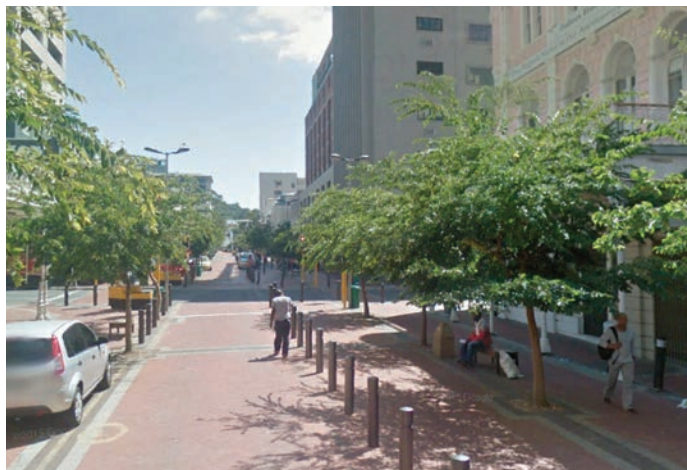


Photo 87. Pedestrian priority street; Waterkant Street, Cape Town



Photo 88. Pedestrian streets enabling active street frontage



Photo 89. Pedestrian streets attract a variety of uses.

Proposed High Street Sections

Tree planting and shade / pergola structures to provide shelter from the elements

Paved surface - pedestrian street, vehicular movement is minimised / slowed. Parking, loading and access in designated areas as with Waterkant street in Cape Town

Many Fisherman's cottage buildings face onto High Street - village character must be maintained

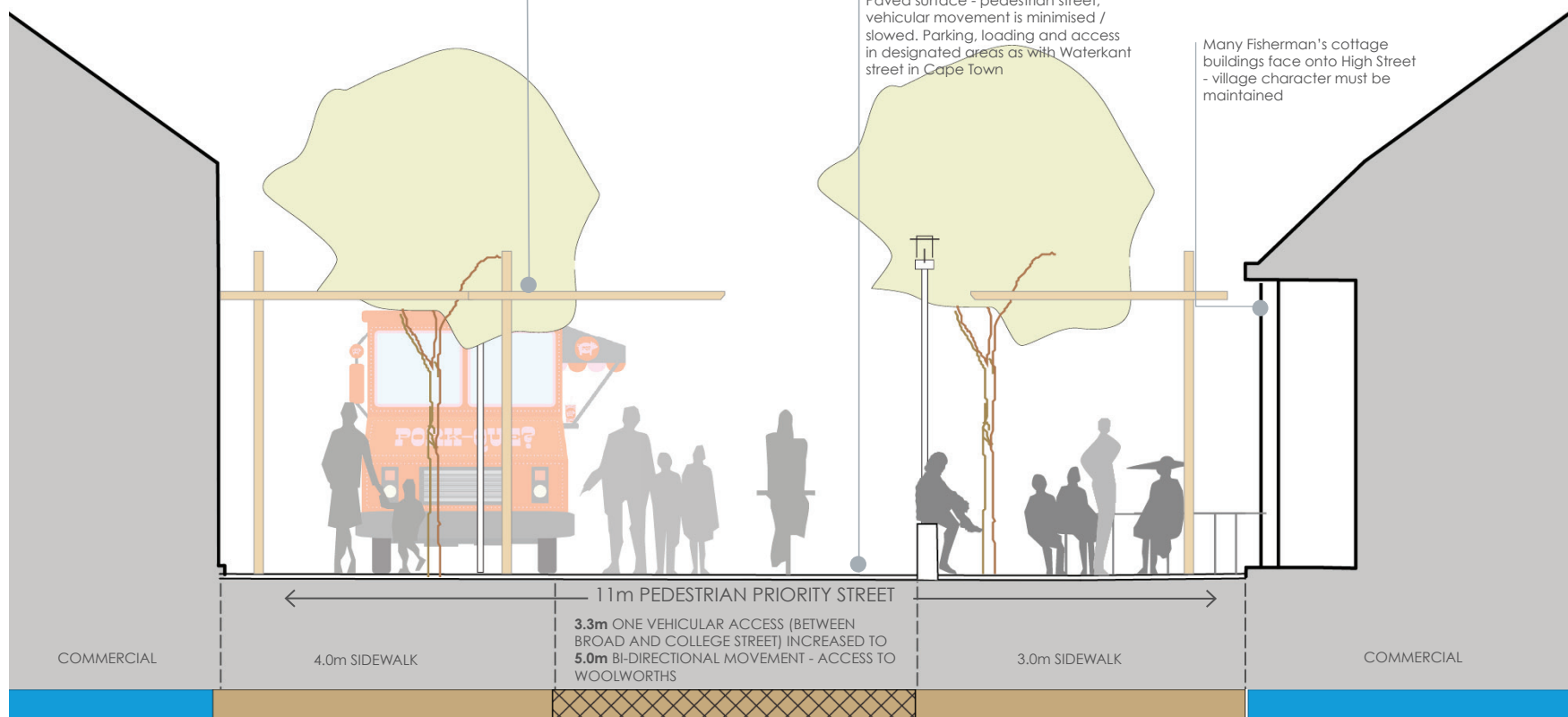


Figure 41. High Street typical section, Proposals - pedestrian priority street

5.5. Focus Area 5: Lemm's Corner

5.5.1. Main Ideas

Lemms Corner:

Lemm's corner is the knuckle that connects the core CBD with the coastal edge. The "village green" of the Lemm's corner precinct presents an opportunity as a comfortable public space for a "pause place" for residents and visitors alike. The main idea for Lemm's corner is to prioritise pedestrians through improved legibility and pedestrian links and accessibility into the precinct. Proposals aim to establish a clear sequence of public spaces that re-inforce pedestrian movement between the Taxi rank, municipal precinct and coastal edge attractions.

Improvements to Main Road:

The main ideas for the improvement to Main road, are to make improved provision and legibility for the pedestrian, through widened sidewalks, tree planting and improved pedestrian crossing points.

5.5.2. Priority Projects:

P1. Pedestrian crossing points and linkages:

- Raised pedestrian crossing points at Main Road and Harbour Road intersection;
- Link pedestrian connections through Alleyways from Marine Drive with pedestrian crossings;
- Raised pedestrian intersection where Long Street intersects Main Road; and
- Improved pedestrian sidewalks and legibility down Main Road.

Refer to sections in Figure 43 on page 74 and Figure 44 on page 75 for an illustration of the proposed interventions along Main Road.

P2. Improve linkages, and sequence of spaces in Lemm's corner:

- Improvements to Lemm's corner to establish a clear sequence of public spaces that integrate the buildings associated with Lemm's Corner; and
- Encourage building owners to activate frontages to define the edges of Lemm's Corner

P3: Markets / special events:

- A flexible open space can be used for many events from markets to temporary art installations /exhibitions or a quiet family picnic / movie screening.



Photo 90. Lemm's corner, pedestrian entrance across from Long Street junction



Photo 91. Lemm's corner lawns with potential for improved accessibility and activity



Figure 42. Focus Area 5: Lemm's Corner

The Current Main Road Section



Photo 92. Main Road looking towards Lemm's corner .



Photo 93. Harbour Road and Main Road intersection, Lemms corner to the right.

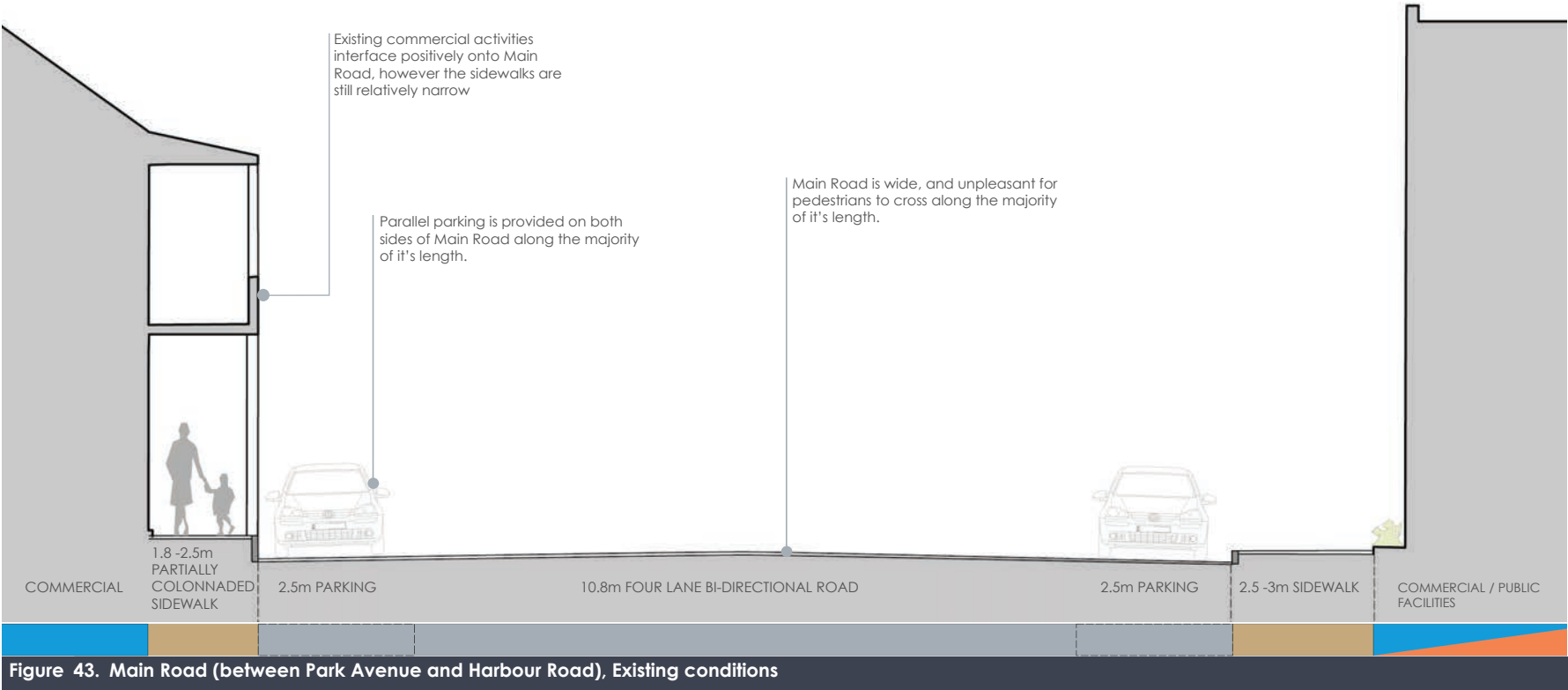


Figure 43. Main Road (between Park Avenue and Harbour Road), Existing conditions

The Proposed Main Road Section



Photo 94. Generous pedestrian space and spill-out cafes along Huguenot Road in Franschoek



Photo 95. Raised pedestrian crossing over Huguenot Road in Franschoek

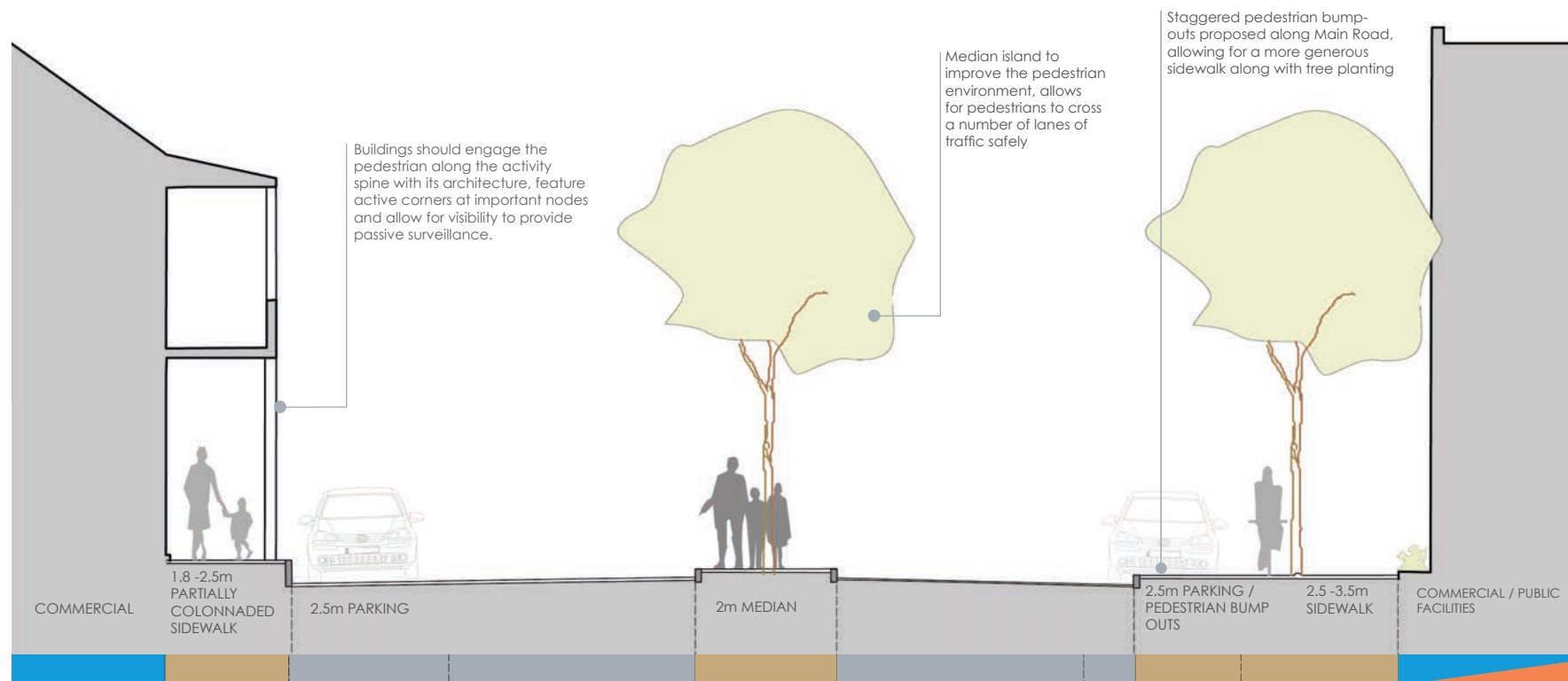


Figure 44. Main Road (between Park Avenue and Harbour Road), Proposals

5.6. Focus Area 6: Old Harbour Precinct

5.6.1. Main Ideas

The Old Harbour precinct is a valuable asset to Hermanus, particularly as a tourist attraction. The opportunity for maximising activation and economic return in this precinct is not fully capitalised. The Regeneration Framework proposes that development opportunities are pro-actively explored to with the Museum Trust to explore the adaptive reuse of buildings to accommodate commercial opportunities such as restaurants, venues, whale listening facilities and so on that can attract and engage visitors.

Improvements in universal access as well as safe connections to Bientang's Cave and continued connectivity between destinations are also seen as essential improvements to the precinct. The amphitheatre space is a significant asset to the precinct and small interventions that would improve the unity between the Old Harbour museum, Bientang's Cave, viewing points around the war memorial canon to the amphitheatre space will continue to improve the value of the precinct as a positive destination and public attraction.

5.6.2. Priority Projects:

P1. Improved access to caves and boardwalk:

- Provision of disabled / wheelchair access ramp to Bientang's cave and Old Harbour precinct
- Enhance connectivity between Old Harbour and Bientang's Cave

P2. Old Harbour development opportunities:

- Management Plan / Small business opportunities (Cafe /Deli) to activate Old Harbour precinct;
- Surface treatment and leveling to improve walkability;
- Provide seating, interpretive signage;
- Possible terracing lower ramp edge to provide seating

P3: Improve destination attraction

- Provide more seating and viewing points - places to sit and linger
- Improve interpretive signage, historical information; and
- Develop event space (amphitheatre)

P4: Enhance viewing space / deck at War memorial canons

- Widen viewing space around canons display; and
- Provide more seating



Photo 96. Market square public precinct, a high quality public environment interfaces with the Old Harbour precinct



Photo 97. Restricted public viewing space around war memorial canons



Figure 45. Focus Area 6: Old Harbour Precinct



Photo 98. Steps and ramp do to the Old Harbour precinct



Photo 99. Lower section of the stone ramp of the Harbour Museum could be terraced into seating as illustrated

5.7. Implementation Matrix

Table 3. Project Implementation Matrix

	Project Description	Related Projects	Project Stage	Time Frames	Project Owner	Implementing Agent	Possible Funding Sources
FA. 1: Taxi Rank and Municipal Precinct Upgrade							
P1: Rationalise current taxi operations and parking	Consolidate taxi rank operations, Opportunities for small scale retail. Landscaping and public space improvements.	Re-organise intersection between Patterson and Main Roads	Concept design but needs to be refined	3 year	Overstrand Municipality / Private Sector / Taxi Associations	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private Sector / Department of Transport
P2: Improved pedestrian crossings at Royal Street traffic circle and links towards the coast	Paved / raised surfacing to improve pedestrian crossings and links to taxi precinct.	Pedestrian links down Long Street and Taxi rank upgrade	Concept, requires approval from municipal engineers	2 year	Overstrand Municipality	<ul style="list-style-type: none"> Overstrand Municipality 	Overstrand Municipality
P3: New Infill development (tennis court site)	Redevelopment opportunity; mixed use infill, landscaped public squares, pedestrian links.	Consolidation of land transfer of Synagogue site, relocation of tennis courts	Early project visualisation and concept proposals	10 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private Sector
P4: Tourism Information Centre and Tour Bus Parking	Old Synagogue building envisaged as part of new development: small business, exhibitions tourist information and tour bus drop off area.	Tennis court site relocation, and land transfer.	Early project visualisation and concept proposals	10 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private Sector
FA. 2: Swallow's Park							
P1: Close Marine Drive extension in front of Spur:	Marine Drive extension closed to traffic, allowing for restaurant / cafe spill-out space and activation of Swallow's park	Traffic control along Main Road. Transfer of Main Road to OM. Engagement with land owners.	Early project visualisation and concept proposals	5 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private Sector
P2: Park Avenue upgrade	Rationalise parking, implement two-way road segment, widen sidewalk. Tree planting and furnishings	Traffic control along Main Road. By-pass road and transfer of Main Road to OM	Concept design but needs to be refined	5 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality WCG DoTPW 	Overstrand Municipality
P3: Parking access and Main Road	Rationalise parking access off Park Avenue and Main Road. New traffic circle at Park Ave, Main Road intersection.	Traffic control along Main Road. By-pass road and transfer of Main Road to OM	Concept design but needs to be refined	5 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality WCG DoTPW 	Overstrand Municipality/ Department of Transport
P4: Improve pedestrian interface from Swallows park and to the coastal walk	Pedestrian avenue and cycle way link from swallows park across Marine drive. Raised pedestrian crossing.	Biodiversity Walk project (2015)	Concept	3 year	Overstrand Municipality /	<ul style="list-style-type: none"> Overstrand Municipality 	Overstrand Municipality / Private Sector
P5: Gateway to coastal/biodiversity walks; pedestrian promenade along marine drive	Traffic flow to become single direction along Marin drive, between Park Avenue and Harbour Road. Provision for seaside sidewalk widening. Tie in with Biodiversity walk project (2015).	Biodiversity Walk project (2015), Traffic control along Marin Road. By-pass road and transfer of Main Road to OM.	Concept design but needs to be refined	5-7 year	Overstrand Municipality / Cliff path Management group	<ul style="list-style-type: none"> Overstrand Municipality 	Overstrand Municipality / Private Sector

	Project Description	Related Projects	Project Stage	Time Frames	Project Owner	Implementing Agent	Possible Funding Sources
FA. 3: Mitchell Street Square							
P1: Mixed use development opportunity	Mixed use development, includes structured parking in new building. Ground level becomes dignified public space. (Mitchell Street development proposal 2011)	Traffic / intersection re-organisation of Mitchell Street intersection. Long Street upgrades to pedestrian routes	Implementation	2-3 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private sector
P2: Improved Pedestrian links along Long Street	Improved legibility and sidewalk upgrades. Reinforce Pedestrian links to key destinations: Lemm's corner, Harbour precinct, Taxi Rank and Municipal precinct.	Mitchell Street development proposal	Concept design but needs to be refined	2-3 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private sector
P3: Retain existing heritage building	Reuse existing heritage building as a cafe / hospitality space	Mitchell Street development proposal	Implementation	2-3 year	Overstrand Municipality / Heritage group	<ul style="list-style-type: none"> Overstrand Municipality Heritage group 	Overstrand Municipality / Private sector
P4: Pedestrian link to High Street	Raised pedestrian intersection where Broad Street turns into High Street, indicating a transition into a pedestrian priority area	Traffic / intersection re-organisation of Mitchell Street intersection	Concept design but needs to be refined	2-3 year	Overstrand Municipality	<ul style="list-style-type: none"> Overstrand Municipality 	Overstrand Municipality / Private sector
FA. 4: High Street							
P1. Promote the conversion of High Street into a high end pedestrian mall	Transformation of high street into a pedestrian dominated space, through surface treatment, tree planting and traffic calming.	Business owner /land owner agreement and partnership. Traffic studies by Andre van der Merve	Project vision	2-5 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private sector
P2: Provide Canopies, Shelters and Pergolas for Winter Cover	Provision of pergola / canopy structures along High street as shelter from the elements and as a unifying element along the pedestrian mall street.	Traffic / intersection re-organisation of Mitchell Street intersection	Project vision	3-7 year	Overstrand Municipality / Private sector	<ul style="list-style-type: none"> Overstrand Municipality PPP 	Overstrand Municipality / Private sector
P3: Establish Project Ambassador and or Project driver	It is understood that this project involved many interested and affected parties, it is advised that the Municipality and Hermanus Rate Payers association establish a project team that could assist in gaining public awareness and buy-in.	High Street pedestrianisation and related legislative processes required	Project vision	continuous	Overstrand Municipality / Hermanus Rate Payers Association	<ul style="list-style-type: none"> Overstrand Municipality PPP 	<ul style="list-style-type: none"> Overstrand Municipality PPP

	Project Description	Related Projects	Project Stage	Time Frames	Project Owner	Implementing Agent	Possible Funding Sources
FA. 5: Lemm's Corner							
P1. Pedestrian crossing points and Main Road linkages	Raised pedestrian crossing points at Main Road and Harbour Road and at Long Street junction. Link pedestrian connections through Alleyways from Marine Drive.	Long Street and Main road pedestrian access Upgrades. By-pass road and transfer of Main Road to OM.	Concept design	5 year	Overstrand Municipality	<ul style="list-style-type: none"> Overstrand Municipality WCG DoTPW 	Overstrand Municipality / Private Sector
P2: Improve linkages, and sequence of spaces in Lemm's corner	Establish a clear sequence of public spaces that integrate the buildings with Lemm's corner. Encourage building owners to activate building frontages onto Lemm's corner	Lemm's Corner Landscaping proposals.	Concept design, requires partnership with business owners and museum Trust.	3 year	Overstrand Municipality/ Private sector / Museum Trust	<ul style="list-style-type: none"> Overstrand Municipality ppp Museum Trust 	Overstrand Municipality/ Private sector / Museum Trust
P3: Markets / special events:	Provision for / establish the means for regular events; markets, movie nights, temporary art installations.	Public space upgrades to Lemm's corner precinct	Concept design, requires partnership with business owners and museum Trust.	3 year	Overstrand Municipality/ Private sector / Museum Trust	<ul style="list-style-type: none"> Overstrand Municipality ppp Museum Trust 	Overstrand Municipality/ Private sector / Museum Trust
FA. 6: Old Harbour Precinct							
P1. Improved access to caves and boardwalk	Provision for wheelchair / disabled access ramp to Bietang's cave and Harbour precinct. Enhance connectivity between destinations.	Continuity and links to coastal walk, business partnership at Old Harbour precinct. Detailed survey for details planning and design	Project vision and concept proposals, requires workshopping with Museum Trust	5-7 year	Overstrand Municipality / Museum Trust	<ul style="list-style-type: none"> Overstrand Municipality Museum Trust 	Overstrand Municipality/ Private sector / Museum Trust
P2: Old Harbour development opportunities	Development of a management plan for the Harbour precinct to allow for small business investment opportunities. Public space improvements: seating , terracing.	Universal access ramp to Bietang's cave. Detailed survey for detailed planning and design.	Project vision and concept proposals, requires workshopping with Museum Trust	5-7 year	Overstrand Municipality/ Private sector / Museum Trust	<ul style="list-style-type: none"> Overstrand Municipality ppp Museum Trust 	Overstrand Municipality/ Private sector / Museum Trust
P3: Improve destination attraction	Provision of more seating, interpretive signage, improvements to pathways / surfacing. Develop event space - amphitheatre.	Partnership with events groups / management groups to develop events management	Project vision	2-5 year	Overstrand Municipality / Cliff path management group	<ul style="list-style-type: none"> Overstrand Municipality Cliff path management group 	Overstrand Municipality / Cliff path management group
P4: Enhance viewing space / deck at War memorial canons	Provide more generous viewing space around canons display, provide seating.	Detailed survey for detailed planning and design.	Project vision	2-5 year	Overstrand Municipality/ Heritage group / Museum Trust	<ul style="list-style-type: none"> Overstrand Municipality Heritage group Museum Trust 	Overstrand Municipality/ Heritage group / Museum Trust

5.8. Way Forward - Priority Actions

This Regeneration Framework document provides a strategy, vision and guideline for the regeneration of the Hermanus CBD, along with the identification of Focus Area projects and Implementation matrix.

This final strategy document, in response to common suggestion made in comments received (November 2015) from organisations and an individual namely:

- Hermanus Botanical Society;
- Hermanus Rate Payers Association and Hermanus Business Chamber - which were a collective response from a number of contributors; and
- Hermanus Auto Stop (Dominic van Schouwen)

presents the recommendation that the Overstrand Municipality motivate for the following studies and projects be carried out in support for and to further re-inforce the proposals contained in this strategy.

These are;

1. An investigation into the parking needs and demands for the Hermanus CBD; quantifying the demand, supply and duration.
2. A detailed Precinct Plan: Urban Design proposals for the Harbour and Lemm's Corner Area's.
3. A detailed Precinct Plan: Urban Design Proposals for the Taxi rank and Municipal Precinct.
4. Urban management proposal / business plan for the management and maintenance of the trees, landscaping and public spaces.



6. LANDSCAPE GUIDELINES

6.1. CBD Landscape Palette

6.1.1. Unified Design Language

As part of the Regeneration Framework, consideration should be given to landscape elements of the CBD. Landscape elements such as street lighting, public and pedestrian lighting, benches and seating, signage and wayfinding, bins paving and materials should represent a common design language and style that improve the legibility and continuity of the public realm throughout the city. Tree planting, seating, paving patterns, signage and lighting should be used to further accentuate the human scale of the urban environment.

Landscaped open spaces, parks, streets, plazas and other public areas provide a opportunity for the expression of a places 'genius loci' and an appreciation of the local character/culture, local plants and building materials, one can develop a design language for outdoor spaces that are appropriate and sensitive to the local context.

For Hermanus, as a coastal town, the harsh coastal environment can be costly on the maintenance of street furniture and landscape elements that are weathered and damaged through exposure to sea mists and harshness of a coastal environment. Choice of materials should then be considerate of the context to ensure the sustainability of landscape elements.

Design guidelines: Landscape elements and materials

All streets, and public spaces should be visibly unified and have a cohesive rhythm created by landscape elements; the street trees, furnishings, paving, lighting and signage / wayfinding.

Public spaces and streets should be landscaped with an aligned planting of deciduous trees to create a tree canopy at maturity and a cohesive, unified character for the area. A monoculture of all the same tree species should be avoided.

Street furnishings, trees and amenities should not clutter the public realm and pedestrian environment, but rather occupy consistent, well defined zones parallel to the pedestrian walking zone.

Maintenance, safety, and comfort should be primary considerations in the type, design and placement of street furniture. Adequate quantities of street furniture should be evaluated and used in all public areas, including benches, bicycle racks, and trash receptacles.

Current performance:

The public lighting and furnishings utilised at the Old Harbour precinct, along with the low stone walls, choice of paving materials defining the pedestrian realm as well as the choice of benches and trash receptacles and signage provide a positive palette or "kit of parts" for which the Regeneration Framework for the rest of the CBD should refer in terms of a common language for the use of materials and design.

It is noted the the Nautical theme for the Harbour should be a unique design language for the Harbour precinct, the "kit of parts" can be expanded with a continued use of wooden elements, stone and blue finish to complete a suitable range of landscape elements for the



Photo 101. Positive language of design in the use of materials and furnishings at the Old Harbour precinct

CBD of Hermanus. Guidelines and proposals for expanding and regenerating for key landscape elements, lighting, seating, signage and public amenities are explored in the sections that follow.



Photo 100. Positive shop frontage and signage contributes to the public environment



Photo 102. Local materials used in the stone walls around the viewing points at Gearings point

6.1.2. Lighting

Public lighting and pedestrian lighting is proposed for public spaces and main pedestrian routes and alleyways, streets, entrances, service area, signage, landscaping and other areas and elements where appropriate. Well-integrated lighting provides aesthetic appeal and safety, promoting comfortable, safe pedestrian activity at night.

Principles:

Illumination of building and landscape elements provides additional nighttime interest and encourages neighborhood identity.

Lighting integrated with municipal norms and standards and with regard to general street illumination will complement the urban and nature of the public and pedestrian environment.

Enhanced street lighting, if designed properly to reduce glare and limit contrast, can enhance feelings of pedestrian security and safety.

Lighting design that considers energy efficiency fixtures and design will contribute to a more sustainable development. Choice of outdoor lighting must be designed to eliminate glare or light spillage onto adjacent properties. Stakeholders indicated that up-lighting in public spaces should be discouraged, specifically along coastal and natural areas.

Building-mounted lighting fixtures shall not project above the fascia or roof line of the building and must be shielded.

Security lighting fixtures shall not be substituted for parking area or walkway lighting fixtures and are restricted to loading, storage and similar service areas.

Current performance:

As discussed in the section above the lighting elements in the Old Harbour precinct are of high quality and form part of a palette of elements for the precinct. However the street lighting through the CBD is outdated (refer to Photo 104) and an

improved street light is suggested in Photo 107, the proposed street lamp is locally available (CITEA, BEKA schröder (Pty) Ltd), and has a variety of bracket options which would be an appropriate expansion on the brackets used at the Old Harbour precinct.

The existing pedestrian lighting (refer Photo 105) is outdated and could be vastly improved. The public lighting currently at the Old Harbour precinct is suitably scaled for the pedestrian and can be expanded upon throughout the CBD with a public light design from the range proposed for the street lighting (refer to Photo 106 and Figure 46 overleaf). For public plaza's and pedestrian routes along streets within the CBD, and for more natural areas such as Swallows Park and the Coastal walk the pedestrian light suggested are indicated in Photo 108 and Photo 109.



Photo 103. Alley ways and pedestrian connections could have improved pedestrian lighting



Photo 104. Existing street lighting



Photo 105. Existing pedestrian lighting



Photo 106. Public Square lighting, Church Square Cape Town (CITEA, Beka light),



Photo 107. Pedestrian and Street lighting, Somerset Road, Cape Town (CITEA, Beka light).

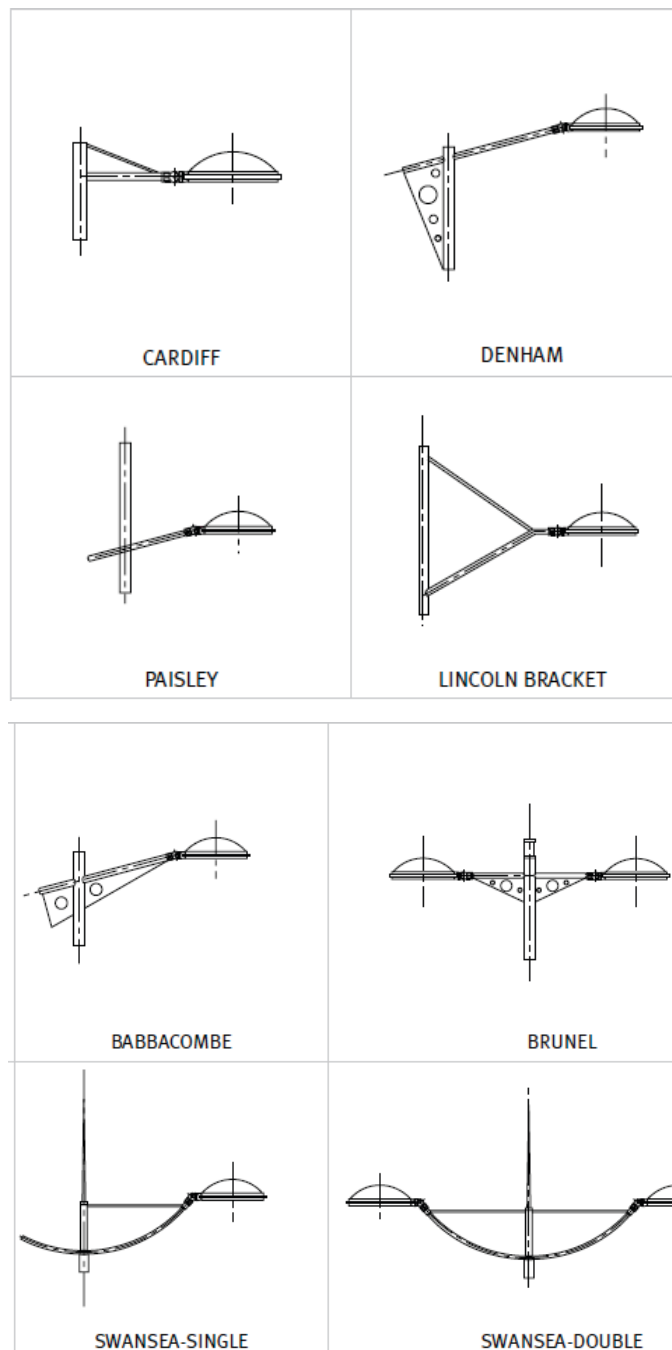


Figure 46. CITEA, Beka light - Bracket options



Photo 108. Pedestrian lighting, Stellenbosch University Campus, Stellenbosch (ZELA, Beka light).

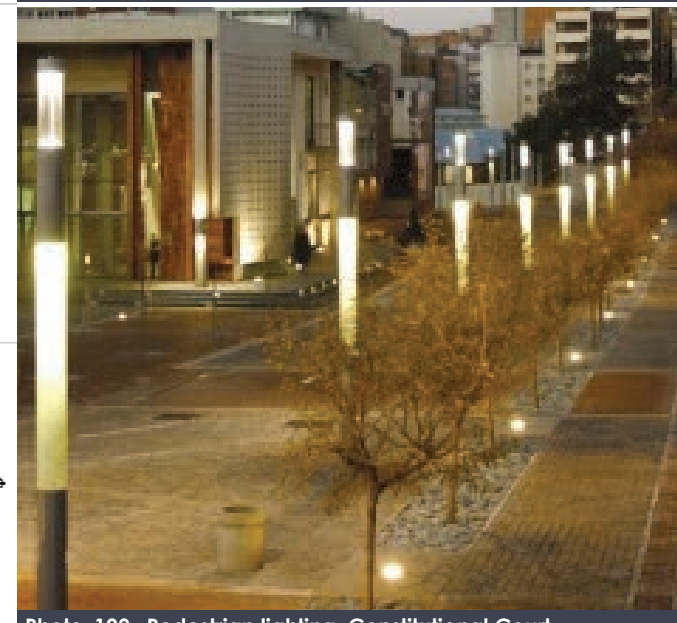


Photo 109. Pedestrian lighting, Constitutional Court, Johannesburg (CH Column, Beka light), Available as Bollards Lighting.

6.1.3. Seating

Principles:

Sidewalk benches should be oriented so they will not impede pedestrian movement.

Street furniture, such as benches, should be placed in public open spaces and plazas that have heavy pedestrian use.

High quality seating should be used throughout the CBD and in all public areas. As discussed in 6.1, the provision of seating must take cognisance of the context and the palette of material currently used within the CBD. The precedent images Photo 111 through Photo 114 illustrate creative public seating design.

Current performance:

The low seating walls, and benches provided at Gearings point, the Old Harbour and market precinct and Swallow’s Park present a high quality range of materials and elements that should be expanded upon. The use of local stone materials and wood can be used to create robust seating elements such as shown in Photo 113, artistic and creative public seating should be encouraged.

Provision for public seating can be improved throughout the CBD, particularly along Long, Main and High streets. In public space upgrades in Swallow’s park, the Taxi rank and Mitchell Square.



Photo 111. Incorporating seating with edging.



Photo 113. Use of stone to provide a unique and robust seating element



Photo 110. Low stone walls and benches in the Old Harbour and Market precinct



Photo 112. Local attraction and elements can be incorporated in creative and artistic ways to create unique and different public furniture that celebrate the local context



Photo 114. Creative and artistic use of wood for playful public seating

6.1.4. Signage

Principles:

A well-conceived system of wayfinding, interpretive and building signage is important for making sense of any successful mixed use environment.

Integral and complementary signs add to the character of the streetscape and the architecture of the buildings that they serve. Good signage enhances the character of buildings, reinforces the hierarchy of streets and spaces, and contributes to the sense of place of the urban environment, neighborhood and natural / green spaces. Signs should be creative in the use of two and three-dimensional forms.

Signs should be organized / incorporated with / on buildings, or with street lighting, low walls and other landscape furnishings to not visually clutter the streetscape.

Current performance:

The signage along Marine Drive, around the Old Harbor precinct forms a unique character, however the coordination and extent of a common language of signage throughout the CBD is limited.

The haphazard and incoherent business's signage that dominates public signage impacts on the quality of the urban environment, neighborhood and natural / green spaces. The development of a range of signage elements for the application through the CBD is advised. Controls should be in place to manage business and building signage in such a way that clutter of the streetscape is avoided. Signage that is respectful of the character of Hermanus architectural style and urban fabric, such as High street and around the Harbour precinct (Photo 116) should be continued. Signage clutter such as on Main road between Park Avenue and Harbour Road (Photo 117) should be managed. The Station Square and Woolworths development has responded positively to the urban form and fabric of Hermanus as well as in the nature and application of signage.

The coastal and future biodiversity and heritage walks and major tourist attractions in CBD could be knitted together through a system of wayfinding and interpretive signage. Figure 47 is an illustration of a range of signage elements that form a range of elements that can be applied to a variety of signage and wayfinding needs.



Photo 115. Successful family of signs applied at the Old Harbour precinct.



Photo 116. Successful business signage along Main Road between Long Street and Marine Drive.



Photo 117. Big, cluttered signage along Main road between Park Avenue and Harbour Road



Photo 118. Signage inconsiderate of surrounding heights and view is obstructed behind Market Square.



Photo 119. Successful examples of interpretive signage

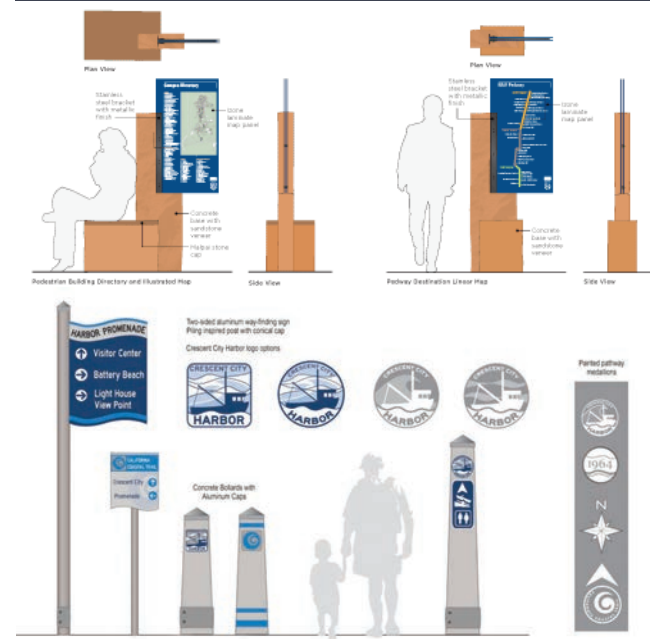


Figure 47. Examples of a co-ordinated range of signages

References:

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Hermanus Local Structure Plan: Town Centre – Urban Design, Conservation and Development, 1992, Dennis Moss

Hermanus Proposals for the Renewal, Conservation and development of the Central Business Area: A Spatial Development Framework, 2002, GAPP Architects & Urban Designers (Pty) Ltd

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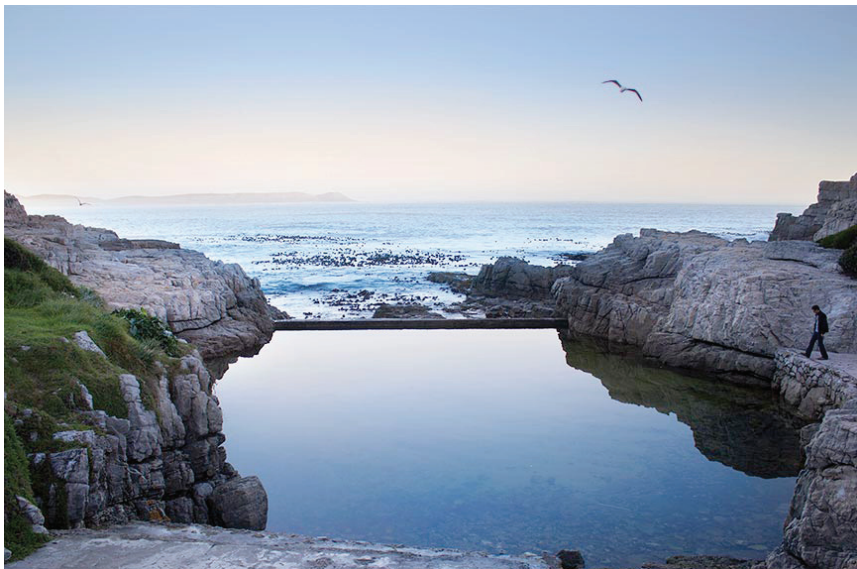
Online references:

Mike Cullen, articles on Why Streets are better than Malls:

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Fred Kent, Project for Public Spaces:

<http://www.pps.org/reference/grplacefeat/>



7. APPENDICES

7.1. Traffic and Vehicular Movement Implications

Although roads and intersections in Hermanus CBD operate at acceptable service levels (little congestion) during off-peak times, improvements are suggested to improve current sub-standard geometric layouts and to compliment the urban design proposals of this study. Details of the proposals are shown in Figure 50.

7.1.1. Hermanus Taxi Rank (FA. 1)

The urban design proposals for Long Street, with pedestrian connectivity to Royal Street and further to the west, was combined with Ninham Shand's 2002 design for the taxi rank to create a more integrated public service area

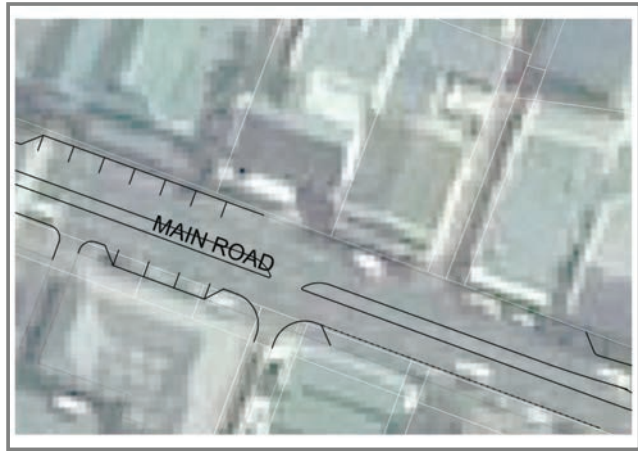
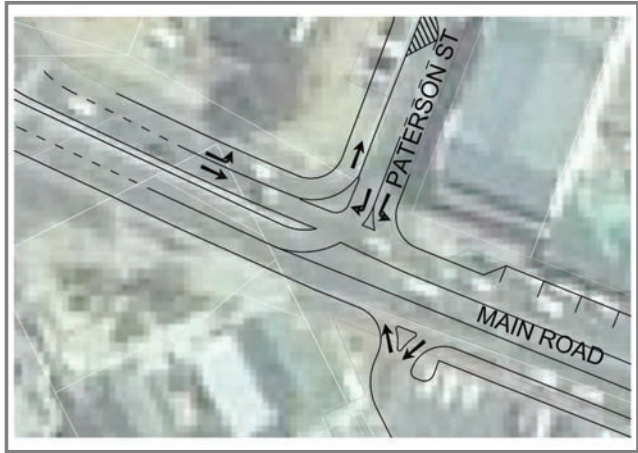
7.1.2. Swallows Park (FA. 2)

In order to improve the precinct around Swallows Park and to address the current layout of the Main Road / Marine Drive Link / Park Avenue intersection, it is proposed that the Marine Drive Link Road should be closed and integrated with Swallows Park and the retail activities to the northwest thereof. A roundabout is proposed at the Main Road / Park Avenue intersection. The access to the parking area corner of Main Road and Park Avenue, as well as the Park Avenue access to the filling station on the opposite corner should be moved further south.

7.1.3. Main Road (FA. 2 and FA. 5)

To create a safer pedestrian environment and to improve on the existing geometric layout of Main Road, it is proposed that a median island should be built between the Church Street roundabout and the Harbour Road traffic signals. It is suggested that Main Road eastbound remains a two-lane road from the Church Street roundabout to Paterson Street, where one lane will allow only left turn

movements into Paterson Street, with the second lane continuing straight. The existing kerbed median island will be extended up to Park Street. No right turn movement will be allowed from Main Road westbound into Paterson Street, but right turns from Paterson Street onto Main Road will be allowed and accommodated with an acceleration lane. A left in / left out access can be provided off Main Road to the parking area corner of Main Road and Park Street. Some parallel parking bays and a corner of the aforementioned parking area will be sacrificed to provide a roundabout at the Park Street / Main Road intersection. A single left in / out access is proposed at the filling station, with a median break and full access to the access way east of post office.



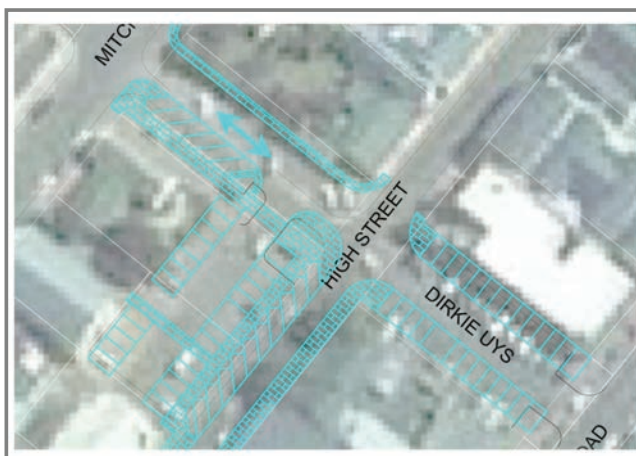
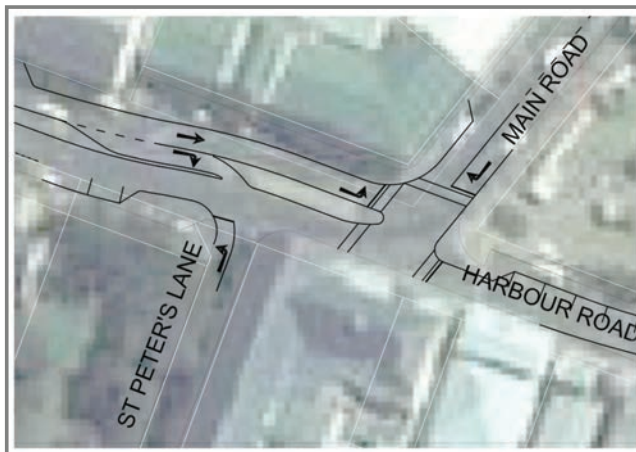
Lanes at the Main Road / Harbour Road intersection will be realigned to provide an exclusive right turn lane from Main Road into St Peter's Lane and an exclusive left turn lane from Main Road westbound onto Main Road northbound. The Harbour Road approach lane will be realigned to line up with Main Road westbound. If necessary, raised pedestrian crossings may be provided across Main Road to emphasize pedestrian routes such as the alley next to Pep Stores, linking Main Road to Long Street.

7.1.4. High Street and Dirkie Uys Street (FA. 4)

An earlier design proposal for sections of High Street and Dirkie Uys Street - done by André van der Merwe Engineers for Overstrand Municipality - shows changes to the directional flow and parking around the intersection of Dirkie Uys Street and High Street. The proposal is in line with the 2015 planning for the CBD and is supported.

7.1.5. Aberdeen Street / Broad Street / Mitchell Street (FA. 3)

This intersection is not clearly demarcated and, except for the four intersecting roads, a parking area also exits onto the intersection. It is proposed that the existing southern section of Mitchell Street should be incorporated into the redevelopment of the square south of Broad Street and that Mitchell Street south should be realigned to the west.



* All images by DECA 2015

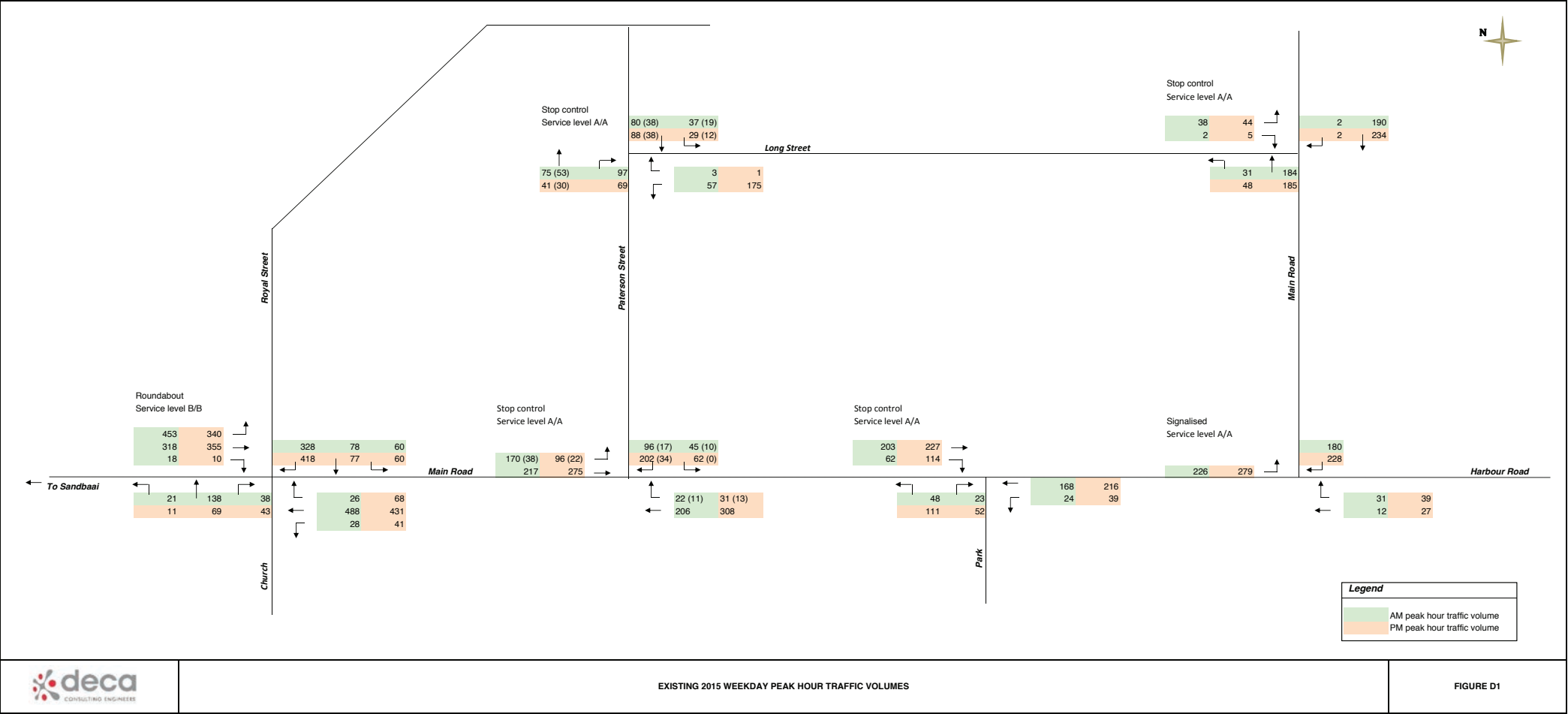


Figure 48. Traffic Volumes: Vehicle counts



Figure 49. Parking Survey



Figure 50. Vehicular interventions

NOTES				

7.2. Stakeholder Workshop
27 November 2014



7.2.1. Attendance register

CBD Revitalization Phase II Meeting
Overstrand Auditorium at 17:00

27 November 2014

Attendance Register

	Name	Area	Tel No.	e-mail Address	Signature
1.	Riaan Kucka		028 3138087	r.kucka@overstrand.gov.za	
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4.	Bob Hanway		0825576552	hanway.bob@gmail.com	
5.	Pam Heid		0828235232	heidfamily@mweb.co.za	
6.	Doug Parker		0824900840	DGP@mweb.co.za	
7.	Therese Munn		0825588583	iscl@xco.net	
8.	Whitney Clarke		0283123303	info@adventisthermannus.co.za	
9.	Guy Clarke		0283123303	" "	
10.	DOMINIC VAN SCHOUWEN		0823313962	dvan-schouwen@gmail.com	
11.	ANTONIO DA SILVA-SWART		0724624271	antonio@bfound.co.za	
12.	Jan Kuhn	Eastcliff	0765117957	jan.kuhn@co.za	
13.	Kari Brice	Karoovallei	0836504206	karibrice@hermannus.co.za	

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Nikki Stanley	Treudly tots	0883124999	info@treudlytots.co.za	11/11/11
Micklyn	Eastcliff	0824430860	finna@global.co.za	11/11/11
Mari-Greene	Hermanus	0832583334	mhaluo@gmuc.co.za	11/11/11
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7.2.2. Record of Stakeholder Mapping exercise:
Problems, Opportunities and Assets raised

Table 4. Group 1: Record of mapping exercise

	Problems	Opportunities	Assets	Other
GROUP 1	<ul style="list-style-type: none">• No free parking;• Taxi Rank: condition/Tourist Bus Parking/Parking problem regarding delivery trucks above Bientangs;• Policy: Parking & loading/ Pricing;• Parking/Lighting/Safety/ Security at Rossi's Hope Street;• Informal traders: Gearings Point (new traders licences) & Railway Shed);• Stairs at Bientang's Cave – steep and dangerous;• Pick'n'Pay: Chinese shops on entrance;• No Public Toilets;• Circle at Checkers;• Harbour Road wrong direction;• Swallow Park: Bergies/Dirty;• Long Street: Cheap Shops/ Uplift shops and pedestrian environment;• Aberdeen Street; and• The planned Mitchel Street Development	<ul style="list-style-type: none">• Alley Ways – could be so much more;• Taxi Rank: Clean up/upgrade, toilets, trees, tourist bus drop off;• Hope Street upliftment;• Lemm's Corner;• Main Road: improve pedestrian conditions;• Theatre;• Public art gallery;• Free parking nodes at peripheral example: Checkers, NG Kerk;• Top of Hoy's Koppie: a cable cart;• Underwater tunnel off Old Harbour across to Gearings point (Sydney);• Dolphinarium under Hoy's Koppie (Orlando);• Aberdeen Street tourist Road;• Public Swimming Pool for visitors;• Make more walkable (European cities);• Need more trees;• Seating/whale tail seats; and• Cycling routes/provision (bicycle hire)	<ul style="list-style-type: none">• Coast line;• Cliff Path;• Restaurants;• Old Harbour;• Gearings Point Bio-diversity Walk;• Swallow Park;• Checkers & Woolworths;• Hoys Koppie; and• Marine Pool Tidal	<ul style="list-style-type: none">• No mega-buildings on coast/marine drive;• New Harbour: opportunity like Portugal/Greece waterfront;• Need for uniform signage / language approach throughout town; and• Have a CID management model

Table 5. Group 2: Record of mapping exercise

	Problems	Opportunities	Assets	Other
GROUP 2	<ul style="list-style-type: none"> • Taxi Rank (unattractive entrance/approach); • Old Harbour; • Public toilets (lack of); • Parking; • Mitchell Square: degraded, removal of trees; • Loss of "Hermanus Culture": stalls block view of sea from Main Road; • Height control; and • Quality of sidewalks (poor condition, dangerous) 	<ul style="list-style-type: none"> • Upgrade Taxi Rank; • Uniform signage; • Park & ride; • Avenue of trees on Main Road; • Promote village life; • More young people represented; • Pedestrian mall on Main road, no traffic; • One way on Long Street; • More trees; • Revive fish market in Harbour; • Focus on local produce/business control branding; and • Improve views to sea from Main Road 	<ul style="list-style-type: none"> • Walkability; • Hoys Koppie; • Marine/Market Square landscaping; and • Hope Street – in town residential 	

Table 6. Group 3: Record of mapping exercise

	Problems	Opportunities	Assets	Other
GROUP 3	<ul style="list-style-type: none"> • Pedestrian crossing at all circles on relief road; • Deli parking access; • Bientang's cave; • Marine Drive waterfront traffic safety; • Railway Sheds; • Main Road from ABSA to Marine drive; • Pavement at Post Office; • Taxi rank; • Traffic at ABSA corner; • Boardwalk at Swallow Park; • Vacant site next to Gobbelaar Saal; • Wendy's cottage; • Fick's Pool; and • Speeding on Westcliff Drive. 	<ul style="list-style-type: none"> • Railway sheds; • Lemm's corner; • St Peter's Precinct; • Block bounded by Main & Long Street developed into covered shopping; • Mitchell Square; • Fick's Pool; and • Hoys Koppie 	<ul style="list-style-type: none"> • Marine Pool; • Amphitheatre; • Old Harbour; • Gearings Point; • CBD Cliff Path (Bio-diversity walk area); • Hermanus Pieters-fontien market; • St Peters; • Municipal building; and • Hoys Koppie 	<ul style="list-style-type: none"> • Lack of public toilets

Table 7. Group 4: Record of mapping exercise

	Problems	Opportunities	Assets	Other
GROUP 4	<ul style="list-style-type: none"> Lemm's corner; Taxi rank: needs upgrade – eyesore; Park taxis underground and develop on top (to access parking: Royal, Long, Mitchell Square parking); Hawston to De Mond: ½ hour bus route; No public transport; Deliveries; Not enough greenery; No tour bus parking; Security – need CCTV; Need Signage; Long Street: new clean pavement, upgrade, eyesore; Market square ie. Blikkies Dorp – nothing unique, not a snapshot of what Hermanus is; and Parking behind Rossi's 	<ul style="list-style-type: none"> Lemm's corner; Old Harbour (need market and excitements); Cliff Path; Swallow Park; Synagogue (Use as art gallery); Hoys Koppie; Tennis courts - space; Dorp Krug; Main Road (Lemm's to (?)): need mall maps, signage; High Street – walkway pedestrian improvment; Market Square ie Blikkiesdorp: nothing local, unique. Visual impact not a snapshot of what Hermanus is nor are the products; and Main Road, Marine/Colcocchios: needs stop street, weird place for yield signage 	<ul style="list-style-type: none"> Lemm's corner; Old Harbour; Swallow Park; Synagogue – could use as a Gallery); and Hoys Koppie 	