



DESIGN COMPETITION

PRIZES

1st Prize: R 25 000

2nd Prize: R 10 000

3rd Prize: R 5 000

*Terms and conditions apply

REGENERATION OF MAIN ROAD IN PORTERVILLE—AN INVITATION FOR DESIGN PROPOSALS

The Precinct Plan and map of the town can be found on the website of Bergvliet Municipality: www.bergmun.org.za

INTRODUCTION

Porterville, one of the main towns in Bergvliet municipal area, is situated in a rich agricultural setting which speaks to its community's heritage. It has important natural heritage links with the rolling hills, rivers and being in the shadow of the Groot Winterhoek Mountains.

A comprehensive process to stimulate the tourism industry in Porterville is currently underway through a dynamic consultation process. The process consists out of various phases, including the redesign of the main road, the development of a tourism route through Monte Bertha linking the residential area to the main road and the development of various tourism products. Bergvliet Municipality approved a Precinct Plan for Porterville in 2015. It is available on the website and must be used as an important source document for this design proposals. The Precinct Plan address a number of interventions, but the purpose of this competition is, however, only to address **a portion of Voortrekker Road as outlined in the project brief.**

THE BRIEF

The Main Road

The main road, ***Voortrekker Street***, is the primary arterial road and functions as the town's activity spine, it circulates vehicular traffic and provides services and sale of goods. It is the primary thoroughfare offering vital economic opportunities to the local community. It also creates congestion, pollution, lack of safety and other issues creating an unfriendly urban environment. The street design is car-oriented with extra wide carriage ways and on-street parking. It lacks street trees, continuous street wall and other pedestrian-oriented public space in the commercial core that detracts from the town's character. This arrangement discourages passing travelers to stop and explore the town and locals from enjoying and fully utilizing the public space. The portion along Voortrekker Street (between Park and

Basson Streets) has the most commercial activity and larger scale building's footprint. The space available for pedestrians is along the sidewalks and the quality of experience currently varies between pleasant and harsh which has a significant impact on businesses attracting customers as well as relaying the character of the town to passersby. Many of the buildings in the Central Business District (CBD) are stepped back from the street, lack continuity to form a street wall, lack visual permeability (windows, clear views in, low walls), visual interest (window displays, architectural details, surface and material variation) and engagement with pedestrian space (sidewalk cafes and retail displays). The sidewalk varies in width creating constraints for the opportunity to plant street trees and provide outdoor retail displays, café seating and other street furniture. The old social core of the precinct featuring the church and market squares, the museum and library and village green is on the periphery of the main corridor. While the facilities are generally sufficient for tourism, there is a lack of destinations in the precinct such as events and boutique shopping precinct which often draw tourist in other small towns. The regeneration is not only to stimulate renewed economic growth, but also to encourage spatial transformation and integration, community interaction, environmental awareness and small business empowerment.

The Market Square

Within the town, the historic public open spaces were the church and the market squares. As the town grew and commercial activities spread along the main thoroughfare, the use of the squares diminished. The spaces and some of the uses and historic structures remain, but are at risk of misuse and reduced value. Recent efforts were made to reactivate the market square, address the need for informal trading spaces, improve safety and provide services on an important corner of the market. This took the form of designated parking bays, a public ablution facility and two market structures that provides secure storage for market vendors and facility for tourism services. However, the market stalls are not appropriately used as it only operates at peak times on Saturday mornings and the

remainder of the week are blank walls with rolled down shutters, effectively barricading visibility and reducing edge activation of the village green. Entrances to surrounding buildings are either seldom used or do not open to the park, further decreasing activity and safety.

THE PROJECT

The main road (Voortrekker Road) of Porterville is to be redesigned from **Basson Street to Park Street**, but the redesign must include creative ideas **on the tourism office, informal trading area and gardens** (See attached map).

Aspects that need to be taken into consideration for the redesign should include (but is not necessarily limited to):

- Incorporate pedestrian and/or cycle routes: Prioritise the pedestrian along the commercial corridor to improve walkability and livability;
- Incorporate speed calming measures and improved parking;
- Enhance the qualitative character of Voortrekker Street with sidewalk widening, tree planting, appropriate and consolidated signage and positive street/building interface conditions;
- Optimize existing open and green spaces within the town centre to create a range and choice of recreational spaces, especially on the market square as the primary focus area;
- Apply the spatial principle to establish a sense of place through the development of an attractive place to visit that has a specific character and authentic identity that differentiates it from other places in the region;
- Create a Vibrant Public Realm: a sociable and walkable urban fabric with continuous, generous and sheltered sidewalks, retail and restaurants that use and engage on the sidewalk, frequent entrances and midblock pedestrian access, windows with shop

displays, street trees, furniture such as benches and street lights and attend to detail to create a new human-scale urban environment.

Source: Precinct Plan 2015

TERMS AND CONDITIONS

- Any individual participate subject to the following conditions:
 - Registered students of a recognized SA tertiary institution;
 - Any individual residing permanently within the boundaries of Bergrivier Municipality with proof of address attached.
- Group work will be regarded as one proposal application.
- All students must submit their proposals in their personal capacity and there may not be any identifying name or university/college symbol visible on displayed drawings, or models.
- Deadline for submission is Tuesday, 31 July 2018. No late submissions will be considered.
- Entry submissions remain the property of Bergrivier Municipality.
- No prizes are exchangeable or transferable.
- Prizes are awarded at the discretion of the judging panel and competition organizer.
- No municipal staff may participate.
- Projects must be submitted in a maximum of 3 A1 pages with clear sketches and estimated dimensions.
- Address for delivery: Bergrivier Municipality, 26 Mark Street, Porterville, 6810 (For Attention: Mrs. A van Sittert).

Enquiries

Mrs. A van Sittert (022 913 6000)

