



Making Claremont
a better place for all

The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

Issue 18 Oct / Nov 2009 www.claremontcentral.co.za

**The Executive
Manager's Desk**
Page 2

**CIDC sponsors
soccer dreams**
Page 2

**CIDC hosts Common
Purpose meeting**
Page 3

**Glenn Robertson
Jazzes it up**
Page 3

Tea Party for the aged
Page 3

**Claremont is abuzz
with entertainment**
Page 4

**Festive season
calendar of events**
Page 4

SunClare Square to be focus of festive events

SunClare Square, the area bounded by Corwen and Dreyer Streets, will this festive season come into its own with public art displays and events for which it had been ear-marked. In line with the urban design framework and the Four Squares policy for Claremont.

The objective of this policy is to create a positive urban environment that promotes a variety of pedestrian oriented uses and fulfills the proposed purposes of the four nodal squares within the Claremont CBD landscape. The other public space nodes and their proposed uses are Newry Station Square (Market Square), Warwick Square (Event Square / Markets / Cafés) and Draper Square (Village Green).

Claremont is characterised by areas of high activity and density, such as Dreyer Street outside Cavendish with its lively buzz and offering of street market shopping and cafe-style culture, in contrast with areas of almost no activity, such as on either side of SunClare Square. The whole idea is to encourage people who work, live and play in, as well as visit Claremont, to engage with these spaces. Clearly food is a big drawcard, as are events that provide entertainment.

People have a tendency to "self-congest" or are drawn to areas where other people congregate. "The important thing," says Executive Manager, Abdul Kerbelker of the CIDC, "is to create spaces where people want to gather and socialise by ensuring that adequate seating, lighting and security are provided. Some of these issues still need to be addressed in SunClare Square." Correctly configured public spaces such as have been planned for Claremont CBD will draw people and life into the area.

A public art theme is proposed for SunClare Square to enhance the character of the area and to lighten the spatial quality by implementing public art and information panels, as well as incorporating mosaic work into the area. A further element is to ensure continuity of the paving material used in pedestrian use zones within the Claremont CBD precinct to visually connect SunClare Square to the CBD network and public space upgrading.



Cavendish's high activity Dreyer Street precinct already sports a festive flair and forms a linkage with the SunClare Square public space on Corwen and Dreyer Streets

The CIDC's vision of enlivening these squares with drawcard events will kick into effect this summer holiday season, with the first of such events being a tea party for the aged from 3 old age homes in Cape Town: (Rehoboth Age Exchange (Hanover Park), Erica Place (Athlone) and Arcadia Place (Observatory) on SunClare Square on Saturday 14 November. (See pics on page 3.)

Several other activities are also planned. An art exhibition of artists' works relating to the 2010 Soccer World Cup is on the cards for Friday, 4 December to coincide with the official World Cup draw being held in Cape Town and an evening of Carols by Candlelight is scheduled for Wednesday 16 December. A jazz evening, on a date still to be announced, will further add to the fun and vibe of Claremont during the festive season.



**The Clarion wishes
all its readers a
peaceful and joyful
Festive Season and a
prosperous New Year.**

From the Executive Manager's desk



Claremont, the unfinished agenda, is the theme I would like to look at in this my final missive for the year. The aim of the Claremont Improvement District Company (CIDC) is to transform Claremont into the best urban space in the metropole.

This lofty vision has been succinctly described by CIDC Urban management consultant, Peter De Tolly, as making Claremont CBD the top mixed-use centre in the metropolitan area by capitalising upon and enhancing its compact, heterogeneous and permeable nature and its multi-modal accessibility, thereby ensuring the creation of a high-quality urban environment that is an attractive place to work, shop, play and live for all stakeholders.

The multi-modal accessibility has seen our call centre environment in Stadium on Main increase from a modest 450 seats to 669 seats this year, i.e. 259 new jobs were created in a shrinking job environment. The grand vision is for a further 1180 jobs to be created in the Business Process Outsourcing (BPO) environment within the next two years.

It is a grand vision that is needed to complete the unfinished agenda of a Main Road upgrade, paving walkways, lighting dark areas of Claremont CBD and establishing the linkages of places like MontClare with the busy nodes in Claremont, through the upgrade of linkages, such as like Toffee lane and Niekirk's Lane.

There is another vital, but uncompleted agenda, i.e. the entertainment agenda. Physical upgrading is undoubtedly important, indeed, essential. But there is also the ongoing life of the area, the idea of managing your downtown like a shopping mall. The physical upgrade would ensure that pedestrians would not stumble over unmade paving in "shopping mall" Claremont, which would by implication have a uniform and maintained walkway.

The Claremont "mall" needs entertainment at weekends and at holiday times that would be a great improvement even though Claremont CBD has few options either by location or size, compared to large CBDs. It, however, compares favourably to larger malls like the V & A Waterfront, which accommodates single musicians or small groups. It must be possible for Claremont CBD to do something similar, 'choreographing' the area so that it is managed holistically.

It is thus my pleasure to invite everyone to use our public spaces, encapsulated in our Four Squares policy, movies, cricket, our exciting retail and entertainment environment and to wish you and yours well over the festive season.

Abdul Kerbelker Executive Manager

Common Purpose Meridian 2009 participants participated in a visioning and planning session with the Claremont Improvement District Company (CIDC).

The aim was for participants to look at a different perspective for the CIDC, which may lead to innovative solutions in Urban Management. Seen at the tea break with CIDC Executive Manager is Meridian participant Natalia Da Rocha.



CIDC sponsors Soccer dreams



The CIDC sponsored Red River Primary School as part of its holistic and sustainable intervention in social initiatives. The CIDC statistics revealed that 20% of Claremont day strollers come from Manenburg in the south East of the city. In a partnership with Proudly Manenburg, the neediest school was identified to receive a complete soccer kit, including boots and shin guards. The idea behind the Dreamfields' project is the grand vision of leaving a soccer and development legacy beyond 2010, by fueling the dreams of our disadvantaged youth.

CIDC hosts Common Purpose meeting



CIDC Executive Manager, Abdul Kerbelker, seen here with Melanie Burke, Senior Programme Director for Common Purpose, hosted and addressed an informal educational session: *Understanding the Place – Meet the People*, held at the offices of the CIDC on Thursday 8 October 2009.

The aim of the Common Purpose organisation is to run educational programmes that engage and inspire its members, all rising leaders, to shape the future of the city or region in which they operate. The programmes bring together participants from business, the public sector and the non-profit sector.

The objective of this particular session was to help participants gain an understanding of the needs of homeless people who make up a portion of our population. Kerbelker's address covered his role as CIDC Executive Manager and how he plans to lead change for Claremont stakeholders. The session included a talk by Sam Vos and Sean Parker of U-Turn Homeless Ministries, on the opportunities and challenges in dealing with the homeless, as well as a soup kitchen visit.

Glenn Robertson jazzes it up

Tucked away in a little-known venue at 85 Main Road Claremont (above Tin-Roof and Adult World) is the Kaleidoscope Cafe, host to regular music, arts and culture performances by the Glenn Robertson Jazz Band. It also doubles as a venue for Christian services on Sundays.

The band comprises vocal front man and percussionist, Glenn Robertson, Tony Drake on piano, Andre Henry on bass guitar, Fabian Frantz on drums and guest artist, Donveno Prins on saxophone. The musical style of the band is rooted in jazz, but it covers various genre of musical styles. The band is flexible in that it moves from the blues to swing and from bebop to modern jazz and is spiced with a Latin flavour. A unique formula, which this band has encompassed, is the introduction of Gospel Jazz as a part of their repertoire.

Glenn Robertson was a founder member of the band Airborne and was lead vocalist for the Tony Schilder Trio, for a season, at the Sherwood or better known as Club Montreal in Manenberg. His musical influences come largely from the music of Al Jarreau, Nat King Cole, Jimmy Messina and his musical leaning is definitely toward Latin Jazz.

Young, upcoming musicians and singers are encouraged to showcase their talents at the Friday evening performances and it is Glenn's vision to create a fully equipped sound recording studio on the premises to record their work.

The 200-seater auditorium which has a stage and full lighting, sound and technical facilities is also available as a venue for hire for business functions, such as sales presentations, business networking, pamper parties and the like.

Live music performances take place every second Friday of the month from 07h30 to 11h30. Light meals (curry and rice or chicken and chips) are served at R40.00 per head. Booking is advised to facilitate catering. Safe and secure parking is available in nearby Draper Square or in Stadium on Main.

For more info Tel: +27 21 674 5761 Cell: 072 601 2848 E-mail: ghrobertson@telkomsa.net or visit www.theglennrobertsonjazzband.co.za



The Glenn Robertson Jazz Band gives regular live music performances every second Friday of the month at the Kaleidoscope Cafe in Claremont

Tea party for the aged



On Saturday 14 November, The Glenn Robertson Jazz Band and Yolanda Yawa entertained 80 old aged pensioners from Rehoboth Age Exchange in Hanover Park, Arcadia Place in Observatory and Erica Place in Athlone at SunClare Square in Dreyer Street, Claremont



CAFDA Bookshop provides valuable community service

"People from all walks of life visit our book store," says Mr. Lennie Smith, Manager of the CAFDA secondhand bookshop in Werdmuller Centre, which has been a part of Claremont's history for more than 30 years.



Stocking an astounding range of books, numbering several 1000's, covering every subject possible, the Claremont store, along with all the other CAFDA bookstores, have a combined sales target of over R1 million per year. The bookstores form the backbone of CAFDA fundraising projects, making a major contribution to the continuation of the many services rendered.

Their most important service is probably that of providing those members of the community who would otherwise not be able to afford it, with reading and study materials at a fraction of the original cost. In the process they have in recent times experienced a significant increase in the number of persons from previously disadvantaged backgrounds frequenting their shops. School and university books are in high demand and they have been fortunate to be able to provide many of these books and study guides to candidates writing matriculation and other exams.

CAFDA actively endeavour to make their facilities customer friendly and shopping with them a pleasant experience. The shops are almost exclusively staffed by volunteers. Unfortunately their numbers are dwindling fairly rapidly as a result of natural attrition and they are appealing to those still young at heart to join their team of volunteers for a really rewarding and joyful experience. Their lifeblood is the generous donations of books and other materials received from the community who have opened their hearts to CAFDA since its very beginning.

CAFDA Bookshop, Werdmuller Centre, Claremont Tel: 021 674 2230 www.cafda.org.za

Plenty of holiday action and entertainment in Claremont



Experience a variety of fast-paced and exciting sporting action at the indoor action sports facility in Stadium on Main

Claremont is not only a shopping Mecca for locals and visitors alike, but its entertainment offering ranks highly too, particularly for the younger set. Over and above the vibrant nightlife available in the many clubs, pubs and restaurants in the area, there are a wide range of fun and exciting activities to choose from in the CBD.

Stadium on Main in Main Road, Claremont has an excellent range of fun activities on offer. The Let's Go Bowling Stadium Bowl is situated on the lower ground floor and is open to everyone. Ten Pin Bowling is a social game that can be enjoyed by everyone, no matter what age or skill level. Special functions such as children's birthday parties, adult's birthday parties or Christmas functions are also catered for.

For an adrenalin-pumping rush, try out Laserquest, situated in Stadium on Main, opposite the bowling alley. It is the world's most popular and exciting brand of Laser tag game. Whether you're 7 or 77, you'll love the exhilaration of stalking your opponents and unleashing a volley of laser fire in the battle zone of the 21st century. Get a group of friends together, form two teams and battle away.

Or if fast-paced and exciting sporting action is your preference, try out the indoor facility at Stadium on Main, which offers action cricket, action netball and action soccer. The great feature of these indoor sports is that they are played in downsized arenas, with fewer players, which creates a highly charged environment. Whether you want to get a group of energetic friends together or join one of the league teams, there is no doubt that you will have a tremendous amount of fun and get some good exercise as well.

If chilling is what you have in mind, Cavendish Square offers two-state-of-the-art cinema complexes, with screenings of the latest art and foreign films in Cinema Nouveau or recent commercial releases at Ster-Kinekor classic. A large CD and video store, as well as a range of high fashion shops keep the youngsters entertained. Or if you want to off-load your younger children for some peace and quiet, take them to the Enchanted Garden in Cavendish Connect to meet Buggles. The Jimmy Jungles indoor adventure playground in Stadium on Main offers supervised, secure facilities for toddlers and children from 6 months up to a maximum height of 1.4m. They provide a safe and clean environment where children can learn and have fun at the same time. For busy moms and dads, they also provide a supervised "Drop & Shop" child care service.

With the restaurants, coffee shops, shopping and dining options available in Claremont, holiday-makers and visitors, as well as locals will be spoilt for choice this festive season.

Events Calendar

All events to be held at SunClare Square unless indicated otherwise

- **Friday 4 December:**
2010 Soccer World Cup Art Exhibition
- **Wednesday 16 December:**
Carols by Candlelight
- **Date TBC:**
Claremont Jazz Concert



Activity contact details

Action Sports: Cricket, Soccer, Netball: Stadium on Main, Main Road, Claremont
Tel: 021 671 3665 Email: info@claremontarena.co.za
www.actionsports.co.za

Cavendish Square, Dreyer Street, Claremont
Tel: 021 657 5620 Email: info@cavendish.co.za
www.cavendish.co.za

Jimmy Jungles, Stadium on Main, Main Road, Claremont
Tel: 021 683 0005 E-mail: cm@jimmyjungles.co.za

Laserquest, Stadium on Main, Main Road, Claremont
Tel: 021 683 7296/3931 Email: info@laserquest.co.za
www.laserquest.co.za

Let's Go Bowling, Stadium on Main, Main Road, Claremont
Tel: 021 671 1893 Email: stadium@letsgobowling.co.za
www.letsgobowling.co.za



Claremont Improvement District Company

Upper Ground Floor, Stadium on Main
PO Box 24063, Claremont 7735 Tel: (021) 674 0639 Fax: (021) 674 1533
E-mail: info@cidc.co.za

This newsletter is designed and produced by The Executive Connection 082 2241 222

If you have any comments or suggestions, or would like to be added to our e-mail newsletter database, please e-mail info@cidc.co.za