



Making Claremont
a better place for all

The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

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Zebra artworks create a stir in Claremont



'Zebras Crossing' outside MontClare Place and at the intersection of Bowwood and Main Roads before the exhibition was centralised for display on Sunclare Square and Newry Square in Claremont

A herd of colourful and creative zebra have taken pasture in the Claremont CBD. The fine art installation is illustrative of the CIDC's public space enhancement programme to visually uplift the CBD. The 'larger-than-life' artworks can be seen on display in Sunclare Square and at Newry Square adjacent to the Public Transport Interchange.

The idea behind artwork in public spaces is that it adds value to the community and enhances the quality of life within a city. Said the CIDC's Kerbelker, "These public spaces are now destinations rather than empty spaces through which to pass en route to somewhere else. The artworks have transformed these spaces into more attractive and vibrant places, encouraging people to interact with the zebras and to linger a while. They also serve to enhance and sustain Claremont's attractiveness as a premier destination."

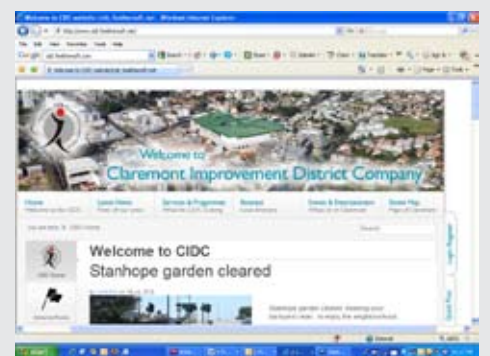
With the theme, 'Not all is black and white', the exhibition, curated by the World for All Foundation, consists of 33 zebra artworks by 33 different artists, each bearing a unique quote by former President Mandela.

The artworks will be on display in Claremont until December. They were also prominently displayed in various public spaces across the Cape Metropole during the 2010 Soccer World Cup Tournament.

The zebra artworks are just one further example of the CIDC's efforts to regenerate the Clare-

mont CBD. The CIDC is engaged in an ongoing enhancement programme which includes streetscape improvement with the planting of trees (see the Arbour Day story on page 3), enhancement of street lighting, improvement of signage and greening of public spaces. A further arm of this revitalisation programme is attending to urban deterioration and defects under the "broken windows" policy as highlighted in our last edition of the Clarion.

CIDC launches new website:
www.cidc.co.za



The CIDC's new interactive website is scheduled to go live at the end of October. Visit www.cidc.co.za for more information about the CIDC's services and programmes.

From the Executive Manager's desk



The launch of Raymond Ackerman's, *A Sprat to catch a Mackerel*, the interest by Wallmart in Massmart and the relocation of Clicks to Main Road Claremont, has caused me to reflect on retail in general and the retail landscape in Claremont in particular.

At the launch of his book, Raymond Ackerman celebrated over 300 franchised stores, not only as a BEE success, but as a broader business success. The Pick and Pay franchise strategy flies in the face of Woolworths buying back its franchised stores into the Woolworths family of stores. The greater Claremont is well catered for with Woolworths franchises and stores at Engen garage, Dean Street, the upcoming Palmyra Junction and the iconic Cavendish store.

The debate, which is even more pertinent with the imminent entry of the giant Wallmart brand into South Africa, is around whether the South African market is big enough to support so many store brands or whether stores are cannibalising themselves to obtain greater market share. Raymond Ackerman answered this question in a roundabout way when asked if he thought Woolworth's buy back policy was flawed. He answered by saying that he was less interested in the biggest market share than in the fundamentals of business. The debate will rage on in my opinion on the success or failure of franchised businesses, but any one of these models has to ensure that the business fundamentals are in place.

The Claremont market can sustain greater market share only if the fundamentals are in place. This is proved by the successful shift of Clicks from the Cavendish Street end of Cavendish to its new location with Main Road access. Clicks was originally located where Dischem is at present. However in the pre-CIDC days, the Main Road became a forbidding space to trade from, owing to classic crime and grime issues. Today the opening up of Clicks onto Main Road and indeed its movement from the back of the mall onto the high street bears testimony to the success of the improvement district model.

This interesting relocation also bears testimony to the first rule of property and retail i.e. location, location, location, as well as to a second fundamental, namely good access. With two entrances to the store - one on Main Road and the other via Cavendish Connect, Clicks store is well positioned to increase its trade, and as a national retailer ensuring that it is well stocked with good in-store lighting, other key fundamentals of a successful business are in place.

The CIDC believes that the fundamentals of our business of maintaining a safe and clean environment have been achieved in Claremont. And similar to the retail environment, where quality service is key, it is how all our visitors experience the Claremont area through the services we deliver, that will determine how well we are performing and how successful we are in our mandate.

Please visit our Services and Programmes page on www.cidc.co.za to read more about how the CIDC implements the fundamentals of its business through its urban management initiatives.

Abdul Kerbelker
Executive Manager

CCTV cameras for Claremont

The city is in the process of expanding its CCTV camera network with many of the proposed new cameras being placed in areas with crime hot spots and along transport routes. According to Mr. Barry Schuller, Senior Superintendent of Metro Police CCTV, the process is, however, still in its early stages. "We are currently busy with the planning phase and the appointment of consultants and contractors following a tender process. There will also be a public participation process. We are in regular consultation with SAPS and together we are involved with the assessment of the physical locations where the cameras will be positioned and could best be used. The installation of CCTV cameras will be based on crime patterns, vehicle and pedestrian volumes and existing infrastructure," said Schuller.



The department is also liaising closely with the CIDC and Claremont SAPS to assess hotspots in the Claremont CBD, such as Main Road and the Public Transport Interchange. "At this stage we are uncertain as to how many cameras will be allocated to Claremont, but the budget available is in the vicinity of R3m for the Claremont precinct. Surveillance cameras will be mounted on dedicated poles, but where this is not practical, application will be made to the relevant building owners to attach the cameras to their property," said Schuller. "One of the most expensive elements of the whole process is assessing the civils requirements. We need to assess whether and where fibre optic cables need to be laid in the area," he added.

Once these initial stages are completed there will be a physical rollout from Mowbray towards Claremont. "The timeframe is that we want to have the cameras installed before the end of this financial year in June 2011, but if this timeframe isn't met, the funds will be rolled over to the following year," said Schuller.

The images from the CCTV system will be relayed to one of the surveillance centres in Cape Town or Goodwood and will be monitored 24 hours a day, 7 days a week, by the contracted security provider.

Ackerman book launch at Cafe Nood



The CIDC and its partners at the City of Cape Town's Transport Department and Law Enforcement were present at the launch of Raymond Ackerman's third book, *A Sprat to catch a Mackerel*, held at Café Nood in Claremont on Tuesday 28 September, in conjunction with the Cape Times and The Book Lounge. Thirty percent of the attendance fee was donated to the charity, 'A library in every school'. The event raised an approximate R12 700 which will be used to buy non-fiction books for a school without a library.

Seen here with Abdul Kerbelker of the CIDC, centre, is Carmen Andrews of the City's Law Enforcement Department and Randall Skrikker of the City's Transport Department.

CIDC celebrates Arbour Day

Even the wet and gloomy weather on Wednesday 1st September, traditionally the unofficial start of Spring, could not mar the Arbour Day Celebration hosted by the CIDC on Claremont Boulevard on this day. The occasion was marked by ceremonial tree planting by Ward Councillor Ian Iversen, assisted by members of the City's Parks and Forest Department and learners from Claremont Primary (in green) and Grove Primary schools (in blue).

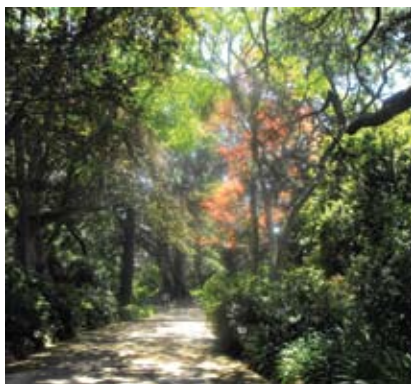
Addressing the pupils, Abdul Kerbelker, CIDC Executive Manager, highlighted the CIDC's goals of keeping the environment safe and clean and stressed the need for each and everyone one to play their role in taking care of the environment. "Planting trees," said Kerbelker, "is only one of many ways to enhance and beautify the public space around us." The pupils each received a "goody" bag containing CIDC related information and a packet of 'Seeds of Hope', which they were encouraged to take home and plant.

"It is the contributions of ratepayers to the City coffers that helps fund initiatives such as today's tree planting in Claremont," Councillor Iversen informed the gathering. He made reference to trees which had previously been planted in Old Stanhope Road during 2009, which were growing steadily and were already making a dramatic difference to the streetscape.

The three Natal Mahogany trees planted on this celebratory day along a section of the boulevard behind Werdmuller Centre is only a portion of the allotment of trees toward the beautification of Claremont. The rest are allocated for planting on a phased basis in the broader area. It is envisaged that 893 trees will have been planted in the Claremont CBD at the end of this improvement programme.



Arderne Gardens an urban retreat



Arderne Gardens, situated on Main Road, Claremont, is a picturesque park containing one of the richest collections of exotic trees and shrubs in South Africa. There are more than 300 magnificent trees including Giant Norfolk Island Pines and the Morton Bay Fig, one of which is the biggest tree in the Western Cape and one of the four largest in South Africa.

The park forms part of the original Stellenberg estate, which was acquired by Ralph Henry Arderne in 1845. He named it The Hill and began to collect trees, shrubs and perennials from around the world, intending to create a garden containing representatives of all the flora of the world. Many of the trees and shrubs were sourced from Australia and New Zealand by trading them for local plants with passing ships. His elder son, Henry Matthew Arderne (1834-1914), was equally enthusiastic as a collector of plants and development of the garden was continued by him after his father's passing in 1914.

The property then passed out of the Arderne's hands and the homestead, The Hill, was demolished in the 1920's as the then owner of the property intended to divide the land up into building lots. Fortunately, the Director of Parks and Gardens in the Cape Town Municipality, Mr A W van den Houten, realised what a loss it would be if this garden were destroyed. He persuaded the City Council to buy the most important part of the garden, which stretched from the Main Road to the site where the old homestead stood. A portion of 4,5 hectares was registered in favour of the City of Cape Town in July 1928. It was this section that became known as Arderne Gardens in 1961.

Mr A M J Scheltens was the curator of the garden for the following 27 years and so loved the garden that he refused to be moved from it even if it meant promotion. These two men played an important role in preserving the work of Ralph Henry and his son for posterity.

The Arderne Gardens were declared a national monument many years ago as attested to by the plaque at the entrance to the garden but fell into a state of neglect in the early 2000's. In 2004 The Friends of the Arderne Gardens (FOTAG) was established as a non-profit association with the objective of working with the City of Cape Town (City Parks) to protect, preserve and develop the garden.

More recently, since the Department of Water Affairs and Forestry introduced the notion of Champion Trees, some of the individual trees have received national recognition and protection. The main criteria applied in determining Champion status are the biological attributes, the age of the tree and its heritage significance. In addition to these officially recognised Champion Trees, the Friends of the Arderne Gardens have identified a further 15 unofficial "champion trees" which are worthy of attention, making 21 in all.

Besides the many exotic trees and shrubs inside the park, visitors will also find duck and fish ponds, garden benches, a Japanese garden, shady glades and romantic nooks. For many decades the Arderne Gardens has been chosen by newly weds as a cherished location for their wedding photographs with the plant growth providing an exquisite backdrop. In addition to the wedding activities, the gardens provide a tranquil sanctuary during the working week. A few minutes walk from the central business district of Claremont and its retail hub around Cavendish Square, the gardens provide a peaceful retreat for a lunch hour stroll.

FOTAG have recently produced a map of the garden which identifies the location of the Champion trees and presents a lovely walk if one follows the numbered sequence of the trees. For more information visit www.ardernegardens.co.za or better still, treat yourself to a walk around the garden on a sunny day.

Claremont Clinic offers free testing in support of women's health



Left to Right: Brenda van Niekerk (Head Personal Primary Health Care and Programmes), Jacqui Kriel (Enrolled Nurse, Wynberg Clinic), Henrietta Freeks (Clinic Manager, Retreat), Petra Burt (Clinic Manager, Wynberg Cluster) and Joyce de Vries (Clinic Manager, Lavender Hill)

On Saturday 18th September the Claremont Clinic, which falls under the City of Cape Town Health Department and operates from Old Stanhope Road in Claremont, provided free medical examina-

tions (pap smears, breast examinations and HIV tests) for women.

"We are not usually open on a Saturday," said Brenda van Niekerk, Programme Manager for the Clinics in the southern sub-district, "but we felt that we were not doing enough to facilitate women's health especially in terms of women who cannot take time off work during the week to attend the clinic. We therefore embarked on a 12 month programme that will enable women to visit one of the 19 health clinics in the southern sub-district as part of our outreach to the community." Van Niekerk was assisted by staff and clinic managers from several other clinics in the district, who voluntarily gave up their Saturday to help out with the screening from 9:00 to 2:00pm.

Van Niekerk feels that they reached the right target group of women - 30 years plus - via pamphlets which were distributed widely with the assistance of the Claremont CID and other businesses and organisations in the area. More than a thousand emails were also sent out to inform of the free testing. "Our marketing initiative in the area was given a boost with the support of Councillor Iversen who went the extra mile to recruit our clients for the day," she added.

"Just to give you an idea," van Niekerk said, "we have conducted over 100 cervical tests today versus our usual rate of approximately 5 a day on a normal working week day. A similar number of HIV tests were done."

Exciting changes at Cavendish Square

As the leading retail destination in the Southern Suburbs, Cavendish Square continues to be a trendsetter at the forefront of retail. Over the past few months the centre has been a hive of activity with contractors hard at work completing some exciting new stores, as well as revamping some of the centre's old favourites.

Stores that have recently opened include:

- **The South African Gold Coin Exchange (SAGCE)**, a household name in the coin industry in South Africa for over 35 years and currently the largest distributor of gold investment, bullion and collectable coins in the country. At its retail outlet, Scoin, you'll be able find the largest selection of both local and international coins.
- **Paul van Zyl Couture** will ensure that you are the belle of the ball – be it at your wedding, Matric dance or black tie function. This teacher-turned-designer has been dressing South African brides for some 15 years and is also well known for his stylish once-off, made-to-order occasion wear for bridesmaids and mothers-of-the-bride. His new studio is next to Elegance Fabrics.
- **Crave**, on the corner of Vineyard Road and Dreyer Street, is a funky new food store serving freshly made sandwiches, salads, wraps, ciabatta's, sushi, soups, gourmet pies, croissant, muffins, smoothies, great speciality coffees and much more.
- **Isabelina Décor Shed** offers exclusive décor products to up-market residential and corporate clients, interior decorators and architects, restaurants, hotels and guest houses, event organisers and hire companies. Find Isabelina on the lower ground floor, next to Dream Nails.
- **The Bead & Gift Shop** - South Africa's premier bead shop with its wide selection of beads makes it a paradise for beading enthusiasts.

• **The new Clicks store** at Cavendish, which has relocated on the ground floor next to Edgars, is sure to delight customers. As a leading specialist retailer of health, beauty and lifestyle products, this local retail giant understands women and offers them great prices and more for their money.

• **Royal Paws Vetshop** stocks veterinary approved food and a wide variety of quality pet accessories.

• **Long Street** is a youthful fashion brand with eclectic bohemian influences. The store is all about the exuberance of youth and will suit those who are young at heart.

• **Fabulous Flowers** stocks only the freshest flowers and their creative team ensures that every arrangement is unique. They also offer a flower school for those wanting to learn more about the art of flower arranging.

• **Wild Olive's** exclusive range of soaps and related products are all handcrafted, eco-friendly and made using only natural ingredients.

• **The Twisp kiosk** on the ground floor, in front of the Cape Union Mart store, offers a selection of electronic cigarettes.

Other new store openings to look forward to are **The Travel Experience** and **Jay Jays** for youth fashions in October, as well as a revamped **MTN** store and the new **Virgin Mobile** in November. For more info, visit www.cavendish.co.za.



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