The Heart of a Global City

An Information Briefing on the Inner City

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Scroll through the presentation or click an icon to find out more about the heart of Johannesburg

- Locating the Joburg Inner City and Attractions
- Vibrancy of the Inner City
- Economics of the Inner City
- Rejuvenation of Inner City
- Diversity of the Inner City
- Population of the Inner City
The Joburg Inner City

The Inner City sums up the identity of Johannesburg in the hearts of all who work, live or play in the City.

As the historic core, the Inner City is an exceptionally varied space; with an unmistakable vibrancy and pulse.

Truly the heart of the City
Joburg comprises 7 regions

- **The CBD**, was the birthplace of the city, gold mining and is home to large corporations.
- **Braamfontein** to the north is a student and office mecca.
- **Newtown** close to the city centre is the cultural and musical heartbeat.
- **Fordsburg** to the west is the Asian quarter.
- The **Fashion District** to the east, incorporates **Jewel City**.
- **Maboneng Precinct** on the eastern edge, is a trendy art sector.
- **Ellis Park**, the famous rugby stadium, is surrounded by the still to be upgraded areas of Hillbrow, Berea, Doornfontein, Bertams and Troyville.
1. Constitution Hill
2. Juta Street
3. Nelson Mandela Bridge
4. Kerk Street market
5. 1Fox St
6. Main St Mall Walkway
7. Historic CBD
8. The Carlton Centre
9. Maboneng Precinct

Click on the markers for 360° view
Vibrancy

There is an unmistakable cultural beat in the Inner City

Cultural Hub
CBD, Newtown Precinct & Braamfontein
History, culture, jazz, festivals

Trendy artisan markets
Maboneng Precinct, 1Fox & Braamfontein
Art, design, fashion, food, coffee

Cross border trading
Produce, clothing, crafts
Estimated 10 000 street traders = R4.2 billion annually
500-600 cross border shoppers = R10-R17 billion annually

Exports = 10.41% value of total national exports

Tourists by Origin for 2016
- # Domestic tourist trips
- # International tourists trips

Exports /Imports

R 115
R 76

Millions
R 140
R 120
R 100
R 80
R 60
R 40
R 20
R 0

Exports
Imports

Source: IHS Markit Regional eXplorer version 1277; Stats SA, 2016
Home to:

- The headquarters of provincial government, municipal government, political parties, trade unions & NGOs. It also houses universities, art galleries & theatres.

- The biggest transport interchange in SA. Trains, buses, and up to 4,000 taxis bustle through the city on a daily basis on route to Park Station and Gandhi Square.

- A vibrant mix of formal and informal economies. Major wholesale and retail trade outlets, street traders and cross border shoppers.

- Many new residents to the city. Who help to increase residential development and raise property values.

The banking sector, the mining sector and many other major corporations.
Economics

The Inner City region generates more GDP than region E which includes affluent Sandton.

Highest GDP producing region in Johannesburg

Region F
27%

The Inner City region employs the highest number of people within Johannesburg.

GDP per employee is R308k

Top GVA Contributing Sectors within Inner City

- Finance: 28%
- Community Service: 25%
- Trade: 15%
- Manufacturing: 14%
- Transport: 10%
The City’s people are its lifeblood.
The Inner City City serves at the first point of entry for most of those who come to live in Joburg for short or long periods.
Home is where the heart is

The Inner City boasts a young, cosmopolitan population.

Mostly young working age people live in the Inner City.

People from all over the world reside in the Inner City, making it the cosmopolitan centre of the metropolitan region.
Perceptions of safety

Despite its strong economic pulse and that it is a popular area to live in and visit, some people associate the Inner City with crime and congestion.

The City of Joburg is therefore rejuvenating the Inner City.

People who live in the Inner City are slightly less likely to think it unsafe.
Rejuvenating the Inner City and reducing the impression of crime & grime…

Crime prevention and bylaw enforcement
- 216 additional JMPD officers deployed.
- 403 crime prevention officers in total.
- 138 officers preventing illegal connections
- 73 traffic point officers.

Clean and healthy environment
- 3 Pikitup cleaning shifts introduced.
- Buyisi iJozi, block-by-block cleaning and bylaw enforcement program.
- A Re Sebetseng, volunteer clean-up campaign.

Developing affordable rental and Temporary Emergency housing
- 580 units being created.
- 13 buildings released to public tender.
- Reclaiming hijacked buildings.

More residents mean more demand for new businesses, creating jobs and helping to generate a vibrant downtown.

...To accommodate people and support economic growth
A City Reborn

The Inner City Transformation Roadmap plans to revitalise the Inner City to become:

- **A productive inner city**
  That promotes a diverse, mixed economy catering for a competitive range of retail, manufacturing, commercial and creative industries.

- **A well governed inner city**
  With accountable governance promoting synergy & coordination among municipal departments and stakeholders, aimed at unblocking deadlocks and service delays.

- **A clean and safe inner city**
  Through enforcement of bylaws and effective policing.

- **A sustainable inner city**
  Which is green, offers quality services, and promotes sustainable practice in public transportation, building design, waste management and energy and land utilisation.

- **An inclusive inner city**
  By being accessible to the broadest range of urban users, with residents well-housed in affordable & sustainable housing promoting quality of life.

Source: The Inner City Transformation Roadmap 2017