

# Diepsloot Ready for Development



a world class African city

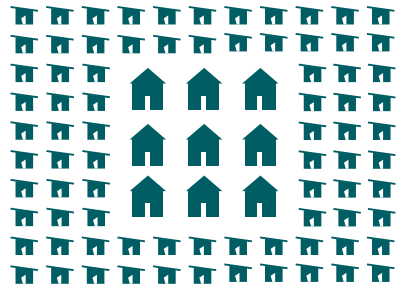


## The history of Diepsloot

Diepsloot is one of Johannesburg's newest towns. It was established in 1994, as a relocation area for informally settled households from Zevenfontein. In less than 20 years Diepsloot has grown into a bustling neighbourhood covering approximately 5 km<sup>2</sup> with a population of more than 160 000.

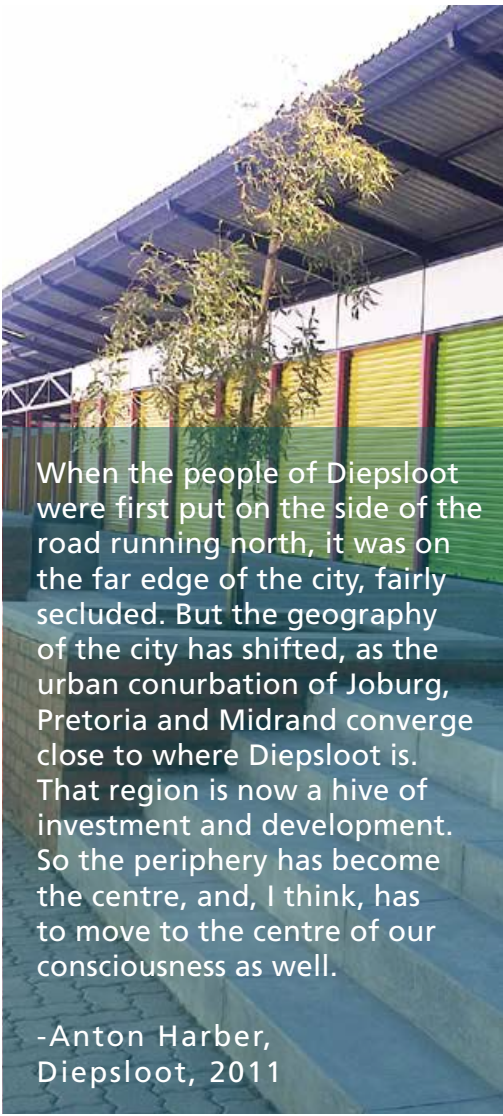
## Life in Diepsloot

There are an estimated 24,737 shacks alongside more than 5 000 formal housing units, such as RDP houses, self-built houses on serviced sites, and a small number of bank-financed houses.



The formal dwellings are mostly brick structures on separate stands, with access to electricity, tap water, flush or chemical toilets and refuse removal at least once a week.

The informal part of Diepsloot is densely developed with informally constructed homes (mostly built with corrugated iron sheeting) that are serviced through communal taps and toilets, and roads that are in a poor condition.



When the people of Diepsloot were first put on the side of the road running north, it was on the far edge of the city, fairly secluded. But the geography of the city has shifted, as the urban conurbation of Joburg, Pretoria and Midrand converge close to where Diepsloot is. That region is now a hive of investment and development. So the periphery has become the centre, and, I think, has to move to the centre of our consciousness as well.

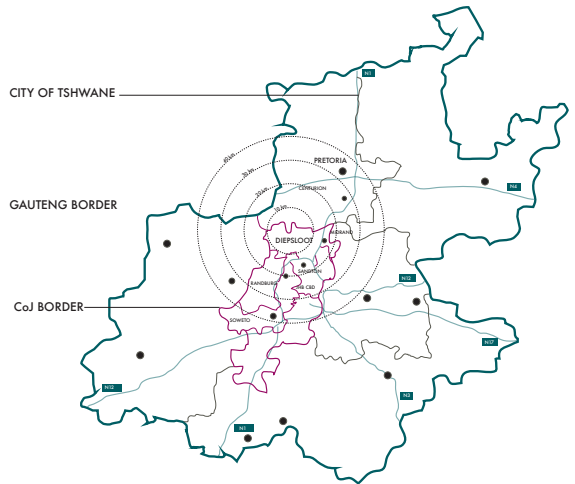
-Anton Harber,  
Diepsloot, 2011

A large group of young and upcoming adults makes up 55.9% of the population. Those who are economically active comprise 73.7% of the population, 47% of whom are employed in mostly elementary or blue collar occupations, including craft and related trades, service work, shop and market sales and machine assembly.

Diepsloot residents experience low to moderate living standards, 52.4% in the LSM 1-3 category and 34.6% in the LSM 4-5 category. The Diepsloot community relies heavily on public transport, mainly on minibus taxi services.

## Location

Diepsloot is located on the northern edge of the Johannesburg metropolitan area, approximately 40 kilometres from the inner city and 20 kilometres north of Sandton, close to Fourways and the Midrand corridor. Diepsloot is served by the N14 highway to the north and William Nicol Drive and is ideally positioned along the Johannesburg-Midrand-Tshwane growth corridor, nestled between the high-income residential areas of Dainfern, Northgate, Fourways and Sunninghill. As a dense, unplanned and impoverished settlement, Diepsloot is starkly contrasted with its surroundings which comprise high-income private sector residential and commercial developments such as estate housing projects, business parks, shopping centres and office developments.



## Diepsloot Development

The City of Johannesburg recognises Diepsloot as a priority development area in line with the Growth and Development Strategy Joburg 2040, the Growth Management Strategy, and the Upgrading of Marginalised Areas Programme. In 2010 the City of Johannesburg approved an urban development framework for Diepsloot that restated the commitment to establish the area as a socially, economically and environmentally viable human settlement, spatially integrated into the City of Johannesburg with access to basic services and opportunities for social mobility and economic development.

The City of Johannesburg plans to build 14 000 additional housing units for low-income households through the Northern Farm and Diepsloot East (Tanganani) projects. Eskom is currently upgrading Klevebank sub-station to provide sufficient bulk supply for future development in the area. Johannesburg Water is currently planning to install 300 toilets, a 25 Megalitre water reservoir, and to upgrade the current water main to supplement the existing reception area. The Johannesburg Roads Agency is also planning to upgrade all gravel roads and improve storm water drainage systems.

### Priority interventions implemented by the City of Joburg through the Johannesburg Development Agency include:

- Delivery of road and pedestrian infrastructure to improve mobility within Diepsloot, including the upgrade of Ngonyama Street (sidewalks, drainage, lighting and landscaping) and construction of two pedestrian bridges across the rivers with pathways to link them to the main roads;
- Investment in public amenities in the Government Precinct, including the upgrading of the taxi rank and traders' facilities;
- Installation of public art.

# Social Diepsloot

## Diepsloot.com

Diepsloot's official website with news, events, politics, business and other community information

[www.diepsloot.com](http://www.diepsloot.com)

## WASSUP Diepsloot

WASSUP fixes the communal toilets, taps & drains in the Reception area of Diepsloot in Johannesburg's North.

The resident run programme maintains the facilities and educates users about maintenance through graphic art and performance.

[www.wassupdiepsloot.com](http://www.wassupdiepsloot.com)

## Diepsloot Arts & Culture

Network was an initiative of Global Studio Johannesburg 2008, and provides a platform and network for the artists of Diepsloot, with the purpose of providing exposure, opportunities, and employment for all genres.

<http://diepslootarts.org/>

## Diepsloot Outreach

Bophelong project is a development and outreach partnership led by the Methodist Church

[www.diepsloot.org](http://www.diepsloot.org)

## Diepsloot Youth Projects

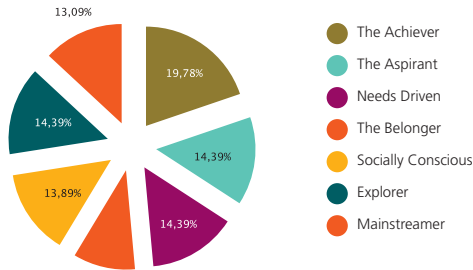
An income generating Non-Profit Organization, which aims to empower young people by assisting them with awareness, information and skills.

[www.diepslootyouth.webs.com](http://www.diepslootyouth.webs.com)

# Community

Despite its socio-economic challenges, Diepsloot is a vibrant neighbourhood with residents that are optimistic and determined to make better lives for themselves.

There are a number of active community development organisations in Diepsloot including The Diepsloot Community Development Forum, Diepsloot Arts and Culture Network, WASSUP Diepsloot, Diepsloot Youth Projects and diepsloot.com. There are also development programmes run by faith-based organisations including the Methodist Church, St Mungos United Church and many others.



## Categorisation of consumers in Diepsloot

Based on a survey by Demacon Market Studies (2012) a large proportion of Diepsloot consumers are in the high opportunity segment that includes people categorised as being Needs-driven; Aspirants and Achievers. This represents a high demand for retail development in Diepsloot based on consumer values and behaviour.

Category	Description
The Achiever	Business person driven for success – brand conscious, respond to individuality, power, money and profit – focus on buying aspirational products.
The Aspirant	Person striving to become an achiever. Not very brand conscious. Tendency to buy discounted items and brand names at reduced prices. Characterised by a modest amount of spending.
Needs Driven	Impulsive buyer, with shopping based on rash decisions. Do not want to lag behind the most recent trends.
The Belonger	Very family-orientated / Community-orientated.
Socially Conscious	High concerns in terms of environment. Focus on environmentally friendly products and processes, very health conscious and focus on recyclable products.
Explorer	Seek novelty and want to try new things. Early adopters of completely new products.
Mainstreamer	Buy safe, big brand products with constrained amounts of spending.

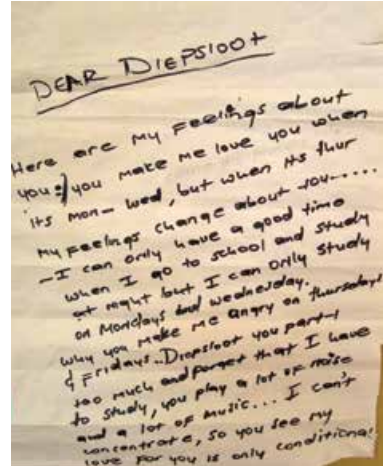
## JDA's public art project in Diepsloot

As part of the Johannesburg Development Agency's development project in Diepsloot in 2011 a public art project was identified. The JDA's artwork curator and coordinator, the Trinity Session, worked with community based creative facilitation from Sticky Situations and the Diepsloot Arts and Culture Network to conceptualise a series of sculptures that reflect and celebrate life in Diepsloot.

Local artists and learners from the Muzomohle Primary School were involved in workshops to develop the artwork. Based on a poem about life in Diepsloot, a series of sculptures were designed that use imagery from the animal kingdom to tell a story of every day life and struggles in Diepsloot.

The artwork theme was also used for a public performance as part of the annual Diepsloot Arts in Action festival. "I Love You...I Love You Not" used a mix of song, dance and storytelling, the performance was a fun, carnival-style street procession.

It represented a collaborative effort of Diepsloot's brightest creative talents, both young and old.



Diepsloot Arts in Actions

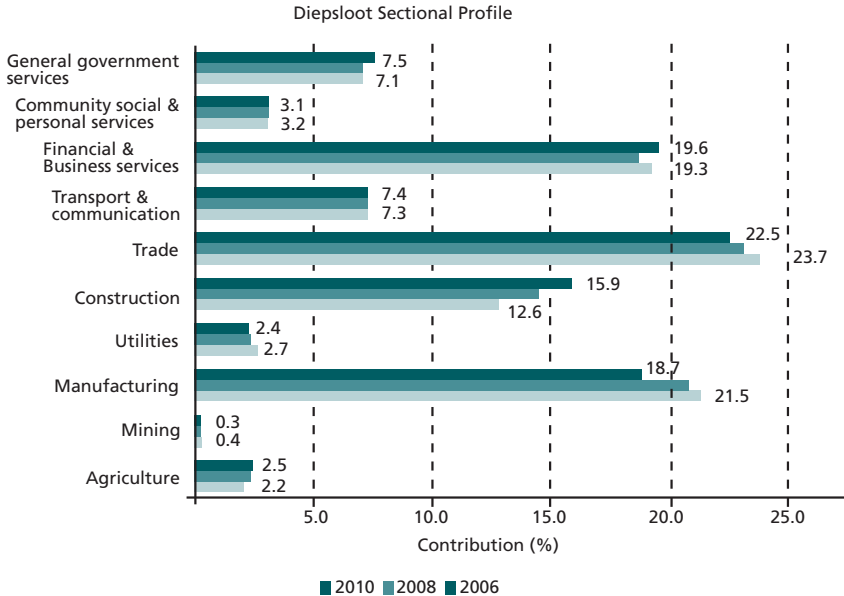


The performance was a physical manifestation of the ideas generated in the first-phase community workshop, and intended to further develop the artwork's design via the sculptural interaction of bodies within the site space outside Muzomohle School.

In 2012 the designs for the sculptures were refined through more community workshops, partnerships with recyclers in Diepsloot and support for local artists and artisans who can manufacture the sculptures. The first set of public art should be installed before the end of June 2012. See <http://www.stickysituations.org/2012/05/02/diepsloot-public-art-2012-process/> for more information about the Diepsloot public art project.

## Economic Profile

The dominant economic sectors in Diepsloot are trade, manufacturing and business services. Of the economic sectors in Diepsloot, four have increased their market share between 2006 and 2010, including: Construction, Manufacturing, Mining and Agriculture.



Source: Demacon Ex. Quantec, 2012

## Diepsloot Economic Area Analysis: Market research and findings, Demacon market studies, March 2012



In order to take advantage of investment opportunities in Diepsloot, investors are invited to consider the following property development sectors:

-  Retail and wholesale warehousing and distribution
-  Light industrial property
-  Residential property
-  Office development
-  Private medical and educational market

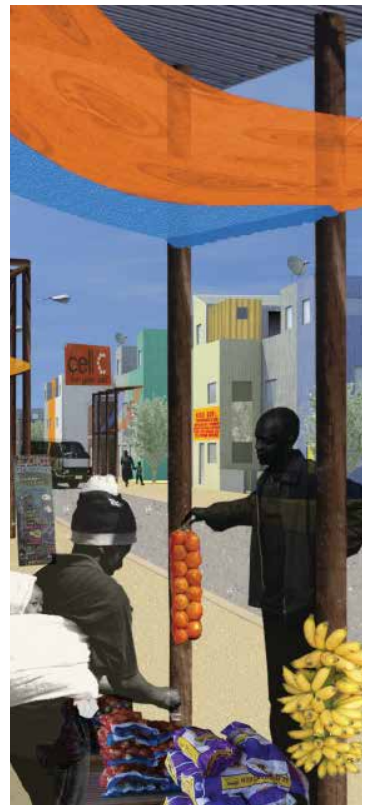
## The future Diepsloot

Imagine Diepsloot in 2040: The PWV 9 toll road has been completed and anger over the high cost of tolls on this road and the N1 means that the R511 past Diepsloot is now the main route between Johannesburg and Tshwane.

The demand for office and commercial property along this road has sky-rocketed, and as the affluent population base expands westward and Lanseria Airport continues to grow, sites along the R511 have become premier locations for local, regional, and international office development. It is also highly attractive as an industrial location because of its direct highway access, airport freight access through Lanseria, and proximity to executive and worker housing. Diepsloot is as popular as Kyalami in this future property market.

In a study by Urban Landmark on Value Capture the potential increase in land values at a new interchange not far from Diepsloot were calculated. The researchers estimated that land values could increase dramatically in this area, rising from R120 per m<sup>2</sup> today to an estimated value of up to R2 00 per m<sup>2</sup> by 2030.

The findings using three different methods of comparing land values are summarised on the next page:



## Land estimations for Diepsloot in terms of its growth

	Current land values per m2 (2011)	Residual land values with interchange built (2030)	Differential
<b>Method 1 Value differentials</b>	R120	R2200	18.3
	Residual land values without interchange (2030)	Residual land values with interchange built (2030)	Differential
<b>Method 2 comparison with residual values</b>	R800	R2 200	2.80
	Current land values per m2 at 'similar sites (2011)	Residual land values with interchange built (2030)	Differential
<b>Method 3. Comparison with similar interchange sites</b>	R1 120	R2 200	1.96



The Bus Factory, No. 3 President Street,  
Newtown, Johannesburg  
[www.jda.org.za](http://www.jda.org.za)  
Tel +27(0) 688 7850  
Fax +27(0) 688 7899  
[info@jda.org.za](mailto:info@jda.org.za)



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