

—LOVE—
NORWOOD

A STRATEGY FOR GRANT AVENUE

6 September 2019

OBJECTIVES

- Finding common ground
 - A focus on our vision
 - A commitment to operationalize
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- **We will be successful if we:**
 - direct our energy towards common goals
 - contribute time and resources

WHY IS THIS IMPORTANT?

- We want our businesses to be successful
- We want to retain and grow the value of our property investments
- We want to live near a thriving high street
- We want to be proud to be associated with Grant Avenue

WHAT - A VISION FOR GRANT AVENUE

A **clean** and **safe** Grant Avenue, where people **want to be** and where they **want to be seen**.

HOW - OPERATIONALISING OUR VISION

A **clean** and **safe** Grant Avenue, where people **want to**

- A commitment by all business owners to keep their pavements clean
- Daily maintenance by hired cleaners
- Identify and report those responsible for illegal dumping

HOW - OPERATIONALISING OUR VISION

A **clean** and **safe** Grant Avenue, where people **want to**

- A camera solution that sees and records petty crime
- A controlled and vetted group of car guards
- Control over vagrancy

HOW - OPERATIONALISING OUR VISION

A **clean** and **safe** Grant Avenue, where people **want to be** and where they **want to be seen**.

- A commitment to a better mix of tenants
- A commitment to investments in property
- A commitment to better signage

HOW - OPERATIONALISING OUR VISION

A **clean** and **safe** Grant Avenue, where people **want to be** and where they **want to be seen**.

- Placemaking – making the street Instagram ready
- Marketing – building the Brand of Grant Avenue

MORE DETAILS ON **HOW**

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 - A commitment to investments in property
 - A commitment to better signage
 - Placemaking – making the street Instagram ready
 - Marketing – building the Brand of Grant Avenue
- A signed commitment by property and business owners
 - Social pressure on those that do not conform

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- A commitment by all business owners to keep their pavements clean
 - **Daily maintenance by hired cleaners**
 - Identify and report those responsible for illegal dumping
 - A camera solution that sees and records petty crime
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 - A commitment to a better mix of tenants
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- Extending the NORA commitment of 2 days a week to 7 days a week
 - Enabled by business and property owner contributions

MORE DETAILS ON **HOW**

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 - Daily maintenance by hired cleaners
 - Identify and report those responsible for illegal dumping
 - A camera solution that sees and records petty crime
 - A controlled and vetted group of car guards
 - Control over vagrancy
 - A commitment to a better mix of tenants
 - A commitment to investments in property
 - A commitment to better signage
 - Placemaking – making the street Instagram ready
 - Marketing – building the Brand of Grant Avenue
- CAP camera solution on every intersection
 - Handshake with CAP on how to deal with infringements

MORE DETAILS ON HOW

- A commitment by all business owners to keep the area clean
- Daily maintenance by hired cleaners
- Identify and report those responsible for illegal activities
- A camera solution that sees and records petty crimes
- **A controlled and vetted group of car guards**
 - Needs leadership, and enrollment of
 - Sector 3 Crime Forum
 - SAPS
 - CAP
- A commitment to better signage
- Placemaking – making the street Instagram ready
- Marketing – building the Brand of Grant Avenue

SUPPORT OUR MEN IN BLUE
4th AVENUE CAR GUARDS

EASY TO RECOGNIZE
4TH AVENUE
— PARKHURST —

EASY TO PAY
R5
R10
R20

HELPFUL & POLITE

Look for the 4th Avenue logo and the distinctive blue bib

Tip traditionally or with **uKheshe**. Works with all Masterpass apps

Our Men In Blue will look after your car while you enjoy Parkhurst

This community upliftment project brought to you by 4th Avenue, Safeparks and Cortac. CORTAC HOTLINE: 0861 267 822

THE PARKHURST VILLAGE
SafeParks
uKheshe #getpaid
CORTAC

WELCOME TO PARKHURST
SAFE SECURE FRIENDLY

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 - **Control over vagrancy**
 - A commitment to a better mix of tenants
 - A commitment to investments in property
 - A commitment to better signage
 - Placemaking – making the street Instagram ready
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- NORA has had some success in our engagement with JMPD
 - Requires us to build relationships, and follow correct processes
 - Not a quick fix
 - Will never entirely eliminate the problem

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 - A controlled and vetted group of car guards
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 - A commitment to a better mix of tenants
 - A commitment to investments in property
 - **A commitment to better signage**
 - Placemaking – making the street Instagram ready
 - Marketing – building the Brand of Grant Avenue
- Fantastic work already done by Adina Bregman
 - Dust off and update
 - A signed commitment by property and business owners
 - Social pressure on those that do not conform

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 - A commitment to a better mix of tenants
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 - A commitment to better signage
 - **Placemaking** – making the street Instagram ready
 - **Marketing** – building the Brand of Grant Avenue
- **Placemaking** – small interventions at a low cost can make a big difference
 - Focus on walls and pavements
 - Use the Love Norwood facebook platform
 - **Marketing** – NORA already does a great deal, for nothing
 - But so much more can be achieved through a marketing fund that could enable a tourist map and competitions to drive feet
 - **We need businesses to support NORA initiatives more enthusiastically**

IF WE CAN AGREE HOW, LET'S COMMIT TO **WHO** AND
WHEN!