

STUDY AREA

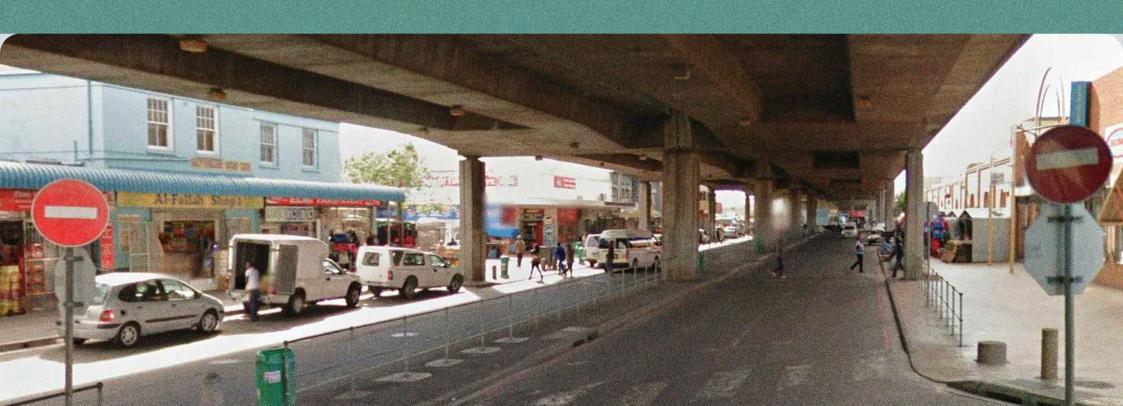
Bellville is a residential, industrial, and commercial area located 25km from the **Cape Town City** Centre.

Cape Town is home to a **diverse community** of designers and artisans who produce a variety of products, from beaded bags to embroidered cushion covers. It's also one of the **oldest and most culturally vibrant cities** in South Africa.

The city has a **vibrant blend** of Dutch, French, Malay, English, Afrikaner, and Xhosa cultures, all contributing to the region's diversity.

The local market serves as a **meeting point** where people gather, resulting in a **constant flow of people**. Moreover, many seek services through the bus and railway stations are located there.

These combined factors make this region of Bellville a dynamic area, reflecting the diverse interests of its visitors and contributing to the vitality of the region.





STUDY AREA



- Pedestrian street
- Intervention proposal
- Bus Terminus
- Bellville Railway Station



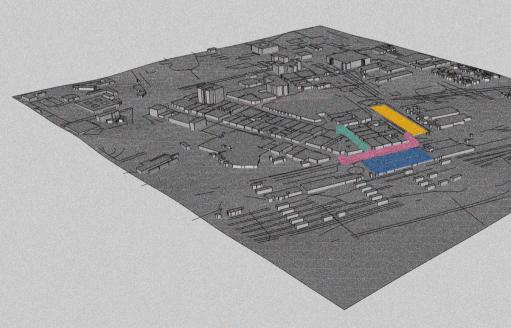
0 50 100 m





Currently, vehicle traffic in the area limits space for pedestrians, reducing the full potencial of this important commercial and community spot.

Workers do not have a designated area for their booths, and pedestrians walk alongside cars.



PROJECT CONCEPT GOAL

The project is located on a stretch of approximately 200 meters on South Street, below Charl Malan St Avenue, in the Bellville district, Cape Town.

We aim to emphasize this busy area under the viaduct, known for its intense flow of people and local merchants, enhance it into an ideal place for strolling, resting and enjoying the local food.

Merchants will have designated areas and displays designed for both their goods and for resting when not in use by them. With a **organized space**, increased foot traffic, greater visibility, and the potential for higher sales, we aim to strengthen the local economy.

The goal is to **strengthen community culture** and a **sense of belonging** by utilizing a creative economy to transform the streets into welcoming and safe spaces for everyone.





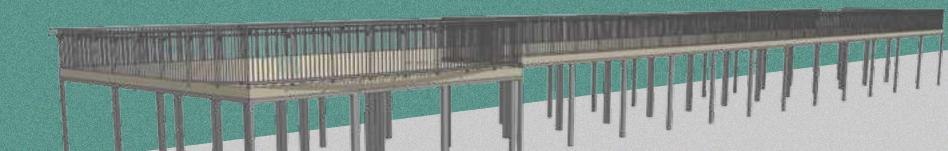
MEZZANINE

The project aims to create a functional and accessible urban space through an innovative modular structure made of steel bars and wooden planks, forming an elevated mezzanine.

This multifunctional space will serve as a social area, observation platform, or support for temporary activities and events.

The modular system enables quick **assembly** and **disassembly**, offering flexibility for various urban spaces. Steel bars ensure **durability**, while wooden planks provide a natural aesthetic. The material choices emphasize sustainability, using renewable resources and **low-impact construction** methods, ensuring the structure's longevity and **adaptability** to different urban contexts.

Additionally, the mezzanine will provide new **perspectives** and views of the city, encouraging creative and innovative use of public space, offering an **elevated space** that can be used for both circulation and social interaction, without compromising the street's functionality for pedestrians and vehicles.





CELEBRATING LOCAL CULTURE

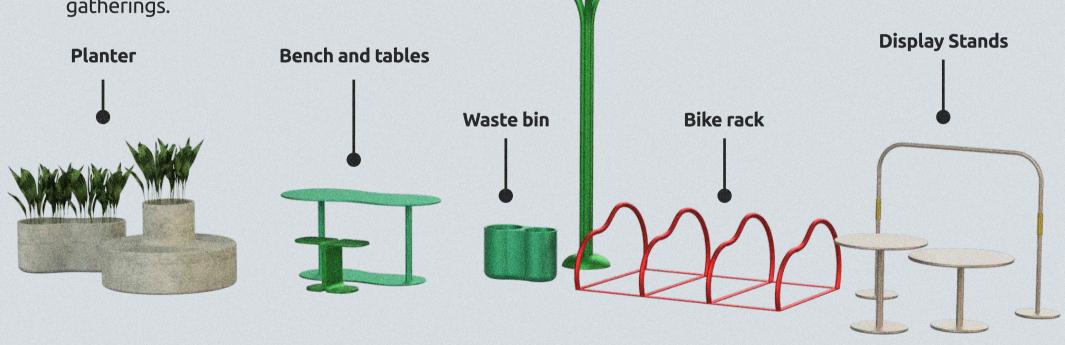
The project includes murals featuring graffiti by local artists, transforming the space and celebrating the region's culture and creativity.

Turning the streets into inviting community areas

The goal is to strengthen community culture and a sense of belonging by utilizing the creative economy to transform the streets into welcoming and safe spaces for everyone.

URBAN FURNITURE

The furniture was designed to create an **inviting feel**, primarily inspired by native vegetation. This design promotes a **connection with the community**, serving as a space for relaxation and casual gatherings.

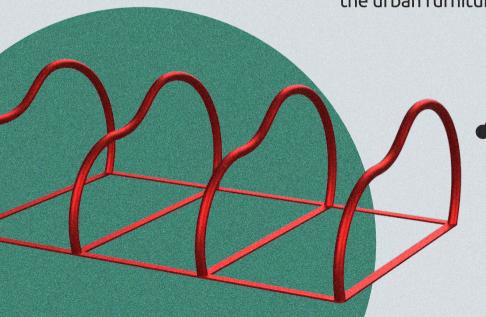


Streetlight

BENCH AND TABLES

These elements were designed to increase human presence on the streets. The bases of the pieces are designed not to obstruct the passage of people with disabilities, allowing the guide cane to detect the obstacle without causing potential accidents. The design provides a comfortable environment for people to enjoy the local food.

The adaptable design and curved lines reflect the shapes of the **local flora**, just like the bike rack, creating **visual cohesion** and aesthetic unity in the urban furniture.





BIKE RACK

Providing a structure for bicycle parking that facilitates **intermodal** connections with other public transportation in the area (such as trains and buses), these more **compact units** can attract more people to the streets and customers to local businesses, promoting active **urban mobility**.

The formal structure was inspired by the **curves** of the leaves of a local plant known as the **Grey Tree Pincushion**.

DISPLAY STANDS

Furniture designed to **accommodate products** from local vendors, considering that the region has a significant amount of **street commerce**.



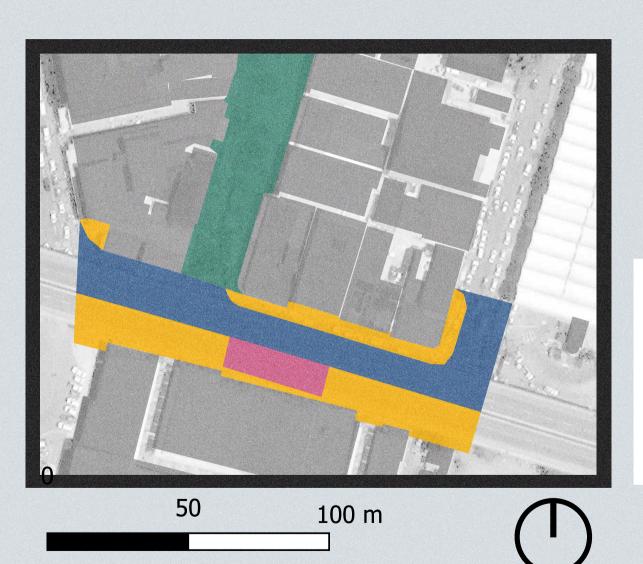
TRASH BIN

Following the design established for the furniture, the trash bin also **incorporates curved lines** that echo those of the benches and tables, creating a sense of **fluidity**, integrating into the environment.

FLOWER BOX

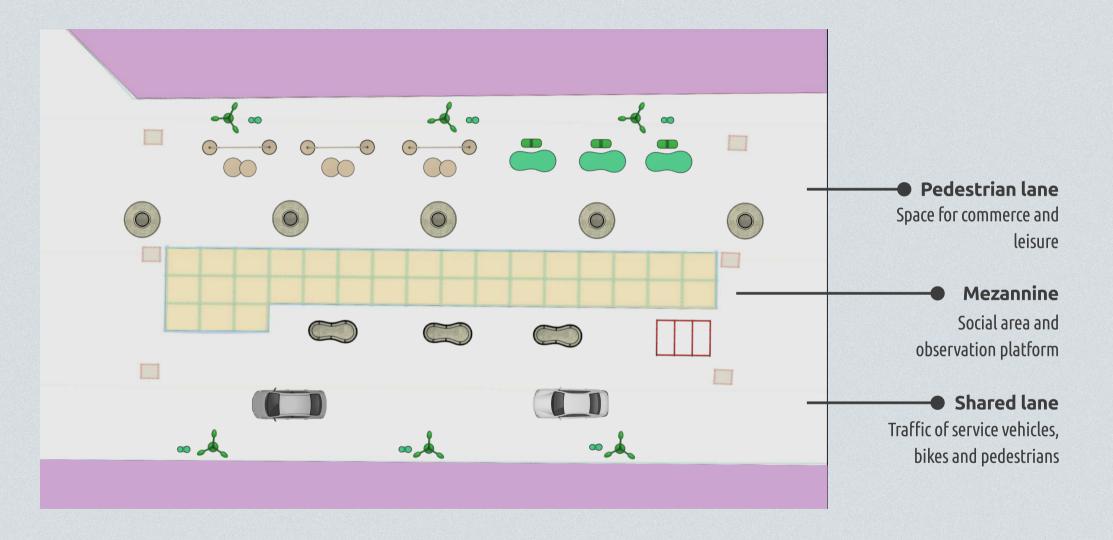
The flower box is circular, allowing people to sit from any side and enjoy the surroundings. Which has a flora from the southern Africa region and are also found within the country, including Cape Ivy, Geranium, Grey Tree Pincushion, and African Lily. The use of native species is essential for promoting cultural identity and a sense of belonging among the population. These species, adapted to the local climate, require fewer resources and help preserve biodiversity, contributing to a healthy ecosystem.

DIVIDED AREAS





PLAN VIEW



EXPECTED OUTCOMES

The expected outcomes are primarily focused on creating a **vibrant community space**, integrating active transportation modes (bicycle, bus, train, and walking), and strengthening local commerce while simultaneously promoting **community engagement**.

By dividing the original area into **zones for pedestrians**, local merchants, and vehicle access, **the design promotes a harmonious flow** that emphasizes **accessibility** and **supports local commerce**. The use of endemic flora not only reinforces cultural identity but also contributes to a sustainable ecosystem. The stalls create inviting spaces for local products and food, facilitating the connection between vendors and customers. This initiative aims to revitalize the local economy, creating a **dynamic environment** that celebrates the community's unique offerings.

The proposal aims to enhance the street experience, by reorganizing this space, creating designated areas for merchants and pedestrians by diverting vehicle traffic, thus making it **safer** and more **accessible**. As foot traffic and visibility are increased, we hope to boost local economic activity, creating a more enjoyable and profitable space for the community.

To further promote local **culture** and **art**, we plan to incorporate vibrant **colours** and invite **local graffiti artists** to participate in interventions on the viaduct ceiling, fostering a connection between the area's artistic community and its public spaces.

