

DOWNTOWN MUSIC PRECINCT

Performance Venue Management Plan

June 2022

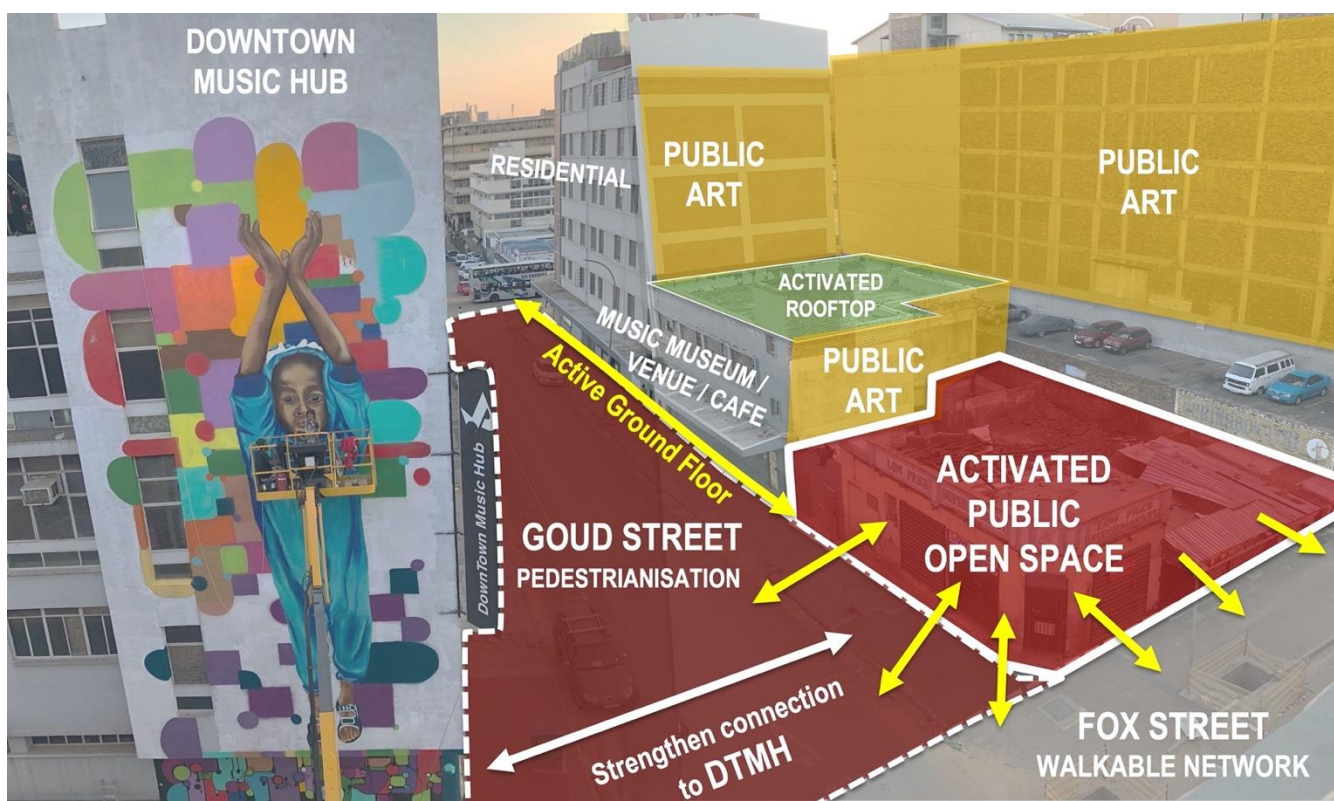


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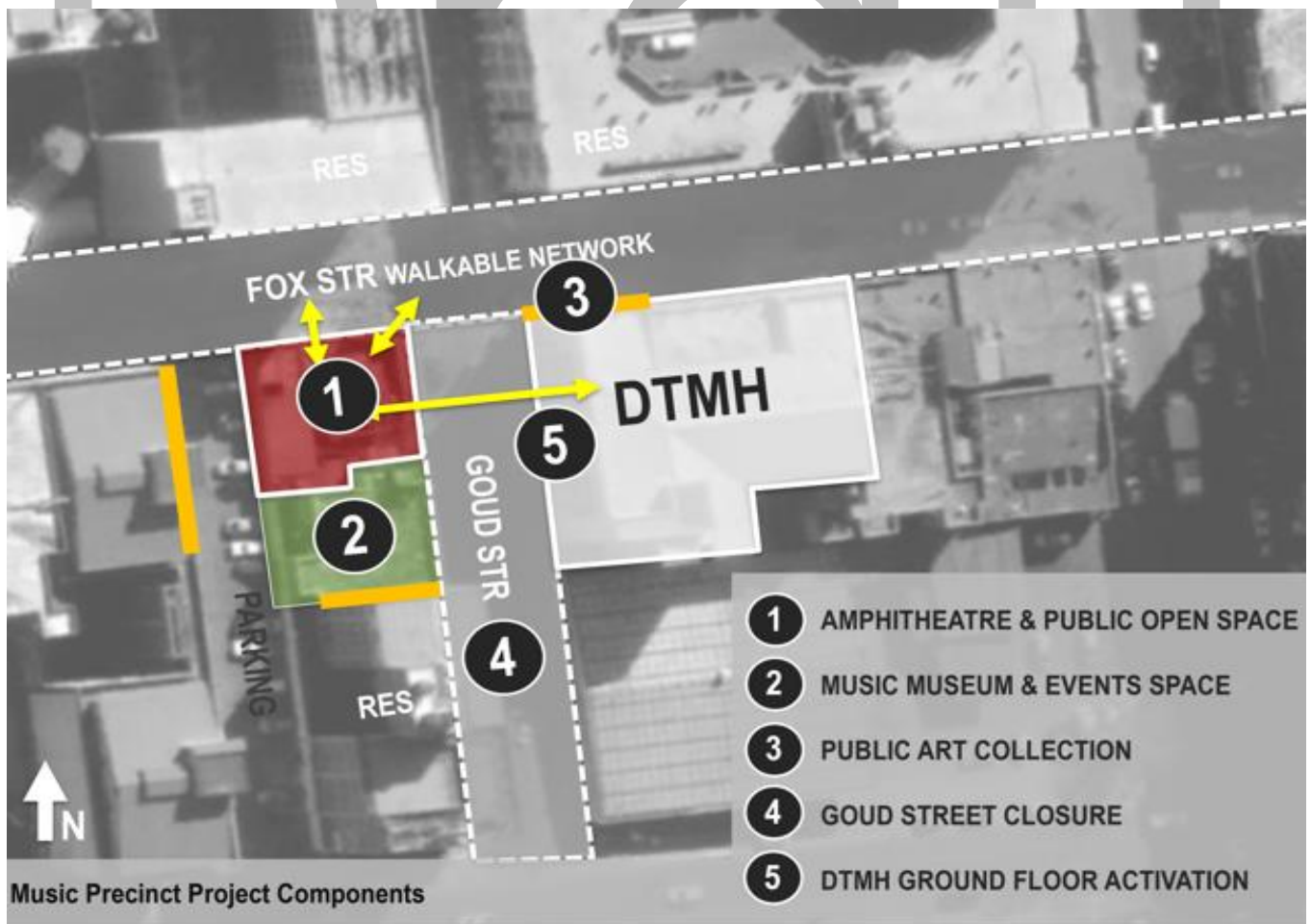
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1. Background and Vision

The Downtown Music Hub (DTMH) provides access to state-of-the-art music recording facilities, including the largest mixing desk on the continent, rehearsal rooms, office space and music business mentorship as part of its mission to support music entrepreneurs and strengthen the South African music industry across the music creation value chain, including making a contribution to South Africa's music heritage. It is funded by the Department of Sport, Art and Culture.

The vision is to use the cultural and creative industries (in particular music) as a tool in urban revitalisation projects in the downtown Johannesburg area. Projects like the Walkable Network and those that incorporate built or intangible heritage form the foundational components of the vision.

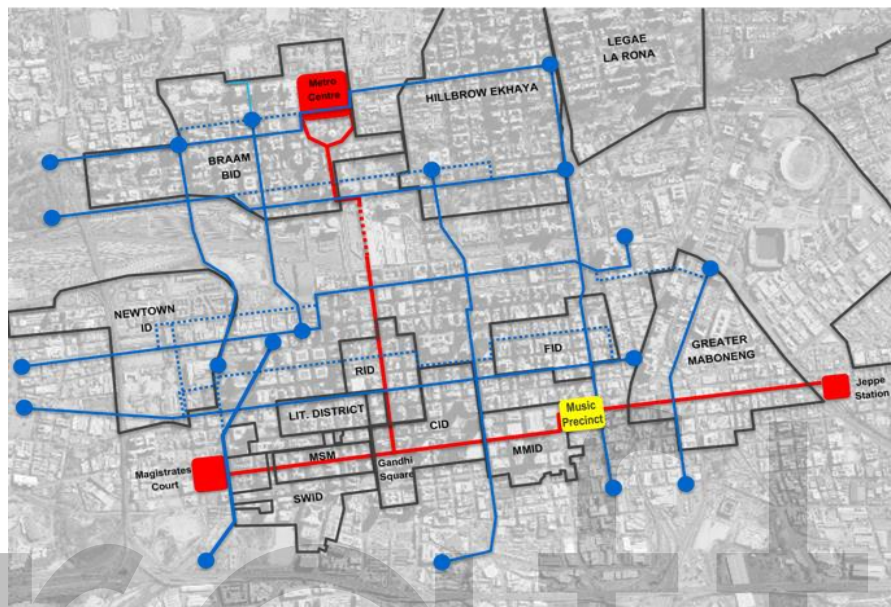
The Music Precinct is a 2-phased vision that aims to catalyse Inner City regeneration centred around the iconic Downtown Studios on the corner of Fox and Goud Street. The initial music precinct will consist of Downtown Music Hub, a public open space for performances (amphitheatre), and a gallery, museum and multi-purpose events venue.



Phase 1 Music Precinct Components

The music precinct is a collection of numerous creative arts interventions that connect Maboneng and the Newtown Precinct. Phase 2 involves mapping the Inner City to identify cultural and creative industry potential sites, platforms and spaces along the Walkable Network Route that connects the Maboneng and Newtown Precincts. This phase would include a music academy that links music creation and business as well as additional music and performance activations along the Walkable Network Route.

The Phase 1 site for the public open space is a property that was recently demolished due to neglect and structural damage. This site holds the key to igniting activities for the benefit of the community and the music industry. The idea is to turn the site into an Amphitheatre and public space where open mic sessions and community activities can take place, located along Fox Street, the Pilot of the Walkable Network.



Music Precinct Location along the Walkable Network pilot route

2. Purpose

The purpose of this document is to outline a sustainable Management Plan for the music-focused activation of this property. The Management Plan is reliant upon the following conditions:

- Acquisition of the applicable erf,
- Raising of funds to facilitate a simple temporary placemaking installation on the site to test the efficacy of a public open space and performance venue. This will explore a performance platform and applicable support facilities to allow for performances. The JICP is responsible for fundraising efforts in this regard.

3. Management Plan Objectives:

- Catalyse the establishment of the wider Inner City Music Precinct by introducing a performance space on a vacant land parcel;
- Testing the efficacy of various activation configurations on the site as lessons for working towards the final design solution for the site;
- Improve community cohesion by providing an unprogrammed public open space for use by residents, tourists and workers in the area when the site is not used as a performance space;
- Provide a placemaking and activation component in accordance with the wider Walkable Network programme vision;

- Test the replication of such an installation elsewhere in the Inner City, as part of a wider vision of performance, art and environmental focused public space activation along the Walkable Network.

4. Principles

The Management Plan is underpinned by the following principles:

- **Public Access:** Ensure public access to the site;
- **Noise Level Management:** Site activation programming should take into account noise levels and hours of performance so as to minimise the effect on tenants from surrounding residential buildings;
- **Legal Alignment:** Activations should align with CoJ and Provincial statutes (Gauteng Noise Regulations), processes and by-laws.
- **Urban Management:** the site should be cleaned, maintained and secured in accordance with good practice urban management standard operating procedures; and
- **Upliftment and showcasing of SA Music Industry:** Activations should focus on exposure of emerging South African musicians and audience development.
- **Clear Communication:** between internal and external role-players.

5. Roles and Responsibilities

The following partners are responsible for the Music Precinct Performance Venue:

#	Entity	Role	Funding
1	CoJ	Purchasing of the stand and development	To be determined. Bridging finance being explored via the private sector ¹
		JOC relevant approvals to be processed for events to take place continuously	No costs involved (forms part of CoJ standard operations)
2	DTMH	Custodians of the Music Precinct and responsible for music-focused activation. See details below.	DTMH operations budget
		Management of contract with VMI ²	
3	Voluntary Management Initiative (VMI) ²	Urban management (Cleaning, maintenance and security of the site) ³	Urban management to be funded by Revenue streams from music activation
4	JICP	Stakeholder engagement, ideation and visioning support, development programme management and placemaking functions, fundraising efforts for temporary installation.	JICP operations budget

Notes:

1. Preferred scenario is that private sector Property developers will provide bridging finance to secure the site in the short term, with the erf ultimately transferring to the CoJ for redevelopment as an Performance Venue and public open space. Discussions are underway with CoJ in this regard. Private sector bridging finance allows for the site to remain available for a temporary installation and activations over the short-term. Should the CoJ not take over ownership of the site, the site will be held in an NPO or similar.

2. VMI to be identified and contracted via DTMH (Greater Maboneng, Main Marshall or Fashion Improvement District). Standard Operating Procedures will be included as part of the Agreement between the DTMH and the selected Voluntary Management Initiative. Awaiting quote from VMI in the vicinity of the DTMH.
3. The JICP WozaWork PEP Programme will provide urban management services for the short term (for the duration of the WozaWork Programme).

The DTMH will run a continuous music activation programme. This will be in partnership with industry organisations and associations and include the following:

- A booking system
- A clear communication plan
- The activations will be restricted to certain days and times
- A minimal fee should be paid by musicians who are booking the space, including a fee for clean-up
- Bylaws regarding sound levels will be enforced
- The hub will also be responsible for cleaning up after every activation

Non-music activations will be managed by the selected VMI, as part of the agreement between the DTMH and the VMI. All bookings (music and other) will however be managed directly by DTMH.

Contacts:

Name	Organisation	Email	Cell
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tbc	VMI		

Each role-player is committed to the development of the DTM Precinct as underpinned by the Downtown Music Precinct Charter (attached as Annexure A).

6. Bylaws & Legislative Framework

The following documents have been identified as potential statutes that need to be taken into account as part of aligning to applicable legislation:

- Code of Practice for The Measurement and Rating of Environmental Noise with Respect to Land Use, Health, Annoyance and Speech Communication - SANS 10103:2003 (SABS 0103)
- The Gauteng Noise Regulations (as enabled by the Environment Conservation Act)
- Municipal Systems Act, (Act 32 of 2000) and its Regulations.
- Municipal Asset Transfer Regulations, 2008.
- Local Government Ordinance No. 17 of 1939.
- Alienation of Land Act, 1981 as amended.
- Preferential Procurement Policy Framework Act, (Act 5 of 2000) and its Regulations.
- Spatial Planning and Land Use Management Act (Act 16 of 2013)
- National Environmental Management Act (NEMA), 1998 (Act 107 of 1998)
- Applicable CoJ bylaws

It is recommended that this Management Plan be submitted to the City of Johannesburg to ensure that that legal alignment is maintained.