



Stay connected
Don't alienate the public



The Working Waterfront

Establishing Value + Protecting from Encroachment



V&A Cape Town's Economic Engine

- 400 Hotels
- 11 Hotels @ V&A
- x1 new hotel every year for 25 years in Downtown Area





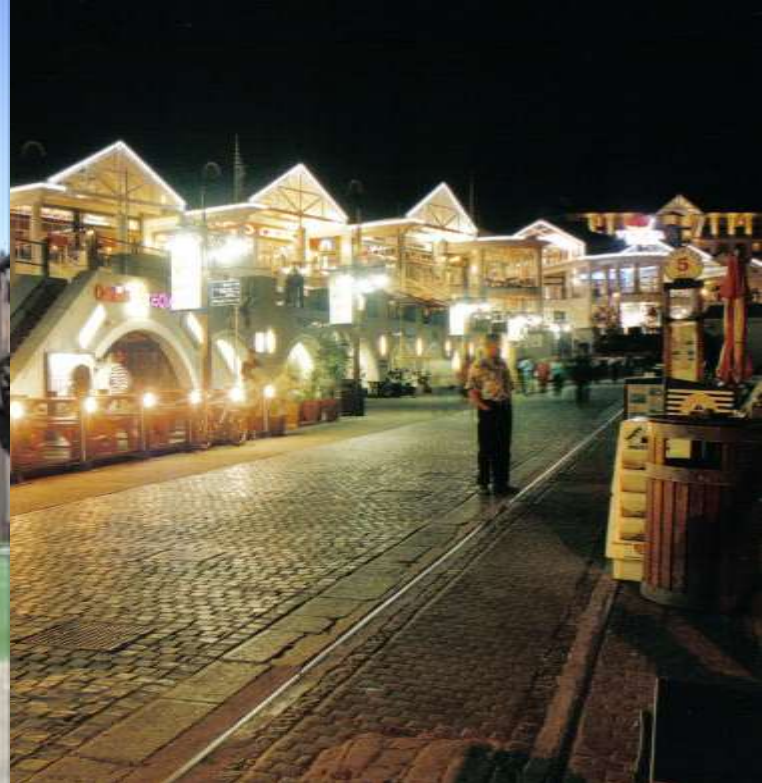
V&A

Working Waterfront =
authentic

- Keep it messy !



Cape Grace Hotel, Victoria & Alfred Waterfront



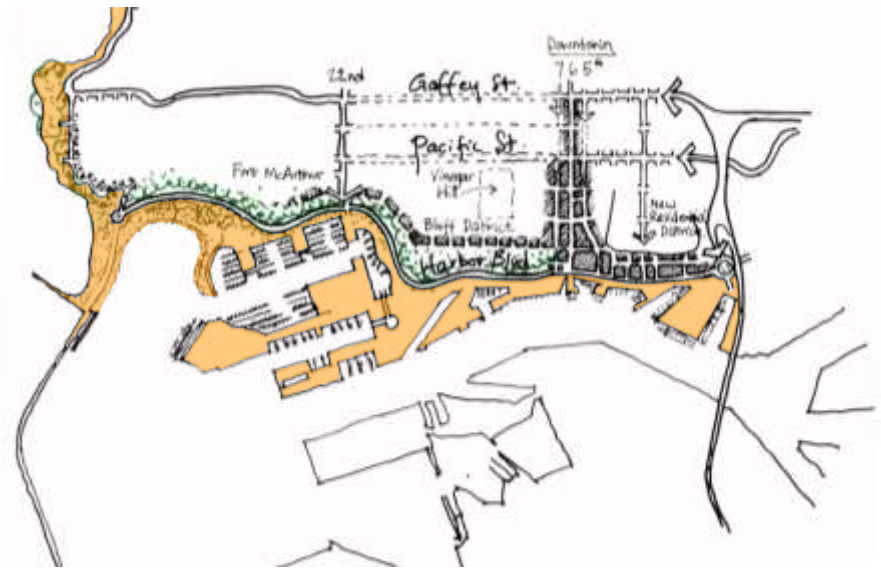
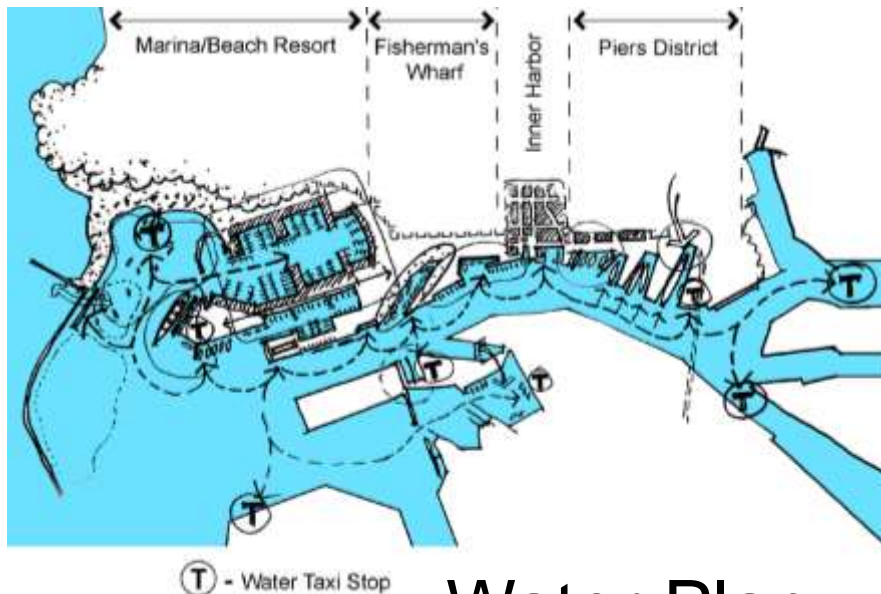
7 + 5 ≠ 65



Design & Development principles relevant to the Working Waterfronts

1. Start with a water plan (not a land plan)

- Do an inventory of water-borne tenants
- Understand their business of growth opportunities
- Analyze the berthing opportunities and in-water space
- Optimize the adjacency and/or location of uses
- Create more water if necessary



Water Plan vs Land Plan

Plan the H₂O



Design & Development principles relevant to the Working Waterfronts

2. Integrate with and enhance what already exists

- Revisit decisions made in the past
- Chart a path forward that includes existing successful stakeholders
- Include as much diversity as possible



Design & Development principles relevant to the Working Waterfronts

3. Emphasize the public environment

- Not a “development” rather strategy for incremental success
- Establish a postcard first impression



Setting the stage



Design & Development principles relevant to the Working Waterfronts

4. Realize a near-term vision



Design & Development principles relevant to the Working Waterfronts

5. Learn from precedents
 - Resist re-inventing the wheel



Summary Design & Development principles relevant to the Working Waterfronts

- Integrate with and enhance what already exists
- Emphasize the public environment
- Learn from precedents
- Realize a near-term vision
- Start with a water plan (not a land plan)

