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!
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
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)