



**FEASIBILITY STUDY – PROPOSED SALT RIVER
IMPROVEMENT DISTRICT
SPECIAL RATING AREA**

PERCEPTION SURVEY REPORT

MAY 2013

This report was prepared for the Salt River Business Improvement District SRA Steering Committee in support of the feasibility study for the proposed Salt River Special Rating Area by Gene Lohrentz of Geocentric Information Systems.

Disclaimer

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CONTENTS

Questionnaire and methodology	4
Survey participants	5
Overall perception.....	6
Section 1 - Safety and security	7
Section 2 - Litter and cleanliness	11
Section 3 - Lighting and traffic	16
Section 4 - The public environment.....	16
Section 5 - Social environment	20
Social issues.....	20
Section 6 - Marketing of Salt River	22
Ranking the priorities for Salt River	22
General Comments	23

INTRODUCTION

Many Salt River property and business owners have recognised that incidents of crime and grime including homelessness, aggressive begging, informal car guards and general urban degradation are escalating in the area. A group of concerned property owners has recognised the need to investigate and address the challenges facing the Salt River area.

Property owners of adjacent communities in Mowbray, Observatory, Woodstock and Maitland have already invested in the future of their areas by establishing their own Special Rating Areas commonly known as city improvement districts. In response a steering committee of property and business owners was formed to establish the feasibility for a Salt River Special Rating Area (SRA). The steering committee does this work on a voluntary basis without any compensation.

As part of evaluating the feasibility and needs for a Special Ratings Area in the Salt River area and in support of the development of the business plan, the steering committee commissioned a perception survey amongst property owners, businesses and people working or visiting the area of the proposed SRA. This report summarises the survey results.

The establishment of an SRA will enable the formation of a statutory body in terms the City of Cape Town SRA by-law. If the SRA application is successful SRA levies will be collected by the local authority from ratepayers in the area and paid over to the SRA management board. Funds raised will be dedicated to supplement municipal services such as security, cleansing and urban management.

Questionnaire and methodology

The perception survey is designed to provide feedback from property owners, residents, businesses and people working or visiting the area on safety and security, social problems and urban management issues of the area. The survey is not intended to provide quantitative statistics but rather indicative trends upon which the needs in the area can be evaluated.

Geocentric collaborates closely with a research agency in respect to questionnaire and sample design and applies internationally accepted best practice in both instances. Each question is reviewed for its suitability before the questionnaires are used in the field. This supports the application of the results to the rest of the SRA establishment process.

Two target group-specific questionnaires were developed. The first group consists of business and property owners while the second group consist of shoppers and visitors using the Salt River and Salt River area. Similar themes were addressed in each questionnaire, but the angle of questioning was adapted to be appropriate for the identified target group.

Broadly speaking, the following themes were covered in each questionnaire:

- Perceptions about the levels of safety and security
- Perceptions about the cleanliness of the area
- Whether social issues such as vagrancy is a problem in the area
- What are the expectations of both business owner/tenant and shopper (user)
- Predisposition towards the establishment of an Improvement Area

The property owner and/or business owner or tenant survey as well as the shopper or user surveys were conducted by Geocentric.

In both instances, a structured questionnaire was used. A combination of face-to-face interviews and self-completion was applied in the data collection phase. A cover letter drafted by the Steering Committee explained the purpose of the survey and a copy of the letter was distributed to every survey respondent.

Participants were also asked to rank the importance of the above listed issues at the end of the questionnaire and were also given the opportunity to express general comments and concerns in writing. The survey was conducted by contacting and interviewing property owners and businesses on an individual basis over a period of two weeks in May 2013.

Survey results and analysis

Survey participants

Sixty (60) participants completed the full perception survey and 30 respondents completed the user survey. 59% of the participants that completed the full survey are business owners renting the properties they operate and 38% are business owners owning the property they operate (See Figure 1 and 2). Figure 3 shows the general geographic location of where the surveys were conducted.

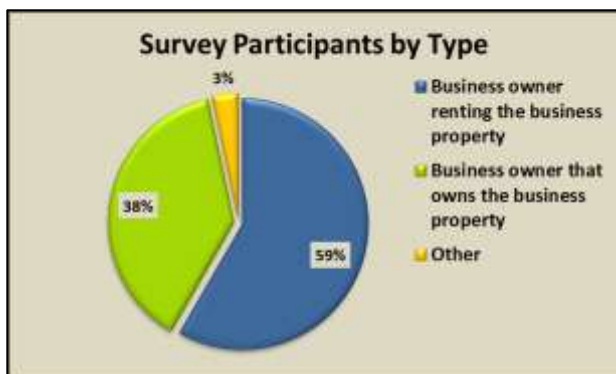


Figure 1 Survey participants by type

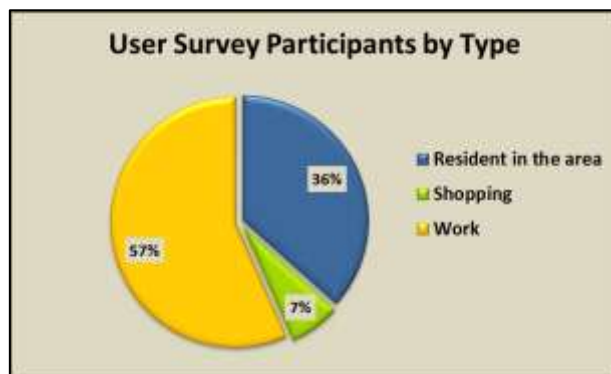


Figure 2 User Survey participants by type



Figure 3 Indicative survey Locations

A significant number of survey respondents have been in the area as business and/or property owners for more than 10 years and therefore their opinion of the area and its current status is quite valuable. As shown in Figure 4, 44% of the participants have been in Salt River for more than 10 years while another 23% have been there for more than 4 years.

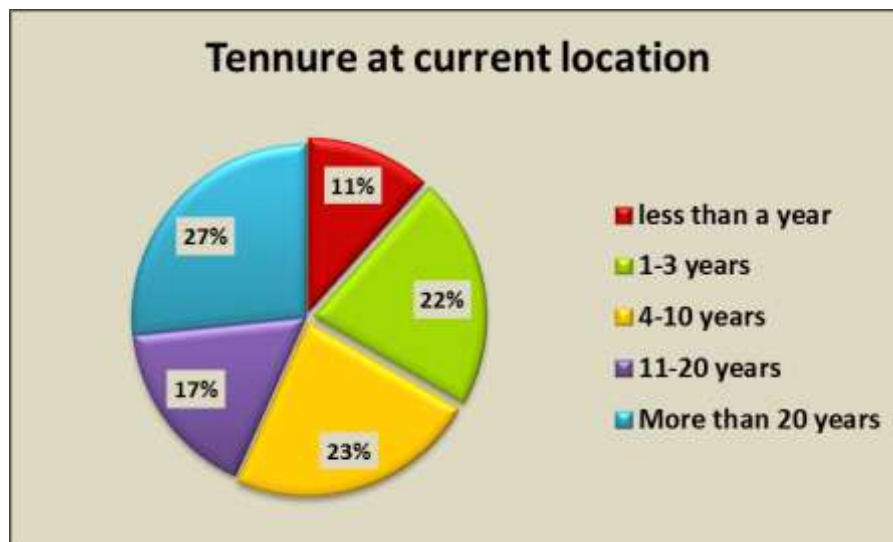


Figure 4 Tenure of respondents in Salt River

The shopper survey showed that 57% of the participants were working in the shopping district area whilst 7% were shoppers and 36% were residents living in the area. Although user survey respondents were not asked to provide any details of their income or financial status general observations on income and Lifestyle Measurements were recorded. Most participants could be categorised in the middle income group.

Survey results

Overall perception

The initial section of the survey tested the perception of the overall image of the Salt River area, especially the areas where the surveys were conducted. Figure 5 illustrates how most respondents view the area as welcoming but unattractive, unsafe and dirty.

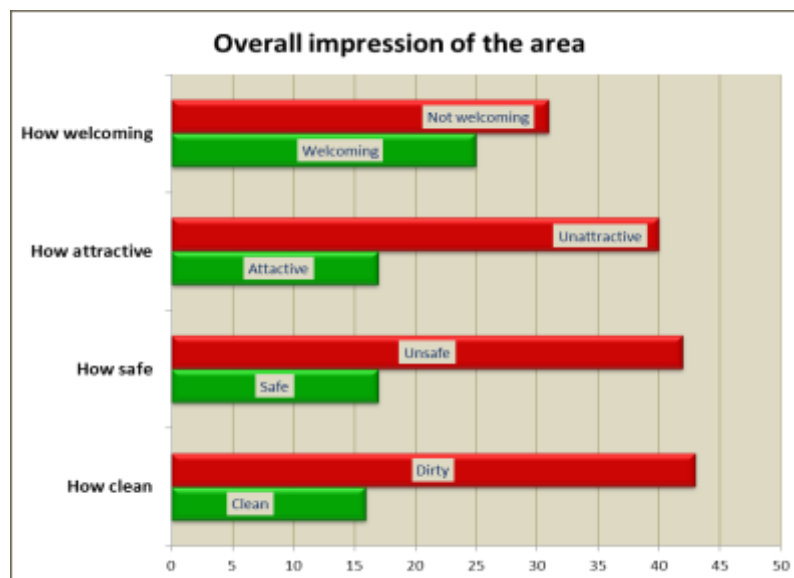


Figure 5 Overall impression of Salt River Area

The question on the overall impression of the Salt River area was followed by a measurement of the overall impression of municipal service delivery. Respondents were given a choice to select a range of answers from Excellent to Very Good, Good, Fair and Poor. **When these answers are analysed further, responses of Excellent and Very Good illustrates satisfaction, Good represents "middle of the road" acceptable while Fair and Poor represents dissatisfaction.** On this basis it is evident that up to 64% of the respondents are somewhat dissatisfied with municipal service delivery. Only 3% are clearly satisfied (refer to Figure 6).



Figure 6 Impression of municipal service delivery

Section 1 - Safety and security

Section 1 focussed on safety and security. Participants were initially asked to rate the overall security situation in the Salt River area. Overall, only 14% rated the overall security situation as good to excellent. 40% rated it as fair and 46% rated it as poor (see Figure 7). The analysis illustrates a high level of dissatisfaction with the level of safety and security in the area. The user survey illustrated similar levels of dissatisfaction with the overall safety of the area.

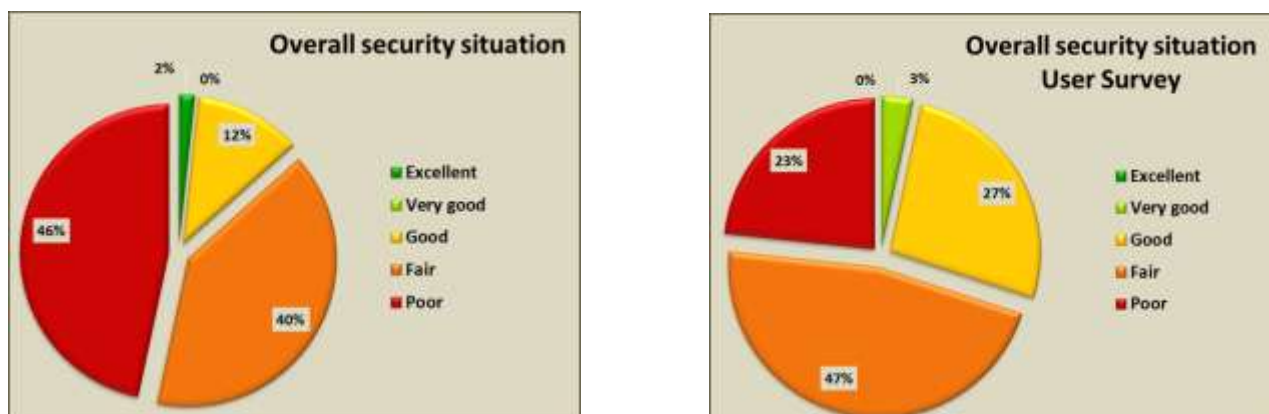


Figure 7 Overall security situation

Questions 6,7,9 and 10 focussed on respondents' experience of crime in the Salt River area. Respondents were asked if they or someone close to them have been a victim of crime. Participants were given the opportunity to answer Yes or No. Fifty-nine (59) respondents answered the question. 32 Participants or 54% answered "Yes". 23% of the user survey participants answered "Yes".

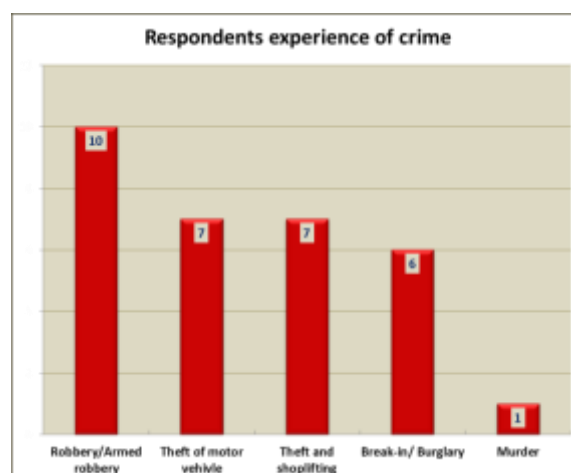


Figure 8 Experience of crime

Figure 8 illustrates the responses of the participants who answered “Yes”. Theft, robbery and burglaries are mentioned more often and indicate that contact crimes and property related crime most frequently occur. 56% of the respondents indicated that the crimes took place between 08:00 and 16:00, and 26% indicated between 16:00 and 24:00 illustrating a tendency for crimes to be committed during the day and/or early evening.

Beyond their personal experiences participants were asked to identify the types of crime that occur most frequently in their area and were provided with a list of typical criminal activities. Participants were also given the opportunity to specify any activity not listed.

Figure 9 illustrates the various criminal activities highlighted in the questionnaire and the frequency that each activity was listed by the participants. Although these figures cannot be regarded as accurate crime statistics or empirical evidence of crime, it illustrates that theft from property, theft from motor vehicles, shoplifting and snatching of belongings occurs most often in the area.

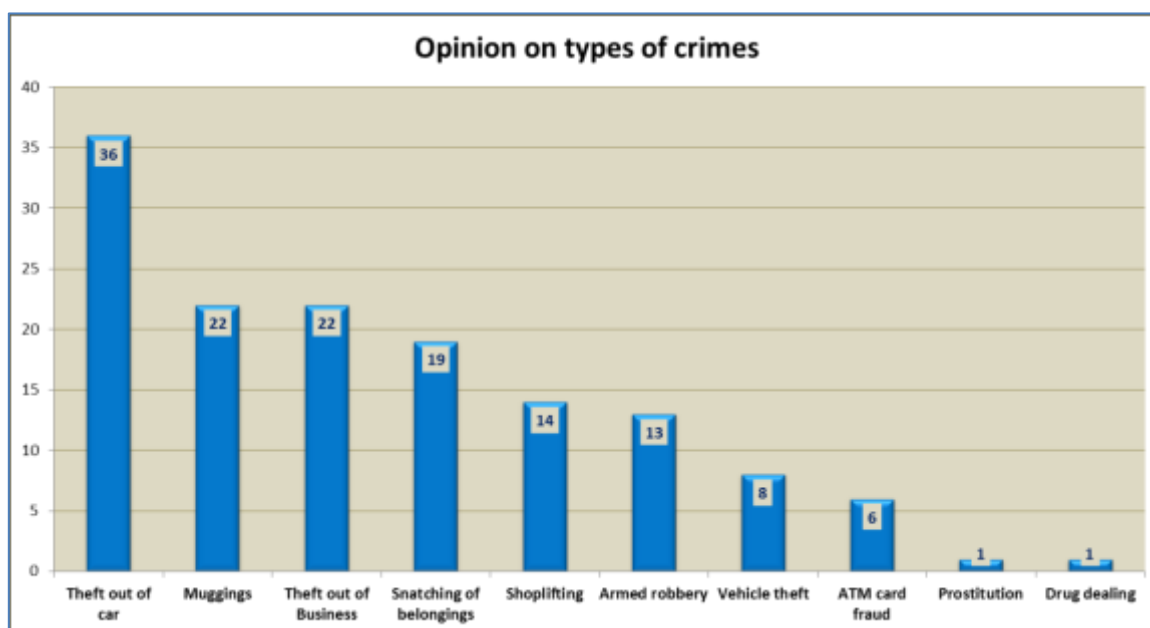


Figure 9 - Number of times that participants listed typical criminal activities

Participants were also asked to identify the location where most crimes occur. Table 1 lists the various locations and the frequency these were listed as locations of criminal activity.

Table 1 Listed criminal activity locations

Location	Frequency
Victoria Road	7
Main Road	6
Salt River Road	4
Durham Avenue	3
Albert Road	3
Lower Woodstock	2
Salt River Circle	2
Chapel Street	1

Location	Frequency
Lower Salt River	1
Kent Road	1
Cnr Victoria & Salt River Road	1
Brickfield Road	1
Hopkins Street	1
Queens Park	1
Around BP station	1
James Street	1

Participants further indicated that crimes take place at various hours of the day but most indicated that they perceive crime to take place during the day and early evenings from 08:00 until 24:00. Figure 10 illustrates this graphically.

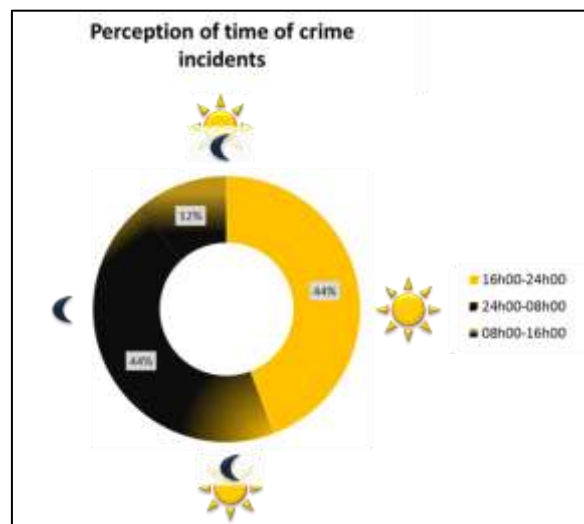


Figure 10 Perception of when crime takes place

Questions 11, 12 and 13 focussed on the use of public transport, especially busses, trains and taxis.

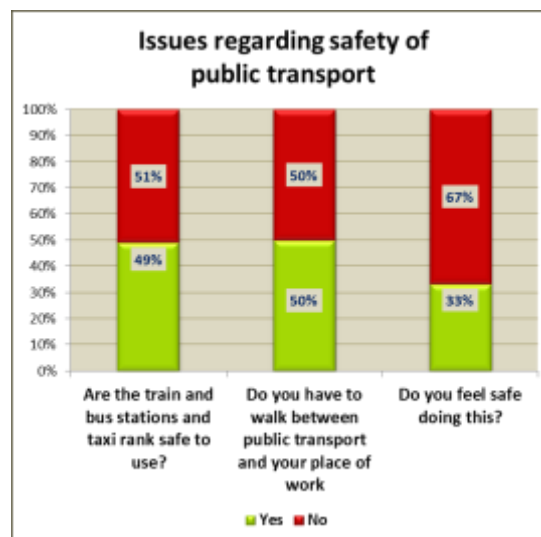


Figure 11 Perception of safety of public transport

It is accepted that not all the respondents utilise public transport. Respondents who do utilise public transport were asked to indicate whether they feel that the taxis, busses and train stations are safe to use. 51% of participants felt that public transport is unsafe. A number of participants indicated that they have to walk between their place of work and available public transport. 67% of these participants did not feel safe doing so (See Figure 11).

In the user survey respondents were asked to indicate whether they make use of public transport. 70% indicated that they use public transport. Only 20% indicated that they don't feel safe using public transport. It would seem that in general public transport seems safe to most participants but the area between their points of work, residence or shopping location is perceived to be less safe.

Participants were asked to express their opinion regarding the effectiveness of current policing efforts. 76% indicated that current efforts are ineffective ranging between fair to poor. 24% has the opinion that the local SAPS service is good. This is illustrated in the graph shown in Figure 12. Some of the comments listed regarding the opinion on SAPS effectiveness (ineffectiveness) include:

- Attitudes
- Closing a blind eye
- Do not investigate reported crime
- Lacking necessary skills & no motivation to protect & serve
- Lazy

- Too much work, too few people.
- We need quicker response

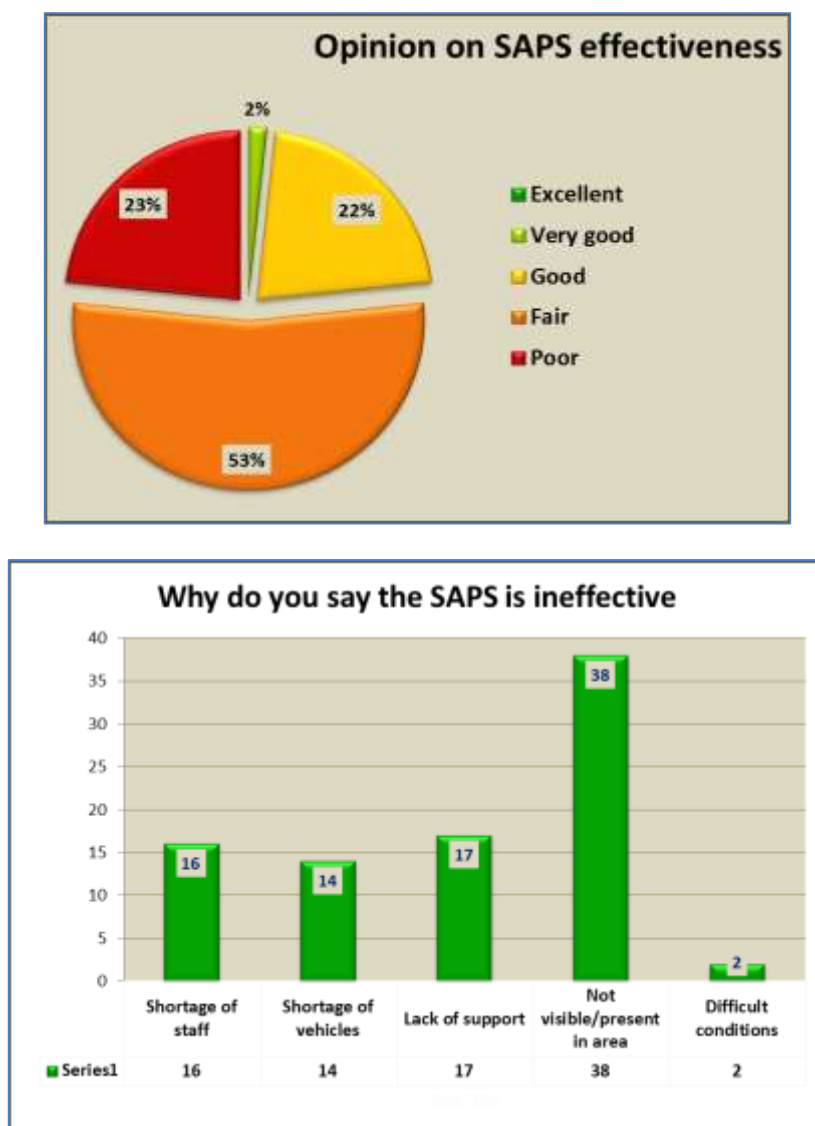


Figure 12 Opinion on SAPS effectiveness

As illustrated in Figure 12 participants indicated that the lack of visibility and presence of the SAPS in the area is the single biggest factor for their perception of SAPS ineffectiveness.

The last part of the section on safety and security dealt with the actions by property owners or businesses to ensure their own security. Participants were asked to indicate if they have private security such as a personal alarm system and/or armed response.

All of the participants indicated that they have some form of safety and security in place (See Figure 13). 51% of respondents indicated that they would prefer any additional security services to be 24 hours per day while 29% indicated that they would prefer additional security services from 07:00 in the morning until 19:00 at night.

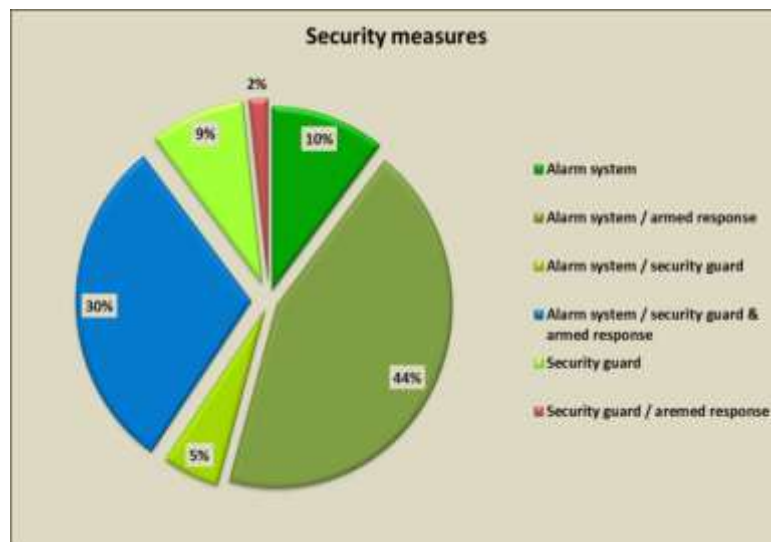
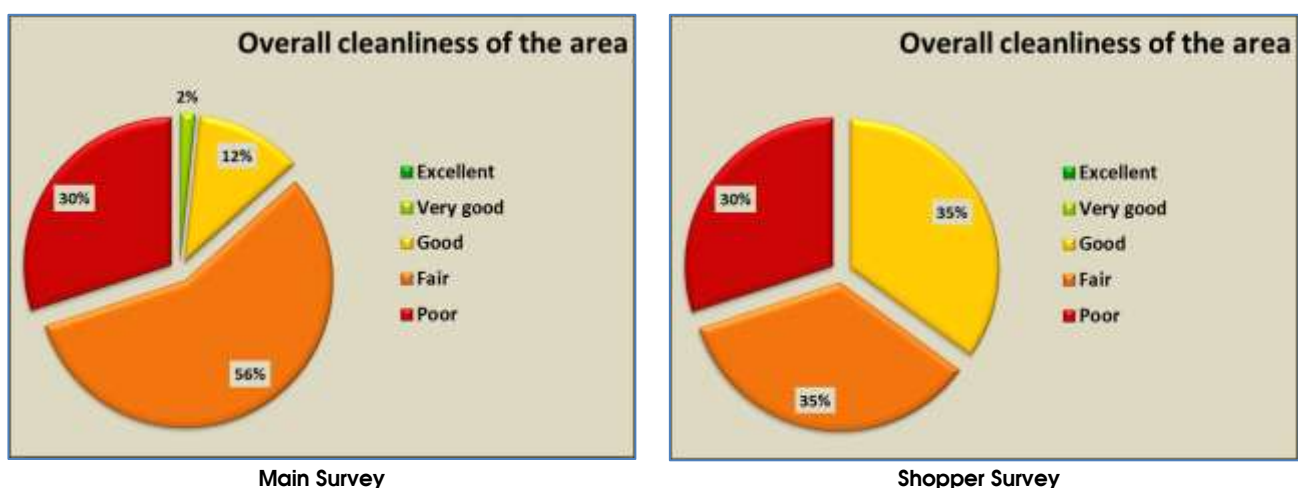


Figure 13 Personal security measures

It would seem that the overall security in the Salt River area is dominated by property related and personal crime and that many of the problems occur during the day and early evening. The retailers and businesses are more vulnerable to crime related to robbery, shoplifting and snatching of handbags etc. which coincides with shopping activities during business hours.

Section 2 - Litter and cleanliness

Section two of the survey asked participants for their opinion on litter and cleanliness. The opinion of people regarding litter and cleanliness can be very subjective and difficult to measure. The responses should be regarded as observations by the participants although it can be argued that the responses are based on people's desire for their area compared to the current situation. Overall, most participants regard the general state of cleanliness as fair (56%) to poor (30%) while only 14% regarded it as good or very good. This illustrates a substantial measure of dissatisfaction with current circumstances. Survey respondent participating in the user survey shared the overall view of cleanliness (or lack thereof) (See Figure 14).



Main Survey

Shopper Survey

Figure 14 Overall opinion of cleanliness of the area

Figures 15 and 16 illustrate a summary of the opinions regarding litter and cleanliness. Litter in the public areas seem to be a general problem according to the survey participants. In some cases it is the opinion that there are insufficient public litter bins. It would seem that general refuse removal does not present a problem in the area.

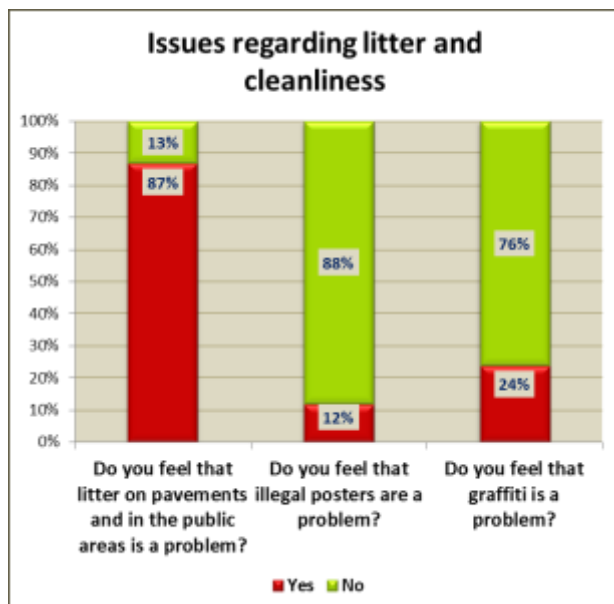


Figure 15 Opinion on litter and cleanliness

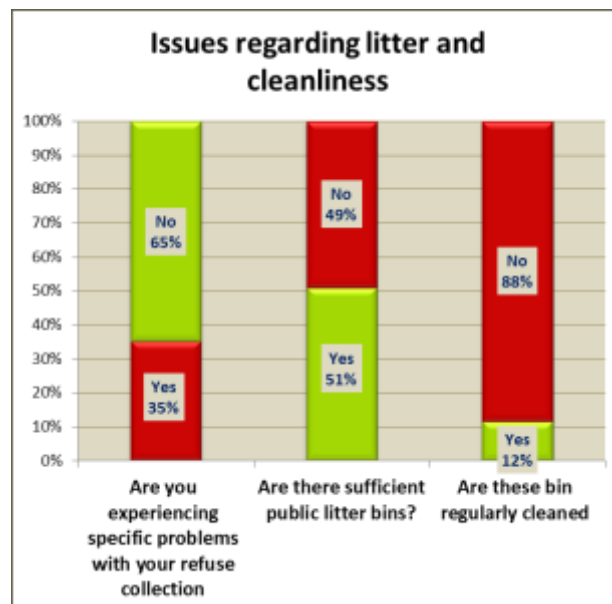


Figure 16 Opinion on litter and cleanliness

Figures 17 to 20 illustrate issues of littering in the public areas which seems to occur frequently in the area. 87% of the survey respondents indicated that litter on pavements and in public places is a problem and it seems to be problematic in most areas.



Figure 17 Litter on sidewalks and in street



Figure 18 Litter in public open space



Figure 19 Litter left by vagrants on sidewalks



Figure 20 Litter on vacant land



Figure 21 Clean streets and sidewalks



Figure 22 Clean streets and sidewalks

In contrast, there are some areas where small sections of roadway and sidewalks are very clean and neat. This seems to be the result of actions by property owners and businesses themselves or as the result of recent interventions such as the construction of the MyCiti bus stops (See Figures 21 and 22).

Only 24% of survey participants indicated that there is a problem with graffiti in the Salt River area and only 12% regarded illegal posters and advertising as a problem. The photographic survey found numerous incidents of graffiti and illegal public posters in the area as illustrated in Figures 23 to 26. Most of the graffiti can be categorised as “tagging” and most often it defaces public infrastructure.



Figure 23 Graffiti on a building



Figure 24 Graffiti and posters



Figure 25 Illegal posters on light pole



Figure 26 Graffiti and posters on electrical box

Table 2 lists the places and the frequency that they were mentioned as locations of littering.

Table 2 Where is litter a problem

Location	Count	Location	Count
Salt River Road	7	Milner Street	1
Lower Main Road	5	Addison Street	1
Victoria Road	5	Fenton Road	1
Main Road	3	BP Station	1

Location	Count	Location	Count
Salt River Circle	2	Salt River Station	1
Aubrey Street	2	Regent Road	1
Alfred Street	2	James Street	1
Durham Avenue	2	Swift Street	1
Cecil Street	2	Hopkins Street	1
Albert Road	2	Stanley Street	1
Dickens Street	1	Brickfield Road	1

Two specific cleaning issues were surveyed separately. This relates to illegal dumping and bin picking.

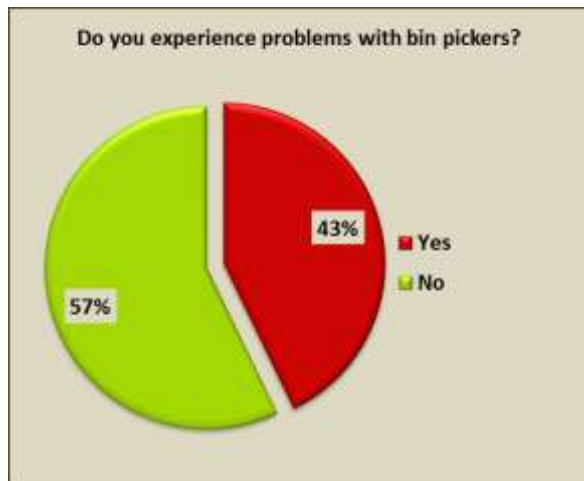


Figure 27 Problems with bin picking?

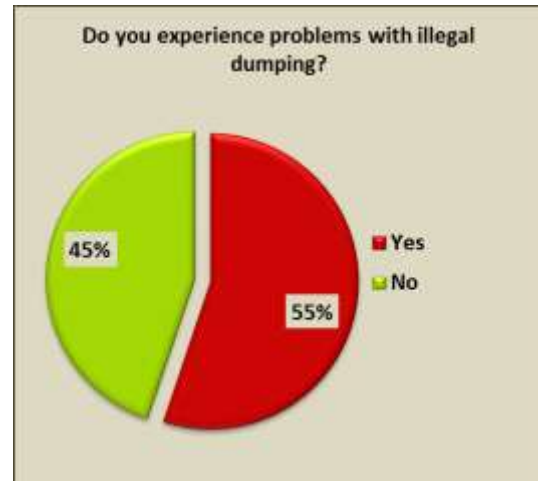


Figure 28 Perception on illegal dumping

55% of respondents highlighted illegal dumping as an issue (Figure 28). Most of the participants that indicated that this is a problem also indicated where the most illegal dumping takes place. Vacant land areas, sidewalks and side streets are frequently mentioned as locations for illegal dumping. General household waste, building rubble and packaging material are the most common types of waste illegally dumped. The photographic survey found extensive evidence of illegal dumping as shown in Figures 29 to 32.



Figure 29 Illegal dumping of glass



Figure 30 Illegal dumping of builders rubble

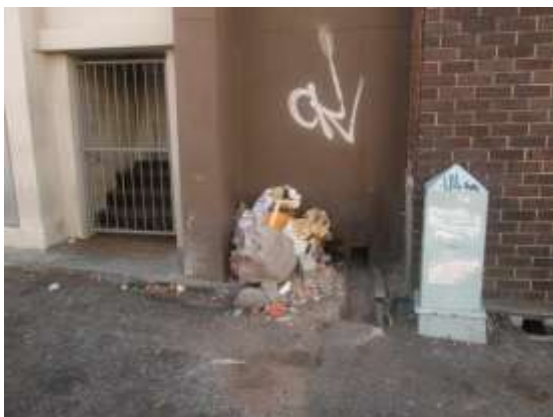


Figure 31 Illegal dumping of builders rubble



Figure 32 Illegal dumping household waste

Bin picking is mostly associated with the presence of homeless and unemployed people that frequent the area, especially on refuse collection days, to find food and recyclable materials from refuse bins. Sadly, this practice also results in additional littering when bin pickers sort the waste on sidewalks leaving the area littered and dirty. Significant numbers of homeless people and bin pickers were found in the area during the photographic survey and support the claim of 43% of the respondents who indicated problems associated with bin picking. Figures 33 and 34 illustrate the issue of bin picking and associated littering.



Figure 33 Bin pickers sorting waste on sidewalks



Figure 34 Bin pickers leaving waste on sidewalks

The need for waste recycling clearly exists in the area. 77.5% of all participants indicated that there is a need for recycling. Figure 35 illustrates the types of recycling that respondents indicated as important and the frequency that it was listed.

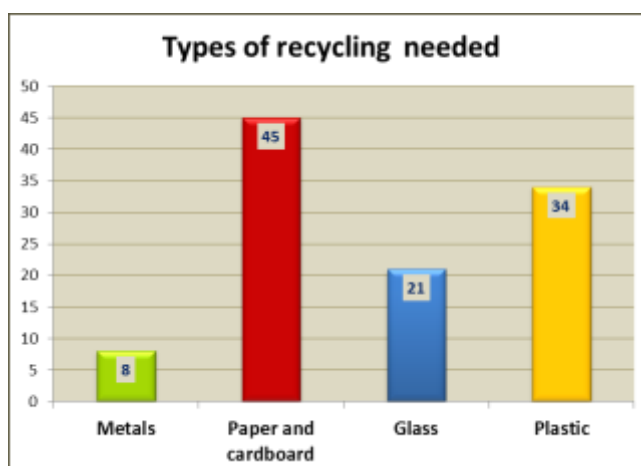


Figure 35 Types of recycling listed

Section 3 - Lighting and traffic

The third section of the survey sought the opinion of participants regarding the lighting of streets and pavements and the standards of traffic signs and road markings. Sixty-two percent (62%) of the participants regarded the street lighting as sufficient.

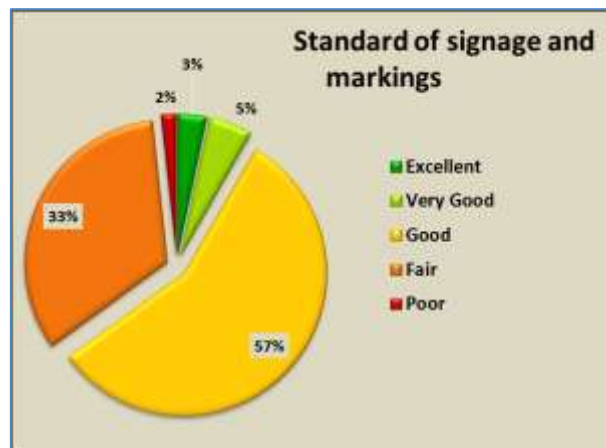


Figure 36 Standard of signage and markings

65% of the participants regarded the standard of street signage and markings as good to excellent while 35% regarded it as of a fair to poor standard (See Figure 36). Figures 37 and 38 illustrate the status of signage and road markings in the Salt River area. Bent, disorientated and faded signage illustrates the opinion of some of the survey participants.



Figure 37 Bent and damaged sign



Figure 38 Bent and damaged sign

Section 4 - The public environment

The fourth section of the survey collected opinions regarding the public environment, especially the participants' opinion regarding the maintenance and safety of pavements and the general state of public spaces such as parks and other public amenities. Participants were asked to provide an overall rating of the public environment. As illustrated in Figure 39, only 23% of the participants rated the overall quality of the public environment as poor. Most rated it as fair to good.

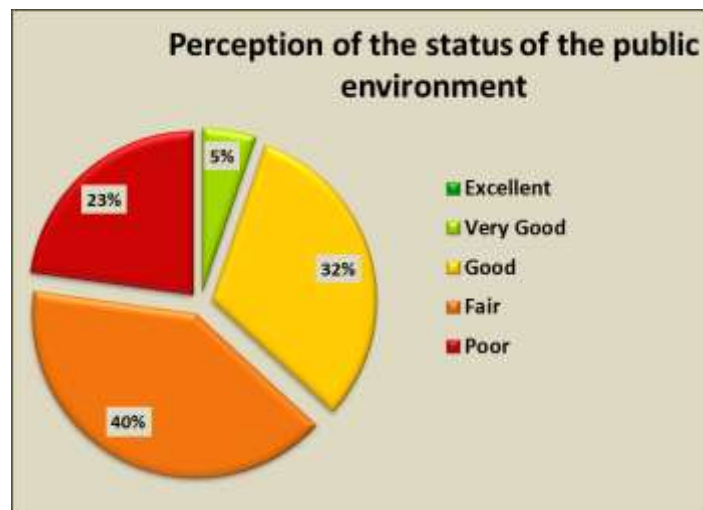


Figure 39 Rating of the overall public environment

In general the public areas in Salt River are not well maintained and not very clean. General disrepair of landscaping and sidewalks is visible in many areas. There are very few if any public areas that offer attractive locations for the residents and visitors of the area. This includes a lack of shaded areas, public seating and improved amenities such as paved sidewalks. Figure 40 illustrates the responses received and shows that 48% of participants are not satisfied with the maintenance of the pavements in the area.

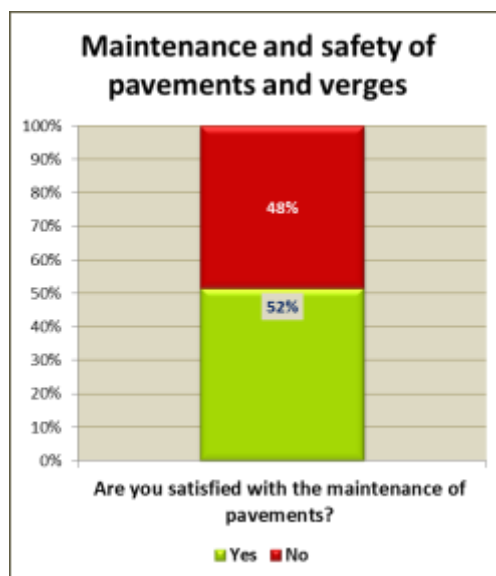


Figure 40 Maintenance and safety of pavements

Figures 41 to 44 illustrate the findings of the photographic survey. The photo results support the perception of the respondents although it can be noted that the sidewalks in some side streets and other areas are bad in terms of surface and safety.



Figure 41 Poor sidewalks in some of the streets



Figure 42 Poor sidewalk surface



Figure 43 Poor sidewalk surface



Figure 44 manhole on sidewalk without proper cover

In general, some parts of the public environment can be described as “in distress” with some elements suffering from neglect and general deterioration. These elements include street furniture such as public signage and items such as public phones, and litter bins. Figures 45 and 46 illustrate these issues picked up during the photographic survey.



Figure 45 Public infrastructure in a state of disrepair



Figure 46 Broken infrastructure such as hand rails shows neglect of certain aspects.

Participants were asked to rate the maintenance of infrastructure such as water supply, storm water drains and street gutters. 70% of respondents indicated dissatisfaction with the maintenance of this type of infrastructure rating the maintenance as to poor. The photographic survey captured locations of poor infrastructure maintenance in some of the streets in the Salt River area (see Figures 47 to 49).



Figure 47 Some sidewalks and roads show curb inlet and drains blocked due to litter



Figure 49 Storm water drains are blocked due to poor cleaning of streets



Figure 48 Some road surfaces, kerbs and gutters are badly maintained

Participants were also questioned about informal trade activities and how it contributes to the economy of the Salt River area. Respondents were offered a list of statements regarding informal trade and informal trade management. Table 3 lists the statements and shows the percentage of respondents that agreed or disagreed with each statement.

Table 3 Opinions regarding informal trade

Statements on informal trade. Do you agree or disagree?	Agree	Disagree
Informal trade is important as it contributes to the local economy	66.6%	33.3%
It needs more support	60%	40%
Informal trade is problematic as it impact negatively on formal economy	60%	40%
Support and better regulation should go hand in hand	86%	14%
Informal trading should take place in specially demarcated areas	83%	17%

Informal trade does not take place in many areas or at high density in Salt River. A few traders are found around the Salt River Station and mostly consist of vendors exhibiting goods on sidewalks. It would seem that better regulation and trading areas that are well managed would support this industry sector. The regulation of informal trade is a priority agreed upon by most respondents (see Table 3 and Figures 50 and 51).



Figure 50 Informal traders on the side walk at the station



Figure 51 Lack of management and control of informal trade leads to an offering that often blocks the sidewalks and detracts from more organised trading

Section 5 - Social environment

Social issues

The fifth section of the detailed survey focussed on the social environment. Most areas experience a level of homelessness with vagrants using the opportunities to beg for food and money. Homeless people often utilise **public areas** such as parks and alleyways for shelter and congregate on areas of potential income such as parking areas, traffic signals and shopping malls. Homelessness seems to be a problem everywhere in the area. This becomes more evident in the fact that 76% of participants perceive homelessness as a problem. If this is considered along with the fact that Salt River has many public open areas and places where homeless people can congregate and more opportunities for begging, this perception is quite valid. Figure 52 illustrates this difference in opinion clearly.

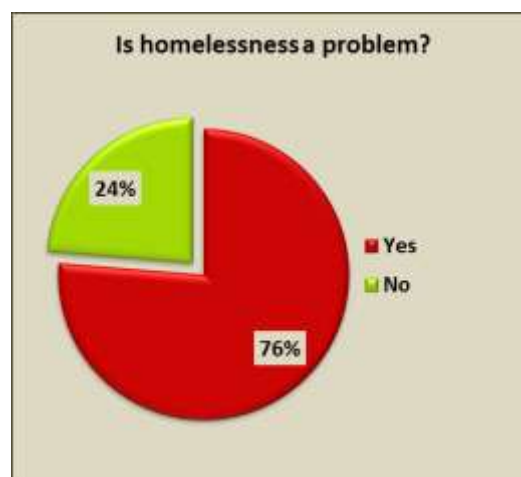


Figure 52 Perception of homelessness in the Salt River area

Participants were asked to identify the issues associated with homeless people in the area. The most frequently identified issues in the area in order of priority is loitering, sleeping in the area, begging, bin picking, alcohol and drug abuse, and theft as shown in Figure 53 below.

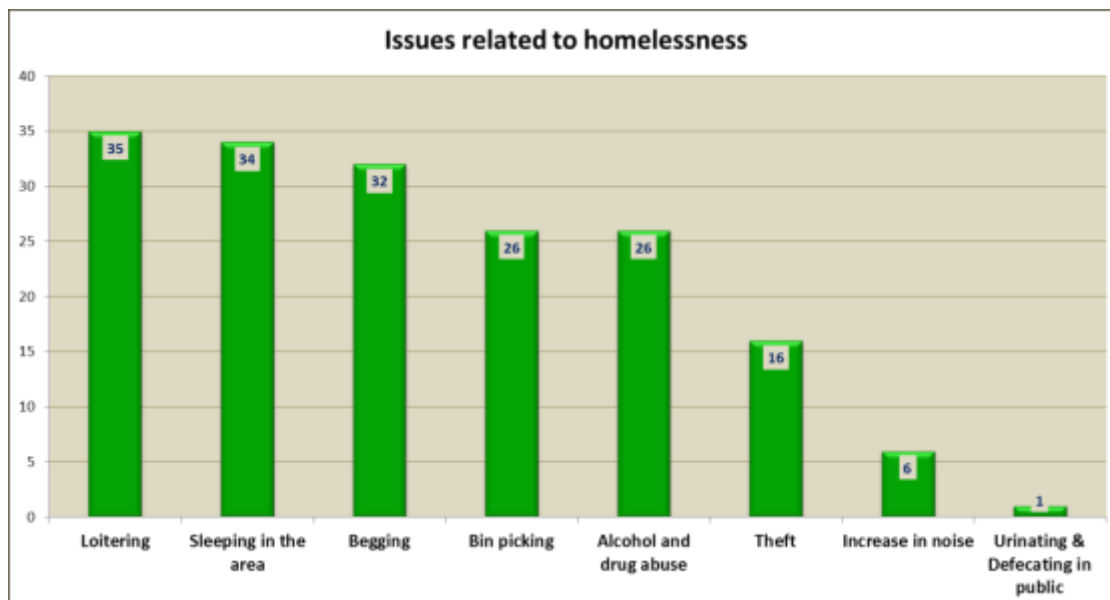


Figure 53 Issues related to homelessness and the social environment

Participants to the survey indicated various locations and public areas, especially around the shops as locations frequently used by homeless people. Table 4 lists the locations frequented by homeless people. Figures 54 to 57 illustrate the typical activities of homeless people in the area.

Table 4 Location frequented by homeless people

Location	Count	Location	Count
Everywhere	5	Browning Road	1
Victoria Road	4	C/O Kent & Salt River Road	1
Main Road	4	Copperfield Road - off Dickens Road	1
Lower Main Road	4	Salt River Field	1
Roodebloem Road	3	Hopkins Street	1
Salt River Road	3	Milner Road	1
Durham Avenue	2	Nedbank	1
Albert Road	1	Pickwick Road	1
FNB	1	Kent Road	1
Lower Salt River	1	Aubrey Road	1
Lower Woodstock	1		



Figure 54 Homeless person sleeping on sidewalk at station



Figure 55 Homeless person – bin picking



Figure 56 Homeless urinating in public



Figure 57 Homeless sleeps on sidewalks

Section 6 - Marketing of Salt River

Survey participants were asked if it would be useful to have events in order to build a community spirit in Salt River. 85% of respondents answered yes and supported the idea of community events. Participants were asked to indicate what type of events they would prefer and support. Figure 58 illustrates the type of events and the number of participants that selected each type of event.

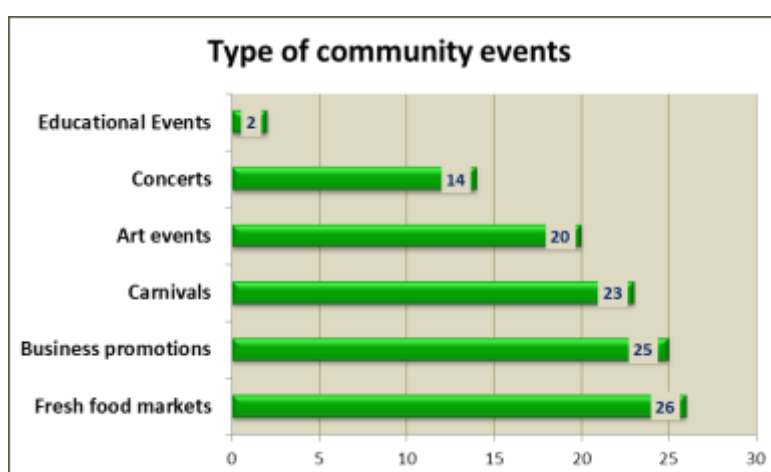


Figure 58 Types of community events selected by respondents

Ranking the priorities for Salt River

This survey element of the questionnaire concluded with an opportunity for participants to rank each of the seven general themes of the survey in terms of its importance (See Table 5). As shown in Table 5, 89% of the respondents that responded ranked safety and security as the most important issue. Litter and cleanliness was selected as the second highest priority in Salt River. Social issues such as vagrancy and begging were ranked as the third highest priority in the area.

Table 5 Ranking of priorities for Salt River

Service delivery category	Most important	2nd most important	3rd most important
Safety and security (including lighting)	90% selected		
Litter and cleanliness		62% selected	
Road and street signage			
Maintenance of public spaces			
Social issues such as vagrancy and begging			28% selected
Health and environmental safety			
Marketing of the area			

Respondents' predisposition towards the establishment of an Improvement District was tested by asking participants if they would be prepared to pay a top-up levy on their rates bill for more and improved municipal services and public security in the area. Overall, 56 respondents answered the question. 37% are prepared to pay an additional rate. In addition some participants indicated how much they are willing to pay as an additional rate. Participants indicated monthly amounts ranging from R 50 to R 200 with an amount of R 100 most frequently mentioned.

Both the main survey participants as well as the shopper and user survey respondents were asked to indicate their opinion on the change in the status of the area over the last five years. 60% of the respondents of the main opinion survey indicated that the area has improved. 16% indicated that it has deteriorated. The user survey was mainly conducted amongst workers and residents in the business area. Twenty nine percent (29%) of respondents were of the opinion that the area has remained the same and 52% was of the opinion that it has improved. See Figures 59 and 60.

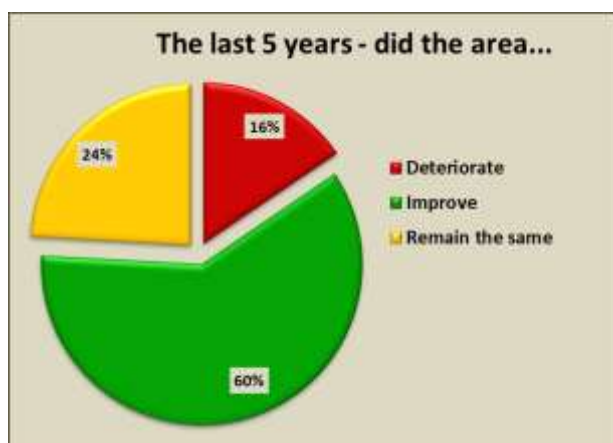


Figure 59 Status of the area over last 5 years

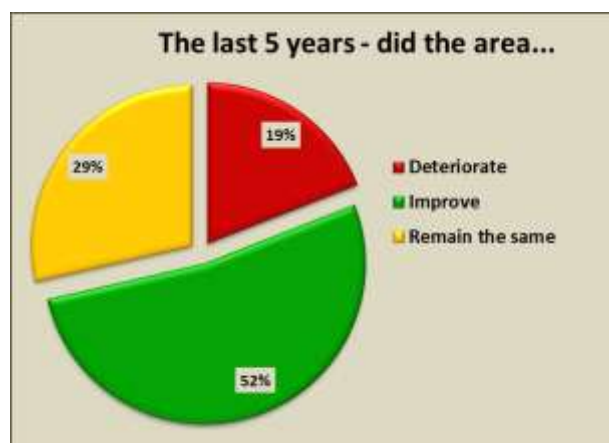


Figure 60 Status of area over last 5 years according to shoppers

General Comments

All participants were given the opportunity to express their concerns by providing specific comments at the end of the survey form. These comments were as far as possible captured directly as they were provided with due consideration of grammar and spelling where possible. However, details of the comments were not changed in any manner and in **most cases captured with obvious errors**. Table 6 lists some of the responses received.

Table 6 Comments and responses received

General Comments & Suggestions
Bin pickers major cause of dirty streets.
Bottom Main Road opposite BP garage. There is "African" guys standing on the pavement whole day. In the mornings they smoking weed & when workers walk pass them in the evening they shouting uncomfortable comments & they standing the whole pavement full.
Every community has a right to basic education, health facilities & safety. Its time government, communities & law enforcement join hands to eradicate poverty, drugs, alcohol abuse & improve the living conditions of the lower income sector.
Focus more on creating better opportunity for retailers, developers is killing retail in the area by revamping old buildings & making office space. No need for customers to come to Salt River as all factory outlets is closing down.
Greater police presence & visibility required, detection & prevention of dumping, upkeep & greening of pavement areas, control of vagrancy & street dwelling.
I think that an 'Improvement District' initiative in the Salt River area would make a substantial difference for the residents & business owners.
It is important for the area to be improved to uplift certain working conditions & the value of the properties.
Keep up the good work, the rewards are showing already!!
Keep up the good work...
Marketing of Salt River as business entity Bike lanes for bicycle commuters in 8 from City. Less taxi's!!

General Comments & Suggestions
Need more public transport to link Woodstock / Salt River with CBD - weekends & during week - for tourist & shoppers. Pedestrian walk ways, bicycle routes, plants and trees on sidewalk; public art.
Policing, policing, policing...
Robots & pedestrian crossing not appropriate.
Some buildings have been revamped and made secure and has visible security to deter crime.
There is not enough legal parking in Albert Road from the circle to the total. Especially opposite the old Biscuit Mill. There are though, more than enough cops dishing out fines each day.
Visible foot patrols & mobile units (CO's) will help in trouble areas.
Wonderful old buildings in the area and any re-juvenation must preserve & promote the architecture & heritage!

Conclusion

The survey was conducted over a period of two weeks in May 2013. From the responses received it would seem that some participants are aware of crime, concerned about crime or have been directly affected by crime. However, crime seems to be focussed on property related crimes and it is perceived that most crimes are committed during the day and early evenings.

Clearly, the management of the public environment is important to those who own property or businesses in the area and the need for urban management, safety and general improvement of the area seems to vary from one part to another. Although problems of safety and some deterioration of the Salt River infrastructure are evident most participants are positive in the fact that many improvements have already taken place in the area over the last 5 years. The area also has distinct social problems which are highlighted frequently.

A proper level of intervention through coordinated management of the area will no doubt maintain and improve the existing infrastructure. It may also contribute to ensure the future viability of the area as a vibrant neighbourhood and business district, especially in support of the urban regeneration and upgrading that is taking place in the area. The problems and issues of the area can be addressed through a number of formal and/or civic mechanisms which may include the formation of an SRA.



PERCEPTION SURVEY PROPOSED SALT RIVER BUSINESS IMPROVEMENT DISTRICT

Dear Salt River Property Owners, Residents and Business People

As a property owner, resident or member of the community in the Salt River area you are no doubt well aware of the problems in the area. Incidents of crime and grime including homelessness, aggressive begging, informal car guards and general urban degradation are escalating. These problems are of great concern and need to be effectively addressed.

Property owners of adjacent communities in Mowbray, Observatory, Woodstock and Maitland have already invested in the future of their areas by establishing their own Special Rating Areas commonly known as city improvement districts. A group of concerned property and business owners has taken the initiative to seek solutions to these problems, and they are appealing for your support in establishing a Special Rating Area (SRA) in the Salt River area. Your participation and support in establishing this SRA, will not only be greatly appreciated, it will also lead to significant upgrading of the public urban environment around your property.

What is a Special Ratings Area (SRA)?

- A statutory body established under the SRA by-law of the City of Cape Town previously known as a City Improvement District (CID).
- The SRA is funded by way of an additional rate collected from rate payers by the City of Cape Town and paid to the management board of the proposed Salt River Business Improvement District SRA.
- The additional rate will pay for supplementary municipal services within the defined area such as security, cleansing and other urban upgrade initiatives as described in a business plan.

Why do we need the SRA?

- It will reduce crime, grime and homelessness through improved management of the area.
- It will provide a safer, cleaner and friendlier public environment.
- Public space will be upgraded and property values tend to increase within SRA's.

How does it work?

- 'Top up' services will be added to those provided by the City.
- The additional rate may only be used for services in the designated area as outlined in the agreed business plan.
- An SRA provides property owners with a direct say in the management of the designated area.

We are currently establishing the needs of a Special Ratings Area in Salt River. All we ask of you at this stage is to please complete this questionnaire (it will only take **10 minutes** of your time). Once we have captured the data and have done an analysis, we will have a **better understanding** of the needs and can plan accordingly. You will be updated and involved in the progress.

The Salt River Business Improvement District Steering Committee

FOR MORE INFORMATION PLEASE VISIT www.cityimprovement.co.za/saltriver

PERCEPTION SURVEY

SALT RIVER SPECIAL RATING AREA

Name and Surname:
Name of Business:
Physical address of business:
Telephone:
Email:
Are you a: <input type="checkbox"/> Business owner renting the business property <input type="checkbox"/> Business owner that owns the business property <input type="checkbox"/> Other : _____

A. Information about your business

1. Please indicate in which SECTOR your business enterprise would be classified. TICK ONLY ONE

- | | | |
|--|---|--|
| <input type="checkbox"/> Banking / financial services | <input type="checkbox"/> Chemical industry | <input type="checkbox"/> Clothing, textile and footwear |
| <input type="checkbox"/> Communications & advertising | <input type="checkbox"/> Community services | <input type="checkbox"/> Construction (building, architects, etc) |
| <input type="checkbox"/> Creative sector (film, design, etc) | <input type="checkbox"/> Energy | <input type="checkbox"/> Engineering |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Food and beverages | <input type="checkbox"/> Informal trade |
| <input type="checkbox"/> ICT | <input type="checkbox"/> Legal | <input type="checkbox"/> Leisure and sport |
| <input type="checkbox"/> Management services | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Media | <input type="checkbox"/> Medical | <input type="checkbox"/> Professional services (excl. legal & medical) |
| <input type="checkbox"/> Tourism and hospitality | <input type="checkbox"/> Transport | <input type="checkbox"/> Wholesale retailer |
- ☐ Retail – Specify type of retail _____
- ☐ Other (specify) _____

2. What period have you been operating your business in Salt River?

- | | | |
|---|---|-------------------------------------|
| <input type="checkbox"/> less than a year | <input type="checkbox"/> 1-3 years | <input type="checkbox"/> 4-10 years |
| <input type="checkbox"/> 11-20 years | <input type="checkbox"/> more than 20 years | |

B. Overall perception of the area

3. What is your overall image of the area? Select one of each of the following statements.

- | | | |
|--|----|---------------------------------------|
| <input type="checkbox"/> Clean | OR | <input type="checkbox"/> Dirty |
| <input type="checkbox"/> Unsafe | OR | <input type="checkbox"/> Safe |
| <input type="checkbox"/> Attractive | OR | <input type="checkbox"/> Unattractive |
| <input type="checkbox"/> Not welcoming | OR | <input type="checkbox"/> Welcoming |

4. What is your overall impression of municipal service delivery in Salt River?

- | | | | | |
|------------------------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Very good | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
|------------------------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|

C. Safety and security

5. How would you rate the overall security situation in the Salt River?

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

6. Have you or someone close to you been a victim of crime in Salt River recently? ☐ Yes ☐ No

7. If Yes in Q6, please provide information on nature of crime, time and location:

What type of crime: _____ Where: _____

What time of the day ☐ 08h00-16h00 ☐ 16h00-24h00 ☐ 24h00-08h00

8. Do you have private security such as an alarm system and/or armed response?

☐ alarm system ☐ security guard ☐ armed response ☐ no additional security

9. What types of crime occur most frequently in your area?

☐ Theft out of Business ☐ Theft out of car ☐ Armed robbery ☐ Muggings
☐ Snatching of belongings ☐ Vehicle theft ☐ ATM card fraud ☐ Shoplifting
☐ Other _____

10. In your opinion, where do most of these crimes occur in Salt River?

Please specify location(s): _____

11. Are the train and bus stations and taxi rank safe to use? ☐ Yes ☐ No

12. Do you have to walk between the train or bus station or taxi rank and your place of work?

☐ Yes ☐ No

13. If yes – do you feel safe doing this? ☐ Yes ☐ No

14. At what times do these crimes mostly occur? ☐ 08h00-16h00 ☐ 16h00-24h00 ☐ 24h00-08h00

15. How would you rate the current effectiveness of policing efforts?

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

16. If your answer to question 15 is *Fair* or *Poor*, why do you say that? Click all that is relevant

- ☐ Shortage of staff
- ☐ Shortage of vehicles
- ☐ Lack of support
- ☐ Not visible/present in area
- ☐ Difficult conditions such as poor lighting
- ☐ Other (specify) _____

17. When should additional non-SAPS public security services be available?

☐ 24 Hours per day Or ☐ 07:00 – 19:00 ☐ 07:00 – 24:00 ☐ 19:00 – 07:00

D. Cleanliness and litter

18. How would you rate the overall cleanliness of Salt River?

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

19. Do you feel that litter in the public areas is a problem? ☐ Yes ☐ No

20. If Yes in Q19, please specify the problem areas:

21. Do you feel that illegal posters or advertising are a problem in this area? ☐ Yes ☐ No

22. If Yes in Q21, please specify the problem areas:

23. Do you feel that graffiti is a problem? ☐ Yes ☐ No

24. If Yes in Q23, please specify the problem areas:

25. Are there sufficient public litter bins provided in the area? ☐ Yes ☐ No

26. Are these bins regularly cleaned so as not to cause a problem or an eyesore? ☐ Yes ☐ No

27. Are you experiencing specific problems with your refuse collection service? ☐ Yes ☐ No

28. If Yes in Q27, what are these problems?

☐ Late collection ☐ damaged bin ☐ mess left behind by refuse removal staff
☐ Increased noise levels ☐ obnoxious behaviour by refuse removal staff

29. Are you experiencing specific problems with bin pickers? ☐ Yes ☐ No

30. Do you feel that illegal dumping is a problem? ☐ Yes ☐ No

31. If Yes in Q30, please specify where illegal dumping occurs (location): _____

32. What type of waste is mostly dumped illegally?

☐ General household waste ☐ builder's rubble ☐ garden waste
☐ Tyres ☐ animal carcasses ☐ medical waste
☐ Chemicals ☐ packaging material ☐ other

33. Is there a need for recycling or a recycling initiative in the area? ☐ Yes ☐ No

34. What type of recycling is mostly required

☐ Metals ☐ paper and cardboard ☐ glass
☐ Plastic ☐ Other

35. Would you like a separate waste recycle bin? ☐ Yes ☐ No

E. Lighting, street road signage and pavements

36. How would you rate the overall standard of traffic and road signage, street names, and road markings?

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

37. Is the street and pavement lighting sufficient? ☐ Yes ☐ No

F. Public spaces such as walkways, squares and parks

38. How would you rate the overall condition and landscaping of public spaces such as walkways, squares and parks?

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

39. Are you satisfied with the maintenance and safety of pavements? ☐ Yes ☐ No

40. Are you satisfied with the mowing of verges? ☐ Yes ☐ No

41. How would you rate the maintenance of infrastructure such as storm water drains and street gutters?

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

42. How would you rate the quality and the maintenance of the roads in Salt River?

☐ Excellent ☐ Good ☐ Average ☐ Poor ☐ Don't know

Comments: _____

43. Informal trade activities contribute to the economy of many areas in the city including the Salt River area.
Please tick whether you AGREE or DISAGREE with the statements below

Tick either agree or disagree for each statement	Agree	Disagree
Informal trade is important as it contributes to the local economy		
It needs more support		
Informal trade is problematic as it impact negatively on formal economy		
Support and better regulation should go hand in hand		
Informal trading should take place in specially demarcated areas		

G. Social issues

44. Is homelessness a problem in Salt River? ☐ Yes ☐ No

45. If Yes in Q44, please specify where: _____

46. If "Yes" to Q44, please indicate how homelessness affects Salt River?

☐ Loitering ☐ Begging ☐ Sleeping in Salt River ☐ Theft
☐ Increase in noise ☐ Alcohol and drug abuse ☐ Bin picking
☐ Other _____

47. If "Yes" to question 44, at which times does homelessness present a problem?

☐ All the time OR ☐ During working hours ☐ Late afternoons ☐ Evenings ☐ At night
☐ Early hours

48. Are drugs a problem in Salt River? ☐ Yes ☐ No

H. Marketing of Salt River

49. In your opinion, would it be useful to have events in order to build a community spirit? ☐ Yes ☐ No

50. If "Yes" to Q49, what kind of events?

☐ Carnivals ☐ Fresh Food Markets ☐ Concerts ☐ Art events ☐ Business promotions
☐ Other suggestions: _____

51. If "Yes" to Q49, when should these events take place?

☐ Week day evenings ☐ Week-ends ☐ Month-end ☐ Middle of month ☐ Special days
☐ Other suggestions: _____

52. Please indicate which of the following is the most important priority from a service delivery point of view, which is the second most important and the third most important

Service delivery category	Most important Tick ONE	2 nd most important Tick ONE	3 rd most important Tick ONE
A. Safety and security (including lighting)			
B. Litter and cleanliness			
C. Road and street signage			
D. Maintenance of public spaces			
E. Social issues such as vagrancy and begging			
F. Marketing of Salt River			

I. Top-up rate towards improved services in the Salt River

53. Would you be prepared to pay a "top-up" levy on your rates bill for more and improved municipal services and public security in Salt River?

☐ Yes ☐ No

If Yes, please specify how much extra you feel is reasonable: _____

54. In your opinion has the condition of this area changed in the last 5 years? Did it ...

☐ Improve ☐ remain the same ☐ deteriorate

Why? _____

General comments and suggestions
