

## Important Information On 2010 FIFA World Cup

The following document details some important information related to the 2010 FIFA World Cup in so far as how it may affect you in your City Improvement District, as well as general information on the event you may find useful.

For the Sandton Central Management District, the Kramerville Management District and the Wynberg Improvement District, the location of Innes Free as a Fan Fest Park will have the most impact as far as road closures and alternative routes are concerned and thus the section and related links on the Fan Fest Park needs to be carefully noted.

### 1. CID Security and cleaning

- The ops managers are working on the redeployment and or extra staffing requirements for the period which will be in place 2 weeks prior to the kick-off.
- These plans are still to be finalized and are dependent on the full details of SAPS / JMPD involvement in the areas as well as the individual CID budgets for this event.

### 2. CID communication around the World Cup

- Depending on the CID and individual requirements, the following communication tools are being considered:
- A World Cup website section dedicated to general information on the event as well as CID specific details
- World Cup segments in the CID newsletters including highlights of any development or important points for the CID's and surrounding areas.
- Information flyers that can be carried by the CID PSA's with maps of the areas / helpful tips and emergency contact details
- Special World Cup branding on the PSA's to make them stand out as sources of information for visitors
- Special World Cup PSA Ambassador training to make sure the PSA's are well prepared for the tourists and their requirements.

### 3. Fan Fest Parks

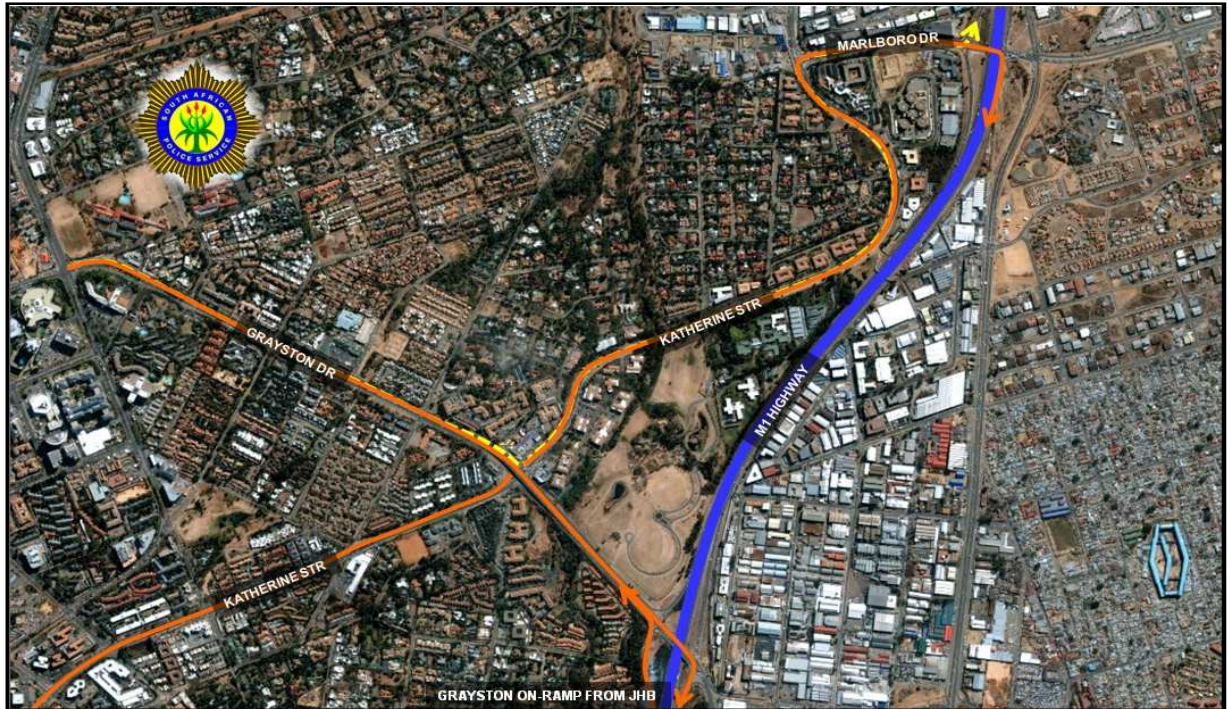
There are 2 fan parks including Innes Free Park and Elkah Stadium. These fan parks will screens all matches not just those in JHB. Access control policies apply around these areas.

#### Innes Free Fan Fest Park

Around Innes free park road closures will take place on match days and will affect the Grayston on and off ramps ie: you will not be able to access the M1 north from Grayston or the off ramp at Grayston coming from Pretoria

- Alternative routes from Sandton:
  - People wanting to access the M1 north from Sandton need to use Katherine Street to Marlboro Drive or Grayston Drive onto Katherine Street to Marlboro Drive.
  - People wanting to access Grayston Drive from Pretoria will have to take the Marlboro Drive Off ramp onto Katherine Street.
- Alternative routes from Wynberg:
  - People wanting to access the M1 North from Wynberg need to use Pretoria Main Rd to Marlboro Drive
  - People wanting to access Grayston Drive from Pretoria to get into Wynberg will have to take the Marlboro Drive Off ramp onto Pretoria Main Rd.
  - **NOTE: GRAYSTON DRIVE BETWEEN WYNBERG AND SANDTON VIA RAUTENBACH INTO WYNBERG AND ANDRIES SOUTH OUT OF WYNBERG WILL NOT BE AFFECTED.**

**Access Routes to Marlboro From Sandton**



**Access Routes to Marlboro From Sandton & Wynberg**



## Routes Around Katherine Street and Grayston Drive



### 4. Exclusion Zone

Ellis Park and Soccer City are both exclusion zones with strict branding / access and vehicle control on match days with the road closures being strictly controlled. At this time venue access cards will be required for entry to the area and businesses and their client will need to apply to the city for such a permit. Please note that as per the information from the CoJ is that the purpose of the exclusion zone is to regulate business activities on match days..... “no person shall be permitted to conduct business activities on a match day without the written approval of the CoJ acting in consultation with FIFA and the LOC” – sourced from 2010 office.

### 5. Access Control Site

The access control sites include the areas around the FIFA head office in Sandton Central / Innes Free Park / Elkah Stadium / Mary Fitzgerald Square / Park Station / No.3 Square Alexandra / The International broadcasting centre at Soccer City. This means that at these sites there will be no physical road closures but there will be a high police presence and the same branding controls as the exclusion zones apply. According to FIFA in these areas it will be “Business as Usual”

### 6. Branding and Advertising Bylaws

Our understanding from the meetings we have attended is that the City of Johannesburg does not have a problem with existing branding/signage that has been erected prior to the World Cup, however if an organisation want to amend their signage it might be considered as ambush marketing, especially if the premises falls within a FIFA controlled area. Find attached a copy of the by-laws. For amendments / applications for advertising mail Lutendo Siphugu from the 2010 Office ([LutendoS@joburg.org.za](mailto:LutendoS@joburg.org.za)).

### 7. Informal Trading

No new street trading is permitted around any controlled access site or exclusion zone or a garden or park where the public has access. Any new trader wanting to trade has to apply to the city. Apparently existing traders in these zones are not affected but we are still waiting for full confirmation and will feedback accordingly.

## 8. Public Transport

We are awaiting final schedules on the number of buses that will be feeding the major nodes such as Sandton, Rosebank and the inner city. The bus feeder systems that are expected to run for the world cup include:

- Gautrain buses
- FIFA park and ride buses
- Metro buses
- Provincial bus services
- Reya Vaya (BRT) in the inner city

Public transport hub: This is located at Westgate, boarding on South Western Improvement District (at the Selby-off ramp from the N2)

### Park / Walk and Ride

As it currently stands, a tender was put out (that closed on Friday 26<sup>th</sup> March 2010) for the management of the park and ride and park and walk facilities in the following areas:

- Park and Ride: Bez Valley / Gold Reef City / Wits Campus
- Park and Walk: Athlone Boys High (Ellis Park only) / Nasrec Cemetery site (only for Soccer City) Shareworld, Nasrec / Extension or Golden Highway between Randshow and Adcock Ingram Rd

### **For more information contact:**

The Sandton Central Management District

(011) 784 8400

E-mail: [info@sandtoncentral.co.za](mailto:info@sandtoncentral.co.za)

Website: [www.sandtoncentral.co.za](http://www.sandtoncentral.co.za)

The Wynberg Improvement District

(011) 784 8400

E-mail: [paul.vanrooyen@north.urbangenesi.co.za](mailto:paul.vanrooyen@north.urbangenesi.co.za)

Website: [www.wynbergdistrict.org.za](http://www.wynbergdistrict.org.za)

The Kramerville Management District

(011) 784 8400

E-mail: [tina.white@north.urbangenesi.co.za](mailto:tina.white@north.urbangenesi.co.za)

Website: [www.kramerville.co.za](http://www.kramerville.co.za)