



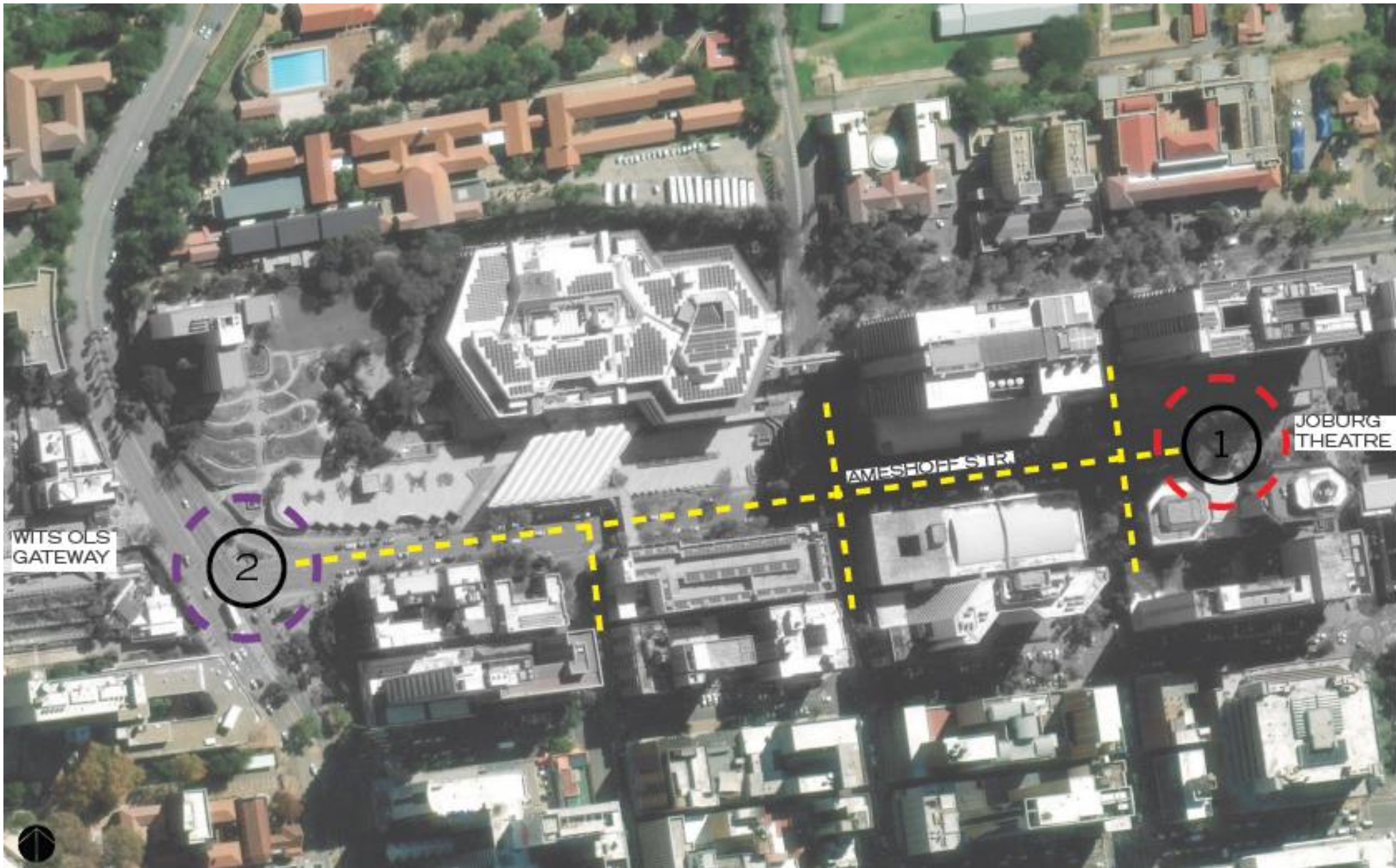
# BRAAM



## AMESHOF STREET IDENTITY PLACEMAKING PROJECT

## OVERVIEW

- This project is championed by the Braamfontein Improvement District (BID) and funded by BID, Liberty, ConUrban, and Joburg Theatre,
- It focuses on placemaking at the eastern bookend of Ameshof Street, specifically in the piazza located between Rennie's House and Joburg Theatre.
- The initiative includes restoring the fountain, providing seating, enhancing lighting in the piazza, and illuminating the Joburg Theatre façade, as well as installing hanging festival lights along Ameshof Street from the piazza to Biccard Street.
- On the western bookend, the project will focus on Eland Square, with improvements to lighting and seating.
- Necessary approvals have been obtained from the City of Johannesburg, with implementation expected to begin in the first week of October and phase 1 completion anticipated by the end of October.





**PHASE 1:JOBURG THEATRE & 19AM PLAZA**  
Existing conditions



Existing fountain to be reinstated and upgraded.



Strip lights along eastern block between Biccarrd str. and Joburg Theatre



PHASE 1: JOBURG THEATRE - LIGHTING, SHADING & SEATING FEATURE





PHASE 1: 19AM PLAZA





## PHASE 2: ELAND SQUARE

Existing conditions



Existing Eland square - existing mature trees do not deem the need for additional shading structures



**PHASE 2: ELAND SQUARE**  
Existing conditions



Existing Eland square - existing mature trees do not deem the need for additional shading structures



## PHASE 2: ELAND SQUARE SEATING AND LIGHTING FEATURES







**BRAAM**



**THANK YOU**