



JDA BRINGS LIFE TO JOHANNESBURG CBD & ITS PRECINCT

The Johannesburg Development Agency (JDA) was established in 2011 as an agency of the City of Johannesburg to stimulate and support area-based development initiatives throughout the Johannesburg metropolitan area in support of Johannesburg 2030-Johannesburg's economic development strategy for the next three decades.

As development manager of these initiatives, the JDA co-ordinates and manages capital investment and other programmes involving both public and private stakeholders. The JDA is also an implementing agent of three Blue IQ

projects. Blue IQ is the Gauteng Provincial Government's Plan for a Smart Province.

The JDA focuses its energy on regenerating specific geographic areas within the inner city which have gone through a period of urban decay. Together with the private sector, the JDA has been pivotal in the turn-around of precincts such as Braamfontein, Newtown and Ellis Park by upgrading the public urban environment with new pavements, lighting and other aesthetic touches.

Introducing iconic public art into these

precincts, produced by both famous and unknown local artists has further added to the visual appeal of the inner city. The agency has since extended its scope of involvement to other areas of Johannesburg such as Nasrec and Randburg.

Some of the latest projects include the Inner City Public Environment upgrade, Township Upgrades, Nasrec Precinct, Greater Ellis Park Precinct, Baralink, Braamfontein, Constitution Hill, Drill Hall, Faraday Project, Fashion District, Hillbrow health Precinct, Jeppestown, Jewel City Upgrade, Johannesburg Medical Quarter, Kliptown,

THE NEW BRIGHTER