

REPURPOSING AN EXISTING WAREHOUSE INTO A COMMUNITY SPORTS CENTRE FOR POSITIVE YOUTH ENGAGEMENT IN ALEXANDRA, SOUTH AFRICA.



TŠIRELETSO ALEXANDRA

WHERE IT ALL BEGAN.



2000'S Attempts to uplift Alexandra face resource limitations, leaving youth vulnerable to crime due to inadequate recreational options.

1976 Alexandra youth participate in anti-apartheid protests, underscoring the township's need for youth-centered spaces.

1948 Apartheid laws enforce segregation, limiting Alexandra's resources while nearby Sandton develops rapidly, widening inequalities.

2024 The concept of a repurposed warehouse aims to provide Alexandra's youth with a safe, engaging sports center, promoting community growth and resilience.

1994 Post-apartheid investment improves some infrastructure, but Alexandra's issues with poverty, unemployment, and lack of recreational spaces persist.

1960-70 Alexandra's population grows amid apartheid restrictions, yet recreational and essential services remain scarce, contrasting with Sandton's prosperity.

1912 Alexandra is founded, allowing Black land ownership but lacking infrastructure, leading to long-term socio-economic challenges.

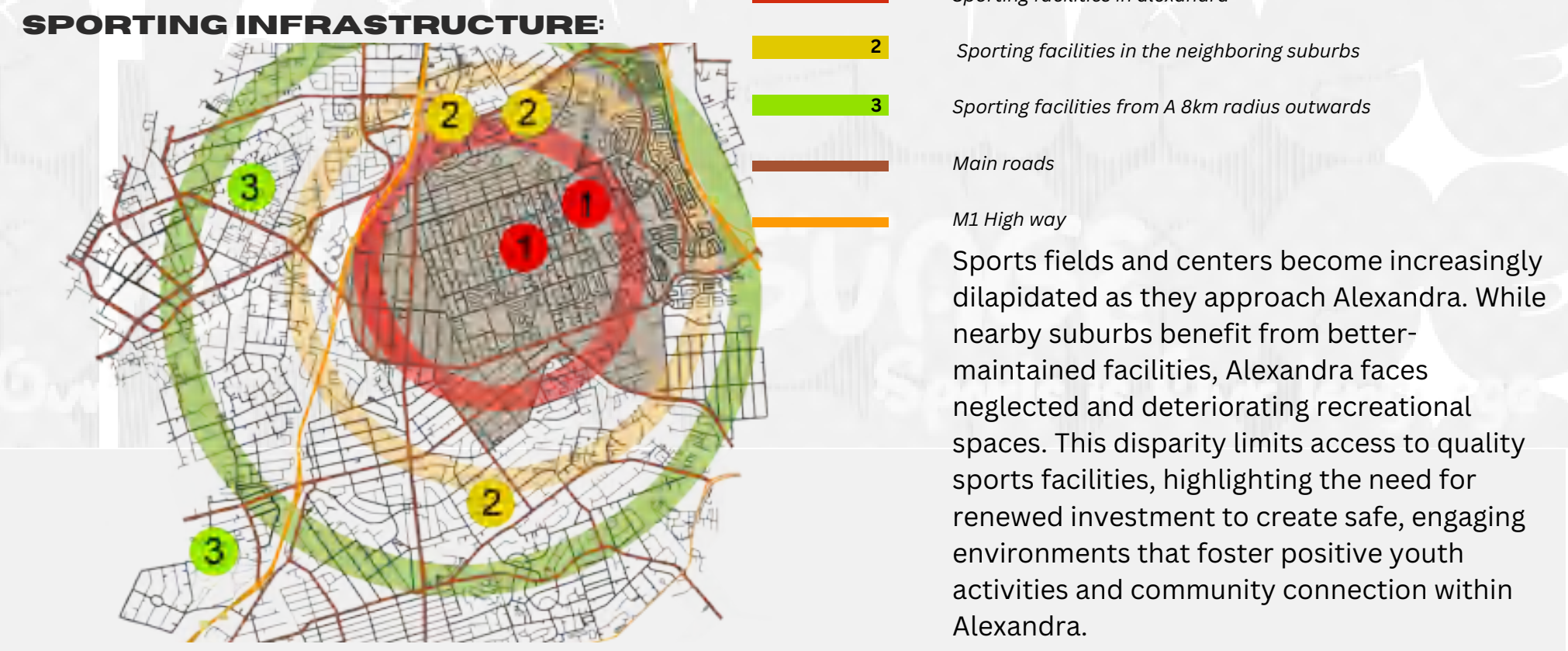
WHERE IT'S ALL GOING:

PROBLEM STATEMENT: There is a lack of sports facilities in the Alexandra Township which drives its youth towards gangs and crime. This study proposes a multi-purpose sports centre as a part of a bigger holistic solution, fostering community engagement, youth development, and crime prevention.

AIM: To produce a design proposal for an indoor community sports centre in Alexandra, South Africa, with the primary objective of positive youth engagement and recreational opportunities.

OBJECTIVES:

- To adaptively repurpose the selected warehouse structure into a Community Sports & Recreational centre.
- Implement innovative design strategies to enhance the appeal of the proposed sports centre that promotes inclusivity, engagement and positive youth development.
- Implement innovative design features to enhance the functionality of the centre.
- Apply strategies to integrate Investec environmental Branding initiatives to market the centre effectively.



WHO IT'S ALL FOR:

EARLY DEVELOPMENT: The project creates safe, engaging spaces for young children to develop motor skills, teamwork, and discipline through sports and recreational activities, fostering healthy early development.

PARENTHOOD/ GUARDIANSHIP: By providing a secure environment for children, the facility offers parents peace of mind and a supportive space where they can encourage their children's growth and involvement in positive activities.

A YOUTH'S OWN COMMUNITY: The center fosters a sense of belonging among Alexandra's youth, offering them a dedicated space to connect, learn, and express themselves through recreational and social opportunities.

SISTERHOOD THROUGH SPORTS: The project promotes bonds among young women, encouraging empowerment, mutual support, and teamwork through sports, which builds confidence and unity in a traditionally male-dominated area.

BROTHERHOOD THROUGH SPORTS: The facility offers young men a positive outlet to build friendships, practice leadership, and gain a sense of responsibility, supporting community values and reducing negative influences.

THEORETICAL CONCEPTS:

URBAN/BUILT ENVIRONMENT - COMMUNITY UPLIFTMENT: Community sports centres play a crucial role in uplifting disadvantaged areas by providing safe and inclusive spaces that foster youth engagement, social cohesion, and a sense of belonging. By integrating platforms for self-expression such as flexible spaces for art, graffiti, and collaborative activities, the design acknowledges the high-energy and creative drive of youth culture, which is vital for personal and social development. Transparent and interactive communal areas encourage organic social interactions across age groups, creating a safe, open environment that supports meaningful community relationships and reduces isolation.

ARCHITECTURE - REPURPOSING INTO COMMUNITY AREAS: Repurposing warehouses into community-focused facilities goes beyond simple adaptation; it reinvents these structures to serve local needs while preserving architectural heritage and fostering a sense of community ownership. The user-centred design approach allows for spaces that are functional, welcoming, and meaningful to the community, particularly by addressing specific safety needs through the thoughtful placement of public, semi-private, and private areas. Well-maintained social spaces like game rooms, lounges, and communal gathering areas further contribute to safety by creating hubs of activity, reducing the likelihood of isolation, and promoting stronger social bonds that are essential for youth and community development.

ENVIRONMENTAL PSYCHOLOGY - PLACE IDENTITY: Place identity within a community sports centre is cultivated by aligning environmental design with psychological and emotional well-being factors. Key elements such as ample natural light, ventilation, greenery, and strategic use of colours positively influence users' mental and physical health, contributing to stress reduction, enhanced cognitive function, and respiratory health. By incorporating these natural elements, the design connects users to the environment, reinforcing a sense of rootedness and belonging within the community. Colour psychology, specifically, plays a critical role in creating an inviting and energizing atmosphere, influencing mood and spatial perception to foster comfort and encourage engagement.

INTERIOR TYPOLOGIES: Interior typologies for community sports centres blend classic arena elements, like tiered seating and central gathering spaces, with modern, adaptable features to meet varied community needs. By integrating durable, high-performance materials such as Teflon and PTFE, the design respects architectural heritage while ensuring longevity and resilience. Flexible, multifunctional layouts enable the space to accommodate diverse activities, from sports to social gatherings and educational events, thereby reinforcing the sports centre's role as a hub for physical and social activity. This adaptability not only enhances the user experience but also ensures that the space remains relevant and valuable to the community for years to come.

WHAT IT'S ALL ABOUT:

MARKET MATRIX

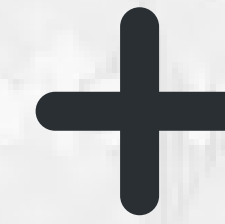
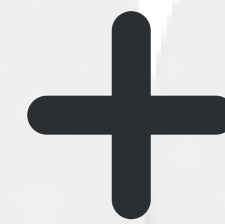


BRIDGING THE LSM GAP

This project is designed to address a wide range of Living Standards Measures (LSM), from lower-income groups (LSM 3-6) common in Alexandra to middle- and higher-income groups (LSM 8-10) from nearby Sandton. These neighboring communities face significant socio-economic contrasts, with Alexandra historically lacking resources and facilities found in higher-LSM areas. By establishing an inclusive community sports center, this project seeks to bridge these divides, fostering meaningful interactions and shared activities across income groups.

The center provides a safe and supportive space where Alexandra's youth can engage in sports and social programs, building connections and developing a sense of shared identity with youth from different backgrounds. This approach promotes social integration and offers a foundation for empowerment and mutual understanding. Although the project is not a complete solution to the broader socio-economic challenges, it plays an important role by contributing to community cohesion and offering Alexandra's youth opportunities for personal growth and positive engagement.

CONCEPT MATRIX:



BRAND DEVELOPMENT:



COMMUNITY SPORTS CENTRE

TŠIRELETSO, THROUGH COLLABORATIVE ENGAGEMENT AND SUPPORT, FOSTERS A SENSE OF UNITY AND EMPOWERMENT WITHIN A COMMUNITY SPORTS COMPLEX.

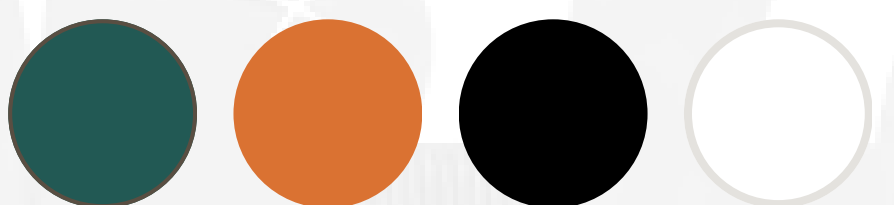
TŠIRELETSO ALEXANDRA



TŠIRELETSO ALEXANDRA, BLENDS COMMUNITY SPIRIT WITH PUMA'S ETHOS. VIBRANT YET UNDERSTATED, OUR LOGO IN MUTED GREEN AND ORANGE EMBODIES GROWTH AND VITALITY. WE UNITE THROUGH SPORT, EMPOWERING OUR COMMUNITY, ONE STRIDE AT A TIME.

LEAGUE GOTHIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GLACIAL INDIFFERENCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ



1. NIKE FOOTBALL



2. ORGANIC ADAPTATION



3. LAUREL WREATH



4. ORGANIC ADAPTATION



5. LAUREL WREATH



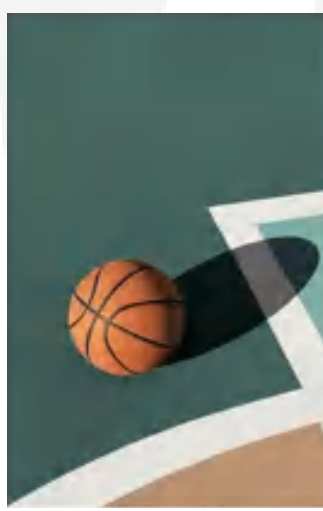
6. ORGANIC ADAPTATION



7. LAUREL WREATH



8. ORGANIC ADAPTATION



CONCEPT BOARD:



COMMUNITY SPORTS COMPLEX

TŠIRELETSO ALEXANDRA

WAYFINDING AND SIGNAGE CONCEPTUAL DEVELOPMENT

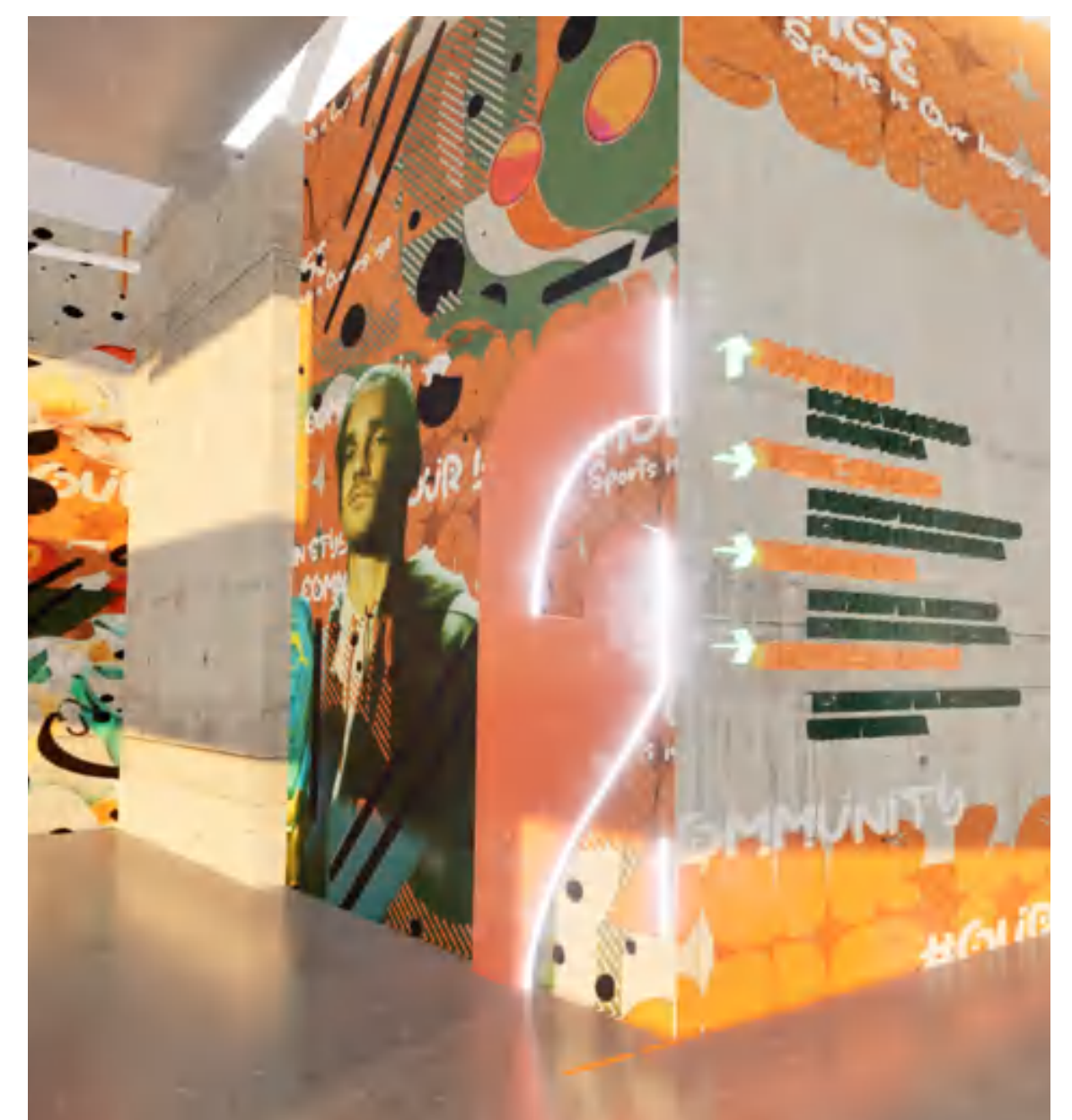
PARKING DIRECTION MAST



MAIN SIGNAGE



FLOOR NUMBER AND MULTILINGUAL SIGNAGE



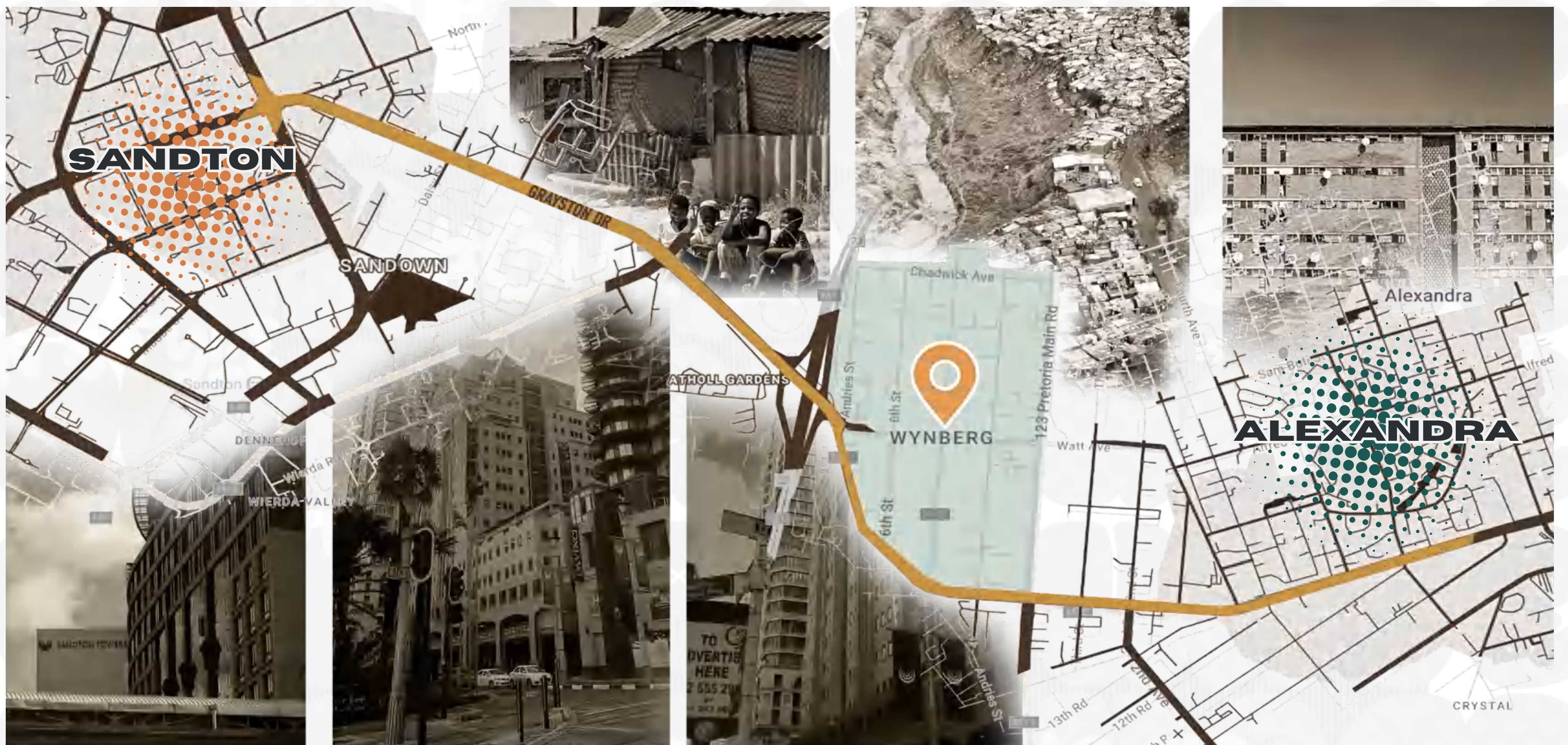
MOOD BOARD:



BRANDING DEVELOPMENT:



THE PERFECT IN-BETWEEN:



TWO WORLDS, ONE ROAD: GRAYSTON DRIVE

Grayston Drive in Sandton serves as a unique and symbolic connection between two worlds: Alexandra, one of South Africa's poorest communities, and Sandton, Africa's economic powerhouse known as the "richest square mile" on the continent. Only a few kilometers apart, Alexandra and Sandton reveal the striking disparities in wealth and opportunity. For residents of Alexandra, the view of Sandton's skyline, with its luxury hotels, corporate offices, and high-rise buildings, often represents both the possibility of opportunity and the reality of exclusion. While it can inspire hope and ambition, it may also highlight systemic barriers, reinforcing feelings of frustration and inequality. Conversely, for Sandton residents, Alexandra's proximity may provoke awareness of these disparities, yet can also sustain social divides, as daily life in Sandton largely shelters its residents from the realities faced by neighboring communities.

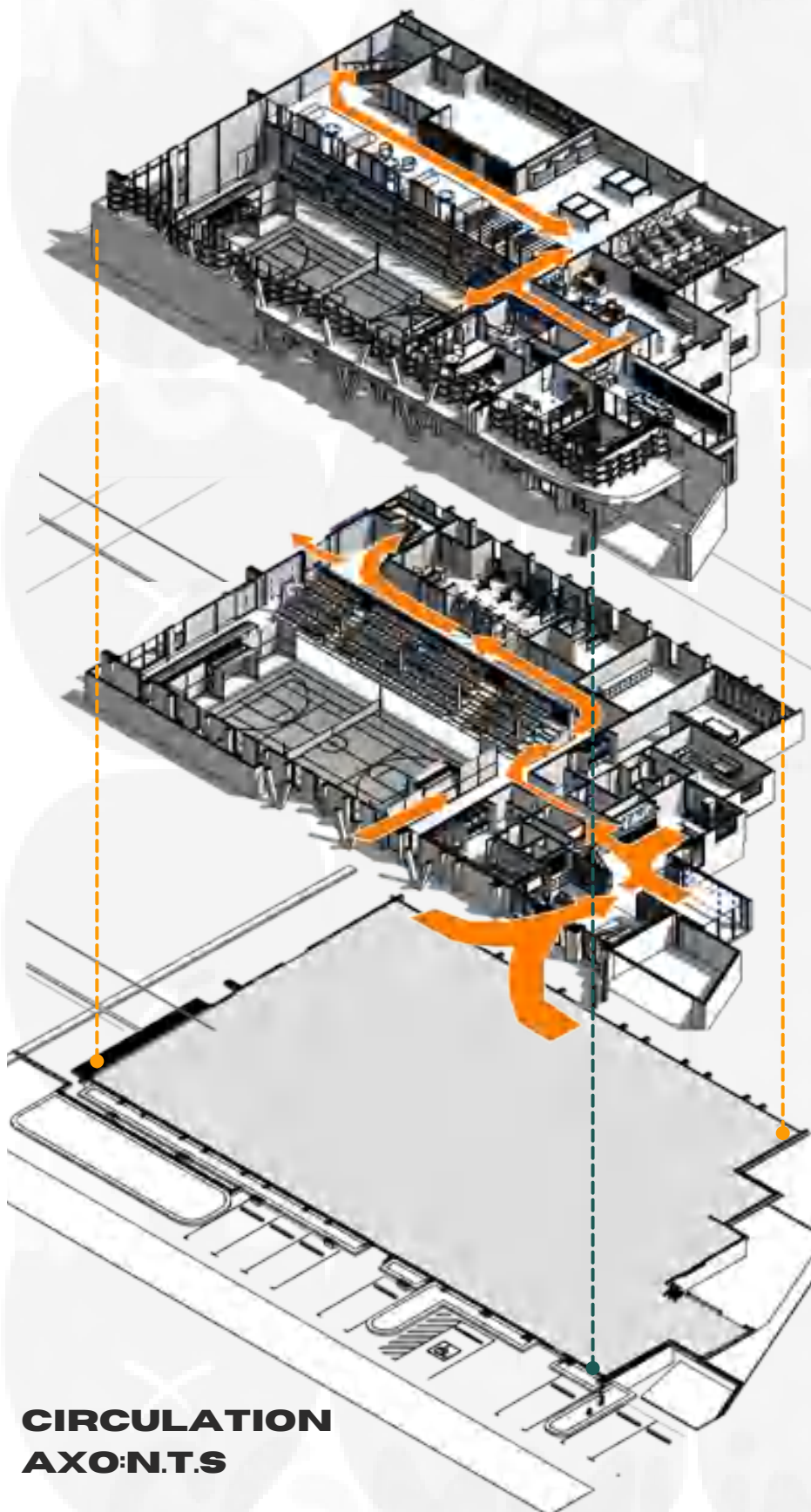
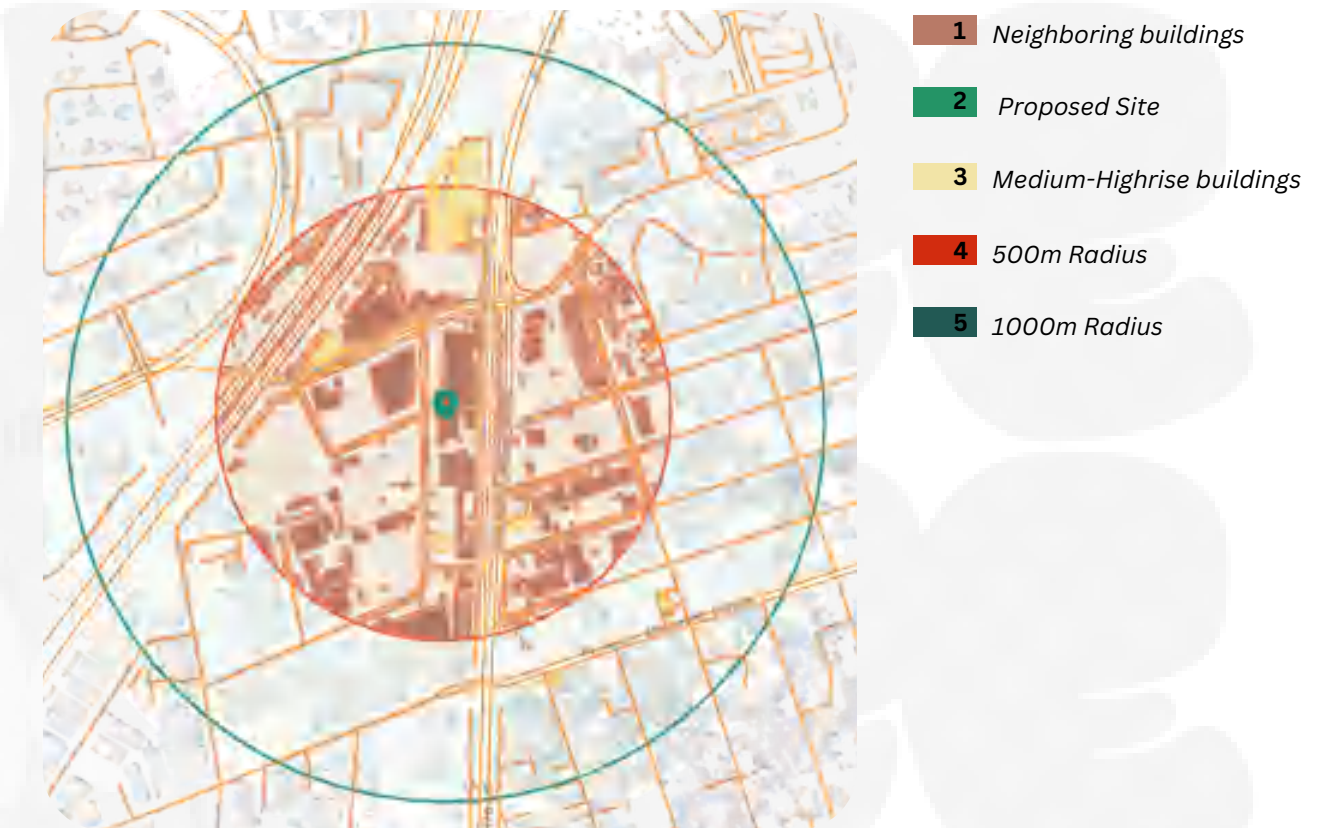
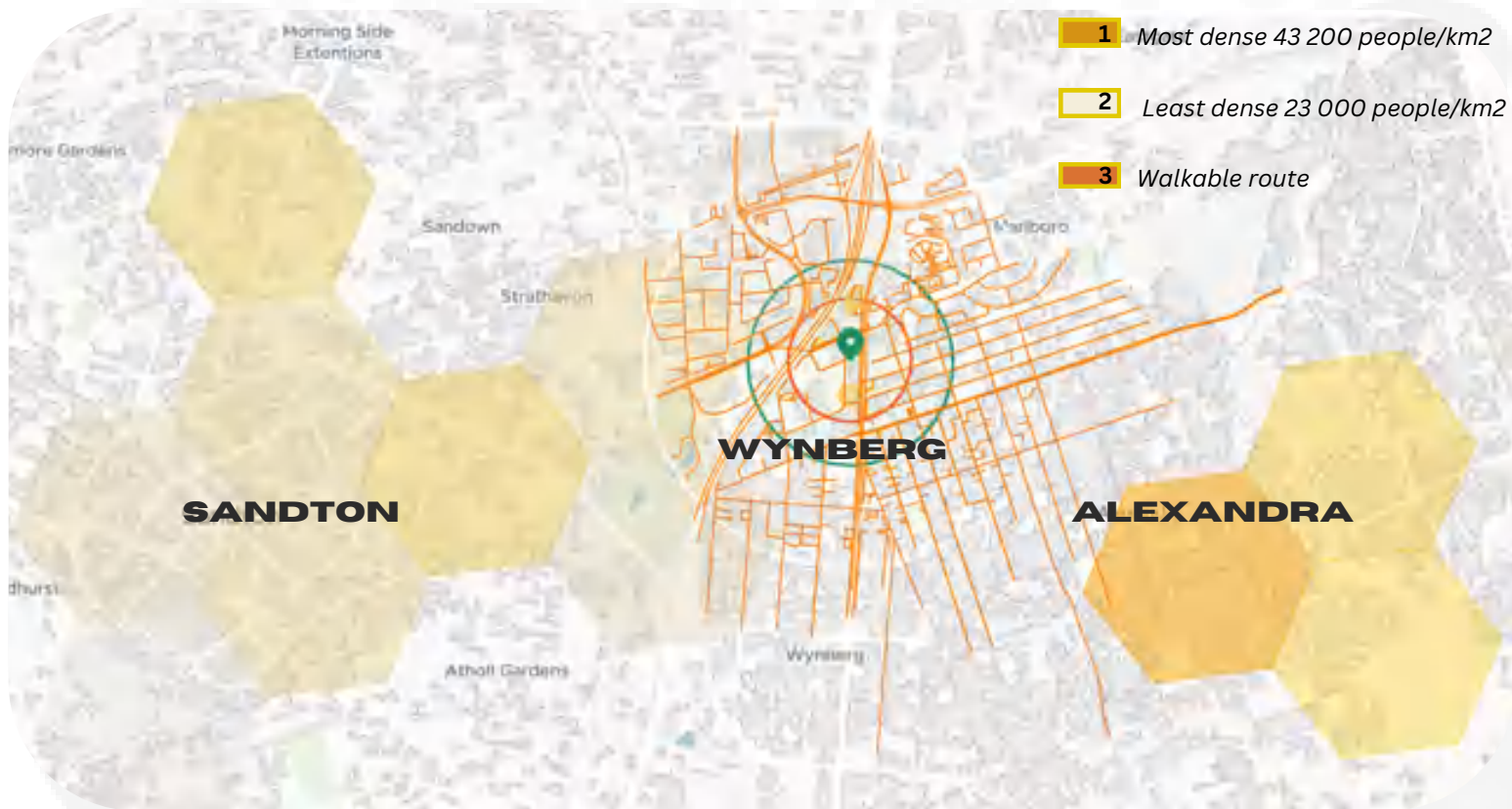
Wynberg's location makes it an ideal site for the community sports center, as it is positioned between Alexandra and Sandton, effectively functioning as a bridge both geographically and socially. Situated along a shared route, Wynberg offers a neutral and accessible environment where youth from Alexandra and Sandton can come together in a shared space for recreation, development, and social interaction. This central location provides Alexandra's youth a valuable opportunity to engage in sports and educational programs, enjoy a safe and structured environment, and access resources often concentrated in more affluent areas. Meanwhile, Sandton youth have a chance to connect with their peers from Alexandra in a way that fosters empathy, shared identity, and social cohesion, breaking down long-held stereotypes and fostering a sense of unity across economic lines.

Beyond its practical role, this Wynberg-based center holds a deeper social significance. It symbolizes a deliberate effort to reduce psychological barriers and foster understanding between communities that might otherwise remain isolated from one another. By offering a space that encourages interaction through shared activities, this center helps to break down the socio-economic and mental divides represented by Grayston Drive. Although this project alone cannot resolve systemic inequality, it is a critical step toward creating a more inclusive society, where youth from different backgrounds can learn, play, and grow together. In doing so, the center not only promotes positive youth engagement but also contributes to a longer-term vision of unity, where South Africa's diverse communities find common ground and build connections that support mutual growth and community resilience.

DESIGN SOLUTION:



**TŠIRELETSO
ALEXANDRA**



FIRST FLOOR CIRCULATION

Public, high-traffic areas like the reception, café, ablutions, and multipurpose courts are zoned for easy access, ensuring a smooth flow for community members and sports participants, with direct routes to changing rooms and courts.

GROUND FLOOR CIRCULATION

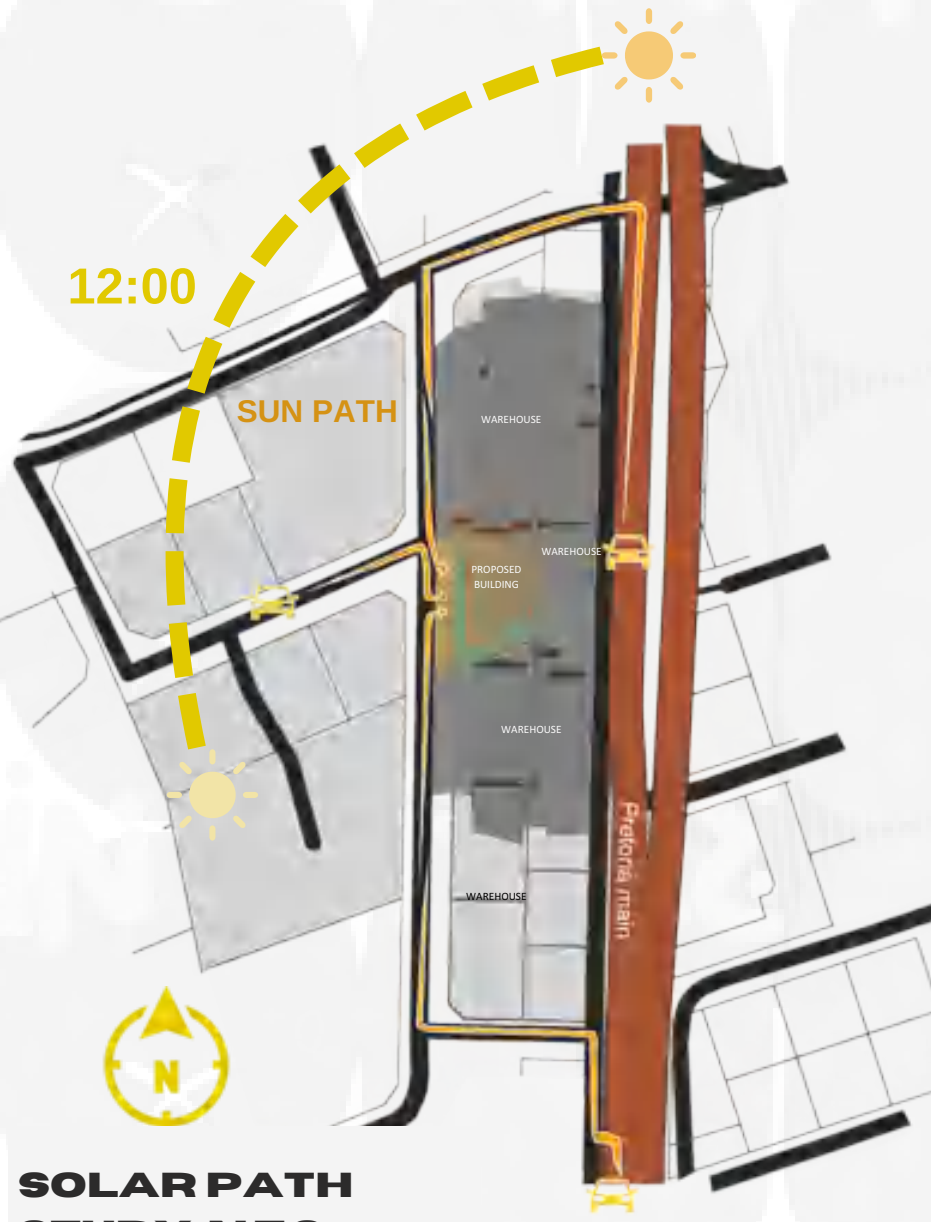
Quieter, functional spaces such as the training room/auditorium, first aid area, and admin offices are zoned separately, creating a focused environment away from ground-floor activity while maintaining views over the courts for connectivity.

PARKING AND ENTRANCE ZONING:

The approach to the facility includes designated parking areas positioned near the entrance for accessibility, allowing smooth flow from parking to the main entrance. The entrance is designed to welcome visitors directly into the reception, creating a seamless transition from exterior to interior spaces.

SOLAR STUDY:

The solar study for the proposed design in Wynberg, Johannesburg, capitalizes on the building's west-facing orientation to maximize natural light in the late afternoon, a crucial feature for reducing the need for artificial lighting during peak usage hours. Despite not being north-facing, which is optimal in the Southern Hemisphere, the building benefits from significant sunlight exposure, especially in its main recreational areas. Strategically placed skylights in the warehouse section allow sunlight to penetrate deeply into the building, enhancing visibility and maintaining energy efficiency. The glass facade along the southern side also filters in indirect light, creating a balanced, glare-free environment that improves comfort for users while supporting sustainable practices in the building's design.



The Wynberg area, strategically situated near a main road that divides Alexandra Township and Sandton's Central Industrial District, is the perfect location for the proposed community sports complex. This high-visibility and easily accessible site ensures that the complex will attract significant attention and usage. Currently, the building on the site is an unoccupied mixed-use industrial and commercial structure with a D3 Low-risk Industrial rating, offering ample space for a variety of facilities and activities. Additionally, its proximity to several dilapidated sports complexes further emphasizes the demand and potential to serve as a valuable resource for promoting youth engagement and a healthy lifestyle.

GROUND FLOOR ZONING

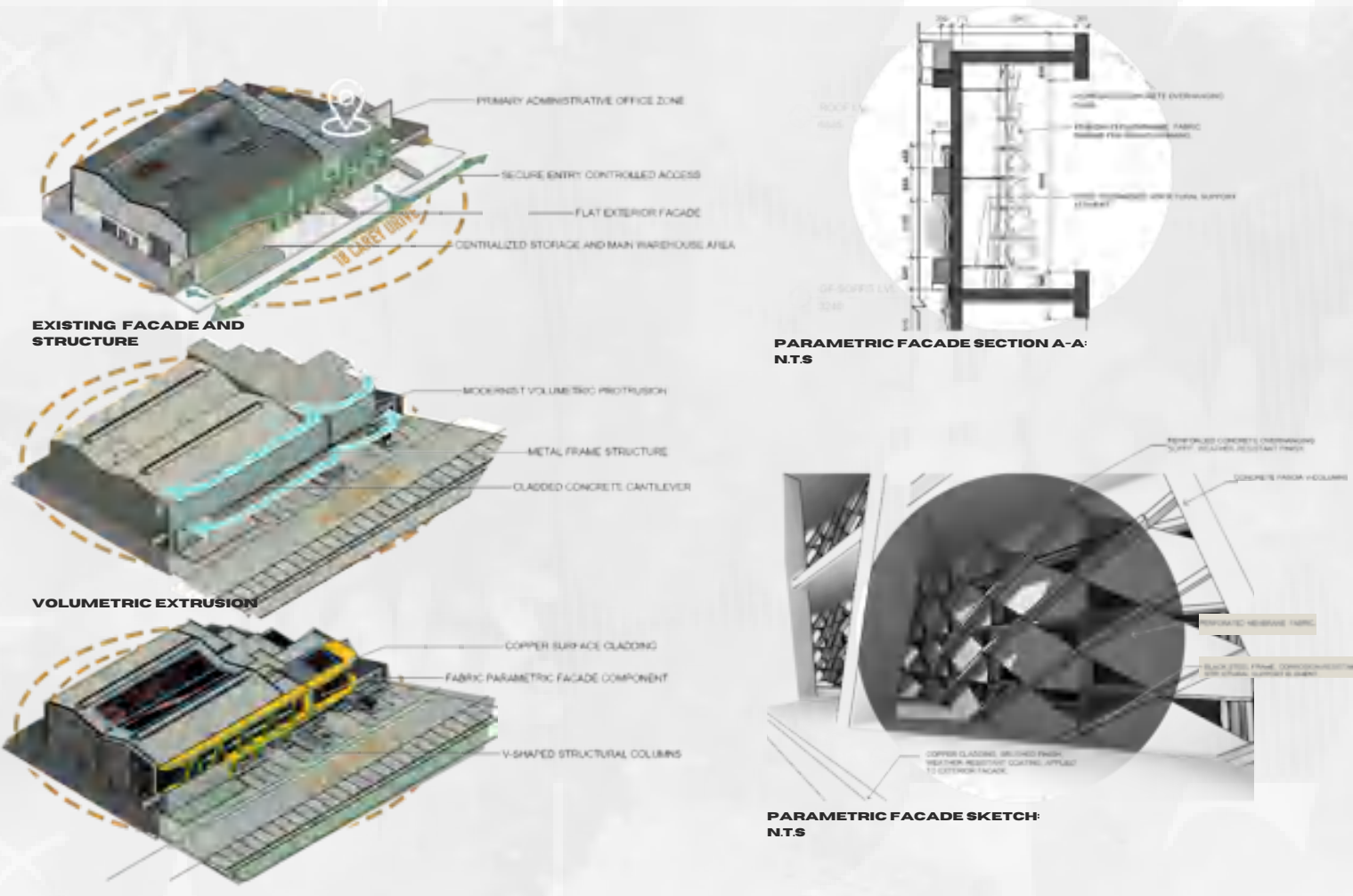
- CIRCULATION BEGINS AT THE RECEPTION.
- THE RECEPTION SEAMLESSLY CONNECTS TO THE CAFÉ.
- FROM THE CAFÉ, A PASSAGEWAY EXTENDS PAST THE MALE AND FEMALE ABLUTIONS AND CHANGE ROOMS ON EITHER SIDE.
- THE PASSAGEWAY LEADS INTO THE MAIN SPACE, THE MULTIPURPOSE COURTS.
- ADJACENT TO THE MULTIPURPOSE COURTS IS THE GYM.
- AFTER THE GYM, THE PASSAGEWAY REACHES THE STAIRS THAT LEAD TO THE MEZZANINE FLOOR.

FIRST FLOOR ZONING

- ONCE UP THE STAIRS, THERE ARE VIEWS OF THE COURTS FROM THE MEZZANINE FLOOR.
- THE MEZZANINE FLOOR FEATURES THE TABLE SPORTS/ENTERTAINMENT ROOM (CHESS, TABLE TENNIS, POOL, ETC.).
- ADJACENT TO THE TABLE SPORTS/ENTERTAINMENT ROOM IS THE TRAINING ROOM/AUDITORIUM.
- NEXT TO THE TRAINING ROOM/AUDITORIUM IS THE FIRST AID/PHYSICIAN AREA.
- CONTINUING DOWN THE CORRIDOR LEADS TO THE ADMIN OFFICES.



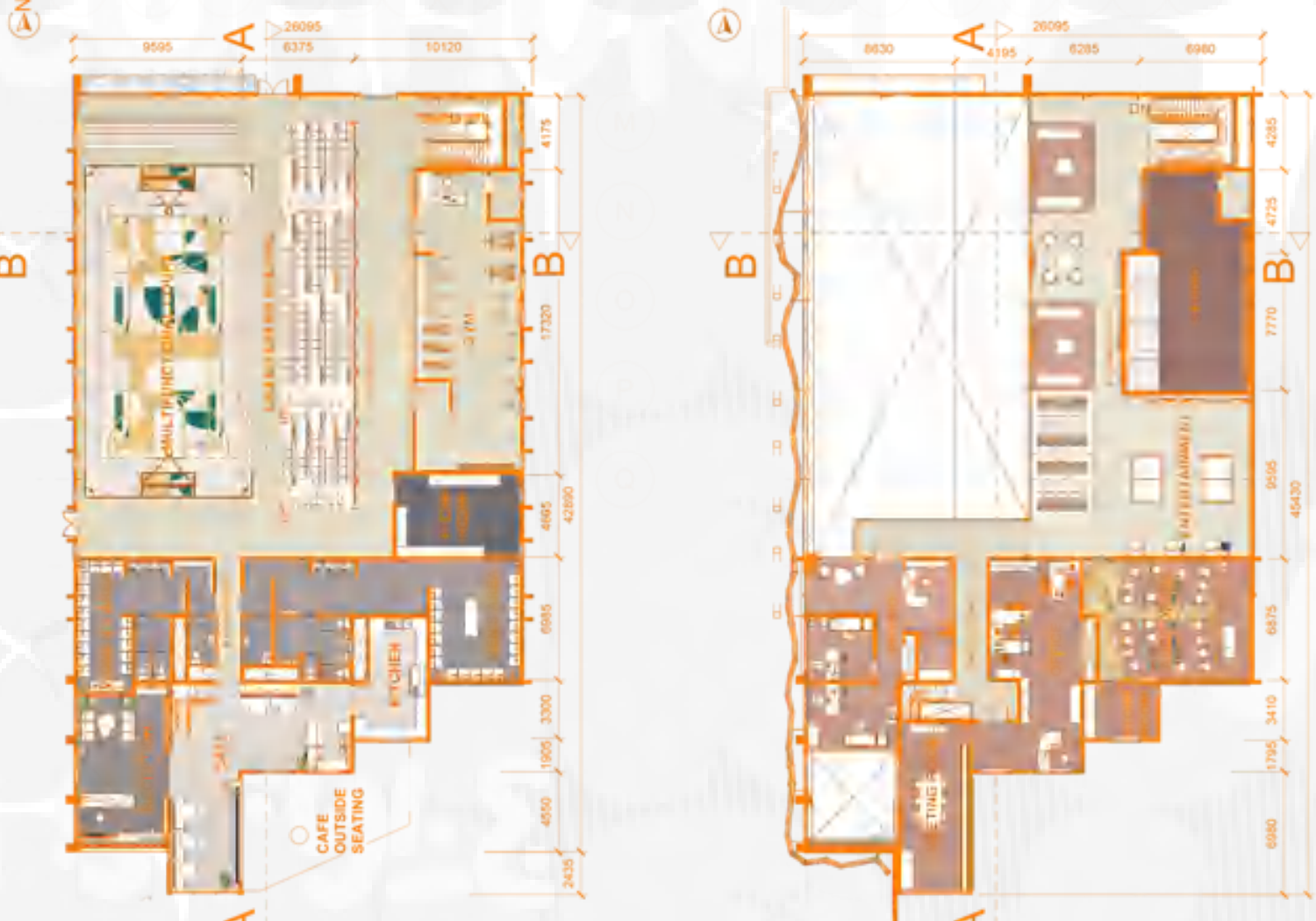
FACADE DEVELOPMENT



**BUILDING COMMUNITY
CONNECTIONS**

Tsireletso Alexandra celebrates a new chapter in the relationship between space and community, transforming an industrial structure into a dynamic, welcoming hub for personal and collective growth. This design reimagines the building as not just a physical space but as a reflection of the cultural and social narratives that define Alexandra's youth and their potential. As a multi-functional community center, it emphasizes creating areas that encourage self-expression, collaboration, and pride, serving as a foundation for new opportunities and positive change. Integrating elements that honor local culture and history, Tsireletso Alexandra is more than a facility—it's a space designed to promote interaction, shared experiences, and a sense of belonging that reflects the community's values and vision. The thoughtful design goes beyond functionality by fostering ownership and pride for every visitor, helping Alexandra's youth see themselves as part of a larger story. This center not only reinforces Alexandra's identity but also inspires hope for a more connected, resilient future, bridging generations and strengthening community bonds.

FLOOR PLANS



**WESTERN ELEVATION:
SCALE: N.T.S**



WOOD LOUVRE SKYLIGHT



MULTI-PURPOSE EQUIPMENT



**ENGRAVED STEEL INTERIOR
CLADDING**

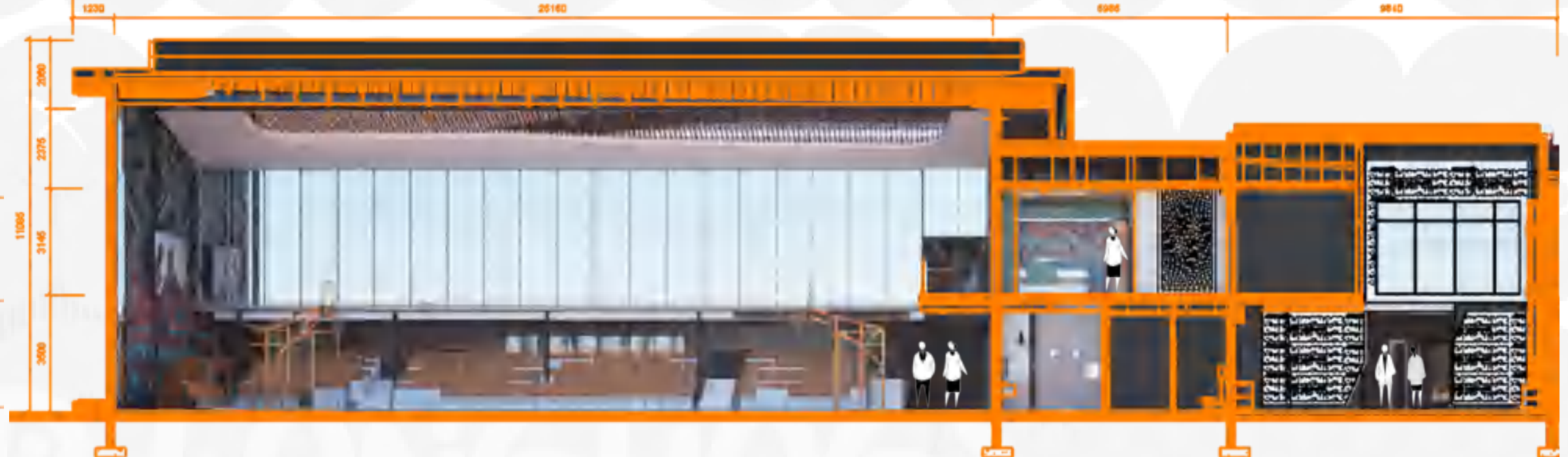
**GROUND FLOOR PLAN
SCALE: N.T.S**

**FIRST FLOOR PLAN
SCALE: N.T.S**

SECTIONAL DRAWINGS



**CROSS SECTION B-B
N.T.S**



**LONGITUDINAL SECTION A-A
N.T.S**



