

THE V&A WATERFRONT AS WORKPLACE AND LEISURE SPACE FOR CAPETONIANS

by

ROZITTA ELIZABETH TERCIA DE VILLIERS

Thesis presented in fulfilment of the requirements for the
degree of Master of Arts in the Faculty of Arts and Social
Sciences at Stellenbosch University.



Supervisor: Prof SLA Ferreira

March 2016

DECLARATION

By submitting this thesis electronically, I declare that the entirety of the work contained therein is my own, original work, that I am the sole author thereof (save to the extent explicitly otherwise stated), that reproduction and publication thereof by Stellenbosch University will not infringe any third party rights and that I have not previously in its entirety or in part submitted it for obtaining any qualification.

March 2016

SUMMARY

According to a report compiled in 2012 by Projects for Public Spaces (PPS) on behalf of UN-Habitat, one third of the world's population resided in cities in the 1950s. This figure increased to 50% in the following half century and is predicted to be two thirds by 2050. The building of new skyscrapers and rapid urban development often causes urban communities' public spaces to disappear leading to more stressful living environments in crowded urban neighbourhoods. Such stressed communities often look for alternatives to fulfil their needs to interact in nature and in open spaces. One solution to this global challenge is the popular rise of urban waterfront developments that provide a link between water spaces and cities, creating multi-use destinations, which provide urban citizens with the public spaces they need to encourage public interaction and social cohesion.

The Victoria and Alfred Waterfront (V&AW) in Cape Town, now 25 years old, consists of a variety of options for visiting retail, food and beverage, leisure, commercial and public spaces. Being the most visited destinations in South Africa in 2014 (according to South African Tourism), 60% of visitors to the property are Capetonians. Some 19 269 people are employed at the V&AW and it creates about 36 162 jobs in the Western Cape.

The dilemma the V&AW faces is however that the major developments and investments that have regenerated the old commercial port area into an upmarket, mixed-use complex is perceived by many locals to be a playground for high-income earners and wealthy tourists where locals feel out of place. The variety of public spaces in the V&AW are seen by many Capetonians to be dysfunctional, and places they have no reason to visit.

This research aimed to investigate and understand the role of the V&AW as a workplace and leisure space for Capetonians. A qualitative and quantitative questionnaire survey was conducted to determine the perceptions of local visitors and employees about the above issues and to identify ways to encourage them to take psychological ownership (attachment) of the property.

The results highlighted four areas of concern. i) the non-affordability of activities, retail options, restaurants and parking; ii) the lack of parent-child activities, which include indoor options and options for various age groups, as well as child-friendly restaurant options; iii) the need to improve the public spaces by adding more greenery, benches and free Wi-Fi; and iv) adding more functional services and offerings for employees, for example ready-cooked meal options, exercise options and specialist retailers, like a hardware shop. The study makes recommendations for making the public spaces in the V&AW more functional and accessible; as well as the introduction of some retail, entertainment and service-related offerings to address the affordability issue; and encouraging more Capetonians to frequent the V&AW through these improvements. With urbanisation taking place at an unprecedented rate and waterfronts being catalysts for urban regeneration and job creation, the pressure are increasing for urban waterfront developments, like the V&AW, to create a destination for local visitors and employees that is functional to the community it serves and to create a link between the ocean and the city where locals feels welcome, have a

sense of ownership and which ultimately leads to social cohesion while creating long-term public private partnership opportunities beneficial to the socio-economic upliftment in the community in which it is located.

Keywords: urban regeneration, urban waterfronts, waterfront revitalisation, placemaking, public spaces, urbanisation

OPSOMMING

Volgens 'n verslag van Projects for Public Spaces (PPS) saamgestel in 2012 vir UN-Habitat, was 'n derde van die wêreld se bevolking in die 1950's reeds verstedelik. Gedurende die volgende 50 jaar het die getal vermeerder na tot die helfte en word daar voorspel dat dit twee derdes sal wees teen 2050. Die bou van nuwe toringblokke en vinnige stedelike ontwikkeling lei dikwels tot die verdwyning van gemeenskappe se stedelike openbare ruimtes wat weer lei tot stresvolle woonomgewings en oorbevolkte stedelike woongebiede. Sulke gespanne gemeenskappe soek dikwels na alternatiewe geleenthede om in aanraking te kom met die natuur en met mekaar in oop ruimtes. 'n Moontlike oplossing vir hierdie wêreldwye uitdaging is die toenemende gewildheid van stedelike waterfrontontwikkelings, wat as skakel tussen wateroppervlakke en stede dien. So word veeldoelige bestemmings geskep, wat stedelike inwoners van openbare ruimtes voorsien wat hulle nodig het om openbare interaksie en sosiale samehörigheid te bevorder.

Die Victoria and Alfred Waterfront (V&AW) in Kaapstad bestaan reeds 25 jaar en beskik oor 'n verskeidenheid kleinhandel-, voedsel en drank, onstpannings, kommersiële en openbare ruimtes. As die bestemming wat in 2014 die meeste besoekers in Suid-Afrika gelok het (volgens Suid-Afrikaanse Toerisme), is 60% van alle besoekers aan die V&AW plaaslike inwoners. Daar is tans meer as 19 269 mense in die V&AW werksaam en dit skep ongeveer 36 162 werksgeleenthede in die Wes-Kaap.

Die V&AW se dilemma is egter dat die ontwikkelings en beleggings daartoe gelei het dat die ou kommersiële hawe herontwikkel is tot 'n luukse, veeldoelige ontwikkeling wat beskou word as 'n speelplek vir die plaaslike rykes en welvarende toeriste waar die gewone Kapenaar vreemd voel. Die eiendom beskik tans oor 'n verskeidenheid openbare gebiede wat plaaslike inwoners nie almal funksioneel vind nie en daarom selfs voel dat daar geen rede is om daardie plekke te besoek nie.

Die doel van die navorsing is om ondersoek in te stel en te verstaan wat die rol van die V&AW as werk- en speelplek vir Kapenaars is. 'n Kwalitatiewe en kwantitatiewe vraelysopname is onderneem om vas te stel wat Kapenaars se persepsie is rakende die bogenoemde kwessies en om maniere te vind hoe om hulle aan te moedig om emosionele eienaarskap (gehegtheid) van die V&AW te neem.

Die resultate van die navorsing het vier sake beklemtoon: i) die nie-bekostigbaarheid van aktiwiteite, kleinhandelopsies, restaurante en parkering; ii) die gebrek aan ouer-kindaktiwiteite (wat binnenshuise opsies insluit vir verkillende ouderdomsgroepe) asook kindervriendelike restaurante; iii) die behoefte om die huidige openbare ruimtes te verbeter deur meer groenigheid, sit bankies en gratis Wi-Fi by te voeg; en iv) meer funksionele dienste en aanbiedinge vir werknemers, bv. klaargekookte etes, fiksheidsopsies, gespesialiseerde kleinhandel ondernemings, byvoorbeeld 'n ysterwarewinkel.

Aanbevelings sluit voorstelle in oor hoe om die openbare ruimtes meer funksioneel en toeganklik te maak; die instel van sommige kleinhandel, vermaak en diensverwante aanbiedings om die kwessie van bekostigbaarheid aan te spreek; en Kapenaars deur hierdie verbeteringe aan te moedig om meer gereeld die V&AW te besoek.

Met verstedeliking wat teen 'n ongekende koers plaasvind en waterfrontontwikkelings wat bekendheid verwerf as 'n katalisator vir stedelike regenerasie en werkskepping, is daar toenemende druk op stedelike waterfrontontwikkelings, soos die V&AW, om 'n bestemming vir plaaslike besoekers en die werknemers te skep wat funksioneel is vir die gemeenskap wat dit dien, en om 'n skakel tussen die stad en die see te skep waar plaaslike inwoners welkom voel, 'n gevoel van eienaarskap ervaar wat weer tot samehorigheid lei in die gemeenskap, met geleenthede vir openbare en private vennootskappe wat voordelig vir die langtermyn sosio-ekonomiese opheffing van plaaslike inwoners is.

Sleutelwoorde: stedelike vernuwing, stedelike waterfronthe, waterfrontvernuwing, placemaking, openbare ruimtes, verstedeliking

ACRONYMS

BID	business improvement districts
CBD	central business district
CSI	corporate social investment
CTIA	Cape Town International Airport
CTICC	Cape Town International Convention Centre
CTP	Cape Town Partnership
EIS	Economic Information Services
F&B	food and beverage
GDP	gross domestic product
GGP	gross geographical product
LED	light-emitting diode
MOCAA	Museum of Contemporary Art Africa
MWD	Manado Waterfront Development
PPS	Projects for Public Spaces
SAPOA	South African Property Owners Association
SAT	South African Tourism
SIP	Social Interaction Possibility
SME	small & medium-sized enterprise
SWOT	strengths, opportunities, weaknesses and threats
UK	United Kingdom
USA	United States of America
V&AW	Victoria and Alfred Waterfront

ACKNOWLEDGEMENTS

A special thank you to the following people:

- My supervisor, Prof. Sanette Ferreira, for believing in me and giving me this opportunity. Thank you for your continuous support and the compassionate way that you guided me through this process.
- Dr. de Necker who assisted me with the editing of this thesis.
- My manager at work, Annemie Liebenberg, for granting me the time that I needed to complete this research.
- My colleagues, Alida Erasmus and Adri van der Merwe, who supported me when I really needed some encouragement.
- My friends for always showing interest and supporting me throughout the process.
- My mother's-in-law, Erna and Sylvia de Villiers, and aunt, Nina Verwey, for assisting at home and babysitting when I needed help.
- My husband, Cassie, for his continuous support (emotionally and financially) and believing in me, without whom I would not have been able to achieve this milestone in my life.

TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION AND CONTEXTUALISATION	1
1.1 INTRODUCTION.....	1
1.2 SETTING THE SCENE	2
1.2.1 Historic overview of Cape Town's harbour	2
1.2.2 Transformation of the historic docklands, from concept to reality	3
1.3 REAL-WORLD PROBLEM.....	8
1.4 THE RESEARCH AIM AND OBJECTIVES.....	9
1.5 RESEARCH DESIGN.....	9
1.6 LITERATURE REVIEW	10
1.7 CASE STUDY: THE V&AW AS A PUBLIC SPACE.....	10
1.7.1 Database compilation: V&AW tenants, role players in the tourism industry and position of the researcher.....	12
1.7.2 The questionnaire survey	12
1.7.3 Distribution of questionnaires	12
1.7.4 Additional data sources	13
1.8 STUDY AREA	13
1.9 THESIS STRUCTURE	18
1.10 CONCLUSIONS	19
CHAPTER 2 URBAN REGENERATION OF PORT CITIES	20
2.1 RELATIONSHIPS BETWEEN PORTS AND CITIES: FROM BIRTH TO REBIRTH	20
2.2 WATERFRONT REDEVELOPMENT IN URBAN REVITALISATION.....	25
2.2.1 Design principles for successful waterfront revitalisation	25
2.2.2 Examples of waterfront developments and their impacts on surrounding urban areas	27
2.3 CONCLUSION	33
CHAPTER 3 WATERFRONTS AS PUBLIC SPACES	34
3.1 DEFINING PUBLIC OPEN SPACES	34
3.2 GOVERNANCE OF PUBLIC OPEN SPACES.....	35
3.3 THE ROLE OF PUBLIC OPEN SPACES IN URBAN AREAS.....	36
3.4 CONSUMERS OF PUBLIC OPEN SPACES.....	40
3.5 PLACEMAKING	41
3.6 PUBLIC SPACES IN URBAN WATERFRONT DEVELOPMENTS	43
3.7 CONCLUSION	44
CHAPTER 4 THE IMPACT OF THE V&AW, ITS NEW DEVELOPMENTS AND PUBLIC SPACES	46
4.1 INTRODUCTION.....	46
4.2 BACKGROUND FOR THE EMPIRICAL STUDY – THE V&AW'S IMPACT BEYOND ITS BORDERS.....	46
4.3 NEW AND FUTURE DEVELOPMENTS AT THE V&AW AND THEIR IMPLICATIONS FOR CAPETONIANS AND EMPLOYEES.....	48
4.4 THE V&AW AND ITS PUBLIC SPACES.....	58

4.5	LOCAL VISITOR AND TENANT PERCEPTIONS OF THE V&AW	65
4.6	CONCLUSION	66
CHAPTER 5 V&AW CASE STUDY: DISCUSSION OF FINDINGS		67
5.1	INTRODUCTION.....	67
5.2	REVIEWING THE RESEARCH METHODS USED	67
5.3	VISITORS AND EMPLOYEES.....	68
5.3.1	Capetonian visitors	68
5.3.2	Employees	70
5.4	REASONS FOR VISITING THE V&AW DURING FREE TIME	72
5.4.1	Capetonian visitors	72
5.4.2	Employees	73
5.5	LOCALS' PERCEPTIONS OF OPEN PUBLIC SPACES AT THE V&AW.....	80
5.6	PERCEPTIONS OF ACCESS AND AFFORDABILITY.....	85
5.7	SHOPPING BEHAVIOUR	86
5.8	CONCLUSION	90
CHAPTER 6 SUMMARY OF FINDINGS AND FINALITIES		91
6.1	REVISITING THE OBJECTIVES	91
6.1.1	Review the literature on waterfront developments and the role of public open spaces in promoting social cohesion and providing links between urban areas and their waterfronts	91
6.1.2	Contextualise the land uses of the V&AW	94
6.1.3	Determine and categorise the employees in the V&AW	94
6.1.4	Employee profiles and their perceptions of the V&AW as a working and leisure space and their perceptions of and interactions with the Waterfront's public open spaces.....	94
6.1.5	Capetonians' perceptions of the V&AW as leisure and public space as well as their perceptions of and interactions with the public open spaces in the V&AW.....	96
6.1.6	The effects of the V&AW beyond its borders according to the V&AW's economic impact study	97
6.2	LIMITATIONS.....	98
6.3	RECOMMENDATIONS AND SUGGESTIONS.....	98
6.4	CONCLUSION	99
REFERENCES		100
PERSONAL COMMUNICATIONS		108
ADDENDUM A: Research questionnaire for local visitors		109
ADDENDUM B: Research questionnaire for employees.....		115
ADDENDUM C: Visitor questionnaire data.....		123
ADDENDUM D: Employee questionnaire data		130

LIST OF FIGURES

Figure 1.1 Aerial views of V&AW Residential and Marina basin in 1980s and 2012	7
Figure 1.2 Research design.....	11
Figure 1.3 Property boundaries of the V&AW	14
Figure 1.4 Aerial view of the V&AW emphasising its proximity and accessibility to the Cape Town central business district	15
Figure 1.5 Map of proposed districts within the V&AW (courtesy of Wolff Architects)	16
Figure 2.1 Forces and trends in waterfront revitalisation	24
Figure 2.2 Manado Waterfront in Indonesia	31
Figure 3. 1 Diagram for assisting communities to evaluate public spaces (Projects for Public Spaces 2015)	43
Figure 4.1 Breakdown of V&AW contribution to GDP	48
Figure 4.2 Exterior views of the new Watershed development at the V&AW	49
Figure 4.3 Interior views of the new Watershed development at the V&AW.....	50
Figure 4.4 Workshop 17 at the V&AW (a)	50
Figure 4.5 Workshop 17 at the V&AW (b)	51
Figure 4.6 Artist's impressions of the exterior of Zeitz MOCCA	52
Figure 4.7 Artist's impressions of the interior of Zeitz MOCCA	53
Figure 4.8 Artist's impression of the redeveloped historic Grain Silo in the V&AW where the Zeitz MOCCA will be housed	53
Figure 4.9 Artist's impression of the external view of The Silo.....	54
Figure 4.10 Artist's impression of the cocktail lounge inside The Silo.....	54
Figure 4.11 The historic Penny Ferry launched in the 1800s.....	55
Figure 4.12 The refitted Penny Ferry on its test voyage	56
Figure 4.13 Location of the Ports Edge apartments	56
Figure 4.14 Interior of a Ports Edge apartment	57
Figure 4.15 Artist's impression of Cape Town Cruise Terminal	57
Figure 4.16 Outside public spaces at the V&AW	58
Figure 4.17 The V&AW Amphitheatre	59
Figure 4.18 Pierhead - the historical heart of the V&AW.....	59
Figure 4.19 North Wharf, with the V&AW Marina Basin in the background	60
Figure 4.20 V&AW croquet lawn (photographed during Galileo outdoor film screening).....	60
Figure 4.21 Inside the historic tunnel in the V&AW	61
Figure 4.22 The Breakwater Boulevard site	61
Figure 4.23 Clock Tower Square and it the historical Clock Tower	62
Figure 4.24 Market Square with the Cape Wheel in the background.....	62
Figure 4.25 Nobel Square in the V&AW	63
Figure 4.26 Amsterdam site with remains of the Amsterdam Battery on the far right.....	64

Figure 4.27 The boardwalk situated on the Granger Bay side of the V&AW	64
Figure 5.1 Geographical origins of visitor respondents (place of residence) in Cape Town	69
Figure 5.2 (a) gender and (b) age of both respondent groups	69
Figure 5.3 V&AW employment according to business sector, 2014	70
Figure 5.4: Business sectors to which employee respondents belong	71
Figure 5.5: Most important reasons why Capetonians visit the V&A Waterfront.....	72
Figure 5.6: Most important reasons why employees in the V&AW spend free time in the Waterfront.....	73
Figure 5.7 Frequency with which Capetonians visit the V&AW to engage in leisure activities	75
Figure 5.8 Frequency with which employees visit the V&AW to engage with leisure activities	75
Figure 5.9 Time spent by V&AW employees during their free time visits with family and friends to the V&AW	76
Figure 5.10 Visitors' rating of whether they like various areas in the V&AW	80
Figure 5.11 Employees' ratings of whether they like various areas in the V&AW.....	80
Figure 5.12: Location of public spaces at the V&A Waterfront.....	81
Figure 5.13 The likability of certain public open spaces in the V&AW according to visitors	82
Figure 5.14 The likability of certain public open spaces in the V&AW according to employees	82
Figure 5.15 Visitors' and Employee's uses of public open spaces in the V&AW	83
Figure 5.16 Changes to public open spaces in the V&AW to make visitors and employees frequent them more often.....	83
Figure 5.17 Local visitor perceptions of the affordability and accessibility of V&AW	85
Figure 5.18 Employee perceptions of the affordability and accessibility of V&AW	86

LIST OF TABLES

Table 1.1 Contextual framework for V&AW submitted to City Council in 1990.....	4
Table 1.2 Development phases of the V&AW revitalisation project	6
Table 1.3 Summary of expenditure on phases 1 to 6 of the V&AW development	7
Table 1.4 Quantitative, qualitative and mixed-methods procedures	10
Table 1.5 Breakdown of built up land space use at the V&A Waterfront (already developed)	17
Table 1.6 Breakdown of bulk (m ²) still available for development.....	17
Table 2.1 SWOT analysis of Kings Waterfront in Liverpool	30
Table 2.2 Swot analysis of Rheinauhafen in Cologne.....	30
Table 4.1 Comments by interviewees about the V&AW.....	66
Table 5. 1 Employment levels of staff working on the V&A Waterfront property.....	71
Table 5.2 Interesting comments by Capetonians on why they visit the V&AW	73
Table 5.3 Comments by employees about visiting the V&AW during their free time	74
Table 5.4 Suggestions by Capetonian visitors and employees on leisure activities to be added to increase the frequency of visitation to V&AW	77
Table 5.5 Comments by visitors and employees about changes needed to public open spaces at the V&AW	84
Table 5.6 Respondents' favourite three public spaces in Cape Town	84
Table 5.7 Shopping and leisure behaviour of local visitors to V&AW.	87
Table 5.8: Shopping and leisure behaviour of employees in V&AW	87
Table 5.9 Comments by respondents regarding their shopping behaviour.....	87
Table 5.10 Visitor and employee suggestions of kinds of shops to encourage visits to and shopping V&AW	88

CHAPTER 1 INTRODUCTION AND CONTEXTUALISATION

1.1 INTRODUCTION

The Victoria and Alfred Waterfront development (V&AW) is the most visited tourism and leisure space in South Africa (Muthaya 2015, Pers com; South African Tourism's Annual Report 2015). This multi-use development includes tourism attractions, retail space, restaurants, accommodation establishments, entertainment, commercial property, residential developments and public open spaces (V&A Waterfront 2011). The V&AW received over 24 million visitors in 2014 (Jappie 2015, Pers com; South African Tourism's Annual Report 2015). The V&AW's visitor profile displays a local, national and international mix. The original purpose of the development was to transform the former harbour area into a safe public open space that is commercially viable and that will connect harbour activity with the city centre (Birkby 1998). The V&AW is now considered to be one of South Africa's most successful commercial developments, in terms of real estate and as South Africa's most visited attraction (Muthaya 2015, Pers com; Van Zyl 2005). The development exceeded all expectations and gave Capetonians a new sense of pride. The property is easily accessible from the central business district (CBD) and Cape Town International Airport (CTIA), and it is utilised for business and recreational purposes. One of the original goals was to develop public open spaces where Capetonians would feel welcome and not alienated by tourism (Van Zyl 2005). According to Van Zyl (2005), 65% of the visitors to the V&AW were Capetonians, 21% foreigners and 14% South African visitors in 2005. Dave (2011), however, adds a caveat to this statement by reporting that Capetonian and domestic visitors perceive the V&AW as a tourist trap only aimed at high-income earners and international visitors. Although many local visitors do have an emotional connection to the property, they do not necessarily make it their shopping destination of choice according to Houssay-Holzschuch & Teppo (2009).

Currently, a wide variety of staff are employed in the V&AW in various business categories at different skill levels. The income earned by employees living away from the V&AW is spent throughout the city and its various suburbs. Standish, Boting & White (2014) record that direct employment in the V&AW is some 19 269 people, while V&AW-related jobs in the Western Cape increased to about 36 162 and such jobs in South Africa to about 52 676. Clearly, there is a need to establish the roles and spheres of influence of the V&AW beyond its immediate location as the tourism, recreation and business node in central Cape Town. Similarly, the perceptions of local visitors and locals employed on the property from various geographical origins about the V&AW as a public open space and leisure space call for examination along with an uncovering of the factors that will encourage them to take psychological ownership¹ of the property.

In this chapter the scene is set by reflecting on the transformation of a brownfield area into a world-class mixed-use urban waterfront development and exploring the negative perceptions (a real world problem) associated with this type of development. The problem statement and the aim and objectives of the

¹ According to Pierce, Kostova & Dirks (2002) it is common for people to psychologically experience a connection between themselves and various targets of possession like homes, automobiles, space, etc. This starts playing an important role in defining the person's identity and thus becoming an extension of the person.

research is explained as well as the research design and methods. A short description of the study area is provided before the thesis structure is discussed and a conclusion to the chapter is provided.

1.2 SETTING THE SCENE

1.2.1 Historic overview of Cape Town's harbour

Nomadic indigenous people inhabited the area before 1652. The development of Cape Town and its foreshore originated in 1652 when the Dutch East India Company established a refreshment station at the southern tip of Africa to serve its shipping route between Europe and trading parties in Asia. But Cape Town did not provide a natural harbour so that many ships ran aground with tragic losses of lives especially due to gale force winds experienced in Table Bay during winter. Jan van Riebeeck, the first Dutch commander at the Cape, built a small jetty that remained in use until the 19th century. The Dutch also built a series of coastal fortifications² to defend the Cape against foreign invaders. The British occupation of the Cape from 1795, brought some economic transformation, but no harbour development took place until 1860. A destructive storm that wrecked more than 30 ships at the Cape in 1858 caused Lloyds of London to cease insurance of any ships in Cape Town during winter months. In 1859 the then Cape Governor, Sir George Grey, approved plans for Cape Town's first harbour. On 17 September 1860, the Midshipman HRH Prince Alfred, Queen Victoria's second son, tipped the first load of stone to start construction of the breakwater for the harbour. The Alfred Basin was completed by 1870, but rapid increasing size of ships necessitated the construction of the Victoria Basin, completed 35 years later and continued to serve as the southern African gateway until the mid-1930s (Hindes, Muller & Stoffberg 2012; Saitowitz, Seemann & Hall 1993).

The discovery of diamonds in 1867 and gold in 1886 in South Africa led to great and almost unmanageable strides in the country's economic development. The rapidly growing demands of the mining industry and the fast expanding towns and cities, accompanied by the ever-increasing demands for housing and consumer products, converted the country within a remarkably short period from an undeveloped agricultural country into one with a pronounced urban economy. The demand for transport and the ability to finance it were telling factors that decided the extent of the railway and road communication schemes and the tempo of their completion, particularly in the early days of the country's railways history. The growth of sea and rail transport during the late 1800s and the increasing size of ships caused Cape Town to lose its gateway status to international trade. Consequently the South African government approved plans for a massive land-reclamation project to build the so-called foreshore and construct new shipping basins south of the existing Victoria and Alfred Basins in 1937 (Saitowitz et al. 1993; Van Zyl 2005). The construction of the new harbour started in 1938, was delayed by the Second World War and only finished in 1945 (Birkby 1998).

² Chavonnes Battery (circa 1726) and Amsterdam Battery (circa 1794), two of the fortifications, were located within the area that now forms part of the V&A Waterfront site. The remains of the two fortifications have been the subject of extensive archaeological investigations (Hindes, Muller & Stoffberg 2012).

Subsequently, the growth of Cape Town created a desperate need for more development space, causing public spaces to come under pressure³ and the demand for more harbour space to increase. The initial response was to reclaim 230 ha of foreshore area (Birkby 1998). But development of the foreshore was extremely slow and by the 1970s the area was still a large wasteland, with few trees and used as a car park. The construction of elevated freeways in the late 1960s further isolated this area from the city. Although the Victoria and Alfred Basins became the centre of Cape Town's fishing industry and venues for smaller ship repairs, this area also became isolated from the city due to the erection of customs fences and security gates. Consequently this area became derelict during the 1970s (Van Zyl 2005). But transformation initiatives were in the pipeline.

1.2.2 Transformation of the historic docklands, from concept to reality

A major catalyst for renewal of the old harbour was the influence of architect Gabriel (Gawie) Fagan. As an avid yachtsman he had a keen interest in the old harbour and its buildings. He was particularly concerned about the shortage of mooring space for small craft in Cape Town harbour. Also revered as one of the country's leading conservation architects, Fagan suggested flooding the old butting quarry, then occupied by oil-storage tanks, and cutting through to the Alfred Basin to create the required mooring space. But his proposals were rejected by the harbour authorities and State (Birkby 1998).

Another champion for and instigator of redevelopment of the Victoria and Alfred Basins was Alderman Sol Kreiner (later Cape Town Mayor), who encouraged councillors to travel overseas to look at examples of old harbours transformed into functional public spaces. The breakthrough for support from the government came when Kreiner arranged for the then Minister of Transport (Hendrik Schoeman) and John Wiley (Minister of Environmental Affairs and Tourism) to take a helicopter tour of the harbour areas, followed by a mayoral lunch where the City's Director of planning services, David Jack, made a presentation on the potential benefits of redevelopment of the port (Birkby 1998). In 1985, the Mayor's initiatives bore fruit and a committee was formed under the leadership of Arie Burggraaf (Inspecting Engineer, Harbours) to investigate the potential of South Africa's harbours for greater public use. By November 1985 the results of the initial investigation concluded as follows; "...the results of our work on the Granger Bay and Victoria Basins areas indicate that there is a strong compatibility with the continued efficient operation of the harbour, and which promote tourism" (Birkby 1998: 12). In 1987 the committee proposed that the historic docklands around the Victoria and Alfred Basins be redeveloped as a mixed-use area, focusing on tourism and residential development while retaining the working harbour operations as its most essential feature (Birkby 1998; Worden 1994).

In 1988 South African Transport Services (SATS) appointed Brain Kantor (prominent Cape economist and supporter of privatisation) to chair a board overseeing the development of the historic docklands. Included on the board as City Council representative, was Sol Kreiner. During November 1988, the V&A Waterfront (Pty)

³ "The Grand Parade was originally far larger than it is today. Early in the 20th century sites for the Standard Bank, Post Office and Railways were carved out of the Grand Parade, while the City Hall took most of the former Caledon Street" (Birkby 1998: 6)

Ltd Company was founded and Rudi Basson was appointed as Port Manager in 1989, to establish the port as a business unit and during the next two years he worked tirelessly and diplomatically to relocate operations away from the V&AW area where space was to be recycled. Stevedores, port workshops, port labourers living in the old Breakwater Prison and even an animal quarantine were included. Interestingly, only some of the fishing companies were relocated, as they moved to a more operationally suitable part of the property. The old-oil tank farm had to be relocated and the contaminated site had to be restored. It was essential for the new company to appoint a manager to the complex and politically sensitive project. David Jack was appointed in 1989 given his years as an urban architect and design specialist, in addition to his knowledge of and experience in the private sector. The new team secured a R63-million investment (R25 million of which was spent on infrastructure) from SATS with the help of Arie Burggraaf and Rudi Basson (Birkby 1998; Worden 1994). In 1990 an agreement was reached between the City Council, V&A Waterfront Company and Transnet enabling V&AW management to submit a "package of plans" and to zone the area in accordance to the Legal Succession to the South African Services Act of 1989. The contextual framework plan submitted to and approved by the City Council included requirements listed in Table 1.1.

Table 1.1 Contextual framework for V&AW submitted to City Council in 1990

Type of use	Area
Retail	46 000m ²
Office space	130 000m ²
Entertainment	7 000m ²
Museums	13 000m ²
Residential	250 000m ²
Fishing industry	98 000m ²
Total	604 000m ²

Source: V&A Waterfront (2013a)

Parallel to the formation of the company, a Liaison Committee was appointed by the Minister of Transport to ensure that cognisance was taken of public concerns and to enable the public to participate in the planning and development processes. The Committee included representatives of the ratepayers' association and other organisations and was to regularly meet with the V&AW's management and consultants. Presentations were also made to all the interest groups and organisations when requested. This process ensured enthusiastic public interest and support for the development (The Waterfront Review 1993).

The development goals submitted as part of the initial development framework in 1989 included the creation of appropriate public spaces within the developed areas and achieving financial self-sufficiency and maximising value through development and management. The development objectives to achieve these goals were to create a rich and diverse environment; promote tourism and recreation; provide residential development opportunities; build a viable business base; conserve and enhance elements having cultural significance; restore the historic link between the harbour and the city; improve public access to the water; and adopt a flexible development programme responsive to changing market trends (Van Zyl 2005).

The initial development programme was divided into six phases (see Table 1.2). Phase one included the development of the Pierhead and renovation of the surrounding buildings, while keeping elements of the working harbour (Van Zyl 2005). The first business to open at the V&AW was Mitchell's Brewery and Ferryman's Pub, in a timber store built in 1860. One side of the building had been clipped to make space for a railway line so that the building had to be rebuilt to its original dimensions. The V&A Hotel, formerly the North Quay Warehouse, was the first to be opened in the harbour area. Another building feature of the initial development was the Union Castle Building designed by Sir Herbert Baker and built in 1919 to house the offices of the Union Castle Mail Steamship Company⁴ (Birkby 1998). The old Cape Town power station was the first electrical lights to be switched on in April 1882, Kimberley's street lighting only happening four months later. The power station was originally used to supply power to the docks, its warehouses, the Somerset Hospital and Parliament. The rest of Cape Town only received street lighting in 1895 (Galvin & Sales 1994). The first phase also included restaurants, a maritime museum, a theatre and the arts and crafts market. Reparations to some of the quayside areas and landscaping completed this phase of development (Van Zyl 2005).

Phase two included the completion of the 26 500-m² Victoria Wharf shopping centre in 1992 and the addition of a variety of entertainment, restaurants and shops to make the V&AW the most visited place in downtown Cape Town. The old Breakwater Prison was leased to the University of Cape Town for them to transform part of the Prison into the Graduate School of Business and open the Breakwater Lodge as a commercial venture. Phase two also included the establishing of a regional office for Caltex and the opening of City Lodge in 1993, at the main entrance to the V&AW (Van Zyl 2005). Phase three (1994 to 1995) included the completion of the Two Oceans Aquarium, the BMW Pavilion, a BMW dealership, the IMAX Theatre and the Granger Bay shore protection work (Van Zyl 2005). In phase four during 1996 and the first quarter of 1997, the Victoria Wharf shopping centre was extended by another 18 000 m² and the 120-room five-star Cape Grace Hotel was completed. The five-star 330-room Table Bay Hotel was also built.

Phase five consisted of two initiatives; the start of the Marina Residential complex and the transformation of the Clock Tower precinct into a mixed-use area. Approval for these developments was given in 1999 and work commenced in 2000. The Marina Residential complex consisted of 550 apartments and 150 yacht moorings and soon became very sought after, the first phase being sold out just based on plans in seven months with the first residents moving in 2001. The development of the Clock Tower precinct included the transformation of old fishing warehouses into commercially viable and functional properties. Components here included the building of the Robben Island Museum and Gateway (linking these two major attractions to each other), the Clock Tower Centre, which included a 1 000-bay parking garage, a 5 600 m² tourism centre, shops and restaurants, 3 800 m² of office space and 500 m² of space for the fishing industry. The precinct also included the new 25 000 m² corporate headquarters of the Bank of Executives (Van Zyl 2005).⁵

⁴ The Union Castle Building now houses a commercial bank. On entering the bank visitors can still see the original hooks in the roof, used to hold the mail bags delivered by the mail ships.

⁵ When excavating to build the foundations of the Bank of Executives, the construction team found the remains of the Chavonnes Battery, an old Dutch fortification built to protect the coastline against attacking ships dating from 1726. Students from the University of Cape Town's archaeology department were invited to excavate the ruins and the construction of the corporate office building was adapted to preserve the historic site which has been transformed into the museum open to the general public.

Phase six of the V&AW construction included the building of the second section of the Marina Residential development, the 150-room One & Only Cape Town Hotel, the 500 m² BP regional Headquarters, 6 000 m² extension of the Victoria Wharf shopping centre and another 250 parking bays (Van Zyl 2005). Table 1.3 summarises the development budget up to phase six.

Table 1.2 Development phases of the V&AW revitalisation project

Time and Development Phase	Spatial context	Architectural style/ theme/narrative	Major elements	New Uses for old buildings	New Superstructure
Phase 1: Start: end 1989 Completed: Dec 1990	Pier head Precinct	Anti-modernism, nostalgia-imbued Victorian era	-Refurbishment of the original Docks offices -power station -warehouses and numerous smaller Victorian buildings	- Restaurants - Taverns - specialty - shopping - a hotel - theatre - craft market	- Floating jetties introduced - Hard and Soft landscaping
Phase 2: Start: Early 1991 Completed: end 1993	Pier head Precinct	Postmodern Victorian	Completion of 26 500m ² Victoria Warf specialty retail and entertainment centre - Oct 1992		-Waterfront City Lodge - 1993 Caltex service station and regional Head office completed
Phase 3: Start: Jan 1994 Completed: April 1997		Postmodern	Granger Bay Phase I shore protection works May 1996 Oil tank Farm in the old quarry converted to a New Basin small craft harbour		-BMW Pavillion and Imax theatre, Auto Atlantic BMW -Two Oceans Aquarium
Phase 4: During 1996 Completed: March 1997		Postmodern	1996- extension to Victoria Warf Shopping centre – 18 000m ²		-122 room five-star Cape Grace Hotel -329-room international five star Table Bay Hotel on Quay 6
Phase 5: Start: July 1999 Completed: Dec 2006	-New and Upper Basin -Clock Tower Precinct	Contemporary international	-Residential Marina Development -Development of the Clock Tower precinct sees the integration of fishing industry with new uses; offices, retail restaurant, public ferry terminal		-550 dwellings and 200 moorings for yachts - Clock Tower precinct 25000 m ² - corporate headquarters, 5000m ² retail space, 3000m ² office space -Robben Island Ferry terminal "Nelson Mandela Gateway to Robben Island
Phase 6: Start: 2006 Completed: Mid 2008			-Sector two V&AW marina residential development - Kerzner International luxury 150 key One & Only V & A Hotel -Regional Head Quarters of BP -1200m ² extension of Victoria Warf Shopping Centre -1600 bay parking garage -Extension of V & A Hotel - 3 office space projects 18 00m ² - 2 hotel projects in the Clock Tower Precinct		230 apartments 150 bedrooms

(Source: Ferreira & Visser 2007)

Table 1.3 Summary of expenditure on phases 1 to 6 of the V&AW development

Project phase	Completion date	Budget (ZAR million)
1	December 1990	65
2	October 1992	140
3	May 1997	528
4	December 2000	95
5	December 2002	312
V&AW Marina Residential sector one	December 2004	282
6	December 2006	570
V&AW Marina Residential sector two	March 2007	1008
Total		3000

Source: Adapted from V&A Waterfront (2013a)

The financing of the project involved mixed investments by the Transnet Pension Funds and Transnet Ltd, as well as private investments in the commercial and residential developments. The project has proven to be self-sufficient by virtue of all development capital being raised on a commercial basis (Van Zyl 2005). Figure 1.1. provides an aerial view of the realisation of this vision.



Source: V&A Waterfront (2012)

Figure 1.1 Aerial views of V&AW Residential and Marina basin in 1980s and 2012

The redevelopment of the V&AW provides a clear indication that the need for multi-use public accessible space outnumbers the need for available space which focuses on one industry only, e.g. the fishing industry. Urban public areas, like the V&AW are repurposed and redeveloped to serve a broad spectrum of needs of urban dwellers. Section 1.3 provides an overview of the perception created amongst Capetonians regarding the transformation of their port area, and how they interact with the various elements which connects the city to the sea.

1.3 REAL-WORLD PROBLEM

Historically cities and civilisations have always flourished along waterbodies, which served as transportation corridors and further encouraged trade and other economic activity. Waterfront areas were also traditionally seen as public spaces for religious and cultural interaction. The relationship between cities and waterfronts have however, changed due to issues such as rising sea levels, brownfield contamination, water pollution, slum settlements, incompatible land uses and abandoned and underutilised waterfront properties (Agarwala 2013). In Cape Town, industrialisation and technological development in water transport caused the port area to become unfit and unsafe for recreational use thus creating a barrier between the city and the ocean, thereby depriving locals their access to the waterside. Development and investment led to the regeneration of the old commercial port area in Cape Town and transformed it into an upmarket, mixed-use complex perceived by many Capetonians to be a playground for high-income earners. Cities, like Cape Town, compete in the global economy by investing in specific geographical areas which in most cases, results in urban regeneration that ultimately attracts foreign investment (Ferreira & Visser 2007). Lemanski (2007) has argued that despite the promotion of the city as a global competitor for economic growth that leads to upliftment of specific areas, these investments often do not spread to the rest of the city's population, so encouraging social, economic and spatial segregation. Urban and waterfront regeneration often attracts international companies which requires a highly-skilled workforce so providing very few or new opportunities for job creation among unskilled workers. These international-orientated developments also lead to an increase in the establishment of service-orientated companies in, for example, financial and communication sectors and the reduction of manufacturing (in this case harbour industries), further reducing job creation for low-skilled or unskilled workers (Lemanski 2007; Houssay-Holzschuch & Teppo 2009). Urbanisation also leads to more built-up areas in cities, hence reduction of the public open spaces available to citizens and visitors. Public open spaces are integral to urban planning by giving vitality to a specific area and human interaction which ultimately has the potential to reduce segregation and stimulate and create economic growth.

Waterfront developments have the capacity to address this problem and provide healthy alternatives for much-needed public open space. The challenge facing port cities is to reclaim waterfronts and transform them into areas that stimulate and create economic growth, protect public health and the environment, and foster a sense of place for local communities (Quinn 2012).

The problem with the V&AW is that over the years the developers have added several high-end fashion stores and 5-star hotels, thereby strengthening the perception that the V&AW is aimed at high-end users and tourists, and not necessarily at locals (Ferreira & Visser 2007). The task awaiting the V&AW is to change this perception into one where Capetonian visitors feel welcome and that the V&AW is seen as an extension of city space, which provides job opportunities, economic growth and open public spaces for Capetonians. This study addresses these issues by investigating the perceptions locals have about the V&AW as a workplace and leisure space, assessing the impacts this development has beyond its borders and investigates employees' and Capetonian perceptions of interactions with the public open spaces at the V&AW.

1.4 THE RESEARCH AIM AND OBJECTIVES

The overarching aim is to understand, investigate and evaluate the V&AW as a leisure, recreation, shopping and workspace for Capetonian visitors and employees. To achieve this aim the research focuses on the following objectives:

1. Review the literature on waterfront developments and the role of public open spaces in promoting social cohesion and providing links between urban areas and their waterfronts.
2. Contextualise the land uses of the V&AW.
3. Determine and categorise the employees in the V&AW.
4. Determine the employee profiles and their perceptions of the V&A as a working and leisure space and their perceptions of and interactions with the Waterfront's public open spaces.
5. Identify and examine Capetonians' perceptions of the V&AW as leisure and public space as well as their perceptions of and interactions with the public open spaces in the V&AW.
6. Explain the effects of the V&AW beyond its borders according to the V&AW's economic impact study.

To achieve the research aims and objectives, the chosen research design was a mixed-method approach, which will be discussed in more detail in section 1.5.

1.5 RESEARCH DESIGN

The chosen approach to this study was mixed-method research. The study included a strong focus on international theoretical work to determine the relationship among public open space development, urbanisation, urban waterfront development and the perceptions of the latter's users. Two groups of stakeholders were identified and classified and from whom information was elicited in a questionnaire survey and unstructured interviews. The research design provides guidance to all facets of the study. This ranges from assessing the general philosophical ideas behind the identified problem to data collection and analysis. A research design enables the researcher to lodge the plans and ideas, well grounded in the literature, to audiences that need to recognise and support the research proposal (e.g. faculty committees) (Creswell 2003).

According to Creswell (2003) three methodologies exist for designing a framework, namely qualitative, quantitative and mixed method approaches. In the quantitative approach, the researcher makes use of postpositivist⁶ claims to develop knowledge by employing strategies of enquiry such as experiments, surveys and collection of data on predetermined instruments that yield statistical data. Qualitative method makes

⁶ Positivism is a research programme researching only the 'positive', namely, given, factual, sure and without any doubt and because of this it rejects metaphysics as theoretically impossible and practically without any use (Botterill & Platenkamp 2012). In contrast to positivism, postpositivism refers to the thinking after positivism, challenging the traditional notion of absolute truth of knowledge and recognises that we cannot be 'positive' about our claims of knowledge when studying the behaviour and actions of humans (Creswell 2003).

use of knowledge claims, based primarily on constructivist⁷ perspectives or participatory perspectives, or both. This includes making use of narratives or case studies, where the researcher collects open-ended, emerging data with the primary intent of developing themes from the data. In the mixed-methods approach the researcher tends to base knowledge claims on pragmatic grounds. Data collection entails both the gathering of numeric and text information so that the final data represents both qualitative and quantitative information. Table 1.4 lists features of the three research methods.

Table 1.4 Quantitative, qualitative and mixed-methods procedures

<i>Quantitative Research Methods</i>	<i>Qualitative Research Methods</i>	<i>Mixed Methods</i>
Predetermined instrument based questions. Performance data, attitude data, observational data and census data. Statistical analysis	Emerging methods Open-ended questions Interview data Observation data Document data Audiovisual data Text and image analysis	Both predetermined and emerging methods Both open- and closed ended questions Multiple forms of data drawing on all possibilities Statistical and text analysis

Source: Creswell (2003)

Figure 1.2 provides an overview of the research plan, indicating the various phases of research, data collection, data analysis, discussion of findings, recommendations and conclusions.

1.6 LITERATURE REVIEW

The first phase of the research was an in-depth search of the international literature available on the classification of public spaces and urban waterfront developments and the role that they play in urbanisation. Literature found was supported by real-world case studies with reference to international platforms, specifically with relation to public open space development in urban waterfronts. In the South African context, the V&AW is one of only a few urban waterfront developments and therefore the most relevant choice for this case study. The next section will discuss methods used to gather information for the V&AW case study.

1.7 CASE STUDY: THE V&AW AS A PUBLIC SPACE

A case study is "the study of a few cases, sometimes one, constructed out of naturally occurring social situations and investigated in considerable depth (Botterill & Plantenkamp 2012: 19). This research method is specifically applicable when studying a particular world-class mixed-use urban waterfront development such as the V&AW. According to Thomas (2011) a case study is a way to focus on one thing, by looking at it from different angles. In this research, the relationships users have with public spaces in an urban waterfront context were investigated.

⁷ Constructionism is a philosophical position whereby the meaning of the social world is not discovered but is constructed by history, society, ideas and language (Botterill & Platenkamp 2012).

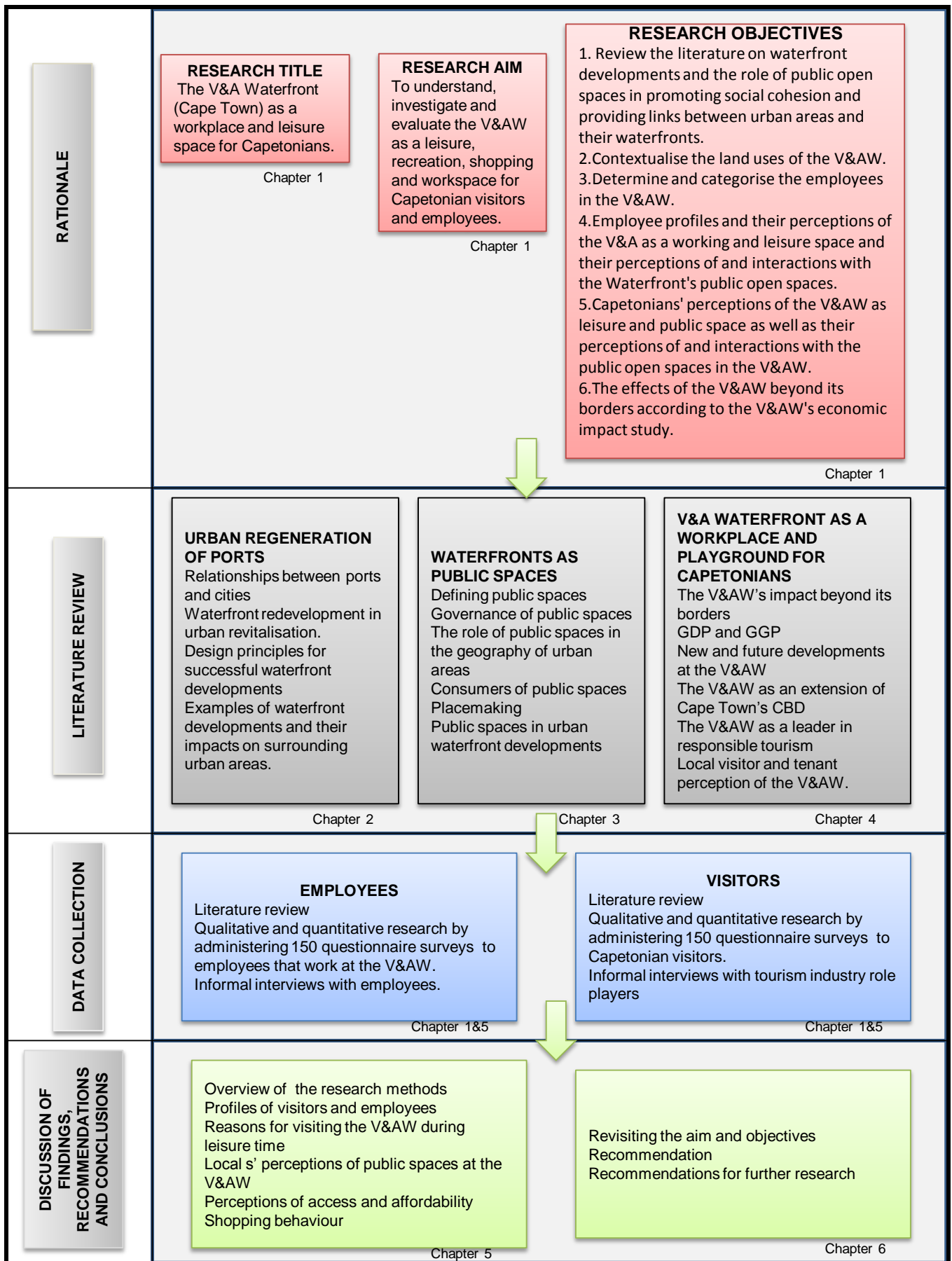


Figure 1.2 Research design

1.7.1 Database compilation: V&AW tenants, role players in the tourism industry and position of the researcher.

The V&AW commissioned an external research company, Economic Information Services (EIS), in 2012 to evaluate four areas of the Waterfronts importance to the local economy and measure their real impacts, namely: employment, economic contribution, impact on property prices and contribution to the City regarding municipal rates and taxes. The researcher is a permanent employee of the V&AW; and the project manager of the EIS project responsible for collecting specific information and data. The researcher compiled a list of all employees at the V&AW and classified them according to business sectors, for example food and beverages (F&B), commercial, leisure, hotels, fishing, industrial, fashion and accessories. This list distinguished between the number of permanent and temporary employees and it provided the relevant contact details. For this masters study a database was compiled of reputable role players in the tourism industry such as destination marketing organisations (e.g. South African Tourism, Cape Town Tourism and Wesgro), urban renewal agencies (e.g. Cape Town Partnership, Future Cape), Chief Executive Officers and marketing managers of the large tour operators and leisure attractions in Cape Town. These role players were included in the informal interviews and the distribution of the questionnaires. The contacts were further divided into two research groups, which will be discussed in more detail in 1.7.2.

1.7.2 The questionnaire survey

The subjects of the research comprised of two groups; namely Capetonians visiting the V&AW and employees in the service of the V&AW and management company as well those working for the company's variety of tenants. These two groups are henceforth referred to as visitors and employees for whom separate questionnaires were compiled (see Appendices A and B). The questionnaire for visitors was structured to elicit information about their perceptions of the V&AW and its public open spaces; why they visit the V&AW and how frequently; the activities they engage in; their place attachment to the V&AW; the residential areas they live in; their shopping and leisure patterns in areas beyond the V&AW; and biographical questions to construct respondent profiles and to ensure the representativeness of the sample. The employee questionnaire included the same questions, but added a section on employment information about where employees work, their positions in the company or establishment they work for and how they interact with the V&AW during and outside of work hours. In 1.7.3 the distribution of questionnaires is discussed to explain how data was gathered using this method.

1.7.3 Distribution of questionnaires

To achieve the desired objectives, within the constraints of time and funds, a convenience sampling approach with a target quota of at least 150 completed questionnaires for each subgroup was followed. The administration of the survey was different for each research group. All the employees at the V&AW were divided into business sectors and selected in proportion to their sectors' representation in the total employed population, for example if commercial businesses represented 52% of total employment at the V&AW, commercial respondents had to comprise 52% of all the respondents. Employee respondents were further

divided into senior managers or business owners, middle management and frontline staff to ensure correct representation. Distribution of the employee questionnaires was done by contacting every business by e-mail and personal meetings. Every respondent was thanked by letter for their participation. Six-hundred-and-twenty-five questionnaires were distributed to this group and 150 completed questionnaires were received.

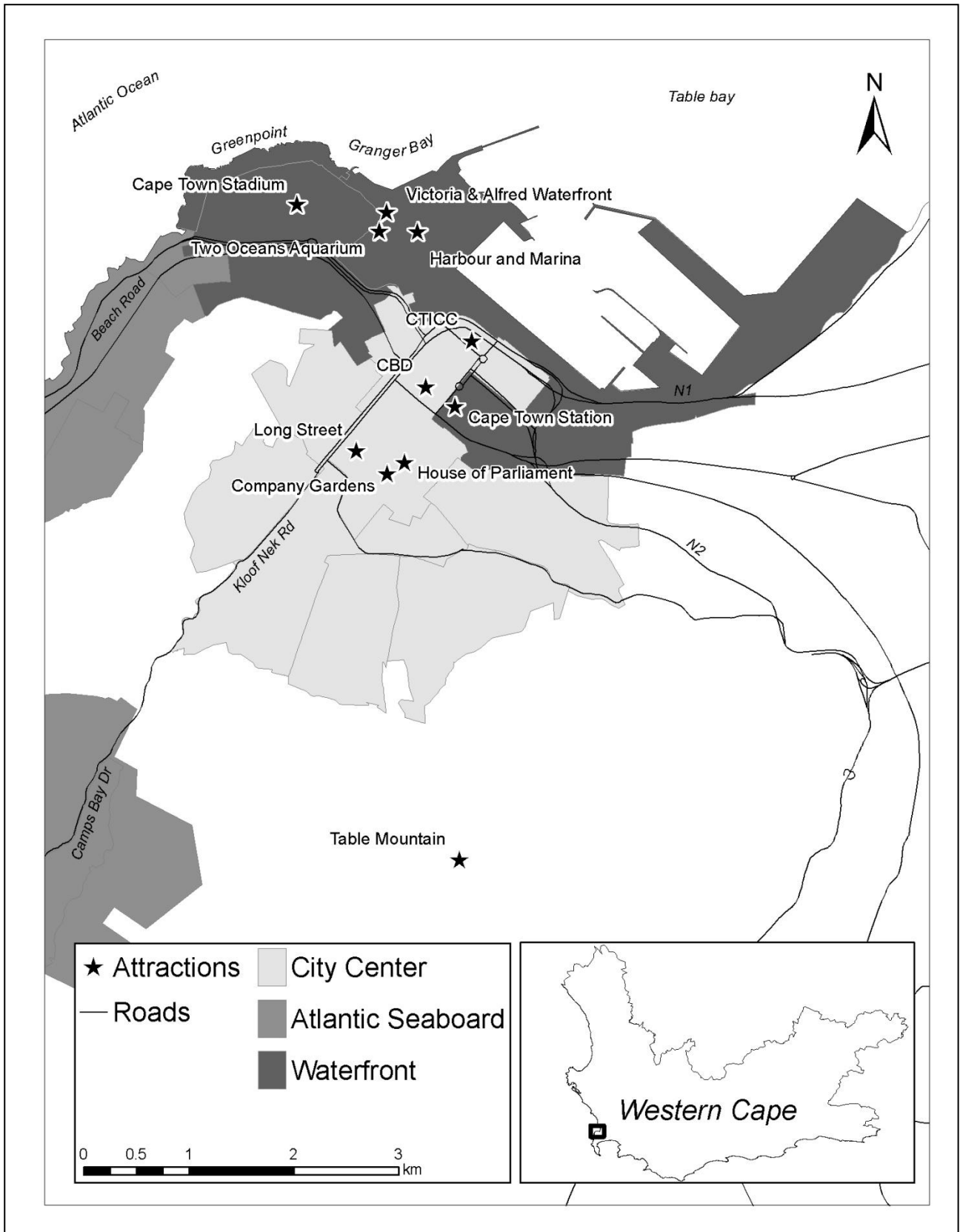
The visitor questionnaires were distributed via social media (Facebook), e-mail correspondence and personal contact. This was done over a period of three months during which respondents had to be followed up continuously and the link reposted together with a call to action on social media. A map of the City of Cape Town with its suburbs was used to make sure that respondents came from a wide variety of geographical areas in the city. Respondents known to the researcher in any way were eliminated to ensure objective feedback, except for those which formed part of the tourism industry database. A total of 150 completed questionnaires were received from visitors. Data collected from the questionnaires were supplemented by information from additional sources.

1.7.4 Additional data sources

An additional information source was unstructured interviews with a variety of role players, namely three V&AW executive and management team members, four City of Cape Town management, one Green Council member, ten marketing managers of Cape Town-based leisure attractions, six employees of the various destination market organisations and two organisations focusing on urban renewal. Information was also collected at conferences, workshops and walkabouts attended by the researcher, namely the Green Building Council conference, two responsible tourism workshops, a tourism research workshop, Cape Town Tourism strategic workshop, an accessibility workshop, Future Cape Town's urban public spaces walking tour and a Cape Town architecture and design walking tour. These helped the researcher to learn about public open space and its multiple uses from the viewpoints of these organisations. The next phase in the research was to determine the study area and its location with relation to the City of Cape Town which will be discussed in more detail in section 1.8.

1.8 STUDY AREA

The V&AW is a multi-use development situated in the City of Cape Town, in the Western Cape province in South Africa. The property is located on the edge of Cape Town's harbour and it links the city to the ocean. It has a superb view of the iconic Table Mountain, is close to the Cape Town Stadium and the Cape Town International Convention Centre (CTICC) and houses the Gateway to Robben Island. The property boundaries of the V&AW are the City's CBD (Greenpoint area), Duncan Dock, the Atlantic Ocean and Granger Bay as indicated in figure 1.3, followed by an aerial view in figure 1.4. For the purpose of this study, the marine residential apartments, situated in the Marina Basin, will be excluded.



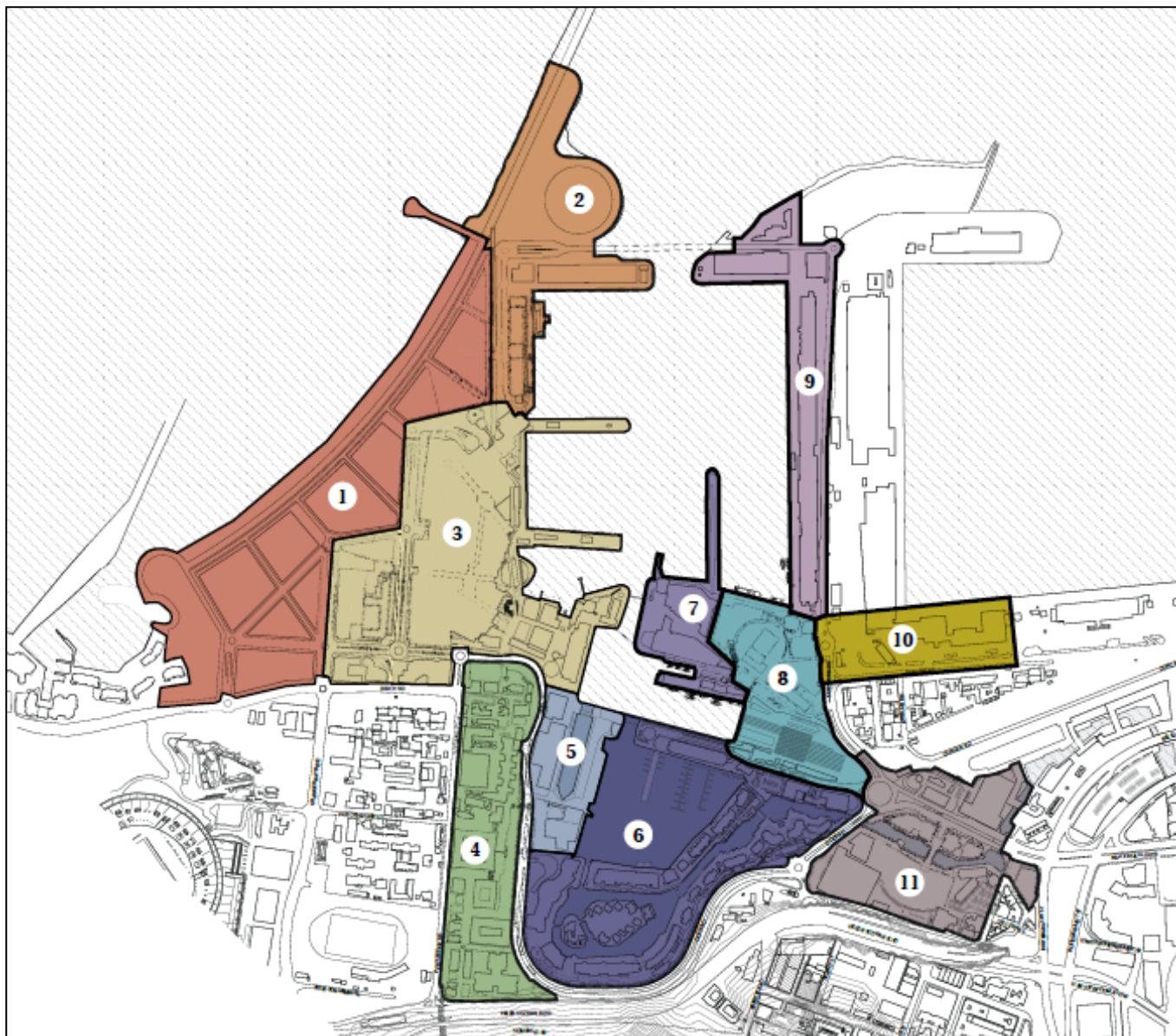
Source: Ferreira & De Villiers (2014)

Figure 1.3 Property boundaries of the V&AW



Source: V&A Waterfront (2015)

Figure 1.4 Aerial view of the V&AW emphasising its proximity and accessibility to the Cape Town central business district



Source: Wolff Architects (2015)

Figure 1.5 Map of proposed districts within the V&AW (courtesy of Wolff Architects)

Figure 1.5 provides a diagram of new proposed districts within the V&AW, but the naming convention determining the new district names is still in progress (Wolff Architects 2015). The precincts names in figure 1.5 currently are 1) Granger Bay; 2) East Pier; 3) Victoria Wharf; 4) Portsworld Ridge; 5) North Wharf; 6) Marina Basin; 7) Clock Tower; 8) Silo; 9) South Arm; 10) E-berth; 11) Gateway.

The surface area of the V&AW is 604 000 m², which includes 46 000 m² of retail, 130 000 m² office, 7 000 m² entertainment, 13 000 m² museums, 250 000 m² residential and 98 000 m² fishing industry space (V&A Waterfront 2013). The V&AW has 649 tenants according to the economic impact study done in 2012 (Standish et al. 2013a). The mixed-use development is 123 ha in size with two thirds of this land already developed. The total land developed to date is 408 863m² of the available 604 000 m². Table 1.5 provides

an overview of the various built up areas at the V&AW and Table 1.6 a summary of bulk land still available for development.

Table 1.5 Breakdown of built up land space use at the V&A Waterfront (already developed)

PRECINCT		ATTRIBUTABLE BULK OF COMPLETED DEVELOPMENT IN m ²	Attributable Bulk in m ²					
NAME	NO.		Retail	Offices	Hotel	Residential	Industrial	Special
Pierhead	1	72 090	48 740	15 178	4 098	-	778	3 296
Granger Bay	2	-	-	-	-	-	-	-
Breakwater	3	47 409	29 209	-	17 988	-	-	212
New Basin	4	42 753	-	8 777	8 099	21 428	-	4 449
Upper Basin	5	60 251	-	-	15 728	44 523	-	-
Outer Basin	6	895	895	-	-	-	-	-
Gateway	7	29 484	246	1 803	6 718	313	-	20 404
Clocktower	8	53 368	5 825	41 116	-	3 048	1 569	1 810
Portswood	9	48 113	1 024	21 268	17 461	-	-	8 360
East Pier	10	21 339	-	-	-	-	21 339	-
South Arm	11	33 161	-	-	-	-	33 161	-
TOTAL		408 863	85 939	88 142	70 092	69 312	56 847	38 531

Source: Schwartz, Pers Com (2015)

Table 1.6 Breakdown of bulk (m²) still available for development

PRECINCT		ATTRIBUTABLE BULK OF COMPLETED DEVELOPMENT IN m ²	PLANNED DEVELOPMENT BULK IN m ²			AVAILABLE BULK 2014
NAME	NO.		2007 Precinct Plan/ Notional	2014 Precinct Plan/ Notional	Change in Precinct Allocation	
Pierhead	1	72 090	72 236	93 767	21 531	21 677
Granger Bay	2	-	72 000	72 000	-	72 000
Breakwater	3	47 409	60 879	50 456	-10 423	3 047
New Basin	4	42 753	55 657	44 083	-11 574	1 330
Upper Basin	5	60 251	73 876	60 251	-13 625	-
Outer Basin	6	895	2 200	895	-1 305	-
Gateway	7	29 484	68 301	61 794	-6 507	32 310
Clocktower	8	53 368	89 178	110 000	20 822	56 632
Portswood	9	48 113	58 189	56 113	-2 076	8 000
East Pier	10	21 339	18 182	21 339	3 157	-
South Arm	11	33 161	33 161	33 161	-	-
TOTAL		408 863	603 859	603 859	-	194 996

Source: Schwartz, Pers Com (2015)

The V&AW's proximity to the CBD, beaches and ocean makes it ideal when doing research to determine the amount and type of interaction that Capetonians have with this urban waterfront development. Section 1.6 will outline the approach that will be taken to determine the above.

1.9 THESIS STRUCTURE

Chapter 1 background information on transformation of Cape Town's historic harbour area into a world-class mixed-use urban waterfront development, as well as a formulation of the research problem, statement of the aims and objectives for the study, an overview of the methods used, presentation of the research design and elucidation of the questionnaire survey and brief description of the study was given.

Chapter 2 discusses urban regeneration in port cities while looking at the relationships between ports and cities and how these relationships have changed over the centuries to influence the cities and their inhabitants. The chapter also gives accounts of the rejuvenation of dilapidated port areas and the principles underlying the design of a successful waterfront as well as citing of successful and unsuccessful waterfront developments and their effects.

Chapter 3 reviews the literature on the urbanisation phenomenon and looks at public spaces in the context of modern cities. The chapter aims to provide a conceptual understanding of what public spaces are, explain the philosophy and geography of the production of public spaces and the role they play in urban planning. The chapter further investigates the impact of urbanisation on major cities and communities and the role public spaces play in encouraging and promoting cohesion between community members, the governance of public spaces, placemaking and public spaces at urban waterfront developments as well as research on urban waterfront developments and the roles public spaces play regarding local communities are covered.

Chapter 4 reports on the V&AW in Cape Town as a case study to establish the role it plays in making it a success story among urban waterfront developments to establish links between cities and the sea. The chapter also includes a look at future developments at the V&AW, the V&AW as an extension of Cape Town, which includes the current use of the 10 public spaces available and accessible to locals, and its leadership in responsible tourism. It further investigates the influence that the V&AW has beyond its borders and how the Waterfront impacts on the local community followed by the perceptions of employees in the V&AW and those of Capetonian visitors about the property with reference to available literature.

Chapter 5 provides an overview of the research methodology used to choose the relevant sample population, classifying this population into sectors and distribution of the questionnaires, as well as provide a discussion of the findings according to the research objectives.

In **Chapter 6** the aim and objectives are revisited and a summary is provided of how each objective has been achieved. The chapter also contains recommendations to make the waterfront development more accessible to Capetonians, and recommendations for future research as well as details of limitations experienced.

1.10 CONCLUSIONS

The challenge facing the V&AW is to address user perception about the use of the wider property as a mixed-use development that provides public open spaces which are accessible to Capetonians as well as employees. In chapter 5 perceptions will be addressed to measure if users see the re-developed and re-purposed V&AW as an area that stimulates and create economic growth and foster a sense of place for local communities.

In the following chapter the relationships between ports and cities, the influence that it had and still has on urban development's and inhabitants and surrounding urban areas, the basic design principles of waterfronts and concludes with examples of successful and unsuccessful waterfront developments globally are explained.

CHAPTER 2 URBAN REGENERATION OF PORT CITIES

2.1 RELATIONSHIPS BETWEEN PORTS AND CITIES: FROM BIRTH TO REBIRTH

Over the past five decades the literature on port cities has grown as many port cities have either flourished or lost their harbour activities so becoming fruitful topics for academic investigation (Davidson 2013; Ducruet 2011). As maritime trade flows within and through ports change a recognition of new values and issues of waterfronts emerged including the value of tourism and the attracting of investment and people, all of which engendered opportunities to improve urbanites' quality of life and enhance urban economic vitality (Ivins 2013). But before considering these modern trends, it is worthwhile looking at the history of port cities.

Many settlements originated at particular riverside or coastline sites which provided natural harbours, suitable for maritime activities. Examples are Falmouth in the United Kingdom; Bahia in Brazil and Mumbai in India. The development of international trade and growth of mercantile activities caused urban economies to expand rapidly. Amsterdam in the Netherlands, developed from a fishing village in the 12th century to a port city of 200 000 people in the 1700s. Other port cities that developed during this period were Naples, Venice and Marseilles. The growth of the British Empire led to the establishment of new ports such as Cape Town, Sydney and Mumbai. London was seen as a central point in this new globalised trading network with a port stretching over 17 km (Davidson 2013). Major sea ports became centres of political and economic power in the 16th century due to competitive imperial expansion and mercantilism. Although military expansion laid the foundation for many urban waterfront developments, it was the Industrial Revolution that occurred in the late 18th and the 19th centuries that left the greatest legacy on contemporary urbanism (Davidson 2013). Booming marine activity and agricultural and resource development fuelled by industrial expansion. This gave rise to intensive urbanisation as industrial processing and transport links encouraged the growth of major urban centres (Davidson 2013; Desfor & Vesalon 2008; Konvitz 1994; Kostopoulou 2013). Waterfront areas became larger railway terminals. Storage facilities and factories were constructed to service the growing transport industry and facilitate the transportation of incoming and outgoing freight. In addition to shipping and port activities waterfronts also became the appropriate locations for industries dependent on water for production, such as textiles, dyes, cable making, breweries, various milling industries, steel and energy. Waterfronts became areas of high industrialisation and were rarely or never visited by city residents. In the case of Toronto, the port infrastructure dislocated the city from the Lake Ontario shorefront. Railways ran parallel to the water and harbour causing a barrier between the city and the water (Davidson 2013; Desfor & Vesalon 2008; Ivins 2013).

Rapid industrialisation also caused a variety of social and economic challenges, such as social inequality, waterborne diseases like cholera and typhoid stemming from unsafe sewage treatment and waste disposal in harbour areas, lack of public open spaces for citizens and the dislocation from the waterbodies to which cities were originally connected (Konvitz 1994). He further argued that although the shipping industry was a major instigator of change, this was not the case as shipowners perceived both harbour spaces and labour as handicaps. The harbour spaces because they were congested and expensive to modify and the labour because it was unskilled and prone to strikes. Governments at the time were so focused on the economic

impacts of shipping that they did not prioritise the social upliftment of dockworkers nor the mitigation of environmental problems, except in the cases of war and social unrest so as to stabilise the economy (Konvitz 1994). Due to the range of productive sectors, ports became significant settlements in which class differentiation arose. Societies became divided into those benefiting from the wealth brought by these industries and those doing hard labour, therefore creating an internal human geography. Harbour areas became districts serving as both dwelling places for port workers and a playground for sailors on leave resulting in a colourful, yet run-down part of the urban fabric. In contrast, wealthy merchants and professional classes were separated by choice and lived on the edges of urban areas which were worlds apart with regard to aesthetic and political environments (Northcliffe et al. 1996).

During the 1880s two industrialists, William Lever and George Pullman, shared the belief that by applying a distinctive aesthetic design to residential areas they could establish a cohesive visual ideology for social control and so relieve some of the social problems created as part of the industrial era. Aesthetic attention was applied to Pullman (a town George Pullman funded) near Chicago and to Port Sunlight near Liverpool (funded and developed by William Lever). Pullman and Lever further believed by creating "beautiful" spaces they could encourage as well as constrain worker attitudes.

Pullman started a factory which produced luxury railway sleeping carriages and developed Pullman for his factory employees (Reiff 2000). William Lever did the same by starting a soap company (producing Sunlight Soap as his flagship product) along the Mercy River waterfront area (Roberts 2000; Ashworth 1951). Pullman and Port Sunlight both exhibited similar design elements and paternalistic goals. Both communities included broad, tree-lined and paved streets, parks, shops, entertainment venues, churches and extensive rental housing for blue- and white-collar workers within walking distance of the factory. Pullman and Lever sought to enhance their corporate identity by the creation of these communities.

Pullman and Lever presented a distinctly capitalist alternative to the problems of urban life. They offered rental accommodation to their company workers and produced communities that were designed and controlled by a single corporate entity (Reece 2012; Reiff 2000). The two towns had however, some distinct differences that influenced the quality of life of their residents. Pullman designed the town to have its public open spaces (e.g. sports fields) outside of town, whereas Port Sunlight integrated them into the community with public open spaces (e.g. vegetable gardens and bowling lawns) situated in residential areas (Roberts 2000; Ashworth 1951). Pullman was also very densely populated with the central part of the town having opulent houses allocated to blue-collar workers, whereas the outskirts of town housed apartment blocks with no garden space, too many people per square metre and often very poor living conditions. Eventually, the Pullman workers went on strike during the late 1890s when Pullman insisted on reducing the work force's wages, while keeping rent the same during the economic downturn in the late nineteenth-century. This led to a national sympathy strike with adverse economic effects on Pullman's business model so that the town had to be integrated into Chicago and years later some parts of Pullman had to be bulldozed due to rapid deterioration (Reiff 2000). Port Sunlight continued to prosper with much of the original town still in existence. Both aesthetic approaches can be understood as a response to industrialisation and to the rise of corporate capitalism as Pullman and Lever sought to create environments that would support the concepts of industrial capitalism, or at least ameliorate its worst excesses, and thus mediate a transition to a modern capitalist society (Reece 2012).

By the beginning of the twenty-first century a growing number of corporate bodies shaped by economic, religious, and royal aspirations began developing communities using aesthetics to create a distinctive visual ideology. Specific visual ideologies have become a central element of two movements concerned with the built environment: new urbanism (United States) and urban villages (Britain) (Reece 2012). Both movements looked to pre-First World War architecture and landscape architectural traditions to create social, financial, environmental, preservationist, aesthetic and democratic benefits for their communities (Reece 2012; Roberts 2000; Ashworth 1951).

Port and urban models and functions have undergone drastic shifts since the end of the twentieth century (Ivins 2013). The relationship between ports and cities readily lends itself to contrasts: ships signify mobility as opposed to cities that are the fixed and immobile structures of civilization. Ships disperse goods and people whereas cities concentrate them (Konvitz 1994). The growth of containerisation, increased ship sizes, transshipments, port specialisation and new ways of managing, controlling and outsourcing of logistics have all played a significant role in shifting the function, sizes and interactions of different ports in the maritime industry and their surrounding urban environments, ultimately leading to the rewriting of geographical prescriptions for modern ports (Desfor & Jorgensen 2004; Ivins 2013; Northcliffe, Basset & Hoare 1996). Many cities have shifted their ports away from their central position in urban areas to more peripheral areas with more space for industry container handling. This leaves historical harbour areas to deteriorate rapidly but still creating barriers between urban areas and their water bodies. Many of these old port areas became unsafe and unhealthy environments which also provided no job opportunities. Relationships between cities and waterfronts changed further due to issues such as rising sea levels, brownfield contamination, water pollution, slum settlements, incompatible land uses and abandoned and underused waterfront properties (Agarwala 2013; Ivins 2013).

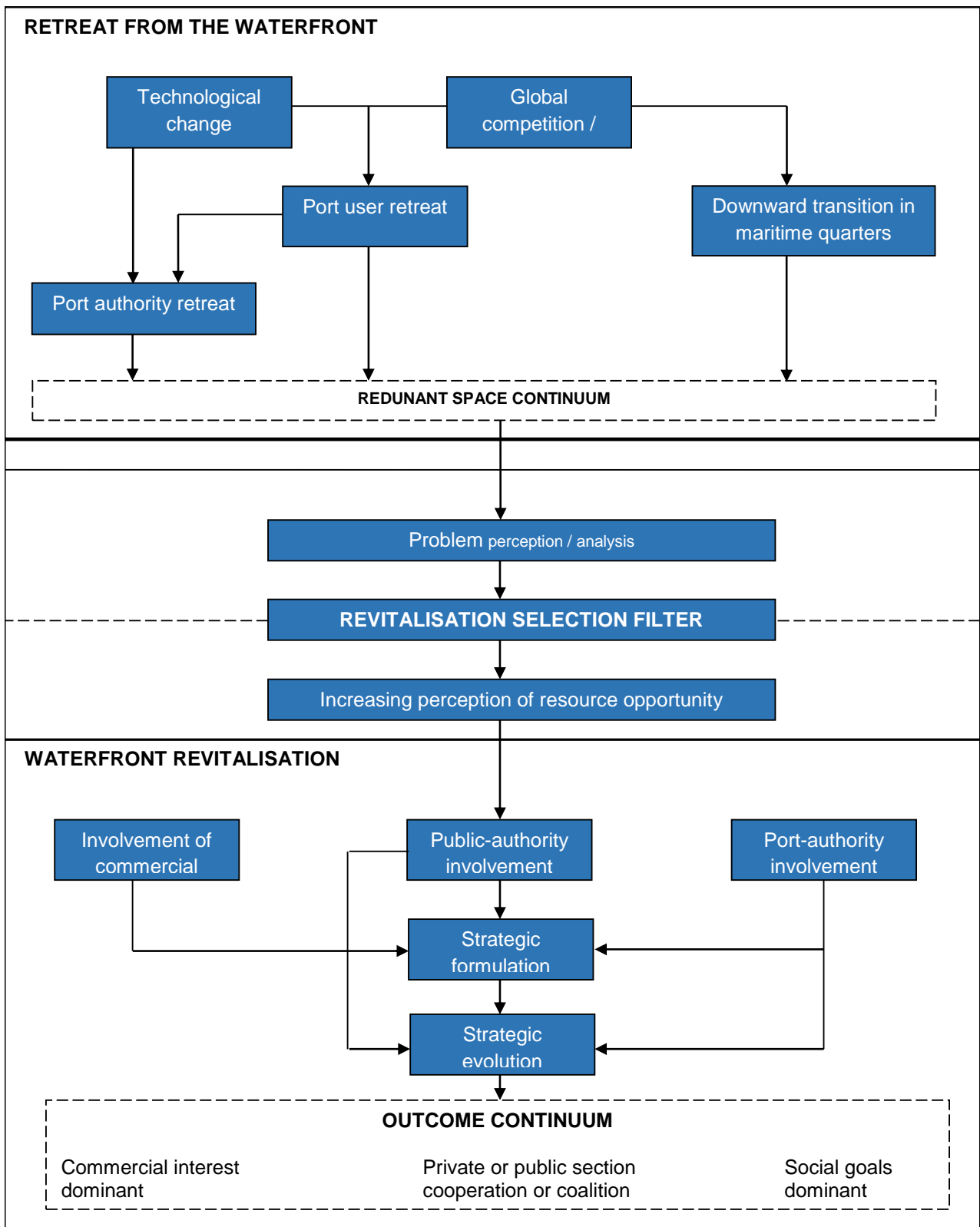
Koen Olthuis⁸, a Dutch architect and industrial designer, contends that since about 90% of the world's largest cities are situated on waterfronts, we are now forced to rethink the way we live with water in the built environment (Olthuis 2013). According to Agarwala (2013) the UN-Habitat (United Nations agency for human settlements and sustainable urban development) has stated that global average density along coastlines is 1 100 inhabitants per square kilometre, compared to 500 inhabitants per square kilometre in dry lands and 700 inhabitants per square kilometre in cultivated areas. Such population concentration provides opportunities for growth and social transformation. Urban waterfronts are crucial in shaping the image of cities and they contribute to the quality of life of a city's inhabitants and visitors. It is, however important that waterfront developments consider the needs of their users when being planned (Hoyle 1995; Hoyle 2000; Projects for Public Spaces 2012; Weijia 2011). Yassin, Eves & McDonagh (2010:2) define waterfronts as "the zone of interaction between urban development and the water. It is here that the needs of the water, the city and its inhabitants come together." Urban waterfront developments are widely seen as the frontier of urban development which leads to increased investment and publicity. Some examples of cities where waterfront developments characterise them are: Sydney, London, Amsterdam, Hong Kong, Toronto, Osaka, Kobe and Dublin. The current upsurge in waterfront redevelopment and regeneration is attributed to a

⁸ Koen Olthuis (2013) studied architecture and industrial design at Delft University of Technology. In 2007 he was chosen as no. 122 on *Time* magazine's list of most influential people in the world due to the increasing worldwide interest in waterfront developments. In addition in 2011, the French magazine, *Terra Eco*, chose him as one of 100 green persons who would change the world.

number of factors namely: technological changes post World War Two, leading to the abandonment and, or deterioration of thousands of acres of industrial land across waterfronts; historic preservation; heightened environmental awareness and water clean-up; consistent pressure to redevelop central-city areas; and public (state, federal and municipal) urban renewal and related assistance. Waterfront redevelopment is an element in the process of inner-city regeneration in many parts of the world where there is often a struggle to strike a balance between social goals and commercial interests (Hoyle 1995; Sairinen & Kumpulainen 2005; Timur 2013).

Hoyle (2000) has argued that the provision of public access to the water's edge often causes opposition by citizens concerned about developments which might either prevent them from accessing the water's edge, or they see developments as being insensitive to their need for open "green" spaces and maintaining a sense of community and a positive relationship between water space and land space. Great caution has to be taken when defining the success of a waterfront development as it is not only a matter of financial investment or creating a modern waterside playground. Singapore's case illustrates the importance of consideration of the cultural and historic value where the removal of traditional Chinese sailing vessels and sanitisation of the whole area has detracted from its character and interest for the locals and visitors to the city (Hoyle 2000). The ideal according to Hoyle (2000) would be unique sets of compromises based on a more deep-rooted reunion between the city and the sea. Hoyle (2000) has graphically set out the journey of waterfront revitalisation from the retreat from industrialised harbour areas to the revitalisation to re-establish a link to urban areas by developing a commercially viable development that ultimately impacts its users.

In Figure 2.1 Hoyle (2000) explains that the redundant space continuum is often caused as a result of technological change and global competition or deindustrialisation leading to the retreat of the port authority and port users. The continuous lack of development causes the degradation of the area and divide between the water and urban area. These dilapidated waterfront areas can be revitalised once the scale of the problem is identified and the scope of resource opportunity has been determined. Private and public partnerships are pivotal to this journey of strategic evolution and revitalisation of the waterfront, which ultimately impacts on the city in which it is situated (Timur 2013). Maclver (2010) states that Waterfronts are inextricably linked to the identity and vitality of cities. There could be no New York without a harbour, no San Francisco away from the bay, no Pittsburgh apart from its three rivers. Section 2.2 will explore the principles needed for a positive waterfront revitalisation, as well as global examples.



Source: Adapted from Hoyle (2000)

Figure 2.1 Forces and trends in waterfront revitalisation

2.2 WATERFRONT REDEVELOPMENT IN URBAN REVITALISATION

"Urban waterfronts represent the magic point where the city as a purely human product meets the element of water as a purely natural component" (Hradilova 2012: 262). The United States Coastal Management Act of 1980 defines an urban waterfront or port as: "any developed area that is densely populated and is being used for, or has been used for, urban residential, recreational, commercial, shipping, or industrial purposes." This definition is applicable to any shoreline adjacent to urban areas, including lakes and rivers (Goodman 1999; Timur 2013). The following section will explore the principles needed for successful waterfront revitalisation, followed by global examples of successful and unsuccessful urban waterfront revitalisation projects.

2.2.1 Design principles for successful waterfront revitalisation

Waterfront development teams around the world have established basic principles to ensure the successful design of waterfront projects. Principles established by the International Centre Cities on Water, Projects for public spaces and the V&AW in Cape Town provide guidelines to developers to ensure successful waterfront revitalisation.

During the World Conference of the United Nations Urban 21 held in Berlin in 2000, ten principles for sustainable urban waterfront development were drafted, further developed at the International Centre Cities on Water⁹ in Venice and adopted at the Waterfront Expo held in Liverpool in 2008 (Sepe 2013; Timur 2013). It is worth noting the essence of each principle: *Principle 1* is a call to secure the quality of water and the environment. It is a prerequisite for administrations responsible for developments next to water to ensure the quality of the water in the system of streams, rivers, canals, lakes, bays and the ocean and therefore responsible for sustainable recovery of banks and contaminated water. *Principle 2* acknowledges that waterfronts are parts of the existing urban fabric. Waterfronts should be designed as integral parts of existing cities and their regions, so contributing to their vitality and local development. Water is a part of the urban landscape and should be used for specific functions, such as transport, culture and leisure. *Principle 3* maintains that historic identity gives character. During the regeneration of a waterfront, the collective heritage events, landscapes and nature represented by water should be used to give character and meaning to the regenerated waterfront. Presenting the past and traditions is an important element of sustainable conversion. *Principle 4* assents that mixed use is a priority. Waterfronts should offer a variety of cultural, commercial and housing functions, using the presence of water. Residential areas must be mixed functionally and socially. *Principle 5* declares that public access is a prerequisite. Waterfronts should be visually and physically accessible to residents and tourist of all ages and incomes. High quality public spaces should be constructed. *Principle 6* posits that public-private partnerships in planning speed up the process. Public authorities should play a co-ordinating role in policy interventions and project management to ensure

⁹ Cities on Water is a non-for-profit association, established in Venice in March 1989 that aims to develop research and promote activities on the multiple aspects of the relationships between cities and water and acts as an interface with cities on water all over the world to restore a positive relationship between water and the city, so as to improve the quality of the urban environment (Moretti 2010).

quality of design and social equilibrium. The private sector should be involved from the start to ensure market knowledge and acceleration of development. *Principle 7* propounds that public participation is an element of sustainability. The host city should benefit from the sustainable development of its waterfront, not only in an ecological and economical sense, but also socially. The community should therefore be informed about and involved in decisions and processes from the start. *Principle 8* reminds that waterfronts are long-term projects. Waterfronts need to be developed in such a way that the whole city benefits from their potential. Waterfronts are long-term projects which benefit those involved in different ways. The ideal scenario would be for governments to lend impetus at a political level to ensure that objectives are achieved independently of economic cycles and short-term interests. *Principle 9* confirms that revitalisation is an ongoing process. A master plan should be drawn up, detailing the principal functions and meanings of the waterfront. Plans must remain flexible, adaptable to change and include all disciplines. *Principle 10* emphasises that waterfronts profit from international networking. The revitalisation of waterfronts is a complex task which involves professionals from many disciplines. The exchange of knowledge in an international network of contacts involve waterfronts on different levels and offer both individual and global support on major projects completed or underway. For this reason the International Centre Cities on Waterfront in Venice started WinWaterfront, an international network to foster dialogue on these issues worldwide (Moretti 2010; Sepe 2013).

Projects for public spaces, another non-profit organisation focusing on helping to build public spaces that create strong communities, has advanced a number of steps to ensure a successful waterfront; namely look first at the public space; make sure public goals are the primary objective; build on existing assets and context; create a shared community vision; create multiple-use destinations by tapping the power of 10¹⁰; connect destinations along the waterfront; maximise opportunities for public access; balance environmental benefits with human needs; and start small to make big changes (Goodman 1999; Projects for Public Spaces 2010).

Van Zyl¹¹ (2005) has summarised six design principles applied in the development of the V&AW. Emphasise the unique characteristics of the space and incorporate it in the design. Build the development to complement the water and land in which it is situated. Preserve views of the water and of water activities.

¹⁰ The Power of 10 is a concept Projects for Public Spaces developed to evaluate and facilitate Placemaking at multiple city scales. The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Further, when cities contain at least 10 of these destinations or districts, their public perception begins to shift amongst both locals and tourists, and urban centers can become better equipped for generating resilience and innovation (Projects for Public Spaces 2013).

¹¹ Pieter van Zyl currently is the Head of Department: Environmental Affairs & Development Planning at the Western Cape Government. He is an experienced Urban Planning, Environmental Management and Development Professional, with more than thirty years experience in these fields in both the public and private sectors. His international professional experience includes working on projects in South Africa, Mauritius, Nigeria, Gabon, United Kingdom, Russia, Greece and the United Arab Emirates. Pieter headed up the V&AW's first development team who worked on the initial master plan for the waterfront's revitalisation which is still in use today (Linkedin 2013).

Create a good mix of tenants to be relevant to the patrons who will frequent the development, so encouraging longer stays. Create a variety of public spaces to encourage various on-site activities, for example entertainment, exercise, shopping and dining. Waterfront developments must be able to make provision for large public celebrations and gatherings. And finally define public access to give the public access to the waterline, but establish clear boundaries through boardwalks and walkways.

Moretti (2010) has however warned that developers of urban waterfronts often make the mistake of wanting to extract high profits rather than to ensure a high-quality offering to its users. Waterfront developments are prone to creating an excessively commercial tourism atmosphere rather than a residential function, which might cause new access restrictions to the area. These type of developments often loses their authenticity due to commercialisation as well as exclude low income groups which might lead to the alienation of locals. "Water represents an extraordinary opportunity for the cohesion of the territory, often fragmented. For the quality of the intervention it is important to mix the old with the new, and to plan perpendicular axes for access to the water; and to create squares on the water for intensive public use. The protection of the natural environment and the valorisation of water as public space, close to the city centre, creates new urban centrality for both, economy and tourism" (Moretti 2010 :49-51).

The 1980s were earmarked as the decade of urban development in property industry, with waterfront developments often acting as the catalysts for urban regeneration. Property developers soon realised their potential for profit. Through the 1990s research on waterfronts made it apparent that some regeneration schemes, processes and objectives became more controversial economically, socially and politically (Shamsuddin, Latip, Ujang & Sulaiman 2013). The next section reviews some global examples of successful waterfront developments, and their impact on adjacent urban areas, as well as cases that were not very successful.

2.2.2 Examples of waterfront developments and their impacts on surrounding urban areas

Americans took the lead in waterfront regenerations which primarily focused on rehabilitation and redevelopment which involved a wide range of development mixes, including residential, recreational, commercial, retail, services and tourist facilities (example San Francisco, Oakdale, Seattle, Chicago, Toronto, New York, Boston and Baltimore). This became the typical waterfront development model in the United States and also became an export model to Asia, Europe, Australasia and the UK. Residential, recreational and tourist-related uses were often the predominant areas in the mix, which included residences, retail, leisure, marinas and other boat-related facilities. Secondary developments included museums, commercial facilities and sports centres (Jones 1998; Jones 2007; Wang 2002; Timur 2013; Kostopoulou 2013). The advantages of waterfront revitalisation became very attractive resulting in various criteria being used by global developers to measure the success of their investments. Jones (1998) has singled out seven such criteria, namely the expectation of high real estate values, which can be especially advantageous to the property investment market; increased economic investment for declining inner-city areas; increased visitor expenditure through the multiplier, which can create new investment and

employment opportunities; improvement in environmental conditions through the clearance of derelict land, use of wastelands, new infrastructure and increased accessibility, therefore using resources much more effectively and sustainably; the conservation and re-use of historic buildings and the protection of local heritage; improvement in the water ecology of an area, encouraging the rehabilitation of local water and aquatic life; the ability of an area to provide the basis for marketing strategies for promotion of an area or a city or an entire subregion; and the provision of better infrastructure provision, especially in transport, and improved social and community provision. Jones (1998) and Galland & Hansen (2012) further argued that there was a growing concern that the atavistic desires for waterfront sites, from private and public developers, often led to short-term exploitation and overdevelopment, with little or no provision for environmental and social safeguards. In some cases this approach led to a loss of waterfront character by replicating waterfront development models and applying them to sites which differ considerably from one another. Private-sector interest often competed with the needs for public access and other public interests.

Desfor & Jorgensen (2004) and Galland & Hansen (2012) have reported that in the case of Copenhagen's waterfront, the waterfront area was owned and managed by a variety of landowners pursuing their own interests, as they perceived them, without reaching agreement on a larger vision for the waterfront. This approach had deleterious implications for the waterfront as buildings and shopping centres were developed which were not in line with the city's heritage and which was developed primarily for profit gain. The upshot was that access to the harbour area was prevented to citizens of the city. The Copenhagen development presents itself as an example where profit gain for investors was prioritised instead of considering and including the needs of the urban area and locals surrounding the waterfront development.

Kuala Lumpur originated where two rivers intersect the city's historic core, but it has now lost its waterfront as a public space due to rapid urbanisation. One of the major problems was that the waterfront is not contextually integrated with the rivers and it is inaccessible to the public. The waterfront area is also perceived by residents as a monsoon drain used by the city since early days as a flood mitigation measure and to solve their pollution problem. The rivers continue to be surrounded by high-rise buildings, highways and a light-rail system, along the edge of the Klang River, which obstructs the sight lines between the city and its river. The river has ceased to exist as a transport waterway, consequently becoming increasingly surrounded by highways, bridges and railway tracks. Concrete embankments were built along the river to prevent flooding, which turned the river into a drainage system. Attempts have been made by local government, especially in the last ten years, to rehabilitate the waterfront area, but they have failed due to a lack of regulations, policies, implementation, citizen buy-in and the enormous cost to restore the area to its original state (Shamsuddin et al. 2013). Kuala Lumpur lost its waterfront development as a result of rapid urbanisation and the perception by locals that its primary use is that of a mitigation measure to solve flooding. Revitalisation of this area will only be possible through local buy-in and government involvement through the applicable policy implementation and enough available funding to drive practical implementation (Shamsuddin et al. 2013).

Two urban waterfront regeneration projects, Kings Waterfront in Liverpool and Rheinauhafen in Cologne provide interesting case studies that exemplify the positive and negative facets of waterfront developments.

Both waterfront regeneration projects were initiated with the aim of recovering brownfield sites¹², restoring dilapidated industrial buildings and serving as catalysts for urban regeneration of the surrounding areas. The funding for the projects was done through public-private partnerships with the aim to positively affect their citizens, especially regarding job creation. Work on Kings Waterfront started in 2005 and it opened to the public in 2008. The 50 000-square metre mixed-use development included leisure and conference facilities, a 10 600-seat arena, a 3 600-m² conference auditorium, 1 600-m² multistorey car park, a central public place which takes up 20% of the site, 1 800 residential housing units and two 3-star-plus hotels with 442 rooms. The development was designed to provide much needed economic regeneration with 2 200 jobs being created (Maliene, Wignall & Malys 2012).

Rheinauhafen operated in the 1890s as a bustling goods transshipment location but eventually became redundant, leaving dilapidated buildings and brownfield areas as aftermath. In 2001 the city of Cologne embarked on a master plan to rehabilitate this area to benefit the city and its inhabitants. Completion was expected in 2010 (Maliene et al. 2012). Rheinauhafen, situated within walking distance from the CBD, extends for about two kilometres to Südstadt. The development covers 15.4ha of land and 5.7ha of water and includes office space, 700 residential units, an underground car park, museums, and leisure and retail units. Since the start of regeneration the area has seen positive effects on the property's use in the cultural, commercial and residential sectors. The project was set to create 2 500 jobs and estimated to cost 650 million euros (Maliene et al. 2012).

Both these waterfront developments faced the urban issues of high unemployment rates, low-quality surrounding housing areas, lack of green spaces, and social problems. Both sites remain marginally viable and burdened with concern over the remaining derelict structures which add to the decontamination costs, the high rehabilitation costs and reduce real estate value. Tables 2.1 and 2.2 provide breakdowns of the strengths, weaknesses, opportunities and threats (SWOT) of the two developments respectively. The tabled breakdown attributed give insights into the challenges facing urban waterfront regeneration projects.

¹² A brownfield site is any land or premises which has previously been used or developed and is not currently fully in use, although it may be partially occupied or utilised. It may also be vacant, derelict or contaminated. Therefore a brownfield site is not necessarily available for immediate use without intervention (Alker, Joy, Roberts & Smith 2000).

Table 2.1 SWOT analysis of Kings Waterfront in Liverpool

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - Waterfront Location; - Main tourist destination; - World Heritage status; - Plenty of open space created; - Generation of employment and economic development; - Waterfront has been modernised; - Conference and event markets are now catered for; - Tourism has been boosted; - A dynamic mix of uses is offered; - Minimal energy demand and renewable energies on site; - Dukes Dock pedestrian bridge has improved accessibility to Albert Dock; - No adverse impacts on local neighbourhoods - High urban design quality; - ACC has a BREEAM environmental rating of very good. 	<ul style="list-style-type: none"> - Limited modes of transport – no tram system after failure of Merseytram scheme; - Restrictive regulations – heritage buildings have put restrictions on design of developments; - Arena cannot accommodate the biggest events like the Manchester Evening News Arena; - Retail facilities can't compete with Liverpool 1 shopping centre; - Open space but limited green space created; - Local rock not used for paving, imported granite; - No considerable benefits for local neighbourhoods. 	<ul style="list-style-type: none"> - Space to expand; - Linkage to nearby Paradise Project; - Capital of Culture status will advertise the development; - Creation of a 24-hour economy?; - New structures have a longer life cycle; - Creation of a tram system increasing modal split. 	<ul style="list-style-type: none"> - Competition from Manchester; - EU Objective 1 funding has ceased. How will future funds be raised?

Source: Maliene, Wignall & Malys (2012: 5)

Table 2.2 Swot analysis of Rheinauhafen in Cologne

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - Location – links Südstadt and city centre; - Reuse of existing buildings and infrastructures; - Modernisation of waterfront - Museums provide footfall to area; - Developers based on site - Unique design of flagship buildings (The Bench, Kranhauses); - Luxury housing created; - Tourism has been boosted; - Car parking is underground avoiding eyesore; - Minimal energy demand and renewable energies on site; - Recycling of existing building materials; - Low on-site water demand; - Cars, cycles, S-bahn trains provide modal split; - 2,500 jobs created; - No adverse impact on local neighbourhood; - Generation of employment & economic development. 	<ul style="list-style-type: none"> - Housing not affordable for the general public; - Noise pollution from industry operating close – by museums; - Lack of greenery; - No considerable benefits for local neighbourhoods; - Restrictive regulations – Dom Cathedral has put restrictions on design of developments (i.e. height); - The time taken to redevelop the whole area. 	<ul style="list-style-type: none"> - May promote 24-hour economy – bars & restaurants; - Computer gaming and office industries can develop further; - New structures have a longer life cycle. 	<ul style="list-style-type: none"> - Poor views of Deutz side of Rhine; - Is gentrification being promoted (i.e. Luxury apartments); - Weather – High winds may affect footfall.

Source: Maliene, Wignall & Malys (2012: 8)

Tables 2.1 and 2.2 emphasise the importance of a waterfront development's location to urban areas, influence on its citizens and inclusion of the development in overall urban regeneration.

The Manado Waterfront Development (MWD) in Indonesia (refer to figure 2.2) is an example of an urban waterfront development in a medium-sized city¹³ in a less-developed country and driven by local government. The main purposes of MWD were to create socio-economic advantages for the city residents

¹³ What is a medium-sized town? The definitions vary. The most common definition is that of a town with a population of 20.000 up to 200.000, depending on population density and the respective urban system in a country (Kunzmann 2010).

and the region, and to establish a globally competitive tourism destination by 2010. The development managed to achieve most of its goals, but at considerable cost to the environment. It transpired that it was more important for the development to gain tangible, short-term benefits than to ensure maintenance of the development, to guarantee a sustainable good-quality product and to protect the environment. Developments at MWD prevented many of city's residents having access to the development (refer to figure 2.2), a prime example being the case of the local fishing community (Lagarensen & Walansendow 2014). Local government had to reclaim land for the development and this marginalised the fisherman, adversely affecting their current lifestyle, as well as that of future generations. The local government wanted to encourage local fishermen to take up positions offered as part of a job creation initiative of the new urban waterfront development. The efforts were not very fruitful due to the fisherpeople's lack of the required skills and the drastic changes in social behaviour and lifestyles entailed for this sector of the local community (Lagarensen & Walansendow 2014).

Lagarensen & Walansendow (2014) recommend the inclusion of decision makers from the public and private sector in the planning and development process, thereby drawing from their pool of knowledge and assistance with the formulation, adoption and implementation of development plans. They also advocated the involvement of local residents to make contributions to a broad range of development issues such as tourism development, environmental protection, social stability and the economy to help advance toward sustainability. The more MWD is developed, the more the stakeholders will be affected. They maintain that an integrated tourism management system involving government institutions, private business, as well as tourism attractions such as terrestrial, coastal, marine and island tourism would positively impact on this development, turning it into a development that unites the local social, economic and environment needs with those originally set out by local government so ensuring sustainability and a revitalised urban milieu (Lagarensen & Walansendow 2014).



Source: Lagarensen & Walansendow (2014: 230)

Figure 2.2 Manado Waterfront in Indonesia

The redevelopment of Port Adelaide's waterfront, north-west of Adelaide's CBD is a key element in the reimagining and revival of the region. Revitalising the port reflects the governments aims to reposition Adelaide as a viable, dynamic and progressive city. According to the Australian government, Port Adelaide is a principal economic region for investment in new technology, defence and transport infrastructure (Szili & Rofe 2007). Port Adelaide is a seaside suburb of Adelaide 14km north-west of the city on the east bank of Port River. The suburb and its inner harbour have long suffered externalised and entrenched stigmatisation as a place lacking 'civility'. This externally imposed reading of the place and its people is spatially and temporarily embedded in the landscape dating from European settlement. During that early period of colonisation the site received the unflattering label of 'Port Misery'. The term reflects a complex interplay of politics and social perceptions that scripted the physical landscape of the inner harbour. Over time the term 'Port Misery' has assumed the position of neutralised metanarrative as it is remobilised to legitimate external interventions within the port. The redevelopment of the port is therefore a recent example of the mobilisation of the metanarrative. The fate of the waterfront redevelopment is largely dependent on private investment. The lack of significant private investment in and around the Port Adelaide inner harbour was largely due to the poor condition of the land and the perceived negative value attached to it. The residential areas surrounding the port were mainly occupied by citizens falling in a low income category. The area supported a large segment of public housing, accommodated many boarding houses and had a low incidence of homeownership compared to metropolitan Adelaide. The task of redeveloping the port area was given in 1988 to the Land Management Corporation (LMC), a corporate body of the state government, to undertake and manage the development. In 2002 the go-ahead was given for a joint public-private revitalisation project to commence. The LMC awarded a tender to the Newport Quays consortium to start the development on 51 hectares (130 acres) of underused land that was to be transformed mainly into a residential development. The development was unveiled in 2003 and the sales for the residential properties started two years later. Job creation of this construction numbered 4 000 jobs. But the project was criticised by local community because it was one-dimensional (focusing on residential) and it caused reduced accessibility for the community (Oakley & Matthew 2006; Szili & Rofe 2007).

With reference to the case study of the Port Adelaide waterfront Hoffman (1999) states that a failure to activate the landscape as a multipurpose destination is short-sighted. According to Projects for Public Spaces (2010), one-dimensional residential activity discourages non-residents from using the space, which in the long-term can lead to degradation of the waterfront landscape. While gentrification¹⁴ is occurring in these seaside areas, the process is accelerated as a result of urban waterfront projects. This results in low- to middle-income households being excluded from the housing market in traditionally working class and affordable residential areas (Hoffman 1999).

¹⁴ Gentrification can be defined as the process where working class residential neighbourhoods are occupied and rehabilitated by middle class or affluent homebuyers often displacing poorer residents (Davidson & Lees 2005).

2.3 CONCLUSION

These examples of urban waterfront developments demonstrate that the successful regeneration of urban waterfronts depends on encouraging partnerships to buy into the proposed developments through involvement in the planning process, sharing knowledge and participating in implementation to make areas user-friendly to citizens by, among others, retaining the cultural and historical value of the city in which the project is undertaken. The chapter emphasises the importance of creating multipurpose complexes that accommodate the needs of visitors and residents and to promote longevity.

Chapter 3 discusses the importance of public spaces in the urban fabric and the role that they play in promoting social cohesion. Concerning waterfronts context, the chapter looks at the roles that public spaces play in creating environments which motivates citizen participation. In turn this inclusivity encourages ownership by citizens and attracts visitors to urban waterfronts.

CHAPTER 3 WATERFRONTS AS PUBLIC SPACES

3.1 DEFINING PUBLIC OPEN SPACES

Since antiquity communities have been intimately linked to waterbodies close to which they settled where often they prospered from water-related services and products. During the past few decades migration to water-linked areas has increased considerably causing the symbiosis of waterbodies and human functions to change dramatically, often resulting in industrial harbour areas to fall into decline (Quinn 2012). The challenge to such affected port cities today is to reclaim these areas and transform them into area that create economic growth, protect public health and the environment and foster a sense of place for the local communities (Quinn 2012). This chapter focuses on defining public spaces and exploring their role in urbanisation as well as their place in and influence on waterfront developments. To understand this concept better the chapter further explores the governance of public open spaces, who the consumers are and the role that placemaking plays in its usage.

The public open spaces concept can be traced back to the Greek nation of Agora and the open Roman forum that public spaces were "open spaces", owned and managed publicly and which included the streets, parks and recreation areas and plazas (Tonnelat 2010). However, more recently, growing urban settlements and the variety of semi-public spaces managed by private-public partnerships question this concept as public spaces are now rather viewed as spaces accessible to the public (Tonnelat 2010).

The use of public open spaces varies with the communities they serve. In many first-world countries, residents might use public open spaces for leisure activities such as enjoying coffee at a pavement cafe, socialising or relaxing, whereas residents of informal settlements might use such spaces to boost informal retail economies or seek respite from their small or precariously-built housing (Nikitin 2011). Ideally, public spaces are open spaces shared by the community as a whole (Atkinson 2003; Cattell, Dines, Gesler & Curtis 2008; Miao 2011; Nikitin 2011). Public open spaces need to be open to all without discrimination. It is defined by (Nikitin 2011) as shared spaces, sites for meeting, and places where people can come and go freely. Public open spaces are often viewed as empty or residual spaces – areas left over between buildings, open to all forms of urban use. Public open spaces can further be defined as the breathing zones built into the heart of the city. Public open spaces contribute to continuity within urban environment as they are often a link between buildings and neighbourhoods. They are a fundamental factor in encouraging social cohesion among communities (Cattell et al. 2008; Nikitin 2011). They are the spaces where people meet, where human interaction takes place and they contribute to composing the image of cities (Cattell et al. 2008).

Public open spaces are often designed to showcase the historical and cultural landscapes, and the natural surroundings of cities (Nikitin 2011). Some pertinent questions arise. Do railway stations and shopping centres qualify as public spaces? What role does the private versus public management of a public space play in classifying space as public? Although shopping centres were not originally designed to be public spaces, they have all the elements to qualify, for example a place to see and be seen, socially interact, enjoy

a cup of coffee and be entertained (Houssay-Holzschuch & Teppo 2009; Nikitin 2011; Orchard 2011). The conservation of public spaces is often given low priority by city authorities, causing shopping centres to adopt the functions of 'traditional' public open spaces such as having a post-office or a public gathering space. Shopping centres can only be regarded as public open spaces if people understand that they do not need to buy anything to enjoy the space and that access is free.

Orchard (2011) has pointed out that although shopping centres have taken many of the functions of a 'traditional' public open space, they remain under private management and therefore do not allow for all the activities that normally take place in public open spaces, for example the handing out of flyers or political rallies. They are therefore considered to be 'hybrid' spaces existing between the public and private spheres (Orchard 2011). The governance of public open spaces are changing from predominantly government owned to private-public partnerships (Orchard 2011). With an increase in urbanisation local governments are seeking assistance from private partners and organisations to transform public spaces in a more efficient and cost effective way.

3.2 GOVERNANCE OF PUBLIC OPEN SPACES

An increasing number of public authorities are calling on the private sector to assist with urban renovation and the well-being of citizens through the development of public space to overcome their limited public budgets.

"Partnerships are located in the collaborative space rather than being structured within the formal institutions of government, and consequently are loosely coupled to the organs of representative democracy. From a public policy perspective, such partnerships provide an apparently powerful governance mechanism for engaging relevant stakeholders and motivating joint action" (Skelcher, Mathur & Smith 2005: 573).

One way to overcome budgetary limitations is the formation of business improvement districts (BIDs) (Minton 2006; Lepofsky & Fraser 2003). BIDs are "publicly sanctioned but privately directed organisations that pay for services to improve shared, geographically defined, outdoor public spaces" (Hoyt 2005: 25). The principle of BIDs is that businessowners are invited to become involved in improving the appearance and accessibility of a particular street or group of buildings. Cities (example Cape Town, Johannesburg, and Philadelphia) assist landowners by collecting a special tax from all the participant landowners who can form landowner committees that uses the funds for improvement projects. Cities remain involved by assisting with consultation and offering expertise where needed, but the governance of the area becomes public. The advantages of this approach are that the cities use the expertise of landowners who know the working of their buildings and areas better than anyone else and hence know what improvements will be to the advantage of the city. Long-term investment of time and capital by businessowners often leads to increased footfall, more business and, ultimately, more profit (Büttner 2011). BIDs often restore a sense of place, making an area more suitable for pedestrians and giving priority to the upkeep and attractiveness of public spaces (Lloyd, McCarthy & McGreal 2003). In Cape Town, the Cape Town Partnership (CTP) was established in July 1999 with its focus on encouraging renewal of the CBD and to attract investment. This

initiative led to the foreshore area (northern part of the CBD) adjacent to the sea, being transformed into an economic hub and the southern part of the city being developed as upmarket residential areas. The negative impact of BIDs typified by the Cape Town Partnership, is that polarisation of low to middle-income groups occurs, in this case those unable to afford living in the city any longer, opposed to high-income groups who occupy the area as living or investment space (Cape Town Partnership 2009; Lemanski 2007). The South African model for BIDs differs from those used in the rest of the world. For example; in Philadelphia one quarter of the total budget is spent on security, whereas in Johannesburg three quarters goes to security (Hoyt 2005). In Cape Town part of the budget is also used to address social issues like drug abuse and homeless children, issues most international BIDs do not contend with. Atkinson (2003) has argued that although the aim of BIDs is to make public open spaces cleaner and safer, they do lead to the exclusion of groups or people like homeless and impoverished individuals. Hoyt (2005) and Lloyd et al. (2013) have explained that BIDs might benefit some neighbourhoods, but not all. This can affect the spatial distribution of access to service delivery. Lloyd, McCarthy & McGreal (2003) explain that only those areas wealthy enough to fund additional services will acquire high-quality services, which exacerbates interlocal inequality, because wealthy areas can be insulated from the effects of wider declines in the delivery of municipal services. The implementation of BIDs usually does not take place in areas with severe environmental and economic problems as the risks of achieving economical success in these areas are not attractive to investors. An alternative solution calls for investigation of this challenge.

The privatisation of public open spaces has become a popular way of dealing with a number of socio-political and fiscal issues. Urban spaces are built by private investors as part of establishing office complexes, retail and mixed-use developments. Their intention is to build public spaces accessible to all, but the reality is that they are not open to all segments of the population who historically used them with the same freedom as traditional public open spaces (Loukaitou-Sideris 1993). To understand this better, it is important to look at the role public open spaces play in the geography of urban areas.

3.3 THE ROLE OF PUBLIC OPEN SPACES IN URBAN AREAS

Public open spaces are essential to the sustainability of cities for political, social, economic, public health and biodiversity considerations. Over the last two decades a dominant trend has been the shrinking of the public realm due to urban sprawl and urbanism evidenced by the increased building of highways, theme parks, shopping malls and gated communities. However an increasing number of planners consider public open spaces to be a means to alleviate social questions while addressing emerging issues like sustainability (Tonnelat 2010). It is argued that urban parks and open green spaces are strategically important in urban planning as they increase the quality of life in urbanised societies. The presence of natural assets (e.g. urban parks, forests, green belts) and natural resources (e.g. trees, water) in urban contexts contributes to the quality of life and increases the liveability of modern cities. Nature encourages the use of outdoor spaces along with increased social integration and interaction (Chiesura 2004). UN-Habitat (2008) reported at their fourth session of the World Urban Forum that climate change and global financial uncertainty have brought a sense of urgency to the sustainable urban development agenda. It has become crucial to help

cities to produce less waste and emissions, consume less energy and other natural resources, and to combat the effects of climate change.

Before discussing the role public open spaces play in urban design, it is a worthwhile exercise to look at some terminology used in urban planning. 'Urban design' refers to the design of the city and the physical elements within it, including their arrangement and their appearance, and it is concerned with the function and appeal of public open spaces. 'Land use' is the distribution of activities across space, including the location and density of different activities, where activities are grouped into relatively coarse categories such as residential, commercial, office and industrial. The 'built environment', comprises urban design, land use and the transportation system, and it encompasses patterns of human activity within the physical environment (Handy, Boarnet, Ewing & Killingsworth 2002). 'Facility location' investigates where to physically locate a set of facilities or resources to minimise the cost of satisfying some of the demands or customers subject to a set of constraints (Hale 2003). Thompson (2002) maintains that to achieve urban integration we need to think of urban open spaces not as isolated units (e.g. street, park, public square), but as a vital parts of urban landscapes with their specific functions. A public open space should be seen as an outdoor room within a neighbourhood, somewhere to relax, enjoy the urban experience, and where its visitors can engage in a variety of activities ranging from outdoor eating, street entertainment, sports, sitting and walking as well as a space where political or civic actions can take place. To create a successful space, it is important to consider the people who work and live around it (Thompson 2002).

Thompson (2002) has identified three drivers of change within the urban landscape network, namely i) the technical revolution, centred on information technology and global to local networks connecting people; ii) the ecological threat, with its implications for the importance of sustainable development; and iii) the social transformation, with life patterns reflecting increasing life expectancy and new lifestyle choices. Moreover, urban planners are attempting to enhance the urban fabric by increasing the density of new housing developments and by using brownfield rather than greenfield sites¹⁵; developing more mixed-use, diverse and compact urban areas; reducing the number of journeys and distance of travel to work; ensuring that urban densities and distributions can support appropriate public transportation infrastructure; and encouraging pedestrian, cycle and transport use and introducing car-free zones or limited vehicle access to urban areas (Thompson 2002).

Banerjee (2001) has suggested a number of goals urban planners should keep in sight when planning a public open space. First engage in advocacy for parks and open spaces, especially for those neighbourhoods chronically short of such amenities. This might entail finding creative solutions in dense and built-up areas, for example vacating or closing streets, widening pavements, developing space under freeway overpasses or sharing business parking lots. Second, mediate between the public, private and non-profit sectors by assuming that solutions to societal problems will be solved increasingly through collaboration between these three sectors. Third, revisit existing open space standards to be current and with relevant focus on the concept of public life, rather than on public open space (Carmona, Tiesdell, Heath

¹⁵ Greenfield sites are land not previously developed (Roy, Hill & Rothery 1999).

& Oc 2010). Traditionally, planners have associated public life with public space but this development principle is changing rapidly with public life flourishing in public open spaces such as coffee shops and bookstores (Cattell et al. 2008). Thus, conviviality should be included as a development goal in urban design as it has the potential to stimulate economic growth for the small-business sector. Further goals can be added, that resist uses of the public realm to create analogous cities¹⁶ by advocating against systems of spaces and connections that isolate the privileged from the rest and reinvent old and languishing areas by converting main-street shopping districts or declining malls into destinations filled with vigorous public life (Banerjee 2001; Carmona et al. 2010; Frumkin 2003). Support small businesses that contribute to public life. France provides an example where the government subsidises cafes that provide music and other entertainment in communities lacking viable public life, so resulting in local economic development with a stimulating public life and community development (Banerjee 2001). Further, creative use of mechanisms like linkage fees to improve the supply of public spaces and public life in them. Developers in Los Angeles contribute a percentage of project costs to a linkage fee used to promote art. This includes performing arts and noontime and evening concerts in corporate plazas which all give a major boost to downtown public life (Banerjee 2001). Frumkin (2003) suggests a focus on the design of streets as public spaces because streets and pavements have the potential to contribute to a vibrant city. Unfortunately, attention is still mostly given to the conventional use of traffic flow and circulation. Moreover, Frumkin (2003) advocates the inclusion of conviviality and public life as objectives of street design. Finally, Banerjee (2001) and Cattell et al. (2008) call for response to the changing demands of increasing diversity of urban population. They maintain that immigrants have brought with them new shopping habits, entertainment and leisure behaviour, the informal economy and a new dependency on the public realm which includes farmers' markets, street vendors and street markets that spark a revival in street life.

Public open spaces can also affect the distribution of income groups in a city. High-income households often have the need for more housing space which is usually located further from the city centre. They are willing to travel greater distances to work to satisfy this need. Wu & Plantinga (2003) found that the designation of open spaces often attracts high-income migrants creating high-income neighbourhoods that limit access to low-income households contributing to the segregation of the community. Urban planners have long held the idealistic view that the physical and social dynamics of public space plays a central role in the formation of a public culture. The history of urban planning is filled with attempts to build social and civic engagements and interaction between strangers through public space development, as in ancient Rome, Florence and Greece. Such thinking has inspired modern urban practitioners to start the 'city beautiful', 'garden cities'¹⁷, 'urban renaissance'¹⁸ and 'new urbanism'¹⁹ movements that encourage a return to compact housing, front

¹⁶ A metaphor of the new contemporary public space which includes the phenomenon of overhead and underground pedestrian connections that allowed 'well to do citizens' to move about in urban centres without using traditional public spaces such as roads and squares. Examples can be found in cities like Minneapolis, Calgary, Houston and Montreal (Boddy 1992).

¹⁷ In 1898 Ebenezer Howard proposed an experimental community as the alternative to large, teeming cities. Small, planned 'garden cities' girdled by greenbelts were to serve as the 'master key' to a higher, more cooperative stage of civilization based on ecologically balanced communities (Buder 1990).

¹⁸ The urban renaissance is "about getting people to live in city and town centres where they can also work, shop and enjoy leisure time through diverse activities" (House of Commons 2003: 5).

porches, pedestrian areas, shared urban assets, mixed communities and cities with many public open spaces (Amin 2008). According to UN-Habitat Executive Director Joan Clos i Matheu, "Urbanisation is the defining trend of the 21st century; by 2030, 75% of the world's 9 billion people will be living in cities. And urbanisation is occurring most rapidly in places with the greatest lack of planning for urbanisation" (Projects for Public Spaces 2012: 3). According to a report by Projects for Public Spaces (2012) for UN-Habitat²⁰ one third of the world's population resided in cities in the 1950s. This figure increased to a half in the following 50 years. It is predicted that the figure will continue to grow to two-thirds by 2050. In developing countries approximately 50% of city residents live in extremely poor conditions without basic services such as proper shelter, sanitation, clean water and electricity. Building of new skyscrapers and rapid urban development often caused community public spaces to disappear leading to a more stressful living environment for crowded urban neighbourhoods (Projects for Public Spaces 2012). London is an interesting case study where increasing number of commuters travel to the city for work and growing tourist numbers put public spaces under added pressure during the work days. Without new public spaces being built, it is expected that the city will have a public-space deficit of 64% by 2031 (Mulcahey 2011). For the city to keep up with the demand for public space the city will have to develop public space the equivalent of five Olympic Parks in size. Ian Mulcahey (2011) has observed that developers are reluctant to invest in public spaces when developing new areas as they do not see return on investment in the short term. The reluctance of London to invest in public spaces and infrastructure is causing the city to be less competitive than to other global cities where liveability is increasingly being prioritised. It has also been noted that proximity of public spaces increases property values. London is missing the opportunity to add an additional £1.3 billion of investment value to its current real estate portfolio by not investing in public space (Mulcahey 2011).

Farber & Li (2013) referred to a study to create a formula to calculate social interaction possibility (SIP). It was found that decentralisation of cities adversely impacts on social interaction as longer travelling distances and less public spaces cause local communities to interact far less than they used to. The study proposed that reducing the size of roads to accommodate cafes that spill out onto pavements should have social benefits that outweighs the cost of increased traffic (Farber & Li 2013). Farber & Li (2013) further contends that social activities promote relationships and that shared knowledge and experiences that build valuable social capital that will make the cities of the 21st century more successful and globally competitive. From previous research it was clear that the sprawl and increase of automobiles are related to reduced social contact, and also that social activities are first to drop out of people's daily schedules when pressed for time. So, sprawling cities may one day suffer unforeseen consequences when their citizens cannot and do not get

¹⁹ New urbanism is simply the design and planning of walkable communities. Sometimes also called smart growth or traditional neighborhood design, this approach is centered around the principle that a quality neighborhood is one where people can live, work and play, all without the need for a car. New urbanists advocate beautiful, long-lasting cities, towns and neighbourhoods that will attract families and singles, both young and old (Klinkenberg 2012).

²⁰ The United Nations Human Settlements Programme, UN-HABITAT, is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. The United Nations Millennium Declaration recognises the dire circumstances of the world's urban poor. It articulates the commitment of member states to improve the lives of at least 100 million slum dwellers by the year 2020, a charge that falls under UN-HABITAT's mission (Projects for Public Spaces 2012).

together socially. Public open spaces have the potential to change this making it initially important to determine who the users of public spaces are and how social interaction can be encouraged. The study of the needs and agendas of the people who use public spaces is basic to understanding how public spaces, should be developed, used and valued (Farber & Li 2013; Hoffman 1999). The next section pays attention to the users of public open spaces.

3.4 CONSUMERS OF PUBLIC OPEN SPACES

Changes occurring in public life are transforming the design and management of public open spaces. Existing spaces have become more controlled by owners, managers and designers and they are often more amenity-orientated than necessity-based (Francis 1989). Gehl (2011) has grouped outdoor activities in public open spaces into three categories, each with its own physical demands, namely necessary, optional and social. Necessary demands are those that are compulsory, for example work, going to school, running errands, waiting for someone or waiting for a bus. As these are everyday occurrences, they take place throughout the year and are usually independent of weather. Optional activities are those that people can participate in if they wish to do so and if time and place make it possible. These are activities like going for a walk or sunbathing and they are dependent on favourable weather. Social activities are dependent on the presence of other people in the space, for example children playing, greetings and conversations, communal activities and passive interaction (seeing and hearing other people) (Gehl 2011).

Francis (1989) has identified five types of users of public spaces, each with their own set of interests in controlling public space. They are users, non-users, space managers and owners, city officials and designers. Users are people who frequent public places and rely on them for passive and active engagement. Users are rarely involved in the design and management of public open spaces which is to the discredit of designers because users can help ensure the success of public open space development. Non-users are those who often walk or drive past public open spaces, without ever becoming users. This is often caused by the lack of visual elements and landscape quality which can be a direct result of no or very little interaction with users and potential users during the design process. Space managers and owners represent a powerful public open space group as they influence the design and daily use of such areas. Some public areas are designed in such a way that they discourage the use of the area by the general public. Public officials are often burdened with looking after the overall quality of the public landscape of towns and cities and furthermore tasked with developing and maintaining new parks, streets and public squares and having to consider proposals for new private developments. Designers, such as landscape architects, architects and urban planners, play influential roles in shaping public open space. Designers often define the behavioural rules of public open spaces by communicating what is and what is not allowed in open spaces through the inclusion of gates, fences, edges, surfaces and lack of amenities. By contrast, water features can be touched and the installation of comfortable seating with shaded trees can encourage use. To bridge the gap between designers, owners, managers and the users of public spaces, the users should be engaged by design teams through a process called placemaking (Francis 1989).

3.5 PLACEMAKING

Placemaking is defined as "The creation of place deals with the meaning and value, spaces added to people's lives, spaces within the built environment that contain a specific identity and are communicated visually within a specific environment" (Grobler 2007: 127). Projects for Public Spaces (2010) simplifies this definition by explaining that it is a process where the developer consults and listens to the people who will live, work and play in a specific space and then create a common vision that will ultimately lead to implementation and produce a frequently used public space.

Montgomery (1998) has explained that urban design is essentially about placemaking, where places are not just a specific space, but all the activities and events which make it possible. Urban places need to combine the qualities of three essential elements, namely physical space, the sensory experience and activity (Montgomery 1998). Activity can be divided into vitality and diversity. Vitality is the number of people in and around the streets at different times of day and night, the uptake of facilities, the number of cultural events and celebrations throughout the year, the presence of active street life and, generally, the extent to which a place feels dead or alive. In the absence of urban vitality, it is possible to generate it through a programme of events and entertainment. Montgomery (1998) regards the combination of mixtures of activities, not the separate uses, as the key to successful urban places. The mixture requires a wide diversity of ingredients which, in turn, is dependent on sufficient levels of demand to sustain wide-ranging economic activity (Montgomery 1998).

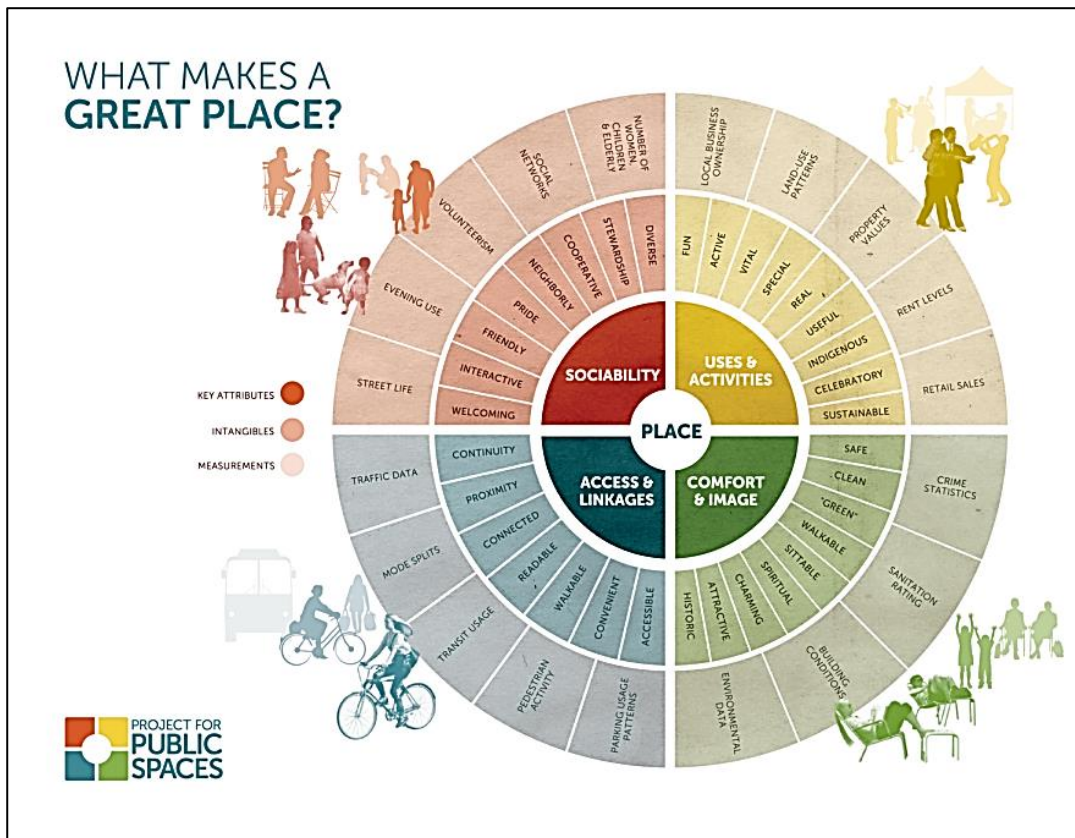
The key to sustaining diversity lies therein that a relatively large number of people having different tastes and proclivities live within easy travelling distance of one another. Rising car ownership and more fluid travel patterns ensure that nowadays it is more likely that small towns and suburbs can attract enough people to support diversity. While vitality can be gauged by pedestrian flows and movements, the uptake of facilities (things to do) ranges across a wider set of indices which include the extent of variety in primary land uses, including residential; the proportions of locally owned or more generally independent businesses, particularly shops; patterns in opening hours, including the existence of evening and night-time activity; the presence and size of street markets; the availability of cinemas, theatres, wine bars, cafes, pubs, restaurants and other cultural and meeting places offering services of different kinds at varying prices and degrees of quality; the availability of spaces, including gardens, squares and corners to enable people-watching and other activities such as cultural animation programmes; patterns of mixed-land ownership so that self-improvement and small-scale investment in property is possible; the availability of differing unit sizes of property at varying degrees of cost, so that small businesses can gain a foothold and not be driven out of business by sudden rises in rent and/or property taxes; the degree of innovation and confidence in new architecture, so that where possible there should be a variety of building types, styles and design and the presence of an active street life and active street frontages. The most lively and interesting urban areas tend to be the places of complex variety, with a large variety of small- and medium scale business activity intertrading and subcontracting, leading to economic growth. The key to a successful urban place is, therefore, transaction-based, but not all transactions take a monetary form and not all are economic. Urban areas and cities must also provide space for social and cultural transactions. Without a transaction base for

economic activity at many different levels, it is not possible to create good urban space because the provision of space for transactions, to take place day and night, is what cities have always done. Having achieved economic activity and diversity, it is important that at least some of it should occur in the streets, public squares and public spaces in the city. It is the public realm of semi-public spaces which provides the platform for social interaction (Cattell et al. 2008). This can be achieved through the inclusion of market squares, street vendors, open shop fronts and pavement cafes in the planning process. It is important to encourage pubs, cafes and restaurants to spill to the outside of their establishments to create a lively city. This, in turn, contributes to activity and people-watching which create natural surveillance.

Every place has identity and an image. Whereas identity is an objective thing (what a place is really like), image is a combination of this identity and how a place is perceived. For individuals, the image of a place is anchored in their feelings and impressions of that place, which means that it is created from an amalgamation of cognition (comprehension of understanding) and perceptions including individual, group and cultural meaning. An individual's framework of reference pertaining to his or her city is formed by its legibility (how paths, edges, districts, nodes and landmarks are organised into a coherent and recognisable pattern) and how it is threaded together through the individual's perception filters which are greatly influenced by the individual's values, ideas and culture and experiences of various events and places over time which explain an individual's emotional attachment to a specific space. Over time, successful places come to represent a sense of identity for their users which often results in a sense of belonging or feeling involved and an interest in or taking part in the affairs of a place (Cattell et al. 2008; Martin 2003; Franz, Güles & Prey 2008). This is called psychological access. A key point is to encourage associational activity and to generate greater knowledgeability about what goes on in a place. Urban designers should ultimately seek to achieve a sense of place which is a recurring and interlocking pattern of events in buildings, spaces and places (Montgomery 1998; Martin 2003).

A sense of place, which is the desired outcome for placemaking, is regarded as a human need, essential for well-being and feeling safe and secure and a remedy against feelings of alienation and estrangement (Aravot 2002). Community consultation as part of the planning stages can be very beneficial in the development and creation of a sense of ownership among the community. A good example is the community meetings held by Projects for Public Spaces with citizens of Corpus Christi regarding the development of their waterfront area. They were able to provide input about what kinds of activities they recommended would transform the area into a vibrant multi-use destination (Project for Public Spaces 2010). The ultimate aim of these consultations was placemaking. Projects for Public Spaces developed the model reproduced in figure 3.1 that enables communities to evaluate their public open spaces. The outer ring in the model represents measurable data, the middle ring intangible qualities and the inner ring key attributes.

The advantage of implementing placemaking is that it re-uses vacant and underused land, buildings and infrastructure; creates jobs in construction, local businesses, and cultural activity; expands entrepreneurial ranks of artists and designers; trains the next generation of workers; and attracts and retains non-arts-related businesses and skills (Markunsen & Gadwa 2010; Franz et al 2008).



Source: Projects for Public Spaces 2015

Figure 3. 1 Diagram for assisting communities to evaluate public spaces

Challenges facing community-based placemaking include forging partnerships; countering community scepticism; assembling adequate financing; clearing regulatory hurdles; ensuring maintenance and sustainability; avoiding displacement and gentrification and developing metrics of performance (Markusen & Gadwa 2010). The next section focusses on public open spaces in urban waterfronts with examples of global waterfronts and its links to surrounding urban areas.

3.6 PUBLIC SPACES IN URBAN WATERFRONT DEVELOPMENTS

In a World Urban Forum (Robinson 2012) discussion the participants commented that the role of public open spaces is to improve the quality of the environment regarding the reduction of pollution, as well as to benefit the community socially. Public open spaces must contribute to the quality of urban life. No waterfront development can be successful without taking into account the visitors who will visit the property and the community in which the development will take place (Ferreira & De Villiers 2014; Sairinen & Kumpulainen 2005). Mendiratta (2013) commends that waterfronts are suitable places from which a tourist should start an exploration into the rest of a city or region. It is the appropriate place to get a taste of what the rest of a city or region can provide regarding food offering, local interaction, entertainment and architecture. Projects for

Public Spaces (2010) evaluated over 200 waterfronts globally and drew up a list of best 'City Waterfronts'²¹. The waterfront in Stockholm, was at the top of Project for Public Spaces' list, thanks to the roads alongside the water not having heavy traffic, therefore allowing visitors to explore the area with ease on foot or by bicycle. A variety of esplanades and promenades draws people in and gives them access to the water area (Projects for Public Spaces 2010). Helsinki is an interesting case study as its public spaces consists of markets, parks and an esplanade serving as a popular gathering spot. The public spaces along the water's edge are connected with safe paths, accessible by foot and bicycle. These areas are surrounded by neighbourhoods where activity is centred around the small public open space. The safe paths connect to a main waterfront area which includes an indoor market hall, a large public plaza and an open-air market all accessible by foot, tram and ferry. This area reaches out octopuslike to draw people from the city and the water (Projects for Public Spaces 2010; Sairinen & Kumpulainen 2005). In Hamburg the industrial waterfront (working harbour) is connected to the city through a scenic promenade. This is an excellent example of a working waterfront with public open spaces that do not hinder the economic activities (Projects for Public Spaces 2010). Granville Island Vancouver is an illuminating example of a waterfront development that took place organically with its restored historical factory buildings in workyards that preserve the historic nature of the area. The waterfront offers a variety of public open spaces which host a cornucopia of markets, play areas and cultural activities (Projects for Public Spaces 2010). People's Park in Copenhagen exemplifies waterfront development based on the needs of the local community with activities like boating, a floating pool and community meeting facilities added to the area (Projects for Public Spaces 2010).

3.7 CONCLUSION

Given the rapid rate of urbanisation the role of public open spaces in urban waterfront developments are gaining importance. This chapter has spotlighted the importance to shaping and developing public open space in consultation with the potential users to encourage social cohesion and public participation. Projects for Public Spaces (2010) acknowledges that the current competitive global economy is encouraging great cities to be distinguished as multi-use destinations. This means lively, user-friendly public squares, commercial streets, markets, waterfronts, even combinations of all these (Projects for Public Spaces 2012). The cities of the future will be radically different from those we know today because the powerful forces of demographic transitions, climate change, scarcity of natural resources, transformation of lifestyles and social practices, cities will compel us to adapt and reinvent them. To meet this challenge, it is vital that all players, politicians, citizens, public and private decision makers, architects, urban planners, researchers and experts become involved (Projects for Public Spaces 2010). This chapter has spotlighted public open spaces as integral parts of urban planning, the vitality of specific areas and human interaction which ultimately has the potential to reduce segregation and stimulate economic growth. The way to achieve this is to engage potential users of public open spaces through a consultation process in which they share in decision making about the use of the space. This process is placemaking and it leads to ownership, shared management and conservation of specific spaces.

²¹ 'City Waterfronts' are urban waterfront developments where the property is accessible by foot, sustains a variety of public activities in multiple areas and where public spaces have been developed in such a way that visitors have access to the water (Projects for Public Spaces 2010).

In view of this, this study looks at the V&AW as a workplace, living space and leisure space for Capetonians. In the next chapter a case study of the V&AW that describes its development, its relation to the city, operational aspects of the property, sustainability and its public open spaces and how they are perceived by Capetonians, is given.

CHAPTER 4 THE IMPACT OF THE V&AW, ITS NEW DEVELOPMENTS AND PUBLIC SPACES

4.1 INTRODUCTION

The V&AW received just over 24 million visitors in 2014 (Jappie 2015, Pers Com; South African Tourism's Annual Report 2015). This figure includes repeat visits and was obtained by a combination of a monthly visitor-tracking study (commissioned by the V&AW's marketing department) and door counters at all the major entrances to the Victoria Wharf Shopping Centre. This system was implemented in 2010 to replace traffic counters used to track visitorship. V&AW visitorship comprises of 60% local (Capetonians and Western Cape), 24% domestic (South African provinces) and 16% international. The visitor breakdown varies with seasons, school holidays and major events hosted in Cape Town. These figures agree with those of other prominent Cape Town attractions as well as arrivals at Cape Town International Airport (CTIA). V&AW is currently the most visited attraction in South Africa according to South African Tourism (Muthaya 2015, Pers com). At the 2013 Future of Places international conference in Stockholm, renowned British public-space planner Fred Kent declared the V&AW to be the best waterfront in the world of the more than 60 he had visited worldwide (Accelerate Cape Town 2014). The V&AW has been established as far more than a tourist destination: it is a dynamic African business success story and home to South Africa's oldest working harbour and fishing industry occupying more than 112 000 m². Retail accounts for 100 000 m² and office space a further 97 000 m². An additional 30% (180 000 m²) is still available for development.

Chapter 4 aims to position the V&AW and its impact on the broader Cape Town, Western Cape and South Africa by discussing its current economic impact, job creation and future economic impact through new and future developments, its role as a public space in the context of Cape Town's CBD, its role in ensuring sustainability through its leadership in responsible tourism and literature on perceptions of the V&AW by Capetonian. With tourism being a major economic contributor to South Africa the V&AW management decided to commission an economic impact study to quantify its contribution and to enable itself to measure future growth and its impact on the province and country.

4.2 BACKGROUND FOR THE EMPIRICAL STUDY – THE V&AW's IMPACT BEYOND ITS BORDERS

In 2011 the V&AW appointed Economic Information Services (EIS) to establish the real economic impact the V&AW has on Cape Town by looking at several tourism-related sectors. A demand and supply analysis²² was done to determine the impact the V&AW makes on tourism numbers and spend with reference to

²² "Tourist literature was scanned to determine the number of times an attraction was mentioned. Nineteen attractions were included in the count. These tourist attractions were ranked and scored according to their comparative and competitive advantages. The demand-based analysis was made up of two sets of analysis. The first estimated the number of tourist visiting each of the attractions. The second measured tourist spending at the attractions" (Standish et al. 2013).

tourism attractions in the Cape Peninsula area. The analysis included tourism attractions within one- to one-and-a-half-hours drive from Cape Town's CBD. EIS found that in 2011 the V&AW accounted for 34% of all tourism visits for 19 attractions studied, and 62% of total tourism spending (Standish et al. 2013). While the V&AW is not immune to lower spending by domestic and international tourists, tourism at the V&AW has been more resilient than in the province as a whole. The reason is the diversity of offerings available on the property, for example shops, restaurants (over 80 eateries), activities and accommodation (over 1 500 rooms at 10 establishments). The V&AW is also a base for many other tourism businesses, for example departure point for tour operators, City Sightseeing Tours and Robben Island ferries (Standish et al. 2013). The property has the ability to attract business and leisure travellers over large distances. Business tourism offerings include a variety of conference venues, meeting places and breakaway rooms, parking options for delegates and spouse programmes.

International visitorship to V&AW currently matches with Western Cape visitorship according to the annual report of South African Tourism (2015). The top three international source markets are the UK, Europe and USA, while emerging markets like China, India and Brazil are showing sharp increases. Local visitorship still, however, remains the priority of the V&AW with Capetonians being more than half of all visitors (White 2014, Pers com; Ferreira & De Villiers 2014). The economic impact study of the V&AW covered the V&AW's economic impact on Cape Town, the Western Cape and South Africa by investigating enterprise development, job creation, tourism contributions and impact on property values. Gross Domestic Product (GDP)²³ is an important and encompassing way to measure the contribution of V&AW to the economy to increasing wealth and living standards. Since 2002 the V&AW has contributed an estimate of R259.1 billion to the South African economy. With the further planned developments, the V&AW has the potential to contribute a further R223.7 billion until 2027 (Standish et al, 2014).

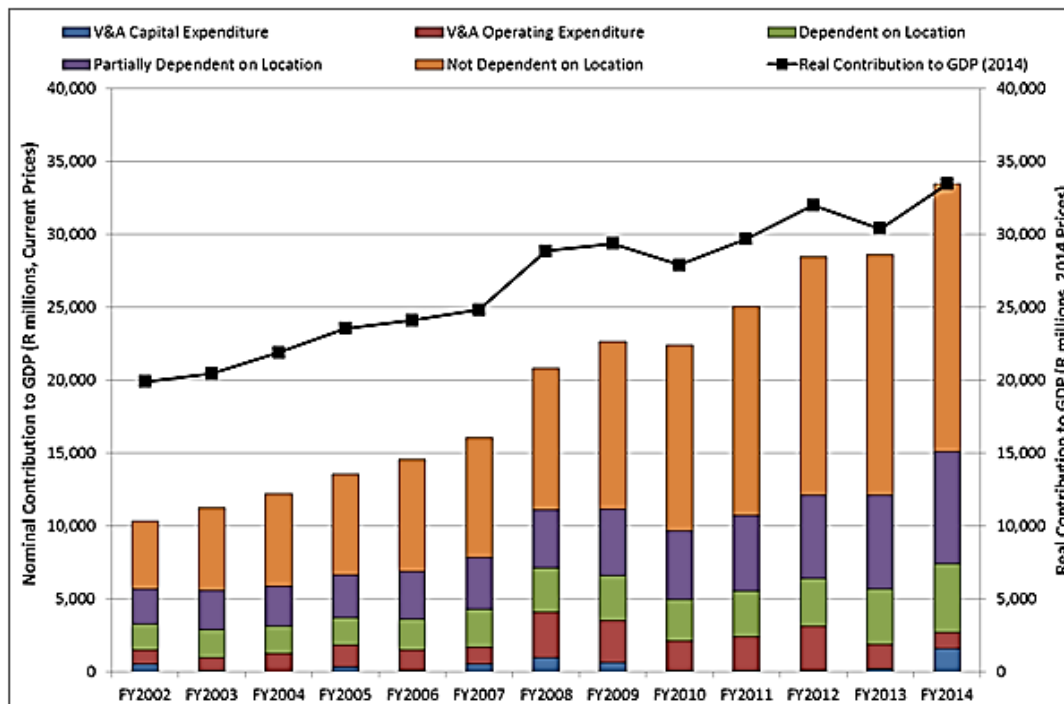
The V&AW has contributed an estimated R227 billion to the Gross Geographical Product (GGP)²⁴ of the Western Cape since 2002. In 2002 the V&AW's contribution to GGP was R8.99 billion and it has grown to R29.3 billion in 2014 (Standish et al, 2014). The total contribution to Western Cape GGP increased from R8.97bn in 2002 to R29.27bn in 2014. The contribution in 2014 consists of R1 193m from capital expenditure at the V&A Waterfront; R868m from operating expenditure of the V&A Waterfront and R27.21bn as a result of net turnover by the tenants. Tenant turnover can be subdivided into: tenants who are dependent on their location at the V&AW (R3.89 billion, e.g. boat companies, Two Oceans Aquarium); tenants who are partially dependent (R6.58 billion, e.g. the various restaurants - can be situated anywhere else, but the location and footfall benefits their business); and tenants who are not dependent (R16.65 billion, e.g. Nu Metro Cinema, Woolworths, Pick 'n Pay (see figure 4.1).

The real contribution to GDP is represented by the black line in figure 4.1 which shows a steady increase over time. The contribution to GDP in 2002 in 2014 prices according to Standish et al. (2014) totalled R19.89 billion, compared to R33.44 billion in 2014. In 2010 there was a decline in GDP contribution as a

²³ Gross Domestic Product is the total value of all final goods and services produced in the country (Standish et al, 2014).

²⁴ Gross Geographic Product is the provincial equivalent of GDP (Standish et al. 2014).

result of the global financial crisis. Very little difference occurred between 2012 and 2013 when volatile elements of capital expenditure and finance charges were excluded which caused a drop in the overall GDP contribution.



Source: Standish et al. (2014)

Figure 4.1 Breakdown of V&AW contribution to GDP

With the further planned developments, the V&AW has the potential to contribute a further R223.7 billion until 2027. New and future developments will be discussed in more detail in section 4.3.

4.3 NEW AND FUTURE DEVELOPMENTS AT THE V&AW AND THEIR IMPLICATIONS FOR CAPETONIANS AND EMPLOYEES

New and future developments set to impact on GDP and GGP includes 1) Watershed and 2) Workshop 17, 3) Zeitz's Moca (Museum of Contemporary Art Africa), 4) relaunching of the historic Penny Ferry, 5) transforming existing commercial buildings into rental apartments for long-term lease and 6) the development of a multi-use cruise liner terminal for Cape Town. The 2014 economic impact study (Standish et al. 2014) showed that over a ten-year period the Waterfront made major contributions to enterprise development. Through making retail facilities available to small businesses they have created a platform for thousands of people to market themselves and their products. The new Watershed development and V&A Food Market are examples of enterprise development.

The V&AW's redeveloped Watershed (previously the Blue Shed craft market) was opened on 9 October 2014. The R50-million development embodies urbanity in an innovative, light-filled space that showcases 150 craft and design tenants. All prospective tenants were subjected to strict criteria, the most important of

which was that their products had to be unique and original; their businesses had to be located in Africa and job creation, enterprise development and community upliftment had to be pillars of their businesses. Many of the selected crafters and entrepreneurs come from disadvantaged backgrounds and they possess low levels of education and skills. In addition to creating employment for themselves, many use local labour to produce their goods so supporting the local economy. Each trader is inspiring, has triumphed over adversity and is a success story in own right. Some traders have migrated to larger premises and some even moved to new locations, thereby justifying the evolutionary business model envisaged by the V&AW since its inception. Besides adding a colourful and innovative component to the retail mix, crafters have been given opportunities to grow and graduate to bigger premises in Victoria Wharf. Retail establishments that have grown successfully include Naartjie Clothing, Nocturnal Affair, Flowers Forever, Jewellery Art by Simon, Indygo, Carol Nevin Designs, Bijoux Fantasy, The Tie Stop, and Aromatic Apothecary. The Watershed building is a sanitised part-modern version of a street that incorporates African craft, wellness, jewellery, clothing, food offering, an exhibition space and Workshop 17 (see figures 4.4 and 4.5). Workshop 17 is a collaborative open workspace that gives new and existing enterprises the opportunity to co-work in a creative and innovative environment. Workshop 17 was launched on 25 August 2015. The Watershed offers more than 1 500 square metres of trading space and a mezzanine of 45 x 45 metres has been suspended from the roof trusses, to form a socialisation and event space, that offers public access to the viewing decks. Greening has been achieved by the inclusion of indoor trees. Architect Heinrich Wolff's design ensures the area is a natural walkway that greatly benefits the surrounding environment and provides an effective urban connection (see figures 4.2 and 4.3). Prior to the development of the new Watershed the craft market had 144 enterprise development stalls which were divided into barrows and stalls at the Red Shed and at the Blue Shed Craft Market (Jappie 2014b, Pers com).



Source: V&A Waterfront (2015)

Figure 4.2 Exterior views of the new Watershed development at the V&AW



Source: V&A Waterfront (2015)

Figure 4.3 Interior views of the new Watershed development at the V&AW



Source: V&A Waterfront (2015)

Figure 4.4 Workshop 17 at the V&AW (a)



Source: V&A Waterfront (2015)

Figure 4.5 Workshop 17 at the V&AW (b)

A remarkable development in the African art industry is the Museum of Contemporary Art Africa Zeitz (MOCAA) (a new not-for-profit institution) which will be housed in the historic Grain Silo at the V&AW, with the V&AW management company committing over R500 million towards the establishment of the Museum. Built in 1921, and at 57m tall, the historic Grain Silo remains a landmark on the Cape Town skyline. This investment aims at promoting art in Africa and it is an acknowledgement of the important cultural and financial contribution the visual arts sector makes. The historic silo building has commanded the Cape Town's skyline for almost ninety years and until the turn of the millennium the silo has been at the heart of the operational life of the city's waterfront dock where it facilitated the collection, sorting, storing and the export of much of the country's grain (Liebenberg 2014a, Pers com). Completed in 1924 by South African Railways and Harbours, it has been the venue for processing hundreds of thousands of tons of wheat, maize, soya and sorghum. Its location was driven by its connectedness with the docks and the indispensable rail infrastructure. Because the building defines part of the city's urban character, it has been heritage listed by the authorities. The overarching vision for the building is to redevelop and restore it in a way that brings national and international interest that breathes new and sustainable commercial and cultural life to the building. The R500-million redevelopment project, announced in November 2013 (Liebenberg 2014a, Pers com) as a partnership between the V&AW and business entrepreneur Jochen Zeitz, will retain and honour the historic fabric and soul of the building while transforming the interior into a unique, cutting-edge space to house the Zeitz MOCAA (see figures 4.6, 4.7 and 4.8). Considered to be the most extensive and representative collection of contemporary art of Africa, the Zeitz Collection has been gifted in perpetuity to

this non-profit institution by ex-Puma CEO and Chairman, Jochen Zeitz. The collection will be showcased in 9 500 m² of custom-designed space spreading over nine floors of which 6 000 m² will be dedicated exhibition space. The Zeitz Collection, founded in 2002 by Jochen Zeitz is one of the most representative collections of contemporary African art and the Diaspora. Zeitz's mandate is to collect and preserve contemporary African cultural artefacts. The Collection is held and exhibited in Switzerland, Spain and South Africa and through an extensive presentation of art at Segera Retreat in Kenya (Liebenberg 2014a, Pers com).

The Zeitz Collection collaborates on an ongoing basis with the Zeitz Foundation for Intercultural Ecosphere Safety. As part of the 4Cs philosophy (conservation, community, culture, commerce) the Foundation supports creative activities that strengthen intercultural relationships and understanding, and raises awareness of cultural diversity, and inspires others to act in kind. Construction on the historic Grain Silo is due to be completed by late 2016. Zeitz MOCAA is expected to take occupancy in November 2016, with the museum officially opening to the public in February 2017. Zeitz MOCAA and the commercial buildings surrounding it will be called the Silo District once completed and will create in excess of 5 000 temporary jobs, with 2 000 guaranteed jobs once the development is finished (Liebenberg 2014a, Pers com).



Source: V&A Waterfront (2015)

Figure 4.6 Artist's impressions of the exterior of Zeitz MOCCA



Source: V&A Waterfront (2015)

Figure 4.7 Artist's impressions of the interior of Zeitz MOCCA



Source: V&A Waterfront (2015)

Figure 4.8 Artist's impression of the redeveloped historic Grain Silo in the V&AW where the Zeitz MOCCA will be housed

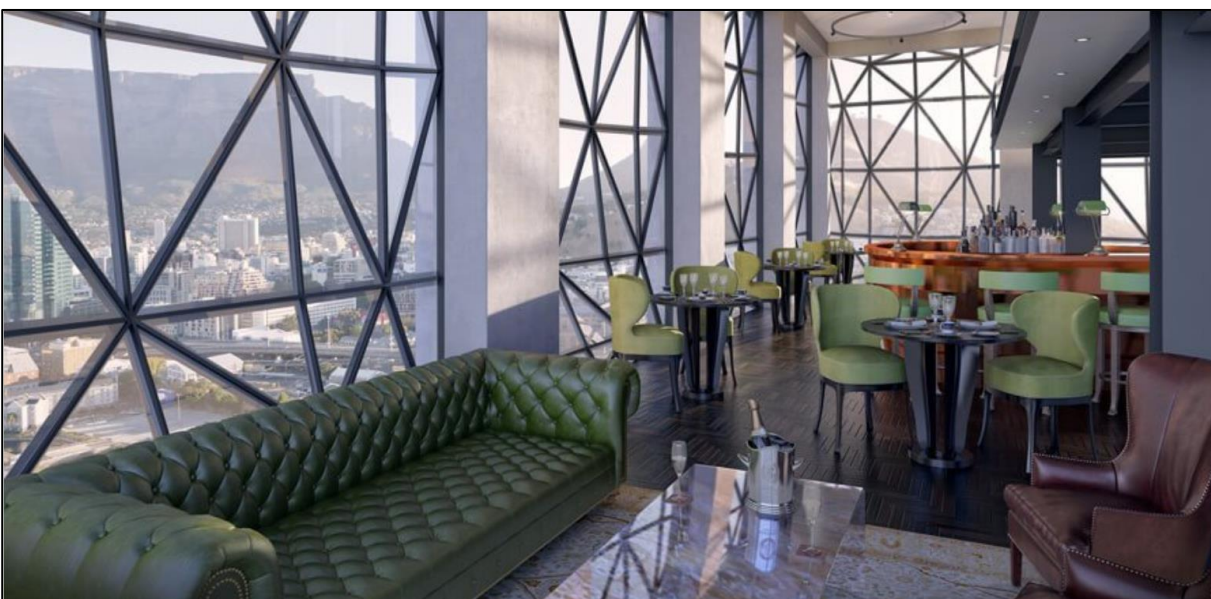
Over the next few years, the Silo District will be the development focus of the V&AW. By 2017, the district will include the no.3 Silo (a residential complex with 75 luxury one to four bedroom apartments), no. 4 Silo (a state of the art, 4 000m² Virgin Active Health Club which will be the first of its kind for the V&AW and the Western Cape), no. 5 Silo (a 13 500 m² size building of multi-tenanted office space, and like all Silo developments, aims to achieve a Green Star rating from the Green Building Council South Africa) and no. 6 Silo (a new hotel concept, Radisson Red which will have 220 rooms and will be operated by the international hotel group Carlson Redizor) (V&A Waterfront staff newsletters 2015).

The Silo will be an iconic hotel built in the grain elevator portion of the historic grain silo complex occupying 6 floors above Zeitz MOCAA (see figures 4.9 and 4.10). The hotel will have 28 rooms, including a spectacular penthouse. The hotel will consist of 9 room categories based on room size and views and will be more spacious vertically than horizontally due to the unique architecture of The Silo and in particular the design of pillowed window bays which will be one of the key architectural features. The 187m², one-bedroom penthouse will be located on the top floor facing Table Mountain with triple aspect views of Cape Town from a 25m² balcony. From the outside, the greatest visible change to the building's original structure will be the addition of pillowed glazing panels, inserted into the geometry of the hotel floors, which will bulge outward as if gently inflated. The Silo will be managed by The Royal Portfolio and will open by 2016 (Barnes 2015, Pers com).



Source: Barnes (2015)

Figure 4.9 Artist's impression of the external view of The Silo



Source: Barnes (2015)

Figure 4.10 Artist's impression of the cocktail lounge inside The Silo

The V&AW relaunched its historic Penny Ferry in October 2014 (see figures 4.11 and 4.12). The aim of the Ferry is to enable Capetonians and visitors to experience a small piece of the V&AW's maritime history while reconnecting people to the sea and preserving the city's history for future generations. The Ferry is also part of the V&AW's strategy to connect the various public spaces so enabling visitors to make this journey in a meaningful way. The Penny Ferry was originally launched in the 1800s to transport residents and visitors across the so-called 'Cut'. This was a passage excavated to connect the Victoria Basin to the Alfred Basin by sea and therefore allowing ships access from one to the other. The most economical solution at the time was to introduce a small ferry boat rowed by one strong man for a fee of one penny per trip. A series of dedicated ferrymen propelled the ferry across the waterway for more than a century. The relaunched Ferry will stimulate local job creation, while giving Capetonians and visitors access to the sea again. The service officially started operating again in 2015 (Liebenberg 2014b, Pers com).



Source: V&A Waterfront (2015)

Figure 4.11 The historic Penny Ferry launched in the 1800s



Source: V&A Waterfront (2015)

Figure 4.12 The refitted Penny Ferry on its test voyage

A further strategy of the V&AW to make the waterfront accessible to Capetonians is to transform old commercial buildings into rental apartments available for long-term lease. The development called; Ports Edge will eventually consist of 109 units varying in size from 30 m² to 100 m² (see figures 4.13 and 4.14). The first phase was launched in June 2014, with rentals starting from R6 000 per month. The apartments are centrally located giving tenants access to all of V&AW's amenities as well as to the Cape Town CBD on foot, hence encouraging a more liveable waterfront. The development will be launched in three phases (Jappie 2014, Pers com).



Source: V&A Waterfront (2015)

Figure 4.13 Location of the Ports Edge apartments



Source: V&A Waterfront (2015)

Figure 4.14 Interior of a Ports Edge apartment

In July 2015 Transnet National Ports appointed the V&AW as preferred bidder for the development of the new Cape Town Cruise Terminal. The V&AW will invest R179 million to develop a multi-use terminal which will be able to generate income all year round (see figure 4.15). Cape Town's cruise season starts in October and ends in May due to stormy weather conditions taunting the Cape Coast during the winter period. The V&AW will hold the lease for a period of 20 years and development will be completed end 2017. The terminal building will remain at E berth, Duncan Dock, in the Port of Cape Town. The upgraded Cape Town cruise terminal facility to be developed by V&A Waterfront will be a gateway to a unique African experience in cruise tourism, as well as a catalyst for sustainable job creation (Liebenberg 2015, Pers com).



Source: V&A Waterfront (2015)

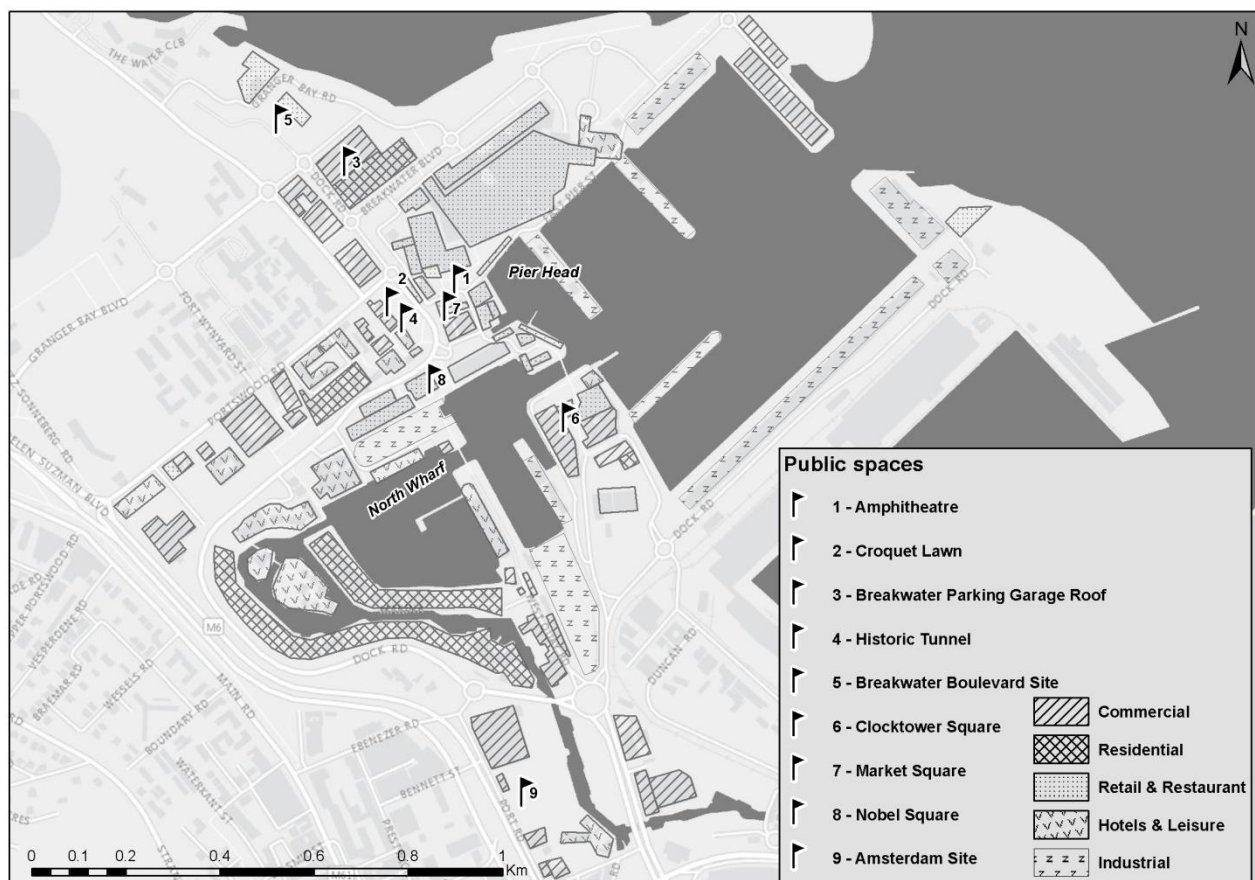
Figure 4.15 Artist's impression of Cape Town Cruise Terminal

The V&AW's economic impact study forecasts its contribution to GDP from future developments to be R29.9 million by 2027, while new developments could contribute a cumulative R223.7. Job creation is estimated to increase to 17 806 by 2027 (Standish et al, 2014). The overarching goal for the majority of V&AW

developments, as emphasised in this section, is to encourage multi-use by all visitors and to form part of Cape Town's CBD.

4.4 THE V&AW AND ITS PUBLIC SPACES

The V&AW is located in close proximity to the CBD making it easy to access by Capetonians and employees for making use of its public spaces and other leisure, work and shopping opportunities. The property includes a wide variety of public open spaces (see figure 4.16) of which ten are used for outside events and exhibitions areas and six are used as promotional courts inside the Victoria Wharf Shopping Centre. A brief description of each of the outside public open spaces and their uses is given in 4.4 with photographic illustrations of each. The aim of this section is to demonstrate the diverse use of outside public open spaces in the V&AW.



Source: Ferreira & De Villiers (2014)

Figure 4.16 Outside public spaces at the V&AW

The *Amphitheatre* consists of a 123-m² covered stage, surrounded by concrete seating. The area has a capacity of 2 000 spectators seated and 5 000 standing. The area is used to host a variety of live performances, media events and interactive promotions. The amphitheatre also has a 5.4-metre-wide x 2.9-m-high light-emitting diode (LED) daylight screen with a 160-degree view used to display specific messages directed to visitors. Figure 4.17 shows the amphitheatre filled to capacity during the 2010 FIFA Soccer World Cup.



Source: V&A Waterfront (2015)

Figure 4.17 The V&AW Amphitheatre

The *Pierhead* is a 5 x 5- square metre area situated in the historical harbour (Victoria Basin) where it formed the foundation for the first development of the V&AW. The area includes a small amphitheatre and it is used to host small public events serves as a viewing point for marine activities happening on Quay 5 and Jetty 1 (e.g. Volvo Ocean Yacht Race, Redbul Flugtag). The Pierhead also provides mooring space for leisure-cruise operators. It is illustrated well in Figure 4.18.



Source: V&A Waterfront (2015)

Figure 4.18 Pierhead - the historical heart of the V&AW

The *North Wharf* is a 1123-m² quayside area situated in the Marina Basin. It is a multipurpose space hosting a wide variety of events, especially given its proximity to the Marina Basin (see figure 4.19). Previous events held there are the Blessing of the Portuguese Fishing fleet, Dragon-boat races, the Cape Town Boat Show, a

Summer Concert series and Aqua Opera (the event consisted of a floating stage in the Marina Basin and overlooked by a 2 000-seater pavilion on North Wharf).



Source: V&A Waterfront (2015)

Figure 4.19 North Wharf, with the V&AW Marina Basin in the background

The *croquet lawn* is situated at Portswood on top of the Ulundi Parking Garage. The area consist of 800 m² of lawn and used for private and public events with careful consideration given to the well-being of the lawn. Public events include croquet. During the 2014 festive season, the area was earmarked as an open air theatre for showing movies under the stars to the general public. Figure 4.20 illustrates such an event.

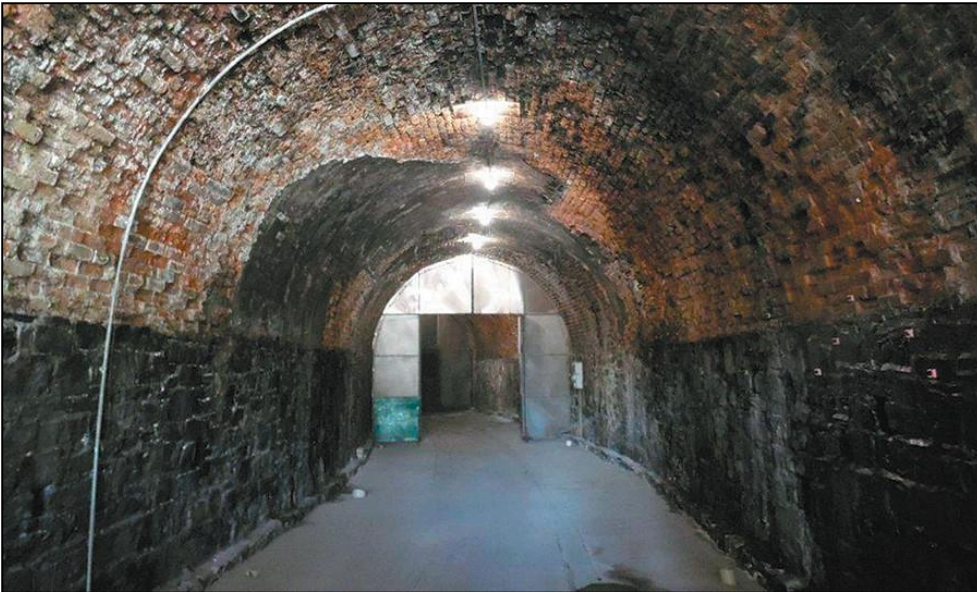


Source: V&A Waterfront (2015)

Figure 4.20 V&AW croquet lawn (photographed during Galileo outdoor film screening)

The *historic tunnel* is situated at Portswood Ridge and is used exclusively for small private functions. The area was originally an open tunnel cut through the ridge to transport rock using coco pans from the current Marina Basin area to the Breakwater during its construction in 1860. The tunnel was later covered to use as an air raid shelter during the second World War, but luckily never used for this purpose. It was also used as

a small winery, Flagstone Wines, and subsequently as additional brewing space for Ferryman's beer-brewing branch for their business (Galvin & Sales 1994). The spartan interior of the tunnel is shown in figure 4.21.



Source: V&A Waterfront (2015)

Figure 4.21 Inside the historic tunnel in the V&AW

The *Breakwater Boulevard* site is a lawn only situated between the Breakwater Parking Garage and Granger Bay beach area. The area is 1 000 m² in size and used for private events and functions. The area was recently used by an international company for a recruitment drive. The area is shown in figure 4.22.



Source: V&A Waterfront (2015)

Figure 4.22 The Breakwater Boulevard site

Clocktower Square is situated at the Clock Tower precinct where it is used for a variety of private and public events and functions. Previous uses of this area were as a viewing area for the 2010 FIFA Soccer World Cup, for vehicle launches, charity events and children's entertainment. The square is also a location for the

Robben Island Gateway and Chavonnes Battery Museum. Figure 4.23 shows the Clock Tower, which is usually red, painted yellow to celebrate Cape Town's recognition as World Design Capital 2014.



Source: V&A Waterfront (2015)

Figure 4.23 Clock Tower Square and it the historical Clock Tower

The *Market Square* is in the heart of the V&AW adjacent to the Amphitheatre and children's play area. The Square is currently the semi-permanent home to the Cape Wheel (see figure 4.24) but it has seen a variety of public and private events, for example the Volvo Yacht Race exhibition, beach volleyball, children's events, a wine festival, the Khoi Fish Festival and even a haunted house. The central location of this area makes it conveniently accessible to the public and therefore very popular with event organisers.



Source: V&A Waterfront (2015)

Figure 4.24 Market Square with the Cape Wheel in the background

Nobel Square commemorates South Africa's four Nobel Peace Prize winners, Albert Luthuli, Desmond Tutu, FW de Klerk and Nelson Mandela (figure 4.25). The small square lies between Market on the Wharf and the

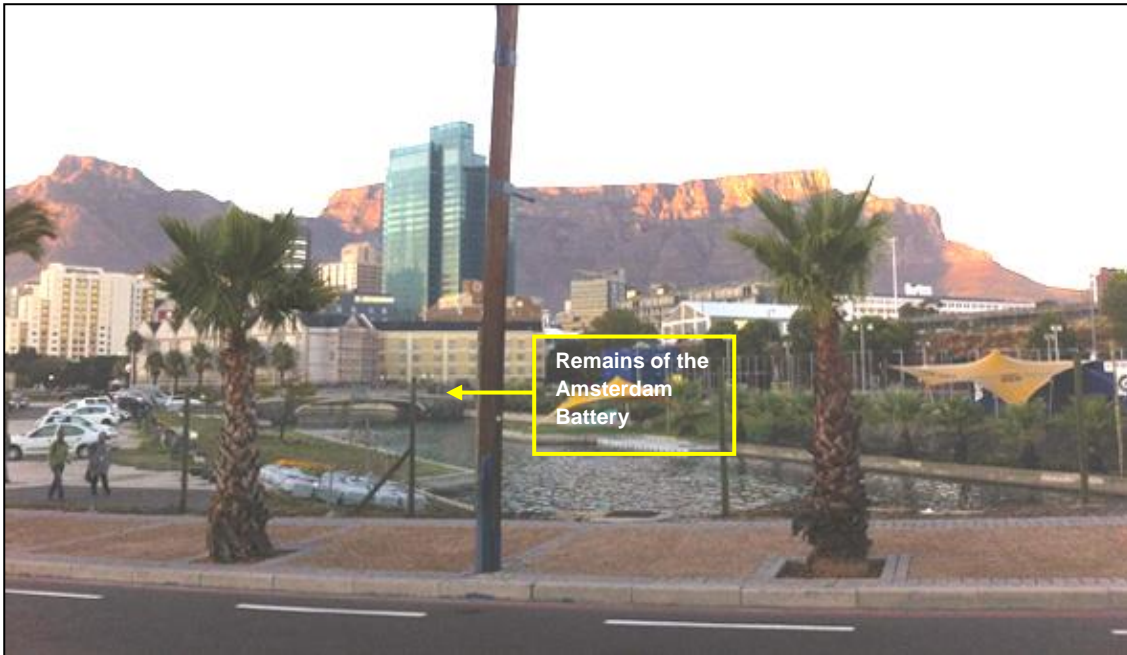
V&A Hotel from where there are spectacular views of Table Mountain and the Alfred Basin. The square is occasionally used for small cultural events related to the Nobel laureates. Since 2015 the square has also been used as the departure point for the re-launched historic Penny Ferry.



Source: V&A Waterfront (2015)

Figure 4.25 Nobel Square in the V&AW

The remains of the *Amsterdam Battery*, which dates from the same period as the Chavonnes Battery were unearthed on this site (see figure 4.26). V&AW management opted to cover the remains to protect the area until resources are available to do proper excavations. The concrete slate adjacent to the Amsterdam Battery site is currently used for a variety of public and private events; for example as a 2010 FIFA Soccer World Cup viewing area, for an extreme skateboarding event, as parking area for large busses, for film crews and for overflow parking for the Cape Town International Convention Centre. Future plans for the area includes the building of a new head office for the British American Tobacco Company, which might cause the area to discontinue to function as a public open space. (Moolman 2013, Pers com).



Source: V&A Waterfront (2015)

Figure 4.26 Amsterdam site with remains of the Amsterdam Battery on the far right

Other public open spaces in the V&AW are the newly established boardwalk built along the Granger Bay beach area (figure 4.27) featuring a variety of viewing points and furnished with benches, a 2.5-km and a 5-km running route, a terminal for cruise liners and jetty, and the Silo Square (situated at the Clock Tower area) now under construction.



Source: V&A Waterfront (2015)

Figure 4.27 The boardwalk situated on the Granger Bay side of the V&AW

Complementary to the use of public open spaces in the V&AW by Capetonians and visitors, and to encourage Capetonians to use the property as an extension of their own backyards, it is important to establish the perceptions of visitors and employees with reference to available literature and how and if it have changed over time and in order to know what is needed to encourage further change.

4.5 LOCAL VISITOR AND TENANT PERCEPTIONS OF THE V&AW

Before looking at this research's field-based findings about the perceptions, it is helpful to look at reported perceptions of the V&AW in general and those of local visitors about its public spaces. Hossay-Holzschuch & Teppo (2009) provide an overview of the visitor perceptions they detected in their research in 2005 to 2009. Their research aimed to assess how the V&AW was racially constructed, divided and diversified. They cited local critic, architect Jonathan Manning, from his article in the journal for the study of race, nation and culture in 2004, as branding the V&AW as a post-apartheid private urban space linked to a display of wealth and architectural racism, rather than characterising a space to accommodate social interaction. According to Hossay-Holzschuch & Teppo (2009) Jonathan Manning further opined that South African buildings lack African culture and concerning the V&AW the property consists of colonial architecture, symbolising European political domination and subsequent political power. Historic buildings like the departure point for prisoners to Robben Island and the old Breakwater Prison still remind visitors of this (Hossay-Holzschuch & Teppo 2009). Geographers Ferreira & Visser (2007) have described the V&AW as a "South African Riviera" which, like the rest of Cape Town, accommodates all racial groups, but that the historic architecture still reminds one of colonialism rather than African architecture.

Hossay- Holzschuch & Teppo's (2009) research, however reported a dramatic change in visitor profiles over time. In 2005 the visitor numbers began to reflect differently, with coloured and African Capetonians from as far as the Cape Flats townships, increasing in numbers. At this stage 'white' visitorship was overrepresented, but most likely due to the majority of international visitors originating from the UK and Germany. During the 2005 counting, more than 60% of the visitors on Saturday afternoons were not 'white'. The V&AW visitorship began to show strong signs of social diversity. One third of Hossay-Holzschuch & Teppo's (2009) interviewees were from low-income categories and 50% used public transport to get to and from the V&AW. Although the V&AW was built for consumption and with performances in the amphitheatre aimed at encouraging people to stay longer and spend more money, visitors often simply walked down the alleys and enjoyed the street entertainers and harbour activities. One of Hossay-Holzschuch & Teppo's (2009) interviewees, a retired 'coloured' woman of 87 said: "I come here every week. I do nothing. I just look around; move around. It's my pastime. It's nice and free." It is insightful that patrons and shop managers perceived the V&AW very differently. Some of their comments, according to Hossay-Holzschuch & Teppo (2009), are recorded in Table 4.1.

Table 4.1 Comments by interviewees about the V&AW

It is the most beautiful place I have ever seen. ('coloured' printer, 41)
I like the entertainment, like the music; and also you can see people who are in TV, can see celebrity, famous politicians. (African security guard, 27)
I like to look at foreigners. ('coloured' male, 19)
Everyone can come.
All types of people can come.
It is not for the people of Khayelitsha. (poor African from township in Cape Town)
It is for people who have money to spend.
Multiracial place.
I like this place also because you can meet different people and you get to know them (African security guard, 33)
The young people; they come to stand and look. They want to look pretty, and fashionable...It is an extroverted place. ('coloured' male, 19)

Source: Hossay-Holzschuch & Teppo (2009)

Many of the visitors interviewed explained that the people at the V&AW were considered to be their main source of entertainment. It is a place to see and to be seen. According to Hossay-Holzschuch & Teppo's (2009) the V&AW functions as a live stage and a social theatre. They found that there were 'concrete boundaries' between the inside and outside of the Victoria Wharf area. The inside of the mall, especially the second floor where many of the international brands were located, was seen as a place for wealthy people, regardless of colour. By contrast, the outside of the mall consists of quays, terrace and relatively inexpensive fast-food outlets. The outside areas were further described as being free and safe urban space for all. It is interesting to note how the racial composition of visitors and their perception of the V&AW and its public open spaces has changed during Hossay-Holzschuch & Teppo's (2009) and Lemanski's (2007) research and that the V&AW is perceived as much more than just a shopping environment, but also as a place where they can experience diversity of visitors and offers.

4.6 CONCLUSION

When established in 1988 the founding vision of the V&AW was to reconnect Cape Town with the sea. Known as Table Bay West, the area was largely industrial and dominated by a disused oil-tank farm. It was, however, steeped in history that needed to be protected for future generations. From these unpromising beginnings the V&AW has achieved global acclaim thanks to its focused, market-driven approach. The V&AW has transformed the foreshore in Cape Town by implementing developments made possible by public and private investment. The property contributes greatly to job creation in the city, acts as a catalyst for tourism and contributes generously to the GGP of the Western Cape, so demonstrating its impact beyond its borders. The most important driver of the V&AW remains its visitors and it is therefore vitally important to interact with visitors to establish their needs, wants and perceptions of the property. Chapter 5 briefly recalls the methods used to collect the required information and data, and then reports and discusses the findings of the survey questionnaires administered.

CHAPTER 5 V&AW CASE STUDY: DISCUSSION OF FINDINGS

5.1 INTRODUCTION

Urban waterfront developments principally serve as catalysts to stimulate economic growth through tourism, uplift the urban fabric in and around the developments, surrounding areas, and promote social cohesion in the cities and regions in which they are located. Ironically, waterfront developments are often executed with little or no multistakeholder involvement from planning through the decision-making processes, therefore losing buy-in and support from the communities in which they are situated who do not develop a sense of ownership and experience sharing in the benefits generated by projects (Lagarensen & Walansendow 2014). This chapter discusses the research findings by interpreting the results of two questionnaire surveys. The discussion begins with an overview of the research procedures and populations, their perceptions of the V&AW, their sense of loyalty to it, how they make use of the spaces and activities offered, to their perceptions about access and affordability.

5.2 REVIEWING THE RESEARCH METHODS USED

The first step, with reference to section 1.7, was to review the appropriate literature on port cities, waterfront developments, public open spaces as well as the transformation of the V&AW from 'port to playground' – a redevelopment of redundant dockyards to a world-class waterfront development providing public, working and leisure spaces. The second step was the administering of two questionnaire surveys, one among local Capetonian visitors to the V&AW (see Appendix A) and the second among employees working for companies located in the V&AW in different sectors on three employment levels (see Appendix B). The visitor questionnaire included three sections on V&AW-specific information (fourteen questions), geographical information (six questions) and biographical information (three questions). The fourteen questions in the first section enquired about the primary reasons for visiting the V&AW; types of business and leisure activities; duration of stay; sleepovers at hotels in the V&AW; favourite parts of the V&AW; favourite public spaces; uses of public spaces; special memories of certain spaces; with whom they spent time at the V&AW; and suggestions for improving the V&AW. The six questions in the second section elicited information about where the respondents live, where they are employed, where they do their monthly and daily convenience shopping, the name of their favourite shopping centre and where they engage in leisure activities. The last section asked questions on gender, age and whether the respondents had children. The employee questionnaire asked the same questions posed to visitors but added a section on employment information enquiring about sector in which they are employed, employment level, number of years worked in the V&AW, time away from office during working hours (spent in other activities at V&AW) and time spent at V&AW outside working hours (before work, during lunch break, after hours).

Within the constraints of time and funds, a convenience sampling approach with a target quota of at least 150 completed questionnaires for each subgroup was followed. The two questionnaires were distributed differently. The employee questionnaire survey used a stratified approach. All employees at the V&AW were

divided into business sectors and according to the relative proportion of the total employment population. If retail jobs represented 41% of total employment at the V&AW then 41% of the respondents in this subgroup were drawn from the retail sector. Employee respondents were further stratified into three groups: senior managers (or business owners), middle management and frontline staff. Distribution of questionnaires took place by contacting every company individually by e-mail. Those companies willing to take part in the project were given questionnaires which their human resource managers or office managers were asked to distribute to employees in a specific category. Completed questionnaires were collected later. Six-hundred-and-twenty five questionnaires were distributed to this group before the quota of 150 completed questionnaires was reached.

The visitor questionnaires were distributed in two ways: online by inviting people through social media (Facebook); and by direct e-mail correspondence. To ensure that respondents were included from high-, middle- and low-income suburbs, the selection process purposely included respondents from a wide geographical spread. This was done over a period of three months with continuous follow-ups, reposting of the link to the questionnaire and repeated requests for invitees to respond. A total of 150 completed questionnaires were received. The third step in the data collection process was the conducting of unstructured interviews with eight important role players in the tourism industry of Cape Town.

Once the adequate sample size was obtained, quantitative information was converted into statistical data using both excel spreadsheets and graphs to enable the researcher to visualise the data (see Appendices C and D). In the case of qualitative information, the data was captured on excel spreadsheets and converted into appropriate categories and themes. The data of the two respondent groups were also compared in terms of their attitudes and perceptions about the V&AW. The following sections overview the two respondent groups, explore their perceptions of the property as a workplace and leisure space, delve into the reasons why each group visit the V&AW and how their reasons differ.

5.3 VISITORS AND EMPLOYEES

For the purpose of the research users of the V&AW was divided into two groups; those employed by companies operating in the V&AW called employees, and those who visit the V&AW for other reasons than for employment called visitors. Section 5.3 gives an overview of the respondents' biographical information, geographical location of visitors, employees' employment sector and their level of employment.

5.3.1 Capetonian visitors

The V&AW was visited by over 24 million visitors in 2014 of which 60% were Capetonians according to the V&AW visitor tracking study (Jappie 2015, Pers com). A purposive sample of 150 people was selected, based on geographical location, cultural background and age group to ensure a diverse and representative sample. Capetonian respondents comprised citizens of Cape Town's city centre, including its surrounding suburbs. Figure 5.1 indicates the spatial distribution of the Capetonian respondents.

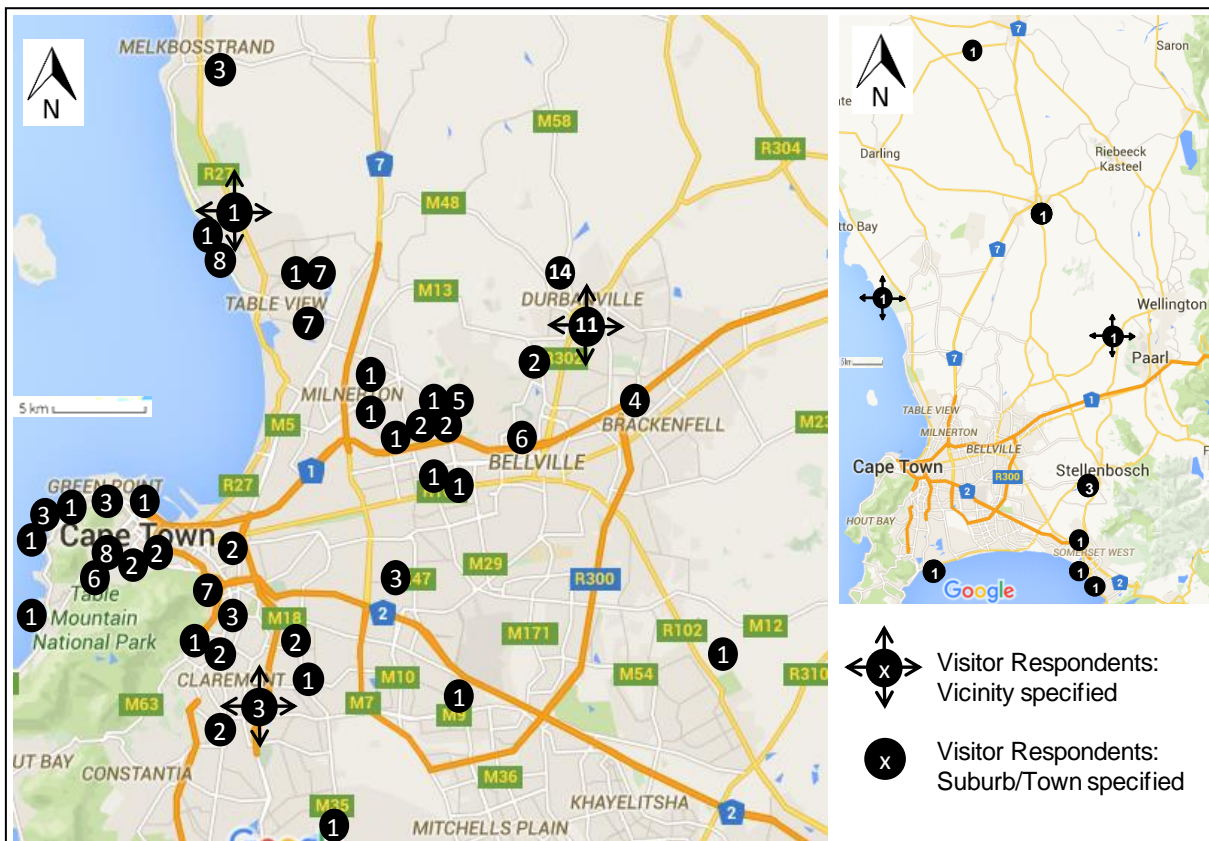
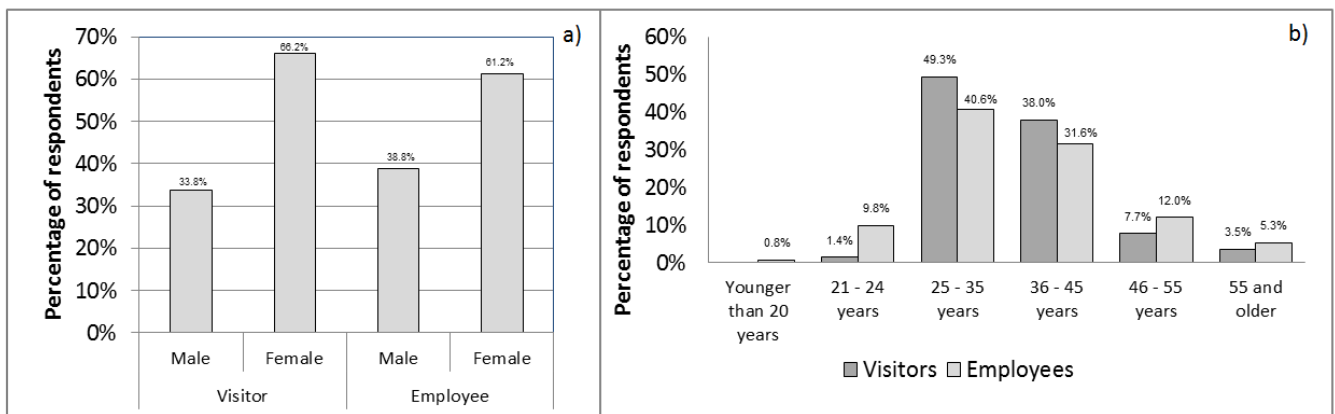


Figure 5.1 Geographical origins of visitor respondents (place of residence) in Cape Town

The Capetonian respondents consisted of 66% females and 34% males, whilst 39% of Employee respondents were male and 61% female. Their ages are grouped as shown in figure 5.2.



Source: Questionnaire survey (2013)

Figure 5.2 (a) gender and (b) age of both respondent groups

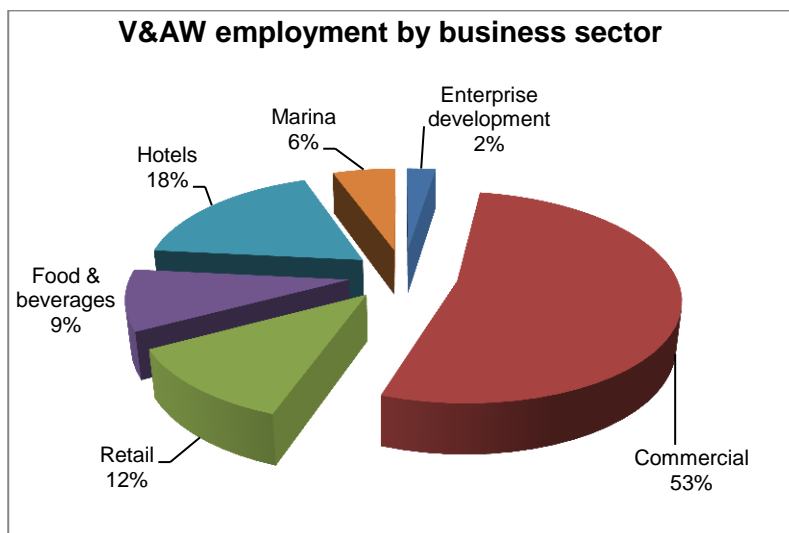
Most of the respondents (49% of visitors and 41% of employees) were between 25 and 35, 38% of visitors and 32% of employees between 36 and 45 years, 8% of visitors and 12% of employees between 46 and 55 years, 4% of employees and 5% of visitors 55 and older and only 1% of visitors and 10% of employees were 21 to 24 years old. Respondents younger than 20 years were 1%. Fifty-six percent of the respondents had children. The majority of Capetonian respondents were female, between 25 and 35, with children and

resides in the CBD or Bloubergstrand area. Those within this category and with children will most probably interact with the V&AW and its public open spaces differently than those without. This observation pertains to every age category as age, gender, income, geographical area of residence and whether you have children plays a big role of how you would interact with the V&AW and its public open spaces. This statement will be explored further in section 5.4.

5.3.2 Employees

The V&AW company manages 649 tenants (Standish et al. 2013), which include commercial tenants, hotels, food and beverage establishments, a marina, enterprise developments and retail tenants. Direct employment in the V&AW is 19 269 people.²⁵ Total jobs (direct and indirect) in the Western Cape increased from 22 645 in 2002 to 36 162 in 2014. Total jobs in South Africa generated directly and indirectly through the V&AW increased by 57% from 2002 (33 378) to 2012 (52 676) (see figure 5.3). The V&A Waterfront Management Company employed 196 people in 2014 and employment by companies supplying directly to the V&A Waterfront Company totalled 350. Tenants dependent on their V&AW location employed 5 472 people, tenants partially dependent on their waterfront location employed 4 574 people, tenants not dependent on their location employed 7 041 people in 2014 (Standish et al. 2014).

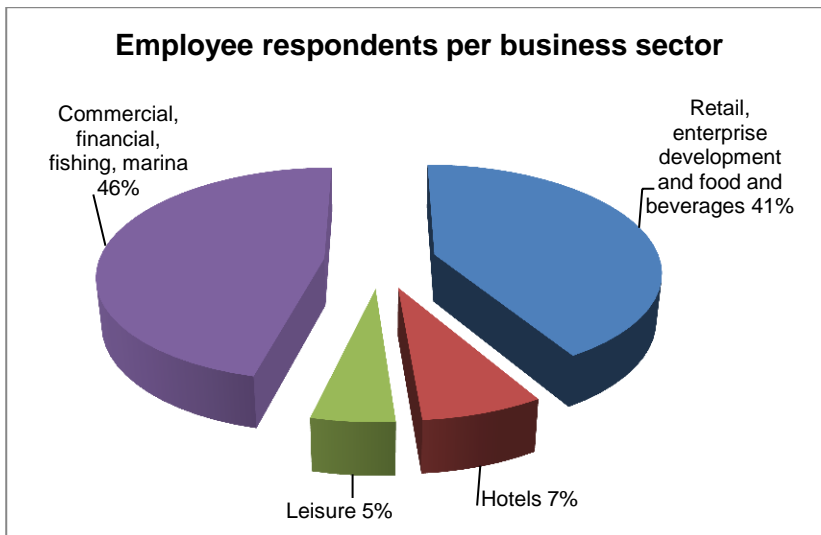
Figure 5.3 shows the division of employment between the various business sectors in the V&AW and figure 5.4 indicates that the respondents per business sector mirrors that of the overall business segmentation shown in figure 5.3. The largest segment in figure 5.4 is made up of the fishing industry, financial, commercial and marina which includes the leisure offering (boat charters). The second largest includes food and beverage, enterprise development and retail.



Source: Standish et al. (2014)

Figure 5.3 V&AW employment according to business sector, 2014

²⁵ According to the economic impact study by Standish et al. (2013), the V&AW has created and/or sustained two kinds of jobs. The first is the direct jobs that were created as a result of the ongoing operations and capital expenditure. The second is the indirect jobs resulting from multiplier effects of capital, operating expenditure and tenant turnover.



Source: Questionnaire survey (2013)

Figure 5.4: Business sectors to which employee respondents belong

To ensure representativeness, the researcher needed to make sure that all the employment levels were represented in the feedback, as people at different employment levels might interact with the property differently or may have different perceptions of it (e.g. frontline staff may have a bit more free time available, but limited disposable income), whereas an executive manager might have disposable income available but not enough time to enjoy it. A stratified approach was used to ensure that the employee responses mirror that of the overall V&AW employment level breakdown. Table 5.1 reports the distribution of all respondents employed at the V&AW.

Table 5. 1 Employment levels of staff working on the V&A Waterfront property

LEVEL OF EMPLOYMENT	REPRESENTATION
Owner and or shareholder	15%
Executive management	13%
Senior management	22%
Middle management	23%
Supervisor	4%
Frontline staff	23%

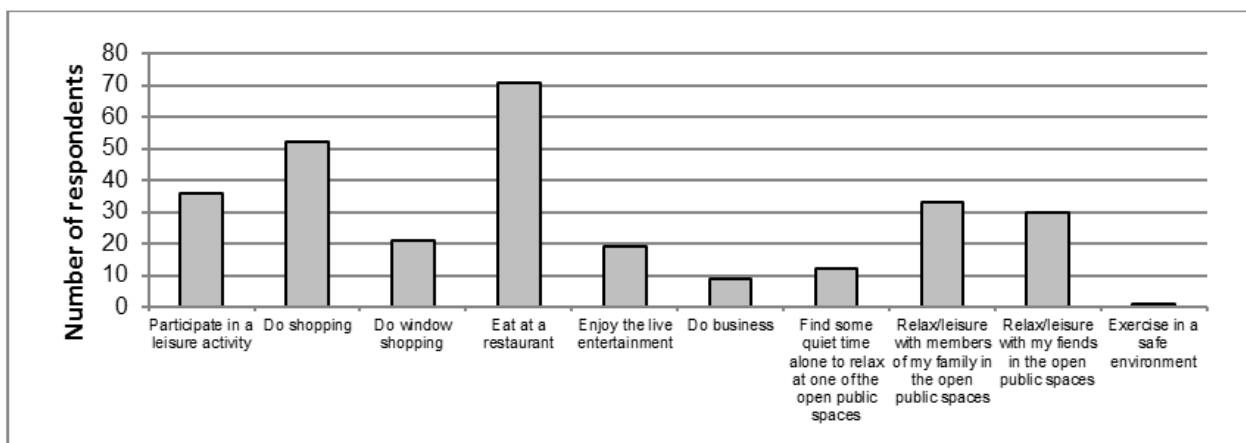
Most of the employee respondents (22%) have been employed at the V&AW for less than five years and the least (10%) for longer than 15 years. The sex ratio of respondents was 61% female and 39% male. The predominant age group was 25 to 35 years (41%), followed by 36 to 45 years (32%), 46 to 55 years (12%), 21 to 24 years (10%), older than 55 (5%) and those younger than 20 years (1%). Respondents with and without children were equally divided. As in 5.3.1 age, level of employment, gender and whether respondents have children play a role in what kind of interaction the respondent will have with the V&AW and its public open spaces. Section 5.4 will explore type and level of interaction with the V&AW further.

5.4 REASONS FOR VISITING THE V&AW DURING FREE TIME

Typically, waterfront developments are regarded as a shared space about which different groups often hold highly contrasting views (Ferreira & Visser 2007; Hoyle 1995). Waterfront redevelopment is an element in the process of inner-city regeneration in many parts of the world. Such developments are often characterised by struggles to strike a balance between social goals and commercial interests (Hoyle 1995). Section 5.4 discusses the reasons why visitors and employees visit the V&AW during their free time, frequency of their visit, length of stay and how much they like each of the categorised areas in the V&AW.

5.4.1 Capetonian visitors

The sample of Capetonian visitors to the V&AW were asked to rank the importance (most, second most and third most) of ten different activities as reasons for visiting the V&AW. Their responses are summarised in figure 5.5.



Source: Questionnaire survey (2013)

Figure 5.5: Most important reasons why Capetonians visit the V&A Waterfront

Capetonian respondents indicated that the most important reasons for visiting the V&AW are to eat at a restaurant (53%), to do shopping (42%) and to relax with family members in the public open spaces (38%). The second most important reasons were to enjoy live entertainment events offered on the property (36%), relax with family members in the public open spaces (31%) and to participate in a paid-for leisure activity (31%). The third most important reasons were to exercise in a safe environment (87%), do business (63%) and to find some quiet time alone to relax at one of the public open spaces (58%). It is noteworthy that Capetonians mentioned paid for activities as their top two reasons in the most important category for visiting the V&AW, while free activities and open public spaces becomes more prominent as a reason for visiting in the second and third most important reasons. Visiting the V&AW to do business is only mentioned as one of the third most important reasons. It can therefore be suggested that Capetonians visit the V&AW as a area where they first and foremost engage in commercial activities alone or with family and friends and secondly to enjoy free offerings (free entertainment, public open spaces and exercising). Table 5.2 lists other reasons the Capetonian visitors gave for visiting the V&AW.

Table 5.2 Interesting comments by Capetonians on why they visit the V&AW

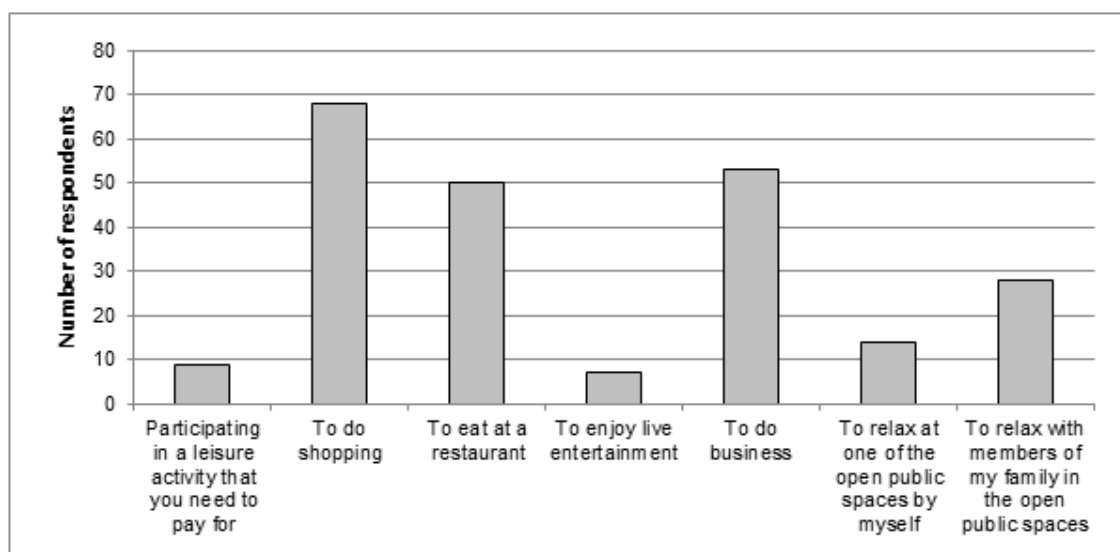
- Going to the movies. (Cinema Nouveau show art movies)
- My husband and I have a Saturday or Sunday routine every week-arrive at V&A, coffee & muffin, then a movie at Cinema Nouveau (usually), then lunch-we have tried all the restaurants but San Marco's is a definite favourite because of their very good service. Generally speaking, the service in our restaurants is not fantastic.
- To attend work meetings and functions.
- Enjoy the ambiance.
- Usually just something to keep the kids busy. Aquarium annual cards are very reasonable if you use them enough.

Source: Questionnaire survey (2013)

Entertainment is mentioned as a prominent reason why Capetonians visit the V&AW in Table 5.2, while work and enjoying the ambiance was also included. The comments tabled also reflect the findings of Figure 5.6 where paid for activities are mentioned as the most important reason for visiting the V&AW. In section 5.4.2 employees' reasons for visiting the V&AW during their free time will be discussed as well as any differences and similarities found when looking at both respondent groups.

5.4.2 Employees

The V&AW's location relative to the CBD and surrounding residential areas ensures that this multi-use property provides locals with an array of restaurant, shopping and entertainment options within easy reach. Employees were asked if they spend time at the V&AW during their free time, what they do and how important the activities are. Their answers are summarised in Figure 5.6.



Source: Questionnaire survey (2013)

Figure 5.6: Most important reasons why employees in the V&AW spend free time in the Waterfront

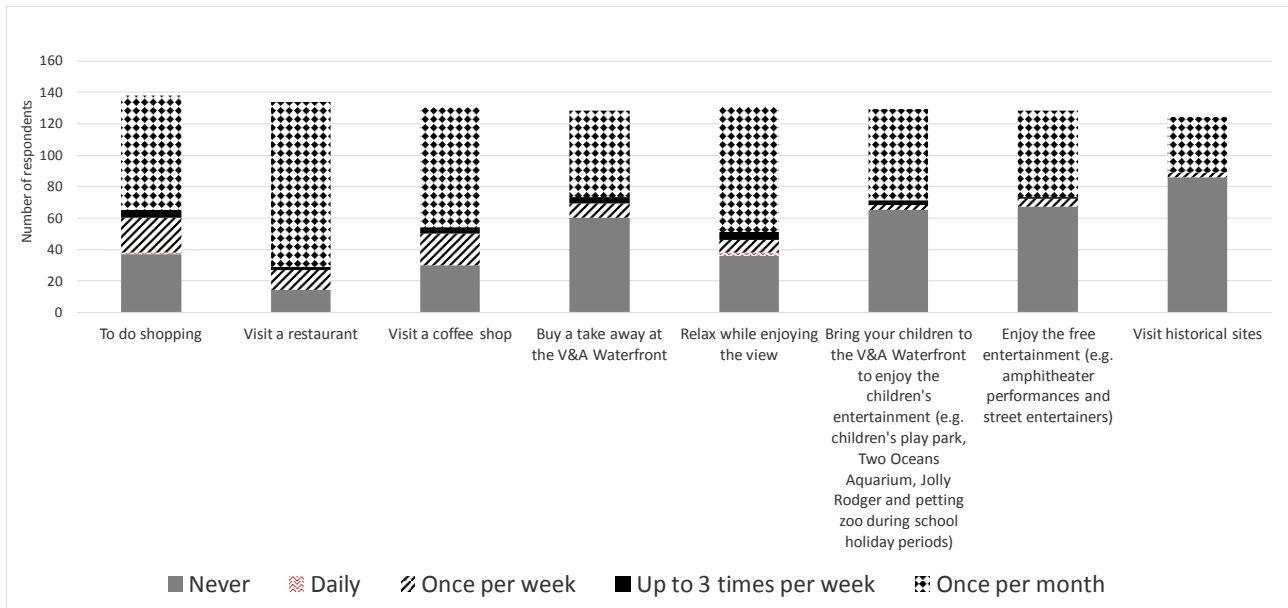
Employees considered shopping (54%), doing business (52%) and eating at a restaurant (39%) as the most important reasons to visit the V&AW during their free time. Eating at a restaurant (44%), enjoying a live event (33%) and relaxing with family in one of the public open spaces (32%) were the second most important reasons. Participating in a paid leisure activity (68%), relaxing alone in at one of the public open spaces (64%) and relaxing with the family in one of the public open spaces (42%) were the third most important reason. In Figure 5.6 employees mentioned commercial activities as their most important reasons for visiting during their free time (shopping, doing business and eating at a restaurant), while free activities and visiting public open spaces are only mentioned as prominent reasons in the second and third most important reason. It is noteworthy that although these are reasons for visiting the V&AW during employees free time, that two of the most important reasons for visiting still relates to business dealings (doing business and eating at a restaurant). Time spend relaxing with family and friends in paid for activities and public open spaces are only referred to as second and third most important reasons. It can therefore be questioned whether employees ever see the V&AW as a space to spend their free time without the association of work. Some other comments by employees are shown in Table 5.3, which mirrors the previous comments made.

Table 5.3 Comments by employees about visiting the V&AW during their free time

- | |
|---|
| <ul style="list-style-type: none">▪ I do not visit the V&A in my free time.▪ I work seven days a week and family joins me over weekends for a quick bite.▪ I enjoy the SUP (stand-up paddle) events in the canal. |
|---|

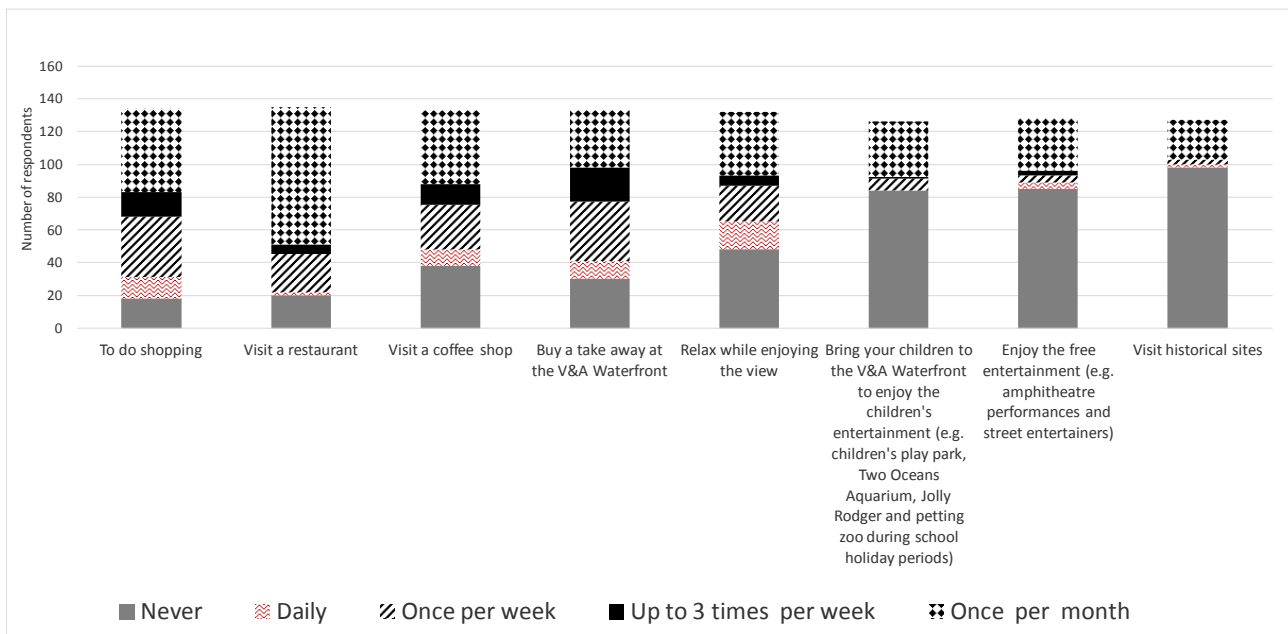
Source: Questionnaire survey (2013)

Similarities between two respondent groups were that both chose eating at a restaurant and shopping as their most important reasons for visiting the V&AW. Both agreed that their secondary reason was to enjoy the live entertainment and to relax in a public open space with their family. The third most important reason both indicated was that they enjoy some alone time at one of the many public open spaces. Apparently for both groups their most important reasons for spending time at the property was commercially driven, while free entertainment and spending time at the public open spaces were secondary. The topic of visits to the V&AW was further explored by asking respondents how frequently they visit the property to engage in specific leisure activities. Eight activities (and 'other') were listed and five frequency options (ranging from never through daily to once a month or even 'other'). The results are presented in Figure 5.7 for Capetonians and Figure 5.8 for employees.



Source: Questionnaire survey (2013)

Figure 5.7 Frequency with which Capetonians visit the V&AW to engage in leisure activities



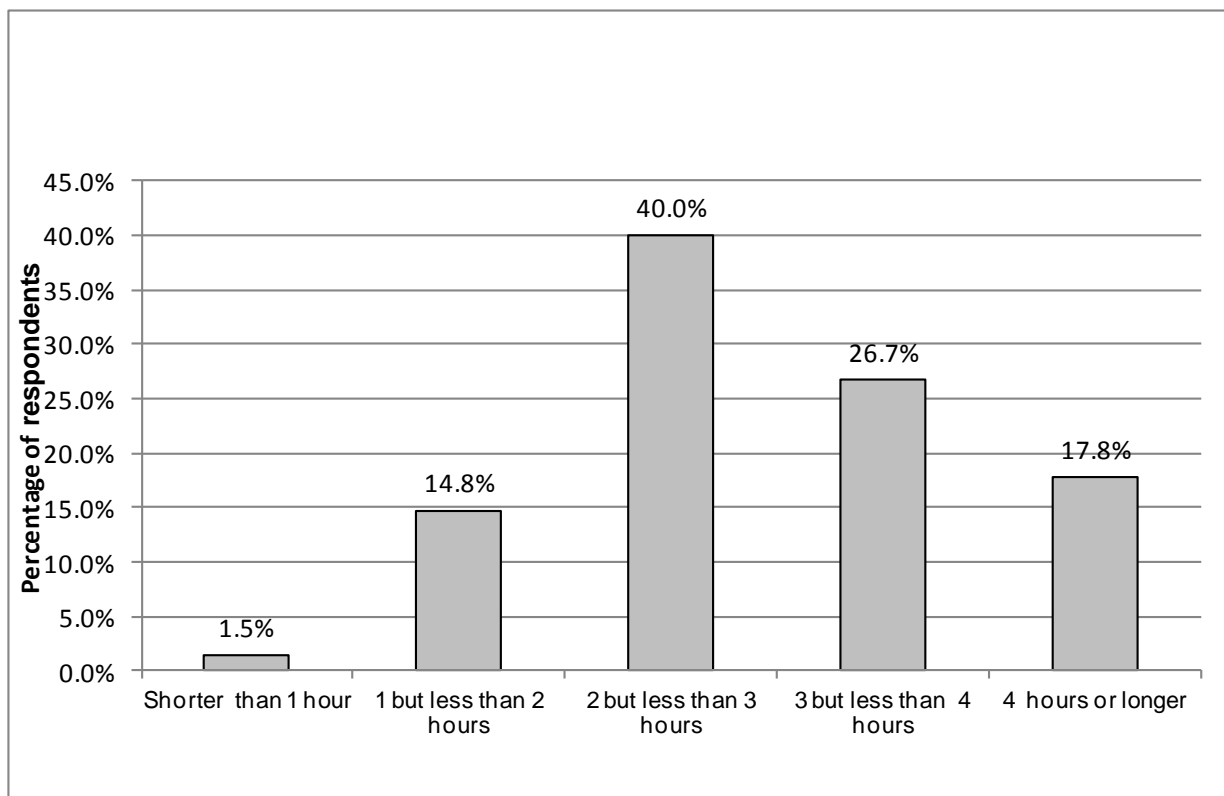
Source: Questionnaire survey (2013)

Figure 5.8 Frequency with which employees visit the V&AW to engage with leisure activities

It is noteworthy that the visit frequency for both groups were similar with some exceptions. Both groups tend to visit the V&AW once per month to do shopping, visit a restaurant and visit a coffee shop. Visitors indicated that they purchase takeaways at the V&AW only once a month, whereas employees did so almost equally once per week and once a month. Visitors like to relax and enjoy the view once a month although quite a few never do so, while employees indicated that they never do (those that do do so once a month). When asked how often Capetonians visit the V&AW and how long they stay it came to light that those who visit the property daily stay for shorter than an hour but also up to two hours. Visitors who visit the V&AW once per month stay for longer, that is three to four hours or even longer than four hours. This may indicate

that those frequenting the V&AW do so to do convenience shopping or to have a quick meal, while those who visit the property for longer periods probably do for leisure.

When the employee group was questioned about the time spent at the V&AW during their free time, 40% indicated that they stay for two but less than three hours, 27% stay for three but less than four hours, 18% stays for four hours and longer, 15% for one hour but less than two and 1% less than hour (figure 5.9). This suggests that when employees do spend time with family and friends at the V&AW during their free time, they tend to stay longer. Both groups were also asked what leisure activities the V&AW should add to its product portfolio in order to encourage them to visit the V&AW more frequently (see Table 5.4).



Source: Questionnaire survey (2013)

Figure 5.9 Time spent by V&AW employees during their free time visits with family and friends to the V&AW

Table 5.4 Suggestions by Capetonian visitors and employees on leisure activities to be added to increase the frequency of visitation to V&AW

- Areas (indoor & outdoor) for the children. One struggles to find child-friendly places to go.
- Current exercise and outdoor active plans are a great initiative and will encourage more visits, as well as an emphasis on walking tours and interacting with the historical aspect of the Waterfront to highlight for locals and tourists that it's more than just a shopping complex.
- Water sports or water-based events... e.g. boat shows, powerboat racing (the dragon boat race is awesome). Controlled picnic beach braai spots. A theme park with rides and a carnival atmosphere... make Gold Reef City and Ratanga Junction look stupid!
- Fashion parades
- More local music like the Klopse
- More water activities
- Satisfied with current activities
- Tour on working boats, i.e. tugs and fishing boats
- Music shows, comedians, circus, activities for toddlers and children
- Childrens' play and supervision area
- The Clock Tower area has become boring and appear to be separated from the rest of the place. Maybe this area can be developed into a safe indoor place of play for children with eateries for the parents. We do not have enough places like these for children. The one at the Aquarium is far too small, and the outdoor one close to the amphitheatre is overcrowded in summer-what about winter?
- Permanent petting zoo
- Sports activities
- More activities for children
- Perhaps a gym
- Fashion shows, cooking shows
- Drive-in cinema
- For the location, the leisure activities currently on offer work for me.
- Indoor child-friendly activities for winter time
- What happened to the IMAX cinema?
- The water, sea and boats with its working harbour are the Waterfront's biggest unique selling points. I'd love to see more affordable alternatives to what's currently on offer to locals. Then, I think a few fun night-time watering holes and entertainment venues such as an upmarket jazz club would get me there too. The free music and entertainment is great and also very popular. I'd love to see a celebration of the classic arts such as opera and ballet there too. A shopping loyalty card would seriously float my boat. I'd love it if the venue was more pet-friendly.

- Jazz festival
- Live evening entertainment, such as theatre or well-known musicians
- More food markets, child-friendly activities for all age groups, keep it affordable. Have open days. The Christmas Expo's are spectacular, support themed activations: St Valentine's Day, Easter, Winter, etc.
- Children's play park with good landscaping. Spacious chill-out area for adults overlooking the harbour. Transport to and from parking garages for people with small children and babies and older people.
- World-class exhibitions similar to the Body Worlds exhibit currently happening there. Very interesting. More of the Red Bull events. Art and culture exhibits.
- Open-air attractions like Symphony of Fire
- Art of any sort - exhibitions, public art, landscape art
- Safe play areas for children with attending childminders
- Doggy gym or park
- The Waterfront could really use something similar to what Canal Walk used to offer (Place of Play). A secure enclosed area where parents can relax just having a coffee or a light meal and the children can play under supervision. Some place for the 4-12-year-olds. With jungle gyms, jumping castles, trampolines, etc. as well as computers and games for the older children. Like a Bug Zoo (Joostenberg). Parents would not mind paying the entrance fee either, as long as their children are safe and they can get some "me" time at the same time! As we have a 6-year old and an 8-year old it is "impossible" to just go and have a meal at the Waterfront as most of the restaurants don't have play areas and the one's that do are not sufficient and the play areas are not very big or exciting. Kids DON'T like going shopping with their parents and you can only visit the Aquarium so many times before it gets boring. Maybe the Waterfront could arrange a train or tram to Green Park so that children and parents can take so kids could just have an 'energy outlet' of sorts. There is really no area where children can just run free as mentioned in one of the points above. As a parent of two very busy boys I would love to just sit in a proper coffee shop, read a book and relax a little while my children have just as much fun riding bikes, jumping on a big jumping castle, running and playing on a big lawn etc.
- More open comfortable seating outside, especially during events such as concerts.

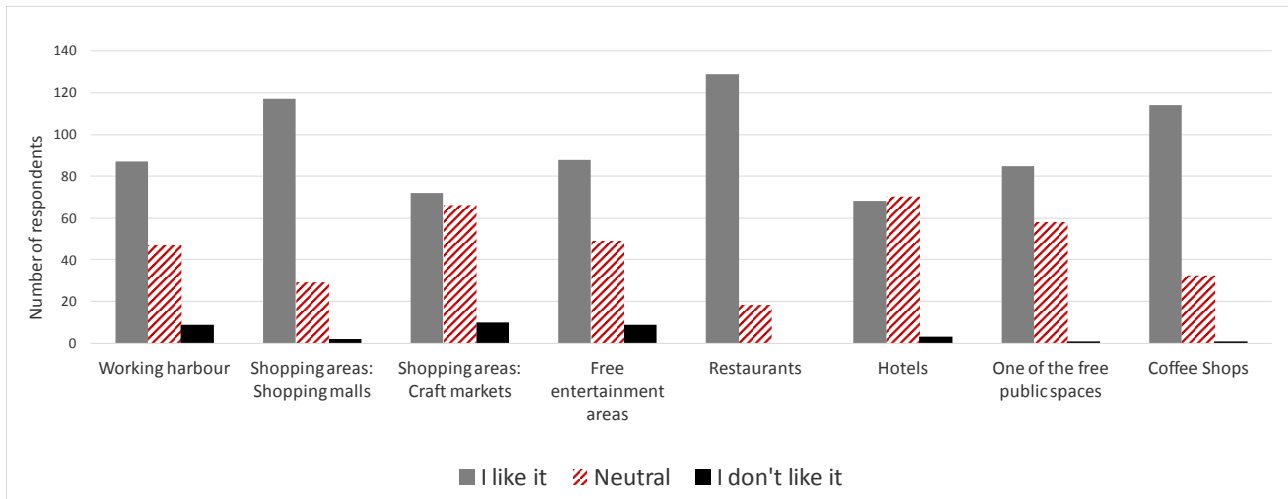
Source: Questionnaire survey (2013)

The most common suggestions relate to family, particularly to child-friendly activities. Capetonian and employee respondents expressed the need to have places where they can relax, while their children are either attended to by a child-minder or entertained within viewing distance. An indoor play area also featured prominently. Large events like the Symphony of Fire, the Jazz Festival (previously hosted by the V&AW) and concerts also received mention, with more comfortable seating available during these events.

Employees responded with some thought-provoking suggestions, including golf-cart tours in case someone cannot do the guided historical tours on foot, more interaction with the water, e.g. water-skiing, concerts on the water; rock climbing wall, cycle route, bowling and ice rink; entertainment for children; entertainment for teenagers, e.g. games' arcade; evening entertainment for adults; Virgin Active gym; stand-up wavepool; more events in the open spaces; and an Imax theatre. Employees tended to suggest more functional activities like gyms, children's activities and practical uses of the existing sites like concerts on the water and more activities on the water.

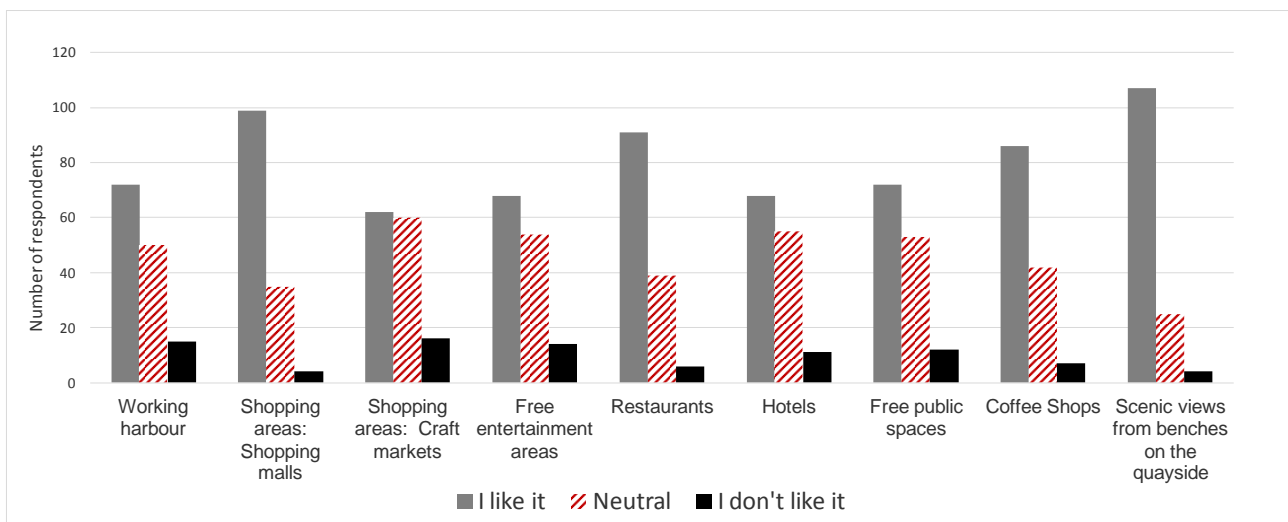
Respondents were asked how much they liked nine different areas (working harbour, shopping areas: shopping malls, shopping areas: craft markets, free entertainment areas, restaurants, hotels, free public spaces, coffee shops and scenic views from benches on the quayside) in the V&AW by indicating whether they like them, are neutral or don't like them. The results are displayed in figures 5.10 and 5.11. The local visitors seem to like the restaurants, the scenic views from benches (indicating the V&AW's beautiful location) and the shopping areas most. They also have a clear liking for coffee shops, the working harbour and the free entertainment areas (figure 5.10). Employees particularly like the scenic views from benches on the quayside along with the shopping malls, restaurants, coffee shops and the working harbour (figure 5.11). It is notable that quite significant proportions of employees do not like the craft markets and free entertainment spaces.

It is noteworthy that a substantial percentage of employees indicated that they never spend time (or infrequently once a month) enjoying the scenic beauty but they like scenic views the most (80%) in the V&AW. Possibly, they do not have the time to spend enjoying the scenic views but nevertheless find the prospect of doing so attractive. The questionnaire surveys were administered before the opening of the new Watershed development which is a revamp of the craft market. It would therefore be interesting to conduct this questionnaire survey again within five years' time to see if perceptions about this area of the V&AW have changed. Scenic views from benches on the quayside ranked very high with both visitors (87%) and employees (80%) when asked how much they like the identified areas at the V&AW but ranked very low (visitors 36% and employees 33%) when asked how frequently respondents relax while enjoying the view (figure 5.10 and 5.11). It seems like respondents like the idea of sitting on a bench and enjoying the scenic views, but don't necessarily engage in this activity on a regular basis. Both respondents groups enjoys the restaurants, shopping malls and free entertainment areas. Free entertainments are rated low when asked about engagement (figure 5.10 and 5.11), but ranked high when asked how much they like it which might also indicate that respondents enjoy the idea of it but don't often engage with this activity.



Source: Questionnaire survey (2013)

Figure 5.10 Visitors' rating of whether they like various areas in the V&AW



Questionnaire survey (2013)

Figure 5.11 Employees' ratings of whether they like various areas in the V&AW

Considering section 5.4 it is clear that visitors and employees enjoys the location of the V&AW, its scenic views and free entertainment but don't often engage in it which might be accredited to time available. Section 5.5 focuses on the respondent's perception of the public open spaces in the V&AW and how they interact with it.

5.5 LOCALS' PERCEPTIONS OF OPEN PUBLIC SPACES AT THE V&AW

Houssay-Holzschuch & Teppo (2009) found that most public open spaces in Cape Town are not well maintained nor secure so that visitors will not visit them at night. Fred Kent (Projects for Public Spaces 2012) explained that the best way to create safe environments is through people. The presence of people in public open spaces creates a feeling of safety. Houssay-Holzschuch & Teppo (2009) expanded that the V&AW is a fine example of social cohesion in a safe environment across cultural boundaries. This section gives an account of how much the Capetonian and employee respondents like the public open spaces in the V&AW, what they do there, and their suggested ways to improve usage.

The respondents were first asked to indicate how much they like each of seven public open spaces in the V&AW by measuring their liking on a scale of one to three, one being "I like it", two being "neutral" and three being "I don't like it". The public open spaces are the Amphitheatre, Market Square, Clock Tower Square, Nobel Square, Food Court, Pierhead and North Wharf as shown in figure 5.12.

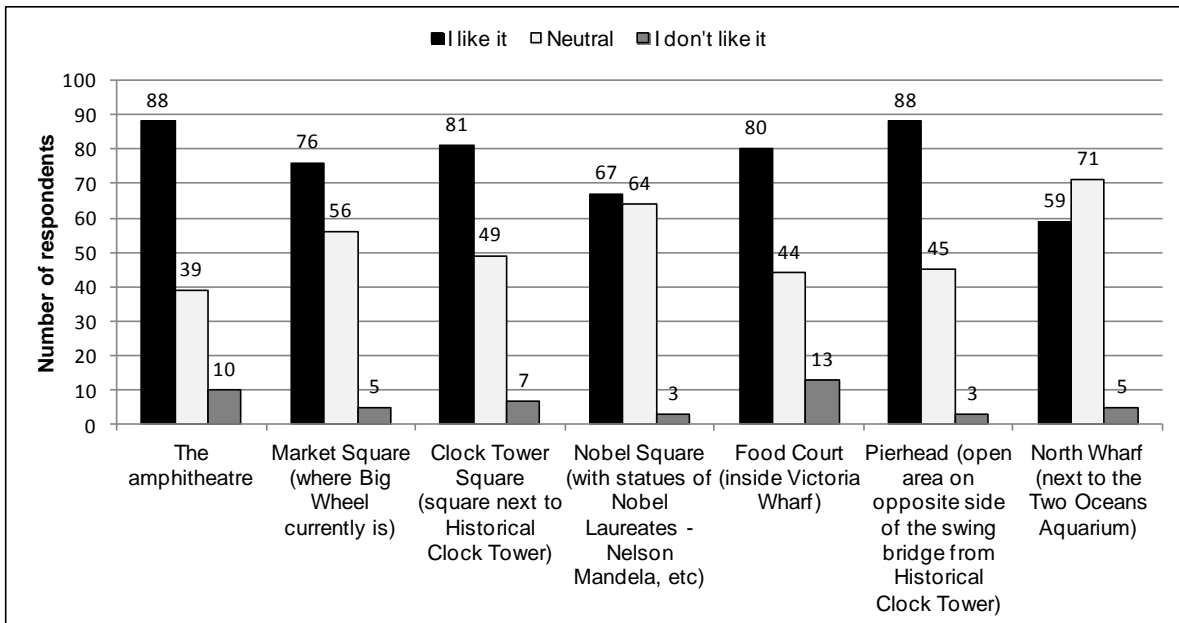


Figure 5.12: Location of public spaces at the V&A Waterfront

Visitors responded by liking the Pierhead and Amphitheatre the most (see Figure 5.13) while feeling neutral towards Nobel Square and North Wharf. A small percentage of visitor respondents indicated that they do not like the Food Court (inside the Victoria Wharf) (10%) and 7% said that the same about the amphitheatre. Since the questionnaire survey was administered the Food Court and Amphitheatre was revamped by the V&A Management. It would therefore be interesting to see should the questionnaire survey be repeated within five years, whether visitor perception changed.

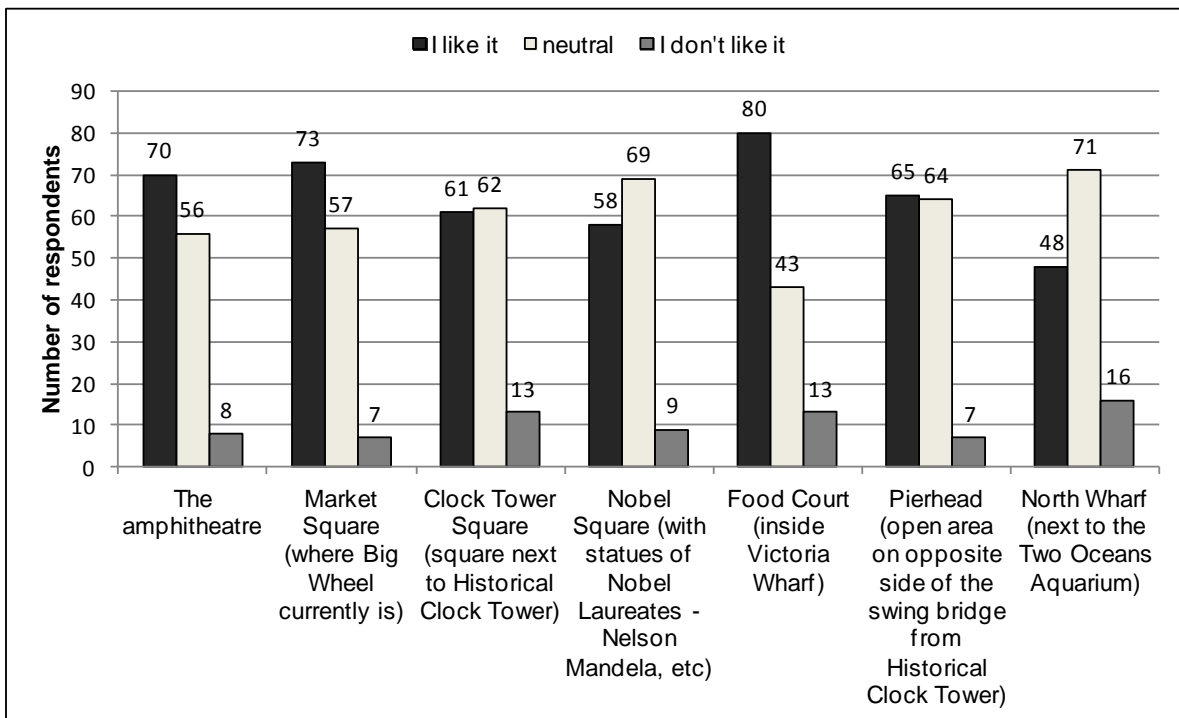
When looking at employees 59% of respondents ranked the Food Court as their favourite public open space (see Figure 5.14) and Market Square (where the Big Wheel currently is) as their second most liked public open space. This finding is mirrored in Figure 5.9 where when employees were asked how frequently do you visit the V&AW to engage in leisure activities 8% said that they visit the Food Court daily, 29% said once per week and 19% said up to three times per week. Employees felt neutral about the Pierhead and North Wharf areas and said that they do not like North Wharf and Clock Tower Square. This might be attributed to specifically the North Wharf that do not have any trees, food offering or benches which lends itself to be recognised as an area where employees can get away from the office to relax. Clock Tower is the same, but

less so as the area do have benches facing the ocean and employees can buy a take away. V&A Management is currently working on improving this area to form part of its placemaking strategy. V&A Management appointed an internal team to look at all the public open spaces at the V&AW and apply the principles of placemaking as set out by Fred Kent from Projects for Public Spaces to encourage more diverse use of the public open spaces and distribution of users to more of the public open spaces of which a few (for example North Wharf, Clock Tower Square) are not currently frequented (see Figure 5.13 and 5.14).



Questionnaire survey (2013)

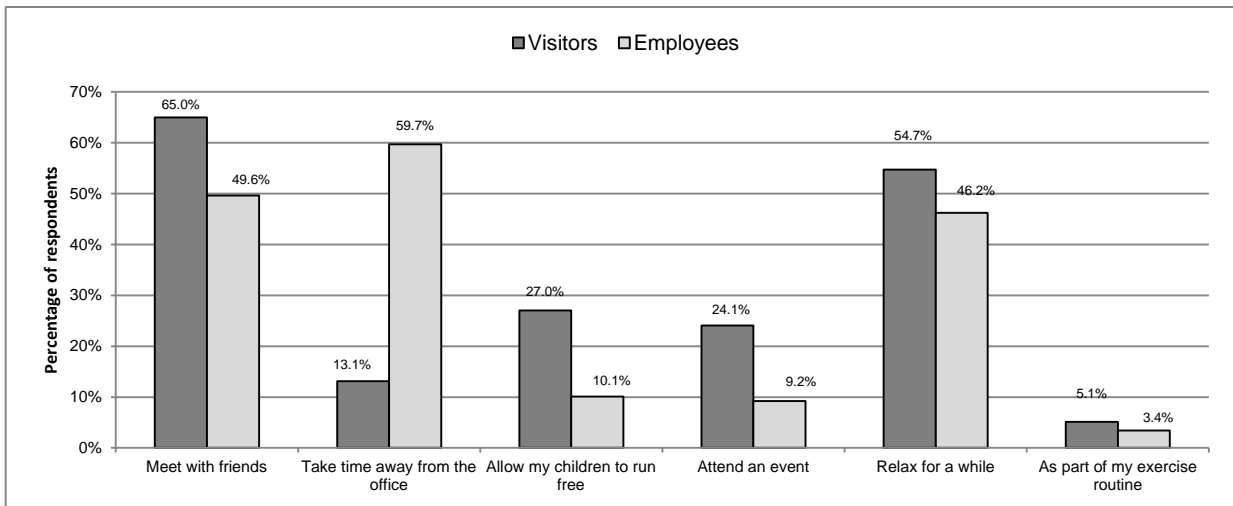
Figure 5.13 The likability of certain public open spaces in the V&AW according to visitors



Questionnaire survey (2013)

Figure 5.14 The likability of certain public open spaces in the V&AW according to employees

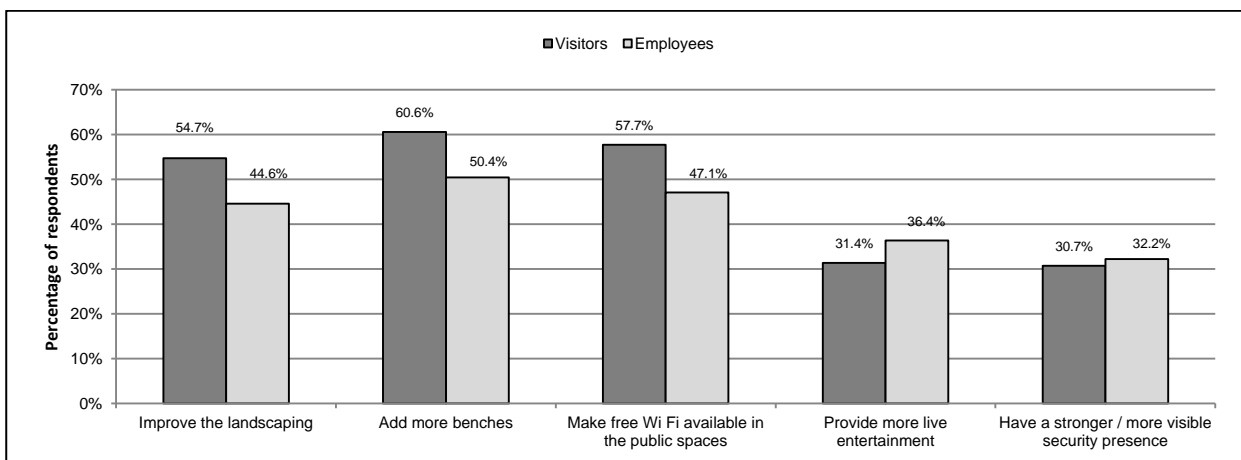
To determine what the respondents do in the public open spaces, five activities were named that respondents could mark (figure 5.15). The two signal activities indicated by local visitors were meeting with friends (65%) and relaxing for a while (55%). By contrast, the employees marked three special activities, namely taking time away from the office (60%), meeting with friends (50%) and relaxing for a while (46%). Clearly the respondents' most popular uses of the public open spaces in the V&AW are for relaxation and as meeting places.



Source: Questionnaire survey (2013)

Figure 5.15 Visitors' and Employee's uses of public open spaces in the V&AW

Respondents were asked how public open spaces can be changed to encourage them to frequent them more often. The question gave five suggested changes respondents could mark plus an option to name other changes. The proposals were to improve the landscaping (e.g. greening by planting more trees and grass); adding more benches; making free Wi-Fi available in public areas; providing more live entertainment; and having a stronger and more visible security presence. The results are shown graphically in figure 5.16.



Source: Questionnaire survey (2013)

Figure 5.16 Changes to public open spaces in the V&AW to make visitors and employees frequent them more often

The feedback of both respondent groups was the same. The most important change is the installation of more benches, followed closely by making free Wi-Fi available and improving the landscaping. It is noteworthy that a stronger and more visible security presence featured the lowest. Other comments by the respondents that are worthy noting are given in Table 5.5.

Table 5.5 Comments by visitors and employees about changes needed to public open spaces at the V&AW

<p>Capetonians mentioned:</p> <p>Relax with family members and enjoy drinks & light meals while watching various activities.</p> <p>Meeting point with tourism clients. Meeting point for the media.</p> <p>I don't really use the public spaces for anything specifically. If I go to a restaurant or movie at the V&A, or when I go shopping I'll just cross the public spaces and sometimes stop to listen if there's a good musician.</p> <p>To show overseas visitors sites such as Nobel Square.</p> <p>The employees mentioned:</p> <p>No time to use these areas.</p> <p>Provide bicycle racks for the public.</p> <p>Better visible signage of public spaces.</p> <p>Provide more shaded areas to sit and enjoy.</p> <p>They are great the way they are, with the walkways, I am tempted to go for a run there now.</p> <p>Open space at the Clock Tower side needs more entertainment.</p>
--

Source: Questionnaire survey (2013)

The respondent local visitors and employees were asked which three public open spaces in Cape Town were their favourites. The purpose of the question was to find out how favoured public open spaces in the V&AW are compared to all the others in Cape Town. The surprising result is shown in Table 5.6.

Table 5.6 Respondents' favourite three public spaces in Cape Town

	LOCAL VISITORS	EMPLOYEES
Favourite	Beaches	Beaches
Second most favourite	Beaches	Beaches
Third most favourite	Beaches	Beaches

Source: Questionnaire survey (2013)

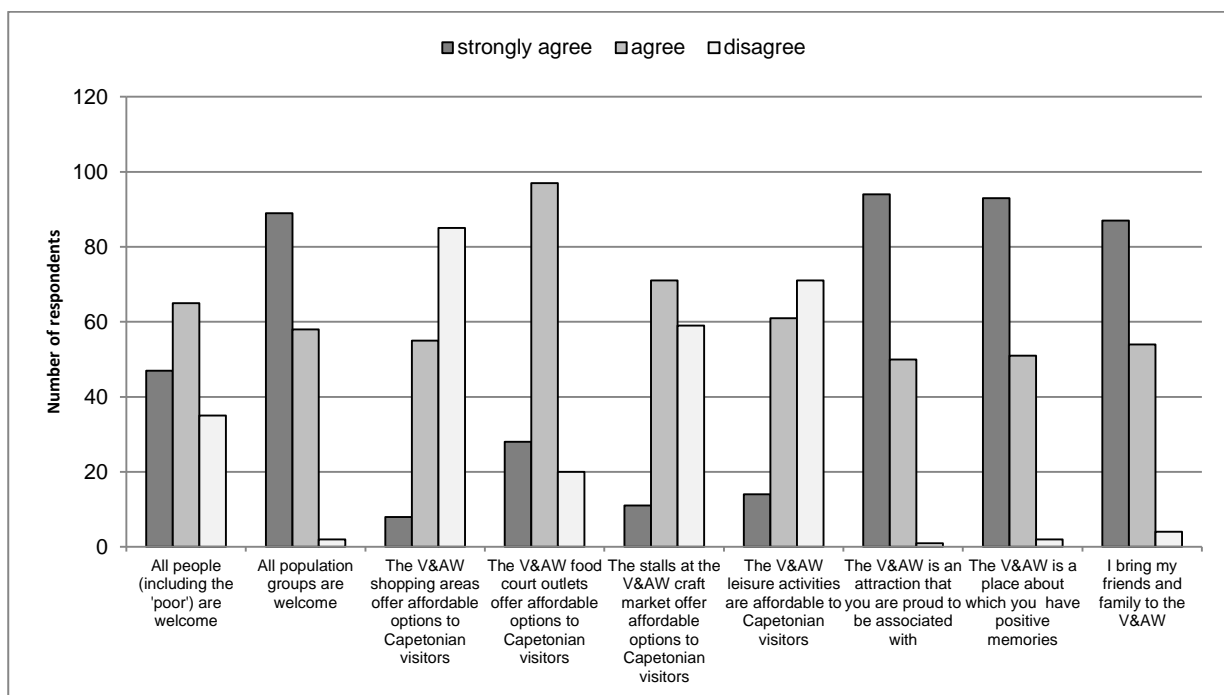
The public open spaces given many mentions were counted and beaches had the highest tallies. Other public open spaces many mentioned were Green Point Park, Sea Point Promenade, Table Mountain, Kirstenbosch and the Company Gardens. The V&AW did not receive recognition as being one of the three

favourite public open spaces which suggests that Capetonians prefer to visit public open spaces that represent nature rather than built-up areas. Perceptions about access and affordability can be a determining factor when deciding which public open spaces to visit, section 5.6 discusses these perceptions in more detail.

5.6 PERCEPTIONS OF ACCESS AND AFFORDABILITY

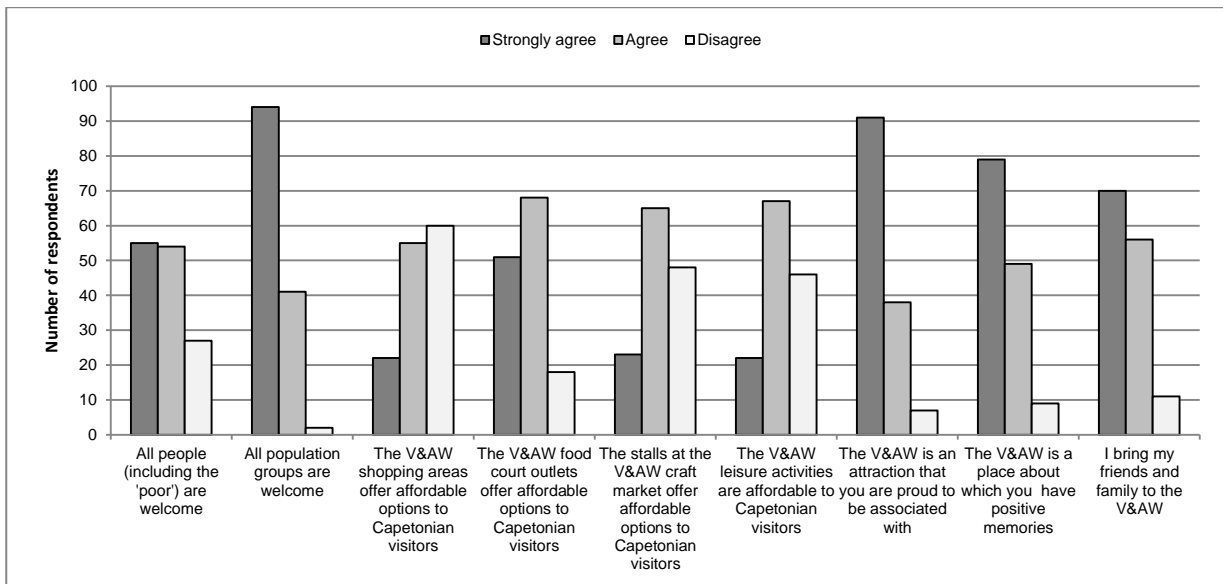
The V&AW has often been referred to by the media as a tourist trap and inaccessible to local visitors (Mendiratta 2013). During a study done by Houssay-Holzschuch & Teppo (2009) it was noted that the V&AW has often been referred to as a colonial development aimed at a white audience. Their study done from 2002 to 2005 confirmed a shift in visitorship as more diverse cultural groups started to visit the V&AW. Changing the perceptions about visitorship has been addressed by V&AW’s Marketing Department over the last few years.

This research has endeavoured to examine local visitor and employee perceptions of accessibility to and affordability of the V&AW. This was done by presenting the two research groups with nine statements which they rated on a 3-point scale. The statements are: all people (including the 'poor') are welcome at the V&AW; all population groups are welcome at the V&AW; the V&AW shopping areas offer affordable products for sale to the local visitor; the V&AW food court outlets offer affordable food for sale to the local visitor; the stalls at the V&AW craft markets offer affordable products to local visitors; the V&AW leisure activities (e.g. boat rides, aquarium) are affordable to local visitors; the V&AW is an attraction you are proud to be associated with; the V&AW is a place about which you will have positive memories; and I bring my friends and family to the V&AW. The results are shown in figures 5.17 and 5.18.



Source: Questionnaire survey (2013)

Figure 5.17 Local visitor perceptions of the affordability and accessibility of V&AW



Source: Questionnaire survey (2013)

Figure 5.18 Employee perceptions of the affordability and accessibility of V&AW

Local visitors (60%) felt strongly that all population groups were welcome at the V&AW and that the V&AW is an attraction you are proud to be associated with (65%). Affordability, however, was still a concern as local visitors felt strongly that shopping (57%) and the V&AW leisure activities are not affordable to local visitors (49%). Local visitors however agreed that the Food Court and Craft Market offers affordable options.

Employees also felt strongly that the V&AW is an attraction you are proud to be associated with (67%) and a place about which you will have positive memories (55%). They also said that all population groups are welcome and that they bring their family and friends to the V&AW. Employees disagreed that the V&AW shopping areas offer affordable products for sale to the local visitor and that the Waterfront Craft Market offers affordable products to local visitors. It seems like affordability still creates a negative perception amongst visitor and employee respondents, but not strong enough to prevent both groups from having a proud association with the V&AW and to prevent them from showcasing the V&AW to their family and friends. As affordability seems to be important when forming a perception of the V&AW which is why shopping behaviour of the two respondent groups will be discussed in more detail in section 5.7.

5.7 SHOPPING BEHAVIOUR

In section 5.4 it becomes evident that shopping is one of the respondents' most important reasons for visiting the V&AW. In this section shopping behaviour of the two groups is examined with reports on their engagement in other activities related to these shopping areas, on their favourite shopping centres in Cape Town and recommendations on shops that will encourage frequency. The respondents were asked where (four choices) they did four types of shopping and activities (groceries, day-to-day and clothing and accessories) and two leisure activities (restaurants and movies) as well as the name of their favourite shopping centre. The results for local visitors are given in Table 5.7 (visitors) and 5.8 (employees).

Table 5.7 Shopping and leisure behaviour of local visitors to V&AW.

	Grocery shopping	Day to day shopping	Shop for clothing and accessories	An evening out at a restaurant	An evening out at the movies
Corner shop in my neighbourhood	45.9%	76.6%	4.8%	16.1%	5.7%
Neighbourhood shopping centre (e.g. Tygervalley, Cavendish Square)	53.8%	28.8%	70.5%	31.1%	46.2%
Mega shopping centre (Canal Walk)	26.4%	14.4%	85.6%	48.8%	48%
V&A Waterfront	25.2%	10.4%	51.1%	82.2%	52.6%

Source: Questionnaire survey (2013)

Table 5.8: Shopping and leisure behaviour of employees in V&AW

	Grocery shopping	Day to day shopping	Shop for clothing and accessories	An evening out at a restaurant	An evening out at the movies
Corner shop in my neighbourhood	46.7%	71.1%	1.1%	17.8%	2.2%
Neighbourhood shopping centre (e.g. Tygervalley, Cavendish Square)	51.9%	30.2%	55.7%	33%	50.9%
Mega shopping centre (Canal Walk)	23.8%	11.9%	82.2%	40.6%	57.4%
V&A Waterfront	37.3%	40.9%	46.4%	57.3%	44.6%

Source: Questionnaire survey (2013)

Both tables show that the research groups shop at their corner shop in their neighbourhood and the neighbourhood shopping centre for day-to-day and grocery shopping. Mega shopping centres (e.g. Canal Walk) and neighbourhood shopping centres are shopping destinations for clothing and accessories and the former are popular for an evening out at the movies and/or restaurant. The V&AW is the chosen destination for an evening out at a restaurant and less so for attending an evening movie show. The findings show that visitors and employees prefer to frequent shopping areas close to where they reside to buy day-to-day products as it can be assumed that it provides convenience and saves time, while they are willing to travel further for an evening out when convenience and time are a less important consideration. A few comments made by respondents are presented in Table 5.9.

Table 5.9 Comments by respondents regarding their shopping behaviour

Restaurants in and around town, not in shopping malls.
Casino-entertainment such as movies, ice skating, bowling and paid for concerts.
Evening at a restaurant-generally in town.
I stopped going to the movies as all kids are on cell phones the whole time.

Source: Questionnaire survey (2013)

An open ended question was posed to visitors and employees asking what the name is of their favourite shopping centre in Cape Town. The two most popular shopping centres for both groups was Canal Walk, followed by the V&AW. This reconfirms the shopping behavioural highlighted in Table 5.7 and 5.8 where

both groups uses their neighbourhood shopping centres and corner cafe for day-to-day shopping, but prefers the V&AW and Canal Walk as their favourite shopping destinations and for an evening out. Respondents most likely see neighbourhood shopping facilities as convenient options but the V&AW and Canal Walk as leisure destinations where they would spend more time. Visitors and employees were further asked to give suggestions on the kinds of shops to be added to the V&AW to encourage greater use of its retail component (Table 5.10).

Table 5.10 Visitor and employee suggestions of kinds of shops to encourage visits to and shopping V&AW

- Not sure about the kind of shops, but definitely more cost effective shops (specifically for the locals).
- Affordable ones and a 'real' produce market would have been nice... the current one is way too formal and is more like open-plan shops... you needed a 'real' fish monger or fish market on the scale of those in Asia.
- Local designers.
- Big Blue Proudly South African shops with local products.
- Current offering is good and diverse; don't feel like there are too many additional shops that would make me visit more often.
- More affordable ones only catering for the overseas tourists as far as pricing is concerned.
- Spar
- More affordable lifestyle shops
- The designer shops only cater for tourists - locals cannot buy there. In terms of homeware: I think they should consider adding Mr Price Home.
- Fashion boutiques Jewellery
- As for shops, more 'farmers' market-type areas
- No additional shops/stores are needed. The V&A Waterfront has a unique mixture of brands/stores/shops including food stores-catering for local visitors and tourists alike.
- Labels like Cotton On would definitely attract me to the V&A to shop more often.
- Mid-Range international brands like H&M or Shoe brands
- There is an excellent mix of shops and shopping at the V&A. It does seem quite curio-driven but that is just perception. From a personal perspective, I'd like to see a good pet shop, a good homeware and furniture store and more medical services such as doctors' consulting rooms (I know that there is a dental practice on site). Also, I trek out to Kalk Bay and Hout Bay for their fish markets... Cape Town Fish Market is too expensive; a real fish market would add some awesome authenticity as would a flower market.
- More affordable service providers

- Golf shops
- If the waterfront could have a Dischem, a Sportsman's Warehouse and a Mr Price I would never need to go anywhere else
- None. The traffic is more of a problem and keeping me away from the centre.
- More affordable, the V&A is losing its authenticity with all the International Brands- support more local chains.
- The shops there are pretty cool, a lot of the clothing shops are very expensive branded shops but if I had the money to shop there I would.
- I personally wouldn't shop there on a regular basis because it is too far from where I live. I like the shops that are there now, and occasionally when necessary for me to acquire something specific I will go there. Generally I find that mall geared more for tourists and the upper-middle class type people. That is part of its charm.
- I rarely shop here, only in extreme cases if the shop isn't at other malls, or if this is the only mall I can find a particular item. I find it to be more expensive for a product than for the same item at another mall.
- Local Restaurants selling traditional food.
- Unique but affordable homeware, fashion, decor
- Bicycle shop
- None. The waterfront is not my closest 'store', so for everyday shopping, I would not choose to go to the V&A specifically.
- Something like a Food Lover's Market
- More child-friendly restaurants and safe, controlled playing areas.
- Wimpy

Source: Questionnaire survey (2013)

Feedback received from Capetonian respondents suggest that there is a need for greater variety of affordable options regarding shopping and food outlets. It is noteworthy that they want unique products produced by local manufacturers. Sports shops and fresh produce, especially fish were suggested. Employees specifically mentioned a hardware store, Capitec Bank, Nando's, Dischem, Burger King and Mr Price (this store opened in the V&A Waterfront in September 2014). Employees recommend more functional and cost-effective options, for example takeaways and cheaper service providers. It is interesting to see that neighbourhood shopping centres performed high in all activity options which poses the question whether the V&AW is perceived to be a neighbourhood shopping centre for neighbourhoods in its close proximity. The same principle applies to whether residents of surrounding neighbourhoods perceives the V&AW's public open spaces as an extension of those situated in their own areas.

As a final question in the questionnaire survey both groups were asked to make further comments and suggestions about V&AW. Feedback from Capetonians included: cheaper parking options, the V&AW is

beautiful as it is, affordable retail options, more parent-child activities, greener open spaces, e.g. grass, where small children can run free, more child-friendly restaurants and the working harbour is the heartbeat of the V&AW. Employees responded by saying that they need a Fruit and Veg (fresh produce retailer) with cooked-meal options, cheaper parking for staff, free Wi-Fi, celebrate historic events, have a salad bar, covered parking area for taxis when it rains, showering facilities for retail staff and more banking malls. Cheaper parking options and affordability seemed to be a concern to both groups, while employees once again had more practical suggestions to improve their everyday working experience at the V&AW.

5.8 CONCLUSION

The V&AW is the most visited tourist destination in South Africa, with over 24 million visitors in 2014, of whom more than half originate from the greater Cape Town metropolitan area. Over 16, 000 people work in the V&AW daily. These large numbers of visitors and employees rank the V&AW as an important leisure and working space for Capetonians and a keystone of the economy of the city and the region. Visitors and employees enjoy the products (leisure and retail), services and experiences that this mixed-use development offers as well as the pleasant memories the V&AW inspires. Some Capetonians still perceive it as a playground for high income earners. Realities concerning the unaffordability (of certain high-end shops, hotels and restaurants) persist and these are widely criticised, yet serve as a reminder that Cape Town is a world-class city competing to attract affluent local and international tourists to the best 'shoppertainment' experience an Africa city can offer. Capetonians perceive the V&AW and its public spaces as welcoming and open to all. The public open spaces are perceived by Capetonians as welcoming and open to all with some preferred over others. Capetonians are proud to be associated with this destination and are willing to showcase the property to their visiting friends and family. Given the rapid diminishing of available public open spaces the V&AW in Cape Town is a backyard for local visitors and employees that is functional for the community it serves and retains the special link between the ocean and the city where locals feels welcome and take ownership of the available public spaces. The V&AW management is striving to dispel the perception of the venue as a tourist trap where Capetonians feel alienated. They have recognised the need to cater for both the local and tourist markets (domestic and international) in their belief that visitors will seek out the places favoured and frequented by locals (Van Zyl 2005). The final chapter revisits the aim and objectives originally set out for the research. The applicable literature review pertaining to each objective will be summarised with supporting research results in line with each of them. The chapter will conclude with recommendations pertaining to the research results, limitations and suggestions for further research.

CHAPTER 6 SUMMARY OF FINDINGS AND FINALITIES

6.1 REVISITING THE OBJECTIVES

The purpose of this research has been to investigate the V&AW as leisure, recreation, shopping and workspace for Capetonians (local visitors) and V&AW Company's employees. This chapter summarises the main findings of the research according to each of the objectives and ends with some limitations of the research, specific recommendations for improving the V&AW for visitors and employees, and suggestions for further research.

Chapter 2 and 3 of the thesis set out by reviewing literature on the relationships between ports and cities, the influence waterfront revitalisation has on its urban surroundings and contrasted global examples of successful and unsuccessful urban waterfront developments. Attention was also given to the definitions of public open spaces, their governance, who their users are and their role in urban waterfront developments. The concept of placemaking was examined. Chapter 4 reported on the V&AW in Cape Town as a case study of the use of public open spaces. The case study also treated the V&AW's current and future economic impacts, its responsible-tourism practices and how it is perceived by Capetonians. Chapter 5 reported and discussed the findings of two questionnaire surveys. The next six subsections recall each objective in turn and recap the main findings of each.

6.1.1 Review the literature on waterfront developments and the role of public open spaces in promoting social cohesion and providing links between urban areas and their waterfronts

Numerous port cities originated due to their riverside or coastline locations. Maritime trade attracted investment and people which in turn stimulated urban economic growth and industrial expansion. As industrialisation increased, waterfronts became areas rarely visited by city residents and in many cases created a barrier between the water and its urban area. The growth of containerisation, increased ship sizes and new ways of managing ship operations caused some cities to move their ports away from urban areas to geographical areas with more space. This caused many historical ports to deteriorate so becoming unsafe, unhealthy, polluted brownfields with slum settlements. The ports often became underused, even abandoned. During the 1980s urban developers began to turn their attentions to waterfront regeneration, usually to restore the link between urban areas and their water environs. The interest was born from renewed awareness of historic preservation; heightened environmental awareness; water clean-up campaigns and urban renewal projects. Urban developers soon realised that to make this journey of strategic evolution and revitalisation happen they need to establish private and public partnerships.

During the World Conference of the United Nations Urban 21 in 2000, ten principles for sustainable urban waterfront development were drafted, namely (1) secure the quality of water and the environment; (2) waterfronts must continue to be part of the existing urban fabric; (3) historic identity gives character; (4)

prioritise mixed-use property; (5) public spaces are prerequisites; (6) public-private partnerships up the development process; (7) public partnership is an element of sustainability; (8) waterfronts are long-term projects; (9) revitalisation is an ongoing process; and (10) waterfronts profit from international networking. Six principles were identified and applied to the development of the V&AW. They were: emphasise the unique characteristics of the space and incorporate them in the design; build the development to complement the water and land in which it is situated, preserve views of the water and of water activities; create a good mix of tenants to be relevant to the patrons who will frequent the development, so encouraging longer stays; create a variety of public spaces to encourage various on-site activities, for example entertainment, exercise, shopping and dining; make provision for large public celebrations and gatherings; and define public access to give the public access to the waterline, but establish clear boundaries through boardwalks and walkways. It was found that developers of urban waterfronts often made the mistake of wanting to extract high profits rather than ensuring high-quality offerings to users. Developers are prone to creating an excessively commercial tourism atmosphere rather than a residential function, so causing the area to lose its authenticity, to exclude low-income groups and alienate locals.

Lessons are to be learned from unsuccessful waterfront developments which have had negative impact on the surrounding urban areas. In Copenhagen's waterfront landowners pursued their own interests without reaching agreement on a larger vision for the waterfront. Buildings and shopping centres were built which were not in line with the city's heritage and therefore led to lack of access by local citizens. In Kuala Lumpur where urbanisation caused the loss of the waterfront as a public space and created a perception among locals that the primary use of the embankment along the river where the waterfront is situated was for flood prevention instead of recreational space. The government-driven Manado waterfront development in Indonesia set out to create socio-economic advantages for the city residents and establish a globally competitive tourism destination. The management achieved most of its goals but caused considerable damage to the environment and prevented local citizens, like the fishing community, from having access to the waterfront development.

It follows that successful regeneration of urban waterfronts depends on encouraging partnerships to buy into the proposed developments through involvement in the planning process; sharing knowledge and participating in implementation to make areas user-friendly to citizens by, among others, retaining the cultural and historical value of the city in which the project is undertaken; incorporating sufficient public open spaces; emphasising the importance of creating multipurpose complexes that accommodate the needs of visitors and residents; and promoting longevity. In the case of the V&AW the survey questionnaires indicated that visitors and employees have a strong emotional connection to the property due to positive memories created (section 5.6) and have a strong association due to it being a place where they bring their families to spend time with them while participating in the multipurpose offerings ranging from shopping to outdoor activities (section 5.4.1 and 5.4.2). A prominent contribution to the success of the V&AW is its location as well as its variety of open public spaces encouraging citizen participation and social cohesion.

Chapter 3 explored the importance of public spaces in the urban fabric, specifically in urban waterfront developments; and the role such spaces play in promoting social cohesion. Public open spaces are the

breathing zones built into cities, the open areas between buildings and neighbourhoods where people can come and go freely and which are open to all without discrimination. The use of a public space depends on the communities it serves. In developed countries residents typically use public space for activities like enjoying coffee at a pavement cafe, socialising or relaxing, whereas residents in underdeveloped countries might use such space to boost informal retail economies or seek respite from their small or precariously-built housing. With urbanisation taking place at unprecedented rates, the number and quality of public spaces have been diminishing fast. Governments have realised that partnerships with the private sector enable them to stretch their limited public budgets, make use of private sector services and skills and implement changes more rapidly as in the case of the V&AW. Urban planners have realised that public open spaces provide a means to alleviate social questions while addressing emerging issues like sustainability and the need for social cohesion. The presence of natural assets (e.g. urban parks, forests, green belts) and natural resources (e.g. trees, water) in urban contexts contributes to the quality of life and increases the liveability of modern cities. Given that two-thirds of the world's inhabitants are expected to be living in urban areas by 2030, urban population densities will increase and devoted to public open space will diminish. Urban planners are now focussing more on mixed-use urban areas comprising residential, shopping, entertainment, public sector and public open spaces, so reducing long commutes to work and other amenities. This encourages social interaction among residents. Urban planners are increasingly implementing the concept of placemaking in the design of open public spaces in urban areas. This involves a process in which the developers consult and listen to the people who will live, work and play in specific spaces so creating a common vision that will lead to the implementation and production of frequently used public space. Over time, successful places represent a sense of identity for their users often resulting in a sense of belonging or involvement, so encouraging an interest in or taking part in the affairs of a place.

Waterfronts play vital roles in connecting urban areas to the water and creating additional public open spaces for their local communities. A waterfront that has been successful in this regard is that of Stockholm where the roads adjacent to the water do not have heavy traffic flows therefore allowing visitors to explore the area with ease on foot or by bicycle. Esplanades and promenades draw visitors and give them access to the water area. Helsinki's waterfront offers markets, parks and an esplanade which are popular gathering spots. The public spaces along the water's edge are connected by safe paths making them accessible by foot and bicycle. These areas are surrounded by neighbourhoods where activity is centred around small public spaces. The paths connect to a main waterfront area with its indoor market hall, large public plaza and open-air market, all accessible by foot, tram and ferry. In Hamburg the industrial waterfront (a working harbour) is connected to the city by a scenic promenade. It is an excellent example of a working waterfront with public spaces that do not hinder the harbour activities. Granville Island Vancouver is a waterfront development that evolved organically with restored historical factory buildings in workyards that preserve the historic nature of the area. The waterfront offers a variety of public spaces which host a cornucopia of markets, play areas and cultural activities. The literature showed the relationship between cities and their harbours and highlighted the importance of access to the water. The research found that waterfront developments need to have mixed-uses, be accessible to all spheres of the local community and have functional public spaces to encourage social cohesion and public participation. In section 6.1.2 a case study

on the V&AW identifies its spatial land uses, contextualising the study area as a public space, work and leisure environment.

6.1.2 Contextualise the land uses of the V&AW

The V&AW is a multi-use development situated in the City of Cape Town, in the Western Cape province in South Africa. The property is located on the edge of Cape Town's harbour and it links the city to the ocean. The property boundaries of the V&AW are the City's CBD (Greenpoint area), Duncan Dock, the Atlantic Ocean and Granger Bay. The study excluded the marine residential apartments, situated in the Marina Basin, in the interest of available research resources and time. The surface area of the V&AW is 604 000 m², comprising 46 000 m² of retail area, 130 000 m² office space, 7 000 m² entertainment, 13 000 m² museums, 250 000 m² residential and 98 000 m² fishing industry space. The V&AW has 649 tenants and more than 19 270 people are directly employed (permanent and temporary staff). The V&AW is a mixed-use development 123 ha in size with two thirds of the land already developed.

The property has a wide variety of open public spaces of which ten (the Amphitheatre, the Pierhead, Market Square, Clock Tower Square, North Wharf, Croquet Lawn, Breakwater Boulevard, Amsterdam Battery, Nobel Square and the Historic Tunnel) are used for outside events and exhibitions areas and six areas used as promotional courts inside the Victoria Wharf Shopping Centre. The diverse land uses of the V&AW contributes to its success as a multi-use destination, offering its users opportunity to interact with the waterfront in usability ranging from leisure to employment.

6.1.3 Determine and categorise the employees in the V&AW

The V&AW management company manages 649 tenants (employing a workforce of 19 720), namely commercial tenants (53% of the total workforce), hotels (18%), food and beverage establishments (9%), a marina (6%), enterprise developments (2%) and retail tenants (12%). The commercial tenants consist of the fishing industry, financial institutions, the marina which includes the leisure offering (boat charters).

The members of the workforce of the V&AW, were categorised by business sector. Participants in the employee survey questionnaire comprised the following proportions: 46% from the commercial, financial, fishing and marina sectors; 41% from the retail, enterprise development and food and beverages sector; 7% from hotels and 5% from the leisure sector. The V&AW comprises of a large labour force who not only ensures that the multi-use offerings at the V&AW are serviced, but who are also important users of the offerings, which include its public spaces.

6.1.4 Employee profiles and their perceptions of the V&AW as a working and leisure space and their perceptions of and interactions with the Waterfront's public open spaces

The employee questionnaire survey elicited information about respondents' employment sector, their level of employment and how long they had been employed in the V&AW. Age, level of employment, gender and whether respondents have children play a role in the nature of their interaction with the V&AW and its public open spaces.

To further ensure representativeness of the survey respondents and effort was that all levels of employment were included as people at different employment levels interact with the property differently and/or have different perceptions of it, (for example frontline staff may have more free time, but limited disposable income, whereas an executive manager might have more disposable income but not enough time to enjoy it. Eventually, 15% of the employee respondents were owners and/or shareholders; 13% were executive managers; 22% senior management; 23% middle management; 4% supervisors and 23% were frontline staff.

Employee participants were asked if they spend time at the V&AW during their free time, what they do and how important the activities are. Shopping, doing business and eating at a restaurant were their most important pastimes in the V&AW along with lesser important activities like enjoying live events and relaxing with family in a public open space, participating in a paid leisure activity or relaxing alone in a public open space. It is noteworthy that two of the most important out-of-office activities relate to business dealings (doing business and eating at a restaurant). Time spent relaxing with family and friends in paid-for activities and/ or in public open spaces appeared to be less important so that one can question whether employees regard the V&AW as a space to spend their free time unassociated with work. Four out of five employees respondents never spend time (or only infrequently) enjoying the scenic beauty, although they admitted that the scenic views from the V&AW are delightful. They probably do not have the time to enjoy the views but nevertheless find the prospect attractive.

Employees ranked their liking of seven public open spaces (Amphitheatre, Market Square, Clock Tower Square, Nobel Square, Food Court, Pierhead and North Wharf) in the V&AW. Fifty-nine present ranked the Food Court as their favourite public open space and Market Square as second-most liked. Respondents' visits' to the Food Court were also quite frequent with 8% making daily visits, 29% once a week and 19% as many as up to three times per week. Employees were ambivalent about the Pierhead and North Wharf areas but evidently do not like North Wharf and Clock Tower Square because the former has no trees or food offerings where they can get away from the office to relax. Curiously Clock Tower Square is unliked although it has benches facing the sea and takeaway outlets are close by. Concerning what the respondents do in the public open spaces, three activities stood out, namely taking time away from the office (60%), meeting with friends (50%) and relaxing for a while (46%). Clearly, the respondents' most popular uses of the public open spaces in the V&AW are for relaxation and as meeting places.

Asked how public open spaces can be changed to encourage more frequent visits, respondents proposed 1) by adding more benches; 2) making free WI-FI available in public areas; 3) improve the landscaping (e.g. greening by planting more trees and grass); 4) providing more live entertainment; 5) and having a stronger and more visible security presence. Respondents also commented that they had no time to use these areas, more shaded areas should be provided for just sitting and enjoying the outside environment and the

open spaces at the Clock Tower could profit from more entertainment. As employees play a crucial role in the use of the V&AW and its offerings and also have an influence on visitors who visit the waterfront for leisure purposes, it is important for V&AW Management to make the recommended improvements suggested by employees to encourage more use and frequency. Employees form a prominent compliment of Capetonian visitors which make it even more important to fulfil their needs as they have a direct impact on Capetonians who visit the V&AW as a leisure and public open space.

6.1.5 Capetonians' perceptions of the V&AW as leisure and public space as well as their perceptions of and interactions with the public open spaces in the V&AW

Sixty percent of the visitors to the V&AW are Capetonians according to the managements' visitor tracking system. A convenient sample of 150 people was selected randomly, based on residential geographical location, cultural background and age to ensure a diverse and representative sample. Capetonian respondents comprised citizens of Cape Town's city centre and its suburbs.

Capetonian visitors were also asked to rank ten activities as reasons for visiting the V&AW. The three outstanding reasons were to eat at a restaurant, to do shopping and to relax with family members in the public open spaces. Following these in importance were enjoying live entertainment events offered on the property, relaxing with family members in the public open spaces and to participating in a paid-for leisure activity and lastly, to exercise in a safe environment, do business and find some quiet time alone to relax in one of the public open spaces. It is noteworthy that Capetonians regard paid for activities as their two top reasons for visiting the V&AW, while participating in free activities and enjoying open public spaces are less important. One can conclude that Capetonians visit the V&AW first and foremost to engage in commercial activities alone or with family and friends and less importantly to enjoy free offerings (free entertainment, public open spaces and exercising). The frequency with which respondents engaged in specific leisure activities was examined. Monthly visits to do shopping, visit a restaurant, visit a coffee shop, purchase takeaways or relax and enjoy the view predominate who visit the V&AW daily stay for shorter than an hour but sometimes up to two hours and those who visit the V&AW once per month stay longer (three to four hours or even longer). Apparently, short visits are to do convenience shopping or to have a quick meal, whereas longer visits are for leisure purposes. Capetonians made suggestions about leisure activities that should be added to the property's product portfolio to encourage more frequent visits. The most recurrent answers related to family, particularly child-friendly activities, the respondents expressing the need to have places where they can relax while their children are either attended to by a child-minder or entertained within viewing distance and also the desirability of an indoor play. Large events like the Symphony of Fire, the Jazz Festival (previously hosted by the V&AW) and concerts were mentioned, with the proviso that more comfortable seating be made available during such events.

Capetonians' perceptions of and interactions with seven public open spaces the in V&AW were examined, (Amphitheatre, Market Square, Clock Tower Square, Nobel Square, Food Court, Pierhead and North Wharf). It emerged that they like the Pierhead and Amphitheatre most but feel neutral about Nobel Square and North

Wharf. The two signal activities were evident, namely meeting with friends and relaxing for a while. When Capetonians were asked how the public open spaces could be improved to encourage more frequent visits, their answers corresponded with those of the employees namely 1) by adding more benches; 2) making free WI-FI available in public areas; 3) improve the landscaping (e.g. greening by planting more trees and grass); 4) providing more live entertainment; 5) and having a stronger and more visible security presence. It is noteworthy that a stronger and more visible security presence again featured the lowest. When asked which three public open spaces in Cape Town were their favourites, beaches were mentioned most followed by Green Point Park, Sea Point Promenade, Table Mountain, Kirstenbosch and the Company Gardens. Remarkably the V&AW was not chosen as one of the three favourite public open spaces suggesting that Capetonians prefer to visit public open spaces that represent nature rather than built-up areas.

Capetonians' perceptions of the accessibility and affordability of the V&AW was examined. Sixty percent of the respondents felt strongly that all population groups were welcome at the V&AW and that it is an attraction they are proud to be associated with (65%). Affordability again featured as a concern with local visitors being adamant that shopping (57%) and the V&AW leisure activities (49%) are not affordable to local visitors. They nonetheless agreed that the Food Court and Craft Market offer affordable options. Although affordability is mainly perceived negatively among the visitors, this does not deter them from proudly associating with the V&AW nor to prevent them from showcasing the V&AW to their family and friends.

Implementing suggested changes from this group is of utmost importance as local visitors provides an income stream which ensures sustainability through fluctuation in economy and encourages visitation by international visitors, as tourists often follow visitor patterns of locals. The economic impact of the V&AW stretches beyond its own borders, impacting on Cape Town, the Western Cape and South Africa.

6.1.6 The effects of the V&AW beyond its borders according to the V&AW's economic impact study

V&AW management appointed an independent research company (EIS) to investigate the V&AW's economic impact on Cape Town, the Western Cape and South Africa. Since 2002 the V&AW has contributed an estimated of R260 billion to the South African economy. The planned developments in the V&AW have the potential to contribute a further R224 billion until 2027. Since 2002 the V&AW has contributed R227 billion to the GGP of the Western Cape, increasing from R9 billion in 2002 to R29 billion in 2014. The V&AW added R20 billion (2014 prices) to the GDP in 2002 and this grew to R33.44 billion in 2014. In 2010 GDP contribution declined as a result of the global financial crisis resulting in fewer international visitors (with the exception of the 2010 FIFA Rugby World Cup period). Very little difference occurred between 2012 and 2013 when volatile elements of capital expenditure and finance charges were excluded which caused a drop in the overall GDP contribution. The V&AW management company administers 649 tenants including commercial installations, hotels, food and beverage establishments, a marina, enterprise developments and retail businesses. Direct employment in the V&AW was 19 270 people. The number of jobs (direct and indirect) in the Western Cape associated with the V&AW increased from 22 645 in 2002 to 36 162 in 2014. Jobs in South Africa generated directly and indirectly in South Africa

through the V&AW increased by 57% between 2002 (33 378) and 2012 (52 676). The findings from this economic impact study highlights the positive impact that successful waterfront developments have on the community it serves. The number of employees and visitors at the V&AW however produces its own limitations to the research.

6.2 LIMITATIONS

The arbitrary chosen numbers of respondents in the two questionnaire surveys are extremely small. Larger samples would have been preferable but were prevented by time and monetary constraints. Moreover the researcher's status as an employee of V&AW Management caused the predicament of remaining objective and when the respondents' feedback was critical and the research findings reflected negatively on her employer.

6.3 RECOMMENDATIONS AND SUGGESTIONS

A number of recommendations can be put forward; 1) Add some elements of family entertainment to all the public open areas to encourage more frequent visits by a diversity of visitors. 2) Transform the area between the Breakwater Boulevard (opposite the Table Bay Hotel) and boardwalk into a permanent, open-air exercise park to encourage Capetonians to use it to sustain or improve their health and fitness. Regular exercise classes (e.g. yoga, Pilates) can be offered by accredited trainers at the viewing decks on the boardwalk or on the grass next to the exercise park. 3) Introduce dedicated pedestrian and cycle routes to link the public open spaces to each other so increasing an awareness of them and improving accessibility to these spaces. A worthy example is the bicycle route built by the City of Cape Town between Tableview (suburb situated 20 km from the CBD) and the CBD. 4) Build a pedestrian bridge across Buitengracht (the busy road that connects the CBD with the N1 highway) on which the main entrance to the V&AW is positioned. This should secure a safe crossing for visitors who enter or leave the property on foot. 5) Host regular music and cultural festivals at the larger venues with smaller events at the various public open spaces to encourage their use and the public's awareness of them. The crowds drawn to such events will increase turnovers of businesses neighbouring these areas. 6) With visitorship increasing by between 180 000 to 200 000 visitors per day during the Christmas-New Year's holiday season, it is advisable that a part of Breakwater Boulevard be transformed into a temporary pedestrian-only area for the duration of the festive season. Entertainment in this case will increase more awareness about new tenants, diversify visitor experiences and encourage non-motorised access to the property.

The research has spotlighted some gaps for further research. The literature search and review showed that there is scant information available on urban waterfront developments in South Africa and their potential to change the urban fabric of our cities and towns. Research is needed on urban areas adjacent to the sea (Durban, Nelson Mandela Bay and Buffalo City), rivers (Upington, Parys and Stellenbosch) and man-made dams or lakes (Clanwilliam, Brits and Bloemfontein) to determine their economic, social and environmental impacts to encourage and guide waterfront renewal or developments in more towns and cities in South Africa.

Follow-up research on the V&AW is recommended. It will be insightful to investigate whether and how new developments and added affordable shopping and food options (for example Mr Price, Cotton On, H&M, Watershed and the renovated Food Court) will influence the perceptions of visitors and employees and if it increases their frequency of visits, perceptions of public open spaces and the liveability of the V&AW by Capetonians and employees. The V&AW Management team has embarked on a process of placemaking in its public open spaces. Research over the next five years is recommended to examine any changes in the perceptions of Capetonians and employees about the public open spaces in the V&AW and if engagement in activities at these venues has diversified.

6.4 CONCLUSION

The expected degree of world urbanisation reaching 75% by 2030 will cause a critical diminution of public open spaces in urban areas so that citizens and urban managers will have to look for alternative spaces. Public areas like waterfronts will therefore become more prominent in the fabric of cities. This case study has shown something of the nature of waterfront developments, the opportunities they present and the challenges to be taken up. Managers and developers of the V&AW (and other waterfronts) should take cognisance of the pride that visitors and employees show about being associated with the V&AW and their enthusiastic showcasing of the property to visiting friends and family. Such sentiments need to be nurtured. Equally vital is that employees' and Capetonians' emotional bonds with and commendations for the V&AW do not overshadow their key criticism of the development, its offerings and their unaffordability to locals.

Visitors and employees ranked the V&AW as an important leisure and working space for Capetonians and a keystone of the economy of the city and the region. Visitors and employees enjoy the products (leisure and retail), services and experiences this mixed-use development offers. Their memories of the V&AW are pleasant. Yet, some Capetonians and employees perceive the V&AW as a playground for high-income earners. The reality of the unaffordability of certain high-end shops, hotels and restaurants persists and this drew wide criticism, yet served as a reminder that Cape Town is a world-class city competing with other destinations to attract affluent local and international tourists to the best shopping and entertainment an Africa city can offer. Capetonians perceived the V&AW and its public open spaces as welcoming and open to all. Given the rapid diminishing of available public open spaces in Cape Town, the V&AW functions as an extension of the CBD for local visitors and employees and serves the community by retaining the special link between the ocean and the city where locals feel welcome and take ownership of the available public open spaces. The V&AW management must continue dispelling the perception of the venue as a tourist trap where Capetonians feel alienated. The survival and thriving of Cape Town's V&AW depend equally on increasing international and national tourism as on its truly being a workplace and playground for Capetonians.

[Word Count: 37 974]

REFERENCES

- Accelerate Cape Town 2014. V&A 'the best waterfront' in the world contributes R198 billion to SA's GDP. Available from: <http://acceleratecapetown.co.za/va-waterfront-best-waterfront-world-contributes-r198-billion-gdp/> [Accessed on 14 February 2016].
- Agarwala P 2013. End poverty in South Asia. Webinar Jan 10: Urbanization along the waterfront. Available from: <http://blogs.worldbank.org/endpovertyinsouthasia/webinar-jan-10-urbanization-along-waterfront>. [Accessed 22 July 2013].
- Alker S, Joy V, Roberts P & Smith N 2000. The definition of brownfield. *Journal of Environmental Planning and Management* 43(1): 49-69.
- Amin A 2008. Collective culture and urban public space. *City* 12: 5-24.
- Aravot I 2002. Back to phenomenological placemaking. *Journal of Urban Design* 7: 201-212.
- Ashworth W 1951. British industrial villages in the nineteenth century. *The Economic History Review* 3: 378-387.
- Atkinson R 2003. Domestication by cappuccino or a revenge on urban space?: Control and empowerment in the management of public spaces. *Urban Studies* 40: 1829-1843.
- Banerjee T 2001. The future of public space - Beyond invented streets and reinvented places. *The Journal of American Planning Association* 67: 9-16.
- Birkby R 1998. *The making of the Victoria & Alfred Waterfront: The inside story of its planning, design and creation*. Cape Town: V&A Waterfront.
- Boddy T 1992. Underground and Overhead: Building the Analogous City. *Variations on a Theme Park: The New American City and the End of Public Space*. Sorkin M, New York: Hill and Wang, 123-153.
- Botterill D & Platenkamp V 2012. *Key concepts in tourism research*. New Delhi: Sage Publications.
- Buder S 1990. *Visionaries and planners: the garden city movement and the modern community*. New York: Oxford University Press.
- Büttner F 2011. Business improvement district (BID): A public-private partnership promoting quality of life. Paper delivered at La Fabrique de la Cité/The City Factory's May 4th Conference on Public Space, Barcelona.
- Cape Town Partnership 2009. Shaping the future of Cape Town Central City: 1999-2009. Available from: <http://capetownpartnership.wvc.co.za/wp-content/uploads/2009/08/History-of-the-Cape-Town-Partnership.pdf>. [Accessed: 31 July 2011].

- Carmona M, Tiesdell S, Heath T & Oc T 2010. *Public places, urban spaces: The dimensions of urban design*. 2nd ed. Oxford: Elsevier.
- Cattell V, Dines N, Gesler W & Curtis S 2008. Mingling, observing and lingering: Everyday public spaces and their implications for well-being and social relations. *Health & Place* 14: 544-561.
- Chiesura A 2004. The role of urban parks for the sustainable city. *Landscape and Urban Planning* 68: 129-138
- Creswell JW 2003. *Research design: qualitative, quantitative and mixed methods approaches*. 2nd ed. Thousand Oaks: Sage Publications.
- Dave B 2011. Domestic market sidelined. *Cape Argus* 25 July: 12.
- Davidson M 2013. Urban geography: Waterfront development. Sydney: University of Western Sydney
University of Western Sydney, Australia
- Davidson M & Lees L 2005. New-build gentrification and London's riverside renaissance. *Environment and planning* 37: 1165-1190
- Desfor G & Jorgensen J 2004. Flexible urban governance: The case of Copenhagen's recent waterfront development. *European planning studies* 12: 479-496.
- Desfor G & Vesalon L 2008. Urban expansion and industrial nature: A political ecology of Toronto's Port Industrial District. *International Journal of Urban and Regional Research* 32: 586-603.
- Ducruet C 2011. The port city in multidisciplinary analysis. In: Alemany, J. & Bruttomesso, R (Eds) *The port city in the XXIst century: New challenges in the relationship between port and city*. Venice: RETE Association & International centre for cities on water, pp.32-48.
- Farber S & Li X 2013. Urban sprawl and social interaction potential: an empirical analysis of large metropolitan regions in the United States. *Journal of Transport Geography* 31: 267-277.
- Ferreira SLA & De Villiers RET 2014. The Victoria & Alfred Waterfront as playground for Capetonians. *Urbani Izziv* 25: S36-S80.
- Ferreira SLA & Visser G 2007. Creating an African Riviera: Revisiting the impact of the Victoria and Alfred Waterfront development in Cape Town. *Urban Forum* 18: 227-246.
- Francis M 1989. Public places and spaces: Control as a dimension of public-space quality. *Human behaviour and environment* 10: 147-172.
- Franz M, Güles O, & Prey G 2008. Place-making and 'green' reuses of brownfields and the Ruhr. *Tijdschrift voor economische en sociale geografie*, 99: 316-328.
- Frumkin H 2003. Healthy places: Exploring the evidence. *American Journal of Public Health* 93: 1451-1456.

- Galland D & Hansen C J (2012). The roles of planning in waterfront redevelopment: From plan-led and market-driven styles to hybrid planning? *Planning Practice and Research* 27: 203-225.
- Galvin & Sales 1994. Cape Town Historical Walk: Waterfront. Cape Town: Cape Town Heritage Trust.
- Gehl J 2011. *Life between public spaces: Using public spaces*. Washington DC, Island Press.
- Goodman R 1999. Redeveloping deteriorated urban waterfronts: Effectiveness of U.S. Coastal Management Programs. *Coastal Management* 27: 239-269.
- Grobler A 2007. The criteria for place-making: Architectural and urban interior materiality of the Constitutional Court, Johannesburg. *South African Journal of Art History* 22: 127-149.
- Handy LS, Boarnet MG, Ewing R & Killingsworth RE 2002. How the built environment affects physical activity: Views from urban planning. *American Journal of Preventive Medicine* 23 (2) Supplement 1: 64-73.
- Hale TS 2003. Location science research: A review. *Annals of operations research* 123: 21-35.
- Hindes C, Muller L & Stoffberg H (eds) 2012. South African landscape architecture. 1st edition. University of South Africa. Pretoria, Unisa Press: 288.
- Hoffman K 1999. Waterfront redevelopment as an urban revitalization tool: Boston's waterfront redevelopment plan. *The Harvard Environment Law Review* 23: 471
- House of Commons 2003. The evening economy and the urban renaissance. Twelfth Report of Session 2002–03. London: Housing, Planning, Local Government and the Regions Committee.
- Houssay-Holzschuch M & Teppo A 2009. A mall for all? Race and public space in post-apartheid Cape Town. *Cultural Geographies* 16 (3), 351-397.
- Hoyle B 1995. A shared space: Contrasted perspectives on urban waterfront redevelopment in Canada. *Town Planning Review* 66: 345.
- Hoyle B 2000. Global and local change on the Port-City Waterfront. *Geographical Review* 90: 395-417
- Hoyt L 2005. Planning through compulsory commercial clubs: Business improvement districts. *Economic Affairs* 25 (4): 24-27.
- Hradilova I 2012. Influence of urban waterfront appearance on public space functions. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis* 60: 261-268
- Ivins C 2013. *Waterfront revitalization in port cities: Risks and opportunities for emerging economies*. Rio de Janeiro: BRICS Policy Centre.
- Jones A 1998. Issues in waterfront regeneration: More sobering thoughts-A UK perspective. *Planning Practice and Research* 13: 433-442.

- Jones A 2007. *Tourism, Culture and Regeneration*. Trowbridge: Cromwell Press
- Klinkenberg K 2012. What is new urbanism? Available from: <http://newurbanismblog.com/what-is-new-urbanism/> [Accessed on 18 March 2014].
- Konvitz J 1994. The crises of Atlantic Port Cities, 1880 to 1920. *Society for Comparative Studies in Society and History* 36: 293-318.
- Kostopoulou S 2013. On the Revitalized Waterfront: Creative Milieu for Creative Tourism. *Sustainability* 5: 4578-4593.
- Kunzmann K 2010. Medium-sized towns, strategic planning and creative governance. *Making Strategies in Spatial Planning*. Springer, Netherlands: 27-45.
- Lagarensen S & Walansendow A 2014. Exploring residents' perceptions and participation on tourism and waterfront development: The Case of Manado Waterfront. *Asia Pacific Journal of Tourism Research*: 223-237.
- Lemanski C 2007. Global cities in the South: Deepening social and spacial polarisation in Cape Town. *Cities* 24: 448-461.
- Lepofsky J & Fraser JC 2003. Building community citizens: Claiming the right to place-making in the city. *Urban studies* 40: 127-142.
- Linkedin 2015. Pieter van Zyl-profile. Available from: https://www.linkedin.com/profile/view?id=ACgAAAQ5zLgBNraZVptXXmdGXxWYOAvEoyPanIM&authType=NAME_SEARCH&authToken=LNoA [Accessed 4 October 2015].
- Lloyd MG, McCarthy J & McGreal J 2003. Business improvement districts, planning and urban regeneration. *International Planning Studies* 8: 295-321.
- Loukaitou-Sideris A 1993. Privatisation of public open space: The Los Angeles experience. *The Town Planning Review* 64: 139-167.
- MacIver M 2010. Project for Public Spaces. 7 Great resources to turn your waterfront around. Available from: <http://www.pps.org/blog/reinvent-the-worlds-waterfronts/> [Accessed 14 April 2013].
- Maliene V, Wignall L & Malys N 2012. Brownfield regeneration: Waterfront site development in Liverpool and Cologne. *Journal of Environmental Engineering and Landscape Management* 20: 5-16.
- Martin DG 2003. Place-framing as Place-making: Constituting a Neighborhood for organizing and activism. *Annals of the Association of American Geographers* 93: 730-750.
- Markusen A & Gadwa A 2010. Creative placemaking. A White Paper for The Mayors' Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors and American Architectural Foundation. Washington DC: National Endowment for Art.

- Mendiratta A 2013. Waterfronts: Tourism treasure chests. E turbo news and CNN task group. Available from: <http://www.eturbonews.com/33807/waterfronts-tourism-treasure-chests> [Accessed 26 April 2013].
- Miao P 2011. Brave new city: Three problems in Chinese urban public space since the 1980s. *Journal of Urban Design* 16: 179-207.
- Minton A 2006. What kind of world are we building: The privatisation of public space. *The Royal Institution*. Available from: [mall.lampnet.org](http://www.mall.lampnet.org) [Accessed 13 March 2014].
- Montgomery J 1998. Making a city: Urbanity, vitality and urban design. *Journal of Urban Design* 3,1: 93-116
- Moretti M 2010. Valorisation of waterfronts and waterways for sustainable development. Paper delivered at the International Scientific Conference about Poltva river renewing, Lviv Ukraine.
- Mulcahey I 2011. Rapid urbanization and the need for open spaces. Available from: www.gensleron.com/cities [Accessed 6 June 2013].
- Northcliffe G, Basset K & Hoare T 1996. The emergence of postmodernism on the urban waterfront: Geographical perspectives on changing relationships. *Journal of Transport Geography* 4: 123-134.
- Nikitin C 2011. What is the place for public space in our cities. Paper delivered at La Fabrique de la Cité/The City Factory's May 4th Conference on Public Space, Barcelona.
- Oakley S & Matthew R 2006. Constructing the port: External perceptions and interventions in the making of place in Port Adelaide, South Australia. *Geographical Research* 44: 272-284
- Olthuis K 2013. Vision of Waterstudio NL. Available from: <http://www.waterstudio.nl/vision> [Accessed on 3 July 2013]
- Orchard ST 2011. Shopping centres: Popular places. Paper delivered at La Fabrique de la Cité/The City Factory's May 4th Conference on Public Space, Barcelona.
- Projects for Public Spaces 2010. Turning Corpus Christi's Waterfront around. Project for public spaces. Available from: <http://www.pps.org/blog/turning-corpus-christis-waterfront-around/> [Accessed 26 April 2013].
- Projects for Public Spaces 2014. Nine steps to creating a great waterfront. Available from: <http://www.pps.org/reference/stepstocreatingagreatwaterfront/> [Accessed: 25 April 2013].
- Projects for Public Spaces 2012. *Placemaking and the future of cities*. San Francisco: UN-Habitat Sustainable Urban Development Network.
- Projects for Public Spaces 2015a. The power of 10+: Applying placemaking to every scale. Available from: <http://www.pps.org/reference/the-power-of-10/> [Accessed: 9 July 2015].
- Projects for Public Spaces 2015b. What makes a successful place? The place diagram. Available from: <http://www.pps.org/reference/grplacefeat/> [Accessed: 5 September 2015].

- Pierce JL, Kostova T & Dirks KT 2002. The state of physiological ownership: Integrating and extending a century of research. University of Minnesota Duluth: Department of Management Studies, School of Business and Economics. University of South Carolina: International Business Department, Moore School of Business. Washington University of St. Louis: John M. Olin School of Business.
- Quinn K 2012. Sustainable urban waterfront: Re-imagining waterfronts as inclusive public spaces. Master's thesis. Tucson: The University of Arizona, Department of Landscape Architecture.
- Reece A 2012. Nineteenth-century planned industrial communities and the role of aesthetics in spatial practices: The visual ideologies of Pullman and Port Sunlight. *Journal of Cultural Geography* 29:185-214.
- Reiff J L 2000. Rethinking Pullman: urban space and working-class activism. *Social Science History* 24: 7-32.
- Roberts, P 2000. The evolution, definition and purpose of urban regeneration. *Urban Renaissance: A Handbook*. London, Sage
- Robinson P 2012. Good quality public spaces. Proceedings from the discussion summary segment 3 of the World Urban Forum conference held 1 - 7 September 2012, Naples, Italy.
- Roy DB, Hill MO & Rothery P 1999. Effects of urban land cover on the local species pool in Britain. *Ecography* 22: 507 - 515
- Sairinen R & Kumpulainen S 2005. Assessing social impacts in urban waterfront regeneration. *Environmental Impact Assessment Review* 26: 120-135.
- Saitowitz S, Seemann U & Hall M 1993. The development of Cape Town's Waterfront in the earlier nineteenth century: History and archaeology of the North Wharf. *South African Archaeological Society. Goodwin Series* 7: 98-103.
- Sepe M 2013. Urban history and cultural resources in urban regeneration: A case of creative waterfront renewal. *Planning Perspectives* 28: 595-613.
- Shamsuddin S, Latip N, Ujang N, Sulaiman A & Alias N 2013. How a city lost its waterfront: Tracing the effects of policies on the sustainability of the Kuala Lumpur waterfront as a public place. *Environmental Planning and Management* 56: 378-397.
- Skelcher C, Mathur N & Smith M 2005. The public governance of collaborative spaces: Discourse, design and democracy. *Public Administration* 83: 573-596.
- South African Tourism 2015. 2014 annual tourism performance report. Strategic research unit. Available from: http://www.southafrica.net/uploads/files/2014_Annual_Report_v4_24082015.pdf [Accessed 13 September 2015].
- Standish B, Boting A & White J 2013. *Economic contribution of the V&A Waterfront*. Cape Town: Economic Information Services.

- Standish B, Boting A & White J 2014. *Economic contribution of the V&A Waterfront*. Cape Town: Economic Information Services.
- Szili G & Rofe M W 2007. Greening port misery: marketing the green face of waterfront redevelopment in Port Adelaide, South Australia. *Urban Policy and Research* 25: 363-384.
- Timur UP 2013. Urban waterfront regenerations. *Advances in landscape architecture*, 169-206.
- Tonnelat S 2010. The sociology of urban public spaces. Territorial evolution and planning solution: Experiences from China and France. Paris: Atlantis Press. Available from stephane.tonnelat.free.fr [Accessed on 13 March 2014].
- The Waterfront Review 1993. *The first five years*. Paarl: City Publishing.
- Thomas G 2011. *How to do your case study: A guide for students and researchers*. Bodmin, Cornwall: Sage Publications.
- Thompson CW 2002. Landscape of the future. The future of landscape architecture education: Urban open space in the 21st century. *Landscape and Urban Planning* 60: 59-72
- UN-Habitat 2008. World Urban Forum 4 Report. Harmonious urbanisation: The challenge of balanced territorial development. The world's premier conference on cities. Nanjing, China.
- V&A Waterfront 2011. Introduction. Available from: http://www.waterfront.co.za/home/pages/home_introduction.aspx. [Accessed 31 July 2011].
- V&A Waterfront 2012. V&A Waterfront reports robust trading. Available from: <http://www.waterfront.co.za/Pages/VandAWaterfrontreportsrobusttrading.aspx>. [Accessed 18 August 2013].
- V&A Waterfront 2013a. Available from: https://web.archive.org/web/20130822065534/http://waterfront.co.za/home/corporate/pages/corporate_groupofcompanies.aspx. [Accessed 18 August 2013 and via internet archive 11 October 2015].
- V&A Waterfront 2015. V&AW photo repository for marketing purposes. Not available to Public.
- Van Zyl PS 2005. An African success story in the integration of water, working harbour, heritage, urban revitalisation and tourism development. [Online]. Available from: <http://capeinfo.com/component/content/article/115> [Accessed 4 September 2011].
- Wang C 2002. Waterfront regeneration. Town and country planning summer school. Wales: Cardiff University.
- Weijia S 2011. Role of waterfront in shaping city centre landscape. Postgraduate thesis, The University of Hong Kong. *The HKU Scholars Hub*. Available from: <http://hdl.handle.net/10722/146552> [Accessed on 7 July 2013].

- Wolff Architects 2015. Strategic naming convention for districts and buildings in the V&A Waterfront. Convention by V&A management team October 2015. Document not available to public.
- Worden N 1994. Unwrapping history at the Cape Town Waterfront. *The Public Historian* 16: 33-50.
- Wu JJ & Plantinga AS 2003. The influence of public open space on urban spatial structure. *Journal of Environmental Economics and Management* 46: 288-309.
- Yassin AB, Eves C & McDonagh J 2010. An evolution of waterfront development in Malaysia. Paper delivered at the 16th Pacific Rim Real Estate Society Conference, Wellington.

PERSONAL COMMUNICATIONS

- Barnes J (Judiet@thebetourism.co.za) 2015. RE: The Silo. E-mail to R. de Villiers (rdevilliers@waterfront.co.za) (2 October).
- Jappie N (njappie@waterfront.co.za) 2014a. RE: V&A Waterfront release: Ports Edge perfectly positioned for urbanite professionals. E-mail to R de Villiers (rdevilliers@waterfront.co.za) (27 March).
- Jappie N (njappie@waterfront.co.za) 2014b. RE: Watershed releases. E-mail to R de Villiers (rdevilliers@waterfront.co.za) (15 October).
- Jappie N (njappie@waterfront.co.za) 2015. RE: VA boiler plate. E-mail to R de Villiers (rdevilliers@waterfront.co.za) (11 September).
- Liebenberg A (aliebenberg@waterfront.co.za) 2014a. RE: Zeitz MOCAA Museum in Capetown. E-mail to R de Villiers (rdevilliers@waterfront.co.za) (4 June).
- Liebenberg A (aliebenberg@waterfront.co.za) 2014b. RE: Penny Ferry Release. E-mail to R de Villiers (rdevilliers@waterfront.co.za) (10 October).
- Liebenberg A (aliebenberg@waterfront.co.za) 2015. RE: Cruise coverage FYI. E-mail to R de Villiers (rdevilliers@waterfront.co.za) (2 July 2015).
- Moolman G (gmoolman@waterfront.co.za) 2013. RE: Events. Email to R. de Villiers (rdevilliers@waterfront.co.za)(19 August).
- Muthaya B (bashni@southafrica.net) 2015. RE: Most visited destination in SA. E-mail to R. de Villiers (rdevilliers@waterfront.co.za) (23 July).
- Schwartz N (nschwartz@waterfront.co.za) 2015. RE: V&A Bulk. E-mail to R. de Villiers (rdevilliers@waterfront.co.za) (6 October).
- V&A Waterfront staff newsletters (newsletters@waterfront.co.za) 2015. RE: From the (sea) horse's mouth. E-mail to R. de Villiers (rdevilliers@waterfront.co.za) (13 July).
- White C (cwhite@waterfront.co.za) 2013. RE: VA Tourism - Responsible Tourism Release April 2013. E-mail to R. de Villiers (rdevilliers@waterfront.do.za).

ADDENDUM A: Research questionnaire for local visitors

Dear Respondent

You are invited to participate in an academic research study conducted by Rozitta de Villiers, a Masters student from the Department of Geography and Environmental Studies at the University of Stellenbosch. **The purpose of the research** is to investigate, evaluate and understand the V&A Waterfront as leisure, recreation, shopping and work space for Capetonians (local visitors).

Please note the following:

- This study involves anonymous in-depth interviews and an e-mail survey. Your name will not appear on the attached e-mail questionnaire and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in this study is very important to us. You may, however, choose not to participate, and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 15 minutes of your time.
- The results of the study will be used for academic purposes only. We will provide you with a summary of our findings on request.
- Please contact my supervisor, Prof Sanette Ferreira, at SLAF@sun.ac.za, if you have any questions or comments regarding the study.

Please note that if you complete this questionnaire it is on the understanding that:

- You have read and understand the information provided above.
- You have given your consent to participate in the study on a voluntary basis.

Questionnaire to interview local visitors to the V&A Waterfront

A. V&A WATERFRONT SPECIFIC INFORMATION

1. Which of the activities below represent your most important, 2nd most important and 3rd most important reason for visiting the V&A Waterfront?

ACTIVITY	MOST IMPORTANT	2ND MOST IMPORTANT	3RD MOST IMPORTANT
Participating in a leisure activity (e.g. Two Oceans Aquarium, boat ride, museum, etc.) that you have to pay for			
To do shopping			
To do window shopping			
Eating a meal at a restaurant			
To enjoy the live entertainment			
To do business			
Find some quiet time alone to relax at one of the public, open spaces			
Relax with members of my family in the public, open spaces			
Relax/leisure with friends in the public, open spaces			
Exercise in a safe environment			
Other (please specify)			

2. When visiting the V&A Waterfront for business purposes, what are your most important, 2nd most important and 3rd most important reason for visiting?

ACTIVITY	MOST IMPORTANT	2ND MOST IMPORTANT	3RD MOST IMPORTANT
Keep an appointment at a business office on site			
Visit a bank or any other service provider			
Attend a conference			
Attend a business breakfast, lunch or dinner			
Use Wi-Fi to work away from office			
Other (please specify)			

3. How frequently do you visit the V&A Waterfront to engage in the following leisure activities?

LEISURE ACTIVITIES	Never	Daily	Once per week	Up to 3 times per week	Once per month	Other
To do shopping						
Visit a restaurant						
Visit a coffee shop						
Buy a take away at the V&A Waterfront						
Relax while enjoying the view						
Bring your children to the V&A Waterfront to enjoy the children's entertainment (e.g. children's play park, Two Oceans Aquarium, Jolly Rodger and petting zoo during school holiday periods)						
Enjoy the free entertainment (e.g. amphitheatre performances and street entertainers)						
Visit historical sites						
Other (please specify)						

4. How often do visit the V&A Waterfront and what is your average duration of stay?

FREQUENCY	DURATION PER VISIT
Daily (e.g. 7 times per week)	Shorter than 1 hour
Once or twice per week	1 but less than 2 hours
Once or twice per month	2 but less than 3 hours
Only during school holidays	3 but less than 4 hours
Only during public holidays	
Once or twice per year	4 hours or longer

5. Which modes of transport do you use to travel to and from the V&A Waterfront? You are welcome to tick more than one if you had to use more than one mode of transport to reach the V&A Waterfront. (E.g. Travel by train and then by My Citi Bus)

Car	
Golden Arrow bus	
My Citi Bus	
Taxi cab	
Minibus taxi	
Walk	
Canal Shuttle	
Other (please specify)	

6. Have you ever stayed overnight in any of the hotels in the V&A Waterfront?

Yes	
No	
If yes, which ones?	

7. How much do you like each of the following areas in the V&A Waterfront?

Please rate your liking on a scale of 1 to 3 (1 = I like it; 2 = neutral; 3 = I don't like it)

PLACES IN V&A WATERFRONT	1	2	3
Working harbour			
Shopping areas: Shopping malls			
Shopping areas: Craft markets			
Free entertainment areas			
Restaurants			
Hotels			
At one of the free public spaces			
Coffee Shops			
Scenic views from benches on the quayside			
Other (please specify)			

8. How much do you like each of the public spaces at the V&A Waterfront?

(A **public space** is a social space such as a town square that is generally open and accessible.)

Please indicate your liking on a scale of 1 to 5 (1 = a very special place to be; 2 = a special place to be; 3 = nothing special; 4 = I don't like it 5 = this space can be removed or be developed for another purpose)

PUBLIC SPACE	1	2	3	4	5
The amphitheatre					
Market Square (where Big Wheel currently is)					
Clock Tower Square (square next to Historical Clock Tower)					
Nobel Square (with statues of Nobel Laureates - Nelson Mandela, etc)					
Food Court (inside Victoria Wharf)					
Pierhead (open area on opposite side of the swing bridge from Historical Clock Tower)					
North Wharf (next to the Two Oceans Aquarium)					

9. What do you currently do in the public spaces at the V&A Waterfront?

USES OF PUBLIC SPACES	
Meet with friends	
Take time away from the office	
Allow my children to run free	
Attend an event	
Relax for a while	
As part of my exercise routine	
Other (please specify)	

10. How can the public spaces be changes to encourage you to frequent them more often?

SUGGESTED CHANGES	
Improve the landscaping (e.g. greening: plant more trees, grass, etc.)	
Add more benches	
Make free Wi-Fi is available in public areas	
Provide more live entertainment	
Have a stronger / more visible security presence	
Other (please specify)	

11. Do you agree with the following statements?

Please scale your opinion on the following statements: (5 = strongly agree; 4= agree

3= unsure 2 = disagree; 1 = strongly disagree)

	1	2	3	4	5
All people (including the 'poor')are welcome at the V&A Waterfront					
All population groups are welcome at the V&A Waterfront					
The V&A Waterfront shopping areas offer affordable products for sale to the local visitor					
The V&A Waterfront food court outlets offer affordable food for sale to the local visitor					
The stalls at the V&A Waterfront craft markets offer affordable products to local visitors					
The V&A leisure activities (e.g. boat rides, aquarium) are affordable to local visitors					
The V&A is an attraction you are proud to be associated with					
The V&A Waterfront is a place about which you will have positive memories					
I bring my friends and family to the V&A Waterfront					

12. What leisure activities should the V&A Waterfront add to its product portfolio in order to encourage you to visit more often? _____

13. What kind of shops should the V&A Waterfront add to encourage you to visit and shop here more often? _____

B. GEOGRAPHICAL INFORMATION

1. In which suburb of Cape Town do you live?

2. In which suburb of Cape Town are you employed?

3. Where do you do each of the following shopping or leisure activities?

ACTIVITY	Corner shop in my neighbourhood	Neighbourhood shopping centre (e.g. Tygervalley, Cavendish Square)	Mega shopping centre (Canal Walk)	V&A Waterfront	Other (please specify)
Grocery shopping					
Day to day shopping					
Shop for clothing and accessories					
An evening out at a restaurant					
An evening out at the movies					

4. What is your favourite three public spaces in Cape Town (e.g. going to the beach, botanical garden, etc)?

FAVOURITE PUBLIC SPACE	
1	
2	
3	

5. What is the name of your favourite shopping centre in Cape Town?

C. BIOGRAPHICAL INFORMATION

1. What is your gender?

Male	
Female	

2. How old are you?

Younger than 20 years	
21 - 24 years	
25 - 35 years	
36 - 45 years	
46 - 55 years	
55 and older	

3. Do you have any children. If yes, how many?

Yes	
No	
If yes, how many	

ANY FURTHER COMMENTS OR SUGGESTIONS?

--

THANK YOU FOR YOUR PARTICIPATION

ADDENDUM B: Research questionnaire for employees

Questionnaire to employees that works in different sectors at the V&A Waterfront

A. EMPLOYMENT INFORMATION

1. In which sector are you employed?

Retail	
Accommodation	
Financial services	
Leisure offering (e.g. leisure attraction, boat charter, etc)	
Commercial tenant (e.g. Law firm, property manager, call centre, etc)	
Fishing (e.g. I&J, Mapro etc.)	
Other (please specify)	

2. Level of employment

Owner and or shareholder	
Executive management	
Senior management	
Middle management	
Supervisor	
Frontline staff	
Other (please specify)	

3. How long have you been employed in the V&A

Less than 1 year	
Less than 2 years	
Less than 5 years	
Less than 10 years	
Less than 15 years	
Longer than 15 years	
Other (please specify)	

4. Do you spend time at the V&A Waterfront leisure and shopping spaces (away from your office) before or after work or during your breaks? If you do, please indicate which activities you engage in.

ACTIVITY	Never	Daily	Once per week	Up to 3 times per week	Once per month	Other
Have breakfast at one of the eateries before work						
Do my grocery shopping during my break						
Have lunch at one of the eateries						
Grab a take-away and sit outside on one of the benches, enjoying the scenery, during lunch time						
Enjoy the free concerts in the amphitheatre during my break						
Take a break and go for a walk on the quayside						
Meet with friends / colleagues for drinks after work						
Meet with friends / colleagues for dinner						
Do shopping at the V&A before leaving to go home						
Other (please specify)						

5. How often do you perform any of the activities below during office hours within the confines of the V&A?

ACTIVITY	Never	Daily	Once a week	Up to 3 times per week	Once a month	Other
Keep an appointment at one of the companies on site						
Visit a bank or similar financial service provider (e.g. foreign exchange)						
Attend a conference						
Have a business breakfast						
Have a business lunch						
Have a business dinner						
Use Wi Fi to get some work done away from the office						
Take a break from my hectic work schedule and spend time walking through the V&A						
Purchase some necessities for home						
Relax at an open public space in the V&A Waterfront						
Exercise on the property before work						
Exercise on the property during my lunch break						
Exercise on the property after work						
Other (please specify)						

6. Which modes of transport do you use to travel to and from the V&A Waterfront? You are welcome to tick more than one if you had to use more than one mode of transport to reach the V&A Waterfront. (E.g. Travel by train and then by My Citi Bus)

Car	
Golden Arrow bus	
My Citi Bus	
Taxi cab	
Minibus taxi	
Walk	
Canal Shuttle	
Other (please specify)	

B. GEOGRAPHICAL INFORMATION

1. In which suburb in Cape Town do you live?

2. In which town (outside of Cape Town) do you live?

3. Where do you do each of the following your shopping or leisure activities?

ACTIVITY	Corner shop in my neighbourhood	Neighbourhood shopping centre (e.g. Tygervalley, Cavendish Square)	Mega shopping centre (Canal Walk)	V&A Waterfront	Other (please specify)
Grocery shopping					
Day to day shopping					
Shop for clothing and accessories					
An evening out at a restaurant					
An evening out at the movies					

4. What is the name of your favourite shopping centre in Cape Town?

C. V&A WATERFRONT SPECIFIC INFORMATION

1. Would you bring your visiting family and members of your household to the V&A?

Yes	
No	
If yes, which parts of the V&A Waterfront would you show them?	

2. Would you bring visiting friends to the V&A?

Yes	
No	
If yes, which parts of the V&A Waterfront would you show them?	

3. If yes, how often do bring your family and friends to the V&A and what is your average duration of stay?

FREQUENCY		DURATION PER VISIT	
Daily (e.g. 7 times per week)		Shorter than 1 hour	
Once or twice per week		1 but less than 2 hours	
Once or twice per month		2 but less than 3 hours	
Only during school holidays		3 but less than 4 hours	
Only during public holidays		4 hours or longer	
Once or twice per year			

4. Which of the following are the most important, second most important and third most important reasons for visiting the V&A Waterfront during your free time?

ACTIVITY	MOST IMPORTANT	SECOND MOST IMPORTANT	THIRD MOST IMPORTANT
Participating in a leisure activity that you need to pay for			
To do shopping			
To eat at a restaurant			
To enjoy live entertainment			
To do business			
To relax at one of the open spaces by myself			
To relax with members of my family in the public, open spaces			
Other (please specify)			

5. How frequently do you visit the V&A Waterfront to engage in the following leisure activities?

LEISURE ACTIVITIES	Never	Daily	Once per week	Up to 3 times per week	Once per month	Other
To do shopping						
Visit a restaurant						
Visit a coffee shop						
Buy a take away at the V&A Waterfront						
Relax while enjoying the view						
Bring your children to the V&A Waterfront to enjoy the children's entertainment (e.g. children's play park, Two Oceans Aquarium, Jolly Rodger and petting zoo during school holiday periods)						
Enjoy the free entertainment (e.g. amphitheatre performances and street entertainers)						
Visit historical sites						
Other (please specify)						

6. Have you ever stayed overnight at any of the hotels in the V&A Waterfront?

Yes	
No	
If yes, which hotel?	

7. How much do you like each of the following areas in the V&A Waterfront?

Please rate your liking on a scale of 1 to 3 (1 = I like it; 2 = neutral; 3 = I don't like it)

PLACES IN V&A WATERFRONT	1	2	3
Working harbour			
Shopping areas: Shopping malls			
Shopping areas: Craft markets			
Free entertainment areas			
Restaurants			
Hotels			
At one of the free public spaces			
Coffee Shops			
Scenic views from benches on the quayside			
Other (please specify)			

8. How much do you like each of the public spaces at the V&A Waterfront?

(A **public space** is a social space such as a town square that is generally open and accessible.)

Please indicate your liking on a scale of 1 to 5 (1 = a very special place to be; 2 = a special place to be; 3 = nothing special; 4 = I don't like it 5 = this space can be removed or be developed for another purpose)

PUBLIC SPACE	1	2	3	4	5
The amphitheatre					
Market Square (where Big Wheel currently is)					
Clock Tower Square (square next to Historical Clock Tower)					
Nobel Square (with statues of Nobel Laureates - Nelson Mandela, etc)					
Food Court (inside Victoria Wharf)					
Pierhead (open area on opposite side of the swing bridge from Historical Clock Tower)					
North Wharf (next to the Two Oceans Aquarium)					

9. What do you currently do in the public spaces at the V&A Waterfront?

USES OF PUBLIC SPACES	
Meet with friends	
Take time away from the office	
Allow my children to run free	
Attend an event	
Relax for a while	
As part of my exercise routine	
Other (please specify)	

10. How can the public spaces be changes to encourage you to frequent them more often?

SUGGESTED CHANGES	
Improve the landscaping (e.g. greening: plant more trees, grass, etc.)	
Add more benches	
Make free Wi-Fi is available in public areas	
Provide more live entertainment	
Have a stronger / more visible security presence	
Other (please specify)	

11. Do you agree with the following statements?

Please scale your opinion on the following statements: (5 = strongly agree; 4= agree

3= unsure 2 = disagree; 1 = strongly disagree)

	1	2	3	4	5
All people (including the 'poor')are welcome at the V&A Waterfront					
All population groups are welcome at the V&A Waterfront					
The V&A Waterfront shopping areas offer affordable products for sale to the local visitor					
The V&A Waterfront food court outlets offer affordable food for sale to the local visitor					
The stalls at the V&A Waterfront craft markets offer affordable products to local visitors					
The V&A leisure activities (e.g. boat rides, aquarium) are affordable to local visitors					
The V&A is an attraction you are proud to be associated with					
The V&A Waterfront is a place about which you will have positive memories					
I bring my friends and family to the V&A Waterfront					

12. What leisure activities should the V&A Waterfront add to its product portfolio in order to encourage you to visit more often? _____

13. What kind of shops should the V&A Waterfront add to encourage you to visit and shop here more often? _____

D. BIOGRAPHICAL INFORMATION

1. What is your gender?

Male	
Female	

2. How old are you?

Younger than 20 years	
21 - 24 years	
25 - 35 years	
36 - 45 years	
46 – 55 years	
55 and older	

3. Do you have any children? If yes, how many?

Yes	
No	
If yes, how many	

ANY FURTHER COMMENTS OF SUGGESTIONS?

--

THANK YOU FOR YOUR PARTICIPATION

ADDENDUM C: Visitor questionnaire data

1. Which of the activities below represent your most important, 2nd most important and 3rd most important reason for visiting the V&A Waterfront?				
Answer Options	Most important	Second most important	Third most important	Response Count
Participate in a leisure activity (e.g. Two Oceans Aquarium, boat ride, museum, etc.) that you have to pay for	36	37	46	119
Do shopping	52	31	40	123
Do window shopping	21	29	35	85
Eat at a restaurant	71	40	22	133
Enjoy the live entertainment	19	29	32	80
Do business	9	19	48	76
Find some quiet time alone to relax at one of the public, open spaces	12	17	40	69
Relax with members of my family in the public, open spaces	33	26	24	83
Relax/leisure with friends in the public, open spaces	30	16	34	80
Exercise in a safe environment	1	8	61	70
Other (please specify)				12
<i>answered question</i>				149
<i>skipped question</i>				1

2. When visiting the V&A Waterfront for business purposes, what are your most important, 2nd most important and 3rd most important reason for visiting?				
Answer Options	Most Important	2nd Most Important	3rd most important	Response Count
Keep an appointment at a business office on site	30	21	43	94
Visit a bank or any other service provider	20	31	46	97
Attend a conference	22	31	36	89
Attend a business breakfast, lunch or dinner	59	39	19	117
Use Wi-Fi to work away from office	23	13	48	84
Other (please specify)				13
<i>answered question</i>				131
<i>skipped question</i>				19

3. How frequently do you visit the V&A Waterfront to engage in the following leisure activities?						
Answer Options	Never	Daily	Once per week	Up to 3 times per week	Once per month	Response Count
To do shopping	37	1	22	5	73	138
Visit a restaurant	14	0	13	2	105	134
Visit a coffee shop	30	0	20	4	76	130
Buy a take away at the V&A Waterfront	60	0	9	4	55	128
Relax while enjoying the view	36	2	8	5	80	131
Bring your children to the V&A Waterfront to enjoy the children's entertainment (e.g. children's play park, Two Oceans Aquarium, Jolly Rodger and petting zoo during school holiday periods)	65	0	3	3	58	129
Enjoy the free entertainment (e.g. amphitheatre performances and street entertainers)	67	0	5	1	55	128
Visit historical sites	86	0	3	0	35	124
Other (please specify)						10
answered question						143
skipped question						7

4. How often do visit the V&A Waterfront and what is your average duration of stay?						
Answer Options	Shorter than 1 hour	1 but less than 2 hours	2 but less than 3 hours	3 but less than 4 hours	4 hours or longer	Response Count
Daily(e.g. 7 times per week)	3	0	0	0	4	7
Once or twice per week	1	14	9	3	2	29
Once or twice per month	6	5	25	29	12	77
Only during school holidays	1	1	5	6	4	17
Only during public holidays	1	0	5	5	2	13
Once or twice per year	3	2	7	14	16	42
Other (please specify)						6
answered question						144
skipped question						6

5. Which modes of transport do you use to travel to and from the V&A Waterfront? You are welcome to tick more than one if you had to use more than one mode of transport to reach the V&A Waterfront. (E.g. Travel by train and then by My Citi Bus)		
Answer Options	Response Percent	Response Count
Car	98.6%	145
Golden Arrow bus	2.0%	3
My Citi Bus	10.9%	16
Taxi cab	2.7%	4
Minibus taxi	1.4%	2
Walk	5.4%	8
Canal Shuttle	0.7%	1
Other (please specify)		3
answered question		147
skipped question		3

6. Have you ever stayed overnight in any of the hotels in the V&A Waterfront?		
Answer Options	Response Percent	Response Count
Yes	14.3%	21
No	85.7%	126
If yes, which ones ?		15
answered question		147
skipped question		3

7. How much do you like each of the following areas in the V&A Waterfront?				
Answer Options	I like it	Neutral	I don't like it	Response Count
Working harbour	87	47	9	143
Shopping areas: Shopping malls	117	29	2	148
Shopping areas: Craft markets	72	66	10	148
Free entertainment areas	88	49	9	146
Restaurants	129	18	0	147
Hotels	68	70	3	141
One of the free public spaces	85	58	1	144
Coffee Shops	114	32	1	147
Scenic views from benches on the quayside	129	18	1	148
Other (please specify)				2
answered question				148
skipped question				2

8. How much do you like each of the public spaces at the V&A Waterfront? (A public space is a social space such as a town square that is generally open and accessible.)				
Answer Options	I like it	Neutral	I don't like it	Response Count
The amphitheatre	91	44	10	145
Market Square (where Big Wheel currently is)	80	60	5	145
Clock Tower Square (square next to Historical Clock Tower)	87	51	7	145
Nobel Square (with statues of Nobel Laureates - Nelson Mandela, etc)	71	68	3	142
Food Court (inside Victoria Wharf)	86	45	14	145
Pierhead (open area on opposite side of the swing bridge from Historical Clock Tower)	94	47	3	144
North Wharf (next to the Two Oceans Aquarium)	62	76	5	143
answered question				146
skipped question				4

9. What do you use the public spaces at the V&A Waterfront for?		
Answer Options	Response Percent	Response Count
Meet with friends	65.0%	89
Take time away from the office	13.1%	18
Allow my children to run free	27.0%	37
Attend an event	24.1%	33
Relax for a while	54.7%	75
As part of my exercise routine	5.1%	7
Other (please specify)		11
answered question		137
skipped question		13

10. How can the public spaces be changed to encourage you to frequent them more often?		
Answer Options	Response Percent	Response Count
Improve the landscaping (e.g. greening: plant more trees, grass, etc.)	54.7%	75
Add more benches	60.6%	83
Make free Wi-Fi is available in public areas	57.7%	79
Provide more live entertainment	31.4%	43
Have a stronger / more visible security presence	30.7%	42
Other (please specify)		20
answered question		137
skipped question		13

11. Do you agree with the following statements?				
Answer Options	strongly agree	agree	disagree	Response Count
All people (including the 'poor') are welcome at the V&A Waterfront	47	65	35	147
All population groups are welcome at the V&A Waterfront	89	58	2	149
The V&A Waterfront shopping areas offer affordable products for sale to the local visitor	8	55	85	148
The V&A Waterfront food court outlets offer affordable food for sale to the local visitor	28	97	20	145
The stalls at the V&A Waterfront craft markets offer affordable products to local visitors	11	71	59	141
The V&A leisure activities (e.g. boat rides, aquarium) are affordable to local visitors	14	61	71	146
The V&A is an attraction you are proud to be associated with	94	50	1	145
The V&A Waterfront is a place about which you will have positive memories	93	51	2	146
I bring my friends and family to the V&A Waterfront	87	54	4	145
answered question				149
skipped question				1

12. What leisure activities should the V&A Waterfront add to its product portfolio in order to encourage you to visit more often?	
Answer Options	Response Count
	58
answered question	58
skipped question	92

13. What kind of shops should the V&A Waterfront add to encourage you to visit and shop here more often?	
Answer Options	Response Count
	63
answered question	63
skipped question	87

14. In which suburb of Cape Town do you live?	
Answer Options	Response Count
	143
answered question	143
skipped question	7

15. In which suburb of Cape Town are you employed?	
Answer Options	Response Count
	142
answered question	142
skipped question	8

16. What kind of activities do you engage in at each of the shopping locations below?						
Answer Options	Grocery shopping	Day to day shopping	Shop for clothing and accessories	An evening out at a restaurant	An evening out at the movies	Response Count
Corner shop in my neighbourhood	57	95	6	20	7	124
Neighbourhood shopping centre (e.g. Tygervalley, Cavendish Square)	71	38	93	41	61	132
Mega shopping centre (Canal Walk)	33	18	107	61	60	125
V&A Waterfront	34	14	69	111	71	135
Other (please specify)						7
answered question						144
skipped question						6

17. What is your favourite three public spaces in Cape Town (e.g. going to the beach, botanical garden, etc)?		
Answer Options	Response Percent	Response Count
1	100.0%	139
2	99.3%	138
3	91.4%	127
answered question		139
skipped question		11

18. What is the name of your favourite shopping centre in Cape Town?	
Answer Options	Response Count
	137
answered question	137
skipped question	13

19. What is your gender?		
Answer Options	Response Percent	Response Count
Male	33.8%	48
Female	66.2%	94
<i>answered question</i>		142
<i>skipped question</i>		8

20. How old are you?		
Answer Options	Response Percent	Response Count
Younger than 20 years	0.0%	0
21 - 24 years	1.4%	2
25 - 35 years	49.3%	70
36 - 45 years	38.0%	54
46 – 55 years	7.7%	11
55 and older	3.5%	5
<i>answered question</i>		142
<i>skipped question</i>		8

21. Do you have any children. If yes, how many?		
Answer Options	Response Percent	Response Count
Yes	55.6%	79
No	44.4%	63
if yes, how many ?		78
<i>answered question</i>		142
<i>skipped question</i>		8

22. ANY FURTHER COMMENTS OF SUGGESTIONS?		
Answer Options	Response Percent	Response Count
1	100.0%	19
2	57.9%	11
3	26.3%	5
<i>answered question</i>		19
<i>skipped question</i>		131

23. OPTIONAL: What is your name and surname ? (This is not required - you only need to add this if you want to)	
Answer Options	Response Count
	63
<i>answered question</i>	63
<i>skipped question</i>	87

ADDENDUM D: Employee questionnaire data

1. In which sector are you employed?		
Answer Options	Response Percent	Response Count
Retail	41.5%	51
Accommodation	7.3%	9
Financial services	13.0%	16
Leisure offering (e.g. leisure attraction, boat charter, etc)	20.3%	25
Commercial tenant (e.g. Law firm, property manager, call centre, etc)	11.4%	14
Fishing (e.g. I&J, Mapro etc.)	6.5%	8
Other (please specify)		28
<i>answered question</i>		123
<i>skipped question</i>		28

2. Level of employment		
Answer Options	Response Percent	Response Count
Owner and or shareholder	14.7%	20
Executive management	13.2%	18
Senior management	22.1%	30
Middle management	23.5%	32
Supervisor	3.7%	5
Frontline staff	22.8%	31
Other (please specify)		12
<i>answered question</i>		136
<i>skipped question</i>		15

3. How long have you been employed in the V&A		
Answer Options	Response Percent	Response Count
Less than 1 year	18.6%	27
Less than 2 years	16.6%	24
Less than 5 years	22.1%	32
Less than 10 years	19.3%	28
Less than 15 years	13.1%	19
Longer than 15 years	10.3%	15
Other (please specify)		11
<i>answered question</i>		145
<i>skipped question</i>		6

4. Do you spend time at the V&A Waterfront leisure and shopping spaces (away from your office) before or after work or during your breaks? If you do, please indicate which activities you engage in.							
Answer Options	Never	Daily	Once per week	Up to 3 times per week	Once per month	Other	Response Count
Have breakfast at one of the eateries before work	73	5	11	7	27	10	133
Do my grocery shopping during my break	40	14	31	21	28	12	146
Have lunch at one of the eateries	23	9	22	17	47	18	136
Grab a take-away and sit outside on one of the benches, enjoying the scenery, during lunch time	53	8	23	13	34	10	141
Enjoy the free concerts in the amphitheatre during my break	105	2	5	1	13	14	140
Take a break and go for a walk on the quayside	68	8	23	6	25	16	146
Meet with friends / colleagues for drinks after work	51	2	16	5	44	25	143
Meet with friends / colleagues for dinner	41	0	13	3	52	25	134
Do shopping at the V&A before leaving to go home	37	9	27	17	41	16	147
Other (please specify)							21
answered question							148
skipped question							3

5. How often do you perform any of the activities below during office hours within the confines of the V&A?							
Answer Options	Never	Daily	Once a week	Up to 3 times per week	Once a month	Other	Response Count
Keep an appointment at one of the companies on site	70	8	18	6	23	15	140
Visit a bank or similar financial service provider (e.g. foreign exchange)	30	13	23	8	50	19	143
Attend a conference	94	0	2	0	16	35	147
Have a business breakfast	93	0	8	1	26	17	145
Have a business lunch	74	1	11	3	32	24	145
Have a business dinner	100	0	6	2	13	21	142
Use Wi Fi to get some work done away from the office	119	3	4	4	10	7	147
Take a break from my hectic work schedule and spend time walking through the V&A	48	10	28	15	38	9	148
Purchase some necessities for home	20	14	37	23	37	14	145

Relax at an open public space in the V&A Waterfront	68	6	17	6	35	13	145
Exercise on the property before work	134	2	4	1	1	3	145
Exercise on the property during my lunch break	137	1	1	0	1	3	143
Exercise on the property after work	126	1	6	1	3	6	143
Other activity (please specify)							13
answered question							148
skipped question							3

6. Which modes of transport do you use to travel to and from the V&A Waterfront? You are welcome to tick more than one if you had to use more than one mode of transport to reach the V&A Waterfront. (E.g. Travel by train and then by My Citi Bus)		
Answer Options	Response Percent	Response Count
Car	87.1%	128
Golden Arrow bus	9.5%	14
My Citi Bus	6.1%	9
Taxi cab	4.8%	7
Minibus taxi	10.9%	16
Walk	14.3%	21
Canal Shuttle	0.0%	0
Other (please specify)		
		11
answered question		147
skipped question		4

7. Would you bring visiting family and members of your household to the V&A?		
Answer Options	Response Percent	Response Count
Yes	95.7%	133
No	4.3%	6
Other (please specify)		
		3
answered question		139
skipped question		12

8. Would you bring visiting friends to the V&A?		
Answer Options	Response Percent	Response Count
Yes	95.7%	132
No	4.3%	6
Other (please specify)		
		3
answered question		138
skipped question		13

9. If yes, how often do bring your family and friends to the V&A?		
Answer Options	Response Percent	Response Count
Daily (e.g. 7 times per week)	0.0%	0
Once or twice per week	12.7%	17
Once or twice per month	42.5%	57
Only during school holidays	18.7%	25
Only during public holidays	6.0%	8
Once or twice per year	27.6%	37
Other (please specify)		3
answered question		134
skipped question		17

10. If yes, what is your average duration of stay at the V&A Waterfront?		
Answer Options	Response Percent	Response Count
Shorter than 1 hour	1.5%	2
1 but less than 2 hours	14.8%	20
2 but less than 3 hours	40.0%	54
3 but less than 4 hours	26.7%	36
4 hours or longer	17.8%	24
Other (please specify)		2
answered question		135
skipped question		16

11. Which of the following are the most important, second most important and third most important reasons for visiting the V&A Waterfront during your free time?				
Answer Options	MOST IMPORTANT	SECOND MOST IMPORTANT	THIRD MOST IMPORTANT	Response Count
Participating in a leisure activity that you need to pay for	9	25	73	107
To do shopping	68	39	18	125
To eat at a restaurant	50	57	22	129
To enjoy live entertainment	7	31	57	95
To do business	53	15	34	102
To relax at one of the open spaces by myself	14	21	61	96
To relax with members of my family in the public, open spaces	28	34	45	107
Other (please specify)				4
answered question				135
skipped question				16

12. How frequently do you visit the V&A Waterfront to engage in the following leisure activities?						
Answer Options	Never	Daily	Once per week	Up to 3 times per week	Once per month	Response Count
To do shopping	18	13	37	15	51	134
Visit a restaurant	20	2	23	6	84	135
Visit a coffee shop	38	10	27	13	45	133
Buy a take away at the V&A Waterfront	30	11	36	21	35	133
Relax while enjoying the view	48	17	22	6	39	132
Bring your children to the V&A Waterfront to enjoy the children's entertainment (e.g. children's play park, Two Oceans Aquarium, Jolly Rodger and petting zoo during school holiday periods)	84	0	7	1	34	126
Enjoy the free entertainment (e.g. amphitheatre performances and street entertainers)	85	4	4	3	32	128
Visit historical sites	98	2	3	0	24	127
Other (please specify)						4
answered question						137
skipped question						14

13. Have you ever stayed overnight at any of the hotels in the V&A Waterfront? If yes, please write in the comment box in which hotel it was.		
Answer Options	Response Percent	Response Count
Yes	15.2%	21
No	84.8%	117
Other (please specify)		14
answered question		138
skipped question		13

14. How much do you like each of the following areas in the V&A Waterfront? Please rate your liking on a scale of 1 to 3 (1 = I like it; 2 = neutral; 3 = I don't like it)				
Answer Options	1	2	3	Response Count
Working harbour	72	50	15	137
Shopping areas: Shopping malls	99	35	4	138
Shopping areas: Craft markets	62	60	16	138
Free entertainment areas	68	54	14	136
Restaurants	91	39	6	136
Hotels	68	55	11	134
Free public spaces	72	53	12	137
Coffee Shops	86	42	7	135
Scenic views from benches on the quayside	107	25	4	136
Other (please specify)				0
answered question				139
skipped question				12

15. How much do you like each of the public spaces at the V&A Waterfront? Please rate your liking on a scale of 1 to 3 (1 = I like it; 2 = neutral; 3 = I don't like it) (A public space is a social space such as a town square that is generally open and accessible.)				
Answer Options	1	2	3	Response Count
The amphitheatre	70	56	8	134
Market Square (where Big Wheel currently is)	73	57	7	137
Clock Tower Square (square next to Historical Clock Tower)	61	62	13	136
Nobel Square (with statues of Nobel Laureates - Nelson Mandela, etc)	58	69	9	136
Food Court (inside Victoria Wharf)	80	43	13	136
Pierhead (open area on opposite side of the swing bridge from Historical Clock Tower)	65	64	7	136
North Wharf (next to the Two Oceans Aquarium)	48	71	16	135
<i>answered question</i>				138
<i>skipped question</i>				13

16. What do you currently do in the public spaces at the V&A Waterfront?		
Answer Options	Response Percent	Response Count
Meet with friends	49.6%	59
Take time away from the office	59.7%	71
Allow my children to run free	10.1%	12
Attend an event	9.2%	11
Relax for a while	46.2%	55
As part of my exercise routine	3.4%	4
Other (please specify)		18
<i>answered question</i>		119
<i>skipped question</i>		32

17. How can the public spaces be changed to encourage you to frequent them more often?		
Answer Options	Response Percent	Response Count
Improve the landscaping (e.g. greening: plant more trees, grass, etc.)	44.6%	54
Add more benches	50.4%	61
Make free Wi-Fi is available in public areas	47.1%	57
Provide more live entertainment	36.4%	44
Have a stronger / more visible security presence	32.2%	39
Other (please specify)		18
<i>answered question</i>		121

skipped question	30
-------------------------	-----------

18. Do you agree with the following statements? Please rate your liking on a scale of 1 to 3 (1 = strongly agree; 2 = agree; 3 = disagree)				
Answer Options	1	2	3	Response Count
All people (including the 'poor') are welcome at the V&A Waterfront	55	54	27	136
All population groups are welcome at the V&A Waterfront	94	41	2	137
The V&A Waterfront shopping areas offer affordable products for sale to the local visitor	22	55	60	137
The V&A Waterfront food court outlets offer affordable food for sale to the local visitor	51	68	18	137
The stalls at the V&A Waterfront craft markets offer affordable products to local visitors	23	65	48	136
The V&A leisure activities (e.g. boat rides, aquarium) are affordable to local visitors	22	67	46	135
The V&A is an attraction you are proud to be associated with	91	38	7	136
The V&A Waterfront is a place about which you will have positive memories	79	49	9	137
I bring my friends and family to the V&A Waterfront	70	56	11	137
answered question				138
skipped question				13

19. What leisure activities should the V&A Waterfront add to its product portfolio in order to encourage you to visit more often?	
Answer Options	Response Count
	73
answered question	73
skipped question	78

20. What kind of shops should the V&A Waterfront add to encourage you to visit and shop here more often?	
Answer Options	Response Count
	83
answered question	83
skipped question	68

21. In which suburb of Cape Town do you live?	
Answer Options	Response Count
	124
<i>answered question</i>	124
<i>skipped question</i>	27

22. In which town (outside of Cape Town) do you live?	
Answer Options	Response Count
	54
<i>answered question</i>	54
<i>skipped question</i>	97

23. Where do you do each of the following shopping or leisure activities?						
Answer Options	Grocery shopping	Day to day shopping	Shop for clothing and accessories	An evening out at a restaurant	An evening out at the movies	Response Count
Corner shop in my neighbourhood	42	64	1	16	2	90
Neighbourhood shopping centre (e.g. Tygervalley, Cavendish Square)	55	32	59	35	54	106
Mega shopping centre (Canal Walk)	24	12	83	41	58	101
V&A Waterfront	41	45	51	63	49	110
Other (please specify)						13
<i>answered question</i>						135
<i>skipped question</i>						16

24. What is the name of your favourite shopping centre in Cape Town?	
Answer Options	Response Count
	123
<i>answered question</i>	123
<i>skipped question</i>	28

25. What is your favourite three public spaces in Cape Town (e.g. going to the beach, botanical garden, etc)?		
Answer Options	Response Percent	Response Count
1	100.0%	127
2	94.5%	120
3	84.3%	107
answered question		127
skipped question		24

26. What is your gender?		
Answer Options	Response Percent	Response Count
Male	38.8%	52
Female	61.2%	82
answered question		134
skipped question		17

27. How old are you?		
Answer Options	Response Percent	Response Count
Younger than 20 years	0.8%	1
21 - 24 years	9.8%	13
25 - 35 years	40.6%	54
36 - 45 years	31.6%	42
46 – 55 years	12.0%	16
55 and older	5.3%	7
answered question		133
skipped question		18

28. Do you have any children. If yes, how many?		
Answer Options	Response Percent	Response Count
Yes	49.6%	66
No	50.4%	67
if yes, how many ?		65
answered question		133
skipped question		18

29. ANY FURTHER COMMENTS OR SUGGESTIONS?		
Answer Options	Response Percent	Response Count
1	100.0%	32
2	50.0%	16
3	25.0%	8
answered question		32
skipped question		119

30. What is the name of your business? (I need this info in order to classify your feedback in the correct employment sector within the V&A, and to ensure a representative sample)	
Answer Options	Response Count
	134
<i>answered question</i>	134
<i>skipped question</i>	17

31. OPTIONAL: What is your name and surname ? (This is not required - you only need to add this if you want to)	
Answer Options	Response Count
	57
<i>answered question</i>	57
<i>skipped question</i>	94