

An exploration of social dynamics in mixed land-use developments as informative for planning sustainable social communities

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ABSTRACT

This dissertation sets out to describe how the social dynamics in mixed land-use developments can be used as an informative to plan sustainable social communities. The World Urbanisation Prospects of 2014 indicated that urbanisation and population growth are major future concerns for cities. Urban growth is currently acknowledged as a threat to the sustainable development of human settlements in terms of balancing environmental, developmental and social needs. Although economic, environmental and social aspects are of equal importance in sustainable cities, social sustainability has largely been neglected in mainstream debates on sustainable development. This balancing act implies, e.g. providing urban infrastructure, mitigating the negative impacts of large and rapidly growing urban areas in the environment and providing social services to the urban poor.

Although economic, environmental and social aspects are of equal importance in sustainable cities, social sustainability has largely been neglected in mainstream debates on sustainable development. Social dynamics are viewed as important building blocks in socially sustainability and were believed to be achieved by social cohesion and social interaction. Mixed land-use developments are currently offered as a panacea to create socially sustainable communities, especially in South Africa with its history of spatial segregation based on racial grounds.

In this study, mixed land-use developments are selected in two metropolitan cities in two different countries, namely Helsinki (Finland) and Johannesburg (South Africa) as case studies to explore social dynamics as informative for socially sustainable communities. The two countries are chosen due to difference in terms of levels of social cohesion – Finland is homogeneous, while South-Africa is multi-cultural with a history of low social cohesion due to apartheid. Selecting mixed land-use developments in countries where contrasting levels of social cohesion exist may be valuable for research that explores social dynamics and social sustainability in specific spatial environments. From the background discussed in the above section, the topic of sustainability is important for urban planners. It is especially important to focus on social sustainability. Mixed land-uses are proposed as possible ways to create socially sustainability environments in countries such as Finland and South Africa. The contribution and role of mixed land-use developments as proposal for social sustainability form the focus of this study.

Keywords: social sustainability, sustainable development, mixed land-use development, spatial planning.

OPSOMMING

Hierdie verhandeling het ten doel om te beskryf hoe die sosiale dinamiek in gemengde grondgebruik-ontwikkelings gebruik kan word as insiggewend vir die beplanning van volhoubare sosiale gemeenskappe. Die World Urbanisation Prospects 2014 het getoon dat verstedeliking en bevolkingsgroei groot toekomstige bekommernisse vir stede is. Verstedeliking word tans erken word as 'n bedreiging vir die volhoubare ontwikkeling van menslike nedersettings in terme van die balansering van omgewings-, ontwikkelings- en sosiale behoeftes. Hoewel ekonomiese-, omgewings- en sosiale aspekte van gelyke belang in volhoubare stede is, is sosiale volhoubaarheid grootliks afgeskeep in hoofstroom-debatte oor volhoubare ontwikkeling. Om hierdie balans te vind impliseer, byvoorbeeld, die verskaffing van stedelike infrastruktuur, die mitigering van die negatiewe impakte van groot in vinnig groeiende stedelike areas in die omgewing sowel as die verskaffing van sosiale dienste aan die verarmde stedelike bewoners.

Hoewel ekonomiese- omgewings- en sosiale aspekte ewe belangrik in volhoubare stede is, is sosiale volhoubaarheid grootliks afgeskeep in hoofstroom-debatte oor volhoubare ontwikkeling. Sosiale dinamiek word gesien as 'n belangrike boublok in sosiale volhoubaarheid en word geag as haalbaar deur sosiale kohesie en sosiale interaksie. Gemengde grondgebruik-ontwikkelings word tans gebied as oplossing om sosiaal volhoubare gemeenskappe te skep, veral in Suid-Afrika met sy geskiedenis van ruimtelike segregasie gebaseer op rassebasis.

In hierdie studie is gemengde grondgebruik-ontwikkelings in twee metropolitaanse stede in twee verskillende stede gekies, naamlik Helsinki (Finland) en Johannesburg (Suid-Afrika) as gevallestudies om die sosiale dinamiek as insiggewend vir sosiaal volhoubare gemeenskappe te ondersoek. Dié twee lande is gekies weens verskille in terme van vlakke van sosiale kohesie – Finland is homogeen, terwyl Suid-Afrika multikultureel is met 'n geskiedenis van lae sosiale kohesie vanweë apartheid. Die keuse van gemengde grondgebruik-ontwikkelings in lande waar kontrasterende sosiale kohesie bestaan kan waardevol wees vir navorsing wat die sosiale dinamiek en sosiale volhoubaarheid in spesifieke ruimtelike omgewings ondersoek. Vanuit die agtergrond bespreek in die bovermelde afdeling, is die onderwerp van volhoubaarheid belangrik vir stadsbeplanners. Dit is veral belangrik om op sosiale volhoubaarheid te fokus. Gemengde grondgebruike word voorgestel as moontlike maniere om sosiaal volhoubare omgewings in lande soos Finland en Suid-Afrika te skep. Die bydrae en rol van gemengde grondgebruik-ontwikkelings vir sosiale volhoubaarheid is die fokus van hierdie studie.

Sleutelwoorde: sosiale volhoubaarheid, volhoubare ontwikkeling, gemengde grondgebruik-ontwikkeling, ruimtelike beplanning

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CHAPTER 1: INTRODUCTION AND BACKGROUND

1.1 Introduction

The World Urbanisation Prospects of 2014 (United Nations, 2014:1) indicates that urbanisation and population growth are major future concerns for cities. The urban population has increased from 746 million to 3.9 billion in the last 75 years. Currently, 54% of the world's population is living in urban areas, while it is projected that by 2050, 66% of the population will be living in urban areas (United Nations, 2014:1). Urban growth is currently acknowledged as a threat to the sustainable development of human settlements in terms of balancing environmental, developmental and social needs (Allen, 2001). This balancing act implies, e.g. providing urban infrastructure, mitigating the negative impacts of large and rapidly growing urban areas in the environment and also providing social services to the urban poor (United Nations, 2014). Urban planners, who are responsible to a large extent to give guidance with regard to the spatial development of cities and regions, are faced with finding solutions as to how cities can develop in a more sustainable manner (Healey, 2007:30). However, according to Church (cited by Burton *et al.*, 1996:13), there is little consensus as to what the nature of a sustainable city is and whether a sustainable city is possible.

Although economic, environmental and social aspects are of equal importance in sustainable cities, social sustainability has largely been neglected in mainstream debates on sustainable development (Woodcraft *et al.*, 2011:15). Social dynamics are viewed as important building blocks in social sustainability and were believed to be achieved by social cohesion and social interaction (Easthope & McNamara, 2013:3). Social cohesion is defined by Easterly *et al.* (2006:4) as the process of building shared values as well as building communities of interpretation; reducing inequalities to contribute towards sustainable development. Social interaction can be defined as "*Two or more autonomous agents co-regulating their coupling with the effect that their autonomy is not destroyed and their relational dynamics acquire an autonomy of their own. For example; collective action, conversations, collaborative work, arguments etc.*" (De Jaegher *et al.*, 2010:441).

Mixed land-use developments are currently offered as a panacea to create socially sustainable communities, especially in South Africa with its history of spatial segregation based on racial ground (Landman, 2003:3). Bramley (2009:2125), for example states, that where different land uses are combined in the same area and residents use the same facilities, a lower level of social segregation occurs. Similarly, Blokland and Van Eijk (2009:1) support this by stating that by attracting people to an area due to the diversity of that area may ultimately contribute towards the nature of interactions in the public space and the economic viability of local businesses. There

seems to be various benefits of mixed land-use developments, including social benefits, economic benefits, health benefits and environmental benefits (McIndoe, 2005:56; Mixed Use Matters, 2008:9).

In this study, mixed land-use developments are selected in two metropolitan cities in two different countries, namely Helsinki (Finland) and Johannesburg (South Africa) as case studies to explore social dynamics as informative for socially sustainable communities. The two countries are chosen due to difference in terms of levels of social cohesion – Finland is homogeneous, while South-Africa is multi-cultural with a history of low social cohesion due to apartheid. Selecting mixed land-use developments in countries where contrasting levels of social cohesion exist may be valuable for research that explores social dynamics and social sustainability in specific spatial environments.

In countries such as Finland, the immigrant population is becoming increasingly diversified and issues such as cultural, employment and social problems continue to acute (Koivukangas, 2003:8). The Helsinki City Plan, Vision 2050 proposes densification in order to strive towards a more socially and structurally mixed community structure. In South Africa, mixed land uses are proposed as a spatial tool to develop more integrated cities (Mashinini, 1998:1) in order to address cultural separation (Mixed Use Matters, 2008:9) due to the apartheid regime that resulted in segregated South African cities (Maylam, 1995:23). Integrating people from diverse demographic backgrounds spatially is currently enforced by spatial planning policy and legislation, such as the Spatial Planning and Land Use Management Act, 2013 (SA, 2013) and the Provincial Growth and Development Strategy for Johannesburg (DPLG, 2005). According to the Spatial Planning and Land Use Management Act (Act 16 of 2013), “standards and norms should encourage the revitalisation of rural areas, urban regeneration, social inclusion, sustainable development and spatial equity”.

From the background discussed in the above section, the topic of sustainability is important for urban planners. It is especially important to focus on social sustainability. Mixed land uses are proposed as possible ways to create socially sustainability environments in countries such as Finland and South Africa. The contribution and role of mixed land-use developments as proposal for social sustainability forms the focus of this study.

1.2 Problem Statement

Sustainability, according to Yung *et al*, (2011), cited by Ghahramanpouri *et al*. (2015:368), has become a universal goal for urban planning over the last couple of decades. Ghahramanpouri *et*

al. (2015:368) further continue to describe that priority has only been given to the economic and environmental forms of sustainability, whereas social sustainability has been mostly neglected. The National Framework for Sustainable Development (2008) indicates that mixed land-use developments should be used to achieve socially sustainable communities. However, the contribution of mixed-use developments in terms of creating socially sustainable communities is less well known.

1.3 Research aims and objectives

The overall aim of the study is to explore social dynamics in mixed land-use developments to obtain an understanding of the role of mixed land uses in creating social cohesion and social interaction. The secondary aims of the study are:

- (i) to conceptualise the term socially sustainable community;
- (ii) to provide an overview of theoretical models and guidelines that promote socially sustainable communities;
- (iii) to explore the social interaction and social cohesion in two case studies of mixed-use developments, namely Kamppi in Helsinki, Finland and Melrose Arch, Johannesburg, South Africa; and
- (iv) to make planning recommendations for the use of mixed land uses in terms of socially sustainable communities.

1.4 Research questions

The primary research question that guided this study is: What is the role of mixed land uses in the creation of socially sustainable communities?

Secondary research questions are the following:

- (i) What is a socially sustainable community?
- (ii) How do people socially interact in mixed-use developments?
- (iii) How can spatial planning guidelines contribute to socially sustainable communities?

1.5 Research methodology

This section aims to contextualise the research methodology by including a synoptic description of the literature study and methodology followed.

1.5.1 Literature study

The literature review included various academic books and articles found in international and South African academic databases. The key focuses of the literature review are: (i) sustainable development, (ii) social sustainability and (iii) mixed land uses.

A combination of social theories, psychological theories and spatial planning models is included as theoretical foundation for the study. Social theories include: Symbolic interactionism (Harrington, 2005; Glanz *et al.*, 2008:468; Aksan *et al.*, 2009:902), Psychological theories include Barker's behaviour-setting theory (Kloos *et al.*, 2011:3) and Spatial planning models include: The compact city model (Dantzig & Saaty, 1973; Jacobs, 1961; Jenks *et al.*, 1996); new urbanism model (Duany *et al.*, 2003) and smart growth (Danielsen *et al.*, 1999; ICMA, 2003; Edward *et al.*, 2010).

1.5.2 Methodology

A qualitative research design is used in this study to conduct an in-depth exploration of social phenomena in the two case studies mentioned in the introduction. Multiple case studies (Yin, 2011:4) were selected as methodology to explore social dynamics in two micro-study areas, where mixed land uses are core characteristics of the area. Both study areas are contextualised in terms of their location, demographics, density, cultural and social aspects, spatial planning and spatial characteristics.

Data was generated by means of observations and semi-structured interviews. Observations (phase one) included non-participant observations of social interaction in the case by capturing the whole social setting in which the people function (Mulhall, 2002:308). Interviews (phase two) included open-ended questions to explore participants' experiences of and interactions in mixed land-use areas.

A full discussion of the approach, methodology and methods is included in Chapter 4, i.e. the research design.

1.6 Structure of the dissertation: Chapter division

This section explains the structure of the dissertation and purpose of each chapter as summarised in Table 1 below.

Table 1: Chapter division

CHAPTER	TITLE	PURPOSE OF THE CHAPTER	CONTENTS
Chapter 1	Introduction and background	The overall purpose of Chapter 1 is to orientate the reader in terms of the reason for the study as well as rationale behind the study as well as how the study is approached.	The chapter includes an introduction, problem statement, aims of the study, research questions that guided the study, broad methodology chosen and structure of the dissertation.
Chapter 2	Sustainable development and sustainable communities	The aim of Chapter 2 is to discuss sustainable development with a focus on social sustainability as overarching theory that guided the research.	This chapter includes a broad discussion of sustainable development, including its origin, and various definitions. The chapter focuses on socially sustainable communities as one of the three pillars of sustainable development. The definition, goals and ways to achieve social sustainability are discussed. The last part of the chapter includes social and psychology theories that support sustainable communities.
Chapter 3	Spatial planning models for social sustainable communities	This chapter provides an overview of various spatial planning models that serve as a framework for creating more socially sustainable communities.	Models included in this chapter are the compact city, new urbanism and smart growth. The mixed land-use concept was explored as a core idea within the different spatial planning models. The last section of the chapter compared the three models, while criteria for mixed land-use developments were developed from the theories. The chapter concluded with the main benefits of mixed land-use developments in terms of creating socially sustainable communities.

Chapter 4	Research design	The purpose of the chapter is to inform the reader of the scientific process that underlies this study. The overarching aim is to provide a detailed description of how the research was conducted.	This chapter consists of the research approach, the methodology used to conduct the empirical part of the study, the methods and processes used to generate data, as well as how the data was analysed and interpreted. Finally, the chapter provides a brief overview of the research context and participants included in the study.
Chapter 5	Presenting case study 1: Kamppi, Helsinki (Finland)	This chapter presents Kamppi in Helsinki (Finland) as an international case study.	Kamppi, the study area, was contextualised in terms of its location, demographics, density, cultural and social aspects, spatial planning and its spatial character. The main emphasis in the chapter is on themes with regard to social interaction and experiences of participants as derived from the observations and interviews.
Chapter 6	Presenting case study 2: Melrose Arch, Johannesburg (South Africa)	This chapter presents Melrose Arch in Johannesburg (South Africa) as a national case study.	Melrose Arch, the study area, was contextualised in terms of its location, demographics, density, cultural and social aspects, spatial planning and its spatial character. The main emphasis in the chapter is on themes with regard to social interaction and experiences of participants as derived from observations and interviews.
Chapter 7	Cross-case analysis and discussion of findings	The purpose of this chapter is to develop a cross-case analysis of the themes with regard to social dynamics presented in the two case studies discussed in Chapters 5 and 6.	The chapter presents the overarching themes that describe social dynamics in the two cases. Similarities and differences were focused on. Each theme is discussed and supported by direct quotes from participants in the interviews.
Chapter 8	Conclusion and planning recommendations	The purpose of the final chapter is to integrate theory with the findings in order to answer the research questions, while planning recommendations to create socially sustainable communities are made.	The chapter includes sub-sections dedicated to answer each of the research questions and reflect back on how the aims of the study were met. The second part of the chapter includes broad guidelines for socially sustainable communities in terms of mixed land uses. Secondly, recommendations for planners in terms of the use of mixed land-use developments to optimise social

			cohesion and social interaction are provided. A final part concluded the research by emphasising the main findings from the two case studies.
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CHAPTER 2: SUSTAINABLE DEVELOPMENT AND SUSTAINABLE COMMUNITIES

2.1 Introduction

Authors such as Leitmann (1999), Drexhage and Murphy (2010:2), and Valentin and Spangenberg (2000:381) describe sustainable development as a “visionary development paradigm”. The World Commission on Environment and Development (WCED), cited by Hopwood *et al.*, (2005:5), states that past growth models have failed to eradicate poverty on a global level or even within countries; however, the Brundtland Report called for a different form of growth “merging economics and environment in decision making, meeting essential needs and changing the quality of growth, focusing on human development and participation during decision and providing equity in benefits” (Hopwood *et al.*, 2005:6). The development proposed by the Brundtland Report proposed development that can be used to meet human needs, ensure fair distribution of resources and eradicate poverty.

Sustainability is a participatory process that creates and pursues a vision of community that respects and makes prudent use of all its resources, including natural, human, human-created, social, cultural and scientific resources. Sustainability seeks to ensure, to the degree possible, that present generations attain a high degree of economic security and can realise democracy and popular participation in control of their communities, while maintaining the integrity of the ecological systems upon which all life and all production depend, while assuming responsibility for future generations to provide them with the where-with-all for their vision, hoping that they have the wisdom and intelligence to use what is provided in an appropriate manner (Viederan, 1994:5, cited by Gladwin *et al.* (1995:877)).

Sustainable development has been conceived in terms of vision expression, value change, moral development, social reorganisation or transformational processes toward a desired future or better world (Gladwin *et al.*, 1995:876). Sustainable development is a primary focus in spatial development (Layard *et al.*, 2001:1). Spatial planners aim to plan and design areas that can be more sustainable by optimising social cohesion among and within communities (Layard *et al.*, 2001:1). However, despite numerous goals, principles and guidelines on how to implement sustainability in spatial development (e.g. layout and design of areas), research on sustainable communities is more limited (Layard *et al.*, 2001:1).

Sustainable communities form the overarching theoretical point of departure that guided this study. The overall purpose of this chapter is to create a better understanding of socially sustainable communities within the broader sustainable development paradigm. A broad

introductory section in which sustainable development will be discussed aims to contextualise sustainable communities (research question 1). The origin and background, definitions and components of sustainable development will be discussed. Secondly, the social component of sustainable development will be discussed in more depth with a focus on socially sustainable communities. The remaining part of the chapter will be dedicated to theories from psychology (the behaviour setting of Barker (Kloos *et al.*, 2011:3)) and sociology (Herbert Blumer (Forte, 2010:481)), and symbolic interactionism that supports the idea of socially sustainable communities.

2.2 Sustainable development

This section aims to contextualise sustainable development by including a brief background of where it originated, followed by various definitions developed for sustainable development.

2.2.1 Origin of sustainable development

According to Drexhage and Murphy (2010:7), the theoretical framework with regard to sustainable development was developed between 1972 and 1992 by means of a series of international initiatives and conferences. The most important conference that put the sustainable development concept on the map was the United Nations Conference on the Human Environment, organised by the United Nations (UN) in 1972 in Stockholm, Sweden. This conference was the first major international gathering where the topic of sustainability was discussed on a global level (Leitmann, 1999; Hopwood *et al.*, 2005:6; Drexhage & Murphy, 2010:7). As a result of the conference, the report “*Our Common Future*” (also known as the Brundtland report) was published in 1987 by the World Commission on Environment and Development (WCED). This document popularised the term ‘sustainable development’ (Drexhage & Murphy, 2010:2). The Brundtland report aimed to be ‘a global agenda of change’ (WCED, 1987:5) by means of two broad recommendations, namely:

- Developing long-term environmental strategies that can be used to achieve sustainable development by 2000;
- Developing ways in which the environment can be interpreted in order to create a co-operation between developing countries and between countries at different stages of social and economic development. It was believed that this may in turn lead to the achievement of common and mutual goals that take into consideration the interrelationships between the environment, development, people and their resources (WCED, 1987:5).

In order to achieve the above-mentioned goals, a commission was created consisting of representatives from both developing and developed countries. The Commission was used to address the accelerating worsening state of natural resources as well as the human environment (Drexhage & Murphy, 2010:7). According to Drexhage and Murphy (2010:2), acceptance of the Brundtland report by the United Nations General Assembly gave the term “*political salience, and in the year 1992 as leaders set out certain principles of sustainable development* (discussed further in the chapter) *at the United Nations Conference on Environment and Development in Rio de Janeiro, Brazil, which is also referred to as the Rio Summit and Earth Summit*”.

The Brundtland report and Rio Summit provided a framework to implement sustainable development over a period of two-plus decades (Drexhage & Murphy, 2010:9). Since the Brundtland report and the Rio Summit, organisations, together with governments, focused on sustainable development as an overall goal for development. However, according to Drexhage and Murphy (2010:6), the implementation of sustainable development has been challenging. South Africa has also joined the global aim of achieving sustainable development. Since 1992, at the Earth Summit, South Africa has been a member in global sustainability. A report termed “Building the foundation for sustainable development in South Africa” was published in 1991, in which the challenge of sustainable development as well as action plans to implement sustainability in future developments was emphasised (Schwabe, 2002:14).

The origin and early development of sustainable development illustrated that this concept has a history of approximately fifty years. Although sustainable development made a major impact on many levels in society, it still seems a difficult concept to grasp and a term that many still strive to pursue (Layard *et al.*, 2001:1). Sustainable development seems to be a complex and multi-dimensional concept and numerous authors have attempted to define it. The following section will focus on some of these definitions.

2.2.2 Definition of Sustainable Development

The Brundtland report 1987 originally defined sustainable development as “*development which meets the needs of the present without compromising the ability of future generations to meet their own needs*” (Leitmann, 1999; Drexhage & Murphy, 2010:2; Valentin & Spangenberg, 2000:381). While the environment, social aspects and the economy are referred to in the sustainability debate, some definitions tend to favour one over the other.

2.2.2.1 Sustainable development defined in terms of ecological focus

Dresner (2002:67) states the importance of keeping in mind the limits of our natural environment and meeting the basic needs of people within these limits when it comes to sustainable development. The capacity of the earth's resources should be kept in mind so that resources are not depleted (Hattingh, 2003). Sustainable development should also focus on the entire balance between the protection of the environment, economic growth and community participation, and because it is viewed as a process, it should likewise be assessed when it is executed to ensure that the necessary improvements can be made for future developments and targets (Sikdar, 2003).

According to Ciegis *et al.* (2009:33), the environmental approach focuses more on the stability of physical and biological systems. The main aim of economic development is to determine what the natural systems' limits are for different economic activities (Ciegis *et al.*, 2009:33). Furthermore, Ciegis *et al.* (2009:33) state that different 'sub-systems' become an important aspect towards the critical view of global stability and the total ecosystem. The importance of preserving the biological variety is also highlighted here in order to achieve a balanced nature and 'elasticity' of ecosystems on a global level to secure future possibilities and how they can adapt towards an ever-changing biosphere (Ciegis *et al.*, 2009:33). Until recently, sustainable development has been viewed as an essential environmental issue based on the integration of environmental concerns into that of economic decision-making processes (Lehtonen, 2004:200).

Furthermore, the Environmental Protection Agency (EPA) refers to the fact that natural resources should be reserved, where social sustainability is described as something that can be achieved when a focus is placed on refining and preserving the materials necessary for social conditions and natural reserves found to ultimately contribute to the overall health of human settlements (Sikdar, 2003).

2.2.2.2 Sustainable development defined in terms of an economic focus

An additional outlook by Nooteboom (2007:646) on sustainable development compares it to a system, a *system of theoretical* points of view, where "...development enables a system to maintain its order as an integral system, whilst also maintaining its role as part of a larger system on which it depends" (Nooteboom, 2007:646). More recent views on the economic component are reflected by Ciegis *et al.* (2009:33) who refer to economic sustainability as seeking to maximise the 'flow' of income and consumption that are able to be generated while the stock of capital and assets is maintained, which, in turn, creates outputs that are beneficial. Ciegis *et al.* (2009:33) describe that a main goal of implementing sustainability principles is that an optimal amount of the general capital can be kept safe for future generations.

However, the economic sphere of sustainability cannot be viewed totally unrelated to the social aspects, as the economic component contains certain social responsibilities (Carroll, 1999:271). Social responsibilities refer to the importance of businessmen overseeing the operation of the economic system, which fulfils the public's expectations. This means that the economy's means of production should be active in such a way that production and distribution should enhance total socio-economic welfare.

Furthermore, the political acceptability of sustainable development is dependent on its ability to respond to social problems that have become more important than that of environmental issues with regard to the public's concern (Lehtonen, 2004:200). This shift was illustrated at the Johannesburg Summit on Sustainable Development held in 2002 (Lehtonen, 2004:200). During this summit, a broader agenda was followed than the Rio Summit in 1992, where various key issues were addressed, including poverty, good governance, tourism etc. Although collective responsibility was accepted to strengthen the triple bottom line of sustainable development, namely social development, economic development and environmental protection, a clear shift in focus towards social sustainability as an essential requirement for sustainable development was found.

In contrast, Wackernagel and Rees (1996:9) state that economic actions are mostly exempt from that of social and environmental responsibilities because these actions are separated in time and space from their effects that are wanted and those that are unwanted. Helpful feedback loops are disconnected and there is a great loss over political and economic control where the local carrying capacity is ignored (Wackernagel & Rees, 1996:9).

2.2.2.3 Sustainable development defined in terms of a social focus

Lehtonen (2004:200) refers to the social dimension as being the "weakest pillar" of sustainable development. Social sustainability is defined by McKenzie (2004:15) as a positive outcome that leads to a situation where social cohesion can be found and where everyone has access to basic services such as education, housing, transport, recreation and, most importantly, health. By providing communities with socially sustainable areas, their lives will be enhanced and communities will be more sustainable.

The political acceptability of sustainable development is dependent on its ability to respond to social problems that have become more important than that of environmental issues with regard to the public's concern (Lehtonen, 2004:200). Hattingh (2003) states that sustainable development can be seen as social development, where there is a focus on certain concerns such as biodiversity, pollution of the natural environment, and resources that need to be sustainably used in order to meet the needs of the people. It is therefore important that a balance

is maintained through sustainable development within the concepts of the environment, as well as economic and most importantly the social systems (Sikdar, 2003), as depicted in the following section.

2.2.2.4 Integrated definitions

Elkington (1997) explains that it is not possible to achieve sustainability without achieving the basic levels of all three forms, namely the environmental, economic and social aspects, while, according to Carroll (1999:271), sustainable development consists of economic, social and environmental components (Carroll, 1999:271). Sustainability has also been defined by Milman and Short (2008) as a system's aptitude to be able to adapt to certain changes taking place and being able to remain working over the time that lies ahead.

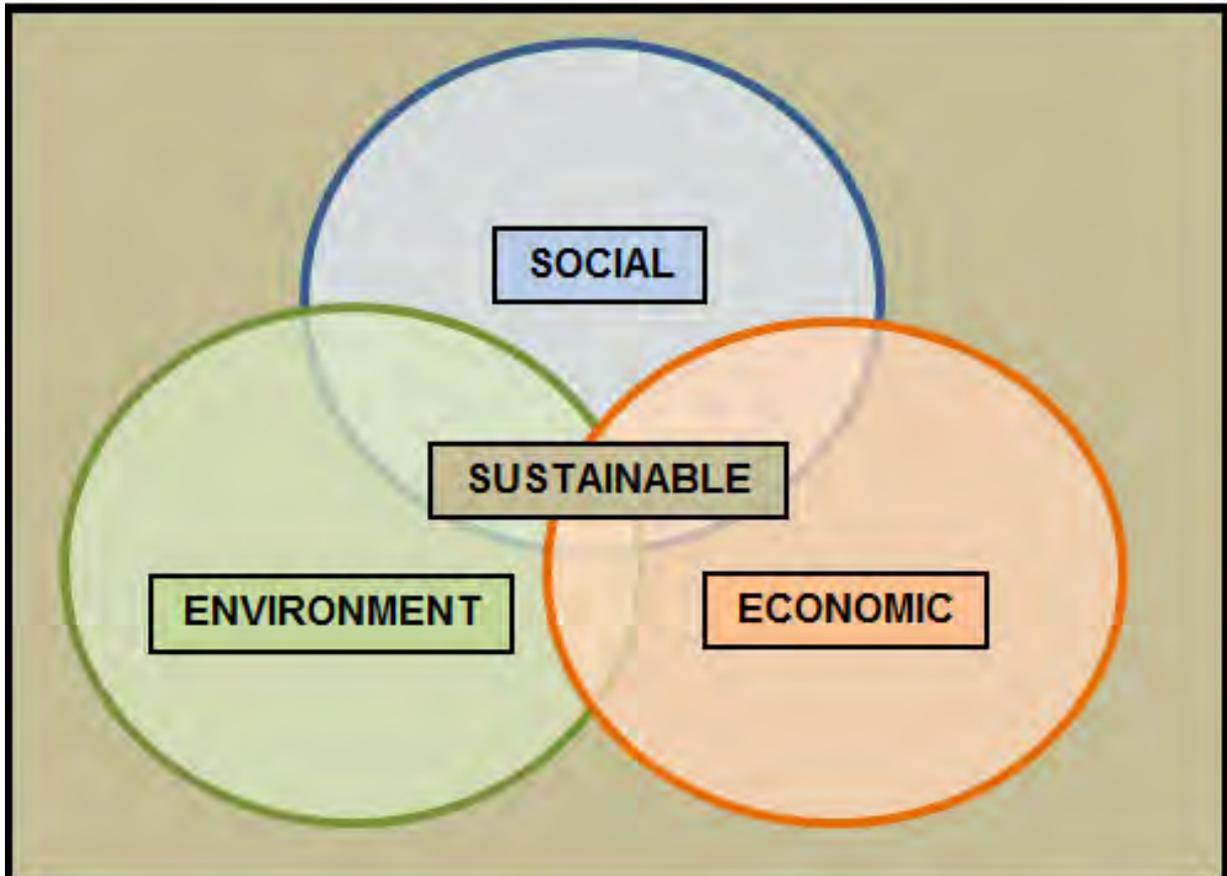
In 2003, Sikdar focused on maintaining a balance between the concepts of the environment, economy and the social systems, where sustainable development is described as having to focus on the balance between protecting the environment, economic growth as well as community participation. Castillo and Chi Chung (2004:18) also refer to the 'three E's' and state that sustainability can improve the aspects of ecology, economy and equity within projects. Sustainability advancements can be achieved by implementing certain management strategies that have been designed to satisfy the triple bottom line benchmarks (environment, economy and social equity) (Boyed & Kimmet, 2005:14). Jepson and Haines (2014:239) characterise sustainable development as balancing the 'three E's' of economy, environment and equity; a categorisation that has received significant attention in the planning literature.

While the three components are all individual fields of specialisation with their own unique challenges and definitions, authors such as Mckenzie (2004), Elkington (1997), and Lehtonen (2004) refer to the fact that the natural environment, social dimension and economic dimension in sustainable development cannot be separated. This interrelatedness of the components of sustainable development is known as the triple bottom line of sustainability.

2.2.2.5 Sustainable development as integrated: the triple bottom line

The terms 'triple bottom line' and 'sustainable development' can be used as substitutes (Mckenzie, 2004). The concept of 'triple bottom line' was developed by John Elkington in 1997 where it was acknowledged as a way of reporting, which includes social, economic and environmental discussions (Elkington, 1997).

Figure 1: The triple bottom line of sustainable development



Source: Own construction based on Elkington (1997)

Considering the figure above, where the three concepts come together, sustainability stands a better chance to be achieved and therefore the three concepts should be integrated. Additionally, researchers highlight that sustainability is all about the interdependence of communities and living organisms over the long haul, where each has an impact on as well as consequences for the others (Stenzel, 2010:1).

It can be concluded that the definition of sustainable development has seemed to evolve over time. Firstly, the initial idea was the focus on environmental aspects, such as the natural environment and how basic needs can be met within those limits; then, the focus shifted to the economy; and after that, the social environment was the focus. It is important to note that it was not necessarily chronological shifts that were made. Overall, the focus of sustainable development was at first on a specific aspect, while in later definitions an integrated focus (including all three the concepts of sustainable development) was taken in which the idea of a system working together to achieve sustainability was acknowledged (Mckenzie (2004:1). Finally, it is clear from the definitions of sustainable development that it is not a simple concept and it consists of various components, including the environment, people (social) and the economy.

While integration of the three sustainability components is a necessary goal, Mckenzie (2004:1) states that the three aspects with regard to sustainability (economic, social and environmental) are too broad when describing the topic of sustainability. According to Bramley (2009:2125), sustainability is still a major challenge in urban areas and unless these areas comply with the needs of the people and are turned into places where people can perform their daily tasks (work, play, interact and live), it is hardly possible to reach the goals of sustainable development. Mckenzie (2004:5) calls for a greater emphasis on social sustainability.

2.3 A focus on social sustainability

According to Dempsey *et al.* (2009), social sustainability varies between an individual scale to a more collective one, where people's individual experiences and the quality of their lives as well as collectively the community and the correct functioning thereof are all-inclusive. Following these two scales, a definition of social sustainability, which includes both, is as follows;

“Social sustainability occurs when the formal and informal processes, systems, structures and relationships actively support the capacity of current and future generations to create healthy and liveable communities. Social sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life” (Mckenzie, 2004:18).

McKenzie (2004:18) refers to social sustainability as an occurrence taking place when systems, relationships, formal and informal processes and structures support the overall capacity of the current as well as future generations in order to create communities that are liveable and healthy. Providing a socially sustainable environment requires a harmonious environment where the public and their needs play an important part. Social sustainability in communities is a major task, and ways of achieving it are through social interaction and social cohesion (Forest & Kearns, 1999).

2.3.1 Ways to achieve social sustainability

This section aims to contextualise the different ways in which social sustainability can be achieved, by including a brief description of social interaction, social cohesion followed by the various principles of social sustainability.

2.3.1.1 Social interaction

Social interaction can be defined as *“Two or more autonomous agents co-regulating their coupling with the effect that their autonomy is not destroyed and their relational dynamics acquire an autonomy of their own. For example; collective action, conversations, collaborative work,*

arguments etc.” (De Jaegher *et al.*, 2010:441). It is important to keep in mind that the population is growing at a daily rate and the need for housing is always increasing. To reduce urban sprawl in the future, building high density developments would seem to be the answer, although it will have a major impact on all the different dimensions of social sustainability. Bramley (2009:2127) states that a positive impact would be that social interaction will increase, because people are more likely to start a conversation in a high-density area than they would in a lower-density area, and facilitation for face-to-face interaction is found to be higher in high-density areas. Social interactions are a complex occurrence that involves a variety of dimensions of verbal and nonverbal behaviour, a changing context, with a number of participants (De Jaegher *et al.*, 2010:442). As previously mentioned, what is essential to interaction is the fact that it involves the engagement between agents (De Jaegher *et al.*, 2010:442). The concept of ‘engagement’ is sought to capture the qualitative aspect of social interaction once it starts to ‘take over’, obtaining a momentum of its own, as described by De Jaegher *et al.* (2010:442). Reddy and Morris (2004:657) suggest that *“it is in “engagement” with other people rather than in thought that people normally and fundamentally know other people as intentional beings.”*

There are different types of social interaction, for example positive and negative interaction, as well as formal and rather informal ways of interacting with one another.

(i) Positive interaction

Studies of social life have indicated that people tend to choose their friends based on similarities, for example with regard to their backgrounds, such as age and socio-economic level, their interests (preferences with regard to leisure activities), and values (with regard to privacy) (Gans, 1961:134). Social relationships are seen to be explained and influenced by the homogeneity of people with regard to a variety of characteristics (Gans, 1961:135).

(ii) Negative interaction

Not all forms of social interaction are necessarily going to have a positive outcome. Conflicts and oppositions can form because different types of cultures come together in the same area. This is why the socio-cultural context within which people interact is believed to influence the relationships among people (Snyder & Stukas, 1999:274; Frijda & Mesquita, 1994:52).

(iii) Formal interaction

Social interactions between strangers tend to be more formal, while informal interactions, depending on who we interact with (such as age, race and gender), will influence behaviour (Snyder & Stukas, 1999:274). According to Snyder and Stukas (1999:275), the combination of

the personalities of the people interacting, interaction rules as well as the setting and the reason for interaction will have an effect on the overall perceptions and outcomes of interactions.

(iv) Informal interaction

The value of social interaction lies within the prosocial orientation that is understood in terms of joint and equality outcomes that are enhanced (Van Lange, 1999:337). According to Snyder and Stukas (1999:274), it is through social interactions that people learn about themselves, other people and the world around them. The origin of 'the self' is found within the context of social interactions where other people's reactions to our actions provide a sort of understanding about who we are (Snyder & Stukas, 1999:274; Bem, 1972:2). However, Van Lange (1999:337) states that the overall motivation that individuals bring to bear on social interactions is seemingly more multifaceted and broader than the pursuit of their personal outcomes. A broader motivation is to enhance the overall outcomes in equality, for example sharing in a relationship.

2.3.1.2 Social cohesion

Various definitions exist for social cohesion, as seen by Berger-Schmitt (2000), Beauvais and Jenson (2000), Wooley (2000), Letki (2004), and Easterly *et al.* (2006). The term 'social cohesion' was first used by Emile Durkheim, a sociologist who considered it as a means of ordering a society (1893). Durkheim defined it as "the interdependence between the members of society, their shared loyalties as well as solidarity" (Berger-Schmitt, 2000:3).

According to Berger-Schmitt (2000:3), social cohesion can be seen as a characteristic of society, consisting of the relationships between different units of society, for example associations, groups or even individuals. The authors defined social cohesion as

"... the harmonious development of society and its constituent groups towards common economic, social and environmental standards. This may be achieved through the solidaristic redistribution of finances and opportunities between groups and places" (Beauvais & Jenson, 2000:3).

Letki (2004:1), on the other hand, refers to social cohesion as a reference to social order, sense of place, social solidarity and common aims and objectives. It can be defined as features of the social life that enable participants to work together in order to achieve shared objectives (Beauvais & Jenson, 2000:4; Letki, 2004:1).

Easterly *et al.* (2006:4) refer to social cohesion as the process of building shared values as well as building communities of interpretation, reducing inequalities in income and wealth, enabling people to have a sense of engagement towards a shared initiative, and teaching them that they

are members of the same community facing the same challenges (Easterly *et al.*, 2006:4; Beauvais & Jenson, 2000:2).

According to Wooley, cited by Berger-Schmitt (2000:3), there are three ways of defining the term social cohesion, namely (i) as the absence of social exclusion; (ii) as interactions and connections based on social capital; and (iii) as shared values and communities of interpretation based on group identity (Berger-Schmitt, 2000:3).

Based on the abovementioned, social cohesion can be seen as a reference to social solidarity as well as features of the social life that enable participants to work together. The following section will focus on the different principles of social sustainability.

2.3.2 Principles of social sustainability

WACOSS (2002) refers to the five principles that were developed in terms of social sustainability that can be seen as aspirational and visionary statements (McKenzie, 2004:18). These include democracy and governance, equity, diversity, interconnectedness and quality of life.

2.3.2.1 Democracy and governance

According to Kemp *et al.* (2003:13), governance and sustainable development emerged during the late 1980s, where they shared overlapping potential and characteristics. During the mid-1990s, they were well-known terms in professional and popular discourse together with renewed interest in the role of institutions with regard to societal change (Kemp *et al.*, 2003:13). Governance, according to Chourabi *et al.* (2012:2292), can be defined as “regimes of laws, judicial rulings, administrative rules and practices that prescribe, constrain and enable government activities, where the activities can be defined as the production and delivery of goods and services that are supported by the public”. McKenzie (2004:17) defines governance as the systems by which other policy areas are implemented. Swyngedouw (2009:608) refers to governance as entailing an explicit reference to ‘organised’ or ‘mechanisms’ and activities coordinated that are appropriate as a solution for certain problems. Unlike government, governance is used to refer to ‘policies’ instead of ‘politics’ because it is not a binding decision-making structure. The recipients are the ‘population’ that is affected by global issues such as the use of natural resources, migration and the environment (Urbinati, cited by Swyngedouw, 2009:608). Governance institutions on a city-regional scale tend to both hinder and promote democratisation, dependent on the agendas that those institutions empower (Harding, 2007:445).

The Local Agenda 21 places the focus on the reorganisation of the city governance to strengthen the construction of development agendas that are locally defined (Myllylä & Kuvaja, 2005:229). Better governance is a product and requirement of steps towards achieving sustainability (Kemp *et al.*, 2003:18). According to the European Commission, good governance consists of accountability, efficiency, effective coherence, openness as well as greater sensitivity with regard to the direct context that is assured by subsidiarity.

As Garmendia and Stagl argue, advances in our understanding of how social and natural systems interact alongside temporal and spatial scales need to be validated by democratic mechanisms that resolve inherent problems of uncertainty, continuous change and multiple perspectives of the systems (Gaventa & Valderrama, 1999:2347). *“Democracy is activated by democratic governing institutions and by an involved and democratic civil society. This shared accountability for the governing of a society is called governance and is differentiated from government, which addresses only government organisations”* (Magis & Shinn, 2009:9).

Magis and Shinn (2009:10) continue to describe that government accomplishes important roles that are irreplaceable in democratic governance. It constantly has to make sure that the governance is focused on the people, where government needs to orient governance to the people, state Magis and Shinn (2009:10). It has an enormous impact on the lives of people and therefore gains their trust, and therefore it should listen to the people and be accountable for the decisions it makes (Magis & Shinn, 2009:10).

2.3.2.2 Equity

Equity can be seen as a requirement of sustainability, where aspects of it consist of opportunity, choice and access to decision-making (Kemp *et al.*, 2003:14). McKenzie (2004:19) refers to the concept of equality as providing equal opportunities for all the members, providing equity for indigenous people, equity in human rights as well as equity to disadvantaged members. According to Valentin and Spangenberg (2000:384), the level of equity is important for sustainability in the distribution of access to resources that are limited. The quality of this distribution of access forms a type of connection between the environmental and social one (Valentin & Spangenberg, 2000:384).

Standing and Baume (2003:303) mention the following ways in which equity can be achieved:

- (i) Taking affirmative action in order to create an equal environment.
- (ii) Providing equal opportunities to all within the community so that everyone is on equal grounds.

- (iii) Managing diversity, where it is kept in mind that there is a variety of different people as well as a variety of different resources that should be managed in order for the community to be sustainable.

Dempsey *et al.* (2009) describe that social sustainability should be seen as a combination of equity and the overall sustainability of a community. Social equity, according to Dempsey *et al.* (2009), should include equal job opportunities for communities, providing them with affordable housing, recreational prospects, the necessary public transport, and lastly, other vital local facilities, such as schools, hospitals and shops. This combination of equity and sustainability can be achieved by incorporating the following:

- A safe and secure environment
- Social interaction taking place within the area
- Public participation
- A good quality environment
- Participation within groups and different activities taking place
- Pride within the area and a good 'sense of place'

Although the above-mentioned aspects exist separately, a combination of the sustainability of a community and social equity is important, because a supporting relationship can take place within communities. Dempsey *et al.* (2009) provide an example, where, if people feel safe in an area, there is a better chance that they will most likely participate and interact with other neighbours. Another example is providing a decent 'sense of place', where individuals can relate to their environment and take part in public participation. This can be seen as a way of creating a 'quality life' when factors are combined and work together effectively. To conclude, equity plays an important role in order to achieve sustainable communities, whereby a combination of the two can be achieved, as mentioned above. The aspect of diversity will further be discussed.

2.3.2.3 Diversity

Kemp *et al.* (2003:15) describe that diversity offers positive benefits for sustainable development. Furthermore, Kemp *et al.* (2003:15) refer to diversity as being a source of learning and the 'fuel of evolution', where it is important to protect diversity in terms of all its dimensions such as technological, socio-cultural and economic dimensions. Diversity is seen as a source used for learning and it can be used as a resource base to reorganise and adapt (Kemp *et al.*, 2003:15). According to Stolle *et al.* (2008:57), research on the sources of social capital has changed into the role of diversity, where the focus is on the potential or problems that it may have on the social connectedness, reciprocity, civic engagement and interpersonal trust. Diversity has the potential

to have a positive impact on the overall social connectedness and social sustainability of an area, as a diversity of different cultures and land uses forces sustainability.

Furthermore, cultural diversity can be seen as an amenity that is protected by sustainability, although it is equally about a continued progression or creation, to create a better world (Kemp *et al.*, 2003:14).

2.3.2.4 Interconnectedness

Following the Brundtland report, concerns for the interconnectedness of social, economic and environmental systems have become central with regard to sustainability and the idea thereof (Nolet, 2009:414). Kemp *et al.* (2003:14), on the other hand, refer to requirements of sustainability that are described as interconnected and multiple. Therefore, based on the abovementioned, interconnectedness is seen as being a requirement needed to achieve a sustainable environment.

2.3.2.5 The quality of life

According to Kemp *et al.* (2003:6), the concepts of urban environmental quality and terms that are related such as quality of life, sustainability and liveability enjoy a form of central issue with regard to research programmes, public popularity, urban development and policy-making. Sustainable communities are defined by Dempsey *et al.* (2009:2) as “areas where people want to work and live, now and in the future”. Sustainable communities contribute towards a high quality of life, where it meets the different needs of current and future residents and are sensitive towards the environment (Dempsey *et al.*, 2009:2). Furthermore, smart cities also have an impact on the quality of life of citizens and are focused on fostering more educated, informed and participatory citizens, significantly contributing towards a higher quality of life (Chourabi *et al.*, 2012:2293).

Bramley (2009:2127) states that well-being and health are also important components when determining the quality of life, a ‘sense of place’, and the main goal of a socially sustainable environment. Although health and well-being are important, the urban form in which the sustainable development takes place will ultimately be influenced by the above-mentioned aspects that will provide a sense of well-being and ultimately a healthy environment (Bramley, 2009:2127). The following figure provides a conceptual model of the factors that contribute towards a community’s quality of life.

Figure 2: A conceptual model of factors that contribute towards community quality of life



Source: Kamp *et al.* (2003:11)

Based on Figure 2, there are different components needed to achieve quality of life. These components include the community, environment and economics, and there are other components within these. If all of these different components are within a balance, then quality of life is achieved. While the abovementioned indicates important principles of social sustainability, ways to achieve this social sustainability are offered in the next section.

2.3.3 Ways to achieve social sustainability

Mckenzie (2004:18) offers six ways to achieve social responsibility.

- By means of diversity: This is important and the community contributes by encouraging and promoting it through different cultures and ways of living;
- By means of democratic procedures: Therefore, open the way to governmental organisations;
- By means of creating equity: This is an important and fundamental component. Since the abolition of apartheid, it has been a major challenge to achieve it, but through communities that provide equity in terms of living conditions, health services, jobs and other opportunities, especially providing equity towards previously disadvantaged members of the community, this can become a reality. Equity between generations is also important, where future generations are taken into consideration, so that the actions taking place today will not have a negative effect on the future.

- By means of interconnectedness: This is a key component, where different aspects of communities work together within development and also with the surrounding areas. The community provides certain structures to achieve an overall connectedness, and it takes place on an institutional, formal as well as an informal level.
- By fulfilling basic needs: A good quality of life is necessary for all the members of a community. This is achieved when all the basic needs are met (Mckenzie, 2004:18).
- It is also important that future generations are aware of the importance of social sustainability and that they aim to achieve it (Mckenzie, 2004:12).

The most important way to achieve social sustainability is to integrate social sustainability with other components (environment and economy).

The above discussion included principles and ways to achieve social sustainability. However, the building blocks of a socially sustainable environment are socially sustainable communities (Kenworthy, 2006:68). The meaning of community, a socially sustainable community and goals of social sustainable communities will form the focus of the following section.

2.4 Socially sustainable communities

This section aims to contextualise socially sustainable communities by including a brief description of what a community is, what a sustainable community is, the goals of sustainable communities, followed by the theories that support socially sustainable communities.

2.4.1 What is a community?

Gusfield, cited by McMillan and Chavis (1986:8), distinguishes between two main uses of the term 'community'. The first is the geographical and territorial idea of a community (neighbourhood, city and town). The second use is 'relational', where the 'quality of character of the human relationship' is a concern with regard to the location. These two main uses are described as follows:

(i) Territorial communities (neighbourhoods)

Boundaries play a significant role and are particularly relevant within territorial neighbourhood communities. Boundaries are established by neighbourhood residents, where they are seen as a creation of social distance (McMillan & Chavis, 1986:10).

(ii) Relational communities (professional, spiritual, etc.)

Relational communities are based on relationships that form between the people, whether it is a spiritual bond, professional bond, etc. Communities are known for their ability to connect people in a way where knowledge is informally shared with one another (Huysman & Wulf, 2005:81).

The author noticed that the two uses are not mutually exclusive from one another, even though the observation was made that modern societies develop communities around skills and interests, rather than around locality (McMillan & Chavis, 1986:8).

Furthermore, Canuto and Yaeger (2008:2) refer to a structural-functionalist and an ideational approach to communities. In a structural-functionalist approach, the emphasis is based on the functions a community provides within a social structure. In this approach, the community is a 'co-residential' collection of different individuals or households, characterised by their daily interaction, common culture and shared experiences (Canuto & Yaeger, 2008:2). The community is seen as a natural 'human whole', creating biological and cultural aspects towards the society (Canuto & Yaeger, 2008:2).

The ideational approach, on the other hand, focuses on how people see themselves and the role they play within their community. Individuals conceive their identity as a more plastic conception of themselves, where they change their identities according to certain situations (Canuto & Yaeger, 2008:2). Lastly, from this perspective, social identity characterises the unity of mutual and self-recognised cultural categories (Canuto & Yaeger, 2008:2).

Lastly, Cohen (1985:12) refers to community as containing two related suggestions, namely where members of a certain group have something in common, and therefore they are significantly different from other groups. Therefore, community suggests that there are both similarities and differences found and that opposition is found between one community and another social entity (Cohen, 1985:12).

2.4.2 What is a sustainable community?

A socially sustainable community refers to compact communities that are seen as more 'socially sustainable' because there are mixes of different uses, combined into an area where the people living there and making use of its facilities are also 'mixed' and consequently there tends to ultimately be a lower level of social segregation (Bramley, 2009:2128).

A socially sustainable community consists of a social mix, including visitors to the site and lifestyles, demographics, as well as different cultural people living, working and playing together. The issue of safety is also very important; because a high-density area has a great deal of

movement and activities taking place, it is much safer. It is much safer because there is a natural sense of surveillance, there are more eyes and ears, and the fact that the windows are overlooking movement paths also provides a sense of safety (Bramley, 2009:2128).

2.4.3 Goals of social sustainable communities

Dempsey *et al.* (2009:3) created a list, as illustrated in Table 2, of the social dimensions of sustainable development (including non-physical and physical factors) identified as overall goals that are needed to be achieved within socially sustainable communities;

Table 2: A summary of goals to create social sustainable communities

Non-physical factors	Predominantly physical factors
<ul style="list-style-type: none"> • Providing education and training for the community • Social justice: inter- and intra-generational • Participation and local democracy • Health, quality of life and well-being • Social inclusion (and eradication of social exclusion) • Social capital • Community • Safety • Mixed tenure • Fair distribution of income • Social order • Social cohesion • Community cohesion (i.e. cohesion between and among different groups) • Social networks • Social interaction • Sense of community and belonging • Employment • Residential stability (vs turnover) • Active community organisations • Cultural traditions 	<ul style="list-style-type: none"> • Urbanity • Attractive public realm • Decent housing • Local environmental quality and amenity • Accessibility (e.g. to local services and facilities/employment/green space) • Sustainable urban design • Neighbourhood • Walkable neighbourhood: pedestrian friendly

Source: Chan & Lee (2008); Meegan & Mitchell (2001); Turkington & Sangster (2006); Jacobs (1999); Bramley *et al.* (2009); Yiftachel & Hedgcock (1993); Urban Task Force (1999); Hopwood *et al.* (2005); Littig & Griessler (2005), cited by Dempsey *et al.* (2009:3)

According to Dempsey *et al.* (2009:4), there is no agreement on the points mentioned above, but it is widely assumed that in policy and theory, concepts such as social cohesion, social capital, social inclusion and high quality living environment are seen as positive and necessary social goods (Dempsey *et al.*, 2009:4). Furthermore, it is estimated that positive social activity is more

likely to occur in a high quality physical environment in policy, practice and in theory, where social order is positively linked to a good quality of life, happiness and health (Wilkinson & Marmot (2003), cited by Dempsey *et al.* (2009:4)).

2.4.4 Theories that support social sustainable communities

Various theories exist that support socially sustainable communities. Psychology theories (such as Baker's behaviour-setting theory) and social theories (such as Blumer's theory of symbolic interactionism) are used as a theoretical framework in this study. These theories are discussed in the following sub-sections.

2.4.4.1 Psychological theories: Barker's behaviour-setting theory

According to Kloos *et al.* (2011:3), people seek communities where relationships built are seen as a central part of human existence. People cannot live in isolation from one another, because community life and individual lives are 'intertwined'. How communities interact is based on their cultural background, education, biases and personal experiences and this can have an effect and prevent responses to situations (Kloos *et al.*, 2011:7). This relationship between people and the context within which interaction takes place is referred to as community psychology (Kloos *et al.*, 2011:12). Community psychology, according to Kloos *et al.* (2011:12), is:

"... the relationships of individuals with communities and societies.....it seeks to understand and enhance quality of life for individuals, communities and societies".

Kral *et al.* (2011:47) refer to the ecological framework as being one of the three core concerns of community psychology, together with diversity and the inclusion of context. The ecological framework in this regard refers to everyday circumstances that take place and influence people (Kral *et al.*, 2011:47). In turn, these influences on people have an overall influence on the social sustainability of communities. A theory such as Barker's behaviour-setting theory is one theory that supports socially sustainable communities.

Roger Barker's behaviour-setting theory is recognised as the first effort to bring the social and physical context together to study human behaviour (Georgiou *et al.*, 1996:319). Furthermore, Glanz *et al.* (2008:468) define behaviour settings as *"the social and physical situations in which behaviours take place; concludes that behaviours could be predicted more accurately from the situations people are in than from their individual characteristics"*. Trivedi and Khanum (2012:3) state that the behaviour-setting theory proposes that there are specific social and physical elements and units of the environment that are identifiable. These are all combined into one unit that influences how people behave.

According to Perkins *et al.* (1988:356), the fundamental unit with regard to the behaviour-setting theory is a regularly occurring and stable place of activity. Behaviour settings are defined by Perkins *et al.* (1988:356) as having two classes of components, namely no psychological and human behaving objects where boundaries of time and place are defined so that the components of a specific setting are different from those of neighbouring settings (different activities and therefore different behaviours taking place). Furthermore, behaviour setting is seen as a naturally occurring unit within the environment at the molar (perceived as wholes as opposed to parts) level, recognised by people that they live their lives inside a specific behaviour setting (Trivedi & Khanum, 2012:3).

Trivedi and Khanum (2012:3) describe the behaviour setting as a pattern of ecological units consisting of a 'standing pattern of behaviour', which is seen as a milieu (setting) in which behaviour is happening and this milieu matches the behaviour. Based on the interrelationship between people and their setting/location, as seen through Barker's theory of behaviour settings, there is an indication that the overall context plays an important role and has a significant influence on the usability assessment results (Trivedi & Khanum, 2012:4).

Perkins *et al.* (1988:356) refer to behaviour-setting components as being arranged and characterised within a temporal or a spatial pattern, where specific settings within a behaviour environment are identified, namely temporal and physical boundaries, where the setting takes place within a certain time and place. Every setting also takes place within a regularly occurring pattern, such as a 'behaviour mechanism', such as listening and verbalisation (Perkins, 1988:356):

Behaviour setting theory proposed that there are specific, recognisable units of the social, environment and the physical elements, which are joint into one unit, which has an enormous influence on the behaviour of humans (Trivedi & Khanum, 2012:3). The principle of Barker's theory is that the behaviours of most people within a setting can be predicted because of the influence of the characteristics of that setting. Behaviour setting theory acknowledges the interaction of person and place, for without people a place cannot be defined as a behaviour setting (Walmsley, 2009:33).

Barker observed that psychology is mainly charged with trying to understand the ecological and psychological environment. Barker examined that it was difficult to distinguish between the ecological environment and human psychology. Therefore, the focus was placed on molar human behaviour rather than individual units (Trivedi & Khanum, 2012:3). The boundary between the molar and ecological behaviour creates ecological units, where these units arise at the same time in the social, psychological as well as the physical realms and where they share three common attributes:

1. *They are self-generated as opposed to resulting from the observer or researcher's interest or manipulation.*
2. *They have a time/space locus.*
3. *They have a boundary separating the internal pattern of the unit from the external pattern of the surround (Trivedi & Khanum, 2012:3).*

The behaviour-setting theory indicates that communities interact based on their cultural background, education, biases and personal experiences and this can have an effect on and prevent responses to situations (Kloos *et al.*, 2011:7). This relationship between people and the context within which interaction takes place is referred to as community psychology (Kloos *et al.*, 2011:12). For the purpose of this study, it is important to determine why people socially interact with one another. Therefore, it is important to study social theories, which will be described in the following section.

2.4.4.2 Social theories: Symbolic interactionism

Glanz *et al.* (2008:170) describe that the majority of behavioural and social theories tend to focus on individuals, as well as social and environmental factors that determine the behaviour of an individual or group. Social theory is defined by Harrington (2005:2) as *“the study of scientific ways of thinking about social life. It encompasses ideas about how societies change and develop, about methods of explaining social behaviour, about power and social structure, class, gender and ethnicity, modernity and ‘civilization’, revolutions and utopias, and numerous other concepts and problems in social life.”*

Harrington (2005:6) continues to describe social theory as something arising firstly from our everyday life from a wide variety of conversations and contexts of different discussion and interactions taking place between ordinary people. Social interactions take place within environments, and therefore the social ecology will be studied, where Glanz *et al.* (2008:468) describe social ecology as four categories of environmental factors. These consist of:

- Physical settings, which feature the built environment along with the natural environment (consisting of the weather), which has a major impact on social interaction as previously mentioned.
- Organisational settings, indicating the function and size of schools and areas for work.
- Human aggregated, referring to the sociocultural characteristics of the people in a certain environment, where, if the people have the same sociocultural characteristic background, they are more likely to interact, because they have something mutual in common.

- Social climate refers to the supportiveness of the social setting with regard to a particular behaviour, where the social environment influences or leads to certain activities and specific behaviours taking place (Glanz *et al.*, 2008:468).

According to Aksan *et al.* (2009:902), symbolic interaction is one of many theories that exist within the social sciences. The symbolic interactionism theory is based on symbols, where the overall foundation is meanings, as people construct different meanings from interactions with individuals within social environments.

Symbolic interactionism is seen as a school of thought and theoretical perspective that was created by social workers, sociologists and philosophers between 1890 and 1910. The naming of the tradition was done by Herbert Blumer (Forte, 2010:481). Gordon (1997:63) refers to Blumer's symbolic interactionism as an orientation that is focused on constructing meaning as well as social reality through social interaction and symbols.

Blumer's explication of symbolic interactionism (cited by Gordon, 1997:63) is summarised as follows:

The approach sees a human society as people engaged in living together, where it is seen as an on-going activity, where the participants within the society are developing lines of action in the countless situations they daily encounter. Blumer describes the society as being "caught up in a vast process of interaction" where they need to "fit" their actions into one another which are constantly developing (Gordon, 1997:63). Their process of interaction consists of making indications, interpreting indications, where they live in worlds of objects and where it is guided by orientation and action through means of these objects. The objects of themselves are constantly being shaped, continued, debilitated and changed by their interaction with one another. The general process can be seen as differentiated characters which move in certain circles, different associations as well as different worlds, will give meanings to different things in order to guide themselves (Gordon, 1997:63).

Symbolic interactionism focuses on human communications and the consequences thereof. It creates an excellent foundation for reconceptualising relationships of the public (Gordon, 1997:64). Symbolic interaction is described by Aksan *et al.* (2009:903) as a process that includes interpreting actions because symbolic meanings are formed differently by individuals.

According to Schenk and Holman (cited by Aksan *et al.*, 2009:902), symbolic interaction is a dynamic theory because objects are seen as having meanings and individuals express activities in certain directions as they would evaluate themselves as well as the objects and people

surrounding them. Therefore, the social actors create meaning for objects based on their experiences and perspectives (Aksan *et al.*, 2009:902). Maines (1997:2) states that symbolic interactionism configures itself as an action theory, where it is mainly the study of human activities, or otherwise described by Howard Becker (1986) as “people doing things together” as opposed to other perspectives focused on cultural requirements and emotional needs. Blumer (cited by Maines, 1997:2) states that structures do not ‘act’, but rather, people act and certain aspects of their daily activities will reproduce the structures within which their activities happen to take place (Maines, 1997:2).

Forte (2010:481) describes interactionists as being interested in how members of organisations and groups redefine objects, how they provide new meanings to things, how they change their plans and how they change the direction and the quality of their lives. Forte (2010:482) also states that effective interaction will emerge when the participants encounter one another and will interpret each other’s conduct such as their gestures, narratives, appearance etc.

According to Blumer (cited by Aksan *et al.*, 2009:903), people tend to form meanings in two ways:

- (i) Where meanings are a ‘physical attachment’ forced on objects and events by humans.
- (ii) Meanings can also be ascribed to events, objects and phenomena.

Aksan *et al.* (2009:903) refer to three core principles within the symbolic interactionism perspective of Blumer. Language (the language that provides meaning with symbols), meaning and thinking, are described by Nelson (cited by Aksan *et al.*, 2009:903) as:

- (i) Language provides meaning by using symbols to humans, because symbols differentiate groups from each other, where different groups create different meanings for different things, which are present during social interaction (Aksan *et al.*, 2009:903).
- (ii) Meaning can be seen as the centre of human behaviour and the reason why certain people interact differently on a social level.
- (iii) Thinking changes the way people relate to certain symbols and how they would think about social interaction (Nelson, cited by Aksan *et al.*, 2009:903).

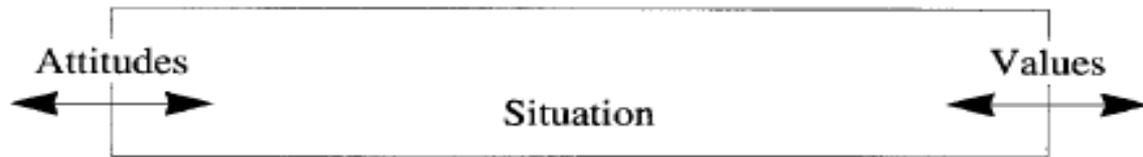
The above-mentioned three core principles of symbolic interactionism can be vital information to better understand social interaction in communities.

Apart from the three concepts of symbolic interactionism, three critical factors are identified by Maines (1997:3), namely:

- (i) Situations taking place where it can form a behavioural pattern.
- (ii) Attitudes, where it refers to a human’s attitude towards his/her surroundings, his/her own perspective and also the definition of his/her situations.
- (iii) Values are set and used as aims in order to achieve a goal.

These three critical factors can be visually interpreted as follows:

Figure 3: Thomas's situational analysis



Source: Maines (1997:4)

Figure 3 indicates that values and attitudes are part of the situation in which they are expressed and defined (Maines, 1997:4). According to Maines (1997:4), together, these two form a social process, where values and attitudes need to come into relation with each other in order to be activated. Thomas (cited by Maines, 1997:4) suggested that the way in which they relate will in turn be a function of the situation in which they occur.

2.5 Conclusion

To conclude, the origin of sustainable development was from 1972 and 1992 by means of a series of international initiatives and conferences. The most important conference that put the sustainable development concept on the map was the United Nations Conference on the Human Environment organised by the United Nations (UN) in 1972 in Stockholm, Sweden. As previously mentioned, the purpose of this research is an exploration of the social dynamics in mixed land-use developments as an informative for planning socially sustainable communities. It is therefore important to understand the meaning of sustainable communities, including the origin and the definition thereof. A focus was shifted towards social sustainability by focusing on social interaction, which includes positive, negative, formal and informal interaction and on social cohesion, which is defined by Letki (2004:1) as a reference to social order, sense of place, social solidarity and common aims and objectives. It can be defined as features of the social life that enable participants to work together to achieve shared objectives (Beauvais & Jenson, 2000:4; Letki, 2004:1).

Furthermore, the focus was shifted towards the five principles that were developed in terms of social sustainability, which are democracy and governance, equity, diversity, interconnectedness, and quality of life. Ways to achieve social sustainability were also studied, as this would provide insight into solutions for the research questions. It is important to understand the whole aspect of social interaction and the social theories that support it. Understanding the social dynamics taking

place within communities will serve as an informative for creating socially sustainable communities.

The aim of Chapter 2 was to discuss sustainable development with a focus on social sustainability as overarching theory that guided the research. The chapter illustrated that socially sustainable communities seem to be important within the greater debate on sustainable communities, because social sustainability plays an important part in the elimination of social segregation. Social sustainability is very complex, because it implies that communities should have cohesion and optimal interaction.

The main conclusion is that sustainability is very complex and social sustainability even more so, because it encompasses many aspects; however, there are also various spatial theories that propagate optimising social interaction, and cohesion forms the focus of the next chapter.

CHAPTER 3: SPATIAL PLANNING MODELS FOR SOCIALLY SUSTAINABLE COMMUNITIES

3.1 Introduction

The previous chapter discussed sustainable development with an emphasis on social sustainability. While various ways, principles, characteristics and theories (as discussed in Chapter 2) can contribute to socially sustainable communities; the concept of 'sustainable development' has led to many questions about how the spatial and built environment can contribute to more sustainable cities (Jabareen, 2006:38). One of these questions revolves around finding the most appropriate urban form. Dieleman and Wegener (2004:308) emphasised a growing concern about urban form, especially about urban sprawl.

Urban sprawl can be defined as low-density development that takes place beyond the edge of employment and service, which separates where people live from where they recreate, work, do their shopping and get their education, thereby increasing the need for cars to travel between the different zones (Johnson, 2001:718). Neuman (2005:15) describes that urban sprawl results from the merging of several factors such as transportation that is advancing, real estate developers that are rising, the attraction of inexpensive open land outside the city, the amount of mass production of houses, the image of the American dream single family home and capital that is easily available and used to buy property (Knaap & Talen, 2005:107). Urban sprawl is an unstable way of growth because there are very high levels of automobile usage, there are inequalities in economic capacities of local governments, the land uses are separated and the developments are relatively low-density land uses as well as undeveloped land in a random manner (Johnson, 2001:719).

Numerous spatial planning and design theories have been developed in response to create more sustainable urban forms as alternatives for urban sprawl while simultaneously creating more integrated, socially sustainable communities. The compact city model conveys the opposite of urban sprawl (Neuman (2005:13). According to Dieleman and Wegener (2004:308), 'smart growth' and 'new urbanism' are other spatial models that have the potential to address urban sprawl and create more sustainable communities (Dieleman & Wegener, 2004:308). The aim of this chapter is to provide an overview of these spatial models and how the characteristics of the spatial and built environment can serve as a framework for creating more socially sustainable communities. All three these models emphasise the importance of bringing together a diversity of people into the same area (as this is believed to optimise social dynamics and create urban vitality in turn). Mixed land uses as a spatial way of bringing together a diversity of people to optimise social interaction and cohesion will receive special attention in this chapter.

3.2 Spatial planning models

There has been an increase in the emphasis on planning systems within most capitalist societies to develop urban areas that are more sustainable (Howley, 2009:792). This has led towards policies that particularly focused on increasing residential densities to revive urban areas by creating vitality and socially sustainable communities (Howley, 2009:792). Various spatial planning models exist (in theory and practice) that address sustainable development, e.g. the compact city model, the new urbanism model and the smart growth model (ICMA, 2003; Fainstein, 2005). One common characteristic of all these models is mixed land uses, propagated as a way to optimise social dynamics. According to Neuman (2005:14), a mixture of land uses, an increase in economic and social interactions as well as employment and high residential densities are typical characteristics of the compact city. New urbanism is another spatial model that aims to use spatial characteristics to achieve a 'close-knit' social community where social interaction is optimised (Fainstein, 2005:10). Smart growth is a third model developed to address the issue of urban growth. Danielsen *et al.* (1999:516) described smart growth as a high-density development, where different land uses are mixed so that people can socially benefit from high-density areas.

3.2.1 The compact city model

There are two reasons why the compact cities are promoted: The first refers to population growth and the acceleration of the revolution of telecommunication and information processing, moving towards such a point that geography is irrelevant (Gordon & Richardson, 1997:95). Secondly, Neuman (2005:13), on the other hand, refers to the term 'compact city' as conveying the opposite of urban sprawl. According to Burchell, cited by Neuman (2005:15), there are certain characteristics of urban sprawl, i.e. leapfrog developments, low-density residential areas, spatial segregation of the different types of land uses through zoning, all of the transportation owned by private owners, there is no central owner of the land or even the planning of the land development, there is an unlimited amount of new development towards the outwards, corridor development takes place along major roadways where there is usually a widespread commercial development, and lastly, there is also reliance on the filtering process in order to provide houses for low-income households (Dieleman & Wegener, 2004:309; Neuman (2005:15).

Neuman (2005:14) provided a list of the characteristics of the compact city that presents cities as the opposite of sprawled cities. These characteristics include:

- High residential and employment densities
- Mixture of land uses
- Fine grain of land uses (proximity of varied uses and small, relative size of land parcels)

- Increased social and economic interactions
- Contiguous development (some parcels or structures may be vacant or abandoned or surface parking)
- Contained urban development, demarcated by legitimate limits
- Urban infrastructure, especially sewerage and water mains
- Multimodal transportation
- High degrees of accessibility: local/regional
- High degrees of street connectivity (internal/external), including sidewalks and bicycle lanes
- High degree of impervious surface coverage
- Low open-space ratio
- Unitary control of planning of land development, or closely coordinated control
- Sufficient government fiscal capacity to finance urban facilities and infrastructure (Neuman, 2005:14).

Kaji *et al.* (2003:3) state that there is a relationship between sustainable development and the compact city, namely:

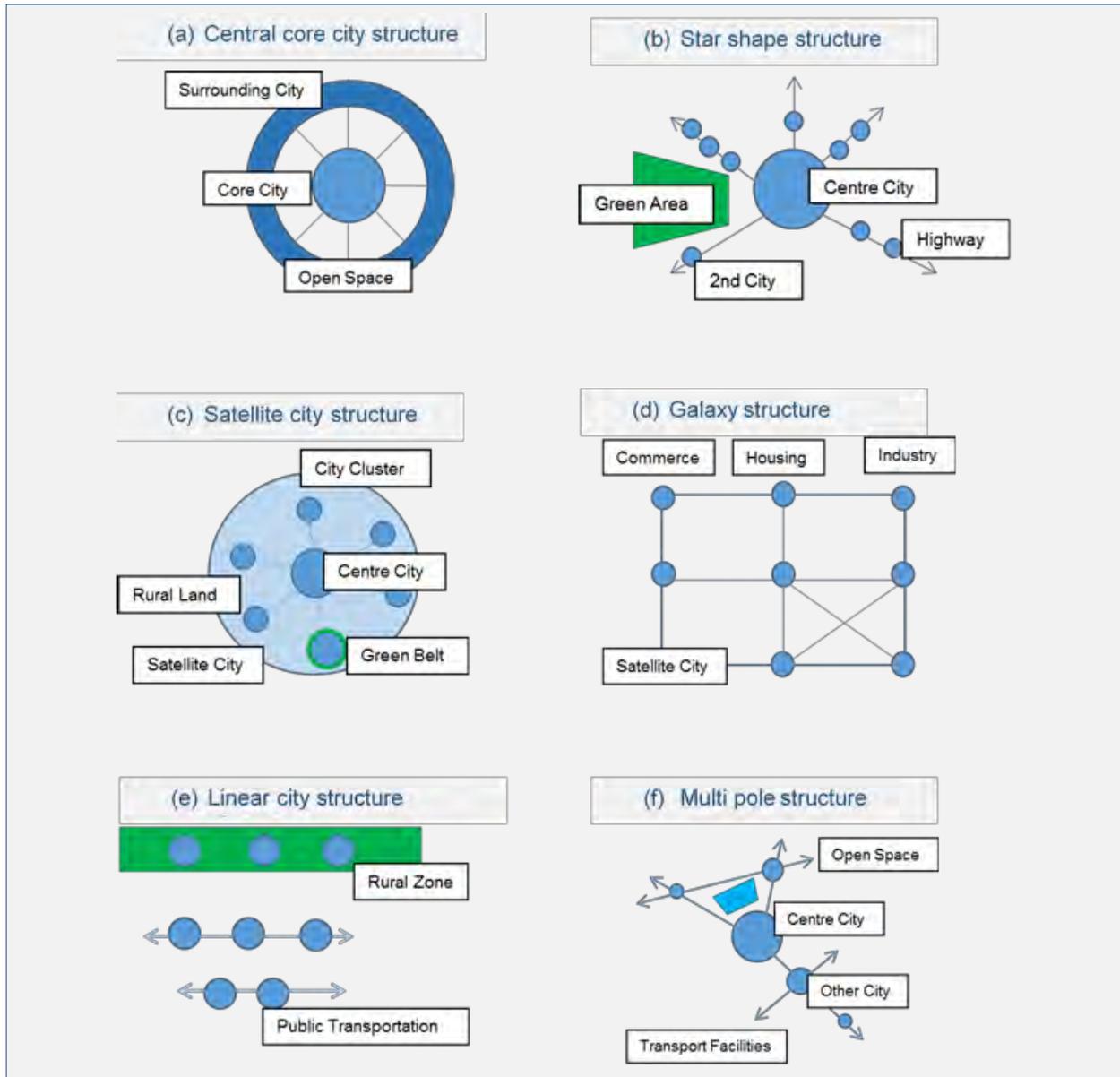
- Supplying efficient public services and social infrastructure
- The revitalisation of the inner city
- Reducing the dependence on automobiles
- Creating an active community relationship by using high-density habitation (Kaji *et al.*, 2003:3).

The compact city can develop in numerous forms, which will further be discussed in the following sector.

3.2.1.1 Different compact city shapes

Compact cities can follow different shapes. The following structures based on different design alternatives are proposed by Kaji *et al.* (2003:5) to achieve sustainability in the compact city model:

Figure 4: Different design elements of compact cities



Source: Kaji et al (2003:5)

(a) Central core city structure

Based on the Central core city structure, it is evident that cities grow in circles, where they first grow along the radial infrastructure lines and later between these radial infrastructure lines, as described by Caspersen *et al.* (2006:8). Caspersen *et al.* (2006:8) continue to state that green spaces and other recreational areas are often under pressure during the interaction between the hinterland and urbanisation, as can be seen in the central core city structure diagram. The core centre is surrounded by open space and then surrounded by other cities.

(b) Star shape structure

Urbanisation often leads to industrial and urban areas that form star-shaped structures. During the development of a star-shaped structure, urbanisation is created along the radial network

structures, where the areas between these radial network structures are also affected (Antrop, cited by Caspersen *et al.* (2006:18)). In these areas, Praestholm and Kristensen (cited by Caspersen *et al.* (2006:18) state that the traditional agricultural uses usually change into a much more multifaceted and multifunctional land use. This area protects the area against any further urbanisation taking place (Caspersen *et al.*, 2006:18).

(c) Satellite city structure

The Shanghai satellite city structure programme started in 1958, where, since 1977, the programme has been used again to prevent the central city into growing any further (Atash & Wang, 1990:245). It was found that these satellite towns within Shanghai have contributed to an increase in the number of economic activities within the city region; however, it has failed to scatter the population living within the central city as hoped for. A solution for future effectiveness is that these satellite city structures should offer different employment opportunities as well as 'greater' living standards in order to create a reason for people to relocate out of the central city (Atash & Wang, 1990:245).

(d) Galaxy structure

The galaxy city structure is characterised by the separation of zones into industrial, commercial or residential uses, low-density, large area requirements causing a high dependency on vehicles. The galaxy city structure is known as urban sprawl (Borrego, 2006:462).

(e) Linear city structure

The linear city structure is characterised by growth in the linear corridors, where the origin, located in the city centre, is supported by 'high quality transport infrastructure'. This is otherwise known as a 'network city', established around nodes and axes, providing partially mixed and unmixer functions (Borrego, 2006:462).

(f) Multi-pole structure

The multi-pole city structure is an example of Melbourne's 2030 strategic plan to manage urban growth and change the Melbourne metropolitan and its surrounding region. The aim of the strategic plan is to focus on a more compact city. To achieve this, the strategic plan developed three broad policies:

- (i) Build up activity centres as a focus for high-quality development, activity and living for the whole community;
- (ii) Broaden the base of activity in centres that are currently dominated by retail uses to include a wider range of services over longer hours, and restrict out-of-centre development; and

(iii) Locate a substantial proportion of new housing around or near activity centres and other strategic redevelopment sites that offer good access to services and transport (Chhetri *et al.*, 2013:80)

Based on the abovementioned, the compact city shapes have different layouts and different goals. While the various shapes result in different urban models, compact cities are guided by the same principles.

3.2.1.2 Compact city principles

Although the principles of the compact city may vary from time to time, Kaji *et al.* (2003:3) identified the following four overarching principles of the compact city:

(i) Mixed land uses

Mixed land use developments combine the place of residence with places of work, and shops create an area of social integration between different races, ages and incomes, because people will tend to walk more and drive less (Talen, 1999:1364). According to Foord (2010:47), mixed land uses are one of the core elements of the compact city. Mixed land uses have also been a useful “instrument” to deliver urban sustainability objectives including social cohesion, efficient use of urban utilities and urban vitality” (Foord, 2010:47). Breheny, cited by Foord (2010:17), states that “... the effectiveness of grand urban sustainability strategies may rest or fall on the degree to which modest sounding initiatives like car parking, standards, densities and mixed-uses can be made to stick”.

According to Niemira (2007:54), a mixed land use development contains elements of a live-work-play type of environment. It is best defined by Kircher (2014:2) as a development that integrates different types of uses into the same structure, whereas an example of a typical mixed-use development would consist of restaurants and retail shops on the ground floor, office areas on the first floor and then residential space on the second and maybe third floors (indicated in Figure 5 and Figure 6).

Figure 5: Mixed-use development example



Figure 6: Mixed-use development at night



Source: Foord (2010:49)

Mixed land uses are furthermore used with regard to the integration or mix of different income levels, where the mixed-use developments include everyday services and facilities that are much valued by the users (Foord, 2010:49). These services and facilities include local shopping, other services, amenities such as open spaces, entertainment, cinemas, cafes, pubs and local leisure (Foord, 2010:49).

A 'mixed-use project' is seen by LaFave and Hicks (2003:8) as a combination of commercial and residential uses in the same physical construction, where both function together to achieve a mixed environment. Because a mixed-use development consists of different types of land uses, for example shops, business, residential and entertainment, it enhances the diversity of the space.

Dieleman and Wegener (2004:309) make use of the concept of 'multifunctional land uses', where, according to them, it can directly be related to the themes of urban sprawl and the compact city. Multifunctional land uses are found within high-density urban areas, particularly within nodes where there are numerous means of transport such as metro stops and railway stations, resulting in an area that is highly accessible (Dieleman & Wegener, 2004:309). According to literature, mixed land-use developments that are around certain public transport modes are referred to as transit-oriented developments (TOD) (Dieleman & Wegener, 2004:309). Furthermore, Chhetri *et al.* (2013:78) state that compactness has been a mechanism to regulate and control urban sprawl by promoting a mixed land-use city structure, which is relatively high dense, which is further supported by efficient public transport as well as providing areas for cycling and walking.

(ii) A clear identity

Community identity is usually linked to a sense of living and belonging to, as well as having some commitment to a certain area (Puddifoot, 1996:327). It is important for the way forward that

positive associations are made and linked to the public's perception with regard to the goals of sustainable development (Burton *et al.*, 1996:81). Furthermore, 'place' is being more than just a location; according to Hague and Jenkins (2005:4), place means *"those fragments of human environments where meanings, activities and a specific landscape are all implicated and enfolded by each other."* Places are described as filled with feelings and meanings, where place is then distinguished from a more abstract and functional notion of *"space' and from 'territory', which is a politicised demarcation and control of space"* (Hague & Jenkins, 2005:4). Figure 7 and Figure 8 indicate participants and their commitment towards their community.

Figure 7: Illustrates the commitment of the community



Figure 8: Illustrates how the community work together



Source: Google search images based on Hague & Jenkins (2005:4)

(iii) Less dependence on automobiles (high density areas)

According to Moudon *et al.* (2014:48), if the necessary land-use conditions are achieved and pedestrian improvement programmes take place within areas, then it can support pedestrian travel and have a major influence in their choice of mode. Mixed Use Matters (2008:12) lists design principles to make a community more walkable and bike-able. When designing pathways, it is important to keep the entire community in mind, as well as the different types of uses, such as wheelchairs, bicycles, families, etc. Providing pedestrians with an interesting view when walking will increase their sense of place, providing them with a good quality of life (Mixed Use Matters, 2008:4).

Providing sufficient movement networks is also important. The layout of a mixed land-use development promotes non-motorised modes, which include pedestrians, cyclists etc. The design should prevent motorcars from entering the non-motorised areas by making use of smaller entrances or bollards (CSIR chapter 5.1, 2000:2). Because mixed-use developments support pedestrians and the use of public transport, the CSIR chapter 5.3 (2000:27) states that there needs to be frequent intervals of public transport driving to and from the mixed-use development.

Public transport should also travel to closer destinations to attract more users. Figure 9 below illustrates pedestrians walking from point A to point B, whereas Figure 10 illustrates bicycles parked in the Kamppi study area.

Figure 9: Pedestrians walking at Kamppi



Figure 10: Bicycles as means of transport



Source: Photograph taken by researcher

(iv) A diversity of life

According to Blokland and Van Eijk (2010:316), diversity may be linked to specific social groups – a diverse set of individuals who are integrated within an area. Chhetri *et al.* (2013:79), on the other hand, found that urban compactness improves social inclusion. Furthermore, a diversity of life can also be linked to a diversity with regard to urban planning that refers to a development where there is a mixture of land uses instead of a single use. Further inclusionary zoning accommodates a wide range of different incomes and is also seen as promoting a social diversity area (Neuman, 2005:19; Kaji *et al.*, 2003:3). Figure 11 and Figure 12 provide an example of a mixed-use development, which promotes a diversity of life.

Figure 11: Mixed-use environment promoting a socially diverse area



Figure 12: Different cultures, income groups and ages are together within one space



Source: Based on Kaji *et al.* (2003:3); Google search, Urban Planning Diversity

3.2.1.3 The compact city and sustainable communities

Katz, cited by Neuman (2005:13), describes compact cities as promoting social patterns that are more community-oriented. A compact city with high density and mixed uses is more likely to be more mixed and therefore has a lower level of social segregation (Bramley *et al.*, 2009:2128). Neuman (2005:13) indicates that the United States also refers to compact cities as neo-traditional towns as well as transit-oriented developments that are promoted by the smart growth movement. With regard to movement patterns, there is a decrease in short trips to local activities as for those residents seeking shopping experiences that are unique, specialised employment and certain leisure can be independent of the urban density within the area (Neuman, 2005:13).

Kaji *et al.* (2003:2) describe that in the early 1990s, the European Union found advantages with regard to using the approach of the compact city as a sustainable urban form. The EU found that the compact city was appropriate to achieve certain goals, for example:

- To control the expansion of suburbs in urban areas, as this has resulted in a society that is dependent on automobiles, by revitalising the inner city.
- Furthermore, energy and resources such as transportation and land uses (Kaji *et al.*, 2003:2).

Neuman (2005:16) states that most observers describe the compact city as being more sustainable. Policies with regard to the compact city are used to minimise car dependency, loss of open countryside spaces, loss of habitats as well as minimising pollution by achieving sustainability aims (Howley, 2009:797). An example of such a policy is the European Spatial Development Perspective (ESDP), which focuses on encouraging regional and state authorities to 'pursue' the concept of the compact city in order integrate land uses, transport, reducing the physical separation of the daily activities and to control the physical expansion of the cities (Howley, 2009:797). The compact city form can also contribute towards energy saving, because higher residential densities as well as a return to greater mixed land uses are encouraged (Haughton, 1997:191).

Salingaros (2006:1) states that the compact city should be used as the dominant development pattern of the future to replace suburban sprawl, as there are certain benefits present within urban living, as seen by Howley (2009:795), namely less commuting, public transport, access to facilities and services, social life, near everything (highly accessible), access to work, cultural activities and access to amenities. The approach of moving towards more compact cities is well established among the proponents of the smart growth and new urbanist movement (Salingaros, 2006:1). The next section will focus on these two models.

3.2.2 New urbanism

Ellis (2002:261) describes new urbanism as a 'controversial alternative' to the 'conventional patterns of urban development', namely patterns of auto-dependent and low-density land development (Ellis, 2002:261). New urbanism is an urban design and town planning movement that began in the United States in the 1980s (Bond & Thompson-Fawcett, 2007:454; Deitrick & Ellis, 2004:427). New urbanism builds on currents within urban design that are aimed towards the modernisation and emulation of historic urban patterns (Ellin, cited by Deitrick & Ellis, 2004:427; Ellis, 2002:262) and for this reason is called 'neo-traditional planning' and it is a 'design-oriented approach' to planned urban development (Fainstein, 2000:10). New urbanists formed the Congress for the New Urbanism (CNU) in 1993 through a combination of environmental advocates, architects as well as planners (Deitrick & Ellis, 2004:427).

New urbanism creates a range of spatial patterns that resemble good urban design and fit well into other planning goals such as environmental protection, urban revitalisation as well as the management of growth (Ellis, 2002:261). New urbanists aim towards an urban design that includes mixed uses, intermingling of housing for groups of people with different income, different building types as well as a strong benefit for the public realm (Fainstein, 2000:10). The principles are therefore based on neo-traditional urbanism, consisting of mixed-use neighbourhoods, promoting an environment where regional planning is integrated to prioritise the pedestrian over that of the vehicle and private domain, prioritising the public realm as well as clear architectural styles that celebrate the local history of the environment and its conditions (Bond & Thompson-Fawcett, 2007:454).

3.2.2.1 New urbanism principles

The agenda of new urbanism was expressed within the charter of the CNU where the charter indicates principles that can be achieved in different ways (Ellis, 2002:262). New urbanists contribute towards definite principles stated within the CNU Charter (Ellis, 2002:262). These principles are discussed in the following section.

(i) Mixed land uses rather than single uses

Mixed-use developments have a positive long-term effect where it minimises urban sprawl and provides people with opportunities to reduce the distance that they need to travel to get to work or to go and buy something at the local grocer (Mixed Use Matters, 2008:1). Focusing on the pedestrian allows for planning, such an environment where it is limited to physical size, has a focused centre and a well-defined edge. This, in turn, will lead to the daily needs of life that are easily accessible all within a 'five-minute walk' (Kunstler, cited by Fainstein, 2000:10). Cozens (2008:430) describes it as promoting a pedestrian-friendly, compact, mixed-use residential

development that is close to public transport and other amenities. According to CNU, cited by Cozens (2008:430), these designs encourage communities to walk and socially interact with one another; it will also promote the sense of community, social control and reduce the total crime by increasing the amount of surveillance taking place within these developments.

(ii) Transit-orientated developments (TODs)

A major concern in today's modern world is the valuable resource time. Time is wasted travelling back and forth and being stuck in traffic. Another advantage was mentioned by Mixed Use Matters (2008:2), who identified the idea that through mixed-use developments, this issue can be addressed. The need for single purpose trips and cars full with only one person driving in them will be less. The overall quality of air will improve as well as the health of individuals, even the amount of stress that drivers experience daily on the roads will reduce. Mixed uses will also be able to reduce the extent of land developed for parking lots, because with one trip there are many activities that can be completed, thereby leaving more space for green areas and providing people with the healthier option of walking to where they want to be (Mixed Use Matters, 2008:2). Another advantage, as mentioned by Mixed Use Matters (2008:3), is the fact that older people tend to become ride dependent and making use of public transport, which serves as an easier option for them to get to where they need to be.

(iii) Placing garages and parking areas discreetly to avoid landscapes that are dominated by vehicles

(iv) Metropolitan regions that consist of well-structured neighbourhoods, cities and towns with clear centres and edges. Furthermore, it is important to determine who would make use of mixed-use facilities and who will benefit from living in such an environment. Mixed Use Matters (2008:3) describes that there are changes in the patterns of today's modern households and the effect of this is different demands in terms of housing. Mothers travel between home, work, school and then back home each day.

(v) Compact developments that preserve environmental sensitive areas as well as farmland.

A demand has been identified in medium to high income areas for which mixed-use developments can provide for through a concentration of shop, live, work and play activities. A successful mixed-use development is unique when it incorporates its natural environment and therefore by not being a typical 'cookie cutter' type of project. Such a development is usually more environmentally friendly and the use of the unique local environment is maximised. A significant geographical area is achieved through landscaping and providing enough green areas (Kircher, 2014:4). LaFave and Hicks (2003:8) also refer to mixed-use development as being a tool offering a safe, walkable environment in high density areas with the combination of retail spaces.

(vi) Using street and building typologies to create an urban form that is coherent.

Mixed land uses are also promoted in South Africa as beneficial because South Africa is well known for apartheid that left our country with spatially separated areas and racial segregation (Landman, 2003:3). Cities were therefore characterised by social separation, fragmentation of the spatial environment and areas of low density sprawl (Landman, 2003:3). However, to eliminate aspects such as social separation, spatial fragmentation and low density sprawl, awareness of urban sustainability is made creating a paradigm shift towards sustainable development. Furthermore, the size of our country's population is growing continuously and the need for alternative types of housing is increasing. Per the National Association of Homebuilders (NAHB), mixed-use development provides a variety of opportunities for metropolitan as well as smaller communities, and this should not be underestimated by developers (Mixed Use Matters, 2008:2).

(vii) Streets that are interconnected leading towards a pedestrian and cycling friendly environment (often in modified grid- or web-like patterns).

People are therefore able to get around without driving, because all their needs are provided for in one development. For decades, people have been living in an inconvenient way, where they live far from work and bought expensive cars to get them from point A to B, but this should be replaced by mixed-use development. There is a monthly increase in the price of fuel and looking at other solutions such as making use of public transport, riding a bike or walking more will reduce the cost of having to drive everywhere (Mixed Use Matters, 2008:1).

(viii) Architectural designs that respect the regional character and the local history.

Creating a 'sense of place' and a good quality of life for communities is essential, and mixed-use developments can help achieve this along with other important goals that cities might have. Per the CSIR (2000:4), quality of place can be achieved when there is a focus on the uniqueness of the environment. In terms of the natural environment, it is important to look at unique features and keeping these in mind when developing the relevant area so that the ultimate design responds to nature.

(ix) Using conservation land uses and high quality parks to connect districts and neighbourhoods (CNU cited by Ellis, 2002:262; Deitrick & Ellis, 2004:427)

According to the abovementioned, the new urbanist principles operate within several different scales, for example districts, buildings, neighbourhoods and corridors, and ultimately entire regions and cities (Knaap & Talen, 2005:109). The principles call for organising developments within villages, cities and towns that are walkable, mixed-use, a diverse range of housing, transit-friendly and compact (Knaap & Talen, 2005:109). There are numerous authors mentioning the principles within their research, some of whom are Song and Knaap (2003:3), providing a brief

description of the principles of new urbanism, which, according to them, include mixed-use neighbourhoods, open spaces that are strategically placed, high density, public transport that is convenient, pedestrian friendly streets, paths for bicycles and lastly architectural designs used to foster social interaction (Song & Knaap, 2003:3).

New Urbanists focus on the physical form, where according to them, changes within the physical form are necessary for social, ecological and urban economic changes (Knaap & Talen, 2005:109).

3.2.2.2 Design elements of new urbanism

According to Talen (1999:1363), there are certain design elements, namely design and human scale, architecture and site design, streets, public space, and mixed land uses, which could be used in order to build a sense of community (Duany & Plater-Zyberk, cited by Talen, 1999:1364). These design elements are illustrated in this section.

(i) Design and human scale

Talen (1999:1363) describes that urban developments are mainly structured based on the 'natural logic' of the overall scale of the neighbourhood. This scale is mainly defined by the edge and centre. When smaller scales are compared to residential density, face-to-face interaction is promoted (Talen, 1999:1363).

Figure 13 illustrates the Hill District, Pittsburgh, Pennsylvania, before the construction of Crawford Square. It demonstrates that, at a community level, town centres tend to be highly dense leading towards commercial viability and creating a revived public realm that creates a sense of community (Talen, 1999:1363). Figure 14 illustrates Crawford Square, which provides mixed-income, affordable housing within the inner city.

Figure 13: The Hill District, Pittsburgh, Pennsylvania



Figure 14: Crawford Square



Source: Ellis (2002:269)

(ii) Architecture and site design

Designing a residence in such a way that residents are encouraged to exit their houses and make use of public spaces will enhance social interaction (Talen, 1999:1363). In order to achieve this, it is important that the amount of private-owned space is reduced, and positioning houses close to the streets will reduce the size of the lot, designing houses with porches that face the street, which, in turn, will promote the number of pedestrians travelling by, because the porches create a feeling of human presence (Talen, 1999:1363). Figure 15 illustrates a conventional suburban development where a house is hidden behind a garage and an enormous asphalt driveway. Figure 16 demonstrates new urbanism, where houses address the street and where garages are placed in the back.

Figure 15: Conventional suburban development



Figure 16: New urbanism



Source: (Ellis, 2002:276).

(iii) Streets

Streets provide an obvious social purpose (Calthorpe, cited by Talen, 1999:1364). It is important that streets are public spaces and that they accommodate the pedestrian (Talen, 1999:1364). Streets are a place where pedestrians can feel safe so that residents would want to use the streets (sidewalks) so that the chance for social interaction with people using the street (sidewalk) is strengthened (Talen, 1999:1364). Figure 17 illustrates a suburban street where there are no sidewalks. It was designed on the assumption that little or no walking will take place, whereas Figure 18 indicates a pedestrian pathway in Kentlands, Gaithersburg in Maryland.

Figure 17: A suburban street with no sidewalks, designed on the assumption that little or no walking will occur, New York.



Figure 18: Pedestrian pathway in Kentland's Gaithersburg, Maryland.



Source: Ellis (2002:265)

(iv) Public space

According to Langdon, cited by Talen (1999:1364), a public space creates an area for 'chance encounters' that will overall strengthen community bonds. Talen (1999:1364) describes the neighbourhood gathering areas as places that give 'heart' to the community and serve as 'counter-pressure' to that of community fragmentation. Crane and Dee (2001:11), on the other hand, refer to the public space as having the ability to foster or house the community. Public spaces that are in the form of civic centres and parks create a sense of place, which ultimately promotes the notion of a community (Duany & Plater-Zyberk, cited by Talen, 1999:1364). Figure 19 indicates that a sense of community can be achieved when a focus is placed on the proper design and placement of public spaces (Ellis, 2002:275).

Figure 19: Background buildings frame a public space.



Source: Ellis (2002:275)

(v) Mixed land uses

According to Talen (1999:1364), the relationship between sense of community, social interaction and mixed land uses was first articulated by Jane Jacobs in 1961. Combining place of residence with places of work and shop creates an area of social integration between different races, ages and incomes, because people will tend to walk more and drive less. Crane and Dee (2001:13) refer to such an area where priority is given to non-motorised users, families and children as a “networked urban village”, where high-density mixed-use developments include residential, leisure, shopping areas, light employment and access to technology. The mixture of commercial and residential land uses creates a ‘multipurpose’ area where people are encouraged to linger, which overall creates an area of “repetitive chance encounters”, strengthening bonds between communities (Talen, 1999:1364). Lastly, combining a mixture of housing types creates random personal contact between the people who come from different social classes, and this establishes a sense of community. Figure 20 illustrates the plan for Downtown Kendall Florida, where sprawl is converted into a mixed-use pedestrian-friendly town centre.

Figure 20: Plan for Downtown Kendall, Florida.



Source: Ellis (2002:277)

To conclude, the new urbanists believe that creating a sense of community is indisputable when the above-mentioned design elements are followed. This will then improve the social interaction between communities (Talen, 1999:1364). New urbanists aim to shape urban communities to eliminate social problems such as alienation from public spaces, being dependent on a car as well as isolation from neighbours (Crane & Dee, 2001:13). Organising the ‘power of space’ will in turn create an area where residents can interact and overall create a sense of community (Talen, 1999:1364).

3.2.2.3 New urbanism contributing towards sustainable communities

According to Talen (2002:168), the principles of new urbanism can be evaluated based on three terms, i.e. social equity, the notion of the common good and community. The three goals were chosen by Talen (2002:168) since they are prevalent with regard to the social implications of city design. These three goals are described as follows:

(i) Social equity

Social equity can be defined as “the basis of the spatial distribution of people and resources” (Talen, 2000:168). It is important therefore to manage territorial equity so that public goods and services are equally accessible. This view can easily be related to the notion of equity planning where unequal class divisions are rectified (Talen, 2002:169). Social equity can be linked to the physical planning of an environment (Talen, 2002:169). An example of this is a study done by Elizabeth Burton in 2000, where she compared higher-density and lower-density cities with regard to their ability to improve the amount of public transport delivered, reduce social segregation, increase the number of affordable houses and lastly provide access to facilities (Burton, cited by Talen, 2002:169). The sample size consisted of 25 participants; the results indicated that higher urban densities may have a positive effect on certain social equity aspects and a negative effect for others (Talen, 2002:169).

(ii) Common good

According to Talen (2000:170), common good can be associated with social responsibility, civic engagement as well as the protection of public goods such as safety, the environment and health. It is important to keep in mind that common goods mean that social and civic institutions should focus on benefitting all the people (Talen, 2002:170).

(iii) Community

Within a community, the physical design may influence the social as well as the political forms of an organisation by means of social equity through the spatial arrangement of public facilities, the design of public spaces, and also social encounters that can be increased through the design of sidewalks (Talen, 2002:165). Talen (2002:166) states that new urbanism might work well as a physical planning model, but it is important to keep in mind that any good physical planning model should also consider the social effects accompanying it. The main determinants within a community were identified by McMillan and Chavis (cited by Talen, 2002:168) as a need for fulfilment, influence between the community members, membership that was identified and also an emotional connection between communities. Positive social goals are described by Talen (2002:168) as local resident interaction, an attachment towards place as well as a sense of community.

To conclude, the overall goal would be to achieve a socially equal community where there is access to public services and goods on an equitable basis (Talen, 2002:180). With regard to social equity, diversifying the population by means of mixing housing units has two benefits:

(i) Creating a mix of housing units will overall strengthen the distribution of resources equally. According to Talen (2002:181), if diversity within the housing types is not encouraged, it will lead to a homogeneous area that does not support the overall social goal of equity.

(ii) Another benefit is that planners can use the mix of housing units to minimise and limit concentrations of poverty (Talen, 2002:181).

Talen (2002:181) further describes that the Charter understands that in order to create a social equal environment, it is important that socioeconomic diversity is promoted within the living arrangements of the population. The equitability of access to certain resources is a direct link towards the social diversity of the environment (Talen, 2002:181). Furthermore, Talen (2002:183) refers to an alternative way in which new urbanism can promote social goals. One of the common ways in which social goals can be linked to the planning process is by using participatory design, where public participation is used within the design process so that the community can be built using social interaction during the design process. This leads towards a more affective community (Talen, 2002:183). Lastly, according to Talen (2002:183), the participatory processes used in new urbanism are defined in terms of the social interaction and consensus formed, which overall will form a great part of the building process of the community with regard to new urbanism.

3.2.3 Smart growth

Although many think that new urbanism and smart growth are the same, there is a significant difference between their origins (Knaap & Talen, 2005:109). New urbanism was more influenced by physical planners and architects, whereas smart growth was launched from a community of policy planners and environmentalists (Knaap & Talen, 2005:109).

According to Knaap and Talen (2005:108), the origin of smart growth is unclear, although it can be traced back to three key projects, one being the American Planning Association, which in the mid-1990s launched "Growing Smart". The second project consisted of the production of the Growing Smart Legislative Guidebook: Model Statutes for Planning and the Management of Change in 1997 and lastly, the Surface Transportation Policy Project and the Natural Resources Defence Council, which serves as a 'tool kit' for smart growth (Knaap & Talen, 2005:108). This 'tool kit' consisted of model policies used to promote mixed land uses, compact growth and transit-oriented development (Knaap & Talen, 2005:108).

Smart growth was originally defined as an appealing alternative to urban sprawl that was used to offer residents convenience of local amenities and a higher life quality (Resnik, 2010:1). Per Resnik (2010:1), using smart growth will also contribute towards many benefits such as an increase in physical exercise, reduced amount of air pollution and automobile accidents as well as lower amount of pedestrian deaths (Resnik, 2010:1). Later on, smart growth was defined as a policy framework used to promote urban development that is characterised by walkable and bike-

able neighbourhoods, mixed-use developments, high population density, different mass transit available, green spaces that are preserved and road construction that is kept to a minimum (Resnik, 2010:1).

Furthermore, Knaap and Talen (2005:108) state that smart growth is based on three suggestions as background and rationale for the smart growth alternative:

- (i) Over the post-war period, the main form of urban development can be characterised by that of urban sprawl.
- (ii) Urban sprawl has opposing effects on social cohesion, human health and the quality of the environment.
- (iii) Urban sprawl can be alleviated by policies that promote mixed land uses, public transit, the preservation of farmland, compact urban growth, environments that are pedestrian and bike friendly as well as the revitalisation of the urban area (Knaap & Talen, 2005:108).

To achieve these basic proposals/suggestions, key principles were developed to address the problems around urban sprawl.

3.2.3.1 Smart growth principles

ICMA (2003:1) and Knaap and Talen (2005:108) distinguish between eight principles that form the core ideas to guide spatial planning and design of an area. These principles are discussed underneath.

(i) Mixed land uses

Mixed land use developments encompass a variety of uses, namely commercial, open space, residential and institutional, where it is a critical component of any vibrant community. Mixed-use developments provide the community with convenience and at the same time accommodate a variety of different household types and needs (ICMA, 2003:1). Furthermore, mixed-use developments enable residents to walk from their homes to the corner store getting something to eat while heading home after their visit to the dog park (ICMA, 2003:1). The ease of walking to different yet interconnected public places and businesses is the overall norm of a mixed-use community (ICMA, 2003:1). Figure 21 provides an example of a mixed-use development.

Figure 21: An example of a mixed-use development



Source: ICMA (2003:1)

In mixed-use projects, pedestrians are taken into consideration, because a mixed-use development focuses on connecting public infrastructure as well as the use of space to make an environment pedestrian as well as transit friendly. Mixed-use projects also create the opportunity for the integration between retail space with high density types of housing (LaFave & Hicks, 2003:4). The pedestrian-orientated nature of mixed-use developments creates a safe environment, where people can ride their bikes, pedestrians can feel safe and where communities are liveable (Mixed Use Matters, 2008:3).

(ii) Compact building design

Higher-density developments are seen as a key aspect in order to create communities that are walkable and provide a wide variety of transportation options (ICMA, 2003:12). The changes within demographics and consumer preferences are leading towards a demand for higher-density neighbourhoods and housing products (ICMA, 2003:11). Figure 22 provides an example of compact building designs.

Figure 22: An example of compact building designs



The buildings are very compact with few open spaces between them.

Source: ICMA (2003:1)

Furthermore, other smart growth principles, which are discussed throughout Chapter 3, include providing a variety of transportation choices, making development decisions that are cost-effective, predictable and fair, creating neighbourhoods that are walkable, taking advantage of buildings that have a compact design, directing and strengthening developments towards existing communities, encouraging a partnership between stakeholders and communities, preserving farmland, open spaces and environmental areas that are seen as critical, developing a variety of housing opportunities and choices for the community, and lastly, fostering attractive and distinctive areas that contain a strong sense of place (ICMA, 2003:11).

3.2.3.2 Design elements of smart growth

According to Ye *et al.* (2005:307), there are six major components of smart growth, namely planning, transportation, economic development, housing, community development and natural resource preservation. Table 3 indicates these components as the main design elements of smart growth. It is a summary of the multiple dimensions of these six main elements.

Table 3: Design elements of smart growth

Planning	Transportation	Economic Development
<ul style="list-style-type: none"> - Comprehensive planning - Mixed land-uses - Increased density - Street connectivity - Alternative/innovative water infrastructure and systems - Public facilities planning 	<ul style="list-style-type: none"> - Pedestrianisation - Facilities for bicycling - Public transit promotion - Systems integration and nodal networks. 	<ul style="list-style-type: none"> - Neighbourhood business - Downtown revitalisation - Infill development - Using existing infrastructure
Housing	Community Development	Natural Resource Preservation
<ul style="list-style-type: none"> - Multifamily housing - Smaller lots - Manufactured homes - Housing for special needs and diverse households. 	<ul style="list-style-type: none"> - Popular participation - Recognising/ promoting the unique features of each community 	<ul style="list-style-type: none"> - Farmland preservation - Subdivision conservation - Easement conservation - Transferable development right - Purchase of development rights. - Historical preservation - Ecological land preservation

Source: Ye *et al.* (2005:308).

For the purpose of this study, the focus will be shifted towards planning, where a focus is placed on comprehensive planning, transportation choice and community development. These elements are useful within the study as they encompass the aspect of social interaction, focus on other modes of transport than vehicles and also focus on socio-cultural values.

(i) Comprehensive planning

Comprehensive planning is thought to be ‘smart’, because it integrates housing, transportation elements, it uses the existing infrastructure to reduce energy consumption, develops the economy and reduces the use of automobiles (Ye *et al.*, 2005:307). Ye *et al.* (2005:307) refer to smart growth as being a ‘key element’ used to promote sufficient mixed land uses so that the residents are able to provide a market as well as employees for businesses, and, in turn, that the businesses offer the desired amenities and employment opportunities for the residents (Hirschhorn & Souza, as cited by Ye *et al.*, 2005:307). Economic and social interaction of businesses and residents within the neighbourhood requires an increase in density. Density, as previously mentioned within this chapter, promotes open spaces and natural land to be increased and reduces the dependency on automobiles (Ye *et al.*, 2005:307). Lastly, Ye *et al.* (2005:308) refer to the construction and design of public infrastructures as being a part of the planning process of smart growth, where roads are integrated within existing street networks, as well as street connectivity that is in a way designed to avoid dead ends and to minimise curb cuts.

(ii) Transportation choice

Ye *et al.* (2005:308) describe transportation choice as being able to provide the residents with a variety of different options such as bicycle, walking, bus transit and rail, to get from point A to

point B, rather than using their automobiles. Pursuing the objectives of smart growth is focused on a 'better' coordination between transportation and land uses where there is an increase in the availability of high quality transit services to ensure that there is an overall connectivity between bike, pedestrian, transit and road facilities (Ye *et al.*, 2005:308). According to Ye *et al.* (2005:308), the main goal across all smart growth efforts is to reduce the amount of dependency on cars.

(iii) Community development

Lastly, Ye *et al.* (2005:309) refer to community development as a concern that acknowledges the fact that people remaining in areas create "locally specific socio-cultural values". It is important to protect these values and to enhance them during change (Ye *et al.*, 2005:309). Communities differ with regard to their history, economic and cultural values and the uniqueness can be supported by gaining an agreement between the communities on how it wants to pursue smart growth (Ye *et al.*, 2005:309).

3.2.3.3 Smart growth contributing towards sustainable communities

Susan (2005:1) states that smart growth can be closely related to the concept 'sustainability' as it is a way of building better communities and combating sprawl. The aim of smart growth strategies is to direct new development towards existing urban areas, to improve the feasibility of different ways of transport than that of the cars, and to move away from areas that are undeveloped (Susan, 2005:1). Furthermore, Susan (2005:1) refers to the American Planning Association, where the characteristics of smart growth are set out as being compact, focused on pedestrians, mixed-use development patterns, land reuse, and transit accessible. The Environmental Protection Agency, as cited by Knaap and Talen (2005:107), defines smart growth as "development that serves the community, environment and the community". Knaap and Talen (2005:107) state that smart growth shifts development debates away from whether growth should be traditional or no growth at all, to how and where new development should take place.

It is important to study the comparisons between the spatial models in order to determine whether they promote mixed land uses, focus on creating higher densities, integrate transport modes, focus on pedestrians and optimise social interactions.

3.2.4 Comparison of spatial models

There seems to be an overlap of certain core principles to guide spatial planning and design models. Table 4 indicates these similarities.

Table 4: Planning and design similarities between the spatial models

		Compact city	New urbanism	Smart growth
Principles	Integrate mixed land uses	Mixture of land-uses (Kaji <i>et al.</i> , 2003:3)	Mixed use neighbourhoods (Song & Knaap, 2003:3). Mixed-use residential developments close to amenities (Cozens, 2008:430).	Mixed land use zoning (Knaap & Talen, 2005:108; Ye <i>et al.</i> , 2005:307).
	Create higher densities	Settlements that are highly dense (Kaji <i>et al.</i> , 2003:3)	High density developments (Song & Knaap, 2003:3)	Take advantage of compact building design (Knaap & Talen, 2005:108)
	Integrated transportation	Multimodal transportation and high degrees of accessibility on local/regional level (Neuman, 2005:14)	Convenient public transit (Song & Knaap, 2003:3). Transit-friendly developments (Knaap & Talen, 2005:109). Convenient public transport (Song & Knaap, 2003:3).	Provide a variety of transportation choices (Knaap & Talen, 2005:108) Ye <i>et al.</i> (2005:308) state that the main goal across all smart growth efforts is to reduce the amount of dependency on cars.
	Pedestrian-orientated development	High degrees of street connectivity (internal/external) including sidewalks and bicycle lanes (Neuman, 2005:14)	Bicycles paths and pedestrian-friendly street networks (Song & Knaap, 2003:3). New Urbanism puts the pedestrian first (Ellis, 2002:281). Streets should be seen as public spaces and accommodate the pedestrian (Talen, 1999:1364).	Creating walkable neighbourhoods (Knaap & Talen, 2005:108)
	Automobile dependency	Less dependence on automobile (high density areas) (Kaji <i>et al.</i> , 2003:3)	Decreases automobile dependency (Cozens, 2008:430)	Provide a variety of transportation choices (Knaap & Talen, 2005:108)
	Optimise social interaction	Increased social and economic interactions (Neuman, 2005:14)	Pedestrian-friendly street networks; strategically placed open spaces, and architecture designed to foster social	Enhancement of public service facilities, including recreational areas (Ye <i>et al.</i> , 2005:307).

			interaction (Song & Knaap, 2003:3).	
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Source: Own construction based on Kaji *et al.* (2003:3); Neuman (2005:14); Cozens (2008:430); Talen (1999: 1364); Knaap & Talen (2005:108); Ye *et al.* (2005:307); Song & Knaap (2003:3)

Additionally, Chadchan *et al.* (2010:78) state that even though the characteristics of mixed-use development, transit-based developments, pedestrian and bicycle friendly are common, there are still certain characteristics that are different between the three spatial planning models. Table 5 illustrates these similarities and differences between these spatial models.

Table 5: Similarities of spatial models

	Theories		
Attributes/ Characteristics	Smart growth	New urbanism	Compact city
Mixed-use	✓	✓	✓
Compactness	✓	✓	✓
Pedestrian/ Bicycle friendly environment	✓	✓	✓
Public transport/ Transit oriented development	✓	✓	✓
Easy accessibility/ walkable neighbourhood	✓	✓	✓
Compact spatial/ Building design	✓	✓	✓
Affordable housing choices	✓	✓	✓
Sense of place/ community	✓	✓	
High density development	✓	✓	
Preserving farmland	✓		✓
Reduction in infrastructure development costs	✓		✓
Community/ stakeholder collaboration in development decisions	✓		✓
Connectivity/ Grid network		✓	
Conservation of Natural/ Built environment		✓	

Source: Chadchan *et al.* (2010:78).

Because the focus of this study is on how mixed land-use developments can be used as an informative for planning sustainable social communities, the fact that there seems to be an overlap of certain core principles to guide spatial planning and design models within the above mentioned spatial planning models, mixed land-use developments are further described as a core idea within the study.

3.3 Mixed land-use concept as core idea

This section aims to contextualise the mixed land-use concept as a core idea by including a brief description of the challenges of mixed land-use developments, the criteria for the successful implementation of mixed land-use developments, mixed land-use elements followed by mixed land-use benefits.

3.3.1 Challenges of mixed land-use developments

While planning a mixed-use development, various obstacles and challenges can be expected that need to be resolved for it to be successful (LaFave & Hicks, 2003:4). Major challenges that are faced in mixed-use developments are the fact that they are expensive and complex (Mixed Use Matters, 2008:10). The challenges include the following:

(i) Difficulty in implementation

The different types of land use each have different design features. For housing, there might be a different way of planning the design and making use of certain management skills and in terms of commercial and retail it can also be different. The demands can be in conflict with each other, which creates challenges, because the design might not be successful (Mixed Use Matters, 2008:10). Herndon (2011:39) describes the unique design challenges that mixed land-use developments encounter. These challenges include the connectivity and circulation of pedestrians, architectural aspects, the interrelationships and integration of elements, providing enough parking, public spaces and overall creating a sense of place to achieve a successful mixed-use project.

(ii) Financing gaps

Financing is a major concern and there are two types of financial challenges. The first is the possibility that the project costs more than what the market is able or rather willing to finance and the second type of challenge is that the cost for housing is higher than what the present market can afford (Mixed Use Matters, 2008:10).

(iii) Gaining community support

Gaining support from the community is often a challenge, because they are sometimes sceptical about change, and convincing them that a mixed-use development will be beneficial for their neighbourhood, is a difficult task (Herndon, 2011:35).

(iv) Perceptions about parking

It is important to reduce the visual prominence of parking, while providing users with enough parking. When providing parking for a mixed-use development, it is important that the amount of

parking is not as visual. Teaser parking can be seen as a solution where a few parking spaces are provided in front of the development and then people think they will be able to get an open spot there, but the main parking area is located at the back or underground in a parking garage (Mixed Use Matters, 2008:10).

(v) Quantify sprawl

Alexander and Tomalty (2002:409) describe quantifying sprawl and the effects thereof as a major challenge, but that it should be done to determine what the amount of sprawl is and to build a case for communities that are compact.

(vi) Higher costs

The costs are higher when providing and developing a mixed-use development. Because people want to live in urban areas where they have access to a larger scale of retail, healthcare, etc., they tend to want to live in urban areas and that is why the cost of land is higher and the challenge then faced is still being able to provide lower income groups with affordable housing solutions (Mixed Use Matters, 2008:10).

Kircher (2014:3) describes mixed-use developments as being too time consuming and because there are numerous different uses, such as residential, office and commercial, it provides the challenge of complying with all the design standards and basic needs.

After determining the challenges linked to mixed land-use developments, the design elements used to achieve such a development are studied to shed light on how these can be achieved. Not only are there challenges with regard to mixed land-use developments, but there are also solutions when looking at certain design elements.

3.3.2 Criteria for successful implementation of mixed land-use developments

Various criteria have been developed for the successful implementation of mixed-use development. LaFave and Hicks (2003:23) formulated seven design elements, while McIndoe (2005) explains seven design qualities of mixed land-use developments. Rowley (1996:85) provides key principles that need to be kept in mind when planning a mixed-use development. These criteria are briefly listed.

(i) LaFave and Hicks' (2003) design elements:

- Accessibility to the site

- Enough parking should be provided, but because of the fact that the mixed-use development supports pedestrian and bicycle movement, the parking should have lower ratios applied and rather be placed underground.
- Security is also very important. People need to feel safe in the environment and this can be achieved by providing sufficient lighting, security cameras, and creating a 24-hour vibe where there are always people around (LaFave & Hicks, 2003:25).
- Signature is very important so that the development attracts more people by being unique and providing certain qualities (LaFave & Hicks, 2003:25).
- The layout of the site is important and it needs to provide for the different types of land uses, for example enough parking for residential users, business owners and drop-off zones for deliveries.
- Other aspects include the provision of basic services such as water, electricity and the removal of trash (LaFave & Hicks, 2003:26).
- Lastly, is the importance of achieving a good quality of life and providing enough open green spaces for the public (LaFave & Hicks, 2003:20).

(ii) McIndoe's (2005) design qualities include:

- Choice: providing people with different choices and keeping in mind that it is a diversity of different cultures with different types of needs.
- Character: portraying the unique environment and focusing on its exceptional characteristics.
- Context: Looking at the context as to how the mixed-use development fits into the surrounding areas and the whole city.
- Collaboration: collaboration between different spheres on different levels.
- Creativity: looking at creative ways to resolve issues.
- Connections: providing connections on different levels of movement networks.
- Custodianship: realizing the importance that the ultimate design should be safe, environmentally sustainable as well as a healthy environment that people take ownership of.

(iv) Rowley (1996:85) lists certain key principles that need to be kept in mind when planning a mixed-use development and explains that the locations are not homogenous so there are different types of challenges present at each new development. Conditions that need to be looked at are as follows:

- The character of the developments surrounding the site: It is important to keep in mind what the types of buildings look like surrounding the mixed-use development so that they 'fit in' with the surrounding area.
- The type of market: It is important to determine the type of market that needs to be provided for.
- Policies with regard to planning.
- The certain uses and activities of the development as well as the different types of locations. Determining what the habits of the community are.
- Keep in mind the density and intensity of pedestrians and the sufficient provision for movement patterns, footpaths and other routes.
- Lastly, the importance of the social-cultural mix, where the different cultures come together and form a diverse group of people (Evans & Foord, 2007:3).

It is important that provision is also made for enough green open spaces providing a calm and peaceful environment with walkways and wide pathways for pedestrians and bicycles. Another way of achieving a successful mixed-use development is by including a few restaurants where people can sit-down. According to the Commercial and Mixed-Use Development Code Handbook (TGM, 2011:11), mixed-use developments are seen as enjoyable and attractive places to shop, live and work, because they create a sense of relaxation and a good quality of life experience. In fact, according to Kircher (2014:3), restaurants are found in approximately 12 to 15% of the total space in mixed-use developments. Keeping in mind that the numbers of residents and the employees do not necessarily contribute to the amount of sales, they still play an important part in creating an overall sense of place (Kircher, 2014:3).

All the above-mentioned elements need to be taken into consideration when planning a mixed-use development in order for the project to be successful and valuable to a community. According to LaFave and Hicks (2003:20), the approach that seems to be really popular is using design elements from *new urbanism*, together with *echo historical urban styles* that are combined and accommodate the different land uses.

3.3.3 Mixed land-use elements

Urban environmental elements are necessary to keep in mind while planning, so that the ideal environment can be achieved where people are provided with a good quality of life in these urban areas where higher density and mixed-use places occur. Table 6 indicates the different mixed-use elements and how they interact with each other (Evans & Foord, 2007:1).

Table 6: Mixed-use elements

Mixed-Use Elements				
PHYSICAL		SOCIAL		ECONOMIC
Mixed-Use	The Building or Site	Vitality	Animated, Pedestrians	Micro-enterprises/ SMEs
	Area/ District/ Quarter		24 Hour social environment and an evening economy	Clusters e.g. New Economy
	An Urban Village		Temporal night/day, week/end	Production Chains/ Synergies
	Use-Class: Residential, Retail, Office, Leisure, 'Mixed'		User: resident, worker, visitor	Local Markets/ Economy
	Shared Workspace between different mixed uses		Social/ housing tenure mix	Local Employment
	Consumption-Production		Natural Surveillance: crime, fear of crime, safety.	Community Enterprises
	Live-Work-Play		Quality of Life: Liveability	Large-Medium-SME links
	Living-above-the-shop		Street: markets, festivals, art.	Organisational flexibility

Source: Own construction based on Evans & Foord (2007:2)

Table 6 indicates the mixed-use elements, namely physical, social and economic and describes how these mixed-use elements exist within the different environments.

3.3.4 Mixed land-use benefits

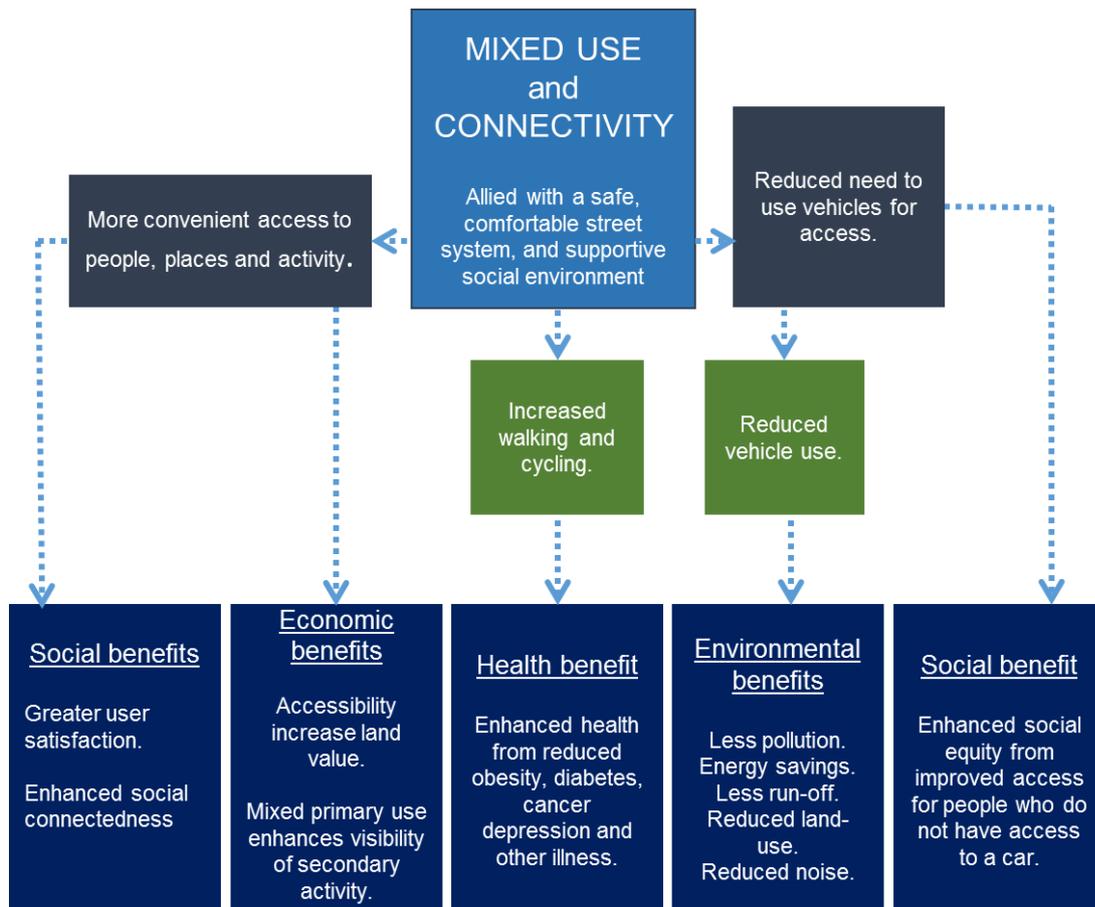
There are also various benefits that mixed-use developments hold. Most of the benefits are achieved in the long term, such as:

- (i) Economic benefits, where there are different uses on the site and each contributes to the economy in a certain type of way. The costs of the site and upkeep are also paid by different parties of the different uses (Mixed Use Matters, 2008:8).
- (ii) Health benefits, when people decide to walk and ride their bikes it will improve their general health. There is also less pollution in the mixed land-use development and the air quality is

better due to the green open spaces that are provided. The health benefits go parallel with environmental benefits. Providing a sustainable environment will contribute towards a healthier environment.

(iii) Social benefits, where different types of cultures come together and learn more about each other. Social cohesion can be achieved and separation between different cultures eliminated (Mixed Use Matters, 2008:9). Figure 23 illustrates the benefits of mixed-use developments.

Figure 23: Benefits of mixed-use developments



Source: McIndoe (2005:56)

3.4 Conclusion

This chapter illustrated how different spatial planning models, the compact city model, new urbanism and the smart growth model all have similarities towards creating a more socially sustainable city. These similarities include integrating mixed land uses, creating higher densities, integrating transportation, focusing on pedestrian-orientated development and automobile dependency, and optimising social interaction. Kaji *et al.* (2003:3) state that there is a relationship between sustainable development and the compact city, namely supplying efficient public services and social infrastructure, the revitalisation of the inner city, reducing the dependence on

automobiles and creating an active community relationship by using high-density habitation (Kaji *et al.*, 2003:3).

New urbanists aim towards an urban design that includes mixed uses, intermingling of housing for groups of people with different incomes, different building types as well as a strong benefit for the public realm (Fainstein, 2000:10). Additionally, smart growth was defined as a policy framework used to promote urban development that is characterised by walkable and bike-able neighbourhoods, mixed-use developments, high population density, different mass transit available, green spaces that are preserved, and road construction that is kept to a minimum (Resnik, 2010:1).

Because the focus of this study is on how mixed land-use developments can be used as an informative for planning socially sustainable communities, the fact that there seems to be an overlap of certain core principles to guide spatial planning and design models within the above-mentioned spatial planning models, mixed land-use developments are further described as a core idea within the study.

To conclude, the above-mentioned spatial planning models all support the idea of mixed land uses and support the implementation of it to create socially sustainable communities. Therefore, this will further be the focus for the empirical part of this research study in terms of the case studies. The following chapter will provide a detailed description of how the research was approached as well as to explain the scientific methodology underlying the study.

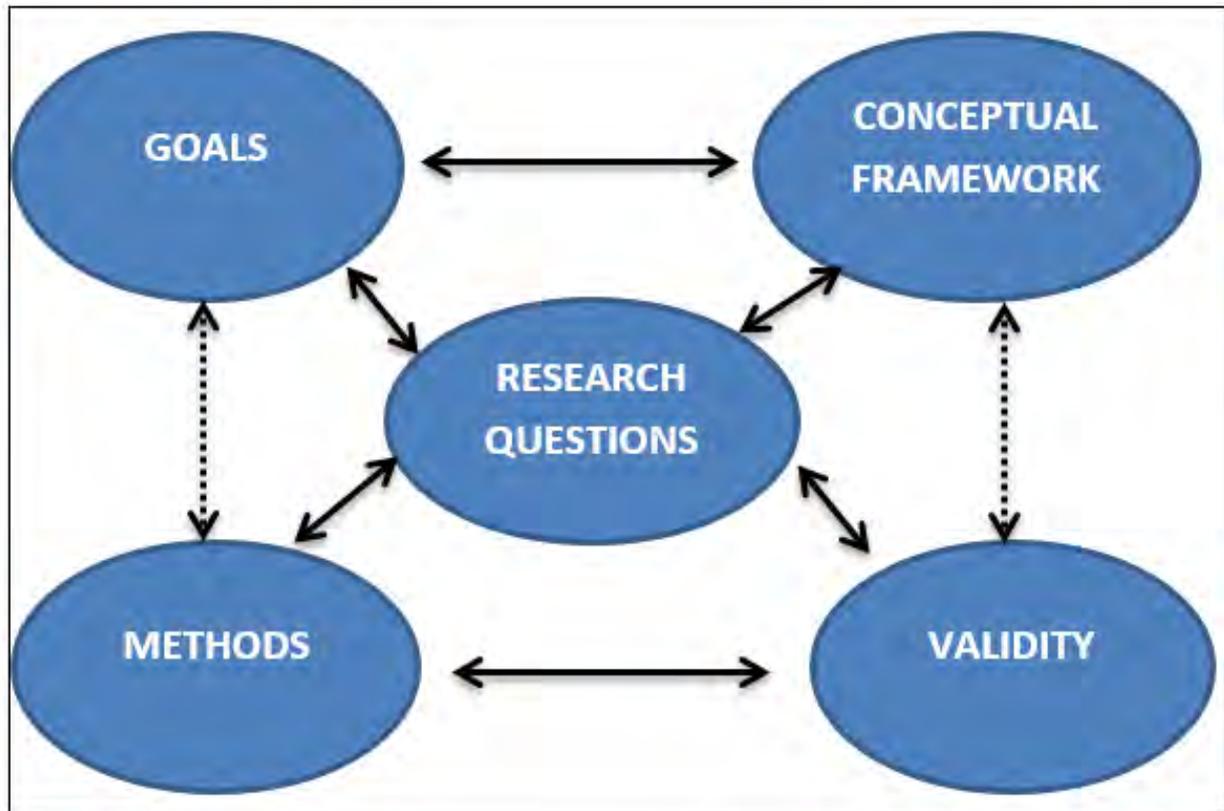
CHAPTER 4: RESEARCH DESIGN

4.1 Introduction

A research design is a formal protocol that directs the study (Denzin, 2009:144). The aim of this chapter is to provide a detailed description of how the research was approached and to explain the scientific process underlying the study. Maxwell's (2013:4) interactive model (Figure 24) was used as a framework to structure the research design. However, it was adapted to suit a qualitative approach as used in this study.

The interactive research design model consists of five components: (i) research goals, (ii) a conceptual framework, (iii) research questions, (iv) research methods, and (v) validity (in this case trustworthiness) (Maxwell, 2013:3). The research goals include a statement on the motivation for the study, clarification of specific issues in terms of the research and the importance and usefulness of the findings (Maxwell, 2008:216; Maxwell, 2013:4; Miles & Huberman, 1994:17). The conceptual framework, according to Maxwell (2013:4), provides direction for the researcher to use throughout the course of the study. This part includes the following key aspects of the study (Miles & Huberman, 1994:18): a profile of the participants, the context of the research as well as the literature (theories) used to interpret the findings. Thirdly, the research questions, directed by the conceptual framework (Miles & Huberman, 1994:22), are included. The methods form the fourth component of the research design model. This section includes the research approach and techniques used to generate and analyse data (Maxwell, 2013:4). Finally, validity as a way to examine the truthfulness and accuracy of scientific findings (Brink, 1993:35) is included. Many researchers have tended to develop their own concepts of validity and have adopted (what they consider) to be more appropriate terms, for example, rigor, quality and trustworthiness (Golafshani, 2006:602). In this research, validity is replaced by trustworthiness as trustworthiness is more applicable in qualitative research (Shenton, 2004:73). Trustworthiness can be seen as a "... demonstration that the evidence for the results is sound and when the argument made based on the results is strong." (Shenton, 2004:73).

Figure 24: Maxwell's interactive research design model



Source: Adapted from Maxwell (2013:5)

The components of the interactive research design model (the goals, questions, framework, methods and validity/trustworthiness) are interlinked and do not form a 'linear sequence' (Maxwell, 2013:4). The relationship between the research design components is interactive and integrated in nature, as all these work together towards a mutual research goal.

It is important to keep a qualitative research design flexible and therefore view the research design as an overarching framework to answer the research questions (Maxwell, 2013:3). Maxwell's integrated interactive and flexible model (Figure 1) was considered an appropriate guiding model for this research. Its components are used to structure the contents of this chapter. After discussing these components, the chapter will conclude with a section to explain how ethics were addressed in the research.

4.2 Research goals

The research goals include the motivation for the study, clarification of specific issues in terms of the research and the importance and usefulness of the findings.

4.2.1 Motivation for the study

Urban growth is a threat to the sustainable development of human settlements in terms of development, social needs and balancing environmental challenges (Allen, 2001). Due to these challenges, sustainability, according to Yung *et al.* (2011), cited by Ghahramanpouri *et al.* (2015:368), has become a universal goal for urban planning over the last couple of decades. However, as stated by Ghahramanpouri *et al.* (2015:368), the emphasis in sustainability has mainly been placed on economic and environmental sustainability, whereas social sustainability has been neglected. This background served as the motivation for choosing sustainable development as an overarching topic for the study. The focus on social sustainability is motivated by the fact that the economic and ecological sphere of sustainable development has up until now received less attention in research, as stated by authors such as Ghahramanpouri *et al.* (2015:368), Yung *et al.* (2011), and (Allen, 2001). Social sustainability is important in countries such as South Africa where people come from diverse backgrounds (cultures) and have a background of racial segregation and low social cohesion.

Within the sustainability debate, the use of mixed land uses receives considerable attention in urban planning as it is believed to contribute to socially sustainable communities (National Framework for Sustainable Development, 2008). However, the role of mixed land-use developments in socially sustainable communities is not clear. Mixed land-use developments are currently offered as a panacea to create socially sustainable communities, especially in South Africa with its history of spatial segregation based on racial grounds (Landman, 2003:3). However, social dynamics (e.g. social interaction and social cohesion) within mixed land-use developments have not sufficiently been studied and form a secondary motivation for the study.

4.2.2 Clarification of issues

For the purpose of this study, it is important to clarify certain issues with respect to social separation. As previously mentioned in Chapter 1, both the case studies have their own challenges. South Africa is a country with a long history of racial segregation due to apartheid, where the apartheid policies left South Africa with a spatially segregated urban form (Landman, 2003:3). In South Africa, the aspect of creating mixed land-use development is enforced through legislation, whereas in Finland the focus is on creating a sustainable community structure, which then provides a mixed urban structure with services within close proximity (City of Helsinki, 2013:10).

4.2.3 Importance of the findings

The findings provide an understanding of the role of mixed land uses in the social dynamics of urban environment. Understanding whether or not mixed land contributes to social interaction and social cohesion may provide planners with a way forward to create more sustainable communities.

The research goals are based on a conceptual framework that guided the study as discussed in the following section.

4.3 Conceptual framework

This section discusses the second component of the research design model, namely the conceptual framework. The direction of the study (research approach) is discussed, followed by the research context, profile of the participants and theories used as points of departure.

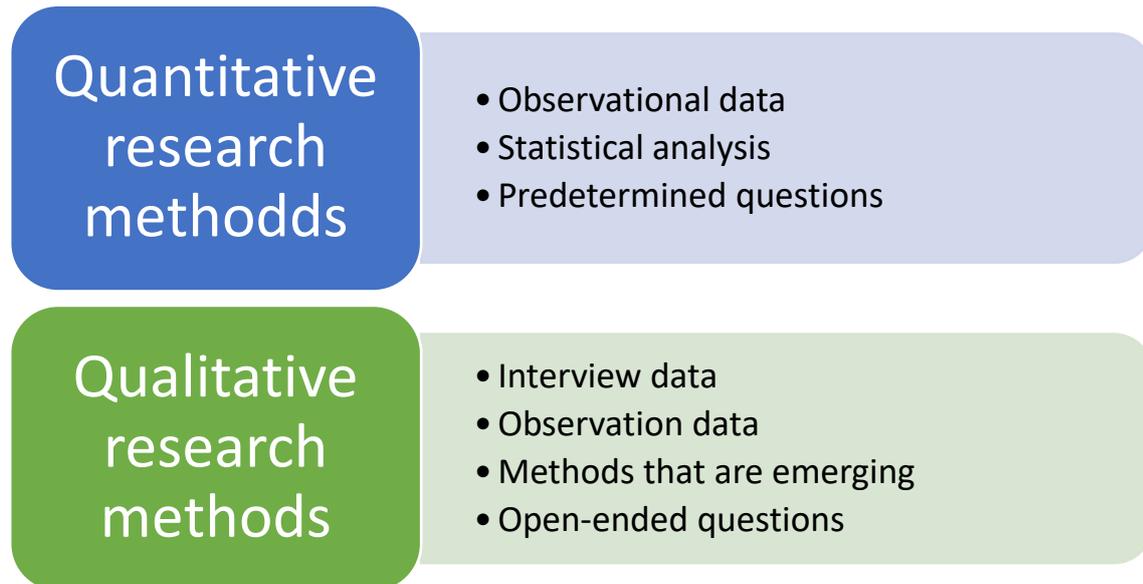
4.3.1 A qualitative direction for the study

Research designs are directed by alternative strategies of inquiry. The most common distinctions are made between quantitative and qualitative strategies of inquiry (Myers, 2004). Punch (2014:3) describes quantitative research as empirical research where data used are in numerical form. This numerical approach is based on the manipulation and generation of numbers by using statistical analysis (Teddie & Tashakkori, 2009) in order to provide generalisability and statistical power.

Qualitative approaches have only been evolving within the last 30 to 40 years (Creswell, 2003:3). Qualitative research is valuable for social-oriented studies (as in the case of this particular research) due to the following reasons: (i) qualitative approaches help to understand social settings and dynamics (Bryman, 1994:1); (ii) in qualitative research, the social aspects are understood from the perspective of the participants and insight is developed from all those involved in the social interaction (Ritchie, 2003:26); and (iii) a qualitative approach provides the researcher with information about social behaviour as well as relationships between various groups of people (Wolcott, 2001). Qualitative research methods provide meaning and context towards the research (Teddie & Tashakkori, 2009).

The main differences between quantitative and qualitative research are illustrated in Figure 25:

Figure 25: Qualitative versus quantitative designs



Source: Own construction based on Creswell (2003:17)

Frankel and Devers (2000:264) describe a qualitative approach as a 'rough sketch' that is filled in by the researcher as the study proceeds. A qualitative research approach takes form without specific organisations, individuals, groups or sites in mind (Frankel & Devers, 2000:264), and therefore studies phenomena in their natural settings by making sense of the meanings these phenomena have (Denzin & Lincoln, 2005:3). Qualitative research is appropriate when a detailed understanding is needed of an issue not well known (Creswell, 2007:40).

Chesebro and Borisoff (2007:9) indicate that there are five characteristics that are commonly shared in qualitative research. These characteristics include:

(i) Subject intentionality

This is where the researcher focuses on capturing the overall way of communication between people. It is important to note that not only verbal communication was used, but also observations.

(ii) The researcher as participant

The researcher is seen as a participant within the study area. The researcher spends time within the area and the people (subjects) also view him/her as a participant.

(iii) Realistic

The findings that are gained have an immediate usefulness and/or provide a clear understanding of what is going on in terms of social processes and outcomes, the research analysis and also the social problem.

(iv) A natural setting

The setting where the research takes place is seen as natural because the subjects (people) control their environment.

(v) Communication that is based on the subject

Semi-structured open-ended questions are asked and participants themselves determine the course of the interview and topics being discussed (Chesebro & Borisoff, 2007:9).

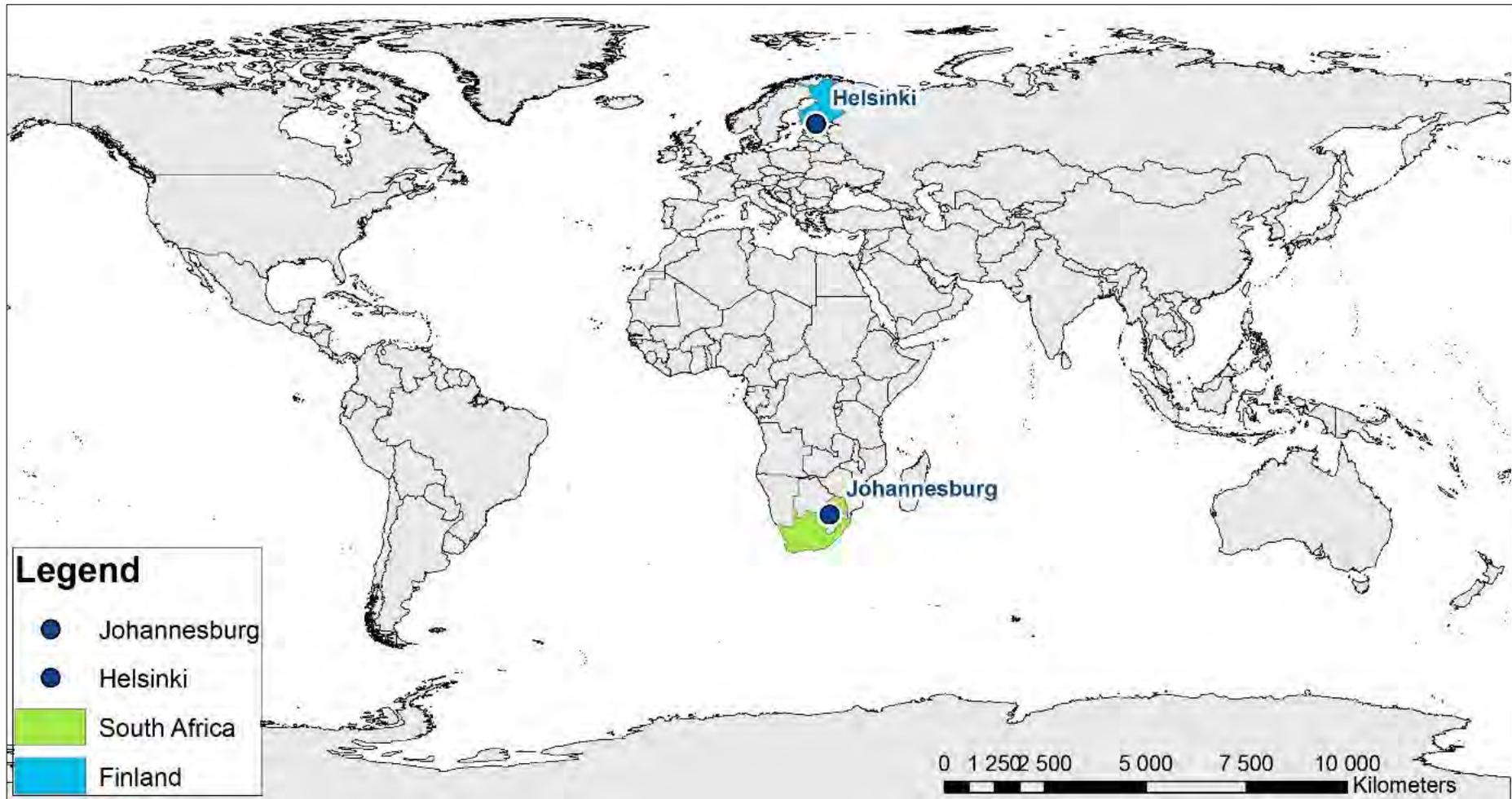
This research is informed by a qualitative strategy of inquiry as the focus is on the social interaction between people in specific spatial environments (a mixed land-use area in Helsinki, Finland and one in Johannesburg, South Africa) in order to understand the social dynamics in depth rather than to quantify the amount or types of interaction.

4.3.2 Research context

As referred to previously (Chapter 1), data was generated into two different contexts, namely Helsinki (Finland) and Johannesburg (South Africa) (Map 5). Within both contexts, mixed land uses are propagated by policy and legislation. In Finland, the Land Use and Building Act No.132 of 1999, Finland's Development Policy Programme of 2012, where Helsinki has its Helsinki City Plan – Vision for 2050, focuses on achieving urban structures where the centres are mixed and where everyday services are nearby. In South Africa, integration is propagated to address the problem of segregated cities due to apartheid. Legislation such as the Spatial Planning and Land Use Management Act (SPLUMA), the National Development Plan – Vision for 2030, as well as the Development Facilitation Act no 67 of 1995, which enforces the development of integrated urban environments have been put in place. The detailed context is discussed in more detail in Chapter 5 and Chapter 6.

Within each of the research contexts, a detailed research setting was chosen to study social dynamics. In Finland, an area known as Kamppi was selected, and in Johannesburg, Melrose Arch. Kamppi in Helsinki (completed in June 2006 in the city centre) is seen as the largest development project in Finland. It consists of a mixed land-use area containing an underground bus terminal, shopping facilities, pedestrian areas, housing, offices and restaurants (Haila, 2006:8). It developed spontaneously into a mixed-use development. The second research setting is Melrose Arch in Johannesburg (developed in 2001), proactively developed as a mixed land-use area with a focus on sustainability (Cabaret, 2012:13).

Map 1: Map providing research context



Source: ArcGIS (2016).

4.3.3 Participants

(i) First phase

In the first phase of the research (observations), participants were not specifically selected based on individual criteria, but were rather treated as a unity. All individuals who occurred within the study area during the time of the observations were regarded as possible participants. Participants were not observed in isolation, but within the environment. The emphasis during this phase was on observing patterns of social dynamics (social interaction and social cohesion) regarding the mixed land uses.

(ii) Second phase

Based on the observations made of people within a mixed land-use research setting, participants for the second phase were based on two broad criteria, namely (i) their availability and their (ii) willingness to participate in the research (Marshall, 1996:523; Onquegbuzie & Leech, 2007:114; Teddie & Yu, 2009:78); therefore, based on convenience. Participants who made use of the public areas in the mixed-use developments including business owners, people socialising within the areas and pedestrians were included.

Twenty participants were interviewed in each of the two case studies. Therefore, a total of 40 participants were included in semi-structured open-ended interviews. Participants in Kamppi, Helsinki, included 14 males and six females of different age groups (ranging from 12 to 61 years). Participants in Melrose Arch, Johannesburg, included seven males and 13 females, also of different age groups (ranging from 12 to 61 years). Participants included architects, environmental specialists, urban planners, locals within the study areas and university students. The participants included a heterogeneous group consisting of different age groups, males and females. Therefore, for the purpose of this study, participants of different demographic profiles and backgrounds within the study areas will be interviewed (Marshall, 1996:523).

4.3.4 Theories as points of departure

Theories that were used as points of departure include sustainable development (with a focus on social sustainable communities) (see section 2.4, Chapter 2), social theories (see section 2.4.4.2, Chapter 2) and community psychology theories (see section 2.4.4.1, Chapter 2) and principles of theoretical models, namely the compact city (see section 3.2.1, Chapter 3), new urbanism (section 3.2.2, Chapter 3) and smart growth (section 3.2.3, Chapter 3). These theories were used to understand mixed land uses as a tool for socially sustainable communities.

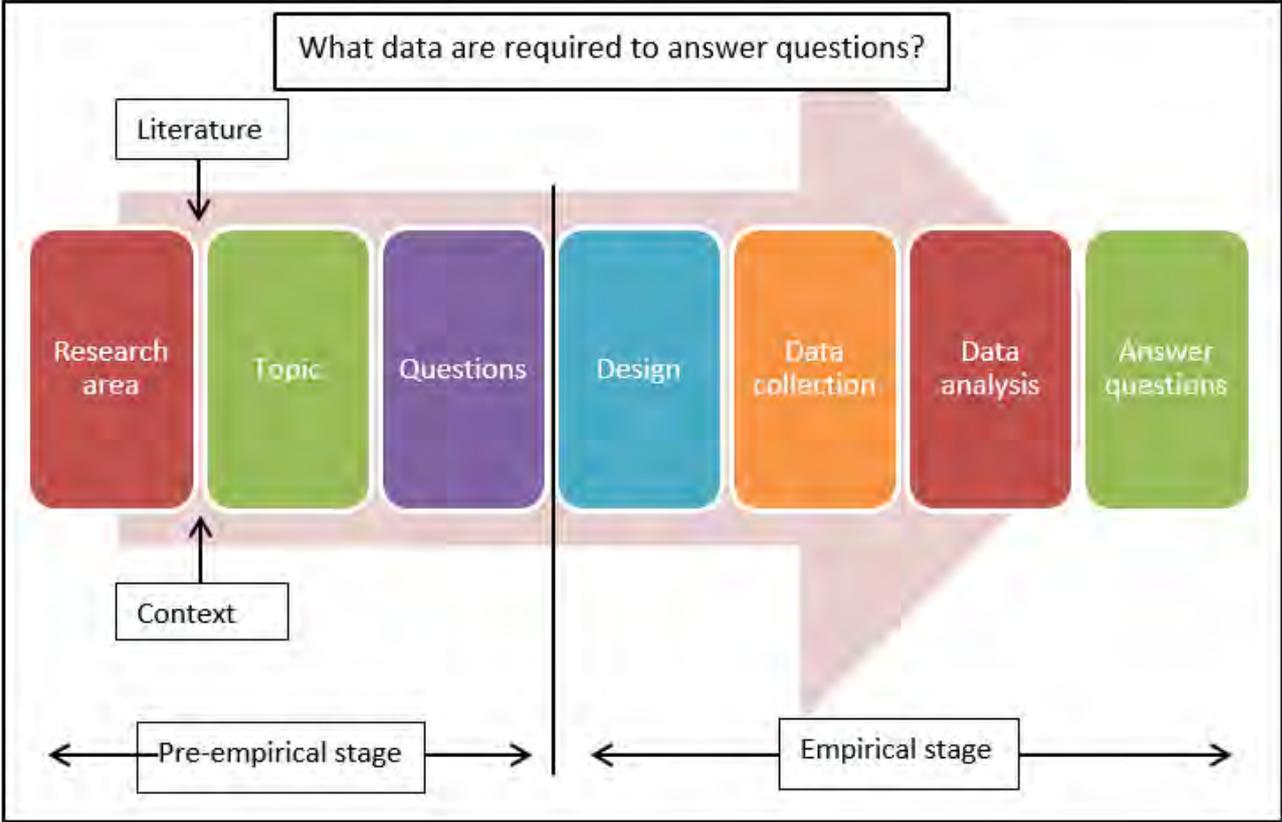
4.3.5 Prior findings

The use of prior findings/results forms one of the aspects the conceptual framework as discussed by Maxwell (2013:4). However, because this research is qualitative in nature and an inductive process was followed to generate themes from the data, no prior results were constructed.

4.4 Research questions

The primary research question that guided this research is: ‘What is the role of mixed land-use developments in the creation of socially sustainable communities?’ Sub-research questions include: (i) What is a socially sustainable community? (ii) How do people socially interact in mixed-use developments? and (iii) How can spatial planning guidelines contribute to socially sustainable communities? The figure below (Figure 26) indicates the research methods used to answer each of the research questions of this study. The questions and methods cannot be addressed separately. Therefore, the research questions informed the choice of research methods.

Figure 26: Relationship between research questions and methods



Source: Adapted from Punch (2014:5)

4.5 Research methods

This section aims to explain the research methods by discussing the techniques followed for data generation and data analysis. The section is concluded by explaining how trustworthiness was established.

4.5.1 Approaches and techniques

Case studies were selected as the research method. Yin (2003) describes a case study as an empirical method that investigates a phenomenon in depth within its natural environment, especially when there is not a clear boundary between context and the phenomenon. Stake (1995), on the other hand, describes case studies as being bound by time and activity, where the researcher uses different methods to gain information in a specific time period. According to Yin (2011), case studies are seen as forming an essential part of social science inquiry.

All case study research starts from the same feature, which is having the desire to develop a close understanding of a small number of 'cases', set within the real-world context (Yin, 2011:4). The closeness allows for a deeper understanding of the 'cases', resulting in a new learning about real-world behaviour and the meaning thereof (Yin, 2011:4).

Multiple case studies are used to explore the participants' subjective experiences of social dynamics and behaviour in mixed land-use areas as the two cases (Yin, 2003). This is otherwise known as a collective case study where the researcher focuses on a specific concern or issue. The case studies will be intrinsic rather than instrumental, because the intent is to understand a specific phenomenon (social dynamics) within particular cases and not necessarily to examine the cases (Stake, 1995).

It is important to explore the social dynamics in areas with characteristics that are similar (spatial characteristics, in this instance), since a cross-case analysis will be conducted at the end of the study. Stake (1995) emphasised this by referring to the exploration of the same issue from different perspectives; however, in this case, the research contexts (Finland and South Africa) differ from each other.

Yin (2011:3) continues to describe that the case study method embraces the entire set of different steps needed in order to conduct case study research. These different tasks consist of first designing a case study, collecting the necessary data from the study area, analysing the collected data, presenting and then reporting the results (Yin, 2011:3).

4.5.2 Data generation

- *Phase 1: Desk-top study*

A desk-top study of applicable policy and legislation as well as other planning documents was conducted in order to understand the broader context of social sustainability and mixed land uses in the two relevant countries selected as cases (Finland and South Africa), while the detailed case studies (Kamppi, Helsinki and Melrose Arch, South Africa) were explored in depth. Existing documents include Helsinki's City Plan vision for 2050, which focuses on achieving urban structures where the centres are mixed and where everyday services are nearby (Helsinki City Plan, 2013:10). Johannesburg has a document called the Growth and Development Strategy of 2040 (GDS, 2011:13), which aims to achieve a sustainable city for all its citizens.

In terms of frameworks, there are numerous acts that are used within South Africa to enhance the sustainability of the country, for example the Spatial Planning and Land Use Management Act, 2013 (Act 16 of 2013), which states that "...standards and norms should encourage the revitalisation of rural areas, urban regeneration, social inclusion, sustainable development and spatial equity." Finland uses the Land Use and Building Act No.132 of 1999, where the objectives are to create a socially functional living and working environment that provides for the needs of different types of population groups (Finlex, 1999:2).

- *Phase 2: Observations*

Non-participant observations were used in order to collect the data based on the natural occurrence of behaviours within the normal everyday setting (Maree, 2007:84); in this case, determining the nature of social interaction by capturing the whole social setting in which people function (Mulhall, 2002:308). Detailed observations were completed and illustrated by using field notes. Field notes were compiled based on how people interact with one another, how they behave, special events that took place within the study area, the daily course of activities as well as the layout of the environment together with surrounding land uses (Mulhall, 2003:311). It is important for the observations to take place within the natural environment, or the 'real world', as referred to by Patton (2001:39), where researchers do not attempt to manipulate the phenomenon that is of interest.

Non-participant observation creates varying degrees, while studying the daily activities of the community within the study area. Non-participant observations usually take place within locations thought to have relevance towards the research questions. The researcher will seek to establish a meaning based on the views of the participants (Creswell, 2003:20). Non-participant observation is seen as unique, because the researcher is a participant in the daily lives of the people he/she is studying, while maintaining a professional distance (Fetterman, 1998).

Observation is ‘observing’ the interrelationships and activities of the people being studied (Angrosino, 2007).

Observations were formalised through the development of a schedule where, at different times and days, the areas were observed (Williamson, 2006:88). Observations were made within the study area in order to observe the daily interaction of participants within the study area (Creswell, 2007:68). The observations were completed in May 2015 for Kamppi, Helsinki and in October 2015 for Melrose Arch, Johannesburg. The time spent observing the study area was 29 hours over a period of a week. Table 7 illustrates the timetable that was used during the observations.

Table 7: Timetable used during observations

	Monday	Tuesday	Wednesday	Thursday	Saturday
09:00-10:00					
10:00-11:00					
11:00-12:00					
12:00-13:00					
13:00-14:00					
14:00-15:00					
15:00-16:00					
16:00-17:00					
17:00-18:00					

Source: Own construction

The time spent was sufficient because data saturation was reached. According to Mason (2010), saturation determines the overall majority of the sample size used within qualitative research. Charmaz (2006), on the other hand, states that the aims of the study will ultimately determine the sample size. Saturation is reached when there are no new factors being observed (Westbrook, 1994:248).

The observations were viewed as an on-going activity in which the researcher increasingly obtained insight (Mulhall, 2003:308). Qualitative data begins as raw information about people within certain areas, where the researcher then visits the area in order to make first-hand observations about the activities taking place (Labuschagne, 2003:101). The data achieved from the observations consisted of a detailed description of the interactions and behaviour of the participants within the study area.

The data obtained from the observations were documented and organised into certain categories through content analysis (Labuschagne, 2003:101). According to Mulhall (2003:308), observations make it possible to determine whether what people say and what they do correspond with one another. Table 8 illustrates the procedures that were followed during observations.

Table 8: Procedures followed during observations

Phases	Steps followed during observations for the purpose of the study
First phase	<ul style="list-style-type: none"> - Orientation within the study area - Taking photographs
Second phase	<ul style="list-style-type: none"> - Detailed observations <ul style="list-style-type: none"> • Observing the whole social setting in which people function, by recording the context in which they move around (Mulhall, 2003:308). • Being a part of the 'social world' will also be important for the study (Hammersley & Atkinson, 1983:249). - Field notes <ul style="list-style-type: none"> • Mulhall (2003:310) refers to field notes as having a central place in observational studies. • It is important to know what is meant by the 'field' and there are different views (Atkinson, 1992:5). • Realists view it as a natural entity where it is objectively described by the observer acting as an impersonal channel through which the information is given to the reader. • Ethnographers, on the other hand, refer to the 'field' as something we construct through activities and through practical transactions of data collection through writing field notes (Mulhall, 2003:310). • The ways that researchers collect data, present themselves and write notes are based on the researchers' particular disciplinary interests and by themselves as people (Mulhall, 2003:310). • What is important and interesting to the researcher will be reflected in what they choose to write about in their field notes (Mulhall, 2003:310). • Different types of field notes, as described by Mulhall (2003:311), are people (how they interact with one another and behave), special events taking place within the study area, the daily course of activities and also structural and organisational features such as the layout of the environment, how it is used and the actual buildings. - Photographs - Making notes about what is observed within the study area.
Third phase	<ul style="list-style-type: none"> - Formulating the questions - Keeping in mind the research questions

Source: Mulhall (2003:308)

There are, however, two aspects that should be kept in mind, as described by Mulhall (2003:308):

- (i) Observational data are more subject to interpretation by the researcher than interview data, because of the fact that the researchers can choose what they want to observe, how they filter

the information obtained and also how it is analysed (Mulhall, 2003:308). Whereas with interviews, the researcher has an effect on the questions being asked, but the person being interviewed plays a bigger role in the way the interview is led.

- (ii) What people say they do and what they actually do are valid in their own right and will in return also provide different perspectives of the data gained (Mulhall, 2003:308).

After the observations of the study area were completed, it was followed up by interviews to better understand the findings from the observations.

A major concern that de Vaus (2001:9) identified was that researchers tend to start developing their questionnaires or start interviewing too early in their study, before actually thinking about what information is needed to answer the research questions. Without addressing and attending to the research design at the beginning of the study, the conclusions drawn in the end will usually be unconvincing and will fail to answer the research questions (de Vaus, 2001:9). With this in mind, the observations were broadly studied to serve as input to develop questions for the interviews.

- *Phase 3: Interviews*

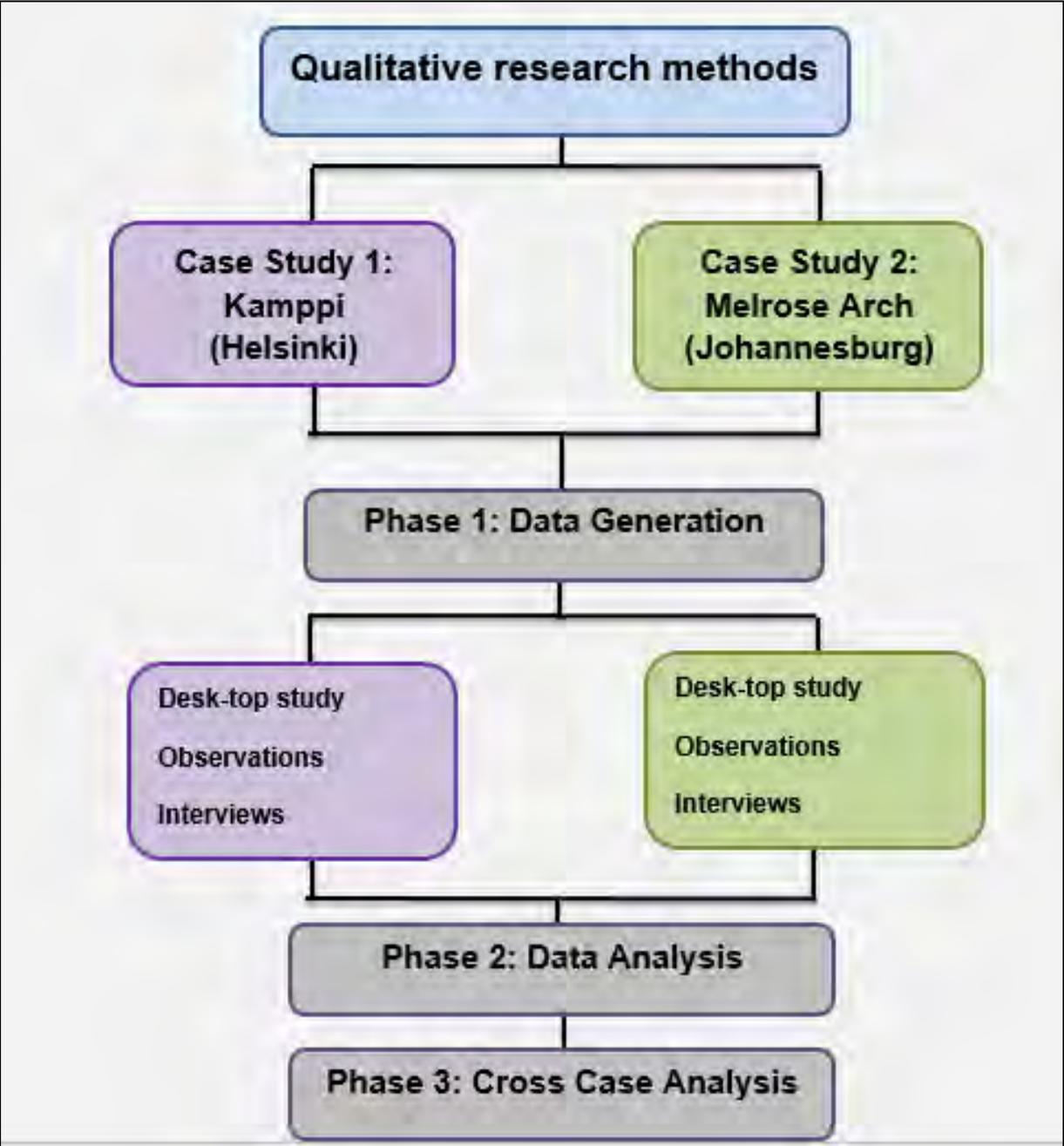
Observations were followed by semi-structured open-ended questions, which were asked in order to 'direct' the course of the interview to ensure that the research questions are answered once the interview is completed (Williamson, 2006:88). Williamson (2006:88) describes that there is flexibility to alter questions, which include new perspectives, particularly in the beginning of data collection. Therefore, questions were asked to study the participants (Creswell, 2007:43).

Interviews included open-ended questions to explore participants' experiences and interactions in mixed land-use areas as well as its contribution to social cohesion. It is important that the researcher is present in the day-to-day lives, observing the group as well as interviewing them (Creswell, 2007:68). The number of participants to interview in qualitative studies is not pre-determined (Guest *et al.*, 2006:60). Guest *et al.* (2006:60) state that there is no fixed guideline in terms of the required sample size in order to reach saturation (Morse, cited by Guest *et al.*, 2006:60). According to Bertaux, cited by Guest *et al.* (2006:61) 15 participants or more is an acceptable sample size in qualitative research. A total of 40 interviews were conducted, where the main languages used in the interview process was English (Afrikaans was only used if it was the participant's mother tongue).

Questions asked during the interviews consisted of a first section (Section A) to obtain a participant profile (gender, age group, why they use the area, how long have they used the area, where they live, where they were born, what their mode of transport was etc.), which provided

general information. The second section (Section B) included questions about participants' experiences of the study area and the people in the area and questions about social interaction within the area. Lastly, the third section (Section C) included a question used for recommendations, where participants were asked how they would improve the area. Figure 27 provides a visual presentation of the research methods that were used.

Figure 27: Visual presentation of research methods used



Source: Own construction of research methodology

4.5.3 Data analysis

- *Phase one: Document analysis*

Document analysis is described by Bowen (2009:27) as a systematic procedure used to evaluate and study documents (electronic and printed material). Document analysis, like other qualitative research methods, requires that the data is analysed and then interpreted in order to understand it and then further develop empirical knowledge from it (Bowen, 2009:27).

- *Phase two: Observations*

Qualitative data begins as raw information about people within certain areas, where the researcher then visits the area to make first-hand observations about the activities taking place (Labuschagne, 2003:101). The data obtained from the observations are then documented and organised into certain categories through content analysis (Labuschagne, 2003:101). According to Mulhall (2003:308), observations make it possible to determine whether what people say and what they do correspond with one another. Afterwards, a summary of the field notes (see Annexure B) was compiled illustrating themes and topics that stood out during the observations. The themes were then combined with the themes from the questionnaires.

- *Phase three: Interviews*

Content analysis was used to analyse the data. Content analysis is described by Berg and Lune (2014:335) as a detailed, systematic examination, cautious and interpretation of a form of material to identify themes, patterns, meanings and biases. According to Duriau *et al.*, (2007:13), using content analysis enables us to examine the research themes, theoretical stance, sources of data, as well as approaches to coding used within the literature management based on content analysis. Content analysis is performed on different forms of human communication, which may include photographs, written documents, motion pictures, videotapes and audiotapes (Berg & Lune, 2014:336). Berg and Lune (2014:336) describe the analysis as being designed to 'code' the content as data in such a format that it can be used to address the research questions. Content analysis is a data interpreting process as well as a coding operation (Berg & Lune, 2014:336). Weber (cited by Duriau *et al.*, 2007:19) suggests eight steps to create, test and implement a coding scheme; this is otherwise known as the Weber Protocol. These steps include;

- (i) a definition of the recording units (for example a word, phrase, sentence, paragraph),
- (ii) definition of the coding categories,
- (iii) test of coding on a sample of text,
- (iv) assessment of the accuracy and reliability of the sample coding,
- (v) revision of the coding rules,
- (vi) return to step 3 until sufficient reliability is achieved,
- (vii) coding of all the text,

(viii) assess the achieved reliability or accuracy (Weber, cited by Duriau *et al.*, (2007:19)

Different steps were followed to generate themes. Table 9 illustrates the steps followed towards theme generation.

Table 9: Steps towards theme generation

Generation of themes	<p>Cutcliffe and Mckenna (1999:376) state that the production of themes/categories depends on the unique creative processes that take place between the data and the researcher. Categories are themes/patterns that can be directly expressed in the text and can be derived from them by means of content analysis (Hsieh & Sarah, 2005:1285). Themes are seen by Bradley <i>et al.</i> (2007:1760) as “<i>recurrent merging statements or concepts about the subject of inquiry. Themes are seen as important concepts that characterize specific experiences of individual participants by the more general insights that are apparent from the whole of the data</i>”. According to Huff, cited by Duriau (2007:6), content analysis assumes that groups of words reveal underlying themes, where the co-occurrence of certain keywords can then be interpreted as “reflecting association between the underlying concepts”.</p>	<ol style="list-style-type: none"> 1. According to Huff (cited by Duriau <i>et al.</i>, 2007:4), content analysis assumes that within groups of words there are underlying themes and the keywords that reoccur can be interpreted as “reflecting associations between underlying concepts”. 2. The researcher will then adopt themes as the overall unit of analysis (De Wever <i>et al.</i>, 2006:34), where these units may be messages, phrases or paragraphs all illustrating at least one indicator. 3. The researcher will then only count and mark the obvious example, while ignoring those that have fewer indicators (De Wever, 2006:34). 4. Hsieh and Shannon (2005:1285) refer to categories that are themes or patterns that are derived from the text or directly expressed within the text by analysing it. 5. The relationships between the different categories are then identified (Hsieh & Shannon, 2005:1285).
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- *Cross-case analysis*

After both themes and sub-themes were generated from both case studies (Kamppi, Finland and Melrose Arch, South Africa), a cross-case analysis of the findings was conducted to generate themes from both cases. A cross-case analysis was done by determining themes or patterns that were derived from the text or directly expressed within the text by analysing it.

4.5.4 Validity/trustworthiness

It is important that all research should be grounded in trust (Rallis *et al.*, 2007:404) and that every research study should be evaluated in relation to the procedures that were followed to generate

the findings, so that it is as trustworthy as possible (Graneheim & Lundman, 2003). Within qualitative research, concepts such as reliability, validity and generalisability (Graneheim & Lundman, 2003) are used, since trustworthiness is a crucial aspect to ensure that the qualitative research is reliable (Seale, 1999:266). Trust is regarded by Gunnthorsdottir *et al.*, (2002:50) as a central concept used to understand important social, economic and political behaviour.

Guba and Lincoln's (1989:233) four criteria for trustworthiness, namely credibility, transferability, dependability and confirmability, were used as guideline to establish trustworthiness in this study. Table 10 illustrates the criteria for trustworthiness as described by Guba & Lincoln (1989:233).

Table 10: Application of Criteria for trustworthiness

Criteria	How it was applied in the research	How it is applied in this study
Credibility	<ul style="list-style-type: none"> Adoption of appropriate well-recognised research methods. 	<ul style="list-style-type: none"> Case studies were selected as the research method. Qualitative research methods, where two case studies were selected and data generated from them by means of observations, interviews and a desk-top study.
	<ul style="list-style-type: none"> Development of early familiarity with culture of participations 	<ul style="list-style-type: none"> Time spent within the two case studies has been a few months before observations and interviews started to familiarise with the settings.
	<ul style="list-style-type: none"> Random sampling of individuals serving as informants. 	<ul style="list-style-type: none"> Convenience sampling was used to select participants who are accessible and willing to take part in the research.
	<ul style="list-style-type: none"> Triangulation via the use of different methods, different types of informants and different sites. 	<ul style="list-style-type: none"> Triangulation – two sets of data were included, namely observations and interviews as well as two contexts (Finland and South Africa).
	<ul style="list-style-type: none"> Interactive questioning in data collection dialogues 	<ul style="list-style-type: none"> Semi-structured open-ended questions were asked.
Transferability	<ul style="list-style-type: none"> Provision of background data to establish the context of the study and detailed descriptions of phenomena in question to allow comparisons to be made 	<ul style="list-style-type: none"> A literature review was completed to establish the context of the study.
Dependability	<ul style="list-style-type: none"> In-depth methodological description to allow the study to be repeated 	<ul style="list-style-type: none"> An in-depth methodology description was provided for the study to be repeated, if needed.
Confirmability	<ul style="list-style-type: none"> Triangulation to reduce the effect of investigator bias 	<ul style="list-style-type: none"> Triangulation was used within the study as it involves contrasting methods, for example interviews and observations.

Source: Guba & Lincoln (1989:233).

To conclude, the components discussed in the aforementioned sections (consisting of research goals, a conceptual framework, research questions, research methods and trustworthiness) all form an integrated model that guided the scientific process underlying the research process in

this study. A final additional aspect not included in Maxwell's model, namely ethical considerations, is discussed.

4.6 Ethical aspects

As the ethics of a qualitative research design posts distinguishing demands on the principles of confidentiality, privacy and informed consent, as stated by Shaw (2008:400), an informed consent form was signed by all participants (Shaw, 2008:400).

(i) Informed consent

People have the right to know that they are part of a study while the researcher does not have any privileges (Mulhall, 2003:308). It is important to keep in mind that ethical problems may be considerable during observations where the researcher is working interpretatively (Mulhall, 2003:309). An informed consent was given to participants and then signed by them stating that they voluntarily agree to be interviewed (Shaw, 2008:400). Each participant was aware of the research aims so that the correct information could be gathered. The participants were able to answer the questions while staying anonymous.

By signing the informed consent (see in Annexure C), the participants agreed that they:

- Have been informed that the purpose of the research is to understand social dynamics in mixed land-use developments to make planning recommendations in terms of achieving social sustainability
- Understand that there are no foreseeable risks or discomforts if they agree to participate in the study.
- Understand that the possible benefits of their participation in the research are to better understand how people socially interact in mixed-use developments, as well as whether they socially interact within the case study area.
- Understand that the results of the study may be published, but that their names or identities will not be revealed.
- Understand that the results of the study will be used within a thesis of the student, but that their names or identities will not be revealed.
- The North-West University will maintain confidentiality of all records, materials and voice recorders.

They had the option to withdraw at any moment if they felt uncomfortable with the questions asked. While the interviews were taking place, a recording was made of the conversation.

4.7 Conclusion

This chapter indicated the importance of the research design of the study as it creates a scientific platform that underlies the research process. Maxwell's interactive research design model was used to structure the design of this study. It included five components, namely (i) the goals of the study, (ii) the conceptual framework used, (iii) research questions asked, (iv) research methods used to generate data, and (v) ways that trustworthiness was established. An additional part was added in which the ethical aspects of the research were addressed.

In the second part of the dissertation, the study turns away from theory to focus on the empirical part of the research. The empirical section (including Chapters 5 and 6) is presented in relation to social dynamics (in the form of interactions between social systems and the physical environment) as observed and experienced in practice. The next chapter (Chapter 5) presents the first case study as an in-depth discussion of the social dynamics in a mixed land-use area in Helsinki (Finland).

CHAPTER 5: PRESENTING CASE STUDY 1: KAMPPI, HELSINKI (FINLAND)

5.1 Introduction

The previous chapter served as a framework to guide the empirical section of the study. In this chapter, the research moves from the research plan to conducting research in the field. As discussed in Chapter 4 (section 4.5), the methodology entails the use of multiple case studies. The first case study, namely Kamppi in Helsinki (Finland), is presented in this chapter as the international case study. In the first part of the chapter, the case study is discussed in terms of Finland as the broader research context and the area Kamppi in Helsinki as research setting. Location, demographics, density, cultural and social aspects as well as spatial characteristics are included to contextualise the case study. The main emphasis in the chapter is on the findings generated through the observations and interviews. The focus is on the social dynamics in a mixed land-use area. The essence of the case falls on people and how they interact with and within their environment while the unit of analysis is people's experiences and interactions.

5.2 The research context: Finland

5.2.1 Location

Finland in Europe is the 65th largest nation in the world with a total area of 338 145 square kilometres (Finland Statistics, 2015). Finland is bordered by Russia (East), Sweden (West) and Norway (North) (see Figure 28).

Figure 28: Location of Finland



Source: ArcGIS, ArcMap, 2016.

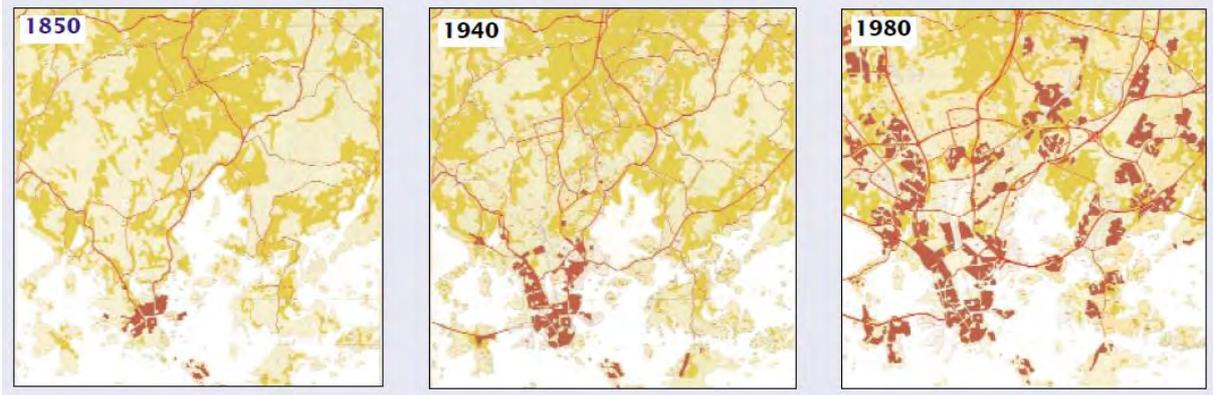
Finland covers a total of 303 815 square kilometres of land and 34 330 square kilometres of water.

5.2.2 Finland development

Castells cited by Douglas (2007:9) refers to Finland as one of the leading technological regions in the world. Finland is a good example of a knowledge city, because it has many achievements and is seen as a thriving urban region when compared to other countries. Finland has achievements in terms of education investment, quality of life and place, knowledge generation and knowledge economy adoption (Yigitcanlar & Lonnqvist, 2015:358).

Furthermore, in the Vision for 2050 (Vision 2050, 2013:10), it is stated that the “new urbanity movement” (good urban form, street life, activity and urban culture (Montgomery, 2007:93)) also started in Finland. According to this movement, more people want to live in an urban community structure (Vision 2050, 2013:10). Therefore, Finland’s central areas should be expanded to cater for residents who are not able to find a dwelling within the city areas as there is limited space available for further development. A natural way of expanding Finland’s city’s central areas is by expanding the urban structure in a circular shape around the current central areas (Vision 2050, 2013:10) (see Figure 29). The pattern of development in Finland indicates a natural tendency to develop in a circular pattern since 1850.

Figure 29: Pattern of development in Finland (1850-1980)



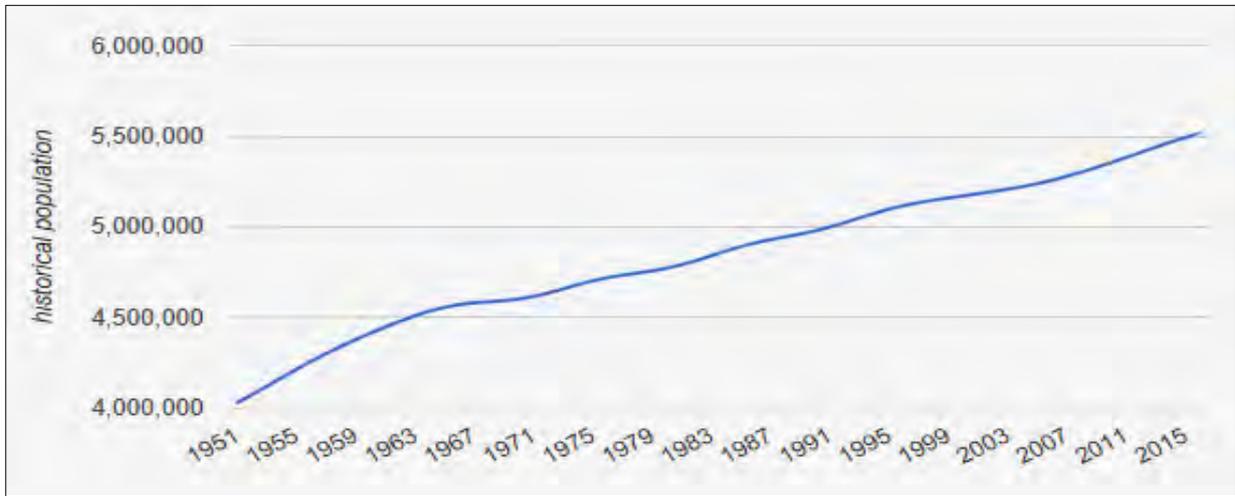
Source: Region of Finland (2015)

Finland is experiencing a dramatic change within its urban structure since it was built within the 1820s. Finland currently focuses on creating a sustainable community structure that provides an urban structure that is mixed in terms of activities, street life, good urban form and urban culture (Montgomery, 2007:93) and where a variety of services are accessible (City of Helsinki, 2013:10).

5.2.3 Population

According to Statistics Finland (2015), the total population of Finland is 5 518 962. The country’s population increased by 0.50% (27 403 people) compared to the population of 5 491 599 the year before. In 2015, the natural increase was positive, as the number of births exceeded the number of deaths by 5 711. Finland’s historical trend with regard to population growth is indicated in Figure 30.

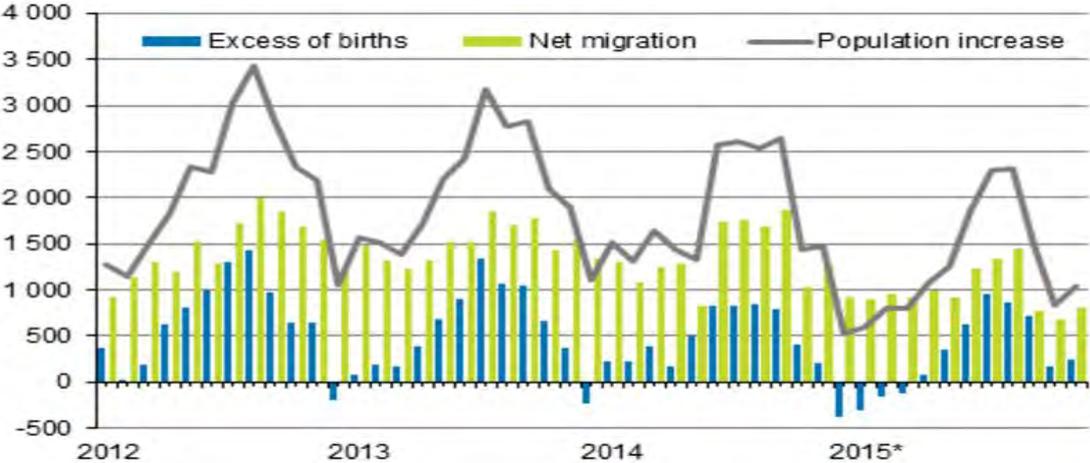
Figure 30: Finland's historical trend with regard to population growth (1951-2016)



Source: Statistics Finland (2015)

Additionally, Figure 31 indicates the population growth from 2012 – 2015 in Finland.

Figure 31: Population growth from 2012-2015



Source: Statistics Finland (2015)

The main reason for the total population increase was due to migration of immigrants. The number of immigrants exceeded the number of emigrants by a total of 10 970. Figure 31 from Statistics Finland (2015) indicates that, based on the preliminary statistics for the months January to November, there was a total of 24 490 immigrants to Finland and a total of 13 520 emigrants. Furthermore, Finland’s immigrant population is becoming more diverse and issues such as cultural, employment and social problems continue to acute – this emphasises various challenges regarding social dynamics (Koivukangas, 2003:8) such as racial segregation and ways to eliminate social, employment and cultural problems.

Worldometers (2016) compares Finland to other countries, where Finland ranks number 115 in the list of countries in the world by population, where Finland’s population is equivalent to 0.07% of the total world population.

5.2.4 Population density

Based on Statistics Finland (2015), in terms of density, Finland is ranked number 25 in the world with an urban population percentage of 79.7. The overall density is approximately 17 people per square kilometre, which implies a sparsely populated country (Statistics Finland, 2015).

5.2.5 Cultural diversity

Raento and Husso (2002:151) state that the Finns have been taught to think of Finland as being a culturally homogeneous nation. However, there are numerous cultural and ethnical minorities within the boundaries of the Finnish state. Finland remained relatively isolated from international immigration until recently (Korklasaari & Sonderling, cited by Raento & Husso, 2002:151). The reasons being the country's geographical location and its non-colonialist history. Most foreign nationals living in Finland are mainly from Europe.

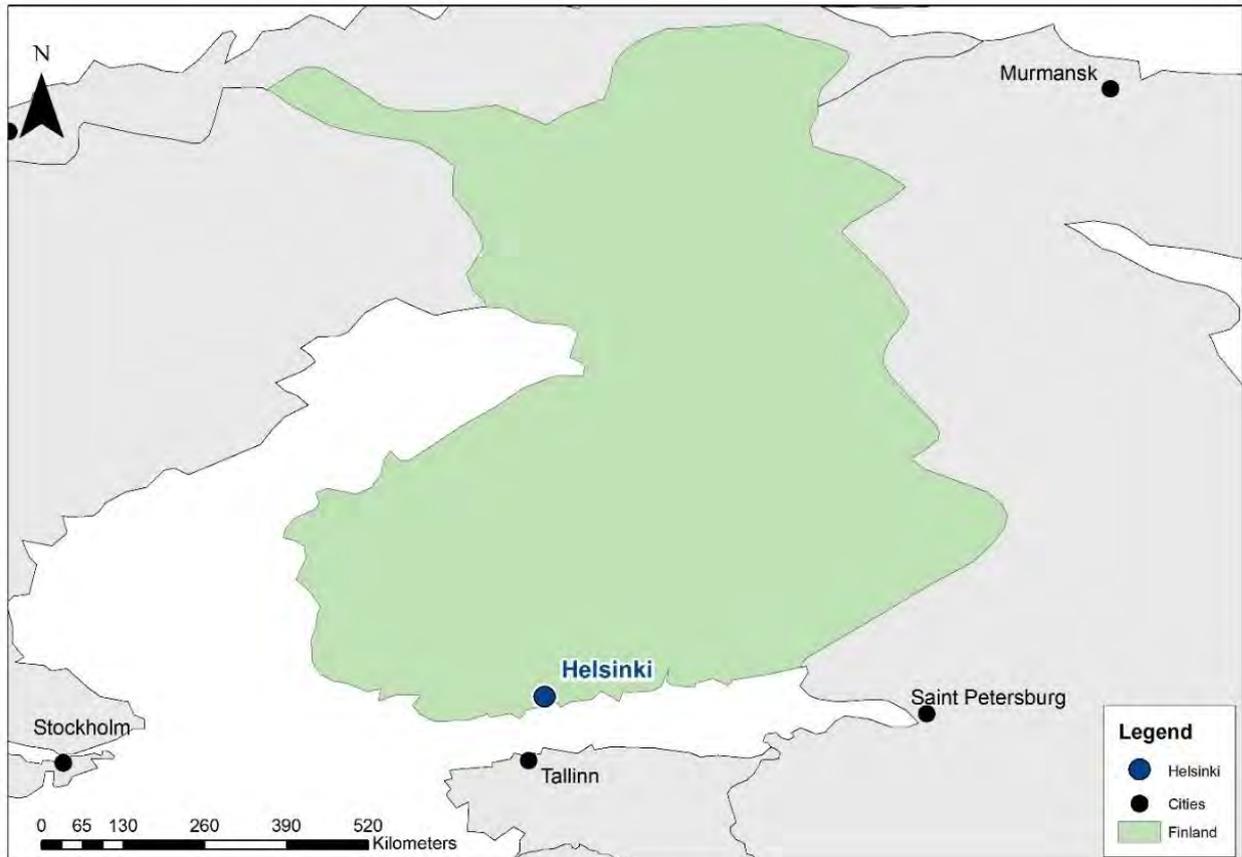
The overall welfare system of the Nordic countries includes a strong social democratic set of consensus and values. This has led to low levels of social polarisation when compared to other developed national economies (Gordon, 2007:23). There are numerous signs of spatial differentiation inside the heterogeneity of the Helsinki metropolitan area. These spatial differentiations have taken place between Helsinki, Sipoo (Helsinki's eastern neighbour), Vantaa (which is situated in the north) and lastly Espoo (situated in the west) (Gordon, 2007:23).

5.3 The research setting: Helsinki

5.3.1 Location

Helsinki is located at the southern tip of Finland within the region of Uusimaa. The Helsinki metropolitan area includes the urban core of Helsinki – Finland's primary office and shopping location, whereby the Strategic Plan of 2040 indicates that the country's vision is to "strengthen the role of the city centre together with developing a more balanced polycentric structure to the region" (Gordon, 2007:19) (See Figure 32).

Figure 32: Location of Helsinki, Finland



Source: ArcGIS (2016).

5.3.2 Population

Helsinki is a medium-sized city of 565 000 people, with a metropolitan region of 1.2 million, according to Douglas (2007:15). However, Jäppinen *et al.* (2013:13) describe that the metropolitan Helsinki area in Finland is one of the fastest growing urban agglomerations within Europe.

5.3.3 Density

Statistics Finland (2013) stated that the issue of living within dwellings that are overcrowded became more widespread in the Greater Helsinki area. To address the issue of crowdedness, options were needed to be found. Douglas (2007:15) states that when new scenarios are created, it is important to focus on a global perspective, where the cities are not only about competitiveness, but also the quality of life. When Helsinki is compared to other European cities of a similar size, the urban fabric (especially the population) of the Metropolitan Helsinki is relatively scattered

(European Environment Agency, cited by Jäppinen *et al.*, 2013:13). Overall, Helsinki is described by Gordon (2007:13) as a highly planned city implying that the city addresses the issue of crowdedness by focusing on providing a good quality of life during the planning phase.

During the past 25 years, Helsinki has doubled in volume, not in terms of expansion towards the outskirts of the city, but based on the amount of building that took place (Gordon, 2007:13). This indicates an overall increase in density and compactness in the city. Even though the amount of building is expanding, 35% of Helsinki is still green and remains the strongest centre in the region with the highest population and job densities (Gordon, 2007:13; Jäppinen *et al.*, 2013:14).

5.3.4 Development within Helsinki

The Helsinki Metropolitan Area consists of Helsinki, Espoo, Kauniainen and Vantaa, whereas the rest of the Helsinki Region consists of Hyvinkää, Järvenpää, Kerava, Kirkkonummi, Mäntsälä, Nurmijärvi, Sipoo, Pornainen, Tuusula and Vihti. Furthermore, the Helsinki Region consists of the Helsinki Metropolitan Area and the Rest of Helsinki Region (Vihavainen *et al.*, 2010:16). Figure 33 illustrates Helsinki, the rest of the Helsinki Metropolitan area and the rest of the Helsinki Region.

Helsinki, as many of the European cities, is polycentric in nature and has grown from the gathering of smaller independent urban settlements, which, in turn, forms one interdependent urban area (Gordon, 2007:34). Lastly, the polycentric approach has a positive impact on city-regions, which allows them to change through a more diverse social and economic base where spatial developments take into consideration certain strategic actions, their spatial policies and spatial dimensions (Gordon, 2007:34). The polycentric urban form allows for the possibility of infill development.

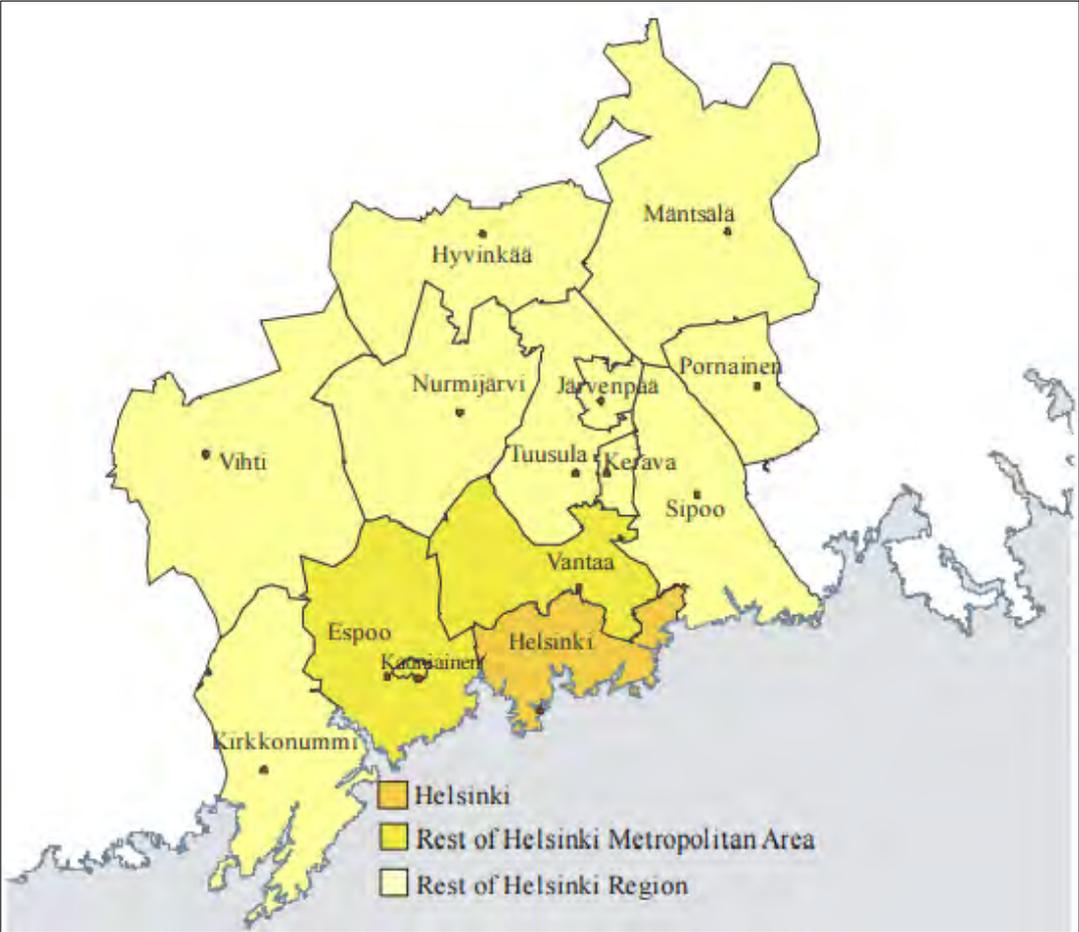
The City of Helsinki has recently discussed the issue of 'infill development' where it has become one of the city's main goals and forming part of an on-going programme called "Esikaupunkien renessanssi" (meaning "The renaissance of suburbs 2010") (Luoma-Halkola, 2010:6). Infill development is one of the crucial factors when suburban redevelopment is considered as well as becoming a platform for creating investment opportunities for equity financing.

Matti Inha, cited by Luoma-Halkola (2010:17), states that where cities are too scattered (as in the case of Helsinki), the possibility of infill development should be created to be more urban-like. Infill development is a topic widely discussed throughout cities within Finland, for example Espoo and Vantaa (Luoma-Halkola, 2010:6). Lastly, Helsinki operates a Nordic social welfare model that

is based on dynamic economies that are “aligned to strong levels of social justice within the city” (Gordon, 2007:15).

A positive aspect of using infill development is that the municipality does not need to build new infrastructure. This overall leads to a major saving in costs on infrastructure (Luoma-Halkola, 2010:17).

Figure 33: Helsinki Region



Source: Vihavainen et al (2010:16)

To achieve strategic development, a Strategic Spatial Plan was developed containing certain objectives and policies that aim towards providing a planning environment that is of high quality for the future city-region. The overall aim is to be able to carry these objectives out in practice (Gordon *et al.*, 2009:37). The focus is on the relationship between the social, economic and environmental aspects, where the city-region Strategic Spatial Plan represents the combination of these three functional maps (social, economic and environmental maps) brought together into a single plan (Gordon *et al.*, 2009:37).

Furthermore, a total amount of 110 million euros in public renovation subsidies were provided to Helsinki, Espoo and Vantaa in the year 2009 from which they can renovate their cities (Salonen, cited by Luoma-Halkola, 2010:12).

5.3.5 Cultural and social aspects

Helsinki’s unique characteristics as a European capital form an area with a significant cultural history (Vision, 2050:53). It is important to conserve the values of the cultural environments that are essential to Helsinki (Vision 2050, 2013:49). The cultural heritage that is related to the developmental phases of Helsinki as well as its new landscapes overall create the living city (Vision, 2013:49). This rich cultural diversity is reflected in the multi-cultural social environment in Helsinki. Social exclusion is a challenge within Helsinki; however, the city of Helsinki focuses on addressing the issue of social exclusion and usually achieves a 50% minimum of social housing in each major planning scheme (Gordon, 2007:13). The ability to achieve this is described by Gordon (2007:13) as “two-fold”, where the public sector owns approximately 80% of the land, allowing control over planning (Haila, 2006:6; Gordon, 2007:13).

The population dynamics of social heterogeneity imply social interaction within a diverse socio-cultural environment (see Figure 34 and Figure 35). Figure 34 and Figure 35 illustrate diverse cultural groups of people socially interacting with one another within a public space in Helsinki’s city centre.

Figure 34: Social interactions taking place within the open-space



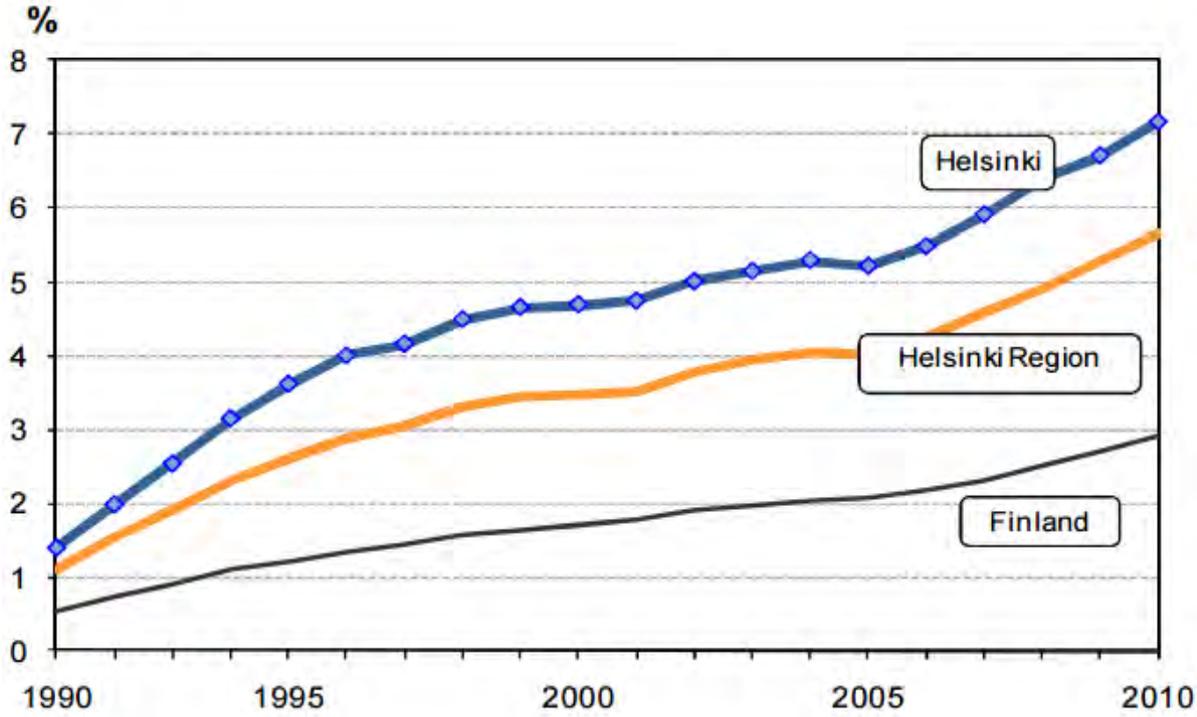
Figure 35: Different cultures within one space



Source: Photos taken during observations of research context

Helsinki reflects this heterogeneous diversity of cultures. In 2009/2010 there was a total of 41 735 foreign nationals living in Helsinki, making up a total of 7.2% of the city’s population. During this time, 10.7% of Helsinki’s residents had a foreign background (Vihavainen *et al.*, 2010:3). Figure 36 illustrates the portion of foreign nationals within the population of Helsinki, the Helsinki Region and in Finland (1990-2010).

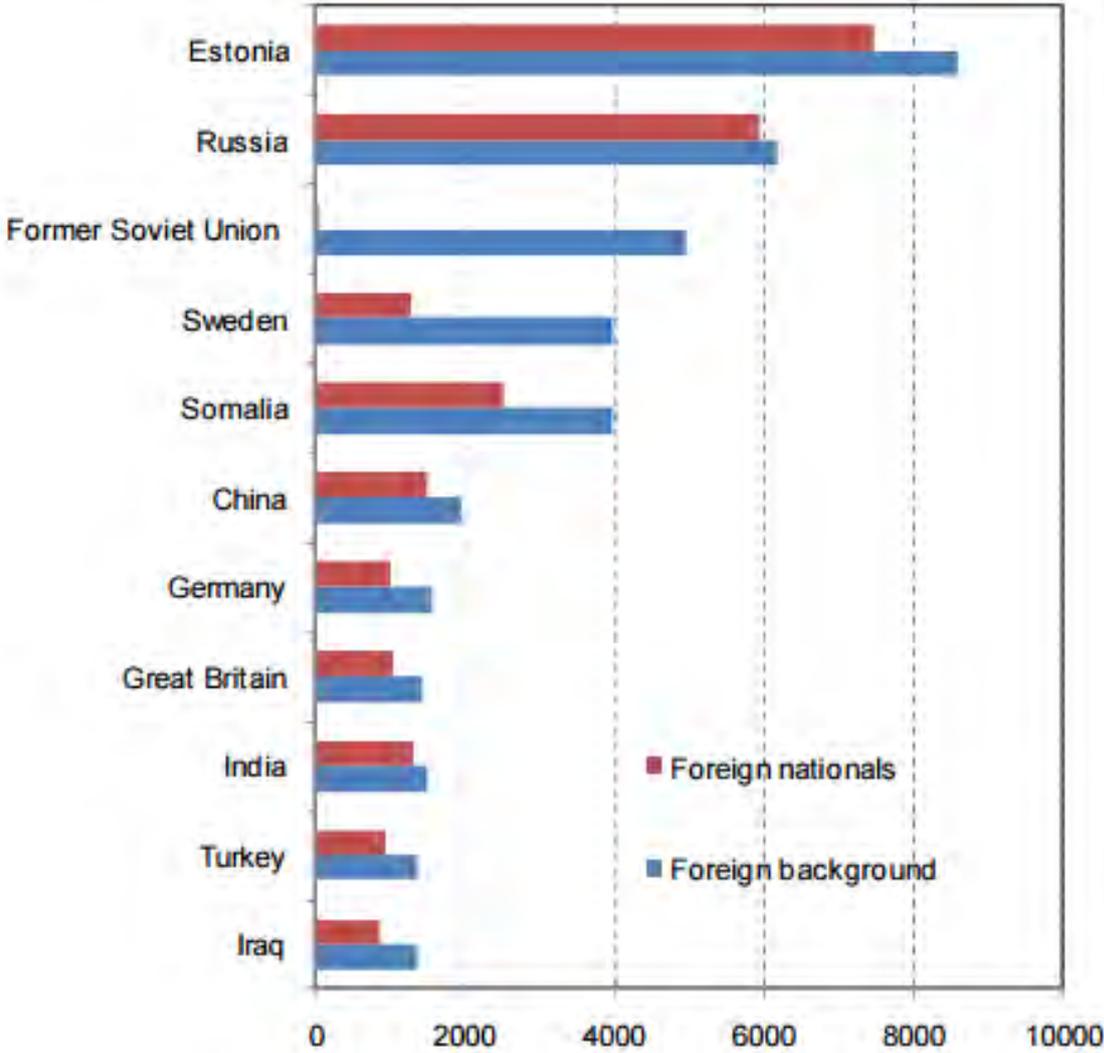
Figure 36: Portion of foreign nationals in the population of Helsinki, the Helsinki Region and in Finland (Jan 1990-2010)



Source: Statistics Finland, cited by Vihavainen *et al.* (2010:3)

Most of Finland’s foreign nationals live in Helsinki (26.8%), with 17.7% living in the rest of the Helsinki Metropolitan Area. Therefore, almost every second foreign national in Finland lives in the Helsinki Region (Vihavainen *et al.*, 2010:3). Furthermore, in 2009/2010, foreign nationals in Helsinki embodied approximately 166 nationalities, with the majority being Estonians, then Russians followed by Somalis (Vihavainen *et al.*, 2010:4). Figure 37 illustrates the largest foreigner groups in Helsinki at the turn of 2009/2010.

Figure 37: Foreigner groups in Helsinki (2009/2010)



Source: Statistics Finland, cited by Vihavainen *et al.* (2010:4)

The increasing heterogeneous nature of Finland, especially Helsinki, moves social sustainability centre stage on the development agenda. Various policies and frameworks reflect the emphasis on sustainability in terms of social aspects.

5.4 Policies and frameworks: towards social sustainability

Various national policies and acts as well as local policies emphasise sustainability and social sustainability as important in Finland/Helsinki. The most important of these are summarised and discussed in Table 11 (national policies and acts) and Table 12 (local policies) in the following section. National policies/acts include the Land Use and Building Act No. 132 of 1999 and Finland’s Development Policy Programme. Local policies include the Helsinki City Plan – Vision 2050.

According to Haila (2006:8), the definition of development rights used to be called “the planning monopoly” in Finland. Different than in cities where developers can make planning applications, the right to zone, plan and determine the plot portion used to be the sole responsibility of planning authorities (Haila, 2006:8). In terms of land use planning, Finland uses the Land Use and Building Act No.132 of 1999, where the objectives are to create a socially functional living and working environment that provides for the needs of different types of population groups (Finlex, 1999:2). The emphasis on social sustainability is clear from various sections of the Land Use and Building Act (Act 132 of 1999).

Table 11: Finland's National policy/legislation

Policy/Act	Paragraph of importance in terms of the above-mentioned key words.	Keywords identified
Land Use and Building Act No.132 of 1999	<p>“... objective of this Act is to ensure that the use of land and water areas and building activities on them create preconditions for a favourable living environment and promote ecologically, economically, socially and culturally sustainable development.”</p> <p>“The objective in land use planning is to promote a safe, healthy, pleasant, socially functional living and working environment which provides for the needs of various population groups, such as children, the elderly and the handicapped...”</p> <p>“Impact assessment in connection with planning. When a plan is drawn up, the environmental impact of implementing the plan, including socio-economic, social, cultural and other impacts, must be assessed to the necessary extent.”</p> <p>“Objectives in building guidance is to promote the creation of a good living environment that is socially functional and aesthetically harmonious, safe and pleasant and serves the needs of its users; building based on approaches which have sustainable and economical life-cycle properties and are socially and economically viable, and create and maintain cultural values”.</p>	<p>socially, sustainable development</p> <p>socially functional</p> <p>social, cultural</p> <p>socially</p> <p>socially viable</p>
Finland’s Development Policy Programme (2012)	“...an inclusive green economy that promotes employment, strengthens human well-being and social equality, is based on sustainable use of natural resources and works within the limits of the carrying capacity of nature.”	social equality

	<p>“Finland’s aim is to better consolidate the three dimensions (the economic, social and environmental) of sustainable development, as well as to strengthen the global governance of sustainable development.”</p>	<p>social</p> <p>sustainable development</p>
	<p>“The human rights-based approach to development includes civil and political rights and freedoms as well as economic, social and cultural rights.”</p>	<p>social</p>

According to the Land Use and Building Act 2000, Finland’s spatial plans consist of three types of development plans, namely the Regional Plan (*Maakuntakaava*), the Masterplan (*Vleiskaava*) at the citywide or district level and the Detailed Plan (*Asemakaava*). Additionally, there are also different planning levels. These levels include a local/urban level, regional level and a national level, where sustainability is propagated on all levels. The focus here is placed on the local level regarding the policies and frameworks.

Helsinki’s Vision for 2050 (2013:49) described that there are obvious layers of sustainability throughout the city. The focus in terms of policy and legislative frameworks is on sustainability as well as aspects that support social sustainability and mixed land-uses, which are both two focus areas of this research.

Table 12: Helsinki's planning policy/legislation

Policy/Act	Paragraph of importance in terms of the above-mentioned key words.	Keywords identified
Helsinki City Plan – Vision 2050	<p>“In 2050, Helsinki is socially balanced and dense, and features mixed kinds of housing.”</p> <p>“...this structure also comprises a robust urban city centre that is larger than the other centres and offers a more extensive, mixed range of services, workplaces and housing.”</p> <p>“The densifying city strives for a socially and structurally mixed community structure.”</p>	<p>socially balanced, mixed kinds of housing</p> <p>mixed range of services, workplaces and housing</p> <p>socially and structurally mixed community</p>

	<p>“...centres are concentrations of mixed housing, work, services and recreational activities.”</p> <p>“...the city’s dense, urban and mixed structure will be expanded beyond the project areas, increasingly farther away from central Helsinki and, simultaneously, in the surrounding of the other centres by densifying their structure and enabling services and workplaces in these areas. In addition to the urban environment, being easy to reach on foot or by bicycle or public transport will be stressed when allocating locations for commercial services.”</p>	<p>mixed</p> <p>dense, mixed structure</p>
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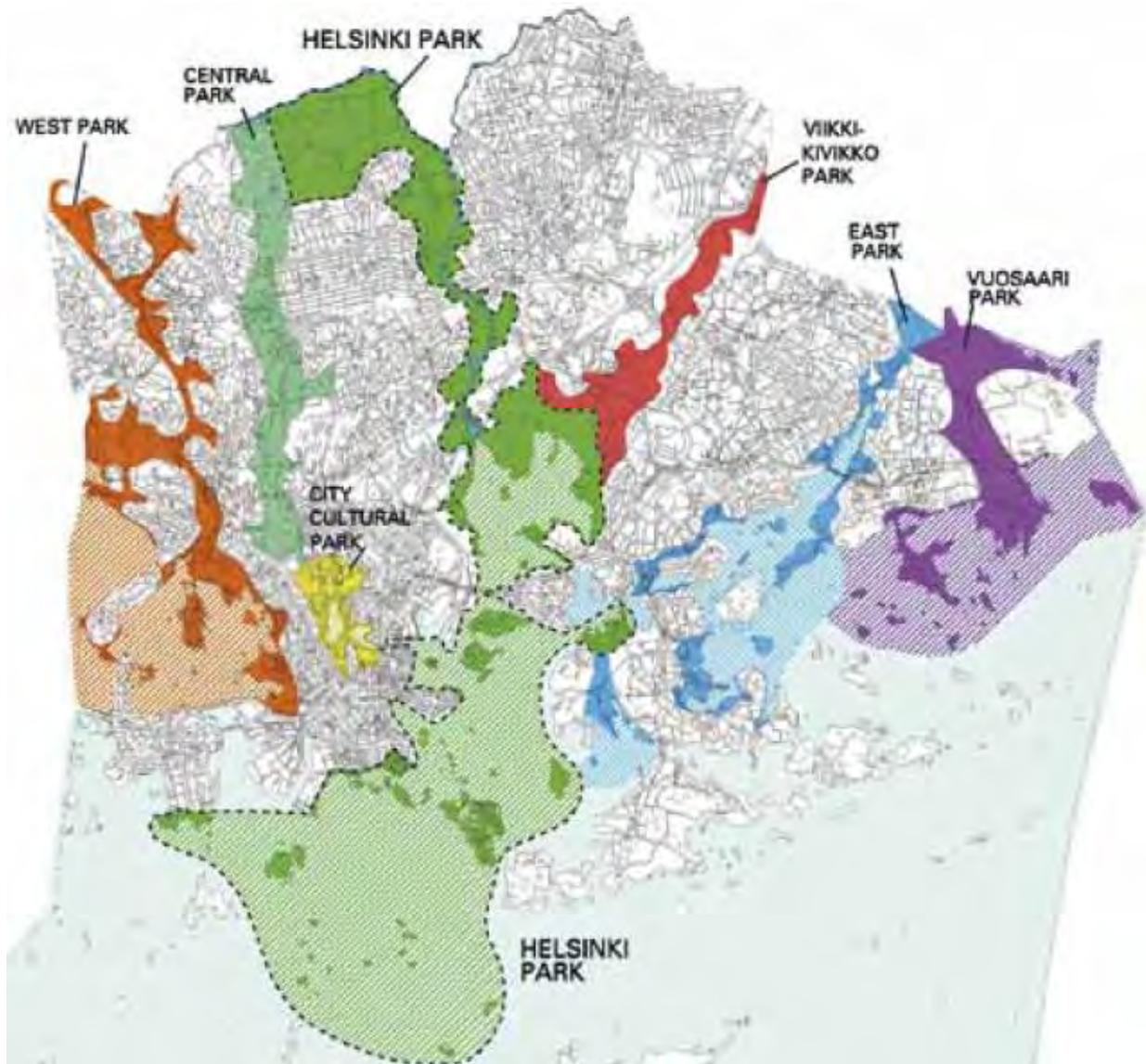
Based on Helsinki’s City Plan vision for 2050, Finland seems to be stable in terms of social dynamics and inclusion of multi-cultural components within the same spatial context. Furthermore, Helsinki’s City Plan vision for 2050 focuses on achieving urban structures where the centres are mixed and where everyday services are nearby (Helsinki City Plan, 2013:10).

Gordon *et al.* (2009:33) list the key policies that are found within the Helsinki’s City Plan vision for 2050 as;

- City landscape
The continuous cityscapes extend beyond the administrative borders. The special characteristics of the cityscapes will be emphasised and the areas will be developed. The characteristics, values and possibilities upon which development will be based will be identified in are profiling.
- Green networks
Accessibility to the green city network and recreational areas of the city-region will be guaranteed. There will be sufficient recreation areas for all residents. The preservation of areas for all residents. The preservation of natural diversity and landscape culture will be a key feature of the Plan.

The figure below indicates the Helsinki Park along with other Green Fingers.

Figure 38: Helsinki Park along with other Green Fingers



Source: Gordon et al. (2009:33).

As the urban structure becomes more compact, greater emphasis than before will be placed on the quality of public outdoor areas. Green areas will be used in a more effective way and provide clearer outline to the urban structure.

- Areas of change
Changing areas into housing is recommended when it is financially sensible for the community and when the political point of view related to both housing and business support the direction of development.
- Traffic and transport
Access to green networks and recreational areas will consider the choice between different modes of transport, but preference will be given to walking and cycling and public transport. In doing so, the diversity of an area will be respected. The importance of bicycle and pedestrian traffic as a form of getting around the green areas will gain precedence over other forms of traffic. An efficient public

transport system, especially rail traffic, will continue to be emphasised in the choices of transportation system in the future. The new mixed areas for housing and workplaces will be addressed accordingly, with the aim being to direct traffic away from the strategic central areas (Gordon, et al, 2009:33).

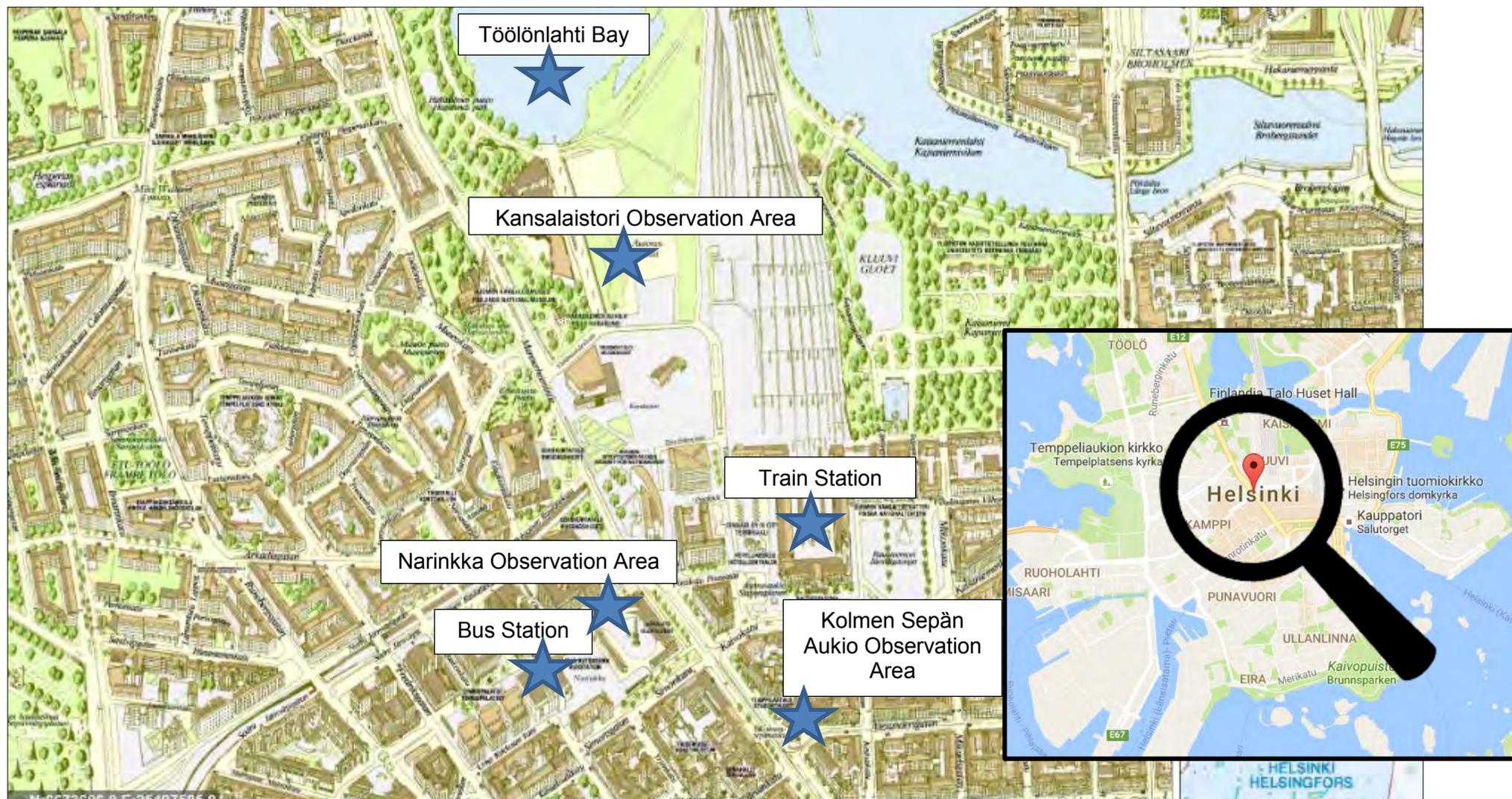
Based on Finland's national policies as well as Helsinki local policies, it is evident that sustainability and social sustainability are seen as an important aspect. The Helsinki City Plan vision for 2050 is focused on densifying the city for a socially and structurally mixed community structure. To conclude, the national and local policies/frameworks supporting sustainability indicate that a key focus is on creating more sustainable, mixed and dense environments on various levels of planning.

5.5 Case study: Kamppi

5.5.1 Location

Kamppi is located within the city centre of Helsinki and is the largest development project since its completion in June 2006. The development encompasses the entire downtown area and is located within the central part of Finland's largest commercial clusters (Savenius, 2005). Furthermore, the Kamppi Töölölahti Bay is situated in the heart of the city centre, as illustrated in **Figure 39**.

Figure 39: Location of the Kamppi area in Helsinki



Source: Helsingin kaupunki Karttapalvelu (2015).

Additionally, the Töölönlahti Bay area, adjacent to the Central Railway Station, is situated in the core of the city centre (Gordon, 2007:16). Figure 40 illustrates the Kamppi Töölönlahti Bay area. The Töölönlahti Bay area has symbolic value since the planning of the most important political building of the new republic, the Parliament House, started in Helsinki (Kolbe, 2002:7). There was also a monumental approach around the Töölönlahti Bay area, which ultimately emphasised Helsinki's position as a capital city (Kolbe, 2002:9). The Töölönlahti Bay area is also one of the observation areas within the Kamppi study area.

Figure 40: The Kamppi Töölönlahti Bay area



Source: Gordon (2007:16)

5.5.2 Spatial development

The Kamppi district, west of the Parliament and the station, was planned as the new administrative centre within the 1954 plan. The role of the state in this case was marginal and the planning of the Kamppi district was in the hands of the community (Kolbe, 2002:7). Tasks identified for the new city department included “proposal presenting a dense urban structure in Kamppi and a monumental approach around Töölönlahti Bay, thus emphasising Helsinki's position as a capital”. The railway yard was covered by a terrace and the shore of shore of

Töölönlahti was edged with a row of cultural edifices (Kolbe, 2002:9). The entire area is to be redeveloped in the 21st century for commercial and residential purposes (Gordon, 2007:16).

The Kamppi development integrated the underground system (bus terminals and modern coach), which, in turn, led to the Kamppi Centre as the gate to the Helsinki city centre. Timo (2014:2; Orueta & Fainstein, 2009:763) refers to the Kamppi Centre as Helsinki's first 'major infrastructure retrofit strategy', which intensifies development located around major transit hubs and is therefore seen as the most important urban development project of recent years in Finland. The bus station has been placed underground to free up space so that the land uses within central Helsinki are efficiently used (Timo, 2014:2).

Furthermore, the Kamppi Centre combines connecting renovations into an entertainment district where the area contains lodging, cafes, shopping and dining (Savenius, 2005). The 135 000m² development, as stated by Savenius (2005), entails a mixed-use development, consisting of 100 condominiums, a shopping mall as well as three office towers. It is important to note that Kamppi developed spontaneously into a mixed land-use area over time. It was during renovations that an entertainment district was developed contributing to the overall feel of the area (creating a vibrant feel) and adding to the mixed land-use component.

5.5.3 Spatial characteristics

The research setting, Kamppi Centre in Helsinki, is one of the most important urban development projects of the past years in Finland and was designed by Juhani Pallasmaa, a Finnish architect (Olmo, 2015:61). The project involved a public-private sector partnership. However, the state has fulfilled a secondary position in terms of the development (Orueta & Fainstein, 2009:763). The Kamppi Centre was opened in 2006 and was a transformation from an open-air bus station into a multifaceted underground bus terminal with the following characteristics:

- 5 700 square meters of residential apartments;
- 12 500 square meters of office space;
- 37 000 square meter shopping centre;
- Underground parking facility;
- Approximately 1 700 departures per day; and
- A cargo centre handling approximately 10 000 parcels per day (Hsu, 2006:15; Olmo, 2015:61).

Kamppi is a mixed-use development that consists of an underground bus terminal, shopping facilities, pedestrian areas, housing, offices and restaurants (Haila, 2006:8). These characteristics

are discussed within each of the sites identified. To explore the social dynamics, three core areas in Kamppi were identified and used for observations and interviews. The spatial characteristics of the Kamppi mixed-use development indicated strengths such as accessibility to the site, the overall safety of it and a vibrant social life.

The project contained both exterior as well as interior public spaces. The built public space entails a shopping centre and transportation, which links on the ground and first floor with the centre's exterior squares (Ruskeepää, 2012:5). Furthermore, focusing on the urban design and architecture features of the centre, it was built within a single phase and numerous challenges regarding the Nordic climate and how to navigate the urban scale around it (Ruskeepää, 2012:5). Additionally, the exterior public space includes public spaces of parks and squares (Ruskeepää, 2012:6).

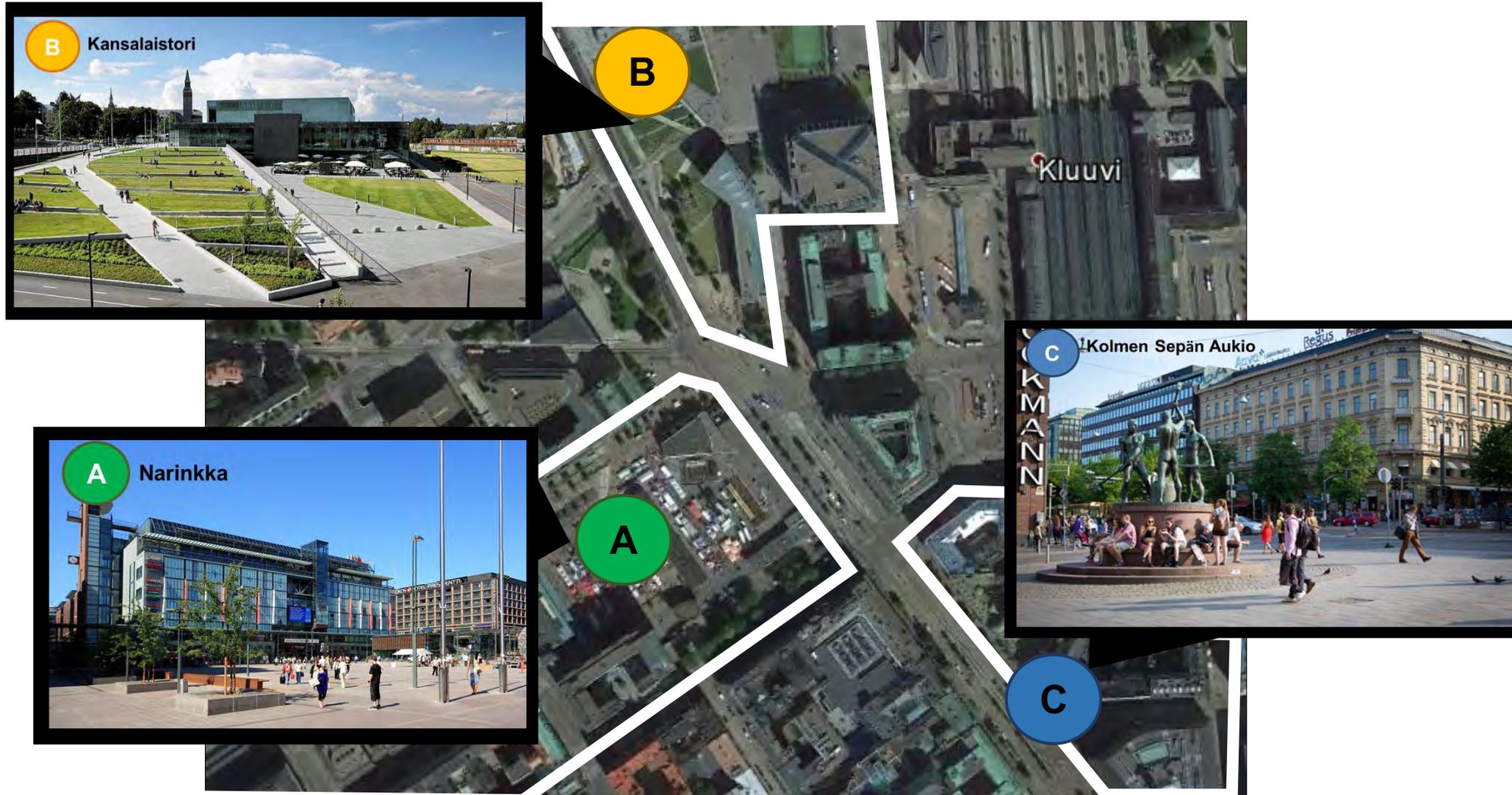
LaFave and Hicks (2003:23) refer to specific design elements important in mixed land-use developments, namely accessibility to the site, parking, movement patterns, and integrating different land uses. The spatial characteristics important with regard to social dynamics will be discussed according to the observations conducted in the research setting.

5.6 Observations

As previously mentioned in Chapter 4 section 4.5.2, non-participant observations were used to generate the data based on the natural occurrence of behaviours within the normal everyday setting (Maree, 2007:84), in this case, determining the nature of social interaction by capturing the whole social setting in which people function (Mulhall, 2002:308). There were three observation areas within the Kamppi research setting selected to explore the social dynamics as these three areas are key areas of interaction. The three areas include: Narinkka, Kansalaistori and Kolmen Sepän Aukio – the official municipal names. These three areas are all located within the larger Kamppi area, where they form part of the research setting for this study.

Observations that emerged from this case study include observations regarding (i) patterns and types of social interaction and (ii) aspects that relate to social cohesion in the study area. The following satellite image illustrates the three observation areas within the Kamppi research setting, selected.

Figure 41: Satellite image indicating the three sites as observation focus points



Source: Image from Google Earth (2016).

The three observation areas will be orientated in terms of their spatial characteristics (access, movement and land uses) before the social patterns will be discussed. Following the spatial characteristics, the three observation areas will further be described within the research context, Kamppi, based on (i) patterns and types of social interaction and (ii) patterns that relate to social cohesion in the study area.

A: Narinkka

- Access

The site provides good access from all access points to the area. The points of entry are illustrated by different images of these access points. Access is gained by bus (from the terminal located underneath the Kamppi centre) as well as walking from adjacent areas (see Figure 42).

Figure 42: Accessibility to and from the Narinkka observation area.



Source: Photos taken during Narinkka observations and certain images obtained from Google Earth (2016)

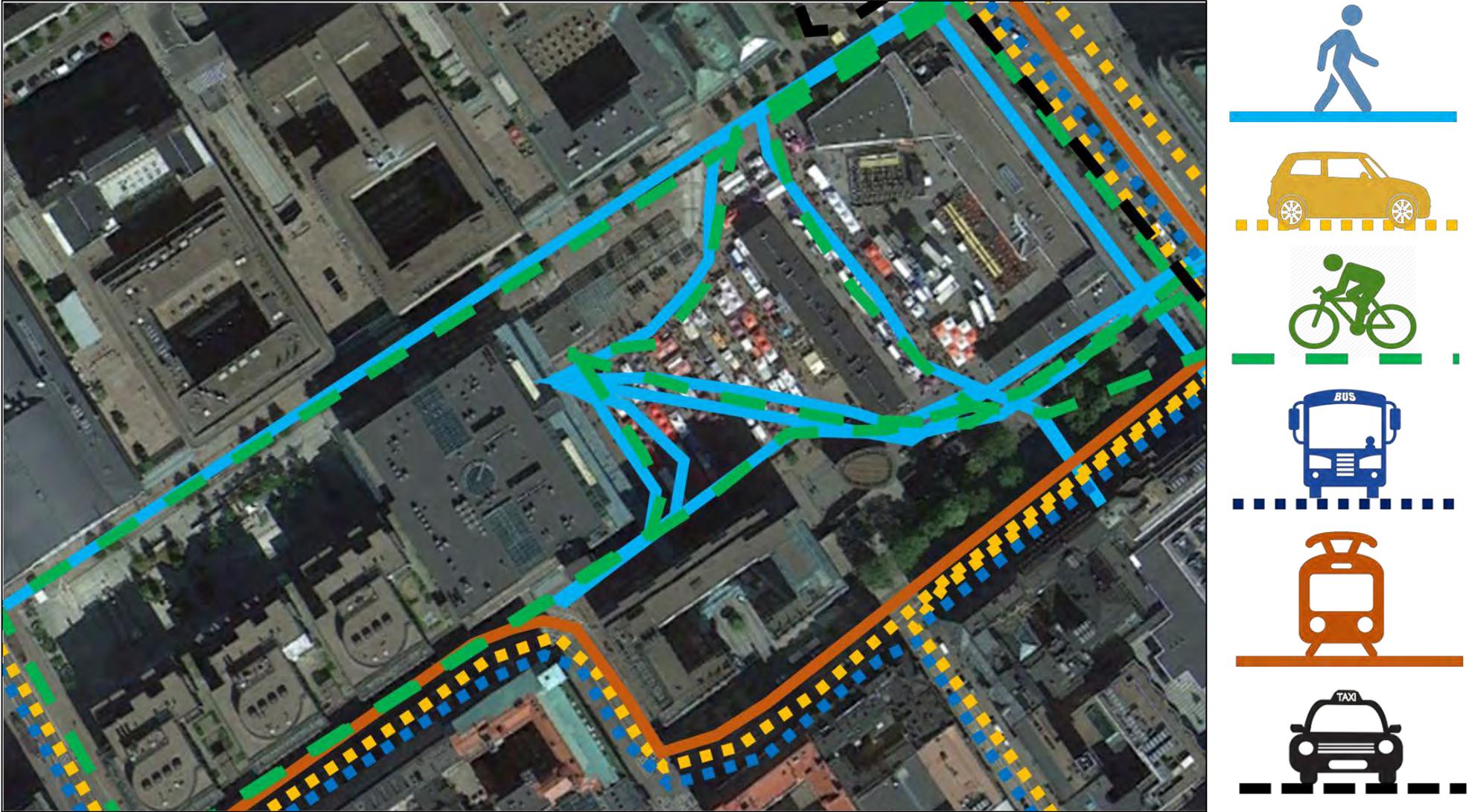
The area indicated in red is a pedestrian friendly area restricted for the use by pedestrians, cyclists and skateboarders. The different coloured roads indicate different routes adjacent to the site. These roads are mainly used by motorists, trams and buses. The green is where the bus terminal is situated (underground). There are, however, also pedestrian and bicycle lanes on the pavements.

- Movement patterns

Various movement patterns exist in Kamppi, including walking, riding bicycle, driving with a vehicle, making use of the bus, a taxi, tram or even train.

Movement patterns take place within the study area as the bus terminal and other modes of public transport is present within the area. People walk, ride their bicycles (they can even park their bicycles and leave them on a bicycle stand and people use skateboards as well). There are many people travelling in and around the Narinkka area; different people from different age groups. Most people seem as if they are in a hurry and on their own mission; however, there are a certain number of people who sit and relax within the Narinkka study area. Most of the people move between the Kamppi Centre and the bus terminal to the CBD of Helsinki. Figure 43 indicates the movement patterns within the Narinkka observation area.

Figure 43: Movement patterns within the Narinkka observation area.

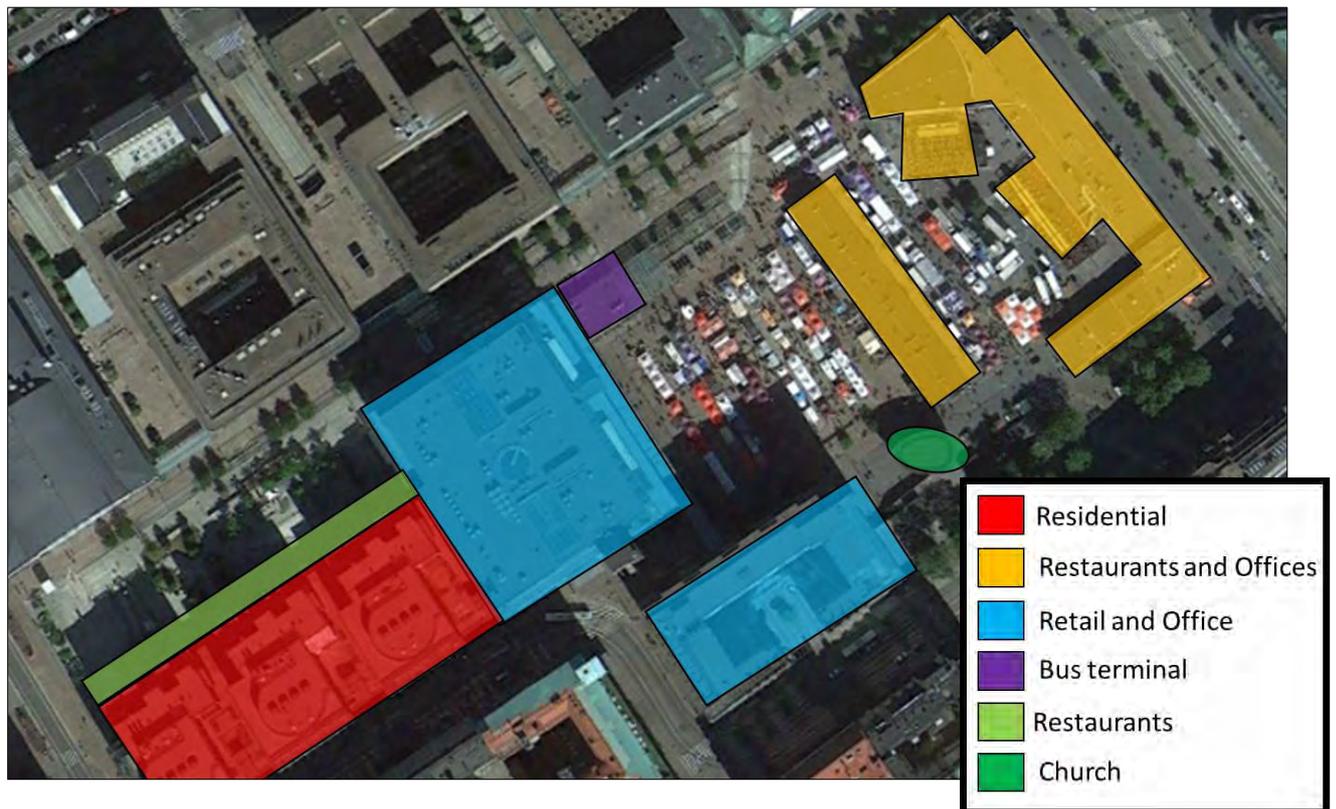


Source: Google Earth (2016).

- Land uses

There is an overall mixture of different land uses within the Narinkka observation area. The map indicates the different land uses within the Kamppi Centre area. Figure 44 illustrates the land-uses within the Narinkka observation area.

Figure 44: Land-uses within the Narinkka study area



Source: Helsingin kaupunki Karttapalvelu (2015).

B: Kansalaistori

Kansalaistori is a public open space situated within the Helsinki CBD. It is situated next to Helsinki's train station, which allows for access to and from the site. There is a variety of different people found within the Kansalaistori study area and with the train station right next to it, there is constant pedestrian traffic through the public open space. This area is also known as "Citizen Square".

- Access

The public open space is easily accessible from all the surrounding sides. The site is allocated to pedestrians only, allowing people to ride with their bicycles and there is also an area especially for skateboarding. The main train station is right next to Kansalaistori, with other

major businesses in the surrounding area such as KPMG. The park allows for a peaceful area that can easily be accessed.

Figure 45 and Figure 46 indicate the pedestrian walkways that are situated throughout the city of Helsinki. This specific image is located just outside the Kansalaistori public space through a tunnel.

Figure 45: Before pedestrian walkways.



Figure 46: Pedestrian walkways



Figure 47 illustrates access to and from the Kansalaistori site.

Figure 47: Illustrates access to and from the Kansalaistori observation area

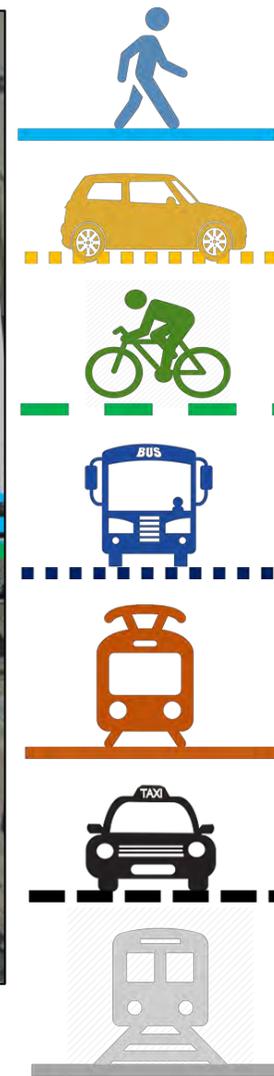


Source: Google Earth (2016)

- Movement patterns

There are numerous movement patterns taking place in and around the study area. The Kamppi bus terminal is situated close-by, the train station is also within meters of the green open space. There are also bike lanes as well as pedestrian lanes creating many different movement patterns to and from the study area. People also ride their skateboards within the area, since there is a skate park. Most of the people move between the different entrances, where some sit down in the park and relax. Sometimes there are tour groups travelling through the study area, taking photos and on their way to the beautiful music theatre. Figure 48 indicates the movement patterns within the Kansalaistori study area.

Figure 48: Movement patterns within the Kansalaistori study area

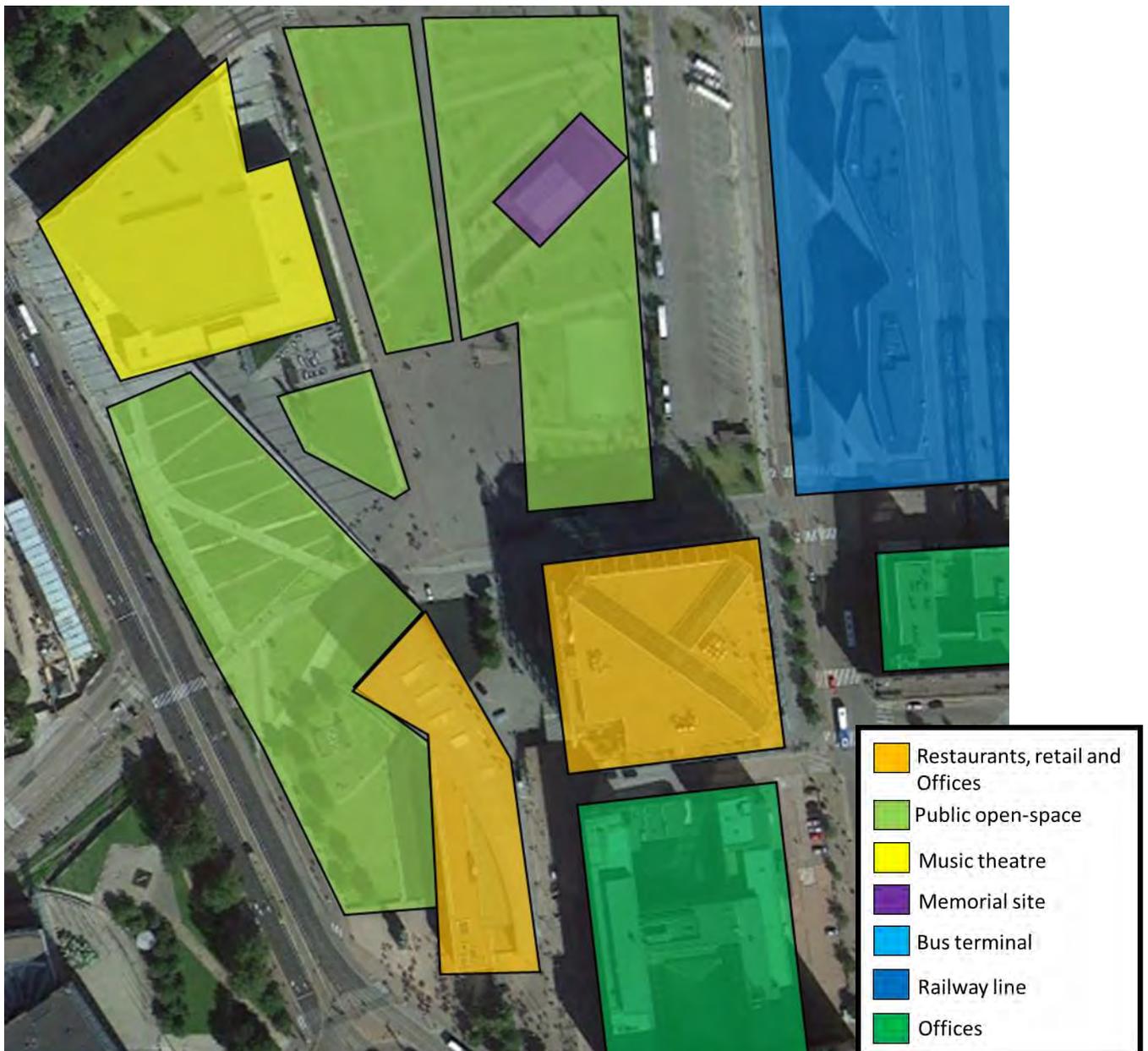


Source: Google Earth (2016).

- Land uses

There is an overall mixture of different land uses within the Kansalaistori study area. The map indicates the different land uses within the Kansalaistori area. Figure 49 illustrates the land uses within the Kansalaistori study area.

Figure 49: Land-uses within the Kansalaistori observation area



Source: Google Earth (2016).

C: Kolmen Sepän Aukio

Kolmen Sepän Aukio is an area situated in the business district area of the Helsinki city centre. The area is situated within the Helsinki CBD, close to the train station, bus station as well as tram stations. This study area is a common meeting area since there is a well-known statue situated here.

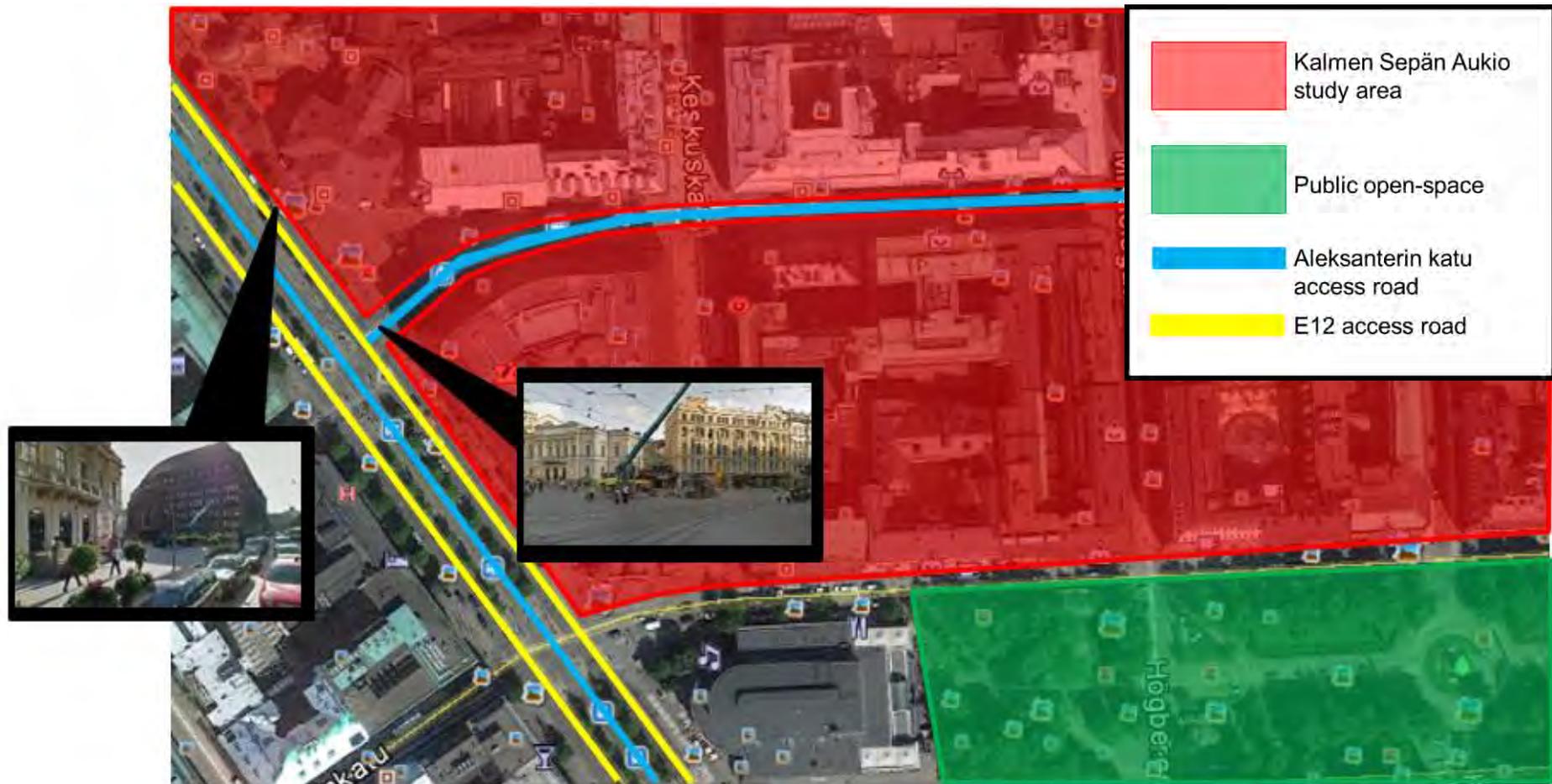


- Access

This public open space area is easily accessible as there are numerous means of access to the site. There are busy roads surrounding the site on the west with minimum cars travelling through the site of the study area. There is, however, a road, but this is mostly used by delivery trucks and trams.

Figure 50 illustrates access to and from the site.

Figure 50: Illustrates access to and from the Kolmensepänaukio observation area.



Source: Google Earth (2016).

The red indicates pedestrian friendly areas, where the green is a public open space. The public open space is an area where people can come and relax as it provides benches. There are also festivals being held in this area. The blue line indicates the tram line and the yellow illustrates the busy road passing the study area.

- Movement patterns

The Kolmen Sepän Aukio study area contains a wide variety of movement patterns. The fact that there is a major road travelling adjacent to the study area and a tram line increases the overall movement. The area is filled with pedestrians, bicycles, people with prams, elders with strollers and people using public transport. The mixture of different land uses (offices, shopping malls and residential apartments) leads to a variety of people moving in and around the Kolmen Sepän Aukio study area; different people of different age groups. There are bollards separating pedestrians from motorists creating a safe environment. Figure 51 indicates the movement patterns within the Kolmen Sepän Aukio study area.

Figure 51: Movement patterns within the Kolmen Sepän Aukio observation area



Source: Google Earth (2016).

- Land uses

There is an overall mixture of different land uses within the Kolmen Sepän Aukio study area. The map indicates the different land uses within the Kolmen Sepän Aukio study area. Figure 52 illustrates the land uses within the Kolmen Sepän Aukio study area.

Figure 52: Land uses within the Kolmen Sepän Aukio study area



Source: Google Earth (2016).

5.6.1 Social interaction

In theory, there are a number of social benefits achieved through mixed land-use developments, where different types of cultures come together (Mixed Use Matters, 2008:9; Evans & Foord, 2007:1). According to theory, these benefits include greater user satisfaction and enhanced social connectedness (McIndoe, 2005:56), where different types of cultures come together and learn about each other. Social cohesion can be achieved and separation between different cultures eliminated (Mixed Use Matters, 2008:9). These 'ingredients' for socially sustainable communities are propagated in planning and design theories to be achieved through mixed land uses.

Qualitative data, as mentioned in Chapter 4 section 4.5.3, begins as raw data about people within certain areas, where the researcher then visits the area to make first-hand observations about the activities taking place (Labuschagne, 2003:101). Social interaction is observed in terms of points of interaction within the mixed land-use area and the different types of interaction.

Within the different areas observed (Narinkka, Kansalaistori & Kolmen Sepän Aukio), an overall pattern of vigorous social interaction occurs. Each of the study areas contains an intense mixture of land uses (as mentioned earlier) providing a platform for social interaction. More intense social interaction takes place at the waiting areas (bus stop, trams stops) and where people can socialise (cafés and restaurants).

5.6.2 Social interaction in relation to land use patterns

A: Narinkka

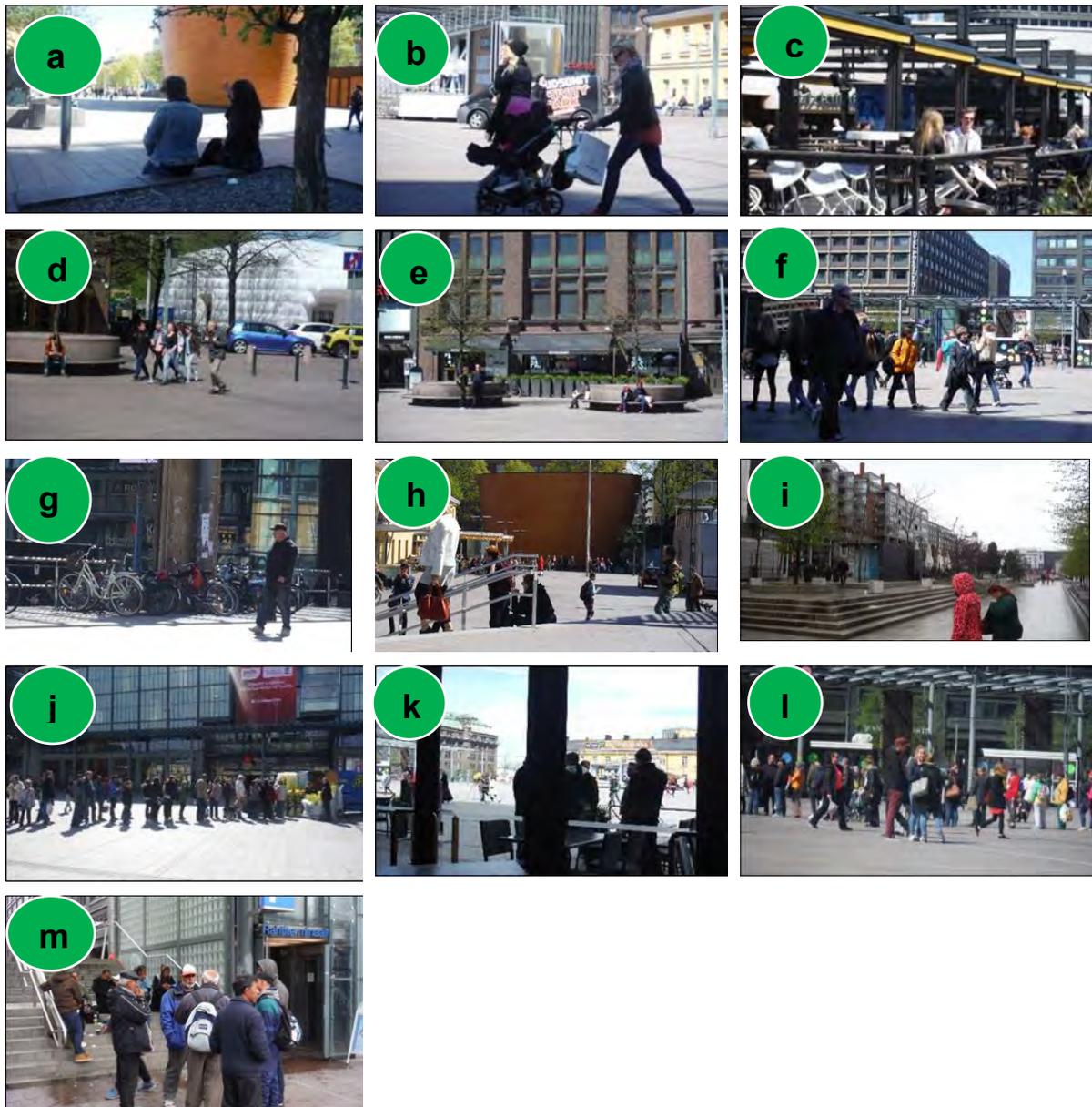
Based on the observations, there are numerous types of social interactions within the Narinkka observation area. The image below is an indication of the areas where social interaction takes place throughout the Narinkka observation area. The observation area has numerous restaurants, open spaces and street furniture (benches) supporting social interaction and walkways bringing people together. Figure 53 illustrates the interaction zones of social interaction within the Narinkka observation area.

Figure 53: Interaction zones of social interaction within the Narinkka observation area



Figure 54 illustrates images taken during observations.

Figure 54: Images illustrating social interaction within the Narinkka observation area



Source: Photos taken during observations (2015)

Based on the image above, interaction zones were identified. These interaction zones consist of various types of social interaction. There are different types of social interactions (as mentioned in Chapter 2, section 2.3.1.1), for example positive, negative, formal and informal interaction. Based on the description of these types of interaction, the interaction within the Narinkka observation area was analysed.

Positive interaction: As previously mentioned, studies of social life have indicated that people tend to choose their friends based on similarities, and this was evident within the observations.

People with the same interests come together; people of the same age would sit together and socialise.

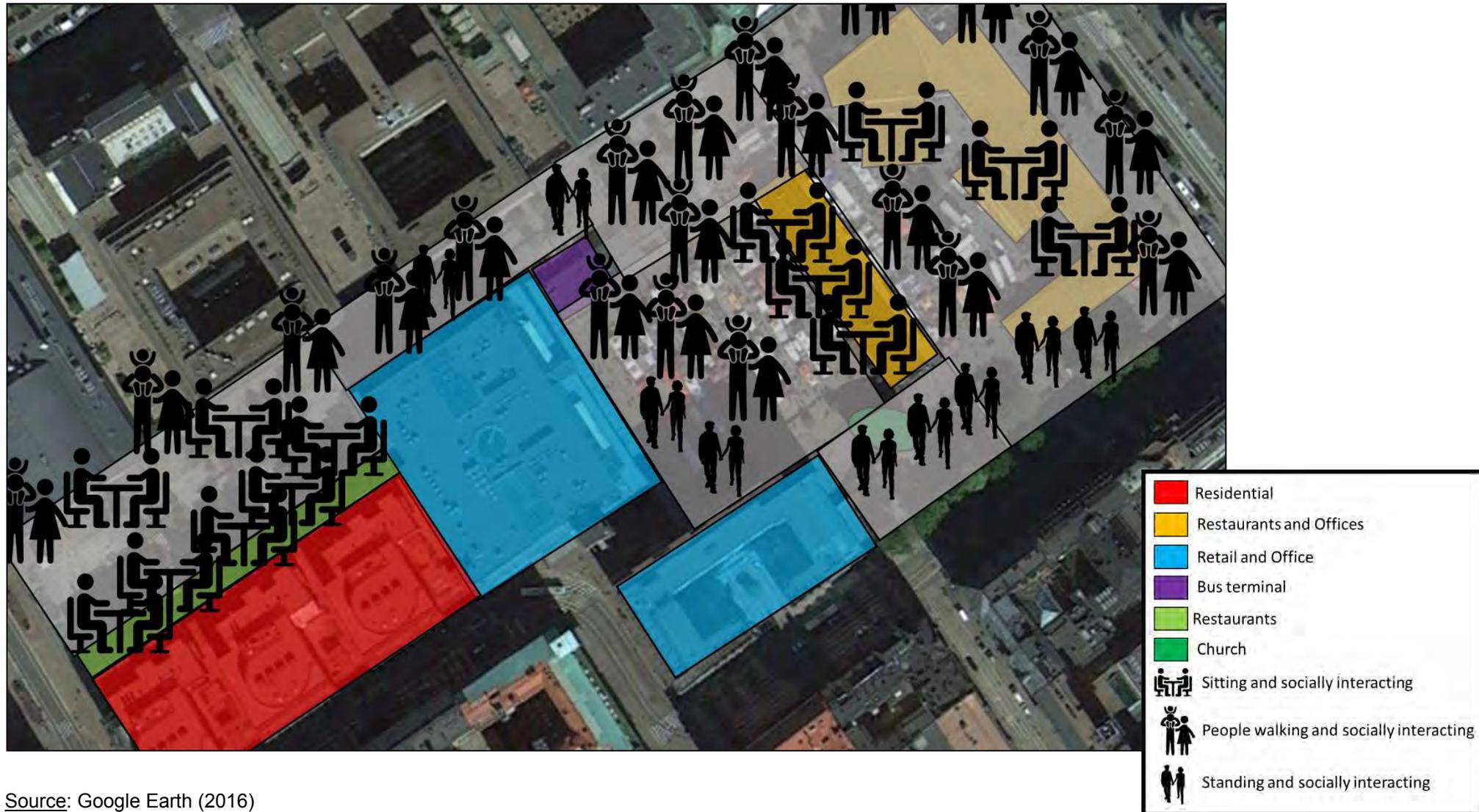
Negative interaction: There was no any clear indication of any conflicts taking place during the observation, but it is understandable that conflict might arise. However, this was not clear during the observations of the study area.

Formal interaction: There are some formal types of interaction within the observation area where these conversations appear to be very brief and to the point. The formal interaction took place mainly during people selling things, business people and interaction between strangers.

Informal interaction: People have social interaction in an informal way while they sit and talk to one another on benches or at tables in restaurants.

The different types of social interaction within Narinkka are indicated in the figure below.

Figure 55: Social interactions in relation to land uses



Source: Google Earth (2016)

Figure 55 relates the types of social interaction with the spatial characteristics. The grey areas indicate social interaction patterns taking place. The red area contains residential (apartments) and the shopping centre as well as an office space. There is an open area outside with restaurants and benches where people socialise. The blue area is the Kamppi centre containing retail and recreational (shopping). The bus terminal is also situated in the basement allowing for movement to and from the Kamppi centre. Social interaction takes place on the square area, restaurants and people walking through the study area, talking to one another. The orange areas are local pubs and restaurants where people sit and socialise.

Based on the various types of social interaction within mixed land uses, it was clear that land uses have a direct impact on social interaction. For example, at restaurants, there was a great deal of social interaction as well as within the public open spaces. Social interactions also took place in areas where a variety of land uses were together, and therefore it combined a variety of users.

B: Kansalaistori

There are numerous types of social interaction within the Kansalaistori study area as it is a public open space. It attracts different types of people to the park throughout different times of the day. As previously mentioned, the image below indicates the social interaction taking place and will be used within the map to indicate the areas of social interaction within the Kansalaistori study area. Figure 56 indicates the interaction zones within the Kansalaistori observation area.

Figure 56: Interaction zones within the Kansalaistori observation area

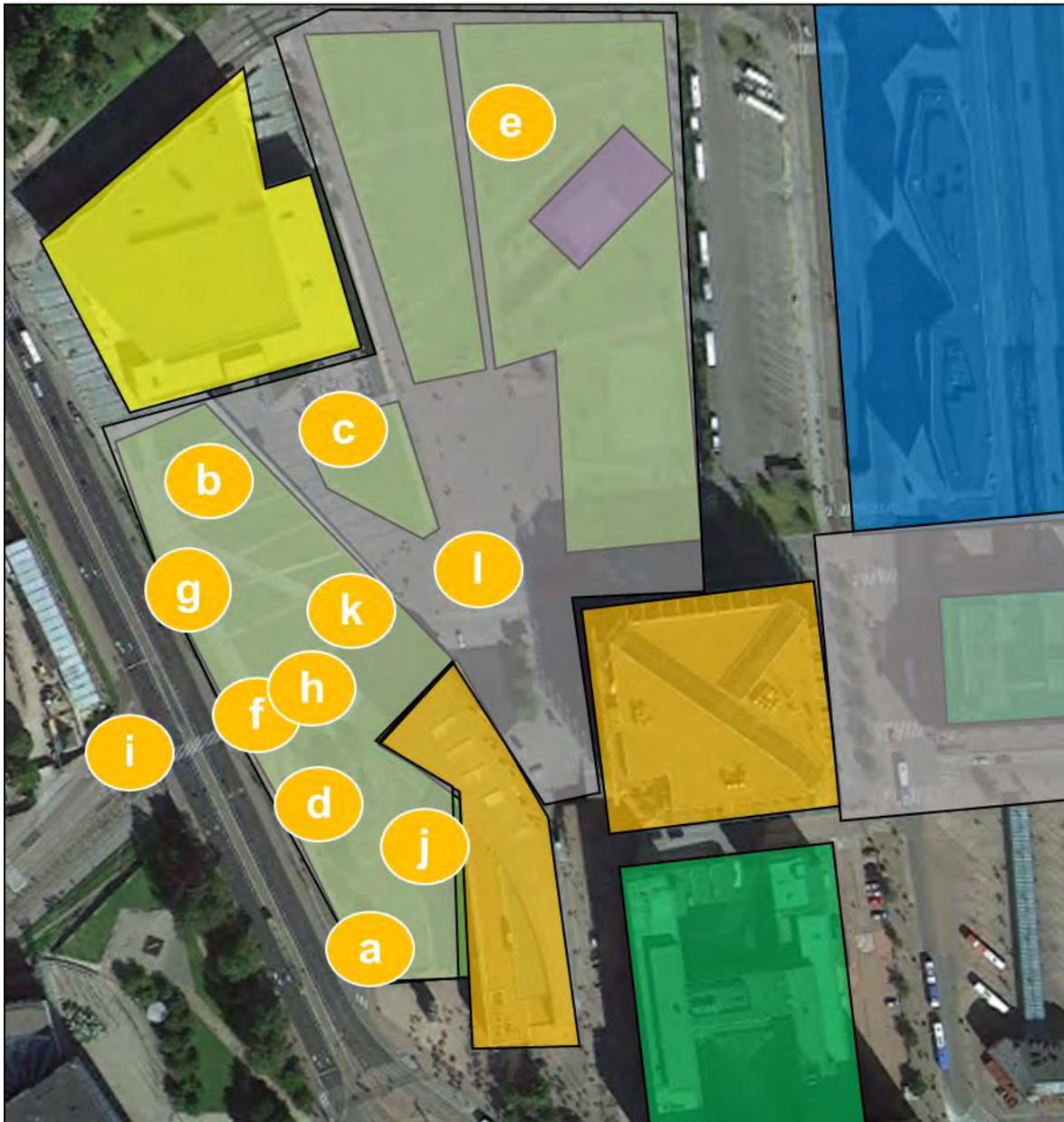


Figure 73 illustrates images taken during observations.

Figure 57: Images taken during observation of Kansalaistori



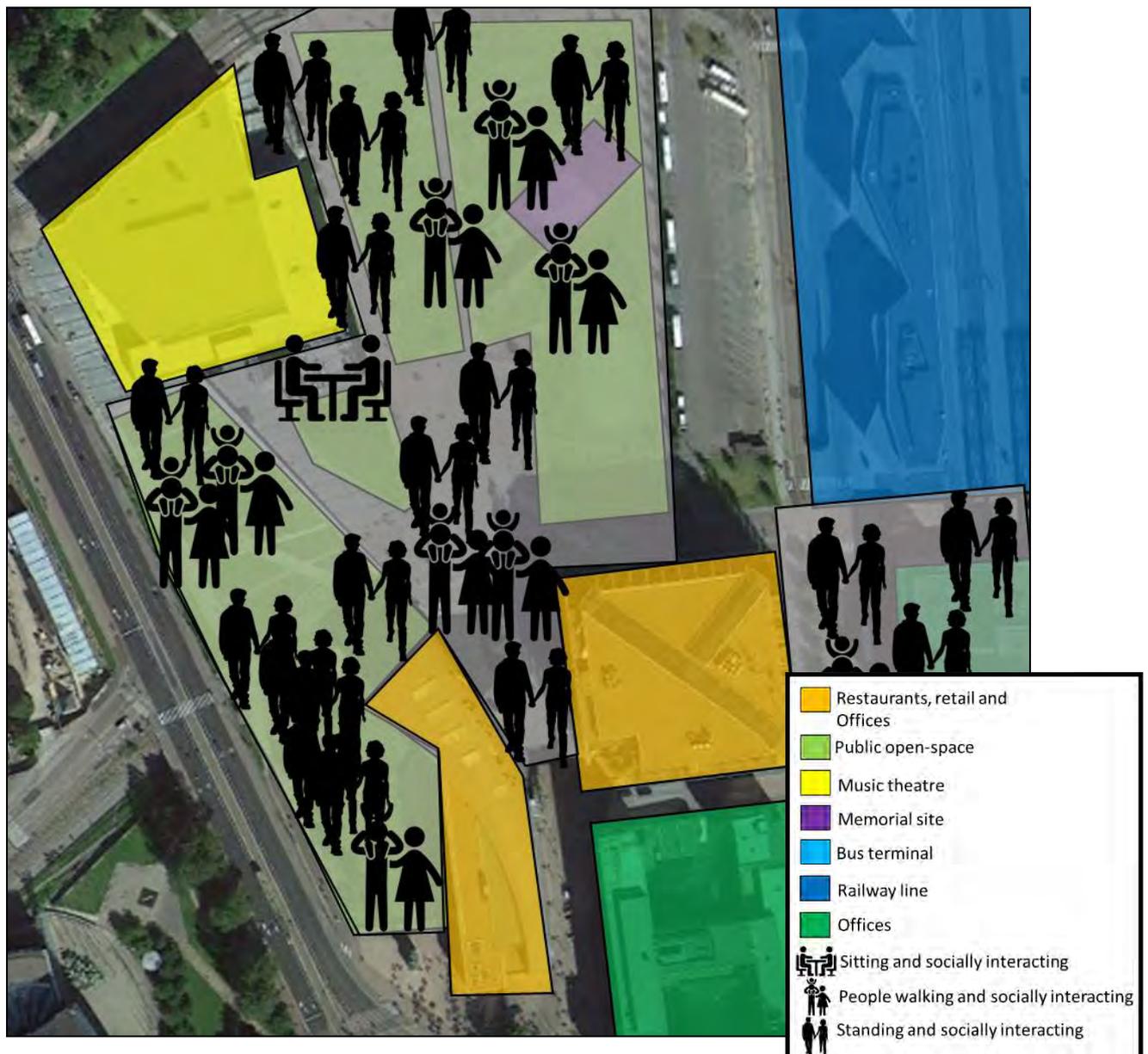


Source: Photos taken during observations (2015)

From observing the points of interaction, it seems as if the public space in Kansalaistori is conducive for social interaction. The green open spaces provide an area where people are relaxed and where they feel free to interact with one another, where they are able to ride their bicycles and enjoy lunch on the grass. The wide variety of recreational activities within the observation area, for example the skate park, music theatre and the park provide areas that bring people together.

Figure 58 below provides an indication of the social interaction in relation to the land-use patterns within the Kansalaistori observation area.

Figure 58: Social interaction in relation to land-use patterns



Source: Google Earth (2016).

The surrounding land-use mix is conducive to major social interaction within the study area. The yellow area indicates the Helsinki Music Theatre where there are daily shows attracting a large number of people. There are also tourist groups visiting the Helsinki Music Theatre. The orange area is an office space as well as a shopping area. There is a restaurant situated at the entrance where people eat and socially interact. At lunch time, the people working within the offices tend to sit at the park and enjoy the fresh air. This creates a social area for a diversity of people.

C: Kolmen Sepän Aukio

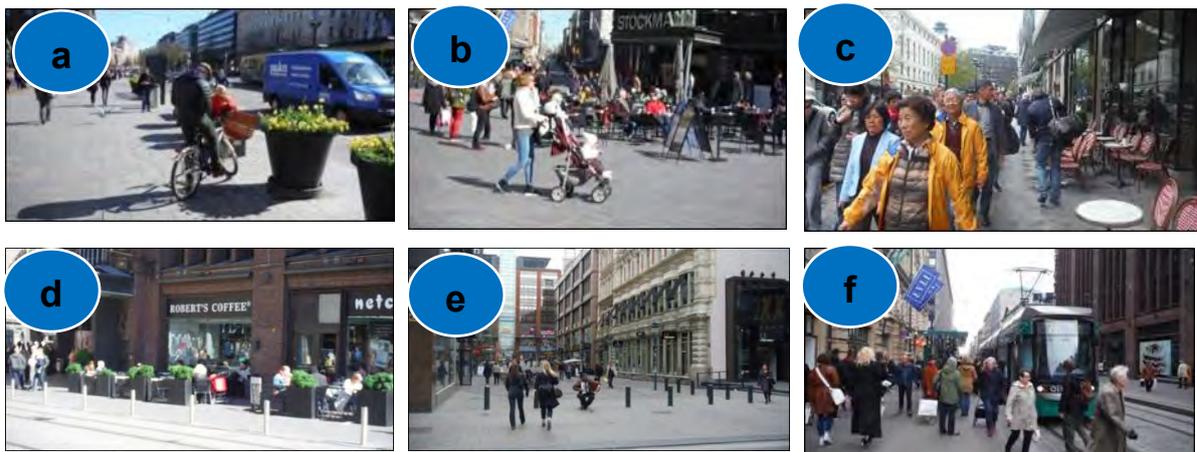
Based on the observations, there are numerous types of social interactions within the Narinkka study area. The image below is just an indication of the social interaction taking place (people sitting and talking, walking and standing while social interacting), and will be used within the map to indicate the areas of social interaction within the Kolmen Sepän Aukio study area.

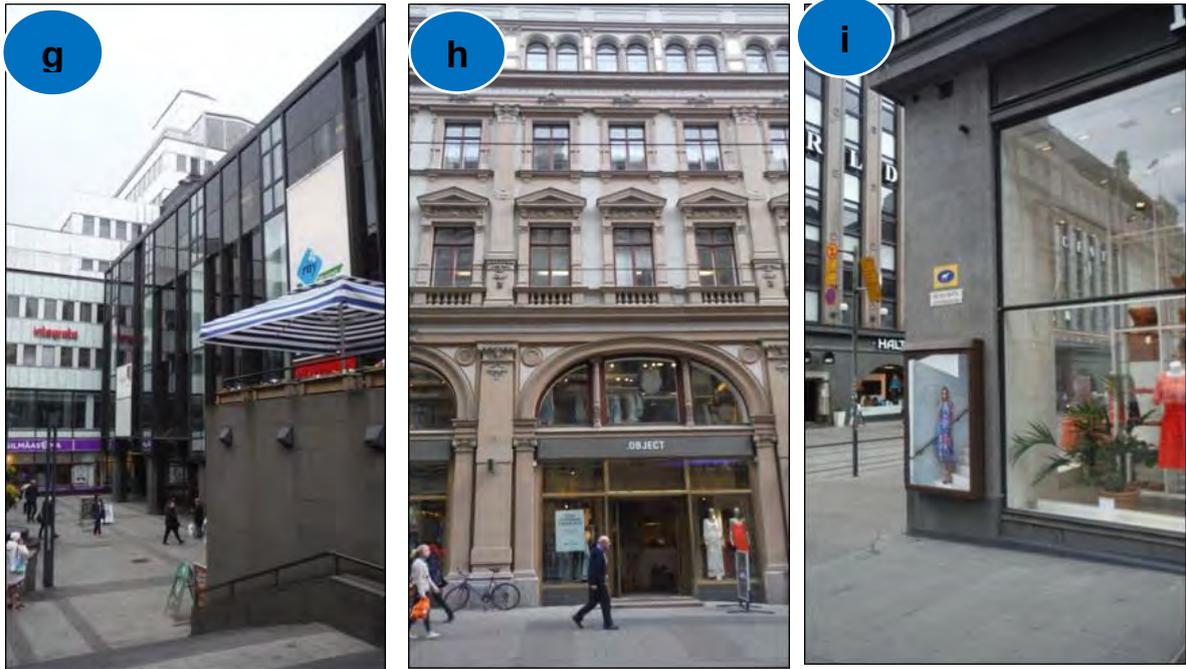
Figure 59: Social interaction zones



Figure 60 illustrates the images taken during observations of Kolmen Sepän Aukio study area.

Figure 60: Images taken during observations of Kolmen Sepän Aukio





Source: Photos taken during observations (2015).

Based on the social interaction zones, the different types of social interaction were observed in the various zones of interaction (refer to Figure 61).

Figure 61: Social interaction in relation to land use



Source: Google Earth (2016).

The Kolmen Sepän Aukio study area allows for a wide variety of different social interaction taking place. The blue area indicates the Stockmann store, which is a gigantic store attracting locals and tourist to the area. The area opposite the entrance is a hub of social interaction with different cafes and restaurants.

Social interaction within the observation area can be linked to the variety of land uses provided within the area. There are numerous restaurants where people meet up and socialise. There is a variety of different stores with a tram stop right within the observation area increasing the number of people travelling through it. The people waiting for the tram also socialise with one another as well as people walking around. There is a variety of different ages and this area is also a hotspot for tourists as the well-known Hard Rock Café is close by.

During the observation phase, different types of social interaction and the intensity of this interaction could be observed in the four micro-research settings within the Kamppi area. However, social cohesion is less observable and was explored through interviewing users in the area. In the following section, the themes that emerged from the interview data with regard to social interaction and social cohesion are discussed.

5.7 Interviews

Observations were followed up by interviews with 20 participants in order to relate the spatial characteristics (e.g. mixed land uses) with social interaction. After analysing 20 face-to-face semi-structured open-ended interviews, the following themes and sub-themes emerged from the data analysis and present the main findings for the interviews.

5.7.1 Themes that relate to social interaction

Main theme 1: Dynamic social interaction

Dynamic social interaction emerged as a central and prominent theme with regard to the intensity of the social interaction taking place within the areas observed. Dynamic social interaction refers to the variety of different types of social interaction that occur within the area. Social interaction is taking place throughout the week during different times of the day. People within the area socialise with one another while walking through the observation areas, while they sit at the restaurants and at benches or even in the park. There are also events that are held within the observation areas where people socialise as they have a common interest. Dynamic social interaction is supported by the friendly atmosphere experienced by the participants (sub-theme 1) and the fact that these areas are regarded as a popular meeting

places for social interaction with friends (sub-theme 2). These sub-themes are discussed by incorporating direct quotes from participants to support them.

Sub-theme 1.1: A friendly social environment

Participants stated that the Kamppi area provides a friendly environment for social interaction – as one participant stated: *“The people are friendly, even today when I approach them, they talk to me”* or another *“Uh, I don’t know. I think everybody is very uh friendly”*. This creates an atmosphere conducive for socialisation, e.g. one participant said *“...like the younger people, when I go to talk to them they usually talk with me like longer...”* This experience of friendliness allows for spin-offs such as meeting new people as suggested in the second sub-theme.

Sub-theme 1.2: Social environment conducive for meeting people

These areas serve as popular meeting places where participants meet up with friends and make new friends. One participant described it as follows: *“Yeah, I have a lot of friends here. Finnish people also. More are Finnish people...”*, while another participant supported this: *“I have many friends that come here, even those ones that left are also my friends. They are Estonians.”* *“Every evening young people come here and drink beer... I think it is good place.”* Another participant stated: *“this place on Friday evenings is a good place to come with your friends and have fun and everything like that.”* Another participant supported this by stating: *“Hmm... (Thinking), basically just me and my friends hang here. I know don’t come here by myself.”* Lastly, another participant stated: *“I could come here with my friends for like shopping or eating ice cream, because this is like, everyone knows this place. It’s a good meeting place... ‘Ok, see you in front of the statue’ I’d say that is one of the most important main things for this area. It’s like meeting place.”* Additionally, a participant stated: *“Like a forum you know, like I see on Facebook where you see meet-up you know like a site you know where you meet up new people you know”*.

The three areas (Narinkka, Kansalaistori and Kolmen Sepän Aukio) are popular zones for social interaction as seen from the statements of the participants. Social interaction creates vitality in an urban environment, which is important for sustainability. In these areas, the positive experiences of the people (friendliness) assist with social interaction as it allows people to meet new people and make friends. This contributes to using the areas as meeting points for social interaction. While it is not directly stated, participants did mention the use of the social facilities (land uses such as restaurants) as attraction for social interaction. The second main theme relates the experiences of the participants to the spatial and built environment.

5.7.2 Themes that relate to the physical environment

Main theme 2: Supporting spatial/built environment

This theme emerged from the data as another prominent theme because the physical environment (spatial and built) was found to have a supportive contribution to promote social interaction. There is a variety of activities provided within the physical environment that encourage social interaction where people come to these activities having a common interest. If people feel safe within their physical environment, then it will ultimately attract them to it. These sub-themes are described in the following section.

Sub-theme 2.1: Areas for active social interaction

This sub-theme emerged from the participants who indicated that the social dynamics are supported by the spatial setting allows for a variety of activities in the setting. The spatial environment provides activities such as fixed facilities for social activities (bars and restaurants) and temporary happenings such as special events (markets, shows, etc.). One participant stated: *“But for me not, for me it’s much more, because the bars around and their setting.”* Another participant supported this by stating: *“... there are quite a lot of happenings (referring to events being held such as markets, community cycling events and other live shows) here, every single weekend, I think this is nice (car noise)”*. Additionally, another participant stated: *“There are many things happening in here ...if those kinds of activities would be more... even more... than now, more often. That would be of course great, because it connects people.”* Participants also talked about markets and events within the Kamppi study area: *“They have a few weekends. I think like summer weekends the second-hand market is here. Like every Saturday morning and Sunday morning.”* Certain participants also provided ideas on how social events can be implemented more frequently to bring people together, by stating: *“Maybe if you have like hobby or something, like uhm, uhh like... with people uh like you know so that if like a forum, like if, you know if you are chatting if something like you know, a game, or something, a hobby you know. And then you know you end up like, you end up. Bring people together”*.

Sub-theme 2.2: Areas for passive social interaction

This sub-theme relates to the fact that the spatial setting allows for passive people-watching activities. This was confirmed by a participant who stated: *“I can sit down here and observe the people.”* The fact that the Kamppi study area has a mixture of land uses contributes towards a variety of different activities for different types of people. People are different and each will socialise within an area where they feel at ease to do so. The fact that participants indicated that they observe people would indicate that they enjoy the quiet and peaceful

observation areas. The fact that 'people watching' is seen as an activity indicates that the area attracts people to it. When people recognise you, then they will come up and talk to you. One participant supported this by stating: *"Yes, I have some Finnish friend you know, but that you know, maybe you come from school and you see each other, but not like you know. Alright here I can come sometime somebody maybe start chatting and that's how they are. If they like you then you can be best friend you know whatever, but before you reach that point or before you (pause)"*

5.7.3 Themes that relate to social cohesion

Main theme 3: Cohesion

A cohesion of different cultures emerged as a theme due to the wide variety of different cultures based on the participants. Cohesion implies a togetherness, a connection or even an interrelatedness between the people (Easterly *et al.*, 2006:2). Cultural cohesion indicates that there is a social-cultural mix where different cultures come together and form a diverse group of people. The participants indicated that they interact with different cultures and that by providing an area that combines a variety of land uses helps with cohesion. The following sub-themes were identified from the content analysis and provided descriptions of how the participants socially interact with people from different backgrounds and cultures within an integrated area:

Sub-theme 3.1: Harmonious social interaction

This sub-theme emerged from participants who indicated that there are a variety of different people gathering within the area: *"There like a lot of different people gathering around here so (unclear due to loud truck noise) over there, drinkers over there, skateboarders over there so many different groups."* *"Uhm (thinking) it's quite a mixture of people. And what I'm feeling is like many people are coming from other city to here, maybe because of the work. You know, they have been living there somewhere else and then just move here because maybe studying or working or seeing places"*. It was also found that there is a variety of different friends and interaction with people from different backgrounds and cultures. This was confirmed by a participant who stated: *"Actually, I am from Poland, my friend, he's from Africa. So, I have many friends, Finnish, Estonians"*. A participant supported this by also stating: *"... there's lots of lots of kind of people from different social categories and different races walking or so yeah, because it's in the real centre and there's this big uh shopping centre, Stockmann."* Even though there were many cultures within the observation areas, there was still cohesion between the people within that area.

Sub-theme 3.2: Homely atmosphere

This sub-theme emerged from participants who indicated that an area with a combination of land uses helps with cohesion, which ultimately creates a harmonious atmosphere, for instance described as 'home'. A participant confirmed this by stating that: *"This area is excellent. This is uh... like home for me"*. Another participant said: *"For some people it is just a place where they arrive by busses and then go to work. So for some people it's only this. But for me not, for me it's much more..."* Based on interviews, the Kamppi study area creates a sense of belonging where participants feel at home.

Table 13 Thematic summary of themes and sub-themes: social interaction and cohesion.

Table 13: Themes and sub-themes identified

Theme	Sub-theme	Quotes
Dynamic social interaction	A friendly social environment	<i>"The people are friendly, even today when I approach them, they talk to me"</i> <i>"...like the younger people, when I go to talk to them they usually talk with me like longer..."</i>
	Social environment conducive for meeting people	<i>"Yeah, I have a lot of friends here. Finnish people also. More are Finnish people."</i> <i>"I have many friends that come here, even those ones that left are also my friends. They are Estonians."</i> <i>"I could come here with my friends for like shopping or eating ice cream, because this is like, everyone knows this place. It's a good meeting place... 'Ok, see you in front of the statue' I'd say that is one of the most important main things for this area. It's like meeting place."</i>
Supporting spatial/built environment	Areas for active social interaction	<i>"But for me not, for me it's much more, because the bars around and their sitting."</i> <i>".... there are quite a lot of happenings (referring to events being held such as markets, community cycling events and other live shows) here, every single weekend, I think this is nice (car noise)".</i> <i>"There are many things happening in here, because this is so many people come ...if those kinds of activities would be more... even more... than now, more often. That would be of course great, because it connects people."</i> <i>"Maybe if you have like hobby or something, like uhm, uhh like... with people uh like you know so that if like a forum, like if, you know if you are chatting if</i>

		<i>something like you know, a game, or something, a hobby you know. And then you know you end up like, you end up. Bring people together”.</i>
	Areas for passive social interaction	<p><i>“I think it’s beautiful place and very peaceful. I think it is great, I can sit down here and observe the people.”</i></p> <p><i>“Yes, I have some Finnish friend you know, but that you know, maybe you come from school and you see each other, but not like you know. Alright here I can come sometime somebody maybe start chatting and that’s how they are. If they like you then you can be best friend you know whatever, but before you reach that point or before you (pause)”</i></p>
Cohesion	Harmonious social interaction	<p><i>“Actually I am from Poland, my friend, he’s from Africa. So, I have many friends, Finnish, Estonians. So, we stay here. So, there is a festival across the street.”</i></p> <p><i>“There like a lot of different people gathering around here so (unclear due to loud truck noise) over there, drinkers over there, skateboarders over there so many different groups.”</i></p> <p><i>“Uhm (thinking) it’s quite a mixture of people. And what I’m feeling is like many people are coming from other city to here, maybe because of the work. You know, they have been living there somewhere else and then just move here because maybe studying or working or seeing places.”</i></p>
	Homely atmosphere	<p><i>“This area is excellent. This is uh... Like home for me”</i></p> <p><i>“For some people it is just a place where they arrive by busses and then go to work. So for some people it’s only this. But for me not, for me it’s much more...”</i></p> <p><i>Another stated: “I like it. It’s open. Open area. You can get everything you need from here.”</i></p>

Source: Own compilation

5.8 Conclusion

In this chapter, the research context, Finland, and research setting Kamppi are presented as the international case studies. A comprehensive background was provided to place the research context and setting in perspective in terms of its location, access, circulation patterns and land uses. The main findings with regard to social interaction in the three mixed land-use areas are presented in terms of three main themes namely dynamic social interaction, the physical environment (spatial and built) as supportive for social dynamics and social cohesion

that all describe how dynamic social interaction, social cohesion and a supportive spatial environment are interlinked.

The physical environment (spatial and built) can support social interaction by providing different types of social activities such as social events and creating a sophisticated environment where people will feel safe within the area. The observations and interviews illustrated that the research setting consists of a vibrant social environment. A symbiotic relationship is suggested in which social and environmental aspects co-exist and can be supportive of each other.

There exist various spatial planning models to support social sustainability namely the compact city, new urbanism and smart growth (see Chapter 3). All three of them integrate mixed land uses, create higher densities, integrate transportation and focus on pedestrians that eventually assist in optimising social interaction – an important ingredient for a socially sustainable environment. Socially sustainable communities are defined as a community where systems, relationships, formal and informal processes and structures support the overall capacity of the current as well as future generations in order to create communities that are liveable and healthy (McKenzie, 2004:18).

Through observations and interviews the case study of Helsinki, Finland containing three research settings namely Narinkka, Kansalaistori and Kolmen Sepän Aukio. It is illustrated that positive ingredients exist for creating a sustainable social environment. The role of mixed land-uses is currently in literature offered as a panacea to create socially sustainable communities. The integrated discussion (see Chapter 7, section 7.3) will address this aspect in more detail and relate the themes generated as findings from chapter 5 (and 6) to the mixed land uses.

The following chapter focuses on Melrose Arch, Johannesburg (South Africa) as the second case study – an area that was proactively planned as a mixed land use area with the aim of creating a sustainable environment.

CHAPTER 6: PRESENTING CASE STUDY 2: MELROSE ARCH, JOHANNESBURG (SOUTH AFRICA)

6.1 Introduction

The previous chapter presented the first case study done in Kamppi, Helsinki. According to the South African yearbook of International Relations and Cooperation (2010), there has always been a good relationship between Finland and South Africa. South Africa is a country with a long history of racial segregation due to apartheid, as major cities in our country adopted the aspect of urban racial segregation (Maylam, 1995:23). That left our country with spatially separated areas and racial segregation (Landman, 2003:3). Finland, on the other hand, was supporting the overall dismantling of apartheid. The main emphasis in this chapter is on the findings generated through the observations and interviews. The focus is also on the social dynamics in mixed land-use areas. The essence of the case falls on people and their interaction, while the unit of analysis is people's experiences and perceptions of the sociability of mixed land-use developments.

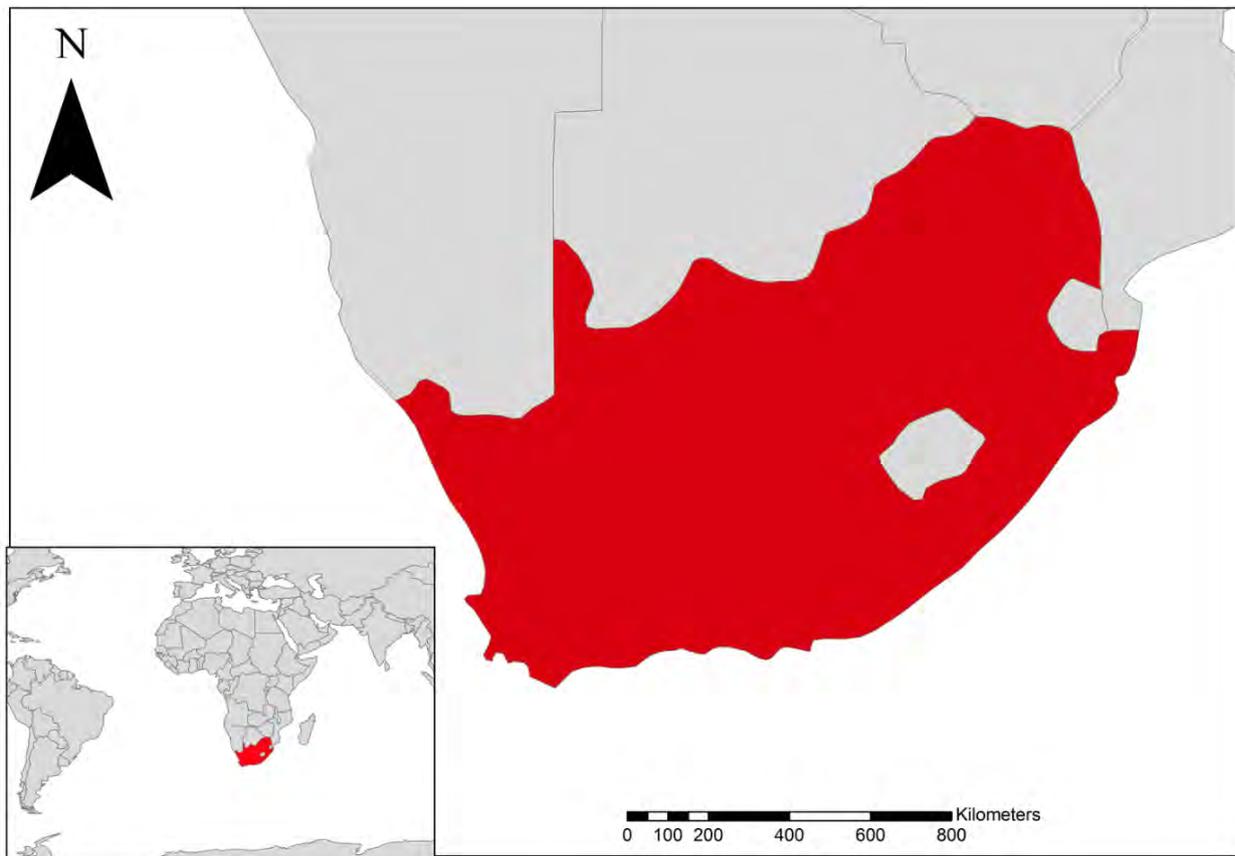
6.2 Contextualising the macro context: South Africa

6.2.1 Location

South Africa is located at the southernmost tip of the continent of Africa, where it encompasses a surface area of 1 219 602 square kilometres (Frye *et al.* 2011:1). It is situated at a latitudinal from 22°S to 35°S and longitudinally from 17°E to 33°E, where it shares common boundaries with Mozambique, Zimbabwe, Namibia, Swaziland, Lesotho and Botswana (GCIS, 2014:1). Additionally, as the first democratic elections were only held in the year 1994, South Africa is also seen as one of the youngest African states (Frye *et al.*, 2011:1).

Map 2 illustrates the location of South Africa within context to the rest of the world.

Map 2: Map of South Africa



Source: ArcGIS, ArcMap (2016).

6.2.2 South Africa development

Apartheid and colonialism are the single most important factors that distinguish South Africa from other African countries as it is mainly the reason for South Africa's poverty (Aliber, 2003:474). After South Africa experienced 50 years of apartheid and 300 years of colonialism, it left our country with a legacy characterised by spatial, social and economic inequalities (Lehohla & Shabalala, 2014:497; Frye *et al.*, 2011:22). The overall architecture of apartheid was “race-based spatial policies of segregation” (Lehohla & Shabalala, 2014:497). The South African cities were left with environmental and social consequences of the apartheid structure, which is entirely unsustainable (Jenks & Burgess, 2000:209). Additionally, Jenks and Burgess, (2000:209) describe that compacting the urban area is a vital tool to improve the urban performance; however, compaction is not seen as a sufficient condition as it needs to be accompanied by urban restructuring.

Woolard (2002:7) states that during apartheid resources such as access to capital, land and mining rights were distributed unequally. The unequal distribution caused the marginalisation

of a large portion of the population to poorly paid sectors within the labour market (Woolard, 2002:7). In 1994, after the first racially inclusive democratic elections, efforts made by the government to eliminate poverty has been unfulfilled due to the ongoing shedding of jobs from the formal economy, as well as the fact that in order to eradicate poverty successfully, it is mainly dependent on civil society and the capacity of government. This, however, was still being built up after apartheid (Aliber, 2003:473; Tomlinson *et al.*, 2003:3). Furthermore, what makes it difficult to shape an inclusive democracy is the fact that South Africa has practically no political institutions that command an acknowledged legitimacy (Horowitz, 1991:7).

To achieve democracy within a divided society, different groups should agree upon the sharing of executive power and abide by a system of mutual refusals and spheres of the communal autonomy (Horowitz, 1991:5). The Freedom Charter, adopted in 1955, states that “South Africa belongs to all who live in it, black and white” (Horowitz, 1991:5). The future of our country will be formed by the popular opposition to apartheid, whereby a new form of people’s democracy is formed (Horowitz, 1991:5; Mattes, 2002:23; GCIS, 2014:19). Additionally, any effort to engage with planning for democracy should start off with a different understanding of South Africa (Horowitz, 1991:2). According to Mattes (2002:23), South Africa represents a paradox in each area today. South Africa consists of many diverse civil society organisations, which range from national trade unions, non-governmental organisations and grassroots groups. However, it is found that citizens are not that supportive of democratic rule as low levels of political and community participation is seen (Mattes, 2002:23).

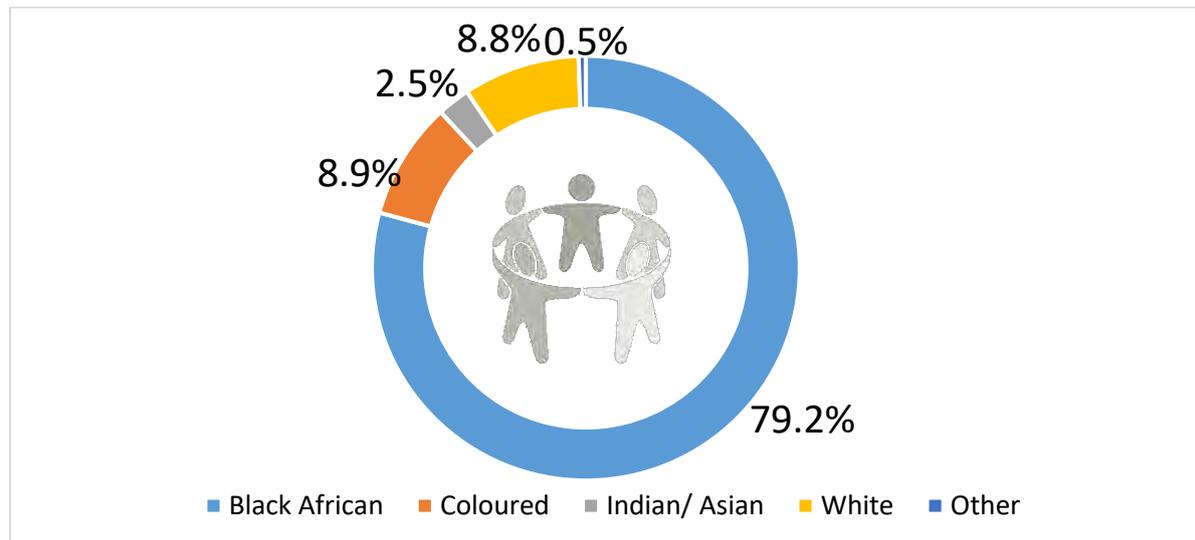
During the apartheid era, white people stayed within developed areas where they had the privilege to be close to all the facilities, while black people had to live in townships, which were generally situated outside the developed areas (Vanderschuren & Galaria, 2003:268; Tomlinson *et al.*, 2003:5). Black people had to make use of public transport to be able to travel between work and their homes. The problem in South Africa is that transportation and settlement planning were separated, which caused a lack of accessibility within our country’s cities. This led to unsustainable urban areas when developments within South Africa followed this design. Additionally, not only did South Africa experience a lack of planning, but the apartheid policy continued to add problems to an existing unsustainable situation (Vanderschuren & Galaria, 2003:265; Bénit-Gbaffou, 2008:96).

6.2.3 Population

“The Rainbow Nation” is a well-known expression by Archbishop Emeritus Desmond Tutu, by which he described the variety of cultures and people living together in South Africa (GCIS, 2014:2). South Africa is known to be a diverse nation, consisting of a population of

approximately 50 million people who have different religious beliefs, languages and cultures (GCIS, 2014:2). However, South Africa is a divided society, with ethnic as well as racial divisions (Horowitz, 1991:5). The figure below illustrates the different racial groups within South Africa.

Figure 62: Racial groups within South Africa



Source: Quantec, Easydata (2016)

The above-mentioned figure indicates that most South Africans are black (79.2%), where white and coloured people are only 9% of the total population with Indians/Asians being in the minority consisting of 2.5% (GCIS, 2014:2; Nuttall, 2004:731). In the past, policies of segregation and discrimination have left a legacy of poverty, inequality as well as low economic growth (Woolard, 2002:7). Additionally, poverty and inequality within South Africa tend to have a clear racial bias because of apartheid and colonial policies of deliberate impoverishment and racial discrimination (Frye *et al.*, 2011:25). Frye *et al.* (2011:11) continue describing apartheid as “separateness”, which, according to them, was justified based on “separate but equal development”. Furthermore, South Africa is not only a racially and ethnically divided society, but also polarised along ideological lines across and within certain racial groups (Horowitz, 1991:7). Horowitz (1991:7) continues describing that the often-held belief that group identities are only artificial concepts, rather than genuine bases of political and social differences, has muted the potentially disintegrative effects of intergroup conflicts. Lastly, Horowitz (1991:5) states that:

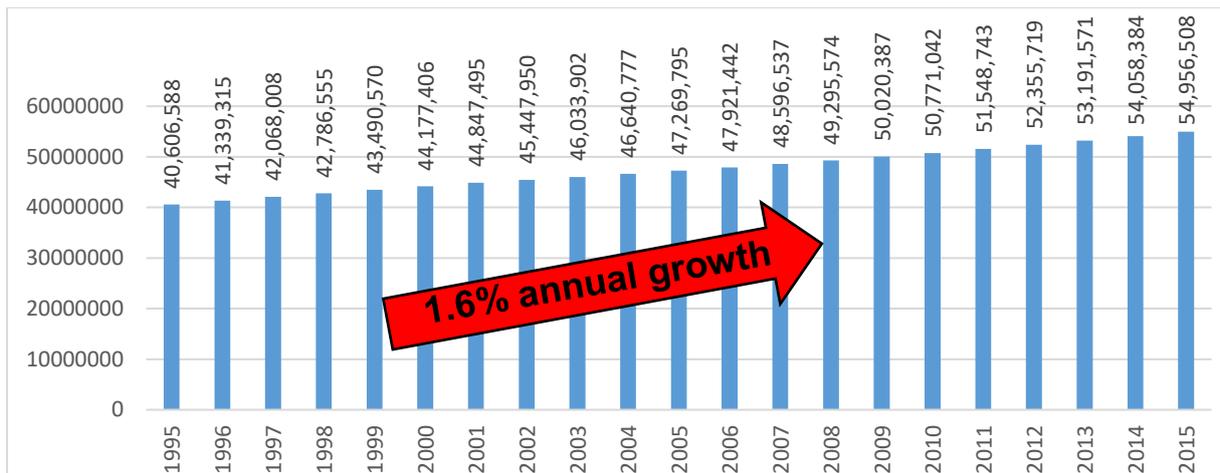
“South Africa is a colonial society, as it was defined by colonial oppression which was in the form of racially based capitalism. South Africa needs an anti-colonial revolution before it can become democratic and socialist. South Africa is a society divided by the oppression of colour. Once those

oppressed by colour find the means to overcome their oppression, South Africa can become a socialist, revolutionary state (Horowitz, 1991:5)”.

6.2.3.1 Population growth

South Africa has also experienced major population growth since 1995, as indicated in Figure 63 below:

Figure 63: South Africa's Population Total



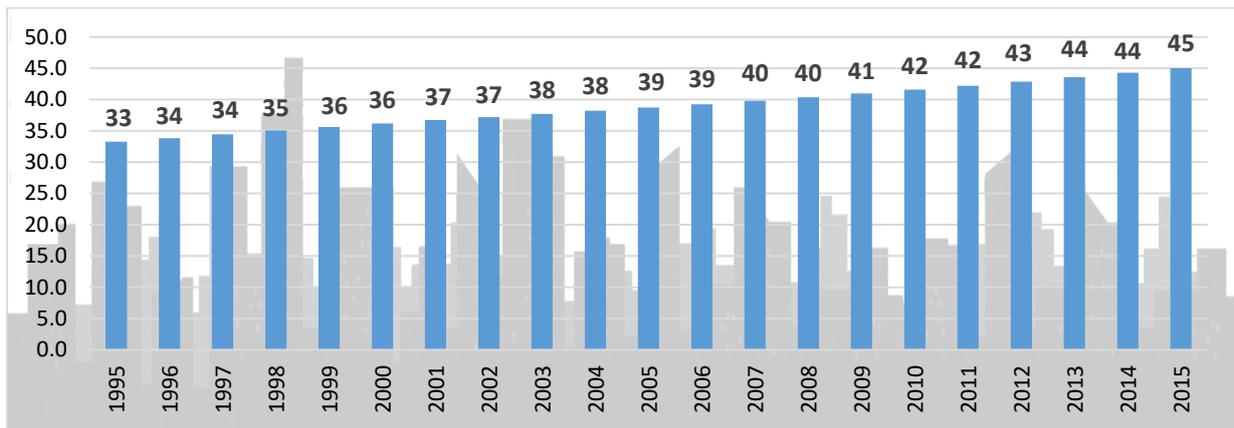
Source: Quantec, Easydata (2016)

Figure 63 illustrates that the current population total in South Africa for 2015 was 54 956 508 people. The annual growth rate was calculated at 1.6% per annum (Quantec, Easydata, 2016).

6.2.3.2 Population density

According to Frye *et al.* (2011:56), the fast rate that urbanisation is taking place has caused tremendous high-density living in very poor circumstances in cities. A lack of personal safety and over crowdedness mainly characterise such dwellings. People have a lack of access to amenities and other basic services creating a cruel living environment (Frye *et al.*, 2011:56). Figure 64 illustrates the population density within South Africa, illustrating the number of people per square km.

Figure 64: Population density in SA (people per square km)



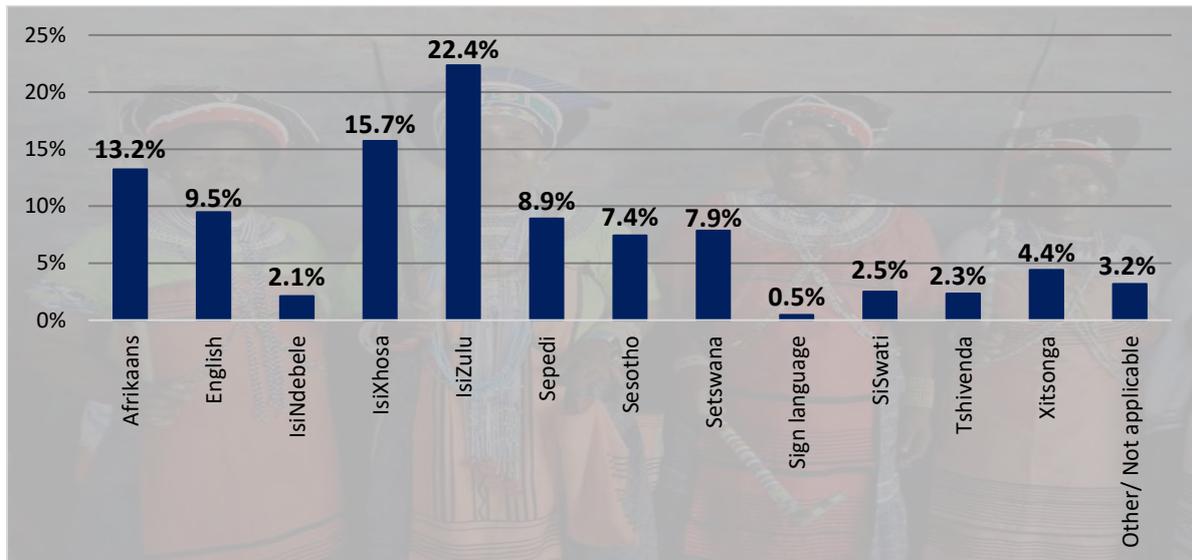
Source: Quantec, Easydata (2016).

Figure 64 illustrated the population density of South Africa. It is evident that the number of people per square km has increased significantly throughout the years since 1995.

6.2.3.3 Cultural diversity

South Africa is a country filled with social segregation and cultural separation thereby creating an opportunity for something to eradicate this problem. South Africa, on the other hand, is a country with a long history of racial segregation due to apartheid, as major cities in our country reflect separate development based on racial grounds (Maylam, 1995:23). Apartheid policy left South Africa with a spatially segregated urban form (Landman, 2003:3). South Africa's modern challenge is overcoming the inherited spatial and social structure (Lemanski, 2004:102). Owing to South Africa's cultural diversity, the country has eleven official languages, namely Afrikaans, English, isiNdebele, isiXhosa, isiZulu, Sepedi, Sesotho, Setswana, SiSwati, Tshivenda and Xitsonga (GCIS, 2014:3). Figure 65 illustrates the first language of South Africans.

Figure 65: First language of South Africans



Source: Quantec, Easydata (2016).

It is evident, based on the above-mentioned figure, that isiZulu is the first language for the majority of South Africans with a total of 22.4%. Additionally, isiXhosa (15.7%) is spoken by the second largest number of people. Afrikaans (13.2%) is the third most spoken language based on the mother tongue of the population of South Africa. The South African Government aimed to promote social cohesion by developing the use of the Official Language Bill in 2012 (GCIS, 2014:3). South Africa consists of various institutions and structures that support the preservation as well as the development of languages (South Africa Yearbook, 2014:64). The below image illustrates different cultures throughout South Africa as viewed by the South African Yearbook (2014:61).

Figure 66: Different cultures throughout South Africa



Source: South African Yearbook (2014:61).

Baines (1998:2) describes South Africa as being a multicultural society, where the 'rainbow nation's' rainbow's colours symbolise the overall diversity of South Africa's usually unspecified racial, cultural and ethnic groups (Baines, 1998:2). Bekker *et al.* (2001:9) state that there are numerous factor that contribute towards ethnicity and a shared sense of ethnic identity, for

example a common sense of origin, a common language and culture, a sense of relationship and common inheritance.

6.2.4 Density

South Africa, on the other hand, is known to be one of the world's lower dense urban developments (Jenks & Burgess, 2000:5; Frye *et al.*, 2011:23). In terms of density, South Africa is ranked number 61 with an urban population percentage of 60.3% as stated by the Fitzroy Dearborn Book of World Rankings. However, within the South African context, the aspect of the overall feasibility of compaction and sustainability is an issue. There are therefore plans to encourage denser development within the country along transport corridors, whereby citizens are then given equal access to the opportunities provided by cities (Jenks & Burgess, 2000:5; Vanderschuren & Galaria, 2003:275).

“Dewar, known for being a supporter of the compact city concepts, puts forward the case of urban compaction in the South African context. Noting the problems caused by low densities and fragmentation, he argues that problems of employment, and accessibility by foot and public transport could be improved through compaction. He raises an important aim to achieve equity of access to urban opportunities”. (Jenks & Burgess, 2000:207)

Jenks and Burgess (2000:207) further continue to state that urban sprawl has been limited by some form of physical compaction. There is, however, still a wide range of policy instruments that are required to improve transport, society and to build capacity within the informal sector and township areas (Jenks & Burgess, 2000:207). The provision of transport was an important aspect towards the establishment of townships that were segregated. Even though the National Transport Policy form set up in 1992 moved towards a new era of inclusion, it already became a site of contestation (Khosa, 2006: 167). To conclude, it is important that there is an “African view” of urban compaction and that different forces should work together to guide policies towards more compact urban forms (Jenks & Burgess, 2000:208; Christopher, 2001:449).

6.2.5 Urbanisation

According to Sapiro and Beall (1995:3), Southern Africa enjoys the unique status as the world's least urbanised area, but being the most rapidly urbanising continent. Rapid urbanisation is a new phenomenon in South Africa (Williams *et al.*, cited by Jenks & Burgess, 2000:1). Most urban growth took place within the last 50 years; however, the urbanisation of

most of the black population has taken place more recently. Black people were being temporary sojourners within cities and towns, and therefore to achieve sustainable urban forms, they should be supported by a policy background that is focused on global sustainability goals that provide room for local implementation of the solutions (Williams *et al.*, cited by Jenks & Burgess, 2000:1). South Africa today provides a rich setting for the reflection on questions about multiculturalism as well as rights, because the privileges grounded in both are quite often loud and often intractable (Bentley, 2003:1).

Furthermore, a review of South Africa's urban history indicates that it is quite difficult to determine the origin of urban racial segregation and to separate the different imperatives and motives of it (Maylam, 1995:27). The issue of urban segregation has also been difficult to understand as there have been numerous mechanisms used over decades that caused the race-based spatial organisation of South African cities (Maylam, 1995:27). Sapire and Beall (1995:4) state that urban planning barriers were created to separate neighbourhoods, as well as through certain differences in amenities, density as well as building design.

"In post-apartheid South Africa, those charged with the responsibility of policy formulation and legislation are thus faced with the difficulty of striking a balance between claims of collectives to conduct their lives, in particular with regard to the family and their economic activities, in accordance with their established norms and traditions, while at the same time ensuring that such policy and legislation is compatible with the prioritisation of human rights enshrined in the Constitution" (Bentley, 2003:2).

Khosa (2006:167) describes that various apartheid policies in South Africa have aggravated the separation of place of residence from place of work under capitalism, which forced African people to the fringes of urban areas. According to the ANC (African National Congress), cited by Aliber (2003:475), the first racially inclusive democratic elections in 1994 led to the ANC embarking on drafting a vision for how it would transform South Africa through the Reconstruction and Development Programme (RDP).

6.2.6 Policies and frameworks

When determining whether a mixed land-use development can be socially sustainable, there are certain policies and legislative frameworks that can be studied to learn what the guidelines should be to achieve a socially sustainable development. The national policies and legislative frameworks were studied. These policies are tabled below indicating the different legislative

and policy frameworks, the relevant paragraph of importance, as well as how it can be applied to the research topic.

The focus in terms of policies and frameworks is on sustainability and especially aspects that support social sustainability as well as mixed land uses. These are the two focus areas for the research.

Table 14: National planning policies/ legislations

Name	Paragraphs of importance in terms of the above-mentioned key words.	Keywords identified.
<p>DFA: Development Facilitation Act no. 67 of 1995</p>	<p>“Encourages mixed land-use development, integrated land development to contribute to a more compact city or town, in order to eliminate urban sprawl” (DFA, 1995:8)</p> <p>“Focussing on providing employment and residential opportunities that are close to each other or even integrated.” (DFA, 1995:8)</p> <p>“The integration of social, economic and environment is seen as basic principles for the development of land.” (DFA, 1995:8)</p>	<p>Mixed land-use development</p> <p>Integrated</p> <p>integration, development, social</p>
<p>White Paper on Local Government (1998)</p>	<p>“Urban municipalities should focus on promoting mixed-use development so that commercial, industrial as well as residential land uses are in close proximity to one another.” (Mashinini, 1998:27; 115).</p> <p>“There will be worked with citizens and communities to achieve a sustainable living environment, because urbanisation is a major challenge, integration should take place between work, home and play to guarantee affordable ways to move between daily tasks.” (Mashinini, 1998:27).</p>	<p>Mixed-use development</p> <p>sustainable living environment, integration</p>

	<p>“It is important to integrate the spatial aspect of areas in order to enhance social development.” (Mashinini, 1998:27).</p>	social development
<p><u>NDP</u>: National Development Plan (Vision for 2030).</p>	<p>“The current planning should be improved so that there can be more mixed-use developments to improve social cohesion and to ‘strengthen’ the link between public transportation and the management of land uses. Creating mixed-use developments within a short walking distance from transit stops.” (Manual, 2012:290)</p> <p>“Social cohesion is an aim of the National Development Plan.” (Manual, 2012)</p>	<p>Mixed-use development</p> <p>Social cohesion</p>
<p><u>SPLUMA</u>: Spatial Planning and Land Use Management Act, 2013 (Act 16 of 2013)</p>	<p>“It is very important that social as well as economic inclusion is being promoted and supported by land use management and spatial planning.” (The Presidency, 2013:3)</p> <p>“Standards and norms should encourage the revitalisation of rural areas, urban regeneration, social inclusion, sustainable development and spatial equity.” (The Presidency, 2013:11).</p>	<p>Spatial planning, social inclusion</p> <p>social inclusion, spatial equity, sustainable development</p>
<p><u>NSDP</u>: National Spatial Development Perspective (2006)</p>	<p>“Promoting social inclusion is one of the government’s main priorities.” (The Presidency, 2006:11)</p> <p>“Examining spatial dimensions of social inequality and exclusion. The issue of poor members of the community that have to travel large distances to and from work due to unequal and ineffective spatial arrangements.” (The Presidency, 2006:30).</p>	<p>Social inclusion</p> <p>social inequality, exclusion</p>

<p><u>NUDF</u>: National Urban Development Framework (2009)</p>	<p>“Tactical outcomes for South Africa’s urban areas that include the improvement of our countries urban growth, social outcomes and also the management of on-going urbanisation.” (NUDF, 2009:4).</p> <p>“The increasing of mobility leads to people from different cultures, traditions, belief systems and people that talk different languages, coming together. Urban areas are seen as crucial areas where social interaction takes place.” (NUDF, 2009:6)</p> <p>“Creating compact cities with higher density developments like mixed-use developments will reduce the amount of transportation needed as well as services being delivered to the community.” (NUDF, 2009:7)</p> <p>“Improvement of the way land uses are planned and managed needs to make use of certain principles in terms of integration as well as densification so that the spatial structures of cities can be transformed over time. To achieve these certain mixed-use developments, need to be redeveloped and intensified along with a part of housing provision that is affordable.” (NUDF, 2009:39)</p>	<p>Social, urbanisation</p> <p>Social interaction</p> <p>Mixed-use developments</p> <p>Mixed-use development</p>
<p><u>PGDS</u>: Provincial Growth and Development Strategy</p>	<p>“A basis for sustainable development should be placed for social needs to be met and the issue of equity addressed.” DPLG, 2005:4)</p> <p>“Key challenges that occur on provincial level should be addressed making use of the triple bottom line of social equity, ecological</p>	<p>Sustainable development</p> <p>Social equity</p>

	honesty and economic possibilities.” (DPLG, 2005:18)	
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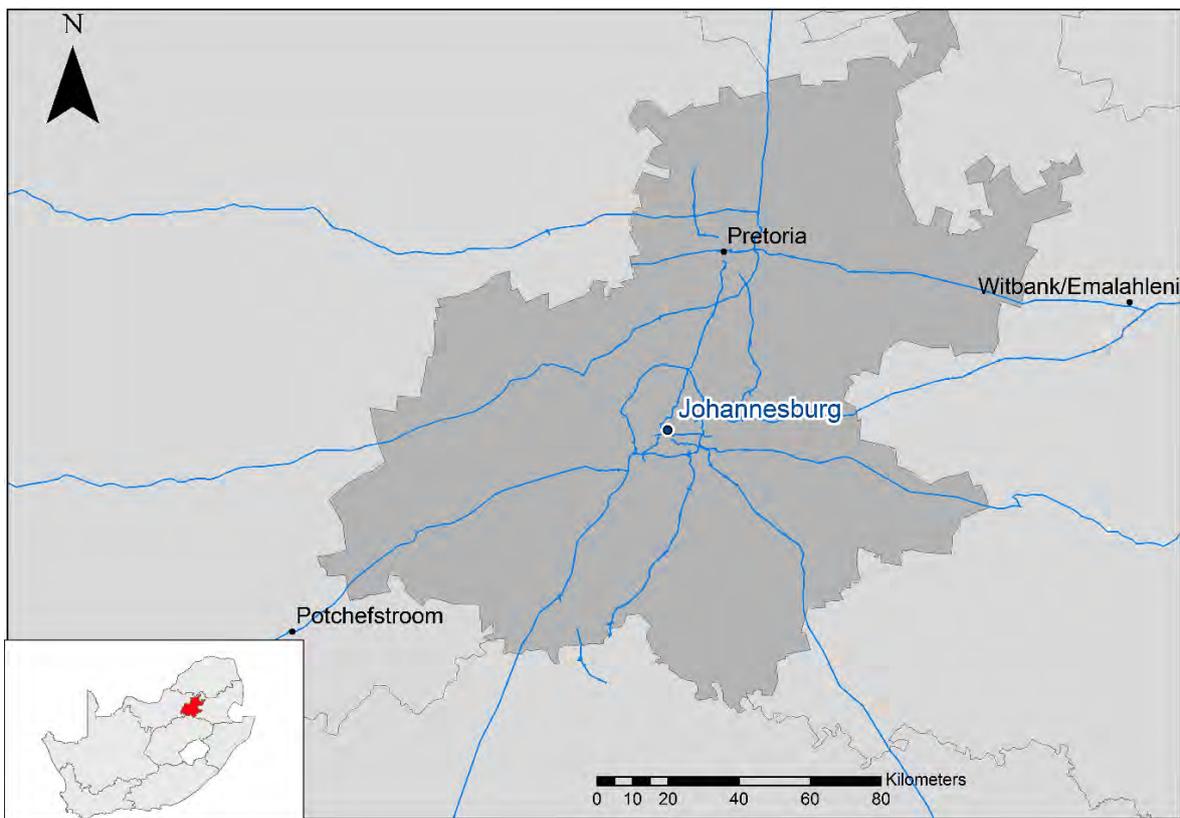
After examining the different policies and legislative frameworks that need to be taken into consideration and used as guidelines to gain clarity as to the amount of social sustainability being addressed in our country’s national policies and legislative frameworks, the topic of social sustainability, integration, urban sprawl, social cohesion and mixed-use development are addressed and identified within the different national policy and legislative frameworks.

6.3 Contextualising the micro-context: Johannesburg

6.3.1 Location

Johannesburg is located within Gauteng, South Africa. It is situated at -26.20 latitude and 28.04 longitude and it is located at elevation 1 767 meters above sea level (Worldatlas, 2016). Map 3 illustrates the location of Johannesburg in terms of the Gauteng Province and South Africa.

Map 3: Location of Johannesburg



Source: ArcGIS, ArcMap (2016).

Johannesburg has a total number of 3.8 million residents, whereas it is the most populous city within South Africa and one of the largest urban conurbations on the African continent. Johannesburg, however, is a young city, even by southern African standards (Tomlinson *et al.*, 2003:22).

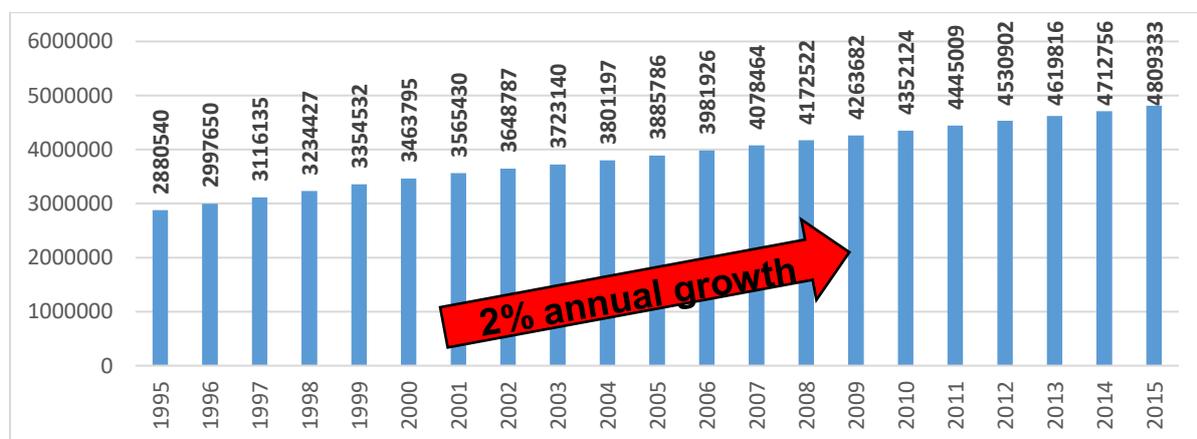
6.3.2 Population

During 1996, the overall urban population of the Johannesburg region was approximately 7.3 million, which, according to Crankshaw and Parnell (2004:354), consists of one third of the total national urban population of 21.8 million.

6.3.2.1 Population growth

The population of the Johannesburg region has indicated a higher, more stable growth rate (Crankshaw & Parnell, 2004:354). Figure 67 illustrates the population total for the city of Johannesburg from 1995 to 2015.

Figure 67: Population total for the city of Johannesburg



Source: Quantec, Easydata (2016).

Based on Figure 67, it is evident that the city of Johannesburg's population has increased significantly since 1995, with a population total of approximately 4.8 million people in 2015 (Quantec, Easydata, 2016). Furthermore, Beall *et al.* (2006:233) state that even though Johannesburg is in most aspects seen as a modern industrial city, it still shares much of its demographic features with that of other African cities. Johannesburg's population has grown rapidly over the past half century, states Beall *et al.* (2006:233), and even though the growth rate is slowing down, the population is still growing. Additionally, as the overall proportion of the population living within the largest urban centre of South Africa grows, so does the number

of people who live in extreme and relative poverty within the Greater Johannesburg area (Beall *et al.*, 2000:116).

6.3.2.2 Population density

According to StatsSA, Census 2001, Gauteng had the highest proportion (96.3%) of residents living in urban areas. According to the Integrated Development Plan (IDP) of the city of Johannesburg, population density is also seen as an important component towards understanding the spatial distribution of the city. The image below indicates the population density of the Gauteng City Region, where it highlights the need for effective planning to address the issue of a population that is ever growing and increasing the urban edge (City of Johannesburg, 2012:17).

Map 4 indicates the overall population density for the Gauteng City Region (City of Johannesburg, 2012:17). Based on the map, it is evident that areas such as Alexandra and the Johannesburg CBD have a much higher population density than that of the outskirts. Table 15 illustrates the average population density of selected world cities based on a study completed by Bertaud and Malpezzi (2014:46).

Table 15: Average population density of selected world cities

					Average persons per hectare
City	Country	Year	City population	Built-up area, hectares	Built-up area of the city
Johannesburg	South Africa	1991	5,415,060	1,027	53
Mumbai	India	1991	9,825,137	252	389

Source: Bertaud & Malpezzi (2014:46)

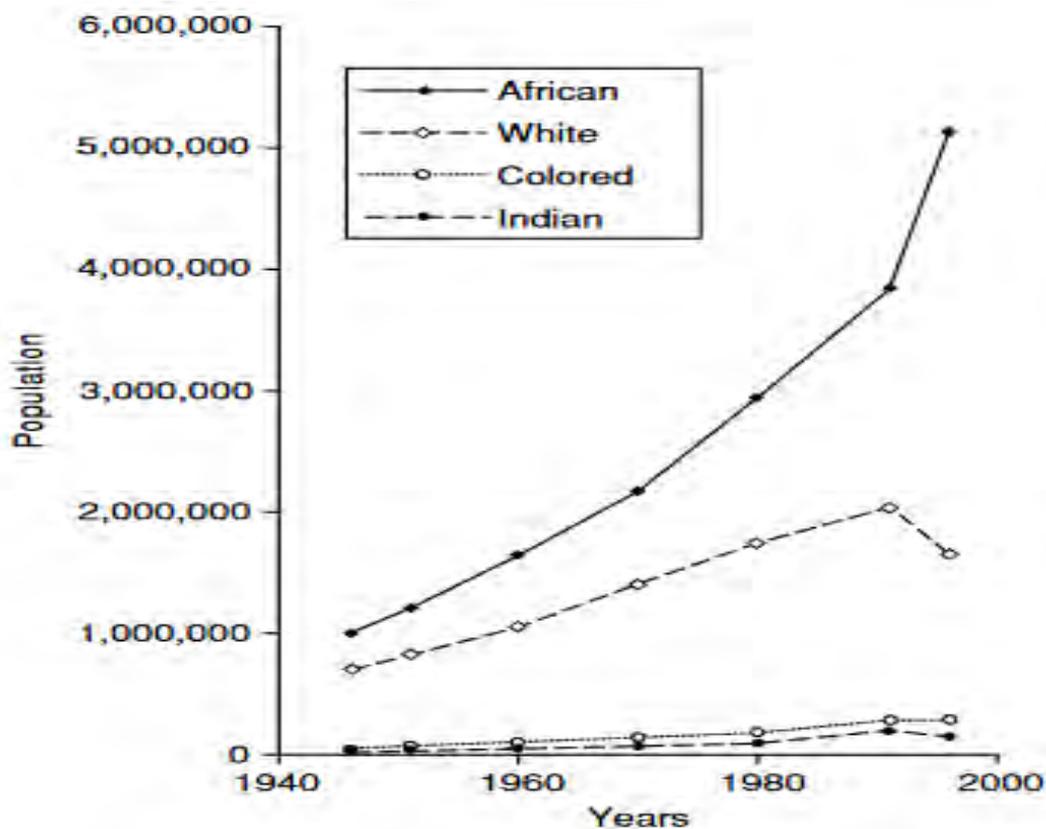
Based on Table 15, when Johannesburg is compared to a city such as Mumbai, it is evident that our country has much lower average persons per hectare (Bertaud & Malpezzi, 2014:46). However, Tomlinson *et al.* (2003:10) state that a requirement was made to all local governments to prepare an “Integrated Development Plan”, whereas these plans were sought to promote compact integrated urban development. According to them, this would be achieved by the overall subsidy of low-income housing as well as a plan for the delivery of one million dwelling units within a period of only five years (Tomlinson et al, 2003:10).

6.3.2.3 Cultural diversity

Beall *et al.* (2006:234) state that the population growth trends of Johannesburg reveal differences in terms of the urbanisation dynamics of different groups by gender and race. Since Johannesburg was first established during the late 19th century, it has been a city of immigrants (Beall *et al.*, 2000:121; Crankshaw & Parnell, 2004:350). Migration from places such as Angola, Germany, Britain, Zambia as well as Greece caused Johannesburg to become a racially and ethnically mixed city (Parnell, 1991, cited by Crankshaw & Parnell, 2004:350). The fact that Johannesburg is also seen as the commercial and industrial core of South Africa, it has been a major pulling point for people from across the country and was established on the entrenchment of a migratory labour system (Beall *et al.*, 2000:121).

Additionally, whereas racial inequality was once the benchmark of social inequality in South Africa, inter-racial inequality is increasingly being overshadowed by intra-racial inequality (Crankshaw & Parnell, 2004:350). Figure 68 illustrates the urban population of the Johannesburg region by race from 1946 to 1996 (Crankshaw & Parnell, 2004:355).

Figure 68: Urban population of the Johannesburg region by race, 1946-1996



Source: Crankshaw & Parnell (2004:355)

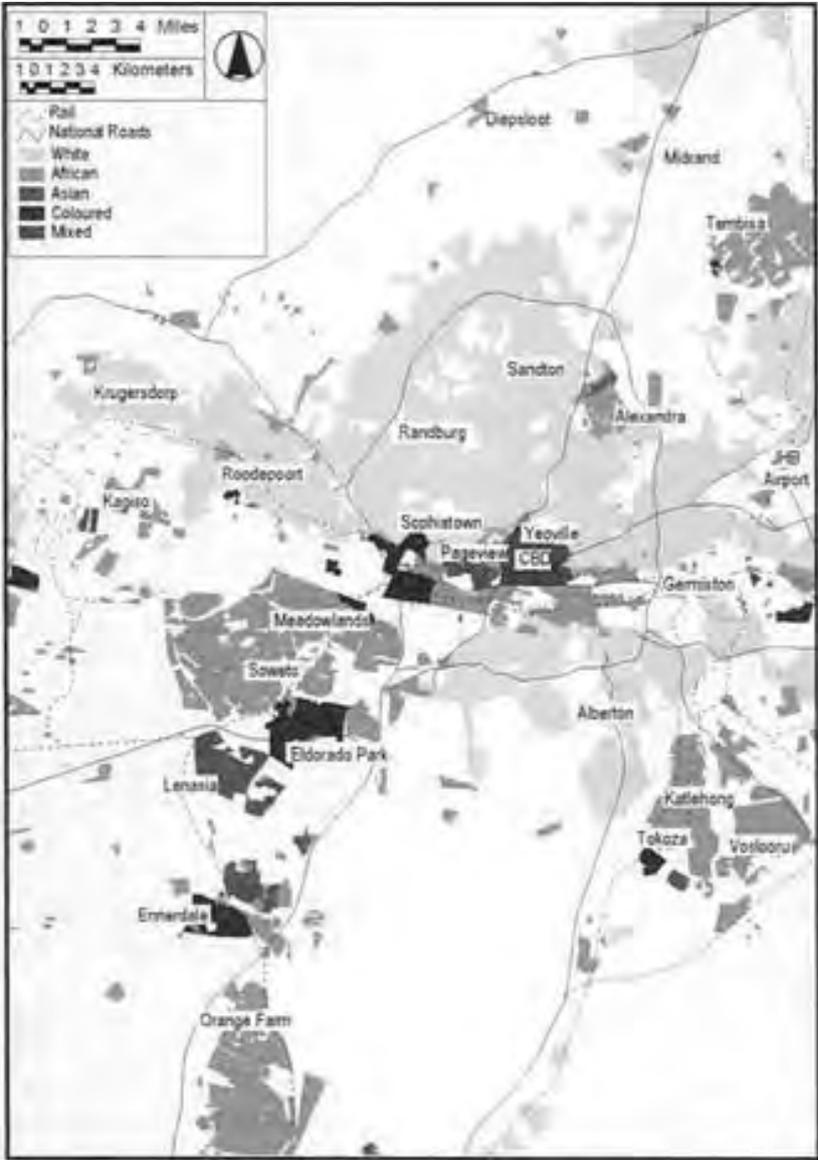
Figure 68 indicates that the racial composition of the Johannesburg region's population consists of Africans. According to the trends from 1946 to 1996, the African population would increase even more (Crankshaw & Parnell, 2004:356).

6.3.3 Development within Johannesburg

According to Simone (2004:411), under apartheid, Johannesburg was designed to become a cosmopolitan, European city within Africa, but only for a small number of its population. However, the Johannesburg that we know today lies at the heart of a sprawling metropolis (Crankshaw & Parnell, 2004:348). The planners of apartheid intentionally focused on racial segregation; however, the ending of apartheid made the racial integration of the administration, planning as well as development of the city of Johannesburg an issue of national importance (Beall *et al.*,

2000:118). However, it was evident that before Johannesburg could become part of the 'company of world cities' it first had to address the consequences made by apartheid, which were social and economic obstacles, not enough jobs, poverty, racial divisions, low education levels, etc., which made Johannesburg no more different than it had been before 1994 (Beall *et al.*, 2000:116; Tomlinson *et al.*, 2003:4). Johannesburg was provided the opportunity to reinvent itself by reforming its planning practices and policies, as well as reconfiguring its political and social institutions during South Africa's transition from an apartheid regime to a liberal democracy in 1994 (Beall *et al.*, 2014:3). Today, Johannesburg is described as a large city within a poor country, which faces economic as well as social inequality. Johannesburg has also been identified as the economic hub of both South Africa and that of the southern African region (Crankshaw & Parnell, 2004:348). Map 5 illustrates Johannesburg's racial landscape in 1990 (Tomlinson *et al.*, 2003:7).

Map 5: Johannesburg's racial landscape, circa 1990



Source: Tomlinson *et al.* (2003:7)

As previously mentioned, the local government had to undergo certain transitions within Johannesburg. Table 16 illustrates a brief overview of the local Government's transition in Johannesburg.

Table 16: Local Government transition in Johannesburg

Apartheid period 13 racially demarcated local government bodies	Up to 1994	Rather than merely a period of decentralization, from a metropolitan perspective this was essentially a period of disintegration, as the different racial groupings operated under different legal and planning systems, had vastly different resource bases, different service levels and different opportunities.
Negotiation phase Central Witwatersrand Metropolitan Chamber	1991 to 1993	The 1990 Soweto Accord led to the formation of the Chamber, to resolve outstanding problems that would lead to the resumption of rent and services payments, and essentially to work out how to unite metropolitan Johannesburg to end the apartheid city.
Greater Johannesburg Local Negotiation Forum	1993/94	The Chamber was restructured into the Forum in terms of the Local Government Transition Act of 1993. The Forum was charged with negotiating the appointment of a "pre-interim" council to govern until local government elections in 1995. The Forum proposal of a strong metro with seven sub-structures were proclaimed in November 1994.
Pre-interim stage Strong metro with seven sub-structures	Dec.1994 to Nov.1995	Strong GJMC established to manage process of transition. This arrangement never came about as disputes about the boundaries of the sub-structures led to a reassessment of the earlier agreement and a revised proclamation.
Interim stage Weaker metro with four metropolitan local councils	Nov. 1995 to Oct. 1997	Greater powers and functions assigned to metropolitan local councils
Strengthening of metro	Oct. 1997 onwards	Financial difficulties encountered by GJMC, problems with redistribution and management difficulties throughout the system prompted increasing re-centralization.
Final stage Dominant metro	Expected in 2000	The White Paper on local government prescribes a dominant metropolitan government.

Source: Tomlinson (1999) cited by Beall *et al.* (2000:119)

The overall challenge of reducing the amount of social exclusion is a great obstacle everywhere, but even more so in a 'highly unequal city' such as Johannesburg (Beall *et al.*, 2000:120). Johannesburg also faces the major challenge of establishing effective institutional and administrative structures within the overall context of political transition that took place (Beall *et al.*, 2000:120).

6.3.4 Cultural and social aspect

South Africa as research context seems to be much less stable in terms of social dynamics and inclusion of multi-cultural within the same spatial context. "*Johannesburg – a World Class African City of the Future – a vibrant, equitable African city, strengthened through its diversity; a city that provides real quality of life; a city that provides sustainability for all its citizens; a resilient and adaptive society.*" This is the statement made in the Growth and Development Strategy for Joburg 2040 (GDP, 2011:13).

The Growth and Development Strategy therefore aims to achieve a sustainable city for all its citizens. In terms of legislative frameworks, there are also numerous acts that are used within South Africa to enhance the sustainability of our country, for example the Spatial Planning and Land Use Management Act, 2013 (Act 16 of 2013), which states that "...standards and norms should encourage the revitalisation of rural areas, urban regeneration, social inclusion, sustainable development and spatial equity."

It is obvious from the data that the city of Johannesburg continues to be a 'magnet' for people from across the country, where it has grown into a cosmopolitan city centre, in terms of culture, ethnicity and race. This still leads to major challenges in terms of social exclusion, inequality, urban poverty and underdevelopment (City of Johannesburg, 2012:18).

Furthermore, the characteristics of using an integrated approach towards urban design are as follows: externalising public amenities and facilities along roads that are accessible and activity corridors, mixed land uses as well as mixed use nodes. Another characteristic is integrating different smaller neighbourhoods and urban areas by means of integrated routes, an open space system that is continuous and a well-functioning public transport system (Landman & Ntombela, 2006:8).

6.4 Case study: Melrose Arch

South Africa is a country filled with social segregation and culture separation thereby creating an opportunity for something to eradicate this problem. Melrose Arch is situated within a booming

area, where the urban area is fast changing every day (Sanders, 2008:8). Goto *et al.* (2013:2) state that Melrose Arch is a 'typical example' of a mixed-use development, whereas the surrounding neighbourhood is seen as a 'closed-off neighbourhood' where people have mixed uses on their plots, for example a house and a shop, a factory and a shop, or even a house, factory and a shop.

6.4.1 Location

Melrose Arch is very well located in terms of the business district that surrounds it, for example it is close to Sandton. Melrose Arch is located within the Melrose suburb that is a family-orientated friendly suburb. Map 6 indicates the location of Melrose Arch within the context of Johannesburg.

Map 6: Location of Melrose Arch



Source: ArcGIS, ArcMap (2016)

Based on Map 6, the M1 freeway between Johannesburg and Pretoria is adjacent to the Melrose Arch development. It is also well located in terms of the OR Tambo International Airport that is approximately a half an hour drive away.

6.4.2 Spatial planning

Melrose Arch is an 18-hectare development that is the result of the inventive traditional urbanism done by Paul Murrain together with other local urban designers (Sanders, 2008:7). In the spirit of new urbanism or “good urbanism” as Graham Wilson the architect would call it; Melrose Arch was established in 2001 (Cabaret, 2012:13). There was room for architects to work together with each other to resolve all the formal junctions that were formed between the different buildings at Melrose Arch.

The product was the creation of consistency as well as cohesion, and because there were different architects working together, it also caused a variety (Hall *et al.*, 2011:10). Sanders (2001:10) describes the mixed-use distribution of Melrose Arch as retail on the ground floor, accommodation for offices on the first and second floor with another one or two storeys above providing space for residential apartments.

The vision for Melrose Arch was: “...to celebrate South Africa in an appealing melting pot of cultures, to be a ‘smart city’ for the smart sophisticate.” Furthermore, Melrose Arch’s growth was carefully planned and managed to ensure it:

- Maintains the right mix of elements;
- Retains and preserves its special character as a legacy for future generations;
- Integrates gracefully into its environment as Melrose Arch community evolves; and that it
- Aligns with the growing trend of new urbanism.

6.4.3 Spatial characteristics

The research setting, Melrose Arch in Johannesburg, is described as a “dynamic fusion of street-level shopping and upper-level offices inspired by international shopping streets such as Regent Street in London and Piazza del Campo in Sienna” (Growth and Development Strategy 2040, Joburg). It is popularly known as The Arch, where it is home to three of the top award-winning restaurants in South Africa, a top range of apartments, a luxury hotel and upmarket office complexes. Melrose Arch is seen to be one of the most significant commercial spaces within Johannesburg, where Melrose Arch with its 34 990 square meters of AAA-grade offices will considerably increase Johannesburg’s market standings according to the Growth and Development Strategy of 2040.

Melrose Arch was opened in 2009 when phase one was completed. The research setting contains the following characteristics:

- 170 000 square meters of office and retail space;

- Cosmopolitan apartments;
- Two luxury hotels;
- An events venue;
- Over 20 restaurants and coffee shops;
- Eclectic boutique retail complemented by major national chains;
- Nine individualised triple A grade office buildings; and
- A luxury health club.

The policy guidelines and urban design framework were established by an internationally renowned urbanist, Paul Murrain, who is known for his publications and teaching at the Joint Centre for Urban Design at Oxford Brookes UK (Sanders, 2002:1). Melrose Arch was originally destined to be another ubiquitous shopping mall. However, following the appointment of Paul Murrain in association with local urban designers, the project was transformed into a precinct defined by a series of perimeter urban blocks, creating a high street, and integrating two urban squares. It was a case of urban morphology informing urban design through the transposition of a European morphological model into a post-colonial city situation (Tony & Sanders, 2011:8).

The landscape features, sculptures and furniture within Melrose Arch create a strong sense of place and provide a collective space for both residents and visitors within the area. The design of Melrose Arch paid the most attention to the provision of pedestrian routes (Landman, 2012:56).

6.5 Observations

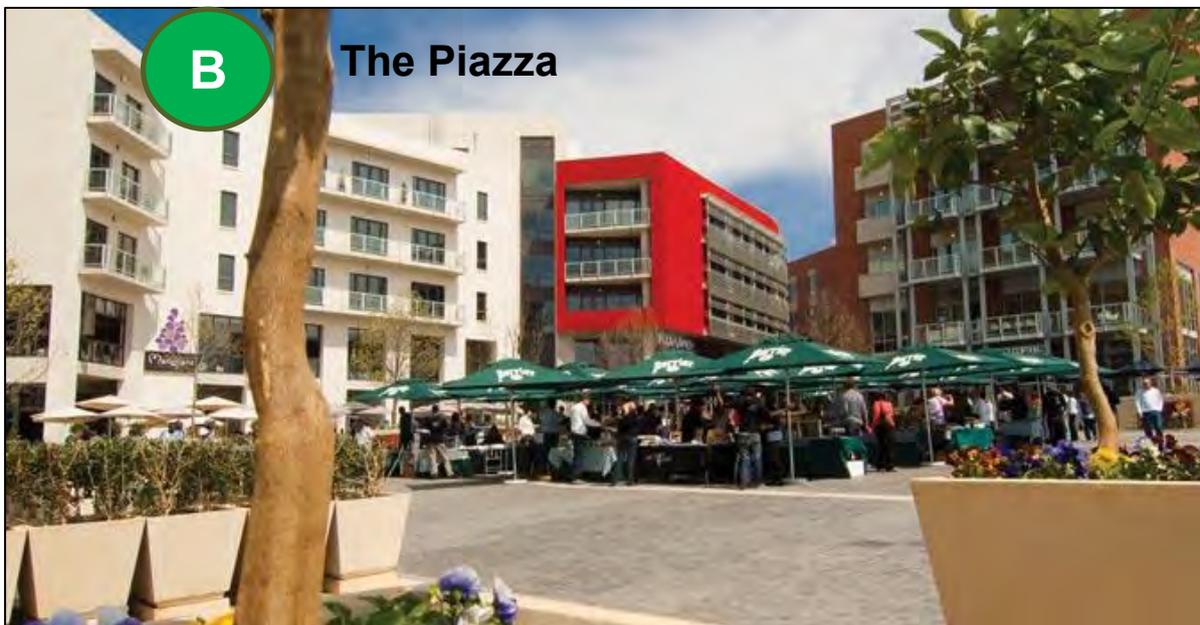
As previously mentioned in Chapter 4 section 4.5.2, non-participant observations were used to collect the data based on the natural occurrence of behaviours within the normal everyday setting (Maree, 2007:84). In this case, determining the nature of social interaction by capturing the whole social setting in which people function (Mulhall, 2002:308). There were two observation areas within the Melrose Arch research setting to further understand the social dynamics, as these two areas are key points of interaction. These two areas are The Square and The Piazza, which are the names, as stipulated by the Melrose Arch precinct plan. These two areas are located within the Melrose Arch area, where they form part of the research setting for this study.

Observations that emerged from this case study include observations regarding (i) patterns and types of social interaction and (ii) patterns that relate to social cohesion in the study area. The following precinct map illustrates the two observation areas within the Melrose Arch research setting, used for the study the social dynamics.

Figure 69 illustrates the precinct map of Melrose Arch.

Figure 69: Precinct Map of Melrose Arch study area





Spatial observations of the Melrose Arch mixed-use development indicated certain strengths; accessibility of the site, the overall safety of it, social aspects and lastly the signature linked to the development. These aspects are discussed within each of the sites identified for observations. The two observation areas will further be described within the research context, Melrose Arch, based on (i) patterns and types of social interaction and (ii) patterns that relate to social cohesion in the study area.

A: The Square

As previously mentioned, LaFave and Hicks (2003:23) indicated that there are certain design elements that need to be included in mixed-use developments, for example accessibility to the site, providing enough parking, as well as supporting pedestrian and bicycle movement. The

following section will focus on the accessibility to and from the site, movement patterns within the study area and provide information of the different types of land uses present.

- Access

The Square study area is highly accessible from all sides of the development. It is pedestrian friendly and most parking provided is basement parking; however, there are a few parking spots along the roads. The Gautrain bus stop is approximately 200 meters from the Square, which allows for easy access to and from the site. Additionally, Cabaret (2012:15) describes Melrose Arch as “a pedestrian haven” because a “high standard” environment was created for pedestrians. There is a boom gate that regulates traffic in and out of the development, pedestrian walkways, zebra crossings, cobble stones to reduce the speed of motorists, intersections that are safe with traffic lights and lastly the overall design of the area and the sidewalks.

Security is a constant challenge in any development, and in Melrose Arche’s case, there are certain restrictions in terms of access towards the area (Sanders, 2001:10). Cabaret (2012:16) describes Melrose Arch as being very secure and a safe environment with guards present on the premises patrolling as well as CCTV security cameras on the site. It is important that the access points to The Square have the necessary security.



Figure 70: Security camera within Melrose Arch

Source: Photo taken during observations (2015)

Figure 71 illustrates the accessibility to and from The Square.

Figure 71: Accessibility to and from The Square observation area



Source: Photos taken during The Square observations and satellite image obtained from Google Earth (2016).

The area indicated in red is the study area for The Square, where it consists out of restaurants, cafés, a piazza and pedestrian walkways. The different coloured roads indicate different routes that provide direct and indirect access to the site. These roads are mainly used by motorists and buses. Melrose Boulevard (indicated in green) is where the Gautrain bus travels on, and where motorists can drive through the development. A high street access road (indicated in orange) is situated within The Square study area. There are, however, also pedestrian and bicycle lanes on the pavements.

- Movement patterns

Movement patterns take place within the study area as the bus terminal and other modes of public transport are present within the area. People drive, take public transport, walk, or ride their bikes. The Square area provides a pedestrian safe area attracting people from different age groups. Most pedestrians within the study area seem as if they are in a hurry. They are dressed very formally and one gets the feeling that The Square is a meeting place for the working class with the variety of different restaurants. Most of the people move between the different office buildings and restaurants.

Figure 72 indicates the movement patterns within The Square study area.

Figure 72: Movement patterns within The Square study area



Source: Google Earth (2016).

- Land uses

There is an overall mixture of different land uses within The Square study area. Figure 73 illustrates the land-uses within The Square study area.

Figure 73: Land-uses within The Square study area



Source: Google Earth (2016)

B: The Piazza

Spatial observations of the Melrose Arch mixed-use development indicated certain strengths, namely accessibility of the site, the overall safety of it, social aspects and lastly the signature linked to the development. These are discussed in more detail;

- Access

According to Cabaret (2012:15), Melrose Arch is very accessible because it is in close proximity to the M1 highway as well as the fact that public transport is also present, for example Gautrain buses. This is the reason why so many people tend to “flock” there. The fact that there is vertical mixed uses that allow for many open spaces and areas creating maximum pedestrian entrances into the buildings as well as activities on the streets (Sanders, 2001). Landman (2012:56) states that the design of Melrose Arch focused on providing pedestrian routes to ensure that it is one of the most walkable areas present in the city of Johannesburg.

Additionally, The Piazza study area is situated closest to the M1 highway allowing for easy access.

The area indicated in red is the study area for The Piazza, where it consists out of restaurants, cafés, a piazza and pedestrian walkways. The different coloured roads indicate different routes that provide direct and indirect access to the site. These roads are mainly used by motorists and buses. Melrose Boulevard (indicated in green) is where the Gautrain bus travels on, and where motorists can drive through the development. High street (indicated in yellow) provides access along the western side of the study area. Crescent Drive provides access along the southern parts of the study area and Whiteley Road provides access and serves as a major route within the Melrose Arch precinct. There are, however, also pedestrian and bicycle lanes on the pavements.

Figure 74: Illustrates easy access to and from The Piazza observation area.



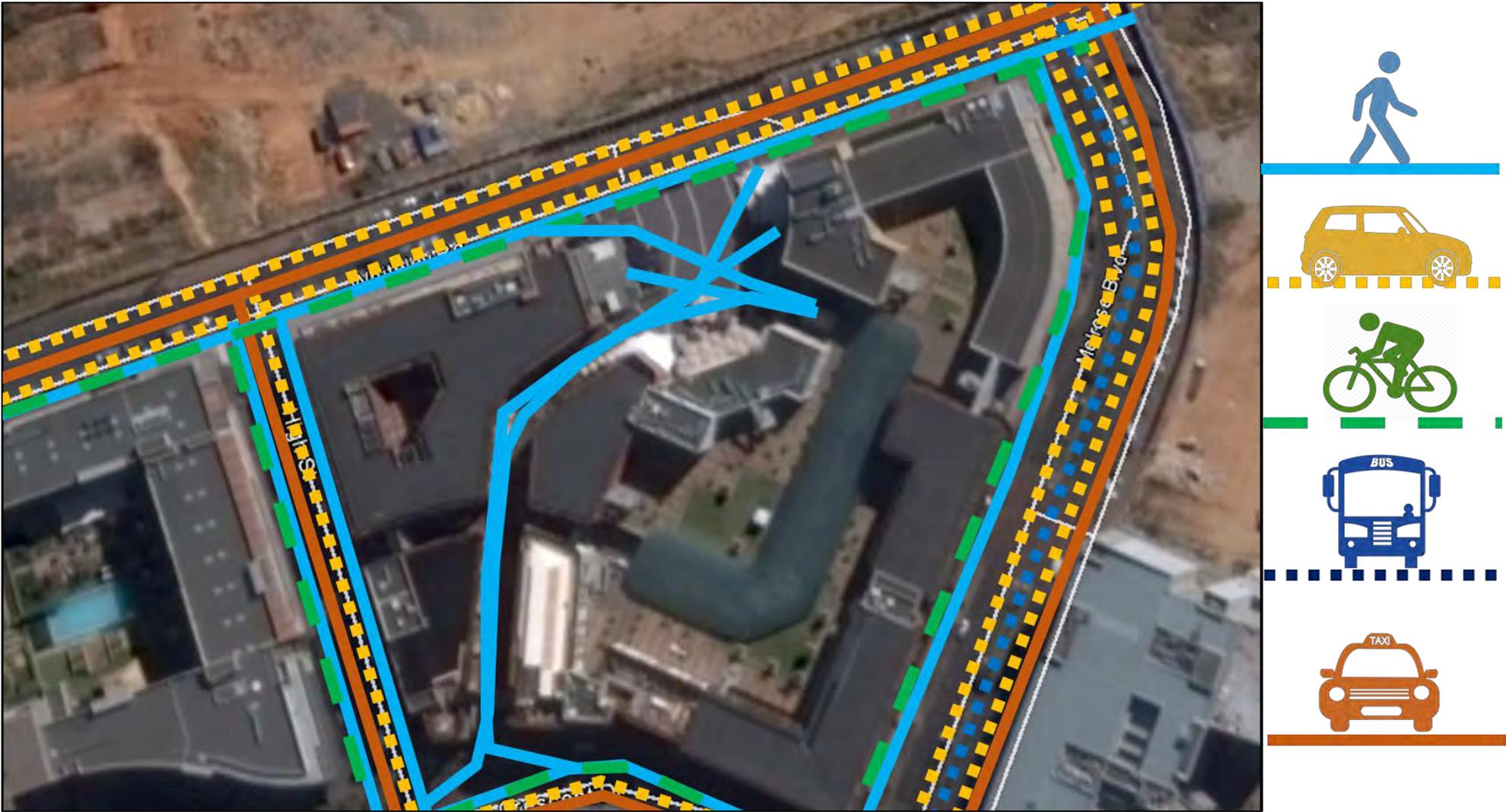
Source: Photos taken during The Square observations and satellite image obtained from Google Earth (2016).

- Movement patterns

Movement patterns take place within the study area as the variety of different restaurants and cafés attract numerous pedestrians. The Gautrain bus stop also creates movement; however, there are not passengers constantly taking the bus. Most people drive with their vehicles to Melrose Arch as the only means of public transport are either by taxi or bus. There are many people travelling in and around The Piazza area; different people from different age groups. The Piazza creates a family type of vibe, because of the “cheaper” restaurants and the fact that there is space for children to play.

Figure 75 indicates the movement patterns within The Piazza study area.

Figure 75: Movement patterns within The Piazza study area



Source: Google Earth (2016).

- Land uses

Melrose Arch surely meet the needs of the local and visiting customers, with 200 000 square meters of mixed land-use developments. The 200 000 square meters consist of a gym, hotels, offices, restaurants, shops, two “piazzas”, residential units in a safe and quality environment and then lastly the development also provides an area where only pedestrians are allowed (Cabaret, 2012:13). Melrose Arch is also booming at night with restaurants and other activities happening in the piazzas as indicated in Figure 76.

Figure 76: Land uses within The Piazza study area



Source: Google Earth (2016).

It is important to keep in mind that each mixed land-use development is unique and that each one has a significant signature that will draw people towards the development. In terms of Melrose Arch, there are unique sculptures, street furniture as well as other landscape features such as fountains and designs made from mosaic (Landman, 2012:56). Cabaret (2012:13) states that a unique signature of Melrose Arch is the fact that it provides a unique urban environment that cannot be seen anywhere else. The fact that the development creates such a more walkable, integrated and a denser space will change the way people think about modern urban areas.

6.5.1 Social interaction patterns

As previously mentioned, social benefits are achieved through mixed land-use developments, where different types of cultures come together (Mixed Use Matters, 2008:9). Social mix is achieved as different types of social groups are present in a mixed land-use development (Evans & Foord, 2007:1). Within the different areas, there is vigorous social interaction between the people using these study areas. Each of the study areas within Melrose Arch contains different land uses providing for different social interaction. More intense social interaction takes place at restaurants and cafés, and where people walk around within the Melrose Arch study area. Qualitative data, as mentioned in Chapter 4 section 4.5.3, begins as raw data about people within certain areas, where the researcher then visits the area to make first-hand observations about the activities taking place (Labuschagne, 2003:101). Social interaction is observed in terms of points of interaction within the mixed land-use area and types of the different types of interaction.

6.5.1.1 Social interaction in relation to land use patterns

A: The Square

The Square, Melrose Arch, indicated numerous types of social interaction based on the observations. The image below is just an indication of the areas where social interaction takes place throughout The Square observation area. The observation area has numerous restaurants, benches, a piazza and walkways bringing people together. Figure 77 illustrates the interaction zones of the social interaction within the Square observation area.

Figure 77: Interaction zones of social interaction within the Square observation area.



Figure 78 illustrates photos taken during observations.

Figure 78: Photos taken during observations



Source: Photos taken during observations (2016).

The above-mentioned images are illustrated within the figure below to provide an understanding of exactly where the different types of social interaction are taking place.

As previously mentioned, based on the image above, interaction zones were identified. These interaction zones consist of various types of social interaction. There are different types of social interactions (as mentioned in Chapter 2, section 2.3.1.1), for example positive, negative, formal

and informal interaction. Based on the description of these types of interaction, the interaction within the Square observation area will further be discussed.

Furthermore, not only were their social interaction points, but also different types of social interaction taking place within The Square observation area. These different types of social interaction include: people sitting and talking with one another on benches or at tables in restaurants, people walking and talking with one another and, lastly, people standing while socially interacting. The different types of social interaction within The Square are indicated in Figure 79.

Figure 79: Social interaction in relation to land uses



Source: Own construction based on observations (2015).

Figure 79 relates the types of social interaction within the spatial characteristics. Based on the legend, there are numerous types of social interactions taking place within The Square observation area. People are walking, sitting and even standing having conversations and socially interacting with one another. The grey areas indicate social interaction patterns taking place. The red area contains residential areas (apartments) and the maroon area the piazza where different types of social interaction take place. The following images illustrates the photos taken during observations.

Based on the variety of social interactions within the Square area, it is evident that the land uses have an impact on social interaction. The restaurants create a vibrant area where people sit, eat

and socially interact with one another, the safe walkways for pedestrians also create an area for socially interacting. The Piazza can be seen as a beacon for people using the area.

B: The Piazza

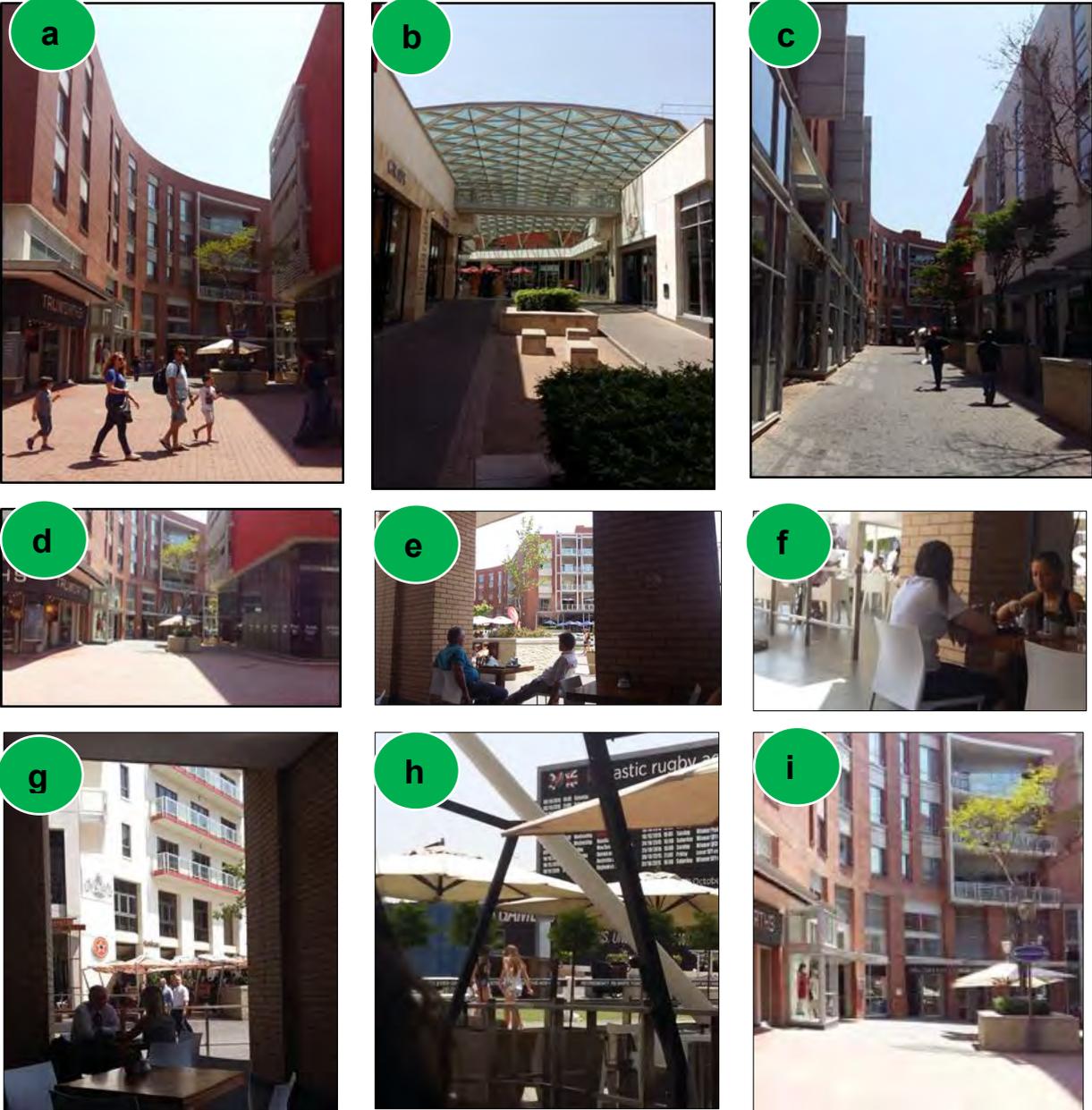
Based on the observations, there are numerous types of social interactions within The Piazza study area. The image below is just an indication of the location of the social interaction taking place within The Piazza study area.

Figure 80: Interaction zones of social interaction in The Piazza observation area



Figure 81 illustrates images taken during observations.

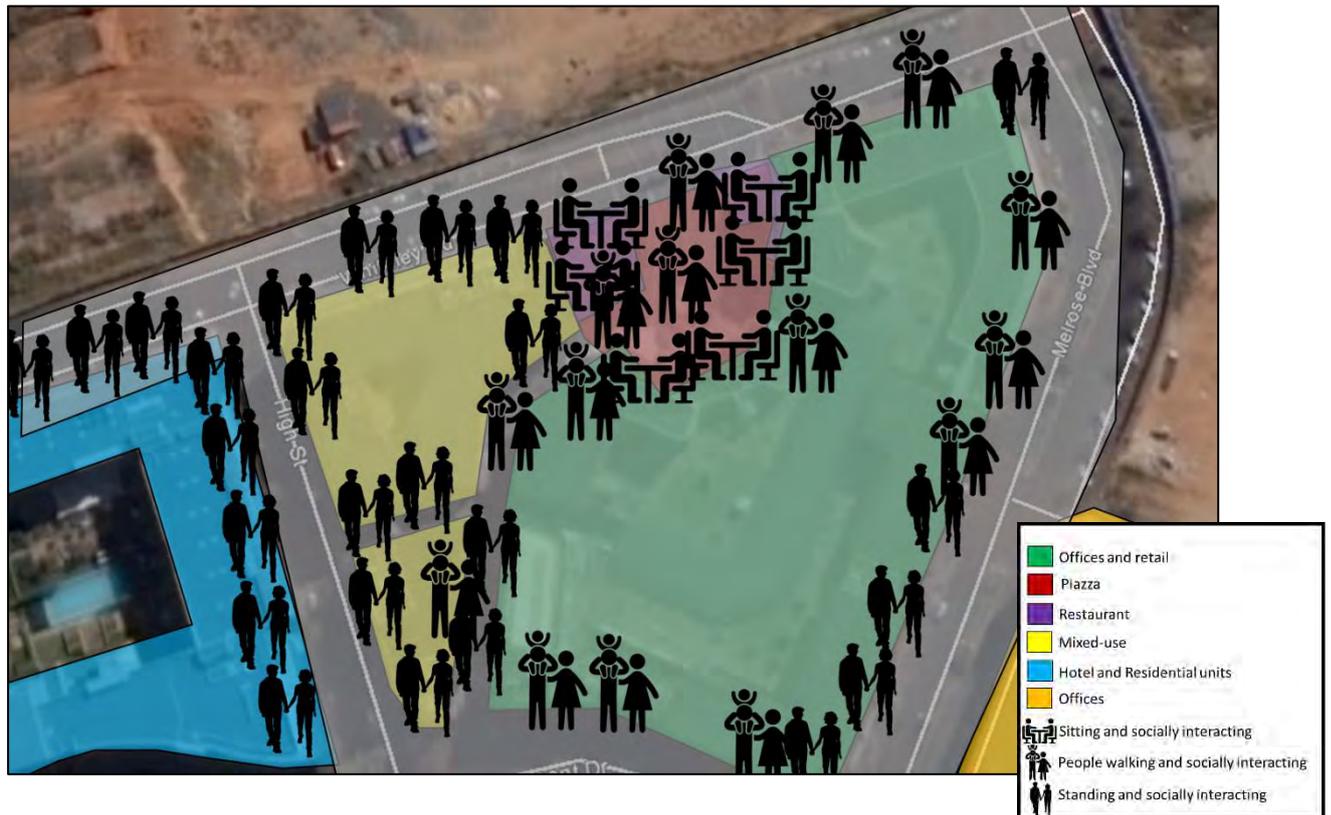
Figure 81: Photos taken during observations



Source: Photos taken during observations (2016).

Based on the social interaction zones, the different types of social interaction were observed in the various zones of interaction. The following figure illustrates the social interaction in relation to the land uses.

Figure 82: Social interaction in relation to land uses



Source: Own construction based on observations (2016).

The Piazza observation area allows for a variety of different types of social interaction within the area. The yellow area indicates a mixture of land uses, the green area is the shopping centre and office spaces, which attract many business people. The maroon area illustrates the piazza where many different people come together due to the variety of activities for children, as well as the different restaurants and cafés, where people interact.

Social interaction within the Piazza observation area can be linked to the different land uses present within the area. The Piazza provides an area full of entertainment for different age groups. People meet up at the restaurants or even go to the mall to shop and socialise with one another.

During the observation phase of the Melrose Arch research setting, a variety of social interaction could be observed. In the following section, the themes that emerged from the interview data with regard to the social interactions and social cohesion will be further discussed.

6.6 Interviews

Observations were followed up by interviews with 20 participants to obtain insight into whether mixed land-use developments help to create a socially sustainable community, whether people

socially interact in mixed-use developments and to explore how the spatial environment can contribute towards socially sustainable communities.

6.6.1 Themes that relate to cultural cohesion

Theme 1: Cultural cohesion

Cultural cohesion emerges as a prominent central theme in Melrose Arch, similar to the research settings in Finland. Cultural cohesion relates to the variety of people from different cultures that forms a sense of unity and connectedness within Melrose Arch. This results in various sub-themes that describe different aspects of cultural cohesion. Sub-themes include a cultural learning experience and diversity of people.

Sub-theme A: Culture learning experience

This sub-theme emerged from participants who indicated that they experience Melrose Arch as if they were experiencing a new culture. This new culture relates to the type of experience where it feels as if one is in a European country when visiting Melrose Arch. The way of doing things is other than that otherwise seen in South Africa, i.e. the buildings look different, the use of cobblestones at intersections to create safe crossings, the safe environment etc. A participant stated: *“I would say it is, uhm... it’s different than other places in South Africa. The vibe that is created here is something that that basically... I wouldn’t say move you out of your comfort zone, but uh... you basically experiencing a new culture if you may call it. And ja... it draws your attention to the buildings, the landscapes. The type of restaurants that is here as well it is different. Uh I would definitely say it is, there is a bit more of a classiness, upper class type of feeling that you get, uhm you see all the big expensive name brands like Bang & Olufsen uh. Some clothing brands that I don’t even recognise, uh so yeah.”* Another participant added: *“It looks very fancy but yeah, overall I can say it is pretty modern and stylish and there is a lot of things that you can actually engage yourself into since it is a culture and multi diverse place.”*

This ‘new’ culture pushes people out of their comfort zone where they interact with people from other cultures, try new food from other cultures and can even experience other traditions such as drums being played at Mayo (one of the well-known restaurants within Melrose). The new culture consists of a group of people who are more heterogeneous in terms of language, race and interests. This multi-cultural group provides the opportunity to learn from other people and learn how they would do certain things differently. It is described as a positive experience as confirmed by a participant saying: *“There is a very ... it is a positive vibe you really ... people just enjoy hanging out and just having a good time it seems like.”* Another added: *“It looks very fancy but*

yeah, overall I can say it is pretty modern and stylish and there is a lot of things that you can actually engage yourself into since it is a culture and multi diverse place. Yeah there is actually a lot that you can actually do around here.”

Sub-theme B: Diversity of people

Participants indicated that there is a diversity of people within the study area. This was supported by a participant who stated: “...*diverse, you don’t get a certain crowd, there’s a diversity of people...*” Another participant stated that: “*In terms of people, as you know where are pretty cultured this side, so it is just a whole new level as supposed to seeing the same race on the other side then you come this side you see different people acting, having different values actually, so you often get a lot of education.*” The fact that there is such a diversity of people indicates an area where people have different backgrounds, different cultures and different interests. There is a sense of cohesion between the different cultures within the area. One participant indicated a possibility for interaction by stating: “*But here, where there is the possibility of that interaction, because the, the, the sort of demographic is so limited. It is either people were working here, or living here, and all in a particular sort of privileged economic class and then there is the other people ... so ...*” Another participant indicated that the group of people within Melrose Arch is very diverse by stating: “*Uhm... almal lyk baie relaxed. Uhm soos die groepe mense wat uithang hierso ook diverse groepe. Soos hier is gesinne hier is soos vriende wat uithang en mense wat besigheid kom doen. Hier was nou ’n ou met ’n laptop gewees wat net hier kom sit en werk het. So ’n gemaklike omgewing vir ’n groot demografiese groep.*”

6.6.2 Themes that relate to an identifiable environment character

Theme 2: An identifiable environment character

This theme emerged from the data as a central and prominent theme due to the indication that the physical environment (spatial and built) creates a specific character that relates to the feeling of uniqueness and sophistication that Melrose Arch creates. Sub-themes that emerged from the content analysis of the transcriptions included a sophisticated exclusive environment and a safe environment.

Sub-theme C: Sophisticated exclusive environment

Participants experience Melrose Arch as an exclusive environment designed for a specific target group. Although cultural cohesion emerges as an overarching theme, this was confirmed by a participant who stated: “... *there is a bit more of a classiness, upper class type of feeling you get, you see all the big expensive name brands...*”, while another participant supported this by stating:

“... it makes you feel special, because it’s an upper-class type of environment.” And another stated: *“...I think there is a perception of what Melrose Arch, who they were going to cater for when they set is all up. It was always going to be this exclusive, for the Sandton crowd, for the yuppies and the up and coming ...”* This exclusive sophisticated environment contributes to the specific environmental character (identity) of the research setting.

Sub-theme D: Safe environment

This sub-theme emerged from participants who indicated that a safe environment was created within Melrose Arch. This was confirmed by a participant who stated: *“... it is quite safe and if you look at the children running around freely without supervision it portrays the message that this is a safe environment for the people...”*, while another supported this by stating: *“Uhm ... there are a lot of cameras out there and generally with all the people here I feel safe.”* Another supported this by stating: *“I saw a few security guards”*. The overall area also creates a feeling of safety, where pedestrians can feel safe walking around Melrose Arch. A participant stated: *“There is a lot of open space, I feel safe as a pedestrian walking around”*. Another supported this by stating: *“I really enjoy it as an outing, a place to come and relax, come eat something nice, so, ja it is.” I love this area, it is safe.”*

6.6.3 Themes that relate a supporting environment for social interaction

Theme 3: Supporting environment for social interaction

The environment, as being supportive for social interaction, emerged as a central theme within the research setting, Melrose Arch. Providing a socially sustainable environment requires a harmonious environment where the public and their needs play an important part. It is therefore important to provide facilities that cater for diverse age groups and an area that promotes positive social dynamics. Sub-themes include facilities for diverse age groups and positive social dynamics.

Sub-theme E: Facilities for a diverse age groups

This sub-theme emerged from participants who indicated that there is a wide variety of different age groups within Melrose Arch. This was confirmed by a participant who stated: *“... you see a lot of diversity. Different, some big groups, some small groups, more are adults than children, but there are children, especially at the play area that they have here...”*, while another participant supported it by stating: *“A relaxed environment for a large demographic group...”* A participant indicated that they experienced Melrose Arch to be separated into two areas, stating: *“... I can definitely see that there is two, one area that there is a lot of kids in and one that is more than just*

the young working perhaps...” The mixture of land uses creates different areas for social interaction as supported by a participant who stated: *“Yeah, so a lot of the social interactions would be coming to the different restaurants. Last place that I worked I came to, it was African Pride, and I was actually there with my husband and a couple of our other married couples and we’re just having drinks and it was nice.”* Another supported this by stating: *“Uhm, but before for the actual business or me working in the actual area Melrose Arch I would come here once or twice for recreational reasons for socialising, meeting friends, having dinner. There’s a place called The Venue, a lot of events happen there so we also go there whenever they have events.”* Additionally, the land uses include facilities also used by different age groups, such as a playground for children at the Piazza.

Sub-theme F: Positive social dynamics

Participants stated that they feel they can relate to other people within the Melrose Arch area. This was supported by a participant who stated: *“...I like the people there; it is people that you feel you can relate to and it is modern people... you can talk to everybody and everyone is one the same level...”* Another participant stated the following: *“feeling comfortable around the people...”*, while another supported it by stating: *“...it is one of my favourite places to go to.... It almost feels as if I’m in a European place...”* Social dynamics are viewed as important building blocks in social sustainability and were believed to be achieved by social cohesion and social interaction. Table 17 illustrates the themes and sub-themes that have been identified.

Table 17: Themes and sub-themes identified

Theme	Sub-theme	Quotes
Cultural cohesion	Cultural learning experience	<i>“I would say it is, uhm... it’s different than other places in South Africa. The vibe that is created here is something that that basically... I wouldn’t say move you out of your comfort zone, but uh... you basically experiencing a new culture if you may call it. And ja... it draws your attention to the buildings, the landscapes. The type of restaurants that is here as well it is different. Uh I would definitely say it is, there is a bit more of a classiness, upper class type of feeling that you get, uhm you see all the big expensive name brands like Bang & Olufsen uh. Some clothing brands that I don’t even recognise, uh so yeah.”</i>

		<p><i>"It looks very fancy but yeah, overall I can say it is pretty modern and stylish and there is a lot of things that you can actually engage yourself into since it is a culture and multi diverse place."</i></p>
	<p>Diversity of people</p>	<p><i>"In terms of people, as you know where are pretty cultured this side, so it is just a whole new level as supposed to seeing the same race on the other side then you come this side you see different people acting, having different values actually, so you often get a lot of education."</i></p> <p><i>But here, where there is the possibility of that interaction, because the, the, the sort of demographic is so limited. It is either people were working here, or living here, and all in a particular sort of privileged economic class and then there is the other people ... so ..."</i></p>
<p>An identifiable environment character</p>	<p>Sophisticated exclusive environment</p>	<p><i>"There is a bit more of a classiness, upper class type of feeling you get, you see all the big expensive name brands..."</i></p> <p><i>"... it makes you feel special, because it's an upper-class type of environment"</i></p> <p><i>"I think there is a perception of what Melrose Arch, who they were going to cater for when they set is all up. It was always going to be this exclusive, for the Sandton crowd, for the yuppies and the up and coming ..."</i></p>
	<p>Safe environment</p>	<p><i>"it is quite safe and if you look at the children running around freely without supervision it portrays the message that this is a safe environment for the people..."</i></p> <p><i>"Uhm ... there are a lot of cameras out there and generally with all the people here I feel safe."</i></p>

		<p><i>“There is a lot of open space, I feel safe as a pedestrian walking around”. Another supported this by stating: “I really enjoy it as an outing, a place to come and relax, come eat something nice, so, ja it is. I love this area, it is safe.”</i></p>
<p>Supporting environment for social interaction</p>	<p>Facilities for diverse age groups</p>	<p><i>“You see a lot of diversity. Different, some big groups, some small groups, more are adults than children, but there are children, especially at the play area that they have here...”</i></p> <p><i>: “Yeah, so a lot of the social interactions would be coming to the different restaurants. Last place that I worked I came to, it was African Pride, and I was actually there with my husband and a couple of our other married couples and we’re just having drinks and it was nice.”</i></p> <p><i>“Uhm, but before for the actual business or me working in the actual area Melrose Arch I would come here once or twice for recreational reasons for socialising, meeting friends, having dinner. There’s a place called The Venue, a lot of events happen there so we also go there whenever they have events.”</i></p>
	<p>Positive social dynamics</p>	<p><i>“...I like the people there; it is people that you feel you can relate to and it is modern people... you can talk to everybody and everyone is one the same level...”</i></p> <p><i>“Feeling comfortable around the people...” while another supported it by stating: “...it is one of my favourite places to go to.... It almost feels as if I’m in a European place...”</i></p>

Source: Own compilation

6.7 Conclusion

This chapter illustrated the second case study, which is Melrose Arch in Johannesburg (South Africa), the national case study for this research. The chapter provided context by focusing on the macro-environment, where South Africa's population growth, density, urbanisation and cultural diversity were described. Afterwards, the focus was moved to the micro-context, which is Johannesburg. Johannesburg's population, density, development as well as its cultural and social aspects were studied. The main findings with regard to social interaction in the three mixed land-use areas are presented in terms of three main themes, namely cultural cohesion, an identifiable environmental character and a supporting environment for social interaction. All three of these themes describe how the cohesion of cultures, a supporting environmental character for social interaction and an environment that can be identified are all interlinked.

Cultural cohesion relates to the variety of people from different cultures that form a sense of unity and connectedness within Melrose Arch. A combination of the sustainability of a community and social equity is important, because a supporting relationship can take place within communities. By providing a decent 'sense of place', individuals can relate to their environment and take part in public participation, where it is ultimately seen as creating a 'quality of life' when factors are combined and work together effectively (Dempsey *et al.*, 2009). The environment creates a feeling of safety in which people will easily interact with one another. The observations and interviews have shown that the research setting is a vibrant social environment. Melrose Arch contains the right ingredients for socially sustainable communities, since "*socially sustainable communities are equitable, diverse, connected and democratic and provide a good quality of life*" (McKenzie, 2004:18). In this sense, the necessary ingredients for a socially sustainable community are present in the areas observed and this is supported by the interviews.

Additionally, in order to determine whether a mixed land-use development can be socially sustainable, certain policies and legislative frameworks were studied. The national policies and legislative frameworks were studied. The focus of policies and legislative frameworks was on sustainability as well as aspects that support social sustainability and mixed land uses. The focus was then shifted towards the Melrose Arch case study. Observations and interviews were analysed and themes generated. The following chapter will focus on a cross-case analysis of the two case studies in terms of their social sustainability within mixed land-use developments, providing information pertaining to what has been implemented in terms of practice and what lessons could be learned from it.

CHAPTER 7: CROSS CASE ANALYSIS AND DISCUSSION OF FINDINGS

7.1 Introduction

This chapter presents a cross-case analysis of the two case studies presented in Chapters 5 and 6. The two research settings, namely Kamppi in Finland and Melrose Arch in South Africa, both mixed land-use developments, are compared in this chapter with the aim of understanding how mixed land-use areas possibly contribute to optimise social dynamics. The first section of the chapter contains the cross-case analysis with overarching thematic concepts that emerged from both case studies. Main themes that emerged from the Kamppi research setting (as discussed in Chapter 5) include dynamic social interaction that takes place in the area, as well as a spatial and built environment that is supportive for social interaction and cohesion (mainly social cohesion). Main themes from the Melrose Arch research setting (as discussed in Chapter 6) include cohesion (mostly cultural cohesion), an identifiable environmental character and a supporting spatial environment for social interaction. The cross-case analysis provides a platform to integrate the findings with theoretical points of departure as discussed in Chapters 2 and 3. This forms the focus of the first part of the chapter. The second part of the chapter contains the integrated discussion of the findings in terms of socially sustainable communities and how they relate to mixed land-use developments.

7.2 Synthesis of case studies: spatial characteristics

Before presenting the cross-case analysis, a summary of the spatial characteristics of the two case study areas is presented. Table 18 provides a comparative summary the two case studies.

Table 18: Comparative case study characteristics

Characteristic:	Case Study 1: Kamppi (Finland)	Case Study 2: Melrose Arch (Johannesburg)
Location	Kamppi is located on the western side of Helsinki, within the region of Uusimaa.	Melrose Arch is located north of Johannesburg, and surrounded by numerous business districts such as Sandton. Melrose

		Arch is located within the larger Melrose suburb.
Spatial development	<p>Kamppi is part of the largest development project in Helsinki since June 2006 when it was completed.</p> <p>The Kamppi development is a 135 000m² mixed land-use development, which contains 100 condominiums, a shopping mall as well as three office towers. Later, the Kamppi Centre was connected to an entertainment district (to the west) consisting of residential areas, cafes, shopping centres, and restaurants.</p>	Melrose Arch is an 18-hectare development based on new urbanism principles. Phase one was completed in November 2009.
Access	<p>Access is gained from a variety of access points and by various modes of transport. The main road linking all three of the observation areas is Mannerheimintie (E12). At Narinkka, access is mainly gained from Simonkatu, Annanaukio and various pedestrian access points surrounding the area.</p>	<p>Access is gained from the M1 freeway between Johannesburg and Pretoria that runs adjacent to the Melrose Arch development (western side). Three points of entrance exist as Melrose Arch is a controlled access area. The first two points of access are from the western and northern sides. Melrose Boulevard runs through the development creating these two entrances. Whiteley road provides the third entrance from the eastern side.</p>
Movement patterns	<p>Various movement patterns exist in Kamppi, including pedestrians, cyclists, vehicular traffic (cars and</p>	<p>A variety of movement patterns exist: mostly vehicular traffic (private cars and public transport) to and from Melrose</p>

	public transport such as buses, taxis, trams and trains).	Arch while the internal area is mostly pedestrianised with limited cyclists.
Land uses	<p>Kamppi developed spontaneously into a mixed land-use area over time. It was during renovations that an entertainment district was developed contributing to the overall character of the area and adding to the mixed land-use component (the land-use mix is presented in Figures 44, 48 and 52, Chapter 5).</p> <p>The mixed land uses include: 5 700 square meters of residential apartments; 12 500 square meters of office space; a 37 000 square meters' shopping centre; underground parking facility; approximately 1 700 departures per day; and a cargo centre handling approximately 10 000 parcels per day.</p>	<p>Melrose Arch was planned from the start to be a mixed land-use development (the land-use mix is presented in Figure 73 and Figure 76, Chapter 6).</p> <p>The mixed land uses include: 170 000 square meters of office and retail space; cosmopolitan apartments; two luxury hotels; an events venue; over 20 restaurants and coffee shops; eclectic boutique retail centres complemented by major national chains; nine individualised triple A-grade office buildings; and a luxury health club.</p>

Source: Own construction based on findings

7.3 Cross case analysis: comparative thematic concepts

The following section provides a comparison of the themes and sub-themes that emerged from the two case studies in order to analyse these according to overlapping thematic concepts. From Table 19, it is seen that some of the themes in both case studies overlap, for example the spatial/built environment as supportive of social interaction as well as cohesion in terms of social and cultural dynamics. However, the sub-themes and ways that the main themes are supported slightly differ in the two case studies/research settings.

Table 19: Synthesis of overlapping thematic concepts, themes and sub-themes from case studies 1 and 2

Overlapping thematic concepts	Case study 1: Themes and sub-themes	Case study 2: Themes and sub-themes
Spatial design aspects	<p><u>T 1: Supporting spatial/built environment</u></p> <ul style="list-style-type: none"> • Areas for active social interaction • Areas for passive social interaction 	<p><u>T 1: Supporting spatial/built environment</u></p> <ul style="list-style-type: none"> • Facilities to attract a diversity of people • Positive social dynamics <p><u>T 2: An identifiable environmental character</u></p> <ul style="list-style-type: none"> • Sophisticated exclusive identity • Enclosed, safe environment
Social-cultural aspects	<p><u>T 2: Cohesion</u></p> <ul style="list-style-type: none"> • Harmonious social interaction relationships • Homely atmosphere <p><u>T 3: Dynamic social interaction</u></p> <ul style="list-style-type: none"> • A friendly social environment • Social environment conducive for meeting people 	<p><u>T 3: Cohesion</u></p> <ul style="list-style-type: none"> • Harmonious cultural relationships • Multi-cultural learning experience • Diversity of people

Source: Own construction based on interviews

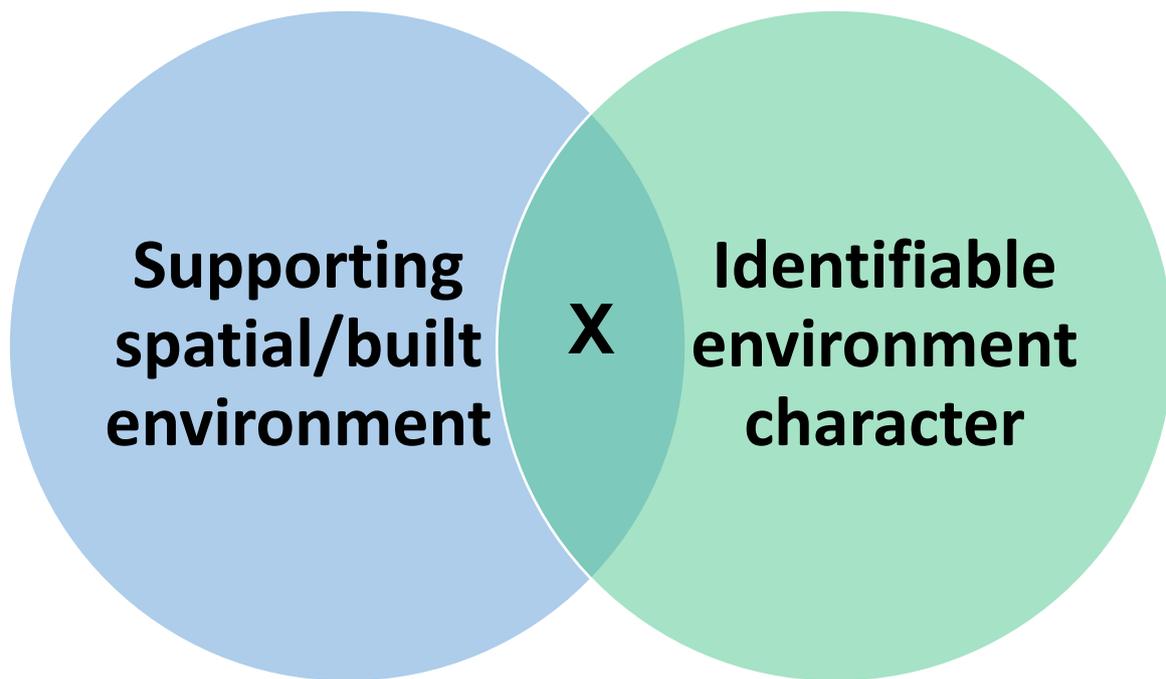
The following section will discuss the thematic concepts in terms of the literature review in order to link the theoretical and empirical sections of the study to the cross-case thematic concepts as indicated in Table 19 above.

7.3.1 Spatial aspects

Spatial characteristics seem to be important thematic concepts that emerge with regard to participants’ experiences of social dynamics within mixed land-use developments in both case studies. The main themes within the spatial aspects as thematic concept include the spatial and built environment as supportive for social dynamics (main theme 1 in the Kamppi research setting and main theme 1 in the Melrose Arch research setting) and the importance of a clearly identifiable environmental character (main theme 2 in Melrose Arch) (see Figure 83).

Based on the literature, observations conducted in the case studies and interviews with participants, the spatial and built environments not only support but enhance social interaction. This is experienced very strongly in Melrose Arch where a clearly identifiable environmental character exists within an enclosed area.

Figure 83: Main themes with regard to spatial aspects as thematic concept



X = Optimum social dynamics as supported by spatial/design aspects

Source: Own construction based on observations and interviews (2016)

Part of the case studies' attraction relate to the social interaction taking place within the area and how the physical environment is able to support it. Within both case studies, it was found that there is a variety of activities provided within the area that encourage social interaction where people come to these activities having a common interest. Providing a socially sustainable environment requires a harmonious environment where the public and their needs play an important role. Therefore, where the case studies provide a variety of facilities that cater for a diverse set of age groups, it ultimately promotes positive social dynamics. According to Blokland and Van Eijk (2010:316), diversity may be linked to specific social groups, with a diverse set of individuals who are integrated within an area. In the case studies, it was evident that there are different age groups within the observation areas. Different activities supported the different age groups, for example a playground for the children, restaurants and shows for older people.

Additionally, a diversity of life can also be linked to a diversity with regard to urban planning that refers to a development where there is a mixture of land uses instead of a single use. When there is a diversity of land uses, it will ultimately promote social diversity within the area (Neuman, 2005:19; Kaji *et al.*, 2003:3). The following figures indicate the supporting land uses within the two case studies.

Figure 84: Enclose environment with clear identity provides safe space for people to socialise within Melrose Arch, Johannesburg



Figure 85: Safe public spaces between buildings provides for social interaction in Melrose Arch, Johannesburg



Figure 86: Benches for people within the area provides for socialisation, Kampppi, Helsinki



Figure 87: Open space provide for leisure activities and promote social interaction in Kampppi, Helsinki



The principle of Barker's theory is that the behaviour of most people within a setting can be predicted because of the influence of the characteristics of that setting (Walmsley, 2009:33). Not only does the physical environment have an influence on social interaction, but two sub-themes (namely a friendly social environment and social meeting place) emerged from the data that indicate that social interaction is supported by a spatial setting that provides a variety of activities in that area. This relationship between people and the context within which interaction takes place are referred to as community psychology (Kloos *et al.*, 2011:12). Different types of social interactions are possible, for example passive involvement where participants observed people passing by and active involvement where the architecture created an area for social interaction. The spatial environment provides activities such as fixed facilities for social activities (bars and restaurants) and temporary happenings such as special events (markets, shows, etc.).

Melrose Arch has an extra aspect with regard to the environmental character, which is clearly defined due to the compact area with a specific sophisticated character. This sophisticated character is presented by certain types of restaurants and shopping brands within the case study.

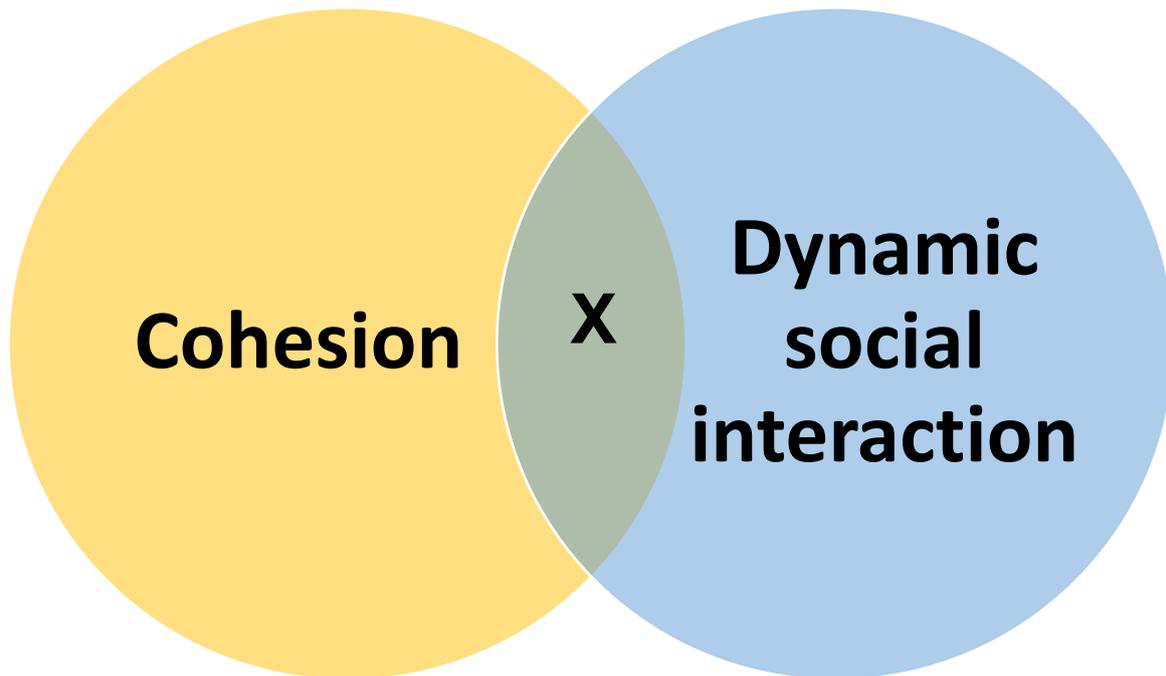
Melrose Arch is an enclosed area with a specific building style due to prescribed building codes and architectural styles used. It was planned as a spatial unit with a unique and specific identifiable character. This was noticed by participants and according to them contributed towards positive social dynamics by providing a safe environment for them to socially interact. In Melrose Arch, it was clear that there was a diversity of social groups, with different ages, backgrounds, cultures etc. Mixed land-use developments are currently offered as a panacea to create socially sustainable communities, especially in South Africa with its history of spatial segregation based on racial grounds (Landman, 2003:3). In this instance, the multiple land uses enclosed in a safe area with identifiable character seem to be supporting positive social interaction between people from diverse backgrounds and age groups in the South African case study. However, it is still viewed by participants as having an exclusive image that draws a specific social class (high economic profile group).

Kamppi, on the other hand, is not within an enclosed area, with an image dedicated to a specific income group. The spatial environment allows for a variety of types of social interaction. Various forms of active and passive interaction are allowed through the spatial environment such as people sitting at restaurants and talking to one another (active social interaction) and while people are just sitting and observing one another, or walking past one another (passive social interaction). Additionally, various criteria have been developed for the successful implementation of mixed-use development. The Kamppi case study consists of all these criteria. There is sufficient access to the site because there are a variety of land uses, and it therefore creates a 24-hour vibe where there are always people around.

7.3.2 Social-cultural aspects

Based on the literature study, observations and interviews, the socio-cultural aspects and the cohesion and interaction thereof were found to be a thematic concept link. This thematic concept encompasses numerous themes and sub-themes that relate to positive social dynamics in the case studies such as cohesion in terms of social and cultural relationships as well as dynamic social interaction. The following section describes these themes in relation to the literature review with regard to the planning and design for socially sustainable communities through mixed-use developments. The two main themes within the overarching thematic concept include cohesion (social and cultural) and dynamic social interaction (refer to Figure 88).

Figure 88: Two main themes within the social-cultural aspects



X = Optimum social dynamics as supported by social-cultural aspects

Source: Own construction based on observations and interviews (2016)

In both case studies, the socio-cultural aspects contribute towards cohesion. In Finland, strong social cohesion was identified as an existing characteristic, while South Africa still has challenges in terms of social cohesion due to apartheid that caused racial segregation. Cultural cohesion, as previously mentioned, relates to the variety of people from different cultures that form a sense of unity and connectedness within the areas. Social cohesion, on the other hand, is defined as “...*the harmonious development of society and its constituent groups towards common economic, social and environmental standards. This may be achieved through the solidaristic redistribution of finances and opportunities between groups and places*” (Beauvais & Jenson, 2000:3). In the case studies, socio-cultural cohesion implies harmonious relationships between different cultures and various social groups.

While both case studies with mixed land uses indicate harmonious social and cultural relationships, the emphasis in Kamppi is specifically on positive inter-cultural experiences. A diversity of different cultures with different types of needs and providing choices are seen as one of the design qualities of mixed land-use developments (McIndoe, 2005). This positive inter-cultural experience creates a homely atmosphere for participants in which they feel emotionally safe within a multi-cultural environment. The socio-cultural cohesion in Melrose Arch is also

positively experienced as a learning experience where participants learn from different cultures ('new' cultures). The new culture that participants refer to implies a multi-cultural environment in which diversity and choices occur.

The majority of social theories tend to focus on individuals, as well as social and environmental factors that determine the behaviour of an individual or group. Social theory is defined by Harrington (2005:2) as "the study of scientific ways of thinking about social life". Communities are known for their ability to connect people in a way where knowledge is informally shared with one another (Huysman & Wulf, 2005:81). If the people within a certain area have the same socio-cultural characteristic background, they are more likely to interact, because they have something mutual in common. This explains the overall existence of social cohesion within the case study environments due to harmonious multi-cultural interaction between the people and because there was a general sense of social cohesion, where participants felt at home.

Social cohesion allows for an emotionally safe environment where people can interact freely and spontaneously – as indicated by the dynamic social interaction that takes place in both research settings. Based on the literature review for this study, it was noticed that different types of social interaction occur, namely positive, negative, formal and informal ways of interacting with one another. Each of the sub-themes can be linked to one of the different types of social interaction, indicating that various types of interaction are present within the two case study areas. The case studies were seen as areas to meet new people as well as a meeting place for friends. The variety of land uses creates the perfect area to meet friends, in which there is bound to be something that caters for everyone's needs. There was a diversity of different age groups, and therefore social interactions took place between different ages.

In both the case studies, diversity is seen as a major characteristic, which, according to McKenzie (2004:18), is one of the six ways to achieve social sustainability. Interconnectedness is also a characteristic used to achieve social sustainability. This is a key component where different aspects of communities work together within development and also with the surrounding areas. The community provides certain structures to achieve an overall connectedness, and it takes place on an institutional, formal, as well as an informal level (McKenzie, 2004:12). The following figures illustrate social interaction taking place within the case study areas.

Figure 89: Informal social interaction within Melrose Arch, Johannesburg, South Africa



Figure 90: Informal social interaction within Kamppi, Helsinki, Finland



Within the case studies, a friendly social environment is created supporting social interaction and allowing for people to make new friends. This then leads towards a social meeting place. The case study areas serve as a popular meeting place where participants meet up with friends and make new friends. Social interaction creates vitality in an urban environment, which is important for sustainability. In these areas, the positive experiences of the people (friendliness) assist with social interaction as it allows people to meet new people and make friends. This contributes to using the areas as meeting points for social interaction. While it is not directly stated, participants did mention the use of the social facilities (land uses such as restaurants) as attractions for social interaction.

Lastly, it is important to cater for a variety of cultures when planning for a mixed land-use development to ensure that there are activities and opportunities that cater for a variety of different cultures.

7.4 Conclusion

This chapter presented a cross-case analysis of the two case studies in terms of three overlapping themes that emerged from the findings, namely socio-cultural aspects (socio-cultural cohesion and social interaction) and spatial aspects (spatial environment). Similarities exist in terms of aspects such as the physical and social environments that both contribute to the social dynamics in the area. Differences exist in terms of the planning of the case study, whereas Melrose Arch was planned to be a sophisticated type of development and Kamppi developed into a mixed-use development over time. The main aim was to explore the social dynamics in mixed land-use developments as informative for planning sustainable social communities. As previously mentioned, ways to achieve social sustainability is through social interaction and social cohesion. The findings from the interviews and observations support both these two components. Within

both the case studies, social interaction and social cohesion are evident and therefore the case study areas have potentially been able to achieve a socially sustainable area. The mixed land-use developments provide areas that are safe where people socially interact, where a variety of cultures come together and support social interaction.

The following chapter sets out to provide a summary and a conclusion of the study that will answer the research questions and suggestions will be made based on literature, findings and the cross-case analysis. The lessons learned will also be discussed to provide recommendations for future research and to provide an understanding of the limitations of the study.

CHAPTER 8: CONCLUSION AND PLANNING RECOMMENDATIONS

8.1 Introduction

The study included an in-depth exploration of the social dynamics in mixed land-use developments by using a qualitative research design including multiple case studies. The two case studies included Kamppi in Helsinki, Finland, and Melrose Arch in Johannesburg, South Africa. While Kamppi is a development that evolved over time in a mixed land-use area, Melrose Arch was proactively planned as a mixed land-use development. The case studies were explored by using observations about how people socially interact, followed up by interviews about participants' experiences of the social interaction in the area. The main aim of the study was to obtain an understanding of how mixed land uses can contribute to socially sustainable communities. The secondary aims of the study included: (i) to conceptualise the term 'social sustainable community', (ii) to provide an overview of theoretical models and guidelines that promote socially sustainable communities, and (iii) to explore participants' experiences in two mixed land-use areas in two case studies (Kamppi, Helsinki – Finland, and Melrose Arch, Johannesburg – South Africa)

The research question that guided the study included a main question, namely: "What is the role of mixed land uses in the creation of socially sustainable communities?" The secondary research questions were: (i) What is a socially sustainable community? (ii) How do people socially interact in mixed-use developments? (iii) How does the spatial environment contribute to social dynamics in the mixed land-use developments?

In this chapter, the above research questions will be answered based on the theoretical and empirical study conducted in the two case studies selected. Based on the findings, planning recommendations are formulated. Firstly, general planning recommendations will be given in terms of how to support socially sustainable communities through spatial characteristics; secondly, detailed planning recommendations will be provided in terms of mixed land-use areas, based on the observations and interviews conducted in the two case studies; and lastly, lessons learned from the study are discussed as well as possibilities for future research.

8.2 Answering the research questions

This section provides answers to the research questions that guided the study. The secondary questions will be answered after which the main research question will be addressed.

- **Secondary research question 1: What is a socially sustainable community?**

Providing a socially sustainable environment requires a harmonious environment where the social needs of people are met. Two of the most important ways of achieving a harmonious social environment according to literature are through social interaction and social cohesion – these are two of the primary ingredients to ensure socially sustainable communities in the long run. Social interaction implies that people interact with one another within the mixed land-use development. This was evident based on observations and even during the interviews where participants stated that they would meet up with friends or even make new friends and socially interact with them.

Social cohesion refers to the variety of different cultures socially interacting with one another. People having different backgrounds and cultures, but having the same interest will interact with one another; while social sustainability refers to people and their experiences, interactions and how this is all inclusive. The surrounding area will therefore support social interaction creating a sustainable environment. A socially sustainable community is a community that provides social cohesion and community cohesion among the different groups of people. It creates a sense of community and belonging and supports the different cultural traditions. A socially sustainable community where social interaction and social cohesion are optimised is not isolated from the spatial and built environment. Although the spatial environment does not create social interaction or cohesion in itself, it certainly plays a role by optimising social dynamics in the environment. Optimising positive social dynamics through the spatial environment is supported by spatial planning models such as the compact city model, new urbanism and smart growth model. According to the aforementioned, a socially sustainable community can be described as a community that supports the needs of the people within it, people from a variety of different backgrounds and cultures, where social interaction is supported and sustainable in the long run.

- **Secondary research question 2: How do people socially interact in mixed-use developments?**

Based on the observations and interviews conducted in the two mixed land-use developments as case studies, it was evident how people socially interact within such developments. It is through social interactions that people learn about themselves, other people and the world around them. Social interaction within mixed land-use developments takes place in a cohesive way, ultimately supporting social and cultural cohesion within the environment. Different cultures socialise and people from different age groups socialise together. Interaction will take place spontaneously or sometimes during meetings where the interaction is necessary. The mixed-use developments create a certain dynamic in terms of a socio-cultural environment that is harmonious. The mixture of land uses allows for zones where the social interaction can then take place within places such as restaurants, the piazzas, public open spaces etc.

- **Secondary research question 3: How does the spatial environment contribute to social sustainability in the mixed land-use developments?**

In theory, mixed land uses support social sustainability through its design elements provided within the area. Certain design elements such as accessibility to the site, security, and a certain signature to it will ultimately create an environment that supports social interaction and therefore ultimately social sustainability. In the two case studies, the spatial environment supports social dynamics and strengthens it through the built environment, where social interaction can take place and where the physical environment supports it. People are attracted to the area due to the diversity of the area that ultimately contributes towards the nature of interaction in the public space. This social dynamic is supported by land uses that are mixed and therefore provides a diverse area attracting a diverse group of people. Furthermore, the spatial environment supports social cohesion because the variety of activities attracts different people from different cultures. Mixed land uses are particularly important spatial characteristics to support social sustainability in the sense that it has the opportunity to bring people together by planning correctly and implementing the right land uses within the development.

- **Main research question: What is the role of mixed land uses in the creation of social sustainable communities?**

Mixed land uses have a significant role in creating socially sustainable communities. Firstly, they have a supporting role in combining the variety of land uses and providing activities within one area, bringing people together and creating an environment that promotes social interaction. Secondly, it plays an integrated role, where mixed land-use developments integrate different social groups, people with different backgrounds, cultures, age groups and therefore meets the variety of different needs.

8.3 Meeting the aims of the research

Based on the above answering of the research questions, the aims of the study were met. The first aim of conceptualising the term socially sustainable community was met by studying theory about communities, sustainable development, sustainable communities and socially sustainable communities. The second aim, namely to provide an overview of theoretical models and guidelines that promote socially sustainable communities was met by studying theories that support socially sustainable communities (psychological theories and social theories) as well as studying spatial planning models for socially sustainable communities (the compact city model,

new urbanism and smart growth models). The third aim, namely to explore the social interaction and social cohesion in two case studies of mixed-use developments, namely Kamppi in Helsinki, Finland, and Melrose Arch in Johannesburg, South Africa was met by completing observations and interviews to determine whether people socially interact and whether a social cohesion environment is created within the mixed-use developments. The last aim, aim four, was to make planning recommendations for the use of mixed land uses in terms of socially sustainable communities and this was met by the cross-case analysis and by linking literature with theory.

With the above aims met and research questions answered, recommendations for planners were developed in terms of generic guidelines as well as specific spatial guidelines for the study areas.

8.4 Planning recommendations

8.4.1 General planning recommendations for social sustainable communities

8.4.1.1 Optimise social cohesion through the use of mixed land-uses

Social cohesion can be supported by the spatial environment by (i) facilities for various social groups; (ii) diversity of types of social interaction; (iii) places where people can meet friends/new people; and (iv) attractive places/areas with a clear boundary and identifiable character.

- **Diverse facilities for various social groups:** By providing facilities for specific interest groups, i.e. skateboard areas for the youth, playgrounds for young children, oversized chess boards and game areas for the mature, as well as an area that would allow for the integration of all the different age groups, i.e. water features, tables, and open spaces, where different interest groups and age groups can interact socially. This will ultimately create zones of interaction.
- **Diverse types of social interaction:** The spectrum of social interaction can range from one-on-one interactions between friends/colleagues to bigger social groups or work teams that meet in a social setting to strengthen their teamwork and to foster social cohesion in the workplace. Social interaction can also take place where people are together as an audience and are entertained by a comedian or a play, and consequently being a social unit for the duration of the show. The variety of land uses supports and promotes the diversity of social interaction that can be expected in a development.
- **Meeting places:** By using open spaces or walkways as a corridor of movement, surrounded with variety of social meeting places, i.e. coffee shops, cocktail bars, would allow for different groups to meet socially and interact socially.

- Identifiable character: The mixed-use development requires a unique character that supports the themes of the interest groups that it wants to focus on, i.e. a development with a strong sport and health focus would attract likeminded groups and individuals versus a development focused on science and technology that would likewise attract people with the interest in that.

8.4.1.2 Optimise cultural cohesion through the use of mixed land-uses

Cultural cohesion can be supported by the spatial environment by creating (i) facilities where people can learn about other cultures (restaurants and events with themes); (ii) curio markets selling cultural objects; and (iii) cultural music and dancing in the open spaces. i.e. Zulu dances while having dinner at a restaurant.

8.4.1.3 Support positive social dynamics through the use of mixed land-uses

The environment's dynamics must be structured to support positive social interaction. Social dynamics are viewed as important building blocks in social sustainability and are believed to be achieved by social cohesion and social interaction, i.e. (i) the flow (lines, shapes and forms), (ii) the use of space, and (iii) the use of ambiance and colour.

- The flow: The shapes, lines and forms of the development should form an integrated whole with no major obstructions and contrasting views;
- The use of space: The different uses of space must be clearly demarcated and should be subtly integrated into the bigger whole of the mixed-use development;
- The use of ambiance and colour: Ambiance inclusive of colour, the use of lighting, temperature and air flow can be used to facilitate an interesting, vibrant environment that lends itself to vibrant social interaction.

8.4.1.4 The spatial environment as supportive for the social-cultural environment

(i) The spatial, social and cultural environment should be seen as integrated and needs an integrated approach to spatial planning – not exclusive for one group; a cosmopolitan environment in which numerous social and cultural groups as users can be taken into account – especially if it is a public environment or in city centres that need to be accessible to all citizens; (ii) public participation is seen as one of the common ways in which social goals can be linked to the planning process, where public participation is used within the design process so that the

community can be built using social interaction during the design process. Public participation during the planning process is crucial in order to create a successful mixed-use development.

8.4.2 Planning recommendations to enhance social sustainable communities in case studies

8.4.2.1 Kamppi, Helsinki (Finland)

Based on the literature, there were certain planning recommendations that can be followed to ultimately enhance socially sustainable communities. It is important to focus on the social development within the case study by identifying common interest within the Kamppi mixed-use development, for example sport, the arts, stand-up comedy, fitness, science, technology, education of children, type of income group, religion (sub-association), etc. This will help when structuring a sustainable social community. During the interviews, participants also indicated suggestions on how the spatial environment of the case study, Kamppi, can be improved to enhance social interaction. Participants suggested the following:

- Have more events within the Kamppi area that bring people together, perhaps a certain interest that they have in common such a hobby;
- Add more family-orientated land uses to the mixed-use development. At the moment, there is quite a few pubs in the areas, and participants suggested that by adding more land uses that cater for the whole family will ultimately increase social interaction between a variety of different age groups;
- Food stalls on food days exposing people to different cultures and social groupings allowing interaction between patrons and chefs;
- Create a relaxed environment where people can walk slowly and where they will feel safe enough to spontaneously interact with one another; and
- Have enough areas where you can sit and relax, not just the park benches, i.e. more areas within the built environment that provide an area where you can sit and relax.

8.4.2.2 Melrose Arch, Johannesburg (South Africa)

Based on the literature, there were certain planning recommendations that can be followed to ultimately enhance socially sustainable communities. In terms of Melrose Arch, the fact that it was a planned mixed-use development and that it is isolated from the surrounding areas, is one of the areas in which it can be improved. Melrose Arch could be more integrated to form part of the greater area surrounding the development. The surrounding area could also be transformed into

a mixed-use type of development where it might support a wider variety of dynamics and not just for certain socio-economical groups. Additionally, when structuring/planning is done, it is important to make room for large-scale social integration, but also sub-association; for example, Melrose Arch caters mostly for young upcoming professionals, where young people with children and retirees will not fit in; however, if a common interest is used then the people are most likely to connect and have something major in common with one another. The more common interests within a community, the more common ground exists on which social integration and cohesion can be built. This could be accomplished by developing thematic mixed-use developments (for example science and technological minded professionals with a concern for high quality education for their children.). During the interviews, participants also indicated suggestions on how the spatial environment of the case study, Melrose Arch, can be improved to enhance social interaction. Participants suggested the following:

- Having more events within the Melrose Arch area such as markets that will attract a variety of people;
- Creating a green open space within Melrose Arch where people can sit and have lunch and where kids can play on the grass is also a suggestion. Currently, at the restaurants there is a great deal of noise and a participant suggested to add green walls that will ultimately help to improve the acoustics and to reduce noise;
- The Piazza and Square areas within Melrose Arch are filled with many different age groups and it is suggested that a playground should be incorporated for children;
- It is also important to improve the integration of the spatial environment so that Melrose Arch can feel more as a whole rather than being an unintegrated mix of areas; and
- Within Melrose Arch, there is still room to increase the residential aspect of the mixed land-use development as this component is currently in the minority.

8.5 Challenges for the way forward

The following challenges exist for planning sustainable social communities:

- Planning socially sustainable communities that cater for the needs of all the people living and moving within them;
- Limited initiatives to further implement mixed-use developments within South Africa; and
- The misunderstood idea of sustainable community projects as only physical and economically-oriented and a general lack of acknowledging the social structure of urban renewal.

8.6 Recommendations for future research

The following recommendations for future research can be made:

- Sustainable development has three attributes, where this study only focuses on social sustainability, and therefore the opportunity exists for additional research to be done on the environmental and economic aspects of sustainability;
- Within this study, a South African and one international case study were used, where an opportunity for further research can be done on additional case studies to get a broader understanding of the cultural components and its impact on social sustainability;
- Additionally, public participation could be used to help formalise a plan towards implementing socially sustainable mixed-use environment, where the public can choose aspects that they would prefer to be present within such a development.

8.7 Limitation of the study

This study only focused on the social dynamics within mixed land-use developments in two research settings that serve to inform planning sustainable social communities. Social dynamics in other types of developments may differ from a mixed-use development, while social dynamics in similar mixed land-use developments may be less positive.

8.8 Conclusion

The most important conclusions reached within this study are:

- Socially sustainable communities are communities where social, cultural and spatial aspects are integrated in such a manner that there are cohesion and social integration;
- Various planning models exist for planners that propagate the enhancement of sustainable social communities, for example the compact city model, new urbanism and smart growth. These models propagate the use of mixed land uses as an important spatial character to contribute to social sustainability. Mixed land uses in theories are believed to create an ideal environment where people are provided with a good quality of life, where higher density and mixed land uses occur. It ultimately creates social benefits where different types of cultures come together and learn more about each other.
- In the two case studies, Kamppi, Helsinki (Finland) and Melrose Arch, Johannesburg (South-Africa), mixed land uses play an important supportive role in which it combine a variety of land uses and provide a variety of activities within one area. This ultimately brings people together and creates an environment that promotes social interaction. Secondly, mixed land uses play

an integrated role where social groups, different cultures and age groups are all integrated within the same development due to the variety of land uses that caters for their needs.

The study used a qualitative research design in which the social dynamics were explored in two case studies (Kamppi, Helsinki, and Melrose Arch, Johannesburg) that were developed as mixed land-use areas. Observations conducted in the research settings concluded that dynamic social interaction is evident due to the intensity of social interaction taking place within both case studies and the spatial/built environment contributes towards promoting social interaction. Observations were followed up by interviews in which participants have experienced the spatial environment (variety created by mixed land uses) as positive for the socio-cultural environment as it assists in general cohesion in the area.

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ANNEXURES

LAST UPDATED: 9 JANUARY 2017

Annexure A

Informed Consent Form

22 May 2015

INFORMED CONSENT

AN EXPLORATION OF SOCIAL DYNAMICS IN MIXED LAND-USE DEVELOPMENTS AS INFORMATIVE FOR CREATING SUSTAINABLE SOCIAL COMMUNITIES.

The exchange student from the North-West University in South Africa has requested my participation in the research project in terms of empirical methodology for the mixed land-use development case study.

I have been informed that the purpose of the research is to understand social dynamics in mixed land use developments in order to make planning recommendations in terms of achieving social sustainability. My participation will involve the completion of a questionnaire by means of a semi-structured open ended interview that will last for about 30 minutes. The questionnaire will be about the participant's experience and interactions in mixed land use areas as well as its contribution to social cohesion.

I understand that there are no foreseeable risks or discomforts if I agree to participate in the study. I understand that the possible benefits of my participation in the research are to better understand how people socially interact in mixed-use developments, as well as whether I socially interact within the case study area. I understand that the results of the study may be published but that my name or identity will not be revealed. I also understand that the results of the study will be used within a thesis of the student, but that my name or identity will not be revealed. The North-West University will maintain confidentiality of all records, materials and voice recorders.

I have been informed that I will not be compensated for my participation. I have been informed that any questions I have concerning this research study or my participation in it before or after my consent, will be answered by the investigators of this study. I understand that I may withdraw my consent and discontinue participation at any time without penalty or loss of benefit to myself. In signing this consent form, I am not waiving any legal claims, rights, or remedies.

I, the undersigned, _____ (full names), have read the above information and by signing this form indicate that I will participate in the research voluntarily.

Participant's signature

Date

Investigator's signature

Date

Annexure B

Language Editing

To whom it may concern

Cecile van Zyl
Language editing and translation
Cell: 072 389 3450
Email: Cecile.vanZyl@nwu.ac.za

9 January 2017

Dear Mr / Ms

Re: Language editing of-dissertation: (An exploration of social dynamics in mixed land-use developments as informative for planning sustainable social communities)

I hereby declare that I language edited the above-mentioned mini-dissertation by Ms Rochelle Slabbert (student number: 22745483).

Please feel free to contact me should you have any enquiries.

Kind regards

A handwritten signature in black ink, appearing to read 'Cecile van Zyl', with a large loop at the top and a checkmark-like flourish at the bottom.

Cecile van Zyl

Language practitioner

BA (PU for CHE); BA honours (NWU); MA (NWU)
SATI number: 1002391

Annexure C
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CHAPTER 1: INTRODUCTION AND BACKGROUND

Introduction

During the last few years, there has been a significant increase in the use of mobile devices in the workplace. This has led to a growing number of employees using their mobile devices to access corporate data and applications. This has created a need for secure mobile devices that can protect corporate data and applications. This document discusses the challenges of securing mobile devices and provides a framework for developing a secure mobile device strategy.

Although mobile devices are becoming increasingly common in the workplace, they are also becoming increasingly vulnerable to security threats. This is due to a number of factors, including the fact that mobile devices are often used in unsecured environments, such as public Wi-Fi networks. Additionally, mobile devices are often used to access corporate data and applications, which can be intercepted by attackers.

One of the most common security threats to mobile devices is malware. Malware is software that is designed to harm a computer system or to steal data. Malware can be spread through a variety of means, including email attachments, instant messaging, and social media. Additionally, malware can be spread through mobile device applications.

Annexure D

Example of questionnaire

Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use the area?
Business Recreational Live in area
4. How long have you used this area?

5. Where do you live?

6. Where you born in Finland/SA? If not, where are you from?

7. What was your mode of transport to get to this area?
Vehicle Bicycle Walking Tram Bus Taxi Train
8. Other information:

Section B: Study area

1. What is your experience of this area in general?
2. What is your experience of the people in this area? (Describe the people here)
3. Do you have any social interaction in this area with other people? (Whom, what, with whom and where?)
4. How would you improve this area? Any suggestions?

Annexure E

Detailed transcribed interviews

Finland interviews

Participant 1: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researchers: “So you say you are from Kenya?”

Participant: “No, I am from Nigeria”

Researcher: “Why do you come to this area? Is it for relaxation, for business, recreational or do you live close by?”

Participant: “Why I came to Finland? Or why I’m sitting here?”

Researcher: “Why you are sitting here in this area, in this area, the Kamppi area?”

Participant: “No I’m, I’m sitting here just to relax.”

Researcher: “Okay (loud noise in background and wind blowing) and then how long have you been in Finland?”

Participant: “Aww I’m going to two years.”

Researcher: “Two years”

Participant: “Not two years yet, going to two years”

Researcher: “Oh. Okay... Uhm did you come here by foot, did you use public transport?”

Participant: “Here?”

Researcher: “Uhm”

Participant: “I used public transport... metro”

Researcher: “Metro rail, okay (long pause) and..”

Participant: “I live in Melimaki”

Researcher: “How far is that. More or less?”

Participant: “Uh Melimaki is uhh... thirty five minutes with the metro”

Researcher: “Oh! It is quite a while. It’s a long time” (pause and windy) what is your overall experience of this area?”

Participant: “Well, this place is good, but if you stay in this place in the evening you will see that there are so many skinhead coming here to disturb black people But, Uh I think the police here are effective, they come here from time to time to this area. Generally the Finish people they have no problem, but the skinhead here are always disturbing.”

Researcher: “In the evenings you say?”

Participant: “In the evening”

Researcher: “So you say is this just uhm the black people that they tend to...”

Participant: “The skinheads are racists, you know that. The skinheads are racists and they like no black man.”

Researcher: “Do you have any social interaction with other people within this area?”

Participant: “Yeah, I have a lot of friends here. Finish people also, more are Finnish people.”

Researcher: “That’s good. Okay and how would you suggest to improve this area?”

Participant: “Haha ...that one I don’t really know, you know. I don’t have any suggestion for that. “For all I know the police is walking. We don’t really have a problem here. The problem is like I told you, the skinhead. The police always come here to watch and they know when the police is here the skinhead is always around. So apart from that we don’t have problems. Sometimes we have problem from the skinhead, they try to fight and they stop them and that’s all. I don’t have any solution; solution to mix it is up to the authorities to solve the problem.”

Researcher: “And do you think, if the authority comes and they better the situation of the different social groups it would be better?”

Participant: “Of course when they see the police they stop, because anybody that do something wrong, the police would take the person. So immediately when they see the police they stop.

Researcher: “So then do you like to come to this area to socialise with your friends, like you said you have a lot of friends?”

Participant: “I have many friends that come here, even those ones that left are also my friends. These are Estonians.

Researcher: “Oh?”

Participant: “So, I have so many friends, Finish, Estonians. So we stay here. So there is a festival across that side.”

Researcher: “A festival today?”

Participant: “Yeah. If you approach the train station you will see there are millions of people there.”

Researcher: “Oh?”

Participant: “So you can get so many people who can also help you there.”

Researcher: “Thank you so much.”

Participant: “Just enter the metro tunnel and go to the tunnel there. Across that tree inside that place is called Kasanemi Park. There are many people there today. They are doing African festival.

Researcher: “African festival?”

Participant: “Yeah, different songs from many bands are playing. Different people are there.”

Researcher: “Okay.”

Participant: “That’s why here it is empty”

Researcher: “Oh, I was wondering where all the people were today.”

Participant: “Yeah, the people who come here also in the evening they are also there. Everybody is there.”

Participant 2: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “How long have you used this area within the Kamppi area?”

Participant: “How long?”

Researcher: “Yes, for how many years, would you say?”

Participant: “Uh in general or today?”

Researcher: “In general”

Participant: “Then I would say five years”

Researcher: “Wow, okay. And how long have you been living in Finland, because you say you are from Austria?”

Participant: “Uhm I don’t live here”

Researcher: “Oh, just visiting?”

Participant: “Ya.”

Researcher: “Okay”

Participant: “But I do (friend sitting next to the participant interrupts by saying from Oulu).”

Researcher: “And how long have you lived in Finland?”

Participant: “Forty three years”

Researcher: “Okay”

Participant: “Hahahahaha... and how old are you?”

Researcher: “Hahahaha, okay. And what mode of transport did you use to come to the centre Kamppi?”

Participant: “Uh, walking. I came by bus”

Researcher: “Okay, I just want to ask what is your general experience of the whole area? How would you say you feel?”

Participant: “This area is excellent. This is uh.. Like home for me”

Researcher: “You feel like at home... okay and what is your experience of the people within this area?”

Participant: “Nice, very nice. No problems, nothing.”

Researcher: “That’s good. Do you have any social interactions with people? Would you walk up to someone and start a talking to them or ...?”

Participant: “Uh ex-girlfriend lives in somewhere around. Hahaha (laughing).”

Researcher: “Okay and then how would you improve the area? In terms of the social to get people to more interact with one another, because I noticed that a lot of people just sit around on benches. They don’t actually talk to one each other while walking?”

Participant: “Yup. That’s Finland for you nobody talks.”

Researcher: “Ya it is different than from South Africa.”

Participant: “For some people it is just a place where they arrive by busses and then go to work. So for some people it’s only this. But for me not, for me it’s much more, because the bars around and their sitting. Now how to improve... uhm... maybe if the Rocks Bar’s open earlier. That would be some improvement, but the rest (asks his friend what he thinks can be improved)”

Participant 2: ”I remember this area when the bus terminal was actually in here.”

Participant 1: “Yes yes, when it did exist. It was in the nineties. I was living here; I think it is perfect here now. Nothing to improve”

Participant: “Thank you that helps a lot.”

Participant 3: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “So are you a student?”

Participant: “No, I live here. Not in Helsinki, but close to here, in Tampere.”

Researcher: “Okay and uhm did you come to this area? Is it for business or just to relax?”

Participant: “Uh, just relax (giggles) I’m waiting for my friend, but I really don’t know where he is (laughing).”

Researcher: “Ok and so...”

Participant: “He’s from Africa, so it is normal. Yeah two hours”

Researcher: “They always say Africa time even when we’re late”

Participant: “We have... uh... clocks by Africa time.”

Researcher: “I hope he arrives soon. In any case, so you say you are from Tampere?”

Participant: “Actually I am from Poland.”

Researcher: “Poland, ohh... so how long have you been living in Finland?”

Participant: “Ya I am living here two years.”

Researcher: “Two years. So you live in Tampere and just came to visit your friend?”

Participant: “Ya ya.”

Researcher: “Okay. So you weren’t born in Finland?”

Participant: “No”

Researcher: “Okay. How did you come to here? Did you walk? Did you take the bus?”

Participant: “Walk. Only walk here. To Helsinki hitch hiking.”

Researcher: “Okay that is a clever way. What is your experience of this area in general? How would you say you feel here?”

Participant: “I think it’s beautiful place and very peaceful. I think it is great, I can sit down here and observe the people.”

Researcher: “Okay. And what is your experience in terms of the people?”

Participant: “Uh, I don’t know. I think everybody is very uh ni... friendly (very windy)

Researcher: “Okay you think so?”

Participant: “Yeah”

Researcher: “Okay and why do you say that? The way they.”

Participant: “Uh (pause) here is great place. Every evening young people come here and drink beer. It is normal. I think it is good place.”

Researcher: “And do you have any social interaction with the people? Like you just said in the evenings there are young people. Do you also come in the evenings and socialise?”

Participant: “Yeah sometimes”

Researcher: “Even during the day? Are you and your friend’s kind of just sit here or here or do you have other plans? Do you just come to relax? “

Participant: “Yes (laud drumming noises in background)”

Researcher: “Okay, uhm. How would you improve this area? If you have any suggestions?”

Participant: “Uhm... (pause) yeah, maybe I don’t know what it is in English. This uhm water...”

Researcher: “Oh fountains?”

Participant: “Yeah fountains. Yeah it is great in the summer times when it is so hot.”

Researcher: “Yes that is actually true. Thank you so much. That is all.”

Participant: "It's okay"

Participant 4: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this specific area, this park? Is it just to relax? Or is it for business? Or do you live close by to the park? That’s why you visit it?”

Participant: “(Laughing) It is a public place. Even a visitor from abroad we come here. You can do whatever you are doing here. Everybody have the right to use this area. It is a public area. (Laughing)”

Researcher: “So how long have you actually been in Finland?”

Participant: “I’ve been here eight years.”

Researcher: “Eight years?”

Participant: “Yes”

Researcher: “That is a very long time. And... so you’ve lived here eight years. Do you live in Helsinki or?”

Participant: “Uh yeah Helsinki.”

Researcher: “Okay. How did you come to here? Did you use public transport? Or do you walk?”

Participant: “Well, I can use my car. I can use public means. Bicycle also. (Laughing)”

Researcher: “Okay I want to ask you what is your experience of this area? How would you say you experience this green open space?”

Participant: “Quiet and peaceful. Yeah I think people they mind their own business. Now I come here, nobody bothers me or anything. So on the other hand I can say it is peaceful, secure (very windy) nobody to bother anybody. You can do your things.”

Researcher: “Thank you. What is your experience of the people in this area?”

Participant: “Uh... (long pause) well... (pause) (Loud wind blowing in the background) individually not so much social. Like you see I can come here and be here so it takes time for them they come to you. They can come and interact with you, but otherwise it is difficult. So social is between... I don't know... Not only between foreigner and Finnish themselves. Those you know. If you see a Fin there that you don't know then they are like distant. That's how I can just put that one you know. I think that is something which is lacking you know. Interaction, like you know between people you know. Because, uhm... the same case if you are living, like if I ask you whether you know your neighbour next door, maybe you don't know. Maybe you never even seen before so you (unclear) in the morning you have your own schedule and you know you can live like that for so many years without even knowing who is your next door neighbour (very windy). It is something that could be (kids playing in the background) like a stranger that you see so you know (pause) more social is needed, socialisation anyway.”

Researcher: “I agree with you yes. And do you have any social interaction within this area? Do you easily socialise with people? Or do you...”

Participant: “Uhh ya you know that one is difficult, because it's like uhm, you know, it come and you see... you read people's mind. You see they don't want to be disturbed so...”

Researcher: “So you also do your own thing?”

Participant: “I might socialise with my own friend. Live continue so you know.”

Researcher: “So it's mostly you'll interact with your friends rather than walking up to a stranger?”

Participant: “Not not... unless you have uh... the situation forces you. Sometime you can be stranded with (unclear due to loud windy noise) then basically you have to ask them whether they can help you or not. If it doesn't willing to help you then you find your way forward anyway. So... (pause)

Researcher: “Last question. How would you improve this area? Do you have any suggestions in terms of the social interaction? How to improve it?”

Participant: “Uhm... this is like kind of a huge question here because you have to uhm... no it can from different perspective. Uh... Like for example Finnish people... it is something that you have to go in deep before you can change you know all these

people. Even themselves you know I don't even like combining them foreigner to themselves. It is a bit tricky question you know... eish (laughing)."

Researcher: "So you say there's like a core issue that first have to resolve in order to ... people... it's like it's their culture to. Because I know African's are so homey and you can easily interact with random people, where I was observing this area for a week and I saw a lot of people sitting alone by themselves."

Participant: "Yes, some small group."

Researcher: "Yes, or some small groups if you're lucky. The majority won't mingle with one another. You will just see people walking by minding their own business like you said... and they just walk straight"

Participant: "Yes"

Researcher: "And when you approach them... So it is true what you say. It is difficult to. I understand what you say about making a suggestion, because I also think it is a core problem (laughing)"

Participant: "It's like, you know, if you place a famous artist here you know and he start playing here, you know, [unclear what participant is saying] and nobody can even recognise him, and you see the people they are just assuming and passing you know, but if they realise it's so and so then you see them stopping. That could happen you know, because I don't know whether people are too busy you know I don't really get it you know. If I compare with back home (Participant is from Nigeria) you don't need to know somebody to create like a chat you know or or anyway even on the bus you know if you enter that train [Train travelling to Helsinki] you can sleep next to somebody if you are sitting with somebody and that somebody will not even wake you up. Where are you going? So many time [loud windy noise, unclear what he's saying] they can't even wake you up."

Researcher: "So you've fallen asleep on the train and then "

Participant: "Yes it do happen or even on the bus and you see somebody, but so nobody wants to wake up"

Researcher: "But do you easily make friends here with Finnish people or"

Participant: "Yes, I have some Finnish friend you know, but that you know, maybe you come from school and you see each other, but not like you know. Alright here I can

come sometime somebody maybe start chatting and that's how they are. If they like you then you can be best friend you know whatever, but before you reach that point or before you (pause)

Researcher: “So if they really like you then they'll be best friends with you .”

Participant: “Yes”

Researcher: “Oh, it's just to get there that's the problem.”

Participant: “Yes yes yes”

Researcher: “That's interesting”

Participant: “Maybe if you have like hobby or something, like uhm, uhh like... with people uh like you know so that if like a forum, like if, you know if you are chatting if something like you know, a game, or something, a hobby you know. And then you know you end up like, you end up. Bring people together (windy noises)

Researcher: “Oh like when you create a hobby area where people can come?”

Participant: “Like a forum you know, like I see on Facebook where you see meet-up you know like a site you know where you meet up new people you know. People with the same you know hobby where you get different kind of people you know. Coming in because of maybe (unclear what he's saying)

Researcher: “Oh, they have the same kind of interest?”

Participant: “Yes, so that is something which you know can you know but not everybody will fit in there.”

Researcher: “Yes the same interest definitely.”

Participant: “Yes, not everybody can fit in there but at least you try to bring a certain number in and...”

Researcher: “Yes, it's worth a try to help the people.”

Participant: “So it is a lot of work to do that and (laughing)

Researcher: “And I think the musician also, because what I noticed is as a people walk by and there is something that catches their eye, they will stop and talk to you.”

Participant: "They will stop. Yes you see that guy even down metro there, inside or somewhere, by they cut their eye. Give something. (unclear what he's saying), but it is like that's how it goes."

Researcher: "Thank you, thank you so much I really appreciate it."

Participant: "Yah..."

Participant 5: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) **student** 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area **Travelling**

Researcher: “And you say you’re a student hey?”

Participant: “Yah”

Researcher: “And uhm, and why do you use this area, in general when you come to this area? Is it for business? to socialise? or do you live in this area?”

Participant: “Uh, yeah but uh, mostly for uh from one place to another, so”

Researcher: “Oh so travelling. From the bus station or?”

Participant: “Uh yes from the bus station at Kamppi Metro Railway Metro uh uh I mean subway and the railway stations there, so it’s...”

Researcher: “It’s very close to all of the public transport?”

Participant: “Yeah, not so much hanging around so...”

Researcher: “Okay (laughing), Uhm how long have you used this area?”

Participant: “Uhm, for all my life.”

Researcher: “And for how long is that more or less?”

Participant: “Twenty two years. I think less when I was a child”

Researcher: “And now more and more as you’re older?”

Participant: “Yes”

Researcher: “And, where do you live? In Helsinki?”

Participant: “No, I live in Kalasatama”

Researcher: “Kalasatama?”

Participant: “Do you know where it is? Ok, but it’s not so far though. It’s next to Cernainen”

Researcher: “Ok no. So uhm, where you born in Finland?”

Participant: “Uh Helsinki”

Researcher: “What is your mode of transport to get to this area? Do you walk? Travel by train?”

Participant: “Uh, mostly using the subway.”

Researcher: “Ok, What is your experience of this area in general?”

Participant: “Uh... I think I like it a lot.”

Researcher: “And why do you say that?”

Participant: “(Laughing) because I was born here, so it’s so familiar and all.”

Researcher: “So this whole environment is familiar to you so that’s why you don’t mind coming here?”

Participant: “Yeah, I think uh I would enjoy hanging here, but I usually don’t.”

Researcher: “Why don’t you come to hang here?”

Participant: “There are a lot of other places too hang around in Helsinki, but uh well I used to, when it is sunny and warm, then I would come to these places. I think that is all. Except for this”

Researcher: “So overall you don’t come to socialise in this area?”

Participant: “Not here so much”

Researcher: “Ok that’s interesting. And what is your experience of the people in this area?”

Participant: “Ok, look I come to socialise in this area in Helsinki, around these areas, but not this area.” (Seagull noises in the background)

Researcher: “Ok and the people in this area? The people that walk around?”

Participant: “I think mostly people are use this area to move from one place to another.”

Researcher: “Ok, how would you improve this overall area? If you have any suggestions to improve the social interaction, because as you say the people just walk through?”

Participant: “Uh, more places like these uh these cafeterias, restaurants, for this building for example.”

Researcher: “Oh like a (unclear due to seagull noises)

Participant: “Yah like this one I think”

Researcher: “Oh, like the other side, the pub, Henry’s pub?”

Participant: “Yeah, but I would change it so that is not a Henry’s pub, but a better place.”

Researcher: “So remove the pub so that it is a more family type of area?”

Participant: “Yeah, a cafeteria. I don’t know anybody that goes there, so...”

Researcher: “Ok, it helped a lot.

Participant: “Ok”

Researcher: “Thank you”

Participant 6: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) student 61+ (elder)
3. Why do you use this area?
Business Recreational Study and Travel Live in area

Researcher: “How long have you used this area?”

Participant: “I have used this are for one year now.”

Researcher: “Ok, and why do you use this area? Is it mainly for business, recreational or do you live in this area?”

Participant: “I mostly travel through this area, using the public transport that is so close by. I also walk a lot, because uh, everything is so close by. I study landscape architecture at the University of Helsinki.”

Researcher: “Where do you live?”

Participant: “I don’t live here in Helsinki, I live in Kalio.”

Researcher: “Where you born in Finland? If not, where are you from?”

Participant: “Yes.”

Researcher: “What was you mode of transport to get to this area?”

Participant: “Taking bus and walking.”

Researcher: “What is your experience of this area in general?”

Participant: “Overall this area is a very good area”

Researcher: “What is your experience of the people in this area? (Describe the people here)”

Participant: “The people are friendly, even today when I approach them, they talk to me”

Researcher: “Do you have any social interaction in this area with other people?”

Participant: “No, I don’t come to socialise in this area, because there is so many places to do things here in Helsinki.”

Researcher: “And how would you improve this area to improve the social interaction?”

Participant: “It would be good to have food stalls. Uh like a food day more often, because it is usually four times a year where people can come to sell their food. But if you have it more, then more people can come more regularly.”

Researcher: “Oh that is a really good idea”

Participant: “I really like to socialise with the people making the food. And I notice that the people standing at the food stalls have social interaction with one another. “

Researcher: “Ok thank you very much. You guys where very friendly.”

Participant: “It’s a pleasure”

Participant 7: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it mainly for business or recreational or do you live in this area?”

Participant: “City of Helsinki is my home”

Researcher: “So how long have you used this area?”

Participant: “Since the first of May.”

Researcher: “Ok, so you say you live in Helsinki?”

Participant: “I live in Vantaa actually. I work in city.”

Researcher: “Ok, and where you born in Finland?”

Participant: “Yes, born in Vantaa.”

Researcher: “Ok and how did you come to this area? Do you travel by bike?”

Participant: “Bus or train.”

Researcher: “Ok, and what is your experience of this area in general?”

Participant: “Uh, it’s a new thing this uh this place. Been here for five years or so. It’s ok.”

Researcher: “Just ok? Why do you say just ok?”

Participant: “I don’t actually use anything here, I just work here.”

Researcher: “Oh ok”

Participant: “Yah, so I come here very often”

Researcher: “Ok and how would you say do you experience the people in this area?”

Participant: “International, lots of different nationalities.”

Researcher: “And how would you say do they react towards different people? Like different cultures? You say there is a lot of international...”

Participant: “Yah I think everyone gets along well.”

Researcher: “Ok, and you say you only work here, uhm but do you have any other social interaction? Is it mainly interacting with the people for the bicycles?”

Participant: “No, uhm just when they come for the bicycles.”

Researcher: “(Laughing) ok and if you could improve this area or to improve the social interaction of the people just walking through... do you have any suggestions on how it can be achieved?”

Participant: “Uhm no, there are quite a lot of happenings here, every single weekend, I think this is nice (car noise)”

Researcher: “So you say it is good, because of over the weekends there are a lot of happenings?”

Participant: “Yes, it’s a central place, where you have the busses and so.”

Researcher: “Yeah and they have a lot of promotions going on here. Ok thank you.”

Participant 8: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) student 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it for business, recreational or do you live in this area?”

Participant: “I use all of them. I use all of the choices. I live here... near, well I was working here now and I also visit in vacation and when I’m not working.”

Researcher: “Ok. How long have you used this area in particular?”

Participant: “I don’t know how to answer that?”

Researcher: “How many years?”

Participant: “I have lived in Helsinki like from 15 years old. So I’m 26 now.... 11 years.”

Researcher: “Ok. So you live in Helsinki?”

Participant: “Yeah.”

Researcher: “Uhm, were where you born?”

Participant: “Uh here... Helsinki.”

Researcher: “Oh. And when you come to this area... do you walk? Take a bus? Bike? Train?”

Participant: “I walk. I live like 100km from here... that way (pointed to where he stayed so assuming he meant 100m instead).”

Researcher: “Oh that’s very close. What is your experience of this area in general?”

Participant: “This Kamppi?”

Researcher: “Uhum.”

Participant: “I like it. It’s open. Open area. You can get everything you need from here.”

Researcher: “So you like it because it is an open area and everything is accessible?”

Participant: “Yeah, everything is accessible also the travel. You can get easily from here to different parts of Helsinki if you need to do something. If you need to do sports, if you need to... you understand?”

Researcher: ”Yeah.”

Participant: “Accessibility.”

Researcher: “Ok. What is your experience of the people within this area? How would you describe them?”

Participant: “I... I... I... I think you cannot generalise, because so many different types of people walk here. This is uh, because there is a train station, uh the tram underneath.”

Researcher: “Oh yes.”

Participant: “The tram underneath? You know it?”

Researcher: “Yes. The subway?”

Participant: “Yes you have the subway, the trams, you have the uh busses what not. This is like a point where people connect all of and you cannot generalise what kind of people here are. There everybody.”

Researcher: “I understand what you’re saying.”

Participant: “Yeah.”

Researcher: “And do you have any social interaction in this area with the people here? I know your job, yes (laughing). How have you experienced it with the people? Are they...”

Participant: “Uh... here. In here?”

Researcher: “Yes.”

Participant: "I would say if we look at this job... uh here it's more easy than let's say the railway station or there."

Researcher: "Why?"

Participant: "Because this is you see this is a long way. You see how people are walking slowly here. They don't... people are not so in a rush when they come here, for example when they are in the train way station. They come from the train; they are going... they have to go, walk fast, so here it's more like easy going. Uhm, that's what I like so that is one reason two why I like this place."

Researcher: "Ok so it's more relaxed for you?"

Participant: "More relaxed yeah. Not so hurry. You can take your time."

Researcher: "It's good. Ok and if you could, how would you improve this area? If you had any suggestions to improve how people interact and how they socially mingle more, because like you just said... people walk through, do they, would you say the people stop and talk to each other?"

Participant: "Uh yeah that's pretty hard? Like do you mean socially?"

Researcher: "Yes."

Participant: "You would have to go from I think, uh when we were this small (indicates with his hand a small child) It should be started from here"

Researcher: "Oh from since you were a little kid?"

Participant: "Yeah, if you want to... Uhm can you repeat the question?"

Researcher: "Ok... no what I mean is like within this area... to improve the social aspects... would you say it would be better to for example... give more restaurants, or create an area where..."

Participant: "Aaaah (understands) oh... now I get it. Ok... yeah I think you should make something. Not sure exactly what, but I think uh... actually there are many... I don't know if you know Finland?"

Researcher: "Yeah."

Participant: "You have been here... First time?"

Researcher: “Yes first time.”

Participant: “Ok, but in summer time, they make quite of different things in here. You know, uhm different... like the whole thing is packed with uh”

Researcher: “Oh like there’s a food day. They sell the clothes of the weekend?”

Participant: “Yeah yeah. There are many things happening in here, because this is so many people come. That’s the reason, because you can sell something here more. So I wouldn’t say that maybe add those things, but that would be... I actually I don’t know. Something, well of course I think... if those kind of activities would be more... even more... than now, more often. That would be of course great, because it connects people. But I don’t know how they infrastructure... that’s pretty hard.”

Researcher: “Yeah that is hard.”

Participant: “You have to go to the Rokkenisvirasto (not quite sure how to spell it) and the guys would say go away... so...”

Researcher: “Yes, I understand. It is actually a very good example or a good suggestion.”

Participant: “I like... and in general I wouldn’t put it all in here, like you said you saw like the restaurants that we have. Those kind of things I would increase a lot more. Like uh the whole city wise. Not only Kamppi.”

Researcher: “More within the CBD?”

Participant: “Well... did you see the restaurant there?”

Researcher: “Uhm.”

Participant: “That kind of thing. You know it doesn’t always have to be food. We had that day also where you can sell your old stuff.”

Researcher: “Yeah, I saw people selling old clothes.”

Participant: “Yeah that kind of stuff.”

Researcher: “Ok. Thank you. Thank you so much.”

Participant 9: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area?”

Participant: “Uh it’s for business actually, because I’m working”

Researcher: “How long have you used this area?”

Participant: “Uh, it’s my second week”

Researcher: “Uh, where do you live? In Finland?”

Participant: “Uh yes in Finland, Espoo.”

Researcher: “Where you born in Finland?”

Participant: “Yeah.”

Researcher: “And how did you come to use this area? Did you travel by bicycle?”

Participant: “Uhm... I took a train.”

Researcher: “Ok now I just want to know what is your experience of this area in general?”

Participant: “Like this area? The centre area?”

Researcher: “Yes.”

Participant: “I love it. The buildings and the feeling of it. You know it’s like... I feel like I belong. Every time I visit here, I’m like... it feels like that. Especially when the sun is shining. Awh I love this. And I like all the people, because in Espoo there is not so much people. Here is more.”

Researcher: “And what is your experience of the people in this area?”

Participant: “Well... as a worker, like when I stalk people they usually like no thanks, bye. But, uh... like today and when sun is shining I have a lot like nice conversations.”

Researcher: “So the weather plays a part in how people react?”

Participant: “Yeah it’s like, yeah... ahh ok there are some people who are like no no no no, and then others are like yes, but nothing in between. It is really strange.”

Researcher: “And do you think people will randomly talk to one another?”

Participant: “No... no... because if you have a sign like this so they look like okay you are allowed to talk to me, but if I go like this they’re like what the hell are we doing.”

Researcher: “(Laughing) so they don’t easily interact with one another?”

Participant: “Yeah, but when I, like the younger people, when I go to talk to them they usually talk with me like longer, but the older people are always like uh... no I don’t want to hear anything. I think it’s like a change in Finland in general, because the young are free (laughing) I don’t know.”

Researcher: “So you think the younger people are more socially. Tend to speak like you say, speak easier back to you?”

Participant: “Yeah yeah...”

Researcher: “Keeping the conversation going instead of you doing all the work?”

Participant: “Yeah... yeah...”

Researcher: “And o you have any social interaction in this area?”

Participant: “Yeah (laughing) a lot.”

Researcher: “And how would you improve this area to make it more social interaction? To get people to more interact with one another?”

Participant: “I have no idea.”

Researcher: “(Laughing) Is it perfect as it is?”

Participant: “I don’t think it’s perfect, but I don’t know how to make it better.”

Researcher: “Ok. Thank you so much. I really appreciate it.”

Participant 10: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) student 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area?”

Participant: “Uh, because I live nearby.”

Researcher: “Ok. How long have you used this area?”

Participant: “Twenty years.”

Researcher: “Ok. So you say you live in Helsinki?”

Participant: “Yeah yes Porvoo yeah”

Researcher: “Where you born in Finland?”

Participant: “No.”

Researcher: “Where were you born?”

Participant: “In Geneva, Switzerland.”

Researcher: “Oh! Ok... Switzerland. And uhm, what was you mode of transport?”

Participant: “Uhm... bus.”

Researcher: “Hmm ok and what is your experience of this area in general? In terms of social activities going on?”

Participant: “Ahh... well I meet my friends here. I hangout. I go to restaurants. I shop... everything here. I don't know what? (Sounds confused)”

Researcher: “Yeah. Uhm how do you experience the people in this area? How would you describe them?”

Participant: “Basic Finnish people (laughing). I don’t know?”

Researcher: “Do you mean what?”

Participant: “Like busy people only walking by like (unclear) not really doing anything special.”

Researcher: “So they don’t actually socialise with one another?”

Participant: “No...”

Researcher: “And walk through?”

Participant: “Yeah.”

Researcher: “Ok and how would you improve this area? To get people to more socialise with one another? Because you say they just walk through? What do you think will help?”

Participant: “Uhm (laughing), well (laughing) I don’t really know... hmmm (long pause) socialise (pause) Finnish people... I don’t know.”

Researcher: “A difficult question?”

Participant: “Uh well... something like (pause) festivals or something so, more social events or like one of those markets... something like that.”

Researcher: “Ok. Thank you so much. I appreciate it.”

Participant 11: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) student 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it mainly for business? Or do you live in this area?”

Participant: “Like this area right here?”

Researcher: “Yes the Kamppi Centre.”

Participant: “Ok. Ah, for business.”

Researcher: “Ok. How long have you used this area?”

Participant: “(Unclear) five years.”

Researcher: “So you say you live in Helsinki?”

Participant: “In Espoo.”

Researcher: “Where you born in Finland?”

Participant: “Yes.”

Researcher: “What was you mode of transport to get to this area?”

Participant: “Uh... bus”

Researcher: “And, what is your experience of this area in terms of the social interaction?”

Participant: “Ahh... (Pause), I don't actually know (pause)... I don't have too much social interaction with random people here so.”

Researcher: “With who do you interact?”

Participant: "Uh, mostly just shops."

Researcher: "Do you ever just come to relax (loud noises in the background)?"

Participant: "Very rarely."

Researcher: "And how do you experience the people in this area?"

Participant: "Uh... they are actually pretty young (noises in the background). Uh, students or uh... (Pause) like high school or something like that and from a very (pause) uh like variety of backgrounds."

Researcher: "Like a lot of immigrants I see?"

Participant: "Yeah immigrants and uh you know like uh (loud noises) lot of different sub cultures you know."

Researcher: "And how would you improve this area to enhance the way that people interact with one another? Do you have any ideas on how to make it better? (Unclear due to loud noises in background)."

Participant: "Yeah well I think uhm... it's a central hub so you know a lot of people just walk through it they don't need to interact with people. There is the bus station and a lot of people need it for that."

Researcher: "Do you think that if the area is improved then they'll maybe use it for other aspects as well like to social or just do you think it will just be for the bus station or to the railway station?"

Participant: "Well... I think that one major reason that it's used so much is that there is so many modes of transportation close-by, yeah, maybe if there were more cafe's or restaurants or something."

Researcher: "Thank you I appreciate it."

Participant 12: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) student 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “What are you studying?”

Participant: “Information and synthetics (unsure)”

Researcher: “(Laughing) that sounds intense.”

Participant: “We make robots.”

Researcher: “Why do you use this area? Too relax? For business? Or do you live nearby?”

Participant: “Of course it’s recreational.”

Researcher: “How long have you used this area? The Kamppi Centre?”

Participant: “Two years.”

Researcher: “And where do you live? Is it in Helsinki?”

Participant: “Espoo.”

Researcher: “Where you born in Finland?”

Participant: “Yeah.”

Researcher: “Uhm, what was you mode of transportation to come here today?”

Participant: “Bus.”

Researcher: “Ok, uhm... what is your experience of this area in general? In terms of the social interaction? If the people interact?”

Participant: "I don't visit here that often, but then not very social."

Researcher: "Uhm... why do you say that? If you have to give a reason?"

Participant: "Because Finns live here."

Researcher: "(Laughing) you say Finnish people don't actually socially interact that easily?"

Participant: "No. We don't."

Researcher: "I agree. What is your experience of the people? Ok you say that they don't actually interact, the Finnish people?"

Participant: "Yes"

Researcher: "But don't you think that there's a lot of immigrants and other people coming here, because I see like a lot of Somalia's and... "

Participant: "Yeah. I don't really interact with them."

Researcher: "Ok, and the people that you see... do you think they're mostly like friends? The Finnish people? Like going to this Henry's pub. Do you think like it's just a lot of friends?"

Participant: "Could be."

Researcher: "So you say you also don't have any social interaction in this area?"

Participant: "Not really no."

Researcher: "Why not?"

Participant: "Oh, I'm not from around here. And I'm not that social person."

Researcher: "Ok. And how would you improve this area? If you can give me a recommendation or?"

Participant: "I have no idea."

Researcher: "(Laughing) ok that helps uhum (laughing)."

Participant: "(Laughing)"

Researcher: “Ok but it is true what you say, because people mostly use it for public transport so they travel through, and then now and then you’ll see people standing together, but not that often.”

Participant: “Yeah. Or if they’re standing around then they’re like coming from bar or hanging around.”

Researcher: “Oh yeah... a group of friends not talking to other random people?”

Participant: “Yeah yeah.”

Researcher: “Thank you so much, I really appreciate it.”

Participant 13: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it to relax or ...?”

Participant: “Yeah yeah, for relax. I live far, not here and I’m like waiting for my friends to come. They are like from Tampere, from another city. So, uh they came here like to visit here in Helsinki and I’m waiting for them to come out of that restaurant. Yeah I’m waiting for them and like I know like this place on Friday evenings is a good place to come with your friends and have fun and everything like that.”

Researcher: “Do you also come on Friday evenings?”

Participant: “Hmm not everybody, well uhm...”

Researcher: “Some of the time?”

Participant: “Some of the time yes.”

Researcher: “Ok, because I’ve seen a lot of people come here. Young people?”

Participant: “Young people yeah.”

Researcher: “How long have you used this area in particular?”

Participant: “Uhm... so how old is this area?”

Researcher: “No, uhm for how many years have you been coming here?”

Participant: “Hmm (pause) quite less like two years.”

Researcher: “Ok. Where did you say you live again?”

Participant: "Far... it's like I have to go with bus. Quite far, but it takes like half an hour to come here."

Researcher: "Ok... Where you born in Finland?"

Participant: "Yes."

Researcher: "Ok, and what mode of transport? The bus?"

Participant: "The bus yes."

Researcher: "Ok and what is your experience of this area in general?"

Participant: "Well I'm usually here with my friends. But now I'm just like alone. I'm waiting for my friends. And this is like relaxing and today is like quite beautiful day, sun... And that kind of."

Researcher: "Ok. What is your experience of the people in this area? Do you think that they... like on Friday evenings they interact or do you think otherwise people easily interact with one another?"

Participant: "Uhm... I think when every people are a little drunk and look like its uhm two groups, good looking and same age and some of that then they can go and chat with one another or something like that."

Researcher: "Is it the younger people that are more sociable within this area? Or other people passing through?"

Participant: "Yeah there are older. And when we are with our friends we are like we can go with the older ones. They are like old like twenty or thirty. And that kind of those, but we stay like..."

Researcher: "With your own age group more or less?"

Participant: "Yeah."

Researcher: "Uhm... if you could how would you improve this area? To improve how people interact with one another?"

Participant: "Hmm uhh (thinking) what do you mean like with talking or?"

Researcher: "Yes yes or do you think like putting a stall here for people or like a small café where people come together or how do you think? Because people sit

separately and they don't... they sit very alone some of the people sit alone they don't interact."

Participant: "Yeah, yeah... I don't think like uhm well Finnish people are like waiting, that kind of more like being alone and some of them like wait for their friends and uhm... I don't know if it's a place for like finding new like friends or something, but of course... here would be like some happening or some like I don't know... Like like like (struggling)

Researcher: "I don't understand? Is it like a café? or uh food? Vending? or someone signing?"

Participant: "Uhm... it would be like food, or like free food. It works like every time. Everyone goes there, and uhm I think this is like you come here with your friends or alone. Well that was quite new for me when you came here. Like asking me questions. Uh (thinking) Sometimes I like see some of my friends here and like go say hi or something. But I know this uhm... unknown."

Researcher: "So people don't randomly walk up to somebody and start talking to them?"

Participant: "Yeah no not usually... anything like that."

Researcher: "Ok (laughing)."

Participant: "Yeah, well it is rare, but it has happened sometimes, like small talk if it's like good weather. Some happy or some people glad. Some people can like little small talk like aww its good weather and the sun is shining something like that, but not much really."

Researcher: "Ok thank you."

Participant: "Yeah."

Researcher: "I appreciate it."

Participant: "No problem."

Participant 14: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Uhm, ok... and you’re a worker or student?”

Participant: “A worker.”

Researcher: “And why do you use this area in particular? Is it to relax, recreational, business or do you live?”

Participant: “I live nearby and this is nice open space when people gather it’s like this spot right in the city centre. There used to be better spots to skate here in the city centre.”

Researcher: “Where there various spots and then they built over them or?”

Participant: “Yeah they’re like far away from the centre.”

Researcher: “Oh, Is this like the only area that you have to come and skate within the city centre of Helsinki?”

Participant: “Yeah mostly, there’s also Kiasmo with the statue on it and a couple of underground spots, but this is the best place, because they use like flat space so you can do your flat tricks.”

Researcher: “Uhhh... How long have you used this area in particular? How many years?”

Participant: “Hmm... this is the second summer. This is kinda new place new building. They build this like three years ago yeah.”

Researcher: “Okay.”

Participant: “And they were in there waiting like this summer also like upgrading this place.”

Researcher: “Oh, because I see on that side also their building, but it’s like a park or something?”

Participant: “I really don’t know, because they’re like maybe office spaces this (unclear).”

Researcher: “Yeah, the KPMG is offices.”

Participant: “Yeah, their new ones, like two years old.”

Researcher: “And are those residential houses, like apartment blocks? What do you think?”

Participant: “I think their office spaces too. All are like office spaces.”

Researcher: “It’s probably because it’s next to the railway line?”

Participant: “Yeah... “

Researcher: “So that you can easily reach it

Participant: “They used to give like huge market space right there. You can see the glass follow over there (or something).”

Researcher: “Ohh...”

Participant: “It used to reach like till at that tree.”

Researcher: “That building?”

Participant: “Yeah.”

Researcher: “Ok... are they renovating it also?”

Participant: “No... just keeping it for memorabilia.”

Researcher: “Oh ok.”

Participant: “It caught fire like eight years ago, nine years ago. Burnt down. Like a huge riot when the city decided to burn down the place. So people went really mad. They lighted up the fire before they like got the chance to could get to it, so somebody burnt it. That’s how Finnish people work.”

Researcher: “Ok... There was drama here as well. It’s good to know. Where do you live? Is it in Helsinki?”

Participant: “Yeah in Kamppi.”

Researcher: “Oh ok.”

Participant: “Centre.”

Researcher: “Where, you say you were born in Finland?”

Participant: “Yeah I was born in Vantaa.”

Researcher: “Ok and what was your mode of transport? Your skateboard? Bus?”

Participant: “Uhm... bike, skateboard or bus.”

Researcher: “I don’t have skateboard here.”

Participant: “Ok (laughing). I prefer bicycle, but some don’t work so can’t bicycle right now.”

Researcher: “Ok. And what is your experience of this area in general? Like the open park and the skate park.”

Participant: “Uh (thinking) good one. It’s pretty quiet and like no bigger problems with it, because usually when you got this space where people gather you got like huge problems with like alcoholics or something like that. It’s pretty cosy and calm place, usually when people gather in parks their fighting and stuff like that. It’s good to be like right in the centre, because there’s police around (unclear).”

Researcher: “So there’s police also. Uhm what is your experience of the people in this area? Do you think that they interact with one another or do they just pass through? ”

Participant: “Hmm... no pass through. Really like passing through the place for a lot of people. There like a lot of different people gathering around here so (unclear due to loud truck noise) over there, drinkers over there, skateboarders over there so many different groups.”

Researcher: “Hmm... and different age groups as well?”

Participant: “Yeah.”

Researcher: “Ok. Do you have any social interaction with people or is it just when you come to skateboard? Do you and your friends come here?”

Participant: “Hmmm (thinking). Yeah it’s like that. Not talk that much, because it’s not Finnish habit so...”

Researcher: “Yes, I’ve seen that.”

Participant: “Yeah (laughing). Maybe if somebody else is skateboarding here then we got like relate to skateboard and talk about that. But not with strangers, no.”

Researcher: “So it’s mostly with your friends?”

Participant: “Yeah.”

Researcher: “Ok, and how would you improve this area? If you have any suggestions on how to make it better that people will interact? Or do you think that’s impossible to achieve?”

Participant: “Hmm (long pause), I think that would be impossible for Finnish people. I would built like more skateboarding stuff over here.

Researcher: “Ok.”

Participant: “It’s not really built for skateboarding.”

Researcher: “Ok there’s not those ramp things.”

Participant: “No. That would be good. Also rails, something like that. I think that for skateboarding. More events like. There are a few events here like summer.”

Researcher: “Like what type of events do they have here?”

Participant: “Uhm (long pause) like Olympics.”

Researcher: “Like the winter Olympics?”

Participant: “Yeah they have a huge screen like over here.”

Researcher: “Oh like a fan park?”

Participant: “Yeah yeah!”

Researcher: “Where people can come and watch it. Oh we also had that when the Soccer World Cup was in South Africa in 2010.”

Participant: “Oh!”

Researcher: “And they also had those fan parks.”

Participant: “We also gather here for like demonstrations, parliament. People come to demonstrate the campaign.”

Researcher: “I saw yesterday there was a group of people opposite the street. They were like protesting or something.”

Participant: “Yeah protesting just like a field for it. (Unclear) This is citizen square.”

Researcher: “This citizen square? Oh I didn’t even know. Ok.”

Participant: “They have a few weekends. I think like summer weekends the second hand market is here. Like every Saturday morning and Sunday morning.”

Researcher: “Uhm, and I saw people selling their food as well? And the market day?”

Participant: “The restaurant day. Yes sometimes on weekend’s people come here to sell (unclear due to loud truck noise).”

Participant 15: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it mainly for business, recreational or do you live in this area?”

Participant: “Hmm I live in Kamppi, but for recreational. We are roommates (says his friend next to him).”

Researcher: “Ok, how long have you used this area in particular?”

Participant: “Three years.”

Researcher: “And where you born in Finland?”

Participant: “Yes.”

Researcher: “What was you mode of transportation to get to here?”

Participant: “Here?”

Researcher: “Yes.”

Participant: “By bike.”

Researcher: “Ok, what is your experience of this area in general? In terms of how people socially interact with one another? And meet different people? Whether they walk to strangers and go talk to them?”

Participant: “I think people just pass pass by. They use it as a place where you can get from A to B. It’s not like uhm... I mean the stairs are over there. There people hang around and enjoy their time.”

Researcher: “Uhm... there’s a lot of young people.”

Participant: “Yeah.”

Researcher: “Sitting there especially at night also.”

Participant: “Yeah.”

Researcher: “Ok. Uhm, and your experience of the people?”

Participant: “Uhm (thinking) experience?”

Researcher: “Uhm... if you were to approach someone or if you do it?”

Participant: “If I have the need to approach someone?”

Researcher: “Uhm.”

Participant: “I can do that, but usually I don’t have a reason. Ok, but I know that I can always ask for something.”

Researcher: “Ok, and do you have any social interaction with people or is it mainly your friends?”

Participant: “Hmm... (Thinking), basically just me and my friends hang here. I know don’t come here by myself.”

Researcher: “Yeah, it’s not nice sitting alone.”

Participant: “Yeah.”

Researcher: “(Laughing), and how would you improve this area? Any suggestions? I know you said like the... I can actually use the other answers.”

Participant: “Yeah, they should do more events.”

Researcher: “The market and the shows?”

Participant: “Yeah.”

Researcher: “Ok. Thanks so much. I appreciate it.”

(After the recording the participant continued to tell me that the Minister of Culture gave money to communities for “problem areas” so that they could help with culture. He also suggested that they should have more events like the Multi World Village Festival where people come from far away. He said that Helsinki only has festivals.)

Participant 16: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it mainly for business, recreational or do you live in this area?”

Participant: “Let’s say business.”

Researcher: “How long have you used this area?”

Participant: “Ten years atleast, or uhm, maybe five”

Researcher: “Uhm, where do you live? In Helsinki? Or...”

Participant: “I’m living in Salo. 100km to the west, to Turku.”

Researcher: “Oh to Turku.”

Participant: “Yes. 50km from Turku (Talks very fast not quite sure what participant is saying).”

Researcher: “Ok (Laughing), where you born in Finland?”

Participant: “Yes.”

Researcher: “Ok. And what was you mode of transport? Did you walk to here today? Take a bus? Train?”

Participant: “Ahh... I was taking bus.”

Researcher: “Ok. And then, what is your experience of this area in general? In terms of the social, how do you experience it? If people socially interact, or?”

Participant: “Uhm difficult to say, but it’s really particular it could be (unclear due to seagull noises) there’s one billion people and maybe they don’t know each other at all.

So in this big city people doesn't know each other. I think that is the main thing. Like if I go to smaller city people know each other much more better. That's I think it."

Researcher: "Yeah I feel the same way."

Participant: "It's only thirty thousand people living in my city, home city so and if I go there to some square I can see maybe like one or two of my friends there."

Researcher: "And here everybody is like strangers? You actually don't know."

Participant: "Yeah."

Researcher: "Hmm... ok, and how do you experience the people?"

Participant: "Uhm (thinking) it's quite a mixture of people. And what I'm feeling is like many people are coming from other city to here, maybe because of the work. You know, they have been living there somewhere else and then just move here because maybe studying or working or seeing places."

Researcher: "Ok coming from different places?"

Participant: "Yeah yeah. So it's a mixture."

Researcher: "Ok and do you think they mix with each other or?"

Participant: "Yeah, of course there's also those, how to call boring guys."

Researcher: "Yes (laughing) you can see them."

Participant: "Yeah yeah, so and if you go to like Itakis (or something like that)... if you know the place."

Researcher: "The western, eastern?"

Participant: "You can take the metro there. You are wondering what country you are in now, because you cannot hear Finnish no. Black guys."

Researcher: "So just black guys?"

Participant: "(Talks very fast thus unclear). Have you been there?"

Researcher: "I've heard. No they told me I should go for my study as well so I'll definitely go there with the rail."

Participant: "You know Itakeskus that's like (talks fast thus unclear)."

Researcher: "Ok thank you. Ok, and do you have any social interaction? So do you socialise in this area? Do you have social interaction with other people?"

Participant: "Yeah, I have some friends here, yeah..."

Researcher: "So it's mainly just friends?"

Participant: "Yeah (unclear). Hopefully it's recording or something, because it's quite noisy here."

Researcher: "No it's fine, at least I'm writing it down for in case."

Participant: "Ok ok ok..."

Researcher: "And if you could, how would you improve this area so that people will interact with one another? And not just walking through it?"

Participant: "Hmm... aww... (Thinking) that's a tricky question. Difficult, ahh (pause) uh (pause) I think it is very difficult."

Researcher: "Why do you say so?"

Participant: "Of course there are a lot of pubs or something like the places where people can eat or something. There are already those."

Researcher: "Do you think it's sufficient?"

Participant: "Hmm yeah (long pause), it's difficult really. There are not so many places like, for suitable for my age. Uhm... if I go to some disco then I, then I you know feeling like grandfather there you know (Laughing). So that's really the issue. There are only quite a few places where there are older people, my age."

Researcher: "In the disco's? (Cars and tram driving in background) in the disco's?"

Participant: "Or some other pub or place."

Researcher: "Oh ok."

Participant: "Like Storyville if you go there. It's a jazz place."

Researcher: "Oh."

Participant: “You should go and visit there. You can see it a little bit (cars driving in background). Jazz, jazz probably.”

Researcher: “Yes. Oh there over there by the square?”

Participant: “After the parliament house. After. Storyville... Storyville.”

Researcher: “Storyville.”

Participant: “(Laughing). Go up this street. Maybe some piano player there. And then down stairs there’s real jazz.”

Researcher: “You like jazz music?”

Participant: “Hmm... not so.”

Researcher: “Ok thank you.”

Participant: “Yeah, of course you can check the website also. You can go to the website if you want to understand the story of that building. If you go to the website. If you don’t visit the place, but of course it is better to visit there ok?”

Researcher: “The jazz place?”

Participant: “Yeah.”

Researcher: “How do you pronounce? Or how do you spell the name? (Long pause as the participant googled the title to show it to me). Oh Storyville, I’m going to write it here. Thank you.”

Participant 17: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it mainly for business, recreational or do you live in this area?”

Participant: “This special area?”

Researcher: “Uhum...”

Participant: “Well, yes you could say for business, because I was working here now.”

Researcher: “Oh, working the whole day.”

Participant: “Yeah.”

Researcher: “Ok (Laughing), how long have you used this area in particular?”

Participant: “Uhm today or in general?”

Researcher: “In general.”

Participant: “Uhm... I haven't spent that much time here outside work, but but... like in this last two weeks I've been like spending maybe like 15 to 20 hours here.”

Researcher: “See the cars are like shwoes shwoes (imitating car noises coming from the road). Ok, where do you live?”

Participant: “I live in Kalasatama. It's a suburb quite close to the edge of the really centre of Helsinki.”

Researcher: “Oh, Helsinki, ok. And where you born in Finland?”

Participant: “Yes I was born in Turku. It's one of the the...”

Researcher: “Is it the old town?”

Participant: “Yeah.”

Researcher: “Or is Tampere? No Turku”

Participant: “Yeah it’s the one on the like a south west corner of Finland, on the coast.”

Researcher: “Oh... do they have the ice castle?”

Participant: “No that’s I think in the north at Rovaniemi, if I’m not mistaken.”

Researcher: “Oh (laughing).”

Participant: “But yeah I live there. I think it is one of like the fourth or fifth biggest city in Finland.”

Researcher: “Oh so it’s quite a big town?”

Participant: “Yeah its 200 000 people who live there.”

Researcher: “It’s a lot for a town.”

Participant: “It used to be our capital, but not anymore.

Researcher: “How many years ago?”

Participant: “It was until the beginning of the nineteenth century.”

Researcher: “Oh and then Helsinki?”

Participant: “Yeah, it was due to politics, because Russia, I think it was burnt also.”

Researcher: “Oh really?”

Participant: “Yeah... “

Researcher: “Because it was the capital, they burned it?”

Participant: “No, it was uhm... they moved the capital to Helsinki, because because uh we were taken under the command of Russia and then they wanted the capital far away from Sweden, because we used to be a part of Sweden before that so then they moved it to here. This is closer to St. Petersburg and after that it burned, so yeah, that is another story.”

Researcher: “Oh ok. And what was you mode of transport to get here today?”

Participant: "I used the subway."

Researcher: "You have a lot of different public transport. We don't have so much."

Participant: "Yeah, I think that's a good thing."

Researcher: "It is very. It connects the whole city."

Participant: "Yeah and you don't need a car here, it's really quick convenient to get from one place to another with just the trams, and the busses and the subway and so on so, and it's actually... things in the city centre are actually in a nice walking distance also."

Researcher: "Yeah... and I've talked to a lot of people who told me that they've like sold their cars, because they're just walking around."

Participant: "Or people use bikes also, even during the winter."

Researcher: "Yes, I was one of those people, but it's slippery, but it's fun (laughing). Uhm, what is your experience of this area in general?"

Participant: "I think it's quite busy. There's a lot of people walking through it all the time, but still it seems like it's a nice place to also like spend a little time also and relax. People sit here on the benches and there's this nice kind of cafeteria where you can get beer and such (laughing) and yeah I think it's mostly a place to walk by, but also some people apparently like to sit here also."

Researcher: "Ok and what is your experience of the people in this area? How would you describe the people?"

Participant: "Their busy and they're almost, every one of them are on their way to somewhere and uh uh... so they're quite busy, but still still It's quite... there's lots of lots of kind of people from different social categories and different races walking or so yeah, because it's in the real centre and there's this big big uh shopping centre, Stockmann."

Researcher: "Uhm..."

Participant: "So people like to go there also."

Researcher: "Ok uhm... do you have any social interaction?"

Participant: “Yes I do. I’ve been trying to get people to donate money to Green Peace, so I do interact socially quite a lot with the people here.”

Researcher: “And how do you find the people when you interact with them? Are they helpful or mostly”

Participant: “They’re polite, but they’re usually quite quite busy and on their way to work or on a lunch break or something, but I would say they’re polite mostly.”

Researcher: “Ok that is good to know. And lastly uhm how would you improve this area? Do you have any suggestions? What can someone do to help improve the social interaction of the people? Like if you have like an example. Like you said there is a cafeteria?”

Participant: “Yeah.”

Researcher: “It helps, because people sit down. Do you have any suggestions that you think can help more?”

Participant: “Well actually there’s been a lot of talk about uh, about uh making that street over behind us uhm not able to to go with the car. Just for public transportation and people to ride bike so I think that will be nice, because it’s quite a busy street. A lot of people walk both sides of the street so I think that will bring peace, peace to the people in their minds and maybe more relaxed also and uhm that would be nice at least if you if you ask me.”

Researcher: “Awh.. That’s a very good ideas. Okay, thank you so much.”

Participant 18: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Why do you use this area? Is it mainly for business, to relax? Or do you live in this area?”

Participant: “Hmm (thinking) well, maybe it’s... today it was for business, but for shopping mostly, because I live in the area so it is basically everything.”

Researcher: “And how long have you used this area? For how many years?”

Participant: “Uhm, maybe six years. I started shopping quite late”

Researcher: “It’s good, because everything is expensive (Laughing).”

Participant: “Yeah especially on this street... Stockmann”

Researcher: “I just window shop.”

Participant: “Yeah yeah yeah, that’s suitable for that.”

Researcher: “And where do you live?”

Participant: “Uhm, I live here in the centre of Helsinki.”

Researcher: “Ok (pause) uhm, where you born in Finland?”

Participant: “Yeah.”

Researcher: “And what was you mode of transport to come here today?”

Participant: “Walking.”

Researcher: “Obviously when you’re just living here.”

Participant: "Yeah."

Researcher: "Ok. What is your experience of the area in general? How do you experience the social interaction?"

Participant: "I would say there isn't any social interaction mostly people just walk, because I think there are many offices on this street. People are very very all the time in hurry and going for a lunch and grab a coffee then look on the ground. Just walk walk walk. Avoid eye contact (Laughing)."

Researcher: "It's true. Ok and what is your experience of the people in this area? As you said, even for your job... you try to approach them. How would you say the people are?"

Participant: "Uhm... it's hard to say in general, because some of the people are very nice and they are very polite and always saying that I'm very sorry, I don't really have time, but enjoy your day and you're doing very great job. They're very polite I'd say. In some areas people might say rude things that we are "Eco terrorists" or something like that. Really stupid stuff and, but I think in this area people are mostly quite polite."

Researcher: "Ok, so different areas the people are differently?"

Participant: "Well, maybe a bit, but it's not huge difference, mostly people are always quite polite."

Researcher: "Ok. Do you have any social interaction with other people in this area? I know for your job you have to talk to them?"

Participant: "Yeah... "

Researcher: "But do you come here maybe with your friends? Or family? Or?"

Participant: "Hmm... well I do have social interactions if I come with my friends. I could come here with my friends for like shopping or eating ice cream, because this is like, everyone knows this place. It's a good meeting place... 'Ok, see you in front of the statue' I'd say that is one of the most important main things for this area. It's like meeting place."

Researcher: "Ok great meeting place. And if you could, how would you improve this area? Too uhm improve the social interaction so that people are more likely to interact with one another?"

Participant: “Maybe there could be like free seating places more. Places to sit like that café, it’s you need to pay something to enter that place. If there would be like big free not not anything like to buy stuff... people could just chill there. And also this chairs like not anyone sitting here. If the chairs would be sideways...”

Researcher: “Like a circle?”

Participant: “Yeah... there could be music and pillows (laughing).”

Researcher: “Getting comfy.”

Participant: “Yeah (laughing).”

Researcher: “Ok, thank you that helps a lot.”

After our conversation, the participant went on to describe a cool idea for like a “Phone Free Zone”. Where there could be radio’s messing up their signals so that people should stop and ask “Is your phone working?” and then they are forced to talk to each other instead of staring at their phones the whole time as their walking. It would support spontaneous behaviour.

Participant 19: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Uhm, why do you use this area?”

Participant: “This area... I use this area to meet people.”

Researcher: “Ok to meet people, so for relaxing meeting people?”

Participant: “Yes.”

Researcher: “Uhm, how long have you used this area?”

Participant: “Uh well I actually used to live really close by, so I’ve been using this like all my life.”

Researcher: “Uhm, where do you live now?”

Participant: “Ahh in Vantaa.”

Researcher: “Oh yes, Vantaa. Ok, and where you born in Finland?”

Participant: “Ah yes yes.”

Researcher: “Ok and what was you mode of transport to get to get here?”

Participant: “To get here? Uh I used subway.”

Researcher: “Subway?”

Participant: “Yeah.”

Researcher: “And what is your experience of this area in general? In terms of how people socially interact with one another?”

Participant: “Ah well I guess people used to go as pairs, so I guess they come here and talk about their lives and problems and I think it’s pretty useful for people to meet up here. So this is like when they sign a landmark in Finland in Helsinki so that’s why I think people come here to meet.”

Researcher: “To meet up with each other?”

Participant: “Yeah.”

Researcher: “Ok and what is your experience of the people in the area?”

Participant: “Ahh well I think like everyone who’s living like in Helsinki or maybe Vantaa and Espoo I think everyone who lives there uses this as a central area. I think many people at least walk by, maybe go do shopping and like I don’t know.”

Researcher: “And do you ever try to approach people or...?”

Participant: “Ah... no not really like you mean like people I don’t know?”

Researcher: ”Yes.”

Participant: “Ah I don’t think I have ever here done that.”

Researcher: “Ok, uhm do you have any social interaction in this area? Maybe with your friends or someone coming to meet up in this area or?”

Participant: “Ah socially?”

Researcher: “Uhm...”

Participant: “Well, uhm maybe sometimes I talk to them and maybe stay here for a while. But this is not like a usual place for me to stay for a long period of time.”

Researcher: “Ok, why won’t you stay here?”

Participant: “Ah, well it’s too expensive for my taste I guess. Like the café’s today are not that cheap.”

Researcher: “Ok too expensive. And how would you improve this area? If you have any suggestions on how to make it better, like you said that’s too expensive or too let people more socially interact?”

Participant: “Uhm, maybe some street festival or something like that, because there’s this, for example the park is really close by, so maybe some festival could start here and like expand.”

Researcher: “Oh yes that’s good. Close by... so the festival starts here, starts at Stockman. Ok and anything else?”

Participant: “Uhm... (Long pause) I don’t really have anything to say other than that.”

Researcher: “Ok thank you. That really helped.”

Participant 20: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “How long have you used this area?”

Participant: “All the time.”

Researcher: “Why do you use this area? Is it mainly for business, recreational or do you live in this area?”

Participant: “Business.”

Researcher: “Where do you live?”

Participant: “1km from here.”

Researcher: “Where you born in Finland? If not, where are you from?”

Participant: “Yes.”

Researcher: “What was your mode of transport to get to this area?”

Participant: “Bicycle, tram and bus.”

Researcher: “What is your experience of this area in general?”

Participant: “Nice. It changed a lot within 10 to 20 years.”

Researcher: “What is your experience of the people in this area?”

Participant: “There are a lot of tourists in this area.”

Researcher: “Do you have any social interaction in this area with other people?”

Participant: “Yes.”

Researcher: “How would you improve this area? If you have any suggestions?”

Participant: “Have performances”

South African interviews

Participant 1: Section A: General information

4. Gender: Male Female
5. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
6. Why do you use this area?
Business Recreational Live in area

Researcher: “How long have you used this area?”

Participant: “I’ve been here twice.”

Researcher: “Okay, where do you live?”

Participant: “Uh Kempton Park.”

Researcher: “Ok. And where you born in South Africa?”

Participant: “Yes I was.”

Researcher: “Ok. And what was your mode of transport to get to this area today?”

Participant: “Motor vehicle.”

Researcher: “Ok. And what is your experience of this area in general?”

Participant: “I would say it is, uhm... it’s different than other places in South Africa. The vibe that is created here is something that that basically... I wouldn’t say move you out of your comfort zone, but uh... you basically experiencing a new culture if you may call it. And ja... it draws your attention to the buildings, the landscapes. The type of restaurants that is here as well is is different. Uh I would definitely say it is, there is a bit more of a classiness, upper class type of feeling that you get, uhm you see all the big expensive name brands like Bang & Olufsen uh. Some clothing brands that I don’t even recognise, uh so yeah.”

Researcher: “Ok. And what is your experience of the people in this area? If you have to describe the people here?”

Participant: “Well... uhm (pause) It seems to me that most people here, uh... you see you see a lot of diversity. Different different uh some big groups, some small groups, uhm more adults than children, but there are some children, especially at the play area that they have here. I don't know if its everyday, but I'm guessing weekends and public holidays. Uhm, but it's more, I would say the age group average would be between 25 and 35 from what I can see.”

Researcher: “Ok, and do you have any social interaction in this area with other people?”

Participant: “Uh... yeah, well... people that I bring here, not people that I meet here.”

Researcher: “Where do you usually socialise in this area? As you walk through or do you sit at a restaurant or?”

Participant: “Uhm... a bit of both, interesting walking through the shops and then uhm, more in a restaurant and I've been here a previous time on a, for business which we had in one of the hotels so, yeah, it is a good facility for conferencing. Accommodative and uh, yeah if you have a business function here it is really describe... (noisy) it makes you feel special, because it's an upper class type of environment.”

Researcher: “Ok, and how would you improve this area?”

Participant: “Well I would say that the uh (thinking) there's no real uh... we were looking for a particular restaurant and there is no real uh area that would say, some place that looked like the food court if you'd call it that, but then you walk here and there is another one so. They should actually have some...”

Researcher: “There's not a clear indication where's the...?”

Participant: “No, exactly you need to walk around to find something or somebody. There's street names and that is basically it. So you might go through here and miss a lot of other shops and restaurants without knowing they're actually here.”

Researcher: “Ahh... okay. And any other suggestions?”

Participant: “No.”

Researcher: “Thank you so much. I really appreciate it.”

Participant 2: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “How long have you used this area?”

Participant: “Uhm... once. (Unclear)”

Researcher: “Ok, and where do you live?”

Participant: “In Moreleta Park.”

Researcher: “And where you born in South Africa?”

Participant: “Yes.”

Researcher: “Ok. What was your mode of transport?”

Participant: “Vehicle.”

Researcher: “Ok, and uhm.. what is your experience of this area in general?”

Participant: “Uhm onpersoonlik.”

Researcher: “Onpersoonlik?”

Participant: “Ja, daar is nie goeie aanwysings waantoe jy wil gaan nie... en mense weet nie eers dit is ‘n mall en buite area nie. Ja dit is nou nie iewers waantoe ek sal heen gaan oor ‘n naweek as ek wil ontspan nie.”

Researcher: “Ok so jy ervaar die omgewing as nie baie ontspannend nie?”

Participant: “Nee.”

Researcher: “So is daar vir jou te veel mense?”

Participant: “Nee dis net nie... dis onpersoonlik so ek ja.”

Researcher: “Ok. Uhm... wat is jou gevoel van die mense in hierdie area?”

Participant: “Uhm... well, die mense lyk maar normal (laughing), uhm mens dink nou maar mense van Sandton is snaaks, maar dis nie noodwendig so nie. Ek ken nie die mense nie, maar soos hier ervaar ek ek voel gemaklik tussen die mense.”

Researcher: “Nou het jy enige sosiale interaksie die eenkeer wat jy hierso is?”

Participant: “Ja saam mense wat ek hier gekry het. Mense wat ek ken, nie vreemde mense nie.”

Researcher: “Okay, en uhm hoe sou jy die omgewing kon verbeter? As jy enige voorstelle het?”

Participant: “Uhm well... die aanwysings, hulle moet meer aanwysings gee en uhm ja ek weet nie wat kan hulle doen om dit minder onpersoonlik te maak nie, maar...”

Researchers: “So jy sou sê daai aspek van die onpersoonlikheid is wat verander kan word?”

Participant: “Ja ek is net nie presies seker hoe om dit te verander nie.”

Researcher: “Okay okay. Baie dankie.”

Participant 3: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Okay... hoe lank gebruik jy al hierdie area?”

Participant: “Uhm... ek was al seker so drie keer hier gewees.”

Researcher: “Ok, uhm waar bly jy?”

Participant: “Polokwane.”

Researcher: “Was jy gebore in Suid-Afrika?”

Participant: “Ja... Ek hoop so.”

Researcher: “Haha... Okay watse mode of transport het jy gebruik om hier te kom?”

Participant: “With a friend.”

Researcher: “Okay maar het julle met ‘n kar gekom?”

Participant: “Ja.”

Researcher: “Okay, wat is jou gevoel van hierdie area in geheel?”

Participant: “Uhm... dis baie ontspanne, soos uhm (very noise) ek dink, maar dit is dalk oor ek baie gemaklik is soos met die inkopiesentrum idee is vir my baie lekker. Uhm ja.”

Researcher: “Okay en wat is jou gevoel van die mense wat hier rondbeweeg? As jy hulle moet beskryf?”

Participant: “Uhm... almal lyk baie relaxed. Uhm soos die groepe mense wat uithang hierso ook diverse groepe. Soos hier is gesinne hier is soos vriende wat uithang en mense wat

besigheid kom doen. Hier was nou 'n ou met 'n laptop gewees wat net hier kom sit en werk het. So 'n gemaklike omgewing vir 'n groot demografiese groep.”

Researcher: “Ok en het jy enige sosiale interaksie in hierdie omgewing met mense?”

Participant: “Ja mense saam met wie ek hierna toe kom. Ek sal nie noodwendig sê dat ek sommer met iemand op die straat sal ontmoet en begin kuier nie. Ek dink nie... ja.”

Researcher: “Hoekom sal jy nie sommer met 'n...”

Participant: “Nee ek sal seker ek dink maar net ek... die tipe mense wat hier uithang is nie noodwendig iemand wat ek myself mee kan assosieer nie.”

Researcher: “Ooh, ok en uhm hoe sou jy die omgewing kon verbeter? As jy dink...”

Participant: “Ek dink dit voel vir my soos daar is baie detail wat hulle probeer in kry het, maar tog kleiner goedjies, verskillende gebruike, dis half weg van mekaar af, dit is nie geïntegreerd nie. Uhm, maar ek dink dit is tog wat dit half, ok ek dink dat interne van besigheid is dit belangrik dat die besigheids bietjie eenkant is, dat dit nie half gemeng word met die sosiale goed nie, maar dit kan hier en daar is daar klein details, soos hulle ook nou nou gepraat het van jy loop en dan ewe skielik is daar net niks om jou nie.”

Researcher: “Ja.”

Participant: “Dit laat jou half voel asof jy in 'n niemandsland is.”

Researcher: “So jy sou sê al daai grondgebruike integreer met mekaar?”

Participant: “'n Klein bietjie meer integreer en dit dalk net meer uhm... linkage. Dit is iets wat die plek baie kort. Dit voel vir my daar is cool elemente hierso, maar dit skakel nie almal en praat nie almal met mekaar nie. En dan is daar, (unclear) dis maklik om te verdwaal hierso, omdat die bou style so baie dieselfde is, jy... jy verloor half jou sense of place, jy weet nie noodwendig...”

Researcher: “So daar is nie daai standbeeld?”

Participant: “Daar is nie iets wat orientasie gee nie. Ek dink omdat die boustyle ooreenstem is dit maklik om verdwaal te word.”

Researcher: “Okay... baie dankie.”

Participant: “Ooh ja en hierso wat ek vir jou wou gesê het by nommer twee... uhm.”

Researcher: “Van die mense?”

Participant: “Nee die experience van die area. Ek dink nie dit is baie geintegreer met dit wat hier aangaan nie, uhm dit voel vir my hierdie is soos ‘n eilandjie en alles wat buite om dit aangaan is wat buite aangaan. Hierdie is geisoleerde projek gewees.”

Researcher: “Soos Melrose met die omgewing buite?”

Participant: “Yes.”

Researcher: “Ek stem saam met jou ja. Uhm, want tog as jy gaan kyk na die buitenste omgewing is dit heeltmal ‘n ander tipe...”

Participant: “Ander tipe gevoel as hierso.”

Researcher: “Ja... ok.”

Participant: “Ek sien waantoe hulle met die projek gegaan het, en wat die idee was, maar ek voel dit kon bietjie meer geintegreer wees met wat buite aangaan.”

Researcher: “Ok... baie baie dankie jong man.”

Participant 4: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you for answering my questions.”

Participant: “You are welcome”

Researcher: “Why do you use this area? Is it mainly for business, for recreational or do you live in this area?”

Participant: “Recreational”

Researcher: “Recreational. Okay and how long have you used this area?”

Participant: “I actually just started very recently.”

Researcher: “Very recently? Okay and where do you live?”

Participant: “Australia”

Researcher: “Wow, all the way from Australia?”

Participant: “Yes”

Researcher: “Okay. Where you born in South Africa?”

Participant: “I was born in Johannesburg, Roodepoort.”

Researcher: “Okay and what was your mode of transport”

Participant: “Actually I was born in Johannesburg, okay.”

Researcher: “Johannesburg”

Participant: “(Laughs). My, my mode of transport – vehicle.”

**Researcher: “Vehicle. Okay. And mmm ... What is your experience of this area in general
If you had to describe it, the feel of the area and ...?”**

Participant: “There is a very ... it is a positive vibe you really .. people just enjoy hanging out
and just having a good time it seems like.”

**Researcher: “Okay and what is your experience of the people – if you had to describe the
people?”**

Participant: “Mmm Can I say upper class?”

Researcher: “Upper class? Why do you say that?”

Participant: “Just the way they dress and the kind of shops that’s around.”

Researcher: “so very upper class type of shops and”

Participant: “Yah”

Researcher: “Okay. Do you have any social interaction in this area with people?”

Participant: “Just with the waiters at this time .. (laughing)”

**Researcher: “Okay and how would you improve this area to improve the social
interaction, the type of feel ... if you have any suggestions?”**

Participant: “Uhmhhh ... I can definitely see that there is two ... one area that there is a lot of
kids in and one that is more for the just the young working perhaps? Yeah, I would
love to see those two kind of areas just come together a bit more, perhaps a bit
closer so that there can be a bit of a touch base between the two but yeah”

Researcher: “Overall everything is fine?”

Participant: “Yeah, beautiful”

Researcher: “Thank you so much for all your time, I really appreciate it.”

Participant: “You are very welcome.”

Participant 5: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you so much for your time. Uh, why do you use this area? Is it mainly for business, recreational or do you live in Melrose?”

Participant: “Mainly recreational, but occasionally for business.”

Researcher: “Okay and how long have you used this area?”

Participant: “At least 5 – 6 years.”

Researcher: “5 – 6 years and where do you live?”

Participant: “South Africa, Roodepoort South Africa (laughs)”

Researcher: “Where you born in South Africa?”

Participant: “Yes”

Researchers: “Okay and what was your mode of transport to get here today?”

Participant: “My wife’s car”

Researcher: “Your wife’s car, wow! And what is your experience of this area in general .. if you had to describe the area, the feel?”

Participant: “Yes, I think it has got a very positive vibe, positive, it feels safe.”

Researcher: “Yes, why do you say you feel safe?”

Participant: “There is a lot of open space, I feel safe as a pedestrian walking around”

Researcher: “Okay”

Participant: "There are cameras visible in some areas."

Researcher: "Yes. Okay and what is your experience of the people if you have to describe them?"

Participant: "It looks as if they, most of the people enjoy themselves in the area."

Researcher: "Okay ... uhmmm and do you have any social interaction in this area?"

Participant: "Uhhh ... already had some in the past."

Researcher: "Okay and where is it mostly? Is it just walking around in the area or ...?"

Participant: "No, at the restaurants."

Researcher: "Restaurants? Okay and uhmmm, would you walk up to a complete stranger and start talking to them?"

Participant: "Uhmm ... Probably not"

Researcher: "Probably not, so you don't feel comfortable to do it here?"

Participant: "Well, I don't feel comfortable to do it in other places either."

Researcher: "And how would you improve this area ... if you have any suggestions?"

Participant: "I think it can do with more plants to soften the area."

Researcher: "More plants?"

Participant: "There is a lot of concrete."

Researcher: "Okay"

Participant: "Maybe some vertical gardens in places."

Researcher: "Yes"

Participant: "Some screens that can also muffle the sound as there is a lot of seems to be a lot of noise around."

Researcher: "Okay"

Participant: "Uhmm maybe dedicating areas where the children can play with their roller skates and skate boards."

Researcher: “Okay”

Participant: “In order to not create a safety hazard for the other people that are walking around.”

Researcher: “Yes, yes. Okay ... is that all?”

Participant: “Yes”

Researcher: “Thank you so much sir for your time, I really appreciate it.”

Participant 6: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Okay. Thank you so much for your time mam.”

Participant: “Pleasure”

Researcher: “Uhhmm ... why do you use this area? Is it mainly for business, for recreational or do you live in this area?”

Participant: “Recreational”

Researcher: “Recreational. Okay and how long have you used this area?”

Participant: “Probably for 3 years.”

Researcher: “3 years. And where do you live?”

Participant: “In Roodepoort”

Researcher: “Roodepoort. It is quite far to come to Melrose?”

Participant: “Yeah, but it is enjoyable to come here.”

Researcher: “Enjoyable, okay. And were you born in South Africa?”

Participant: “Yes, I was born in Johannesburg.”

Researcher: “And, what was your mode of transport? Did you take the Gautrain or vehicle or ...?”

Participant: “By vehicle”

Researcher: “By vehicle. And uhhmm ... what is your experience of this area in general if you had to describe it?”

Participant: "I really enjoy it as an outing, a place to come and relax, come eat something nice, so, ja it is .. I love this area, it is safe."

Researcher: "Safe, okay. Why do you think it is safe What contributes to the feeling of ..."

Participant: "I saw a few security guards"

Researcher: "Okay"

Participant: "Uhhh there are a lot of cameras out there and generally with all the people here I feel safe."

Researcher: "Okay. And what is your experience of the people in this area if you had to describe the people sitting here and walking around."

Participant: "They look quite happy and relaxed. Uhhh... social."

Researcher: "Very sociable?"

Participant: "Yes"

Researcher: "And do you have any social interaction in this area?"

Participant: "Well, with family members yes."

Researcher: "Family members. So you won't walk up to a stranger or"

Participant: "Not really, unless I really feel to go and say hello, but not in general."

Researcher: "(Laughs) in general. And, do you have any suggestions on how this area can be improved?"

Participant: "Although I see a lot of children are running around playing, I would like to see a secured area, maybe like with jumping castles or some entertainment for them where it is safe to leave them and where you can have a close eye on them, to watch them."

Researcher: "Yes, I agree and any other suggestions?"

Participant: "I also would like to see more flats or places to stay for people."

Researcher: "Okay. So you think like the balance between the mixed uses aren't that efficient, like there is more retail and office space?"

Participant: “That is correct, ja”

Researcher: “Okay ... so more flats?”

Participant: “More flats ja.”

Researcher: “Okay. And any other suggestions?”

Participant: “I think it’s about it.”

Researcher: “Okay. Thank you so much, I really appreciate it.”

Participant: “Great pleasure.”

Participant 7: Section A: General information (voice 043)

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Uhhh why do you use this area? Is it mainly for business, for recreational or do you live in this area?”

Participant: “Uhhh... potentially business.”

Researcher: “Potential business? Okay. And uhm, how long have you used this area?”

Participant: “Just very recently”

Researcher: “Very recently.”

Participant: “My initial visit.”

Researcher: “And where do you live?”

Participant: “In Brisbane, Australia”

Researcher: “Okay, so you are a long way from home.”

Participant: “(Laughs)”

Researcher: “And where you born in South Africa?”

Participant: “Yes, in Krugersdorp”

Researcher: “In Krugersdorp? Okay. And what was your mode of transport to get here today?”

Participant: “A vehicle”

Researcher: “Vehicle. Okay and what is your experience of this area in general?”

Participant: “Uhm ... it is quite safe and if you look at the children running around freely without supervision it portrays the message that this is a safe environment for the people and a good environment to uhhh ... in my line of business to, to have interviews with clients ...”

Researcher: “Okay”

Participant: “..... that they will feel quite safe in this environment.”

Researcher: “Okay. And uhhh... what is your experience of the people in this area?”

Participant: “Ja it looks like quite upper class business kind of people.”

Researcher: “Upper class ... more business type of people ... okay. And uhm ... do you have any social interaction?”

Participant: “Uhhh”

Researcher: “In this area, at Melrose Arch”

Participant: “Ja, just mainly, just mainly ...”

Researcher: “Friends or ...?”

Participant: “No, I don’t have, I don’t have any friends, just catching up with clients basically.”

Researcher: “Okay. And uhm, how would you improve this area? Do you have any ideas on how it can be improved?”

Participant: “Uhm maybe do something about the noise.”

Researcher: “Okay”

Participant: “There is a lot of noise that makes you wanna, that makes you wanna speak up a bit more

Researcher: “Yeah”

Participant: “..... to be heard around the table, especially where there maybe something to do ... take a bit of take away a bit of the noise factor doing something about the noise.”

Researcher: “Okay. And any other ideas or?”

Participant: “No”

Researcher: “Okay. Thank you so much for your time, I really appreciate it.”

Participant 8: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Hello (laughs)”

Participant: “Hi”

Researcher: “Okay, uhm how long have you used this area?”

Participant: “Uhm... not long (car in background) I would say maybe two years.”

Researcher: “Two years?”

Participant: “Yeah”

Researcher: “And where do you live?”

Participant: “In Pretoria.”

Researcher: “Pretoria, and where you born in South Africa?”

Participant: “Yes I was.”

Researcher: “And what was your mode of transport? If you go to Melrose?”

Participant: “Uhm (thinking)...”

Researcher: “Do you usually travel by vehicle or do you take the Gautrain and the bus?”

Participant: “Uhm... I use both actually.”

Researcher: “Okay. So, you don’t take your bike (laughs)?”

Participant: “No, that’s a bit far hey.”

Researcher: “Okay and what is your experience of the area in general?”

Participant: “Uhm, I really liked it. It is very diverse. Uhm... and the stores there, their amazing of course. Uhm (thinking)... but yah I like the diversity and just the cleanliness of the place I think it’s quite well kept. It’s very beautiful uhm you know the buildings are quite beautiful as well.”

Researcher: “Okay, awesome. And what is your experience of the people? If you had to describe them?”

Participant: “I would say very friendly and approachable.”

Researcher: “Okay...”

Participant: “Uhm... again diverse you uhm you don’t get a certain crowd uhm ja there’s a diversity of people going there. So yeah I I really like how they’re welcoming. Just looking in their faces and they’ll smile at you. Quite welcoming.”

Researcher: “Okay and uhm do you have any social interaction in the area? Do you go to socialise with your friends? Meet up with someone there?”

Participant: “Yeah, uhm... mainly go to the restaurants there, uhm I think my favourite Rocco Mama’s, uhm yeah, but mainly it is... go to the restaurants there.”

Researcher: “Okay, and would you ever walk up to a stranger, approach them there or is it..”

Participant: “Definitely ja.”

Researcher: “Okay.”

Participant: “They look very approachable.”

Researcher: “Approachable... okay. And do you have any ideas on how the area can be improved?”

Participant: “Uhm (laughs) I don’t really have any ideas, I think it is, it looks nice as it is. Uhm (thinking) The only think is I didn’t really see a lot of apartments nearby, I think that could be the one thing that could be looked into, you know.”

Researcher: “Rather bring more places to stay closer?”

Participant: “Yeah... “

Researcher: “Okay, okay thank you so much.”

Participant: "Okay."

Researcher: "I really appreciate."

Participant: "Thank you."

Participant 9: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Baie dankie vir jou tyd ek waardeer. Okay uhm... hoekom gebruik jy die area, is dit vir besigheid, vir ontspanning of bly jy hier naby?”

Participant: “Vir ontspanning.”

Researcher: “Ontspanning... okay en hoelank het jy al die area gebruik?”

Participant: “Eintlik al vandat hy ontstaan, so...”

Researcher: “Okay, so dis baie lank.”

Participant: “Baie lank ja...”

Researcher: “en waar bly jy tans?”

Participant: “In Pretoria Oos.”

Researcher: “Okay en uhm is jy gebore in Suid-Afrika?”

Participant: “Ja.”

Researcher: “en watse vervoer het jy gebruik om vandag hierheen te kom? Het jy met jou motor gery of met ‘n trein?”

Participant: “Ek ry met my motor, want dit is maar die maklikste, maar ek sal eintlik verkies om met die trein te gaan.”

Researcher: “Okay en uhm wat is jou gevoel van die area, algeheel?”

Participant: “Ek dink dit is baie nice. Dit is een van my gunstelling plekke om na toe te gaan. Ek hou van die mengsel uhm goedjies wat daar is, die aktiwiteite en die mense wat daar is. Dit voel amper asof ek in ‘n Europese plek is.”

Researcher: “Uhm... en wat is jou gevoel van die mense as jy hulle moet beskryf?”

Participant: “Ek dink dit is... ek hou van die mense wat daar is, want dit is, dis mense wat jy voel jy met hulle kan relate en dit is moderne mense en jy kan met almal gesels en ons is almal gelyk op dieselfde vlak. Daar is nie, dit voel nie of daar ‘n klasse verskil is nie. Juis omdat dit eintlik maar ‘n duurige plek is, ek weet nie of dit die rede is nie. Dit is ‘n duurige plek, arm mense gaan nie noodwendig daar rondloop en so nie en al doen hulle neem jy dit nie in ag nie, want die plek is so gedesign dat dit vir almal is. So die mense like ek. Ek kan met gemaklikheid met enige iemand gesels en ja. Voel vir my soos ‘n nuwe Suid-Afrika.”

Researcher: “Ja... dit sal lekker wees as dit meer oral was en nie net daar nie.”

Participant: “Ja presies.”

Researcher: “en het jy enige sosiale interaksie met jou vriende of...”

Participant: “In die area?”

Researcher: “Ja in Melrose.”

Participant: “Uhm, nie regtig nie. As ek gaan sal ek gewoonlik, omdat dit so bietjie vêr is, sal ek saam my man gaan of saam my ma gaan en ons gaan maak ‘n uitstappie daarvan, maar ek sal nie sê dat dit ‘n uhm ‘n plek is waar ek en al my vriende nou sal gaan byvoorbeeld nie, dit ... Ek dink dit is omdat dit so vêr is en nie almal is bereid om tot daar te ry nie, uhm, maar ek sal graag wil.”

Researcher: “Okay.”

Participant: “Ek sal graag wil, ja.”

Researcher: “Okay en het jy enige idees oor hoe die omgewing verbeter kan word?”

Participant: “Uhm, ja ek dink toegang. Ek weet nie of dit net ‘n persepsie is nie, maar vir mense wat van Pretoria af gaan is daar hierdie persepsie jy kom daar en dis jy sukkel met parkering en jy weet nie of dit veilig is om te stap nie. So ek sou sê as daar ‘n lekker roete is wat of deur Uber of trein of watokal, wat gerieflik is, jy kan daar stop jy kan afklim, jy kan lekker kuier, die area geniet, weer op die trein klim, terugkom

Pretoria toe, dan... Ek voel dit sal maak dat ek ook meer na die area toe gaan. So dit is maar meer aan sy toeganklikheid. En ek dink, ek dink nie oor die algemeen, ek dink nie ek sal veel daaraan verander behalwe om dit groter te maak en meer, sodat daar nog meer daarvan te hê nie. Die area self vergroot en 'n groter verskeidenheid daar hê. Ek dink as hulle so bietjie meer natuur inbring, uhm soos 'n tipe van 'n urban forest idee, dat daar soos lekker parkies of gras parkies of watokal, jy kan piekniek hou, watokal.”

Researcher: “Ja dis ‘n oulike idee.”

Participant: “Ja so dit sal, dit sal lekker wees, uhm maar ja verder is dit eintlik al wat ek sal verander.”

Researcher: “Hierdie is baie oulike idees baie baie dankie vir jou tyd.”

Participant: “Dis ‘n plesier.”

Participant 10: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: "So, why do you use this area in Melrose Arch? Is it mainly for business?"

Participant: "It is mainly for business, yes."

Researcher: "Okay. And for recreational or ..?"

Participant: "Recreational side I would say slightly."

Researcher: "Slightly. I am going to mark it anyway. How long have you used Melrose Arch?"

Participant: "It has been pretty much plus or minus 5 years."

Researcher: "5 years"

Participant: "Yeah"

Researcher: "Okay and where do you live?"

Participant: "I live in Tsepisong, just say Roodepoort."

Researcher: "Roodepoort? Oh, I am also from Roodepoort."

Participant: "Just around there"

Researcher: "Okay and were you born in South Africa?"

Participant: "Yes"

Researcher: "What is your mode of transport when you come to Melrose Arch?"

Participant: "Bus, public transport."

Researcher: “Public transport. Okay and what is your experience of this area in general?”

Participant: “It is very refreshing. Say that and it looks very fancy on the other side.”

Researcher: “It looks very fancy hey?”

Participant: “It looks very fancy but yeah, overall I can say it is pretty modern and stylish and there is a lot of things that you can actually engage yourself into since it is a culture and multi diverse place. Yeah there is actually a lot that you can actually do around here.”

Researcher: “Okay and what is your experience of the people if you have to describe them.”

Participant: “In terms of people, as you know where are pretty cultured this side, so it is just a whole new level as supposed to seeing the same race on the other side then you come this side you see different people acting, having different values actually, so you often get a lot of education.”

Researcher: “Okay”

Participant: “Yeah, so people are awesome, doesn’t matter what kind.”

Researcher: “Do you have any social interaction in this area? Do you come to the restaurants or do you meet friends here?”

Participant: “We do sometimes here actually sip on some cocktails and stuff ...”

Researcher: “Fancy”

Participant: “So once in a while.”

Researcher: “Okay. Do you have any ideas on how Melrose Arch can be improved?”

Participant: “Gee, as far as I am concerned I wouldn’t know. You can see there is actual progress there things like that. I wouldn’t know, no, I doubt that.”

Researcher: “You think it is perfect as it is.”

Participant: “So far it looks good.”

Researcher: “Awesome”

Participant: “Cool man”

Researcher: “You are the first person to say it is perfect. Thank you so much, I really appreciate it. It was nice to meet you.”

Participant 11: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Hoekom gebruik jy hierdie area? Is dit meestal net vir besigheid,?”

Participant: “Dit is net vir werk.”

Researcher: “Net vir werk?”

Participant: “Ja”

Researcher: “Hoe lank gebruik jy nou al hierdie area?”

Participant: “Ek is nou ek dink al 4 jaar op hoofkantoor gebaseer”

Researcher: “Ok en waar bly jy tans?”

Participant: “In Pretoria, Wonderboom-Suid”

Researcher: “So dit is ‘n entjie se ry.”

Participant: “Gautrain”

Researcher: “O, Gautrain. Ja, ja, ja. Is jy gebore in Suid-Afrika?”

Participant: “Ja”

Researcher: “Jy se jy het die Gautrain gebruik?”

Participant: “Dit is reg.”

Researcher: “Wat is jou gevoel van Melrose oor die algemeen.”

Participant: “Ek hou baie daarvan. Dit is baie skoon, dit is baie oop, dit lyk baie Europees en ek dink dit werk die meeste van die tyd.”

Researcher: “Ok. Wat is jou gevoel van die mense in hierdie area as jy hulle moet beskryf?”

Participant: “Jo’burgish. (Lag)”

Researcher: “Is julle Pretorianers?”

Participant: “Op pad gym toe, opge-“dress”.

Researcher: “Hulle is nogal opge-“dress”.

Participant: “Ja”

Researcher: “So jy sal nie sommer met hulle gesels of so”

Participant: “Mense is oor die algemeen vriendelik.”

Researcher: “Is hulle?”

Participant: “Ja”

Researcher: “Ok.”

Participant: “Mens sien gereeld dieselfde mense oor jy hier werk.”

Researcher: “So dit is dieselfde gesiggies wat jy begin herken?”

Participant: “Ja, mense raak vriendeliker.”

Researcher: “Ok, met tyd?”

Participant: “Ja”

Researcher: “En het jy enige sosiale interaksie hierso in Melrose?”

Participant: “Nee, net werksgewys.”

Researcher: “Ok. Hoekom sal jy nie sommer hier kom nie?”

Participant: “Want ek het twee klein kinders en ek bly in Pretoria. Dit vat my twee ure om hier te kom en twee ure terug”

Researcher: “So jy sal nie sommer hier”

Participant: “So ek wil so gou as moontlik by die huis kom. (Lag)”

Researcher: “Ok, en as jy enige idees het van hoe Melrose Arch verbeter kan word?”

Participant: “Man weet jy, hulle maintenance is nie baie goed nie. Ek weet maintenance is duur en jy kry nie Capex in van....., maar die onderhoud van die geboue is nie so goed nie. En ek sal graag nog opsies rondom publieke vervoer wil sien want op hierdie stadium is dit die Gautrain en die Gaubus. As die Gaubus nie werk nie dan moet ons Uber of die drywer moet ons gaan aflaai. Daar is nie ander opsies nie.”

Researcher: “Ok”

Participant: “Hulle het so nou en dan protes aksies en goeters”

Researcher: “O ja”

Participant: “Dan is ons so bietjie vasgevang.”

Researcher: “Ja dit is erg, veral as mens daarop staat maak om by die werk te kom.”

Participant: “Dan is jy in die middel van niks en nerens.”

Researcher: “Ja ek het ook. My Ma-hulle bly in Roodepoort, dan het ek nog by die huis gebly, dan het ek het ook met die Gautrain Pretoria toe en toe was dit ook mos so chaos met die busse en die treine.”

Participant: “Dit is elke jaar so.”

Researcher: “Dis nie lekker nie”

Participant: “Dit is bietjie van ‘n probleem en dan kom jy met die kar in en dit is soveel duurder en soveel onveiliger. Partykeer is dit vinniger, maar dit kan ook langer wees. Vanoggend was besonders erg gewees.”

Researcher: “Is dit?”

Participant: “Olifantsfontein om gery.”

Researcher: “Ek het gehoor op die radio daarvan, maar ek is darem het vroeg vanoggend gery. Ja ja, ek bly ook nou in Pretoria, maar daar in Marrayfield se kant.”

Participant: “O ok, ja, ek weet waar dit is. Dit is ‘n lekker area. Ou huise.”

Researcher: “Ja, ons het so ‘n lekker woonstelblok, ek en my sussie deel nou daarso.”

Participant: “Lekker”

Researcher: “Ja”

Participant: “O ja dit is mos die ouerige met die face brick”

Researcher: “Dit is die enetjie daarso ja, maar dit is die een daarso weet jy waar is die Shell Garage, as jy in Rossouwstraat daar reg langs hom, daardie Ixia Court, ons bly daar.”

Participant: “So julle is lekker naby aan die Botaniese tuine”

Researcher: “Ja”

Participant: “o ok, ek ken die area, dis ‘n goeie area. Ag nee awesome.”

Researcher: “Net so nou en dan is daar water afsny en o koek”

Participant: “Maar daar is ‘n water problem. Ja daar is gereeld ‘n problem”

Researcher: “Maar dit dra ook seker net by tot die maintenance”

Participant: “Ja, dit is nogal

Researcher: “En dink jy as jy se nou maar baie mense het ook voorgestel dat hulle meer speelareas het vir kinders en groep oop ruimtes.”

Participant: “Ja, ek jou baie van die park, jy weet soos in die Europese winkelsentrums waar hulle parke in die middel het van die veld. Hulle probeer met die (???? Plaza), maar dit is bietjie hard.”

Researcher: “Ja, ja, dit is net cobble stones, daar is nie eintlik”

Participant: “Ja en daar is nie bome of plante nie. Dit kom net koud voor. Hulle sit daardie extreme play areas wel so nou en dan op vir vakansies, maar jy moet ingang betaal en dit is nogal redelik duur.”

Researcher: “O ek het nie eers geweet jy moet ingang betaal nie. Jy sien ek het nie kinders van my eie nie (Lag).”

Participant: “Dit is nie jou “target market” nie. (Lag)”

Researcher: “Ja, ja, maar nogals dankie. Jy het nie nog enige ander idees nie?”

Participant: “Nee”

Researcher: “Ok. Ag dankie, ek waardeer”

Participant 12: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Okay. Uhhmm why are you using this area? Is it mainly for business, for recreational or do you live within Melrose?”

Participant: “Business.”

Researcher: “Business.”

Participant: “Hmmm.”

Researcher: “And how long have you used this area?”

Participant: “A year and a half.”

Researcher: “And where do you currently live?”

Participant: “In Parkview”

Researcher: “And where you born in South Africa?”

Participant: “Yes”

Researcher: “And what was your mode of transport to get to Melrose?”

Participant: “Vehicle”

Researcher: “Vehicle. Okay. And then I would like to know what is your experience of this area in general? If you have to describe Melrose?”

Participant: “It is quite a pleasant environment to be in but it is not really a, a dynamic environment ... if you will. It is pleasant in the sense that it, you know, at least it promotes walking so during the daytime if you work here it is quite pleasant to walk

around, go to the shops, whatever but I guess for the average people a lot of the facilities are not accessible because it caters to a particular type of income group so uhm, ja, it is not really inclusive in that way. So it is pleasant but not inclusive and it does not promote that kind of dynamics and that, you know, that naturally open cities have in a sense of it bringing together all these people and people benefitting from, uhm from density in the way that it creates opportunity 'cause the opportunity here is very controlled and privatised."

Researcher: "Yes, yes"

Participant: "So, uhm"

Researcher: "Only for a certain income group"

Participant: "That is my experience of it, ja."

Researcher: "Okay. And what is your experience of the people in this area, if you had to describe the people walking around and ...?"

Participant: "Uhm ja, I think that the people is almost a reflection of our society. So you know, there is people with uhm you know it is quite of an upmarket, if you will, kind of precinct so really the kind of divisions and interactions as they are in other parts of our society, I don't think it is only particular to this place, are very much curtailed by what kind of class economically ... uhm ... you belong to, so, really I think it is just a reflection of wider society. I don't think there is anything particular about us."

Researcher: "Hmm but you don't think Melrose kind of helps a situation as you said in your previous answer that they just focus on a certain income group."

Participant: "Hmmmm"

Researcher: "They could have used this"

Participant: "In terms of interaction?"

Researcher: "Yes, yes."

Participant: "No. For me I think the value in mixed use environments, if they are free, is really that because you are walking a lot, because they enable that and you know, they enable access to diverse opportunities is that ideally you would be in contact with ... uhm ... a lot of people, right, which is the opposite of car-dominated kind of thing where you are emulated from interacting with other people on a one to one basis."

But here, where there is the possibility of that interaction, because the, the, the sort of demographic is so limited. It is either people were working here, or living here, and all in a particular sort of privileged economic class and then there is the other people ... so ... but there is no real interaction between those, because it is not so ... because of all the type of restrictions and coding, so there is no ... uhm ... there is no kind of, ja, city dynamism like informality, .. uhm ...you know, the real things that we have to deal with in South Africa. So, all those things that forced you to interact with people in other uhm ... situations and classes does not really exist here cause it is very controlled.”

Researcher: “Okay, good answer. And do you have any social interaction in Melrose?”

Participant: “Uhm”

Researcher: “Do you meet up with friends or?”

Participant: “Yeah, mostly with the people I work with.”

Researcher: “Okay”

Participant: “Uhm but yeah, I would say, you know, sometimes we are here on weekends, me and my son. It is a very pleasant environment ... uhm you know, to be in, especially if you are new to Jo’burg and you are ...uhm ... unfamiliar and uhm hesitant because people make you very hesitant about accessing certain areas in terms of your safety and that kind of thing ...”

Researcher: “Oh ..”

Participant: “So it gives you the perception of being very free and safe, so uhm, you know, ja and maybe that is a fake kind of perception because you know, uhm, ja but it is on that level it works. There are many ways that it works but my only ... my difficulty with it is that it requires a whole lot of resources, so if we have to re-apply this for other income groups and in other areas it is just extremely difficult because the, of the amount of uhm of investment it takes to maintain it, uhm at this level of, of uhm, you know, safety, as well as like cleanliness and those kind of things. So it is a very intensive input kind of environment, which you know, is maybe not achievable everywhere but there is definitely some things that you know ... there, there is a whole lot of good design things that can work everywhere, but the, the levels of control here I don’t think is applicable to a lot of places in South Africa

and I don't think it is achievable either, because you are not going to get people to pay for those kind of like premium services everywhere else."

Researcher: "Ja, ja it is true."

Participant: "So ..."

Researcher: "Okay. And do you have any suggestions on how this area can be improved to increase social interaction?"

Participant: "Ja, I would say that if, you know, in the next phase it needs to be, and especially in terms of residential accommodation, it is not too, uhm it is far to mono –"

Researcher: "I agree."

Participant: "It is just one type monarchy and that really needs to, needs to be more diverse, so more residential options, residential options for different income groups and there are ways to deal with that uhm in terms of how you site them and the kind of finishes they have to allow it still to be profitable for the developer but uhm, ja it definitely needs a diversity of residents because also if you got a mixed use precinct like this, I don't know if you have been here different times of day, but in the evenings, apart from the restaurants, it is not really vibrant in the sense that it could be, so yes it represents on one hand uhm you know activity that we are not accustomed to see a lot of the time in South Africa, but it is not the potential, it is not the true potential of mixed used developments and I am sure that you have seen that in terms of comparing that to your other examples."

Researcher: "Yes it is true"

Participant: "You know, because I mean all of those, those harnessing all of those benefits of true mixed use means, you know, how do you keep it active at different times of the day, how do you keep active with different groups of people so all of those things are not really built on."

Researcher: "Yes. Okay thank you so much"

Participant: "Cool"

Researcher: "I really, really appreciate it."

Participant 13: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you once again I really appreciate it. Uhm why do you use Melrose Arch? Is it mainly for business, for recreational or do you live in the area?”

Participant: “Business.”

Researcher: “Okay and how long have you used this area?”

Participant: “Uhm it’s going to be a year next month.”

Researcher: “Okay.”

Participant: “Uhm, but before for the actual business or me working in the actual area Melrose Arch I would come here once or twice for recreational reasons for socialising, meeting friends, having dinner. There’s a place called The Venue, a lot of events happen there so we also go there whenever they have events.”

Researcher: “Okay and where do you live?”

Participant: “I live in Olivedale.”

Researcher: “And where you born in South Africa?”

Participant: “Yes.”

Researcher: “Okay and what was your mode of transport to get to Melrose?”

Participant: “I use a car. Sometimes I use the Gautrain. It kind of depends on what’s happening.”

Researcher: “Okay (laughs) Okay and what is your experience of Melrose Arch in general?”

Participant: “Uhm, very upmarket. People mind their own business kind of vibe here, uhm... not a lot of people socialise or if the people that are working up here, I haven’t really seen them out and about in the different restaurants that we have. Uhm so it’s not I don’t think for the people that work here, it is a very sociable place. I think a lot of people that we see sitting in restaurants and having some kind of out of work experience are people that come from outside and not necessarily work in this environment. Uhm, but it’s also very (thinking) uh... it’s very nice to work here. It’s not busy, it’s quiet, people just mind their own business I guess.”

Researcher: “Laughs. I also think that the people you’d see by JB’s or so is clients coming for a meeting.”

Participant: “Yes.”

Researcher: “So I can see people are dressed with their business close.”

Participant: “People are always in formal gear here like it’s very very... like I think apart from it being a top-market place, people just generally, the feel when you go into Melrose Arch, you want to get dressed-up even if you’re not going for a meeting. That is just how it is.”

Researcher: “I’ll remember (laughs)”

Participant: “Yeah, you’ll stick out like a sore thumb if you’re in like I mean tekkies or shorts. You will stick out, because people are always dressed-up.”

Researcher: “Okay, and what is your experience of the people in this area?”

Participant: “They’re very friendly. They’re very very friendly. Uhm whenever I have need to ask something and I’m walking and I’m lost and I need to locate a shop, like for example there was a Bread and Basket shop and I had no idea it was closed so I walked this one day and I asked the security guy where it went and he was polite. So, yeah people around here are very very polite.”

Researcher: “Would you walk up to a random stranger.”

Participant: “Yeah.”

Researcher: “Just to ask for directions? You did it... (laughs) and do you have any social interactions? I know that you said you’ll come with friends...”

Participant: “Yeah.”

Researcher: “To The Venue and...”

Participant: “Yeah, so a lot of the social interactions would be coming to the different restaurants. Last place that I worked I came to, it was African Pride, and I was actually there with my husband and a couple of our other married couples and we’re just having drinks and it was nice.”

Researcher: “Okay and do you have any suggestions on how Melrose Arch can be improved?”

Participant: “Uhhh (thinking) not so much improved, because I think it is a great place, uhm, but I think they could expand the variety of the things that they have. They’ve got a lot of retail shops here, they’ve got a lot of nice restaurants, uhm... but if for example you’re vegetarian then you, you know, this isn’t a place where you’d come. So I think having more variety for types of people uhm I think that would definitely make other people, broaden the kind of calibre people coming here. Because you kind of know the people that come to Melrose Arch you know. It’s not the people that you’d find in Braamfontein for example. It’s very different, so I think they just have to open up and have more variety of the kind of , especially when it comes to entertainment and the whole social aspect if they had more things to do that would be nice actually.”

Researcher: “For different types of people?”

Participant: “Different types of people. Not just the upmarket, celebrities, rich very rich people you know. But for other people as well.”

Researcher: “Okay and any other suggestions?”

Participant: “No I think it’s a great place. It’s always clean uhm I mean you can walk and not bump into someone so it’s not full. Uhm... it’s a beautiful place to work in and when you come outside and it’s just like this breath of fresh air. There’s enough sunlight, the trees aren’t too tall, blocking out the sun and like in towns, it’s really nice. Oh I think having more trees would be nice, more greenery. Make it feel uhm, make it feel like a green in-house.”

Researcher: “I also (very noisy in background)... one of the participants also said if there was like a park or an open-space.”

Participant: “Yeah that would be so nice especially for us people who work here, because if you want places to go for lunch you are limited, there’s always restaurants or you

go buy something at Woolworths and come back and sit at your desk and eat. So I think having some kind of... a nice park, with grass and trees and tables that would be so great."

Researcher: "Okay. Thank you so much I really appreciate it."

Participant: "Thank you."

Researcher: "It's awesome."

Participant 14: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you so much for your time.”

Participant: “No problem.”

Researcher: “Uh... why do you use this area? Is it mainly for business, recreational or do you live in this area?”

Participant: “Uh.. business and recreational.”

Researcher: “Ok, and how long have you used Melrose Arch?”

Participant: “Probably the last six years.”

Researcher: “Okay and where do you currently live?”

Participant: “Uh in Westdene which is close to Wits University.”

Researcher: “Okay and where you born in South Africa?”

Participant: “I was.”

Researcher: “And what was your mode of transport to get to Melrose”

Participant: “Car.”

Researcher: “Okay and what is your experience of this area in general if you had to describe Melrose.”

Participant: “Uhm... it’s very European in the sense that it’s got a European feel to it. When you travel to Europe you get the same feeling. Uhm... it seems to be a bit more upmarket in terms of the people who frequent it uhm, but it’s also very user friendly.”

You can do a lot of things here from banking to uhm to shopping and also entertainment so it's and also restaurant if you're a foodie. It's quite useful."

Researcher: "Okay and what is your experience of the people in this area? If you had to describe..."

Participant: "Uhm... I I suppose you get a mix-bag so to speak. People seem to be rather friendly, but keep to themselves. Uhm and yeah I think there's nothing much. I don't really interact with anyone than within the office. I use the gym."

Researcher: "You don't feel the need to..."

Participant: "Interact with other people? Uhm... no not particularly and it's not because of choices it's just purely because people tend to stick to themselves."

Researcher: "Okay uhm do you have any social interaction? Or is it mainly at the business area?"

Participant: "With other people outside of the office?"

Researcher: "Yeah meet up with some friends?"

Participant: "Meet up with some friends, yes yes I do or my wife whoever comes so yah (unclear)."

Researcher: "Okay and do you have any suggestions on how Melrose Arch can be improved."

Participant: "Uhm... I wouldn't make uh (pausing) it trafficable, pedestrian friendly primarily. All traffic in this environment could then maybe be dropped down to basement level. Uhm... other than that the layout seems perfect, but I think it's dated in terms of modern architecture or contemporary architecture and I think the new proposed expansion will probably be better done in terms of its orientation."

Researcher: "Okay."

Participant: "I think, I hope."

Researcher: "Laughs. Okay thank you so much."

Participant: "My pleasure."

Researcher: "I really really appreciate it."

Participant 15: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you so much. I would just like to know – why do you use Melrose Arch? Is it mainly for business, for recreational or do you live in the area?”

Participant: “Work only”

Researcher: “For work only. And how long have you used this area?”

Participant: “Since 2010 – 6 years.”

Researcher: “Okay. And ... uhm ... where do you live?”

Participant: “In ...uhm ... Croydon, Kempton Park”

Researcher: “And were you born in South Africa?”

Participant: “Yes”

Researcher: “And what is your mode of transport when you come to Melrose?”

Participant: “Car”

Researcher: “Okay. And then, what is your experience of this area in general? If you have to describe Melrose?”

Participant: “Uh I don’t know. For me I just see it as a place to come to work every day.”

Researcher: “Okay”

Participant: “It is not somewhere where I would want to go and socialize or anything, it is too commercial, too busy for me.”

Researcher: “Okay”

Participant: "Too upmarket."

Researcher: "Too upmarket."

Participant: "(Laughs)"

Researcher: "I'll quote that, yes. And what is your experience of the people in Melrose Arch?"

Participant: "Well the only people I really talk to are the .. uhm ... the people in the shops, the tellers. I don't normally just walk up to anybody and talk to them and ... but I think everybody, for me, it looks like everybody is like - they just stick to their groups, so it is very ... uhm what is the word? Uhm ... clicky (laughs)"

Researcher: "Ja, clicks, they form clicks."

Participant: "Ja so like the Bain people will stay with the Bain people. They won't talk to you even though when you get in the lift you say "Hi" and nobody greets you 'cause they are now on the 4th and 5th floor and you are on the 1st to 3rd floor."

Researcher: "I never knew that is clicks even in the business environment."

Participant: "Yes"

Researcher: "Okay"

Participant: "And I think also because, like I said ... uhm ... it is upmarket, too upmarket for me to come and socialise here. I think there is a perception of what Melrose Arch - to who they were going to cater for when they set it all up. It was always going to be this exclusive, for the Sandton crowd, for the uppy ... yuppies and the up and comings so if you don't fit their bill, you don't go, because it is not anywhere that is on your way, you have to go there."

Researcher: "Specifically come to Melrose."

Participant: "Yes, you have to specifically decide we all are going to Melrose tonight, we are all going to Rose Cafe, we are going to see a show. That, otherwise what is the point of coming here?"

Researcher: "Ja. So it is either for business or if you want to meet up with someone."

Participant: "Yes"

Researcher: “And I know that it is also nice that the Gautrain bus comes till here.”

Participant: “The Gautrain bus comes here and it goes to the bottom of the precinct down there, so if you’ve got luggage you have to – and you are working up here or you are going to the hotel, which is right up here, you’ve got to track up all your stuff up the road.”

Researcher: “Oh, okay.”

Participant: “So that for me it would make sense that they go the other way around.”

Researcher: “Hmmm ... and rather have a bus stop closer to the”

Participant: “Closer to the hotel so that people – but there is also a hotel in the middle so and then there is mixed use because there is flats around so where do you actually park your bus?”

Researcher: “Hmmm yes true. (Laughs) Do you have any social interaction? I know you said mainly in the lifts you will talk to people.”

Participant: “In the lift I will talk to people and the tellers I’ll talk to but there’s ... everybody else like if you look at them, they look away, because it’s ... you know, even if it is just to smile at somebody, I am not one to just walk up to anybody and randomly talk to them. Uhm, but I find that they are all slightly stand offish, probably like your Helsinki people.”

Researcher: “(Laughs). Yeah”

Participant: “Not very open to just randomly talking ...”

Researcher: “Oh interaction”

Participant: “... interaction with others. They stick to who they know and ...”

Researcher: “Do you think it is more like a culture type or their perception of the area influences ...?”

Participant: “I think their perception of the area influences it because Melrose Arch has always been the larney part of town or larney people come here and you know and if you don’t that then you don’t fit in type of thing you know.”

Researcher: “Yeah, that’s why, because during the observations I usually see business people and then on weekends you will see more family”

Participant: “Yes”

Researcher: “Families, but on the other side, there by Woolworths.”

Participant: “Yes”

Researcher: “They don’t come to this side”

Participant: “They don’t come to this side ... uhm ... I think like JB’s and all of them down there, maybe by Ocean Basket might get full, I am not too sure but like I said, you have to have made the decision that you are coming here, it is a day out as supposed to anything else. You know, but like for me, Rosebank is better because the station is right there. So you don’t have to catch a bus, you can just walk in and walk around and there is all sorts of places that you can go to, affordable and not so affordable, sort of caters for everybody where here for me it catering for a specific group.”

Researcher: “Uhm so this is maybe where they went wrong?”

Participant: “Yes”

Researcher: “Or they wanted to. I think there would have been more people coming here”

Participant: “And there is no public transport here either, so even if you come to South Africa and you go stay in Sandton, how do you get to Melrose Arch? You have to uber or you got to go and catch the Gautrain bus so that you can come here for a few hours and it is very expensive.”

Researcher: “Yes, and I know on weekends also the Gautrain busses didn’t drive here.”

Participant: “Yes, so what is the point? It is like catering the busses cater for the people during the week but then how do they get their business on weekends?”

Researcher: “That’s true, good point. And also the parking I found is very expensive.”

Participant: “Parking is expensive. We are very lucky, we are one of the few companies that pay for the whole parking every month. I have heard that a lot of people here in this, you know like, Wooley Parsons who is kind of competition, they have to pay a portion of their parking a month so then that changes your salary as well because you might have moved from like we did Pinmill where there was a canteen on uhm on site, yes you couldn’t go to the shops, it was not very easy, you had to go up all the way up Catherin Street to get to Sandton City but you came to work anyway not to be going to the malls. Uhm but ja.... so you actually haven’t really benefitted moving at all.”

Researcher: “Okay”

Participant: “Because the business also isn’t we are consulting engineers, we are not passing trade to people.”

Researcher: “So the clients, they would park in the parking lot?”

Participant: “Yes, and then we also give them free parking.”

Researcher: “Okay”

Participant: “We have their cards validated and then ...”

Researcher: “That helps”

Participant: “Ja, it does help”

Researcher: “Cause I was wondering if your clients come and the parking is like by so much just for a few hours, how would the clients then come?”

Participant: “Yes, Arab does, we validate their parking.”

Researcher: “Okay. That’s good. And uhm how would you improve the area? If you have any suggestions on how Melrose can be improved, maybe getting more people coming here? Increasing the social interactions?”

Participant: “I think they do try with their Spring walks and their uhm ... like the long table dinners or their white dinners and all of those kind of things. They do a lot of charity work so it is a lot of advertising on that. Maybe a little bit more advertising cause I don’t see it other than in Melrose Arch. And then, the other thing is, there has to be more traffic this side of town, more uhm public transport. But then it really, really, really depends on what market were they looking for? So, if they want the up and coming and a particular market then they’ve got it. Those are the people that can afford the shops, that can afford the parking, that can afford to do their grocery shopping at Woolworths”

Researcher: “Ja, the lifestyle.”

Participant: “The Lifestyle, uhm but if they need more trade and they need more feet, they are going have to do something about transport first of all and adding in more affordable shops, like a Pick & Pay. I mean, it doesn’t have to be Checkers, which is much more affordable but something more

Researcher: “Ja, a lot of these name brands I never ever heard of (laughs)”

Participant: “Ja”

Researcher: “And as you walk pass the shops, all of them are empty. I do not know how they”

Participant: “How do they make their money?”

Researcher: “Ja, how do they pay their rent?”

Participant: “Some of those girls sit in there all day and they look as bored as anything. You look at them and you smile and it is just a blank face because they probably just open up and sit all day there just waiting. You never see people in them. The baby shop down the way so these Mammias and Pappas ...”

Researcher: “Oh yes”

Participant: “I was looking for something for my grandchild to wear for the wedding, and uhm - a little dress for a 4 month old – R950.00.”

Researcher: “What?”

Participant: “But it is the most beautiful thing.”

Researcher: “And it is going to grow at just like this.”

Participant: “It is the most beautiful thing and she will only wear it once. But who pays that? And then they have this sale and it is now R450,00.”

Researcher: “Better go and get that”

Participant: “I needed that but rather not. I don’t even pay that for a shirt for myself.”

Researcher: “I would say the gap that they cater ... they should get something in between.”

Participant: “There is nothing in between, absolutely. You are right. There is nothing for the clerical staff, the cleaners, the construction workers, there is nothing here for them.”

Researcher: “So they would also just bring their own lunch.”

Participant: "They would have to bring their own lunch as well, ja."

Researcher: "Okay"

Participant: "Unless they earning something we don't know."

Researcher: "Ja, (laughs) under the table."

Participant: "You cannot afford to go to across the road there is a few, there is like a Nando's and uhm"

Researcher: "A Nando's?"

Participant: "Ja"

Researcher: "On the other side where the Virgin Active is?"

Participant: "No, if you go out of, if you go out the and you are going towards... Virgin Active is at the bottom here and if you turn left and you go out of Melrose Arch onto the main road, onto Corlet, on the right-hand side there is a Nando's and a whole lot a Chinese place, a curry place and a lot of people actually go walk there and get their food and come back."

Researcher: "Okay"

Participant: "And then, just around the corner from there, there is another shopping centre called the Blue Bird Shopping Centre and people will rather go there because it is a lot cheaper than here and it's got Dischem and all of that kind of stuff."

Researcher: "Okay yeah I noticed that they have a Clicks."

Participant: "Yes."

Researcher: "So it's also nice."

Participant: "Yeah."

Researcher: "Where you see people, like you said, buying chips and..."

Participant: "Yes all the unhealthy stuff."

Researcher: "Laughs."

Participant: "But how can you, because you can't afford the banting stuff... that you go to Kuaii for or..."

Researcher: "Yeah, maybe a smoothy. But even that... Kuai is nice."

Participant: "Cost you know when you have to add that cost times 22 which is normally your amount of days per month working days. It starts to get a bit expensive."

Researcher: "You don't have a canteen in the office?"

Participant: "No"

Researcher: "That's actually something that would've been nice"

Participant: "Ja, we where looking at it at one stage, but we wanted a BEE person and we found it very difficult to find that so uhm... and management said well there is Woolworths down the line, there is the restaurants down the line. So financially it wouldn't have been viable to put something in you know. Although maybe if they tried it for a month or two it might have been a different outcome, but you know you can't really go to somebody and say set it up and we'll help you for one month and then you say afterwards no sorry it didn't work."

Researcher: "Pack up again... bye."

Participant: "Yeah and you've given them fals hope, because that's it their business is closed."

Researcher: "Uhm, do the companies ever like have these uhm... how can I say... interactions between one another? Like a social event or don't they have that for companies here?"

Participant: "I've seen one, but it wasn't a social event it was to give blood. It was a blood drive and uhm everybody was like, please go to, I can't even remember, I want to say R and B, butt I'm not 100 percent sure. But it was somewhere down on the boulevard there uhm to come and give blood."

Researcher: "Oh, okay."

Participant: "And that's about as much as interaction. We, because we've got a nice... we're on the ground floor, or the first floor, and we've got the garden outside and we've got quite a nice uhm foyer area... number four and five Baine will come and use our boardrooms, because they don't have one as big or they'll come and use our

function area for their year end functions or their childrens parties or something like that. But we never invited and they never invited.”

Researcher: “Oh okay.”

Participant: “But we did try once to invite them to... we did a bake sale to collect money for cancer or something like that, one of the thingy’s, and we invited them and I think one person arrived. That was it. So it is quite hard to break in... like I would say back to the clicks. You know I work for Baine I don’t socialise with Arup. Arup don’t socialise...”

Researcher: “But I would think that you need to socialise. I don’t know... like to build up contacts and, maybe you’ll need each other in the future.”

Participant: “It’s even when I look at my manager’s business cards and that, he’ll even meet with Black Rhino, which is just across the road here, but he got the lead from somebody else. Totally separate from here, and yet they are rright across the road from us you know. I mean also do you randomly walk up to, go to other businesses and say hi my name is whatever from wherever can I speak to your CEO.”

Researcher: “Yeah...”

Participant: “You know, so...”

Researcher: “It’s true.”

Participant: “How do you break.”

Researcher: “Maybe if you had a convention or something.”

Participant: “Yes, but there’s not many, much stuff about that here. They’ll have like a spring walk that’s coming up on the 25th of September and then there’s all in the lifts and everywhere, there’s the spring walk the spring walk and there’s a lady that sends out a news letter, a Melrose Newsletter all the time and she’s constantly... every week we get two to three things in our... to the tenants mailboxes to say this is happening at Melrose, that’s happening... But, it’s great, but I don’t ever see it advertised anywhere else. I don’t see it on the telly, I don’t see it in the newspaper, I don’t hear it on the radio. So I’m not sure where else they’re advertising those kind of things to other than the people here.”

Researcher: “So they should actually remove the advertising in Melrose, because people are already here.”

Participant: "Yes, put it outside."

Researcher: "Yeah... okay thank you so much I really appreciate it."

Participant: "Pleasure"

Participant 16: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Okay why do you use this area? Is it mainly for business, for recreational or do you live in this area?”

Participant: “I work here.”

Researcher: “Okay and...”

Participant: “I socially interact here. I usually make use of the restaurants. Shopping at Woolworths and I live in the area. One kilometre from my front door.”

Researcher: “Awesome. That is very convenient. So you’re an allrounder okay awesome. So how long have you used Melrose Arch?”

Participant: “Okay. (Unclear) my trip to Germany I would say four years.”

Researcher: “Four years?”

Participant: “Yes.”

Researcher: “And where do you live? You said one kilometre?”

Participant: “Fairway. So it is... turn left on Atholl, right onto Kernell. Go to the end of the road and my house is there. Yeah.”

Researcher: “Okay and where you born in South Africa?”

Participant: “Unfortunately.”

Researcher: “(Laughs) I was going to say yes, bult I’ll type unfortunately. And what is your experience of Melrose in general.”

Participant: "Hmm... I have many complaints."

Researcher: "Okay please."

Participant: "Okay excellent. I find that there's insufficient outside parking and generally people that come here are too cheap skate to use the parking underneath the ground so they double park, they park in no parking zones. You've got loading that are insufficient for the shops."

Researcher: "I agree."

Participant: "Entering the premises at seven o'clock in the morning is highly entertaining. You've got trucks all over, you've got Down Wing, you've got all the couriers, they've double parked... getting through is like an obstacle course. You know have concepts like louis on the main road as you come in."

Researcher: "Yes."

Participant: "And they now have a like sort of drive-true where you can get coffee and food and stuff. So the guy runs over. You pull over at the side of the road. He runs over, gets food and you've got two rows of cars coming here and you just stopping you can't go anywhere. So you've got all this oncoming traffic and you can't go anywhere."

Researcher: "Yes yes"

Participant: "So... Uhm I think there's insufficient exists, there's insufficient zoning loading areas. Uhm and I think that uhm people not customed to mixed-use zones. So you get a lot of road rage in such a small area. And the constant closures of the roads are annoying to people. People like me, I would rather drive all the way through to Sandton to go to Woolworths than come here, because they will block of Whitely or block of this and you can't get in or out. And then the traffic on the weekends are not that bad. You have a lot of people coming in on the weekends, you've got the walk, run whatever... people come through here sit at the café and watch these people come here in and out. You get to meet friends here so that is great, but from a working point of view the shops in this centre are just too expensive for working. If they want to attract people who actually live here, work here, they must have shops that are more orientated towards the working man. This environment is grand, grand scale, lots of beautiful at night, but it has Corlett drive. If you leave on, I can't remember this road name, but out there towards

Corlett, That area is horrific. People don't want to come here at night. Not unless you have someone with you. Preferably a male you know. So two girls can't really come here at night, because sometimes they close the one exit that goes onto Atholl... uhm going all the way around that way is kind of it goes towards the motorway. I avoid that one at night, so I tend to avoid Melrose at night from a safety aspect. You've got Melrose with the... it's not just the taxi's with the in and out, I would say it's more the people who uhm... partake of what shops there are. You've got, I think they used to have a sex shop there."

Researcher: "Oh outside of Melrose?"

Participant: "Ja...and uhm they used to have like little pub club thingy, and really it just invites the wrong type of people."

Researcher: "Yes."

Participant: "And then just adjacent to the road there's a little sandwich type place and that is actually a club/pub. Uhm you have very unsavoury people in the area so... living in Berlin you could go to any mixed-use are because obviously you would have your apartments on-top of let's say Arup would have another floor on-top and that would be someone who lives there. And shops at the bottom so you could migrate in and out safely at night. Obviously beautiful lighting so you can feel safe once you're in here, but getting out is a problem. The other biggy I have is exit points from the parking. We've had a change in the system, the system we had for tagging out of the parking bays was old so they, we installed a new system. That system crashes constantly and uhm we waited one night 45 minutes in the queue. They refused point blank to open up an extra bay. They refused to open up the booms. There was something wrong with it. They're too scared they are going to get fired from management they will not open that boom and we just sat. The people just had hooting hooting hooting and as a resident, I work here, I could only leave out of one exit. (Laughing) so you're screwed... Stuck in that queue."

Researcher: "For 45 minutes after such a long day, uhuh"

Participant: "The problem is... I think uhm... for me there's a huge problem they have with theft of cars in the basement."

Researcher: "Really?"

Participant: "It's a big ... ja it's the larney cars come here."

Researcher: “**Hmm... those fancy cars that stop.**”

Participant: “You know and then you’ve got the theft of cars. You hear about how many cars are stolen and then you get there by night and you can’t get out of the building (unclear)... so it’s a huge issue. A lot of these places are reserved for the bank or so or whatever building it is. Some of them are constantly just vacant.”

Researcher: “**The parking spaces?**”

Participant: “The parking spaces. Or the security guards let in anyone with a fancy car. You can go park. And with anybody else... use the parking basement. So coming here on a weekend... let say example I want a loaf of bread... I used to like coming to the bread basket. When you stop... there’s nowhere for you to stop, buy something and just leave. You have to go into the parking basement. Now we work here so basically we’re parked in a nested area which (unclear) so now I have to walk to bread basket it’s like a kilometre just to get like rolls. So I think that the parking space uhm whilst my original boss Allan Nason actually worked on the transport planning within the precinct, I think that uhm they did not take into account the amount of deliveries, the amount of people that would want to buy something and go. Their vision was that someone would come here, park, walk around the precinct and shop and then eat something, drink something and then leave. So... their vision in my opinion, which is a lonely little worker, the plan was more for longer stays as opposed to the shorter stay.”

Researcher: “**Yes, okay and the parking cost is also ridiculous. Like for you working here yes.**”

Participant: “We pay ridiculous prices for parking. Arup pays it on our behalf, but if you come here on the weekend, uhm let say for example you’re meeting me for lunch... and we sit and jap for two hours... you have to pay like R10 just for being underground. Uhm and people drive around and around in the hope of finding one of these parking bays on the side of the road, because sometimes the security guards will keep it for someone if they know there’s money coming and I’m like who cares about racism, you’ve got money issues here. If you’ve got a fancier car, you’re gonna get a better parking space.”

Researcher: “**Oh so that’s the issue.**”

Participant: “You know I’m saying from a racial perspective, I think that parking for taxi’s... they’re allowed to park outside the precinct. Coming into the precinct, you’re

driving on Corlett, you turn right onto Atholl... there's just a plethora of taxi's lined up and turning left into the precinct is almost impossible. If you have an 8 – 10 o'clock shift in the morning, and you want to come in, it is impossible. You must rather fight to get in, or use the lower exit or go towards where the M1 exit is. Sorry entrance. You can't get in there... the cars are like packed side by side, uhm people are trying to get onto a light and get of the taxi's. They're walking up and down the road, Its just not well located. They do have a sort of a semi area that they've taken over for themselves.”

Researcher: “**Within Melrose or outside?**”

Participant: “Well it's just outside Melrose Arch. So I think that what from I'm saying is that a lot of coloured people, black people, Indians, coloureds, you know people who don't have access to a car even be there white people, obviously you know most of them don't use taxi's such the big taxi's... uhm there's nowhere for them to park. So there's pandemonium getting in and out is... for them it's a danger and then for the people trying to get in or leave the premises it's a danger. So that... they need their own dedicated parking area. A lot of our people have to walk all the way to Corlett road, which is almost two kilometres in the heat of the day that is hectic.”

Researcher: “**Joh... just to get a taxi there.**”

Participant: “Just to get a taxi to go home. Well they're going to get a taxi and they're going to be in the queue then they're going to go home.”

Researcher: “**I always feel so bad when you drive past them and you see this long string of people and you wonder what time they'll get home.**”

Participant: “In Atholl road you have that at night. On Atholl boulevard, yeah... towards Corlett. There's just a row of people.”

Researcher: “**Okay and what is your experience of the people in Melrose Arch?**”

Participant: “I think people generally, you can see whether they're larney type, posh, or whether they're just a worker or person that's come to browse or look around and I think that if you ignore the really (unclear) where the Ferrari parks outside... (laughs).”

Researcher: “**Yeah and everybody must just look at it.**”

Participant: “I know.”

Researcher: “They always need to do that.”

Participant: “A mixed-use area, and you have some idiot whose now got new wheels on his car and he pumps up the radio.. inch inch inch (imitating music) I mean like, hello... people actually drive or come to a mixed-use area don’t understand the concept that there’s actually businesses in those areas. There’s no respect. Uh down here, as you go up this road, I don’t know what it is called... High street maybe, anyway you’ve got uh apartments up there and then you’ve got a circle just at the top there. So now one person is trying to enter the premises and their waiting for someone to buzz them through, so the second person obviously waits because they want to go through too, but there’s a circle and there’s only enough space for one car. So you get a whole road of cars down here and they all start hooting.”

Researcher: “Uh uh... they don’t know that there’s businesses”

Participant: “You know, it’s like people here, that come here, the normal ordinary ou (unclear) there’s obviously a lot of drinking at night. We have a pub Churchills and people tend to get a little bit ya... so they had the police out every night.”

Researcher: “Okay.”

Participant: “Yeah... breaking up the fights, some (unclear) people have been drinking here up the road (laughing). Yeah... so I don’t think, I haven’t seen any like racial issues here. Uhm I think that uhm I meet here often with my Indian friends, uhm they come from Edenvale and I come from...”

Researcher: “Close-by”

Participant: “Yeah close-by... trying to show that it comes from two different directions. So this... this is uhm really good to me. They don’t feel unwelcome here. You know I’d come with my friends he’s from the DRC. They walk here too and they don’t feel threatened as such.”

Researcher: “Awesome.”

Participant: “People here I wouldn’t say that you have a black white problem here. I think you have more of a parking issue here. Road rage from parking and getting around. (Laughing).”

Researcher: “Not a lot of issues. That is good... it’s good to hear.”

Participant: “Yeah.”

Researcher: “And do you have any social interaction? I know that you said you meet your Indian friends here?”

Participant: “Yes... I’ve got friends in the area uhm obviously from uhm other points of view from my black friends. It’s not really convenient unless they coming from Edenvale. So uhm otherwise Rosebank would be the next hub that people would meet at. Uhm I think that that environment, whilst it’s mostly built up in a shopping mall type of thing, there is an outside area and I think people find it easier to get there. Uhm also safer, driving at night it is safer to go to Rosebank than it it here, simply because of the development on Corlett yes. Think once they’ve tidied that up then it’s going to change dramatically.”

Researcher: “Okay. And do you have any suggestions other than the parking and everything, on how Melrose can be improved?”

Participant: “Yeah... uhm better shops, for example you’ve got your Edgars and your Woolworths, but they don’t really have that many people who go there unless they work here. Fine you’ve got like Chinese, I mean there’s a lot of Chinese people, Korean people that come through, whose travellers here, they all bank with one of the hotels and then you’ve just got this massive people... so they enjoy it, but they’re not here all the time. So they need shops and more than just one Woolworths. So you’ve got Woolworths and maybe have a Trups or a Spar. You know... Trups, I say Trups because it’s higher class than just the ordinary Spar or a Spar from like Broadacres. You know... not just a you know and then places to eat. To buy a toasted cheese from Europa is R50.”

Researcher: “They’re milkshakes are very nice (laughs).”

Participant: “Yeah they are they’re great, but if you earn the types of salaries that the majority of people earn that are here, you’ve got this security guard. They’re here all night and we’ve spoken to quite a few of them... uhm shops obviously close at a certain time so there’s nowhere close for them to quickly go and get something to eat and drink. Yeah... during the day... if you want to pop out for a quick sandwich you’ve got a choice of uhm... R30 cold cheese sandwich from Woolworths or you can get a R50 sandwich from Europa there. There’s not many options from a food point of view. And I think because the type of environment that it is, if they had more nick nacky type of shops like higher end, you know I was up in waffing around, because having come back from Germany I didn’t have a car

immediately, then I got a car, and now learning all about Joburg, and I'm finding all these out of the way places with really nice shops. Uhm curios browsing type things. You know... or a furniture shop I mean they had an auction... a temporary shop here, and I think the cheapest thing was like R100 000. Okay what... clearly you didn't mean for people at Melrose to go (laughs). So I think the types of shops that are here and obviously the food shops they need... I know Melrose is trying to keep it away from the Checkers and Pick 'n Pay's."

Researcher: "Okay."

Participant: "But for the man on the street you need something close by so if you have a mixed-use development you must be prepared to have a separate area where you have a Pick 'n Pay and Checkers, Spar or something. Something close... something people can walk to. Yeah, I find people walk to the Steers which is up the road at Corlett drive, or to the Chinese shop rather than using the centre for food."

Researcher: "Okay, because it is so expensive."

Participant: "At Woolworths and Europa. Well I mean you don't really have that many choices for a quick snack. If you come here for dinner and you can go to Moyo or JB's, I think the food is great. I've been to every single restaurant here; the food really is great with a lovely vibe at night and I bring sort of like my own guest here so it's a lot of fun. Uhm it is sort of like a fake Europe. But hey one can't be choosey. (Laughs)"

Researcher: "Okay awesome thank you so much."

Participant: "You're welcome."

Researcher: "I really appreciate

Participant 17: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you so much for your time. Why do you use this area? Is it mainly for business, for recreation or do you live within Melrose.”

Participant: “Uhm, for recreational.”

Researcher: “Ok and how long have you used this area?”

Participant: “For about 5 years.”

Researcher: “And where do you live?”

Participant: “Uhm, I live in Roodepoort.”

Researcher: “Ok, and were you born in South Africa?”

Participant: “Yes”

Researcher: “Ok and what was your mode of transport to get to Melrose today?”

Participant: “It was a vehicle, I drove here.”

Researcher: “Ok. What is your experience in general, if you had to describe Melrose?”

Participant: “It is a very fun and exciting environment.”

Researcher: “Ok. What is your experience of the people in the area, if you had to describe them?”

Participant: “They are mostly upper class people and uhm yes there is definitely a trend.”

Researcher: “Ok, so you would say that the majority of people that you see walking around or being within Melrose are more upper class, fancy?”

Participant: "Yes"

Researcher: "Ok and do you have any social interaction in the area with other people?"

Participant: "No"

Researcher: "Not at all?"

Participant: "No"

Researcher: "Ok, why don't you have any interaction?"

Participant: "I don't live close by, so it is a far distance to socialise."

Researcher: "Ok, so you say it is a far distance to travel but uhm, otherwise when you come to Melrose, what do you do if you don't socially interact?"

Participant: "Well, only when I come with my family, we will eat here and leave."

Researcher: "Ok. And do you have any suggestions on how Melrose Arch in general can be improved?"

Participant: "Uhm, there is a lot of kids running around. I would say that they can maybe improve the area for kids, maybe make a huge play area for them where it is safe cause there are so many cars driving by and also fast cars, so although there is those things (billiards), I don't think it will stop a child from running across the road or anything, and also maybe connect the two social areas."

Researcher: "Oh, ja. Ok"

Participant: "Yes"

Researcher: "Ok, thank you so much, I really appreciate."

Participant: "It is a pleasure."

Participant 18: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Thank you so much for your time. I really appreciate. Why do you use this area, is it mainly for business, for recreational or do you live in Melrose Arch?”

Participant: “The reason for me using Melrose Arch is purely for business practices and use.”

Researcher: “Ok, and how long have you used this area?”

Participant: “I have been working in this area for 5 years.”

Researcher: “Ok, that is quite a long time. And where do you live?”

Participant: “I live in Florida Park on the West Rand.”

Researcher: “Ok and were you born in South Africa?”

Participant: “I am proudly South African.”

Researcher: “And what was your mode of transport to get to Melrose today. Did you use your car or public transport?”

Participant: “Own transport, my own car.”

Researcher: “Ok. What is your experience of this area in general if you had to describe it?”

Participant: “Very much an upmarket, modern society, uhm, very trendy and a very busy environment.”

Researcher: “I agree. What is your experience of the people in this area if you had to describe them?”

Participant: “Uhm, being used only for business purposes, I find that it is very uhm, like I said, up class market, lots of foreigners as well, yes and then also I find that the population, the population that I experienced there would be young, young people and also elderly people, a lot of elderly people and uhm, the nice things that I find in that area is that they are very health conscious as well, having the Health Virgin Active there, lots of business people using it there, so, ja, I think that is where the very much

Researcher: “The whole lifestyle?”

Participant: “... lifestyle, modern, healthy environment is there. Yes, it buzzes, it is a buzzy environment.”

Researcher: “Yes, and do you have any social interaction in the area.”

Participant: “The only social interaction that I would say that I have in the area is from interacting with the restaurant people, uhm and the staff and also in the kind of business that I am at is that I deal a lot with the medical situations and the pharmacies and also, ja, that is the kind of people that I interact with, which is very nice and like I said, trendy, accommodating, friendly and they are open for business.”

Researcher: “Ok. Do you have any ideas or suggestions on how Melrose Arch can be improved to increase social interaction or ...?”

Participant: “On that side, in my opinion and purely on my opinion, I have not been there over the weekends, I find it very, there is lots of high buildings, not very friendly, not, not a green area, they can definitely make it more green, uhm, make it more user friendly and family friendly. Have markets, family markets. Maybe you can also look at more playgrounds for over weekends for people to bring their children and accommodate family situations. Uhm, animal farms”

Researcher: “Ah, cute”

Participant: “Ja, family markets, definitely make it more inviting.”

Researcher: “Yes”

Participant: “And also not just to accommodate foreigners and tourism, I think there is a lot of tourist people that like to go there, but also try and also keep it costly. It is pricy, the restaurants are pricy and, ja, accommodate the South Africans also

Researcher: “Ok”

Participant: “.... and make it more affordable. Melrose Arch being very trendy and also, if you talk economy wise, the uhm, for the high income population, accommodate the medium and maybe even the lower class that they will be able to go there and have a cheap milkshake or a doughnut even. That is my input that I can think that they can look at.”

Researcher: “Thank you so much. That was perfect.”

Participant: “Only a pleasure”

Researcher: “I really appreciate.”

Participant 19: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Okay, how long have you used this area?”

Participant: “I would say 12 months now.”

Researcher: “Why do you use this area? Is it mainly for business, recreational or....?”

Participant: “It is mainly for business.”

Researcher: “Where do you live?”

Participant: “I live in the north at a place called Cresta.”

Researcher: “Cresta, oh yes, I know Cresta. I am from Roodepoort. Okay, this is suppose to say ja, you said that you were born in Scotland?”

Participant: “Yes”

Researcher: “Ok. What was your mode of transport in order to get to this area today? Did you use public transport or by car?”

Participant: “No, by car.”

Researcher: “And then what is your experience of this area in general?”

Participant: “Actually, I was here when Melrose Arch actually opened. I do not know how long ago it was, maybe more than 10 - 12 years ago? It has always been like a hot spot for like good business, good entertainment as well. It is good for restaurants and I think the management planning here as well for businesses and for family entertainment like it is good, it is almost organized, ja.”

Researcher: “Always organized just for in case I can’t remember.”

Participant: "No that's all right."

Researcher: "(Laughs). Ok and what is your experience of the people in this area. Do they interact with one another or mostly business?"

Participant: "Yeah, it is actually, well during the week it is mostly business but at the weekends it is more families."

Researcher: "Uhm, do you have any social interactions in this area with other people in this area? I know mostly at your restaurant ..."

Participant: "No, just for work here."

Researcher: "Ok. Why would you say don't you use it for social interactions?"

Participant: "No, because my family is actually there on the other side of Jo'burg, so for me to come to work and do things socially as well, I don't really want to be seeing my work all the time. Just to get away. But I am here every day."

Researcher: "Ok, and do you have any ideas for how this area can be improved to enhance social interactions?"

Participant: "Yes, the parking facility."

Researcher: "Do you think there is a lack of enough parking?"

Participant: "There is enough parking but I think that is very expensive during the week."

Researcher: "(Laughs)"

Participant: "It is like R75,00 a day."

Researcher: "Ja, if it is over 6 hours, I got a big shock the other day."

Participant: "And I am here more than 6 hours so it will cost me R75,00, so that is why I get here so early so I can get free parking on the side."

Researcher: "Ja, it is a miracle when you get an open parking outside."

Participant: "Yes that is why I come so early, ja."

Researcher: "But that is the thing with these mixed use developments, they only put a few parking outside and the rest underneath but then it is so expensive. I also thought, wow, it is really expensive."

Participant: "Look at weekends it is okay 'cause Saturday and Sunday is R10,00 a day, so which is perfect. But it is during the week it is pretty expensive."

Researcher: "But I would thought that the businesses would get, because you are a tenant or how should I say?"

Participant: "Like compensation?"

Researcher: "Yes"

Participant: "No, nothing. Not for the company that I work for anyway."

Researcher: "It is because we were parking at the visitors parking and I said to my sister: "Wow there are so many visitors here". But now I know there are mostly business people here as well."

Participant: "Yeah. Look there are like a lot of events that happen during the weekends, like a lot of running. So I think it has got to do something with the gym across the road as well."

Researcher: "Oh yes, the Virgin Active."

Participant: "I think they do a lot of events and we get the spill over for that, which is quite nice."

Researcher: "Virgin Active. Okay. And any other ideas or is it just mostly the parking?"

Participant: "Uhm, actually I like Melrose as it is. Ja, ja. It shouldn't change. If it does change, then it must be upgraded to be better. At the moment, it is actually a really nice area."

Researcher: "Ah, thank you so much. I really appreciate it."

Participant: "It's a pleasure."

Researcher: "You helped me a lot."

Participant 20: Section A: General information

1. Gender: Male Female
2. Age group: 12-18 (scholar) 19-60 (worker) 61+ (elder)
3. Why do you use this area?
Business Recreational Live in area

Researcher: “Hoekom gebruik jy hierdie area? Is dit meestal vir besigheid, ontspanning of bly in die area?”

Participant: “Nee, ek sal sê dit is meer vir ontspanning, dit is meer vir my ‘n ding om te gaan kyk hoe lyk dit daarso en ervaar hoe die mense daar leef en wat hulle doen daarso. Dit sal nie besigheid wees vir my nie.”

Researcher: “Ok en hoe lank gebruik jy al Melrose Arch?”

Participant: “Nee ek was nog net een keer daar gewees, maar die indruk wat geskep is sal ek weer soontoe gaan vir ontspannings-doeleindes.”

Researcher: “Ok en waar bly jy tans?”

Participant: “Ek bly in Pretoria op die oomblik”

Researcher: “Ok en is jy gebore in Suid-Afrika?”

Participant: “Ja ek is gebore in Suid-Afrika”

Researcher: “Ok en wat was jou manier van vervoer vandag? Het jy met ‘n kar of ry jy met ‘n kar of met ‘n trein of hoe kom jy by Melrose?”

Participant: “Uhm ek het hierdie slag die Gautrain gevat en toe het ‘n privaat kar my opgetel en tot by Melrose Arch van Rosebank na Melrose Arch toe gery.”

Researcher: “Ok en wat is jou gevoel van Melrose Arch in geheel as jy die area moet beskryf?”

Participant: “Kyk dit is ‘n lekker omgewing, dit is ‘n baie Europese Urban Design gevoel wat hulle vir jou gee. Jy voel partykeer uit as jy nie dit is baie “upper class market” wil ek sê, maar dit is nie so Afrika ge-“Urban Design” dink ek nie, dit is meer ‘n

Europese gevoel in Afrika te skep, in plaas van 'n "Afrika-Urban-Design" veronderstel om op sy eie te ontwikkel."

Researcher: "Ok en wat is jou gevoel van die mense, as jy hulle moet beskryf, die mense binne Melrose?"

Participant: "Ag ek dink die mense in Melrose is normale mense eintlik. Soos hulle is nie buitensporig nie, hulle is nie ongeskik nie, hulle is nie oovriendelik nie, hulle is maar normaal dink ek."

Researcher: "Ok en het jy enige sosiale interaksie in Melrose? Ek weet jy sê jy was nog net een keer daarso. Het jy vriende ontmoet of sosialiseer jy daarso?"

Participant: "Ja kyk, ek het vriende daar ontmoet. Ons het die oggend by 'n restaurant gaan eet daarso en bietjie deur die winkels gestap en so (onduidelik)."

Researcher: "Ok en het jy enige voorstelle van hoe Melrose Arch verbeter kan word om meer sosiale interaksie te kan bevorder?"

Participant: "Sjoe, uhm ek dink nou ek dink vir baie mense is parkering 'n probleem en toeganklikheid. Dit is eintlik maar net met privaat kar ek weet nie of daar bus goeters is rondom dit nie. Ja, daar is busse wat soontoe loop, maar dit is net die Gautrain se bus (onduidelik) Rea Vaya..... dit is nie Johannesburg se groot busstelsels nie. Hulle moet beter vervoer inbring in 'n mate vir gewone verbruiker en nie net vir die wat daar werk nie."

Researcher: "Ok. Nee ag baie, baie dankie. Ek waardeer so baie hoor."

Participant: "Dit is 'n plesier."

Researcher: "Dankie"
